



Innovations in rural mobility in support of tourism and the local economy

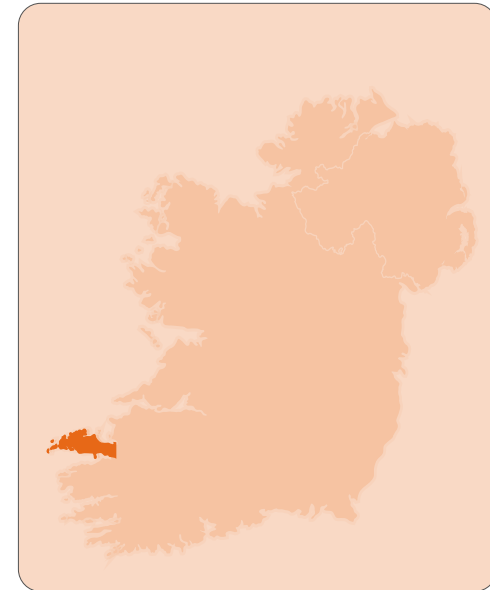
Dingle Hub, Co. Kerry, Ireland



Corca Dhuibhne / Dingle Peninsula

Corca Dhuibhne / The Dingle Peninsula

- Area 583 km², long peninsula, mountain spine
- No local administration – part of Kerry County
- Resident population of 13,000, with 1,650 living in Dingle Town
 - Limited industry, economic base, jobs
- Visitors >1M annually, focus on Dingle and west
 - Area of natural beauty, beaches, activity
 - Cultural, historic and linguistic interest
- Tourism accounts for c. 30% of the local economy.
- Second (or holiday) homes account for c. 26% of all houses on the Peninsula
- Most visitors arrive by car,
 - All roads channel through the town
 - Crowded, unpleasant in peak period

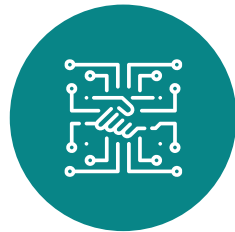




Dingle Hub in an exemplar hub in Rural Community Innovation and Transition



Sustainability and Climate Adaptation



Digital Readiness



Regional resilience and prospering



Sectoral and Enterprise Seeding Development, Regeneration/Adaptation



Community flourishing



Our mission



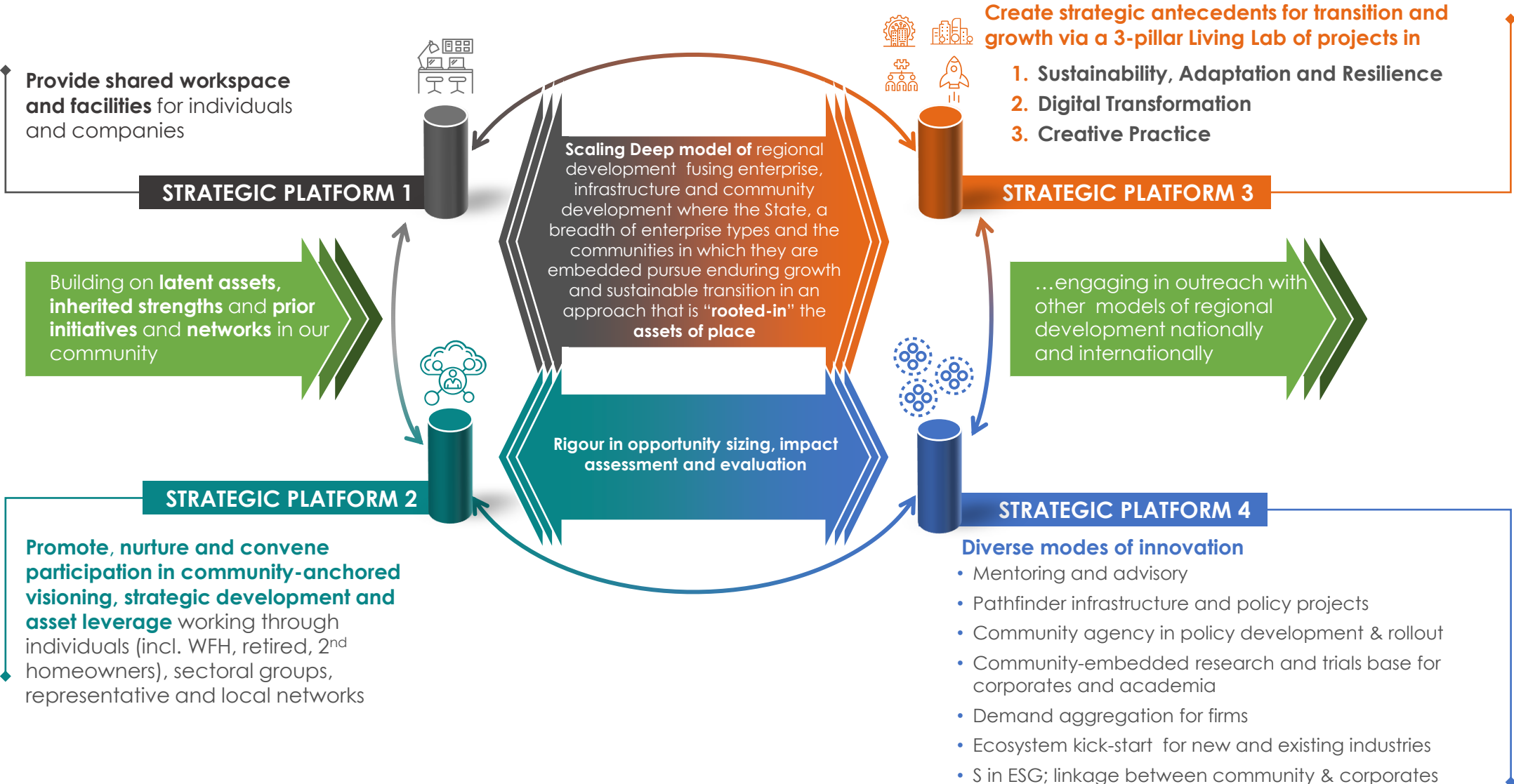
“ to build a creative, livable, sustainable and inclusive community,

