Contents

Introduction

Connect the Dots are working on behalf of Kilkenny County Council to carry out a programme of engaging participatory events, collaborating with key stakeholders and citizens to develop the Kilkenny Sustainable Urban Mobility Plan (SUMP).

A Sustainable Urban Mobility Plan is a "**strategic plan** designed to satisfy the **mobility needs of people and businesses** in cities and their surroundings for a **better quality of life**. It builds on existing planning practices and takes due consideration of integration, participation, and evaluation principles."

On the 4th of April the second phase of community consultation on the development of the SUMP was launched with submissions being collected through an online survey, an open consult.ie portal and two public in-person walk-in sessions in Kilkenny at MacDonagh Junction Shopping Centre and Market Cross Shopping Centre. The public was asked to provide feedback on the draft vision, objectives, and measures that were co-created with a key stakeholder group with insights taken from the first public consultation.

This report provides an overview of the feedback given through the survey and through discussions on the in-person sessions in Kilkenny and identifies recurrent themes raised by the public.

Executive Summary

Common Themes

- Park and Ride is a priority
- Accessibility - for older people, wheelchair users, people with autism, for people with disabilities that reduce ability to walk even short distances
- Buses need to be smaller
- Cycle network needs to be safer, more complete & enhanced
- Routes and stops need to be extended and increased
- The Ring Road needs to be made safer for pedestrians and cyclists
- The Ring Road needs to be completed
- Enforcement
- Partial, Part-time or full pedestrianisation is the most supported future scenario for the city centre, while the extension of the one-way city core was the least supported

Hopes for the Plan

SUMP Draft Vision

Kilkenny will be an accessible city with sustainable mobility options for everyone by 2030

Core Principles

1. Integrate land-use and transport planning to support the realisation of the 10-minute city, thereby reducing transport demand and avoiding unsustainable journeys.

2. Facilitate the transition to a low carbon and climate resilient city through supporting a shift to sustainable mobility options and reducing greenhouse gas emissions, air and noise pollution and energy consumption from transport, thereby improving the quality of life of people in Kilkenny City

3. Collaborate with different stakeholders, communities and across different governance levels to implement the measures of the Sustainable Urban Mobility Plan.

4. Provide equitable, efficient, integrated, smart and cost-effective transport solutions that enhance access to jobs, retail, leisure and education and consider transport poverty, the gender divide and other social gradients in transport.

5. Enrich urban vitality and biodiversity through greening and placemaking with inspiration from Kilkenny's unique arts and culture traditions and medieval heritage to create a people centred city that promotes people's health and well-being.

Core Objectives

- **Objective 1:**
  Reallocate urban space towards the sustainable movement of people and placemaking.
- **Objective 2:**
  Encourage independent journeys for all
- **Objective 3:**
  Enhance permeability to and within the city centre
- **Objective 4:**
  Work with the National Transport Authority to enhance public transport options within the city.
- **Objective 5:**
  Facilitate public and private organisations to enhance connectivity to surrounding rural areas and the region.
- **Objective 6:**
  Enable a shift to sustainable modes through the effective management of parking.
- **Objective 7:**
  Provide a safe, coherent, direct, attractive and comfortable cycle network.
- **Objective 8:**
  Enable businesses and service providers to connect with potential suppliers, customers and employees.
- **Objective 9:**
  Integrate transport modes
- **Objective 10:**
  Create safe routes to schools
- **Objective 11:**
  Communicate solutions and raise awareness

Methodology

Outreach

- Kilkenny Website
- Emails: Stakeholders, Businesses, Community Groups, etc.
- Calls: Emergency Services, Family Resource Centres etc.
- Display boards in MacDonagh Junction Shopping Centre
- Social Media posts on KCC Twitter & Facebook
- Outreach through Whatsapp
- Outreach to Schools
- Flyers posted to Residents
- Flyers hand delivered to Businesses
- Bus Shelters Posters
- Press Release
- Radio Interviews

Online Survey

An online survey collected feedback on the SUMP vision, objectives & measures from 420 respondents. 39 of these responses were from in-person conversations at the public consultation event in MacDonagh Junction. All outreach directed participants to the survey as well as to speak in person with Connect the Dots in Kilkenny during the public consultation events. The survey allowed respondents to ra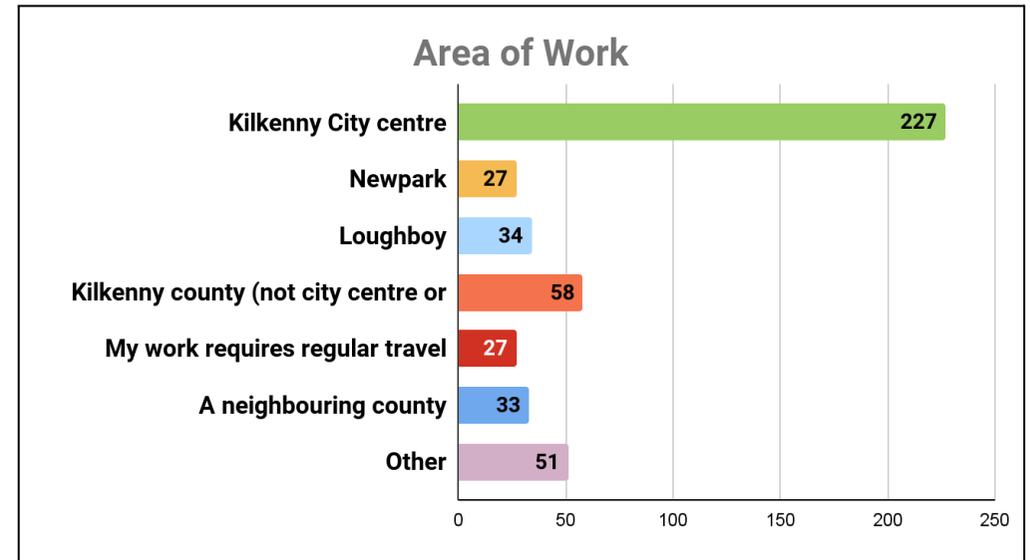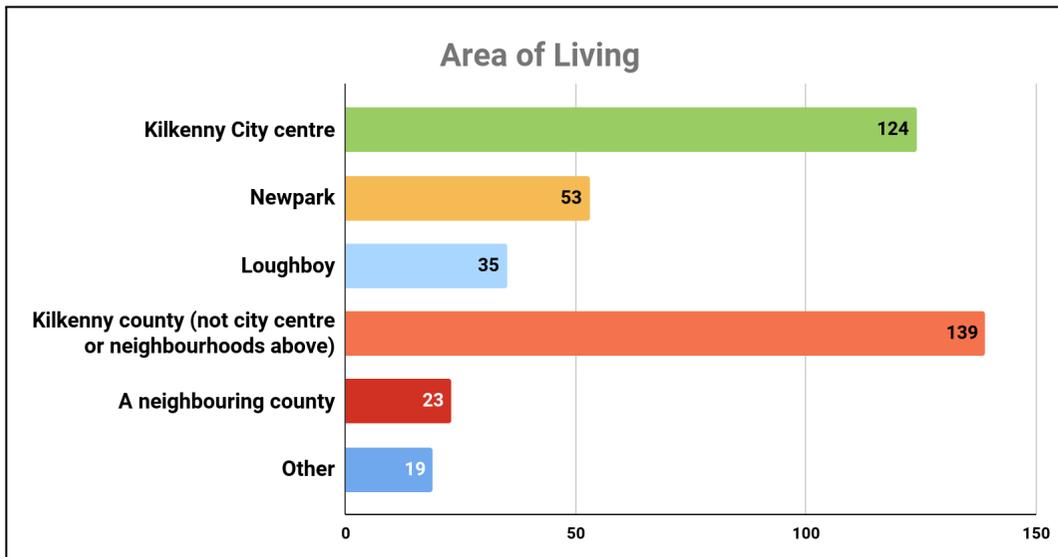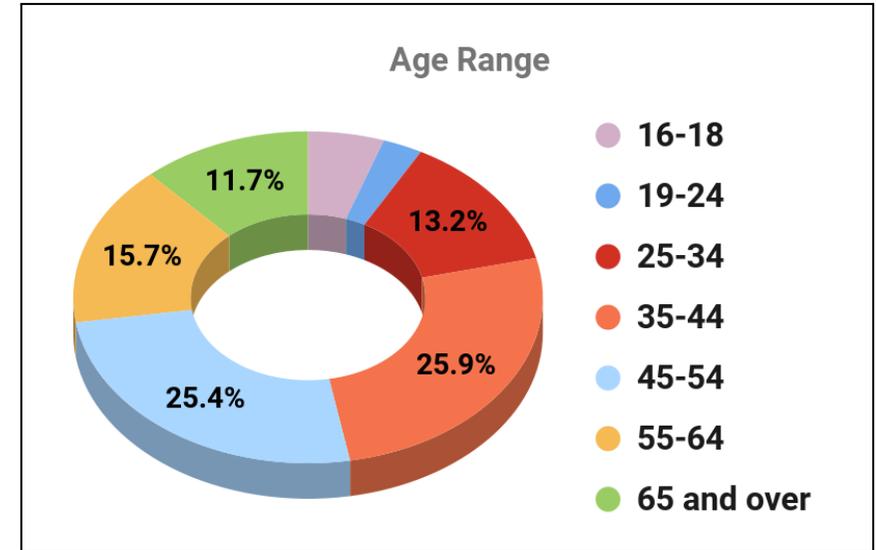te each draft objective out of five and provided space to submit if anything was missing from the measures or if there were any disagreements.