fostering a vibrant and diverse ecosystem of stakeholders to facilitate the creation and maintenance of well-paid, year-round incomes on the Dingle Peninsula ”





The Hub's approach is based around 4 integrated platforms





The Pathfinder Project – a package of measures for more sustainable mobility

Dingle Hub, Co. Kerry, Ireland



Sustainable Mobility Pathfinder Project

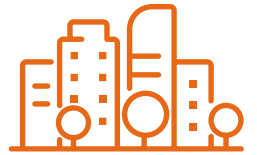
Tionscadal Ceannródaíoch Soghluaisteachta Inmharthana



A community-engaged approach to decarbonise rural transport by identifying and providing realistic alternatives to private car journeys.

Work on developing sustainable transport systems has been underway for some time here and in line with the 2021 Climate Action Plan has been broadened to refer to mobility (and to include walking, cycling and car-pooling). Building on achievements to date, a pilot project is in development to expand on existing aspects and bring in further strands to deliver a model of Sustainable Mobility that can be an exemplar for other rural areas.





Key Objective: Reverse the trend towards multi-car households



Public Transport

Increase services on and leaving Dingle Peninsula to better suit citizens who already enjoy the benefit of TFI Local Link. **Leverage technology** e.g. solar PV to power community notice boards at bus shelters, online access to real-time information.

Electric / Low Carbon vehicles

Public Buses to go electric (planned July 2023) and charging points to be installed for private buses and cars. **Promote use** of e-bikes, e-scooters and leverage success of ESB Networks Dingle Project to highlight advantages of EV. Develop local transport **market for biogas**

Personal Mobility

Structural improvements to infrastructure and **initiatives** to encourage more cycling, walking, car-pooling and car-sharing.

Marketing

Customising national campaigns **so they work locally**. **Empower people** by communicating impacts of their daily choices on emissions reductions.