Public Consultation Event

Interactive public exhibitions were held on Friday 21st of April in Kilkenny at MacDonagh Junction Shopping Centre between 9am to 4pm and at Market Cross Shopping Centre between 1pm to 5:30pm. Exhibition boards were displayed with the draft vision, objectives and measures with post-it notes and pens available for people to write feedback to stick next to specific parts of the drafts for others to view. Previous exhibition boards from the first phase of consultation were also displayed with background information for members of the public who hadn't heard about SUMP. Connect the Dots staff were there to facilitate conversation on the key themes of the SUMP, answer questions, note concerns and guide people to the online survey link or to the hard copy surveys available at the stands. Flyers were posted around the exhibition with QR codes directing people to the survey and a kids corner was created with activities for young children and chairs surrounding them for parents to fill out the hard copies at MacDonagh Junction. Further outreach was also completed by a flyer drop to nearby businesses throughout the day.

Results - About the respondents

Respondents of the survey ranged between 16 to 65 and above. The largest representative age group was between 35-44 (25.9%) followed closely by those between 45-54 (25.4%). When asked about their area of living, most respondents lived in Kilkenny County (not the city centre or Newpark & Loughboy) and in the Kilkenny City Centre, though over 50% chose the city centre as their area of work.

Age Range

- 16-18
- 19-24 — 13.2%
- 25-34
- 35-44 — 25.9%
- 45-54 — 25.4%
- 55-64 — 15.7%
- 65 and over — 11.7%

Area of Living

Kilkenny City centre	124
Newpark	53
Loughboy	35
Kilkenny county (not city centre or neighbourhoods above)	139
A neighbouring county	23
Other	19

Area of Work

Kilkenny City centre	227
Newpark	27
Loughboy	34
Kilkenny county (not city centre or	58
My work requires regular travel	27
A neighbouring county	33
Other	51

About the respondents

The majority of respondents travel to or within Kilkenny City Centre frequently ie. daily/weekly. The two most Frequent modes of transport to/from and within the city centre was by Petrol or Diesel car/van (driver or passenger) and by Walking / Roll (wheelchair); more commonly by car/van getting to and from the centre while walking/rolling within the city centre was more common.

What is your most frequently used mode of transport to/from Kilkenny City Centre?

587 Responses- 28 Empty

Mode	Count	Percent
Petrol or Diesel Car/van (driver or passenger)	244	42%
Walk / Roll (Wheelchair)	140	24%
Standard Bicycle	58	10%
Hybrid / Electric / Hydrogen Car / Van (driver or passenger)	47	8%
Bus	38	6%
Electric bike	25	4%
Train	12	2%
Taxi	11	2%
Motorcycle	6	1%
Scooter	4	1%
Other	2	0%

How often do you travel to or within Kilkenny City Centre?

- Frequently (daily/weekly)
- Sometimes (monthly)
- Rarely (yearly)

What is your most frequently used mode of transport within Kilkenny City Centre?

541 Responses- 31 Empty

Mode	Count	Percent
Walk / Roll (Wheelchair)	224	41%
Petrol or Diesel Car/van (driver or passenger)	176	33%
Standard Bicycle	48	9%
Hybrid / Electric / Hydrogen Car / Van (driver or passenger)	29	5%
Bus	25	5%
Electric bike	21	4%
Motorcycle	5	1%
Taxi	5	1%
Scooter	4	1%
Train	3	1%
Other	1	0%

Local Community Groups, Institutions, Businesses
Reached

CCI Outreach
Ossory Youth
Social Services
Parade markets Whites Pharmacy Cura Capuchin Friary KAS library
Laragh House Truffles Restaurant Kin Kids (petite mamma) Kilkenny Lions Club Cuidiú
Grocery shop Scouting Ireland Sustainable Energy Community Kilkenny Masons FRS Recruitment Pilates for Men
Cartoon Saloon Citizens Information South East Energy Agency GL Ryan Jewellers Kytelers Inn Pub
Kilkenny Bridge Club La Leche League Kilkenny Loreto Secondary School CBS Kilkenny
Kilkenny PPN Kilford Arms Hotel Community Radio Kilkenny City Keep Kilkenny Beautiful Arch Society
GameStop Springhill Leisure Centre Samaritans Kilkenny Chamber of Commerce Dunmore Woodwork Bits & Bobs
Bridge Centre Kilkenny Triathlon Club Kilkenny Older People's Council Kitchen Session JB's
Penneys Kilkenny Watershed Dicksboro GAA & Camogie Club Local Arts Communities Golf club
NFRC Ayrfield Medical Practice State Street Muckalee Gaelic 4Mothers&Other Lighthouse Studios Evergreen
Butterslip Coláiste Pobail Osraí Saint Patrick's Brass and Reed band Langtons
NCBI Kilkenny Tennis Club Prochem Kilkenny Ormonde Hotel & Leisure Club Rotary Club of Kilkenny KCLR
SOS - Disability Services Kilkenny County Childcare Committees Kilkenny County Council Choir
GAA Agricultural Consultant Ukrainian CoCo Kilkenny Recreation & Sports Partnership Women's Network
KIDCO 14th Kilkenny Scouts Design & Crafts Council Ireland (DCCOI) Kilkenny Castle Park Glanbia
Kells FC James Stephens GAA Kilkenny City Ladies Gaelic Football Club Water Safety Access group
KPS Muckalee Community Centre Wine Buff Store Droichead Family Resource Centre Ormonde Leisure Centre Tirlán
VHI Kilkenny Cycling and Walking Campaign MacDonagh Junction
FRC Kilkenny Swimming Club Kilkenny Ormonde Street Car Park St. Canices Parish church Retail
Dairy Farming KCH Model School Clarnwood Residents Association St. Luke's General Hospital
LEADER Kilkenny Rugby Club Richard Duggan and Sons Menswear Kilkenny Golf Club Nifty Fifties
Lily Rose Newpark Resource Centre Kilkenny ASD Families Network St. Martins GAA club,
Rothe House Brothers of Charity TWILIGHT COMMUNITY GROUP OPC St. Vincent De Paul
MS Ireland St. Kieran's College Kilkenny Masters Swimming Club Purcells Inch Ind Estate
Butler Gallery Kilkenny Hockey Club David Hughes Formal Wear Alliance Francaise Buds & Buddies
Kilkenny Harriers Watergate Theatre Kilkenny Residents Association Barnstorm Theatre Home Rule Club
DNG Ella Dunphy Security Risk Advisors O'Loughlin Gaels Camogie Club Ecopower Limited PharmacyHUB
Freebooters FC Comhairle na Nog St. Brendan's NS Muckalee Men on the Move
Hale Kilkenny A local butcher Credit Union High Street. Bank of Ireland Myalo Fitness
Nine Lives shop Residents Group Fen Mens Shed
Political party Maria of Kilkenny
Reva Dental

Results - Vision, Objectives & Measures

Draft Vision

Kilkenny will be an accessible city with sustainable mobility options for everyone by 2030

Many comments were positive, agreeing with the overall vision however some were concerned about the lack of detail on the plans for the Ring Road and for rural connectivity to the city.


"It's very ambitious - KCC going the right way about it, asking everyone's insights"

"Concise, inclusive and not threatening to any group or citizen"

"Some great ideas particularly for people who already live in the city and can avail of new pedestrian initiatives . Not sure how it will help rural commuters to access the town."

There were also many comments that raised concern with the vision with the main issues relating to the feasibility of the plan, the potential negative impact on businesses and those who solely rely on a car to access facilities and services. Other critical comments suggested that the SUMP vision was not ambitious enough.
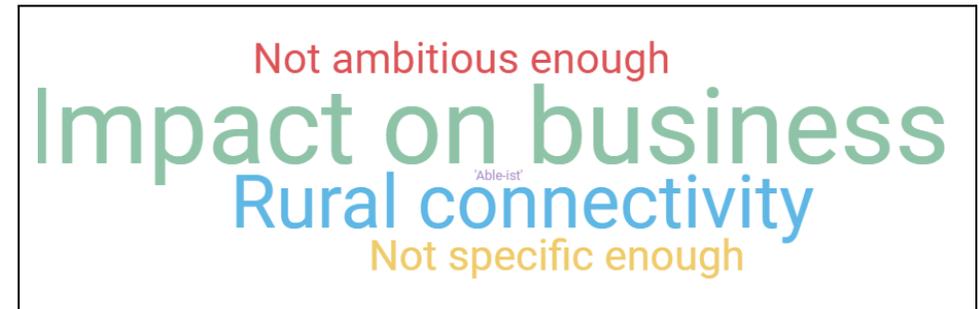
"It's not pointed enough at reducing traffic & congestion & implementing a sustainable"

"Not feasible if you live outside Kilkenny City and with NO public transport"

"The SUMP vision will devastate family businesses which are the life of Kilkenny"

"Unimpressive; not radical enough - lacking an infrastructural approach"

Reallocate urban space towards the sustainable movement of people and placemaking.

Objective 1 presented a set of future scenarios for the city centre in terms of traffic management. Participants were decided whether their level of support for each scenario, they could choose:

- Do not support
- Somewhat support
- Support
- Fully Support

How much do you support the potential future options for the city centre?

379 Responses- 41 Empty

Option 1: One-way city core

Option 2: Extension of one-way city core

Option 3: Pedestrianisation of High St (Partial, Part-time or full)

Option 4: One-way city centre with filtered permeability in Abbey Quarter

Option 5: Pedestrianisation of High St and Rose Inn St

● Do Not Support   ● Somewhat Support   ● Support   ● Fully Support

Based on the responses the most supported option is 'Pedestrianisation of High Street (Partial, Part-time or full)', while the option with least support was the 'Extension of the one-way city core'.

Representative Quotes on Objective 1

A Shared space option would reduce traffic on the affected streets and should be considered if we want to reduce traffic numbers on High St and other streets the above reason is spurious and any SUMP that does not fully investigate Shared space is frankly completely flawed and of little value to the people of Kilkenny

Any changes need to be accompanied by the infrastructure that attracts people to come to and stay in the city centre - greenery, outdoor seating, play areas, more skatepark-type areas, cafe and restaurant seating extending outside, etc

As I wrote before, street flow needs to be cut by pedestrianisation in order to lead people into taking the most efficient car routes. So, the more pedestrianisation of tiny inefficient roads, the better.

As much pedestrianisation as possible please. Its a much more pleasant experience and the success of it can be seen in quay Street in Galway and recently in Dublin

Bateman Quay - should be one way to force traffic to use the more orbital routes for the city.

Contra flow cycle lanes on Rose Inn St are badly needed. Equally I think maudlin st would benefit from this too. The road markings are unclear.

High street pedestrianisation - great for customers, not for businesses Flow of traffic currently causes traffic jams, to accommodate for pedestrianised streets, the traffic all converges in

centre. Nowhere to go. More pollution then in centre with idling traffic. Flow of traffic around the town needs to be looked at, system needed that keeps traffic moving rather than stuck in centre. Traffic light sequence is definitely a problem at central point of high street/patrick street meeting

It's hard to visualise some of these options without seeing evidence as to their benefit (e.g. trials). All efforts to pedestrianised should be accompanied by integration of green space etc to beautify area and stimulate seating, walking and dining

John Street one-way system with parking on street is not safe at the moment. I can't see past the parked cars to get out of my drive. Also noone uses the yellow box markings on the road properly

Killarney introduced some street that are pedestrianised after 7pm which seems to work very well.

Pedestrianise High Street from Friary Street down towards the junction with Kieran Street/Bank Of Ireland.

Public transport - not just urban needs to be improved first before these should even be considered

Restate the question as Widen footpaths rather than restrict traffic. That then indicated the width of carriage way for cars etc. Every footpath should be wide enough for 2 prams or wheelchairs

The Completion of the Ring road would be necessary to ease congestion if the city was fully pedestrianised.

Summary

The following graph depicts the ratings of the SUMP draft vision and objectives 2-11 on a scale of 1-5, 1 being the lowest rating and 5 being the highest rating.
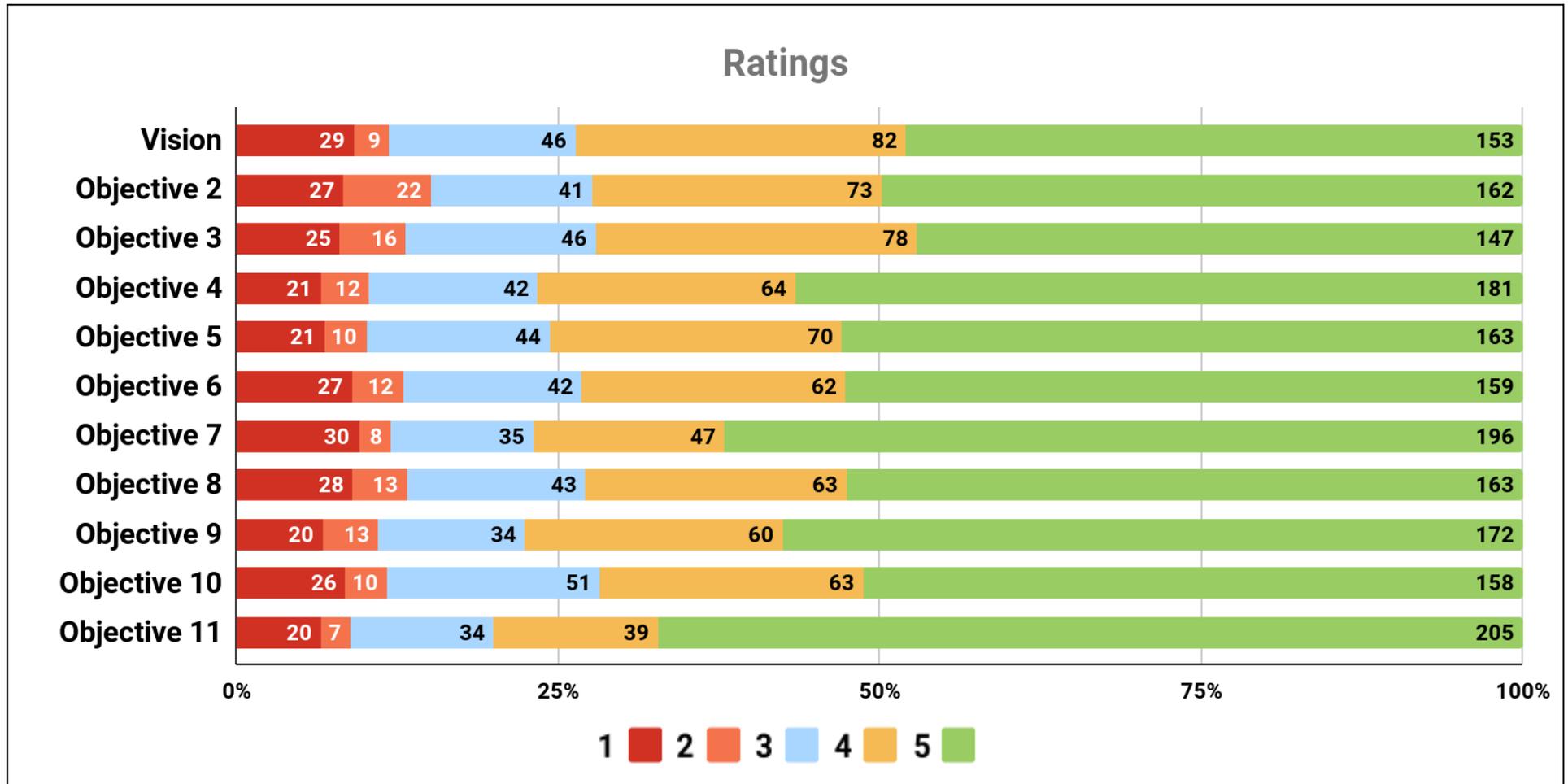
Rank which Objective you believe is Priority 1

| Objective	Value
Objective 1	208
Objective 2	40
Objective 7	31
Objective 11	31
Objective 4	24
Objective 3	22
Objective 5	18
Objective 10	16
Objective 8	13
Objective 6	9
Objective 9	6
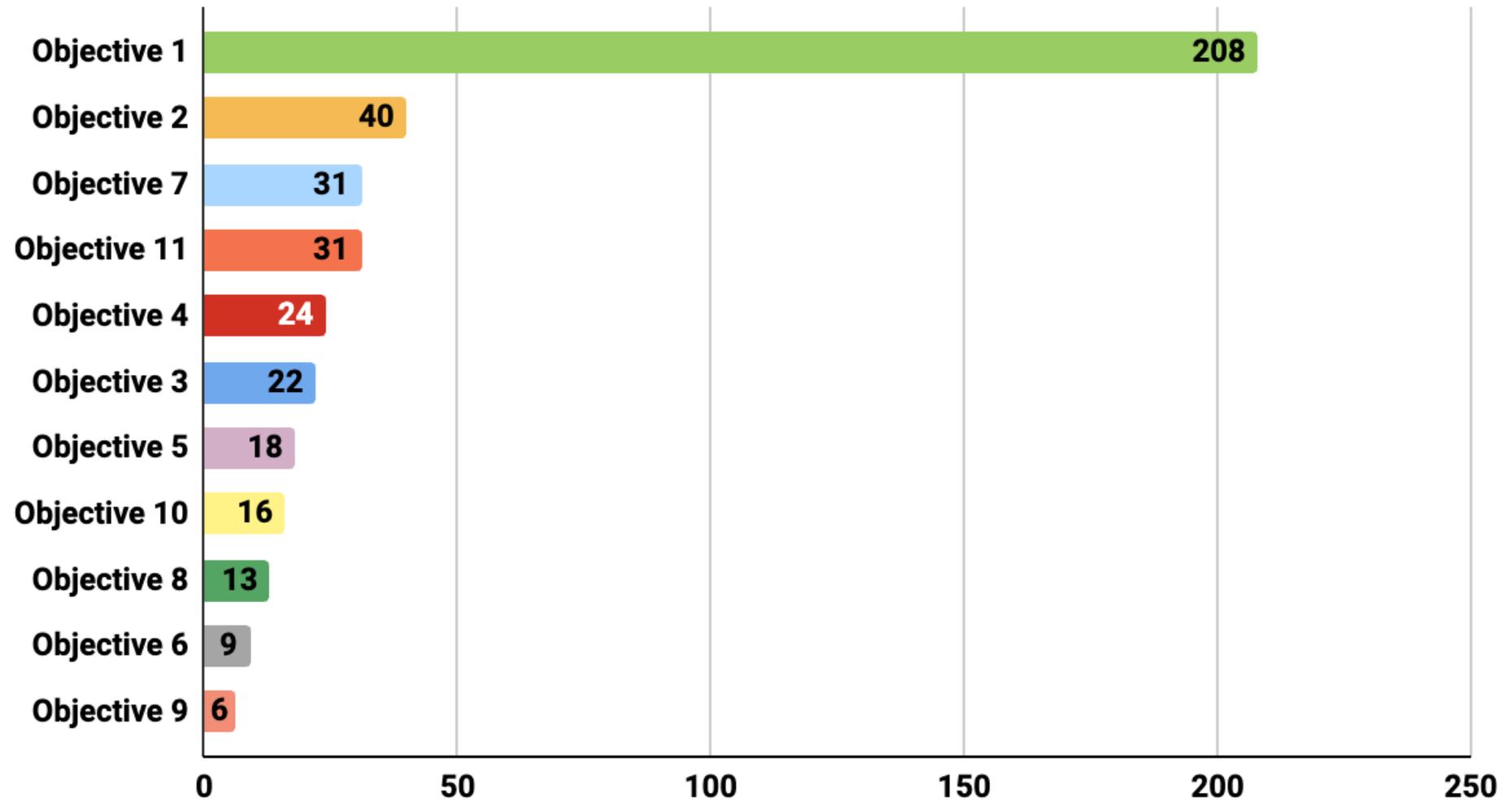
Objective 2

Encourage independent journeys for all

Measures

Kilkenny County Council will...

M2.1: Undertake a walking audit of the city assessing the walkability of the city for the older adults and people with disabilities and reviewing the city centre accessibility against Universal Design guidelines. KCC will work with organisations such as the Kilkenny Access and The Older People's Council to fully understand the difficulties of navigating the city.

M2.2: Have regard for vulnerable road users including older adults, people with disabilities, people with prams and children when implementing regeneration and re-design schemes

M2.3: Introduce a phased system of lowering speed limits to 50kph on the peripheral roads in the city centre and 20/30kph on roads in the central core
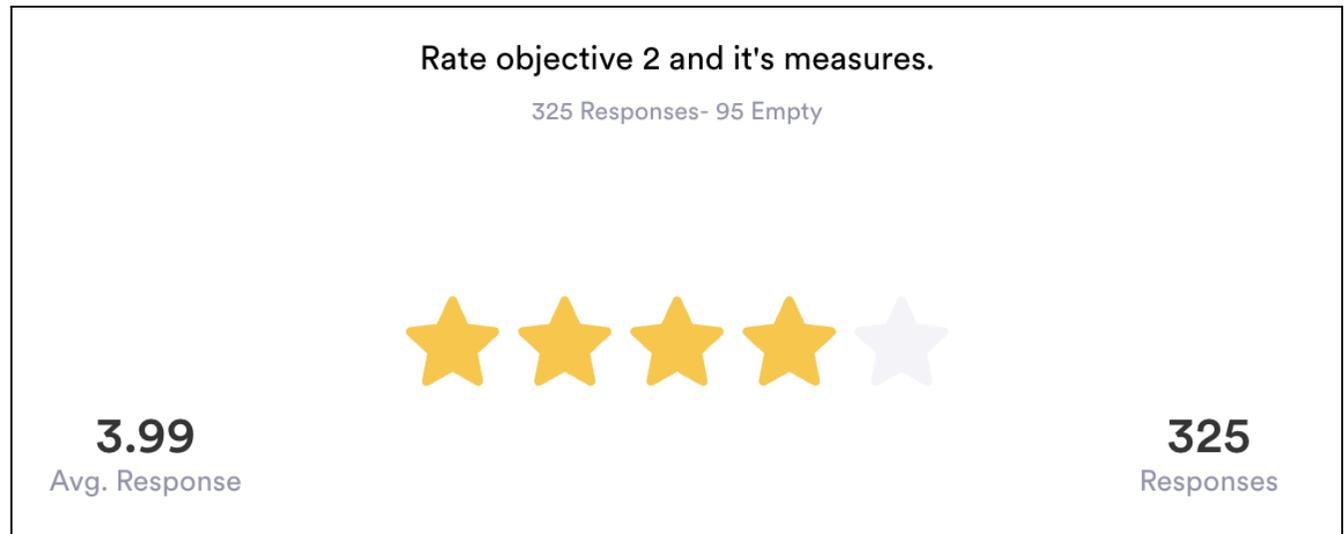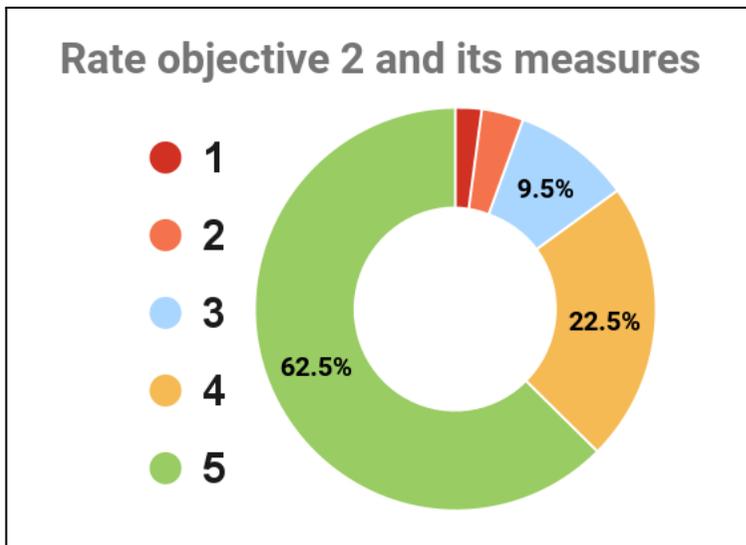
Results of a 5 star rating scale.
1 star being the lowest rating and 5 being the highest.

Summary of all comments:
With 167 comments this objective received a high volume of feedback. Some general concerns were that measures 2.1 and 2.2 should be in the current Development Plan and current policy. The public were generally supportive of a more accessible and inclusive city with common concerns relating to those who cannot walk/wheel and rely solely on being dropped off outside the service they are accessing.

M2.1
Concerns:
- The waiting times are just too high at many current pedestrian crossings promoting risky behaviour from pedestrians.

Suggestions:
- 17 comments related to fixing / reassessing footpaths:
  - Width - too narrow for buggies, wheelchairs and to walk side-by-side on many footpaths
  - Uneven surfaces causing trip hazard
- Increase pedestrian safety at crossings and roundabouts especially the Ring Road
- Segregation of pedestrians and traffic with no shared spaces
- Lighting
- More public seating/places for rest in city centre covered for sun and rain protection
- Consider scooters and separate from pedestrian paths

- More handrails on areas with steps and steep slopes
- Steps are difficult to see. It would be good to have colours and grip on them so you can see them and have less chance of falling.

"Too many bollards and signs/furniture is really overwhelming for my autistic son. Clear signs, very simple and not too many signs are needed."

Specific:
- Would like to see the area between the skate park to the Bishops Meadow Way walk link you from the tunnel under Greens Bridge connected as it would be safer the trying to cross the road
- Fix the elevator near the train station
- New Park steps are too close together and too steep
- Narrow footpaths on Parnell St & Friary St cause confusion

Suggestions of who to consult with on walking audit:
- Age Action Ireland
- Kilkenny Access Group
- Active Retirement
- NCBI
- Irish wheelchair association
- People with various levels of mobility issues e.g. there are people who are on crutches, walking frames, sticks.
- Consultation with a range of families would be of great benefit as they would be able to tell you the issues that they

encounter day by day with access for the elderly and people with disabilities.
- Randomly speaking to people on the street.

M2.2
Concerns:
- At times people park too close to the disability spots and those that need them are unable to get out and in of the car as they need a full range to open the doors.
- Shopping centre elderly parking spots McDonagh shopping centre are too tight

Older people:
Many comments were in relation to accessibility of shops in the centre for older people and those who cannot walk, who rely on a car as a mode of transport whether driving themselves or being dropped off, at vital services such as the Credit Union or the hairdresser.

"Vulnerable, elderly people need to be brought from A to B by car. They are increasingly isolated if we can't get them to their destination in the Centre."

"I live with an elderly person and she needs to be able to park within a few metres of a business she is dealing with as she is not able to walk . The current city is not accessible to her and it's very difficult for her"

Suggestions:
- People with disabilities must have input into new designs.

- Three comments related to the idea that "....have regard for..." is a weak statement. It'd be better to state "...prioritise and accommodate the needs of..."
- Consider a mobility scooter scheme for older people or people with disabilities, similar to the bike parks. This might need a fob or booking system in advance.
- Consider shared spaces like Germany.
- Needs to be more parking **enforcement** for persons using the disability spaces without having a pass.
- Enforce against parking on footpaths.

"City centre doesn't cater for older people - too far to carry packages/groceries to where you can get parked. Council need to think more 'Active age friendly'"

M2.3
Concerns:
8 comments related to concerns around how lowering the speed limit would work in reality. A few people are concerned that this will further exacerbate the traffic issues in the town. It was suggested that other infrastructural changes would need to take place before the speed limits could be enforced:

"I am not convinced reducing the speed limit alone will work. I believe there also needs to be infrastructural change to the design of the **ring road**, to make it safe for our most vulnerable."

"Without peripheral car parks, traffic will continue to be excessive in the centre, making implementation of M2.2 difficult."

Others were concerned about how this would be policed.

"Just the policing of the 20/30 kph is difficult, don't see it done now."

Suggestions:

Methods for lowering speed:
- Speed bumps
- Speed reminder signs such as the one at the Scouts Den and if the Gardaí
- Speed limit van

Removal of Cars:

A number of comments stated that the city centre should be car free or the number of cars should be significantly reduced.

"In relation to M2.3 instead of reducing speed in city centre, could it be possible to have a park & ride system & limit all vehicles in city centre?"

"I think the city centre should be car free rather than a reduced speed limit."

Enforcement:

"Automating the fines and applying penalty points is the only realistic way of enforcing speed limits, signs alone won't work. Some people will only obey the speed limits if they know they are being enforced."

"I strongly agree with this and lowering the speed limits but this has to be adhered to by the public of course and people need to be fined if not.

Specifics:
- The castle park has a lot of gravel paths. It's very difficult to push a wheelchair on gravel especially as it is quite hilly. The outside cafe is lovely but also has a gravel floor. Need to lift a wheelchair
- The disabled parking outside the design centre have metal bollards that are in the way of opening the front door of the car
- Current road crossing by pedestrians on the ring road is appallingly dangerous. There needs to be plentiful provision for safe road crossing on the ring road - in the form of tunnels, bridges or pedestrian crossings.

Enhance permeability to and within the city centre

(Permeable neighbourhoods allow people to move freely through areas, and can be designed in a manner which confers an advantage to walking, cycling and sustainable transport. These neighbourhoods have a reduced number of cul-de-sacs and barriers to movement.)

Measures

Kilkenny County Council will...

M3.1: Follow NTA guidance to identify and implement permeability schemes through a process of:

Scheme Identification → Scheme Appraisal → Scheme Prioritisation → Consultation → Scheme Design → Evaluation and Monitoring

This will be undertaken through analysis of mapping, discussion with local elected representatives and residents and by using local knowledge, beginning with the examples provided through the Kilkenny SUMP engagement process.

M3.2: Design and implement a laneway enhancement project to rejuvenate Kilkenny's city centre laneways in collaboration with local businesses and residents (who will be empowered to find innovative solutions).

M3.3: Review the city's kissing gates assessing the accessibility for wheelchair users and prams, and find suitable solutions in collaboration with residents and local stakeholders. (A kissing gate is a small gate hung in a U- or V-shaped enclosure, letting one person through at a time, usually found at the entrance to a park or green space)
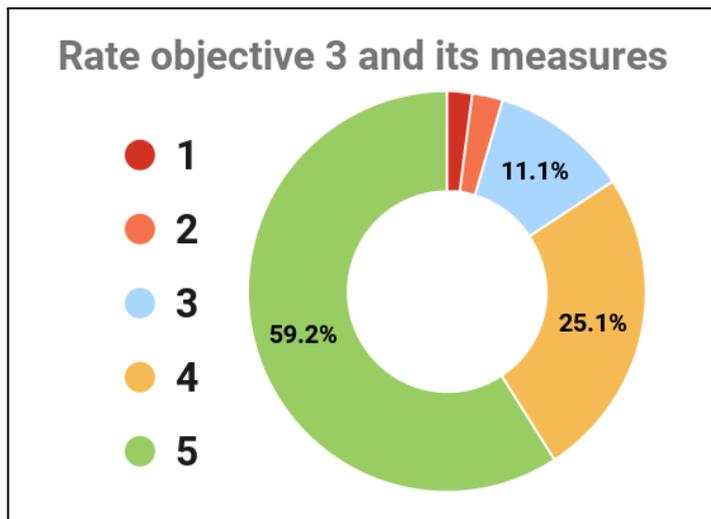
Results of a 5 star rating scale.
1 star being the lowest rating and 5 being the highest.
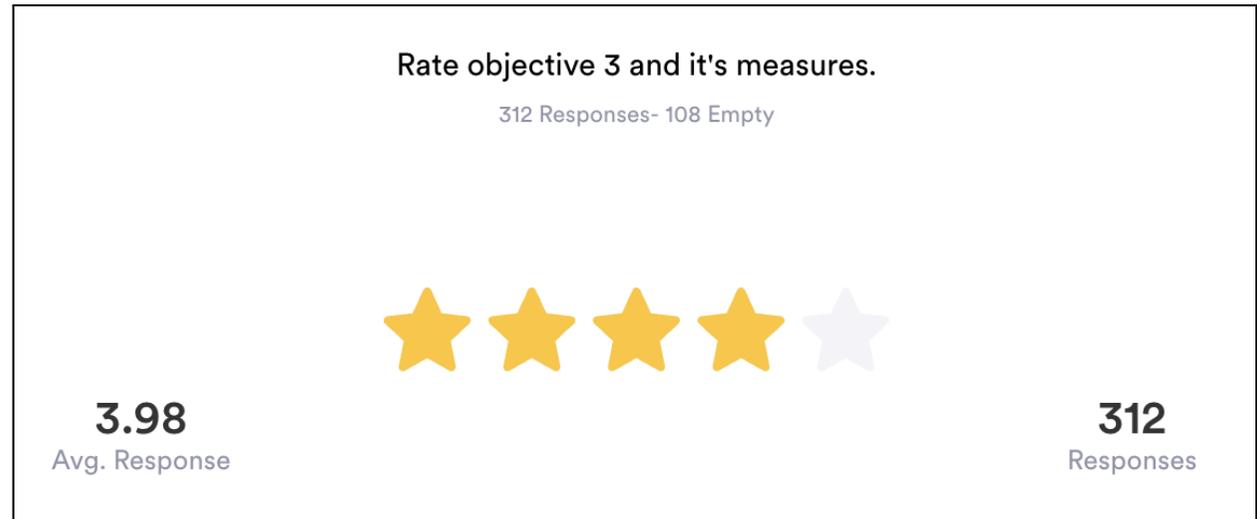
Summary of comments/thoughts:

There is support from the public for consultation with local residents for permeability schemes. Many comments show support for safe laneway enhancements. Several were unaware of what 'kissing gates' are, however those who did know suggested that they be removed to increase accessibility.

Interdependencies/concerns:
- Understandability of the Objective & Measures is low: the term permeability, meaning of kissing gates etc.
- Increased permeability could increase antisocial behaviour in housing estates and raise concern for local residents' safety & security
- Consultation needs to be done with local residents, businesses and vulnerable road users such as older people and wheelchair users but also those with disabilities who don't use wheelchairs and need vehicular access
- Pavements and laneways are currently too narrow, need to be widened if enhanced
- Concern for increased traffic if enhanced laneways are not accessible to motor vehicles

Suggestions Given:
- Further expand and explain the term kissing gates
- Remove kissing gates for accessibility
- Enhanced kissing gates for better accessibility i.e. improving current kissing gates to be wheelchair accessible but still restrictive to dirt bikes/scramblers

- Permeability schemes designed with security/CCTV and attractiveness/greenery incorporated
- Provide more in depth examples of these measures

Specific Routes:
- Laneway connecting the Circular Rd and the Old Calan Rd.
- linking the train station to MacDonagh Junction
- Linking the MacDonagh Junction to john street
- Access to St Luke's hospital from the Nore
- A bridge crossing from St Canices (hospital & schools) to St John's (Glenbawn, Castlecomer Rd, Glendine Heights, John's College etc.)
- Chapel lane
- City Wall locations
- Linking KCC planning applications/development with adjacent infrastructure and permeability requirements. This is not happening e.g. New lidl and Smithlands Centre.

Objective 4

Work with the National Transport Authority to enhance public transport options within the city.

Measures

Kilkenny County Council will...

M4.1: Work with the National Transport Authority to facilitate additional routes and more frequent schedules during peak travel times, making school drop off routes a priority.
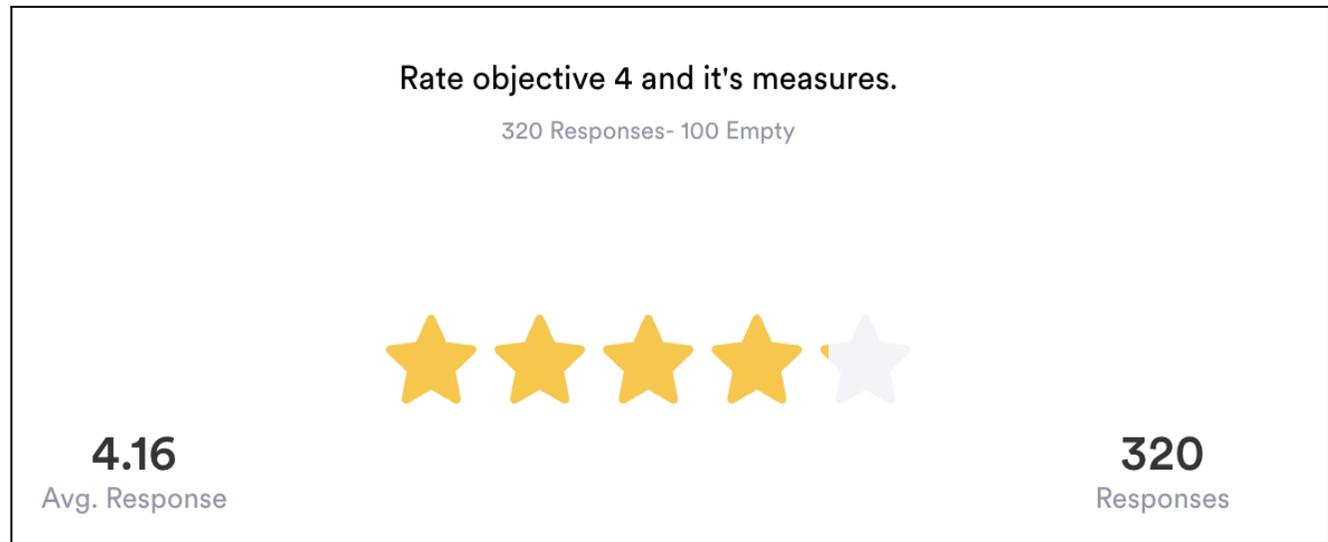
M4.2: Provide centrally located bus stops, especially at important services such as hospitals and community centres that are safe and accessible to all users with lighting and shelter.

M4.3: Work with NTA to introduce a fleet of electric buses in the city centre.

M4.4 Collaborate with the NTA to explore innovative technologies to encourage the shift to increased usage of public transport such as the 'Tap, Tap, Cap' incentive (pay by card on the bus and pay a maximum of 2 journeys per day).
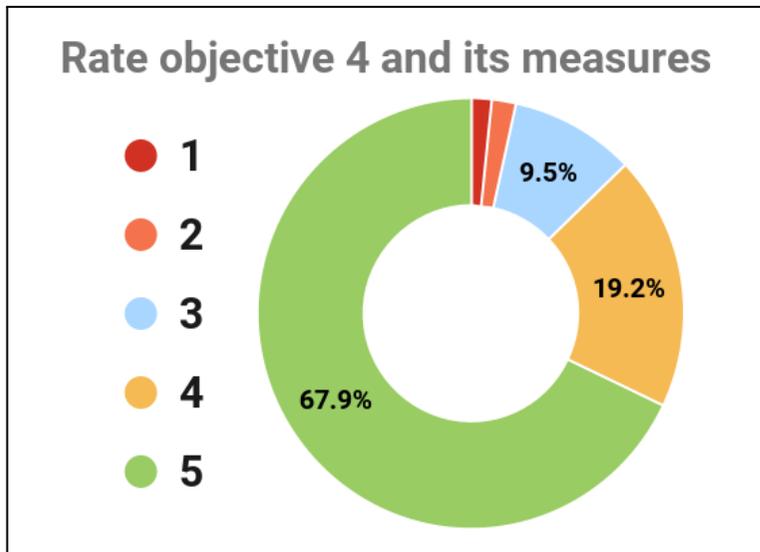
Rate objective 4 and its measures

- 1
- 2
- 3
- 4
- 5

9.5%
19.2%
67.9%

Results of a 5 star rating scale.
1 star being the lowest rating and 5 being the highest.

Rate objective 4 and it's measures.

320 Responses- 100 Empty

★★★★☆

4.16
Avg. Response

320
Responses

This objective received a high rating of 4.16 out of 5 and with 141 comments it was an important objective to the public.

Common Themes
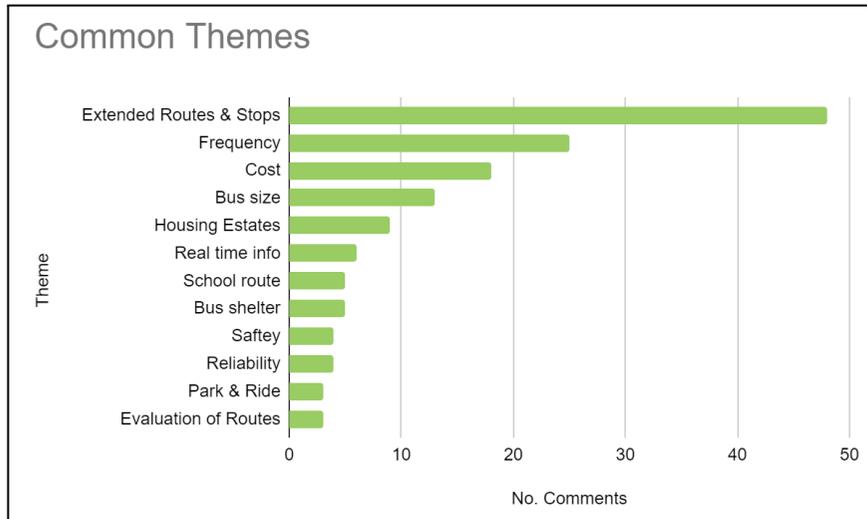
Concern

A general concern of the respondents was that safety using the bus should be considered as antisocial behaviour has been raised as an issue deterring people from using public transport. Other issues include reliability and the lack of bus stops.

Suggestions:
M4.1

As highlighted in the chart, extended routes with additional stops are a high priority for the public. Some respondents would like these routes to service the housing estates in the city that are currently under services by the routes.

"Buses need to run on more routes for this to make a difference. There should be a park and ride, so that you have an option not to drive into the centre of town."

M4.2

Evaluation of safety: antisocial behaviour, lighting & security at bus stops, routes for vulnerable and disabled users to access bus stops.

Many would like to see the bus stops sheltered with seating to accommodate older people, people with disabilities and other vulnerable road users, encouraging use in all weather conditions.

Suggestions for locations of bus stops:
- Supermarkets
- Pharmacys and GPs
- Hairdressers
- Nursing homes
- Housing estates.

M4.3

Both the in-person discussions and the survey highlighted the issues of the bus size in the city. The suggestion of smaller bus sizes came up a number of times as they would be more environmentally friendly, safer for narrow city centre streets, reduce space wastage and prevent traffic jams.

M4.4
- Need for real-time information with bus GPS available at bus stops and on a free travel app for reliable updates
- Free/lower priced bus fair to incentivise bus use
- Expanded payment methods for buses: ie. bank card as well as travel card and cash
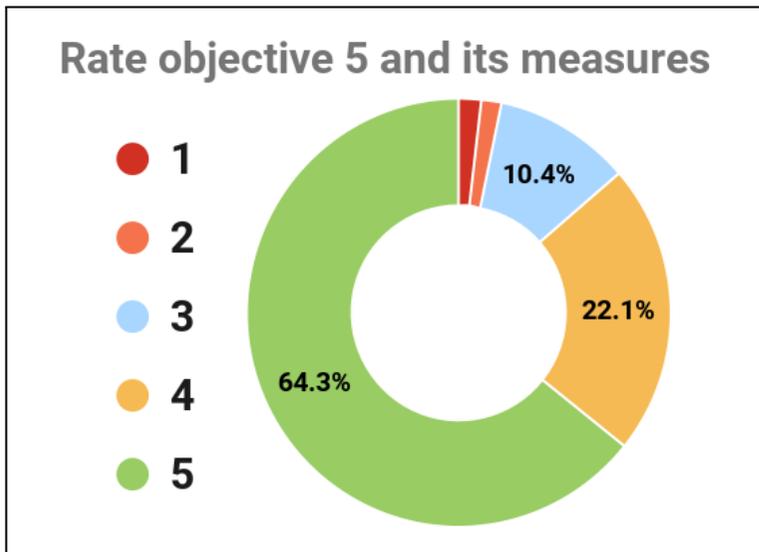
Facilitate public and private organisations to enhance connectivity to surrounding rural areas and the region.
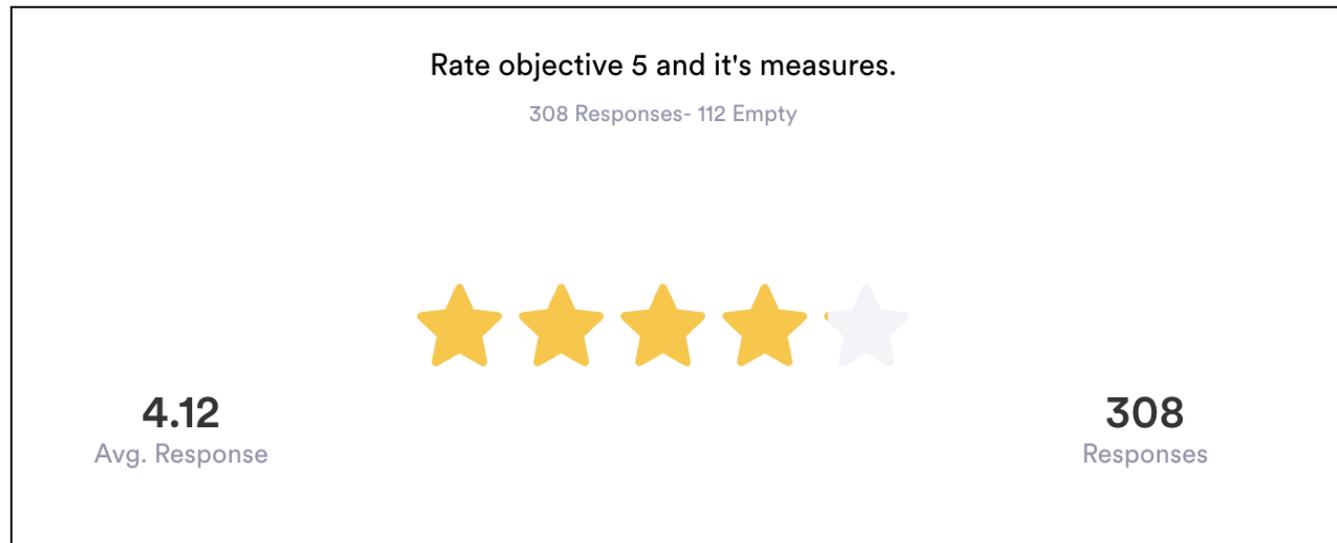
Measures
Kilkenny County Council will...
M5.1: Collaborate with private transport operators sharing insights gathered through the SUMP community engagement process regarding a need for more frequent and reliable services connecting the city centre to nearby rural areas.
M5.2: Improve mobility infrastructure in the city centre to support commuters and visitors in choosing sustainable modes of transport, including dedicated bus stops for private bus operators and facilitating organisations who are attempting to enhance rural connectivity e.g. Kilkenny LEADER Partnership.

Rate objective 5 and its measures

- 1
- 2
- 3
- 4
- 5

10.4%
22.1%
64.3%

Results of a 5 star rating scale.
1 star being the lowest rating and 5 being the highest.

Rate objective 5 and it's measures.
308 Responses- 112 Empty

4.12
Avg. Response

308
Responses

Summary of comments/thoughts:

Many responses referred to the lack of bus services currently available that reach the rural areas of Kilkenny. Concerns for this particular issue included the difficulties vulnerable road users (older people, those with disabilities, people carrying weekly shopping etc.) may face with the unreliable and not frequent public transport services especially if cars and private vehicles are starting to be discouraged in the city centre. General concerns for the language of these measures stated that they needed to be better explained with less transport jargon for better understandability.

M5.1

Concerns:
- That these services will increase on-street clutter
- That private transport operators will just do what they like
- That private transport operators will not provide services that don't make a profit unless subsidised
- For the sustainability and value for money of these transport options
- That the cost of private company buses could provide a barrier to access for many people
- That individuals choosing their own independent means of transport and driving will be shut out of Kilkenny City even though transport provided by private transport companies is limited and unsuitable

- That there is no intention to commit to anything when referring to collaboration

Suggestions:
- A trial operated running one of the Kilkenny buses in/out to one of the large satellite towns such as Callan, encouraging more uptake in public transport and less car parking within Kilkenny City.
- Rural transport bringing people to designated parking areas and in turn would link up with the city bus service, alleviating traffic congestion

M5.2

Concerns:
- That the measure commits to "facilitate" and "collaborate" only and doesn't commit to delivering anything.
- That the NTA want to do their own thing and meaningful local applicable discussions do not take place (from LEADER's experience)

Suggestions:
- Make approaches to the Scouting Association in Kilkenny for an exchange of their facility on the Bennettsbridge Road for Co Council land elsewhere for a new Scouts Den. Use the Scouts den area as a drop off/pick up for tourist and hotel tourist buses only. During the winter months this area could

be used as a carpark to relieve parking on Castle/Bennettsbridge road area.

Other suggestions:
- Public connection to touristic or historical destinations nearby such as Kells Priory (in addition to connection to rural areas)
- Encourage people from villages to lift share
- Key focus should be affordability so these services will be used
- Sustainability of this transport should be considered. E.g all buses should be electric
- A link to Limerick for students

Specific locations to consider:
- Graiguenamansgh
- Ballyragget
- Cuffesgrange
- Dunmore
- Clara
- Thurles train station
- Carlow
- Waterford

Some Quotes

Great idea- many older people may not have access to transport for hospital appointments or to visit loved ones in nursing homes
You just need to explain it a better than using transport jargon. I had to ask my daughter for help!
I don't think Public transport is the solution. If you can get people cycling this would make a massive difference.
welcome more public transport options from rural areas to city centre.
Collaborating with the private companies doesn't sound like a commitment to anything. To run a rural transport network that was genuinely useful and an alternative to a car wouldn't be viable for a private company, especially at the beginning. The cost of private company buses could also provide a barrier to access for many people.
if rural transport were bringing people to designated parking areas they in turn would link up with the city bus service ,and would alleviate traffic congestion
The key focus should be affordability so these services will be used and also the sustainability of the transport.
Many older people would not be a fan of public transport to get into town from rural areas as they can feel slightly vulnerable. Could a reduced rate for local taxi drivers to commute people into a Park and ride service be an option?

Enable a shift to sustainable modes through the effective management of parking.

Measures

Kilkenny County Council will...

M6.1: Adopt a Parking Management Strategy created in collaboration with relevant stakeholders, local businesses and the general public.

M6.2: Develop Park & Ride/Stride options to reduce car parking demands in the city centre over the next five years.

M6.3: Collaborate with private car parking organisations to develop a strategic pricing strategy to improve parking management and allocation of spaces.

M6.4: Use and advertise digital strategies that assist users with finding parking spaces and/or sustainable mobility options.

M6.5: Over the long term, as the need for city core parking reduces, Kilkenny County Council will reimagine the use of surplus parking spaces, along with locals, to introduce green and open public space to the city centre

Rate objective 6 and its measures
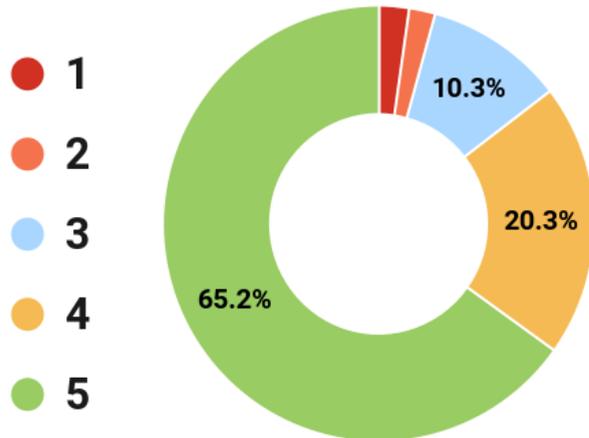
- 1
- 2
- 3
- 4
- 5

10.3%
20.3%
65.2%

Results of a 5 star rating scale.
1 star being the lowest rating and 5 being the highest.

Rate objective 6 and it's measures.

302 Responses- 118 Empty

★★★★☆

4.04
Avg. Response

302
Responses

Summary of comments/thoughts:

Parking management in general was highlighted as a priority in the city centre. Eliminating or reducing parking in the city centre is a cause for concern on the impact it will have on local businesses due to the decrease in footfall as well as on vulnerable road users (older people, wheelchair users, those with disabilities etc.) who rely on private vehicles to travel and drop off to the city centre for necessities. The increase in parking fares was also a concern for businesses and the need for affordable parking as an incentive in park & ride services was also mentioned. Park & Ride services were widely supported throughout respondents.

M6.1 - Parking Management Strategy

Concerns:
- In managing parking it may make businesses more difficult to access and negatively impact footfall

Suggestions:
- Reduce the cost of parking and increase parking spaces
- Increase short term parking for businesses
- Introduce drop-off and pick-up points in the centre benefiting businesses and those with disabilities
- Provide suitable parking location for tour operator buses

M6.2 - Park & Ride Strategies

Suggestions:

- Introduce Park & Cycle Systems with enough BOLT bikes
- A reduced rate for local taxi drivers to commute people into a Park and ride service from rural areas to accommodate for older people who have difficulty making long public transport trips
- Accessible parking on the outskirts of the city for Park & Rides with reliable and frequent bus services into the centre to leave cars out of the city
- The in-person conversations highlighted the need for the Park & Ride car parks to be safe with CCTV surveillance otherwise they may not be utilised.

- Possible locations:
  - Canice's
  - Mart site
  - Bus depot and adjacent land at Lacken on the the Dublin Road

M6.3 - Strategic Pricing Strategy

Concerns:
- Increase of parking prices are cause for concerns as there aren't enough alternative public transport options available

Suggestions:
- Free public transport when using Park & Ride system to encourage public transport use
- Free car parking at Park & Ride systems

28

- Make all staff car parking in public buildings taxable or chargeable
- Reduce/remove parking costs further from town
- Use Clonmel as a model especially with free parking

M6.4 - Digital Strategies

Suggestions:
- Development of an app or collaboration with an existing service (Google maps) to identify clear transport options for those not familiar with this city
- Include assistance to users who can't read or write with finding parking spaces

Some Quotes

The city must be maintained with local businesses. These businesses need cars and parking. Reduce the cost of parking and increase parking spaces
This is a very important one. Solve the parking issue and many other aspects will fall into place.
The management of on-street parking for residents needs to be totally re-designed to accommodate a shift to non-vehicle car ownership. For example, I live in the city (Maudlin St.). I can only get a parking disc for a specific car registration. I choose not to own a vehicle and rely on the grace of family and friends for those times when car transportation is needed. Whenever I have someone helping me I must pay full street parking rates. There should be some means for resident, non-car owners, to receive discounted parking outside their own door, for occasional vehicle usage.
Re M6.2 ..Over 5 years is too long for this. I think it should be top priority. Along with safe pedestrian access to cross the Ring Rd.
Park and ride/stride facilities must allow for disabled persons who are not wheelchairs but have significantly reduced mobility and walking distance such as the provision of easy accessable electric tricyle type bike
Get rid of big trucks (delivery) by 11am!! trucks on High Str for 3 or 4 hours (in 30 minute loading bays!!)
[Disagree with] Any moves to make parking costs prohibitive for those of us who have no other way of getting to the town from rural areas.

Provide a safe, coherent, direct, attractive and comfortable cycle network.
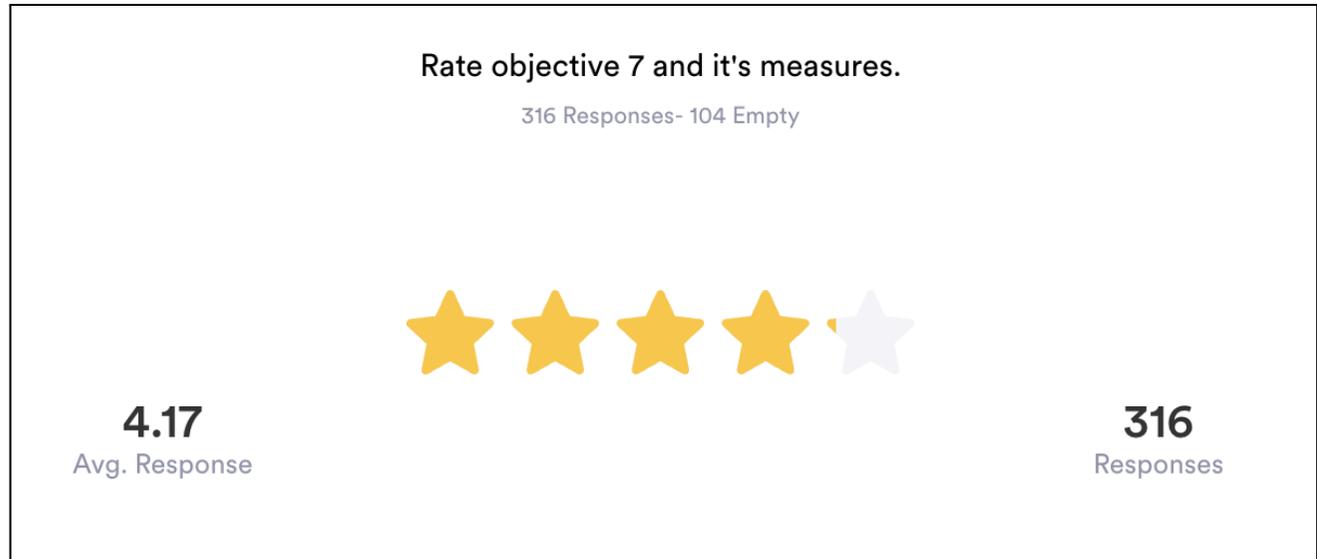