Evaluation

Monitor **behavioural changes** and **carbon emissions reductions**. Baseline qualitative and quantitative data



An Roinn Iompair
Department of Transport





Conceptual image of eMobility Hub



There is a need for innovative mobility solutions on the key tourist routes of Conor Pass and Slea Head and an opportunity here to embed sustainable options within the visitor experience

Traffic congestion is a significant challenge on the Dingle Peninsula and easy-to-use, visible e-mobility hubs can play a major role to address this for the future

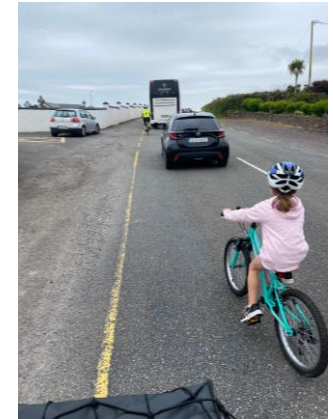
Conclusions and Recommendations

- Run **initial pilots** to understand the impact of hub location, user and usage behaviours and the benefits of shared e-mobility hubs to local tourism.
- **App software development** investment for booking and payment and seamless integration for local e-mobility providers.
- Work closely with the Department of Transport and the NTA to align with **Climate Action Plan 2023** objectives
- Align with the **National EV Charging Infrastructure Strategy** to support the delivery of sustainable open charging options for tourism.
- Work together with partners **to influence national policy** generating support for e-mobility providers regarding insurance and the cost to supply EVs and e-micromobility in destinations that are at high-peak tourism only 3 months of the year.



□ **5 Events – 175 participants**

- **Bike Clinic** a Meitheal event pooling tools, time and expertise to bring on our skills and build community resilience. Ar scáth a chéile...
- **Bike to School and Bike to Work** the more bikes on the road, the safer cycling becomes.
- **Feature Film– Together We Cycle** the story of how cycling was recently revived in Holland to become a way of life.
- **Ebike Rally** – a free trial of ebikes for a sweat-free jaunt up the Conor Pass.
- **Community Cycle** – a mass cycle to reclaim the streets!





Surveys that measure the **quantity** and **quality** of trips.

In the last 7 days, for how many journeys did you use these travel modes?

Bus	
Bike	
...	

Which travel method did you use for your most recent trip?

Bus

Bike

...

How did you feel during this trip?

Very unhappy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very happy
Very stressed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very calm
...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>				

What did you do during this trip?

Talking to others

Using the mobile

...

An Roinn Iompair
Department of Transport

NTA
Udarás Náisiúnta Iompair
National Transport Authority

Fáilte Ireland

TFI local link
Kerry

Bus Éireann
www.buseireann.ie

seai
SUSTAINABLE ENERGY AUTHORITY OF IRELAND

UCD DUBLIN

NEXSYS



“Visit Dingle Peninsula without the car”

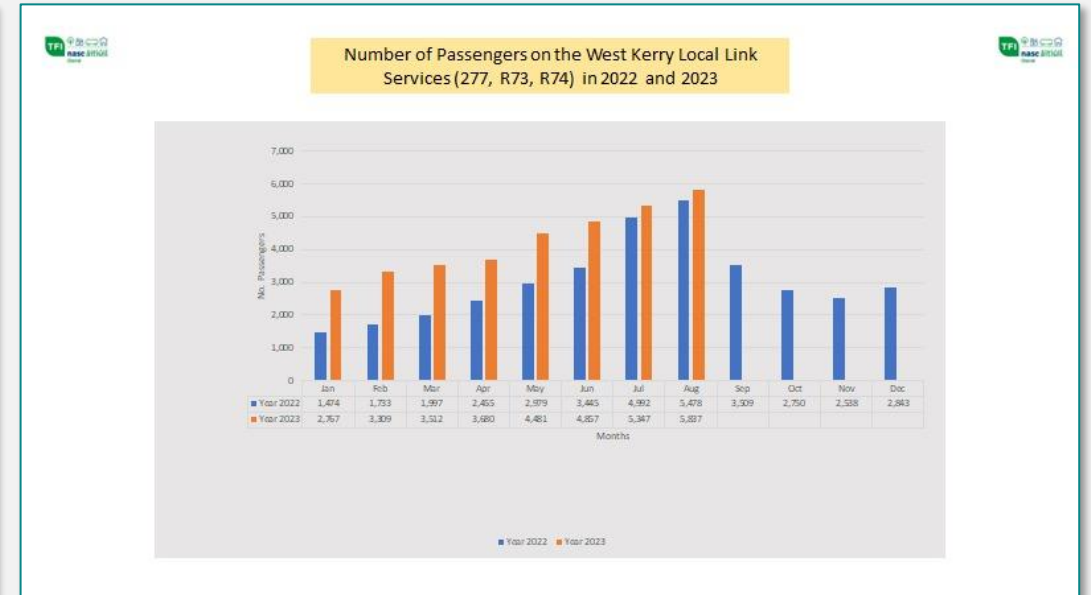
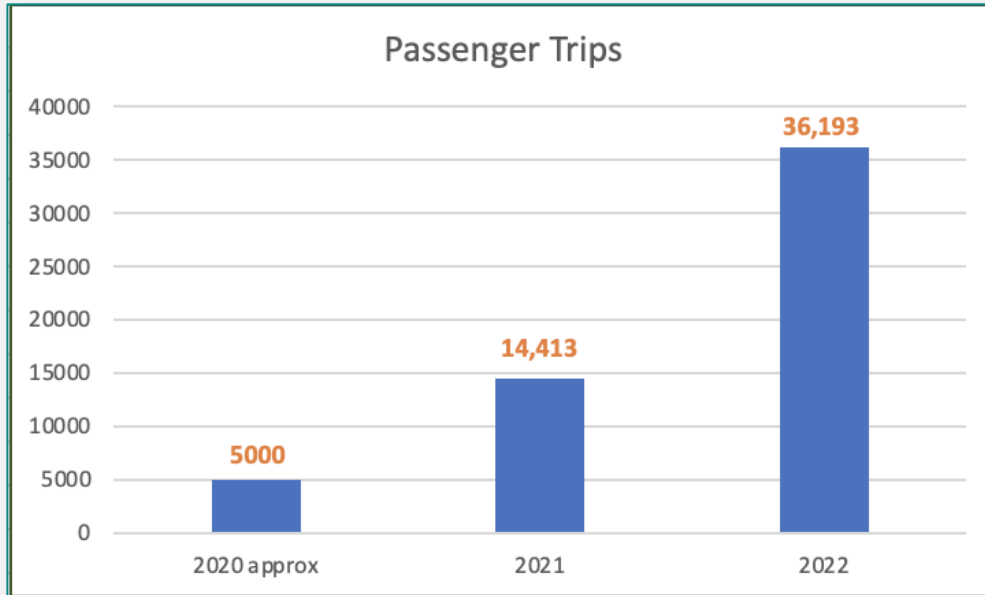
Dingle Hub, Co. Kerry, Ireland



- **Previous situation**
 - Low frequency bus service into the area, from the main town and national rail/bus hub;
 - No local bus services within the peninsula;
 - Social service routes a few times a week;
- **Step change in the PT supply**
 - Bus route increased to 10 trips/day, 6-22h;
 - New local route with 8 trips day, 8-20h, Mon-Sun serving the prime tourist routing;
 - Social service retained;
 - Co-location of stops;
 - Co-ordination of timetables;
 - Joint marketing effort;
- **Impacts**
 - Improved mobility for residents and visitors;
 - Promotes arrival to the area without a car;
 - Enables connection with national bus/rail network;



Increasing demand for services



Breadth of benefits

Community wellbeing of enhanced access and reduced isolation | Sustainable Transport
Socioeconomic development | Tourism experience enhancement



Route 277 – Passenger Testimonials



“We thought we would have to sell our house and move back into Dingle because we can’t really drive anymore and there was no regular transport services until Local Link Kerry commenced Route 277. We now have access to public transport 7 days a week and we couldn’t be happier. A weight has been lifted off our shoulders.”



“I had to move to Dingle because my husband passed away and I don’t drive. I can now go back and live in the family home near my friends and neighbours and I have access to a bus every day. Thank you, Thank you, Thank you.”



“I’m going to Dublin tomorrow and since your bus service started it means I can travel it door to door virtually on public transport for €54 instead of the €200 on average it used to cost me with taxi from Dunquin to Tralee then train etc. It’s a huge improvement.”



“I no longer feel trapped in West Kerry. This bus service has opened up Dingle, Tralee and Dublin to me.”



“There are now 4 generations travelling on the same bus – some for social, some for shopping and the boys are going football training. We all have some great fun on the bus”

“My grand-children love to travel with me on the Local Link service during the school holidays.”

Go raibh maith agat



Thank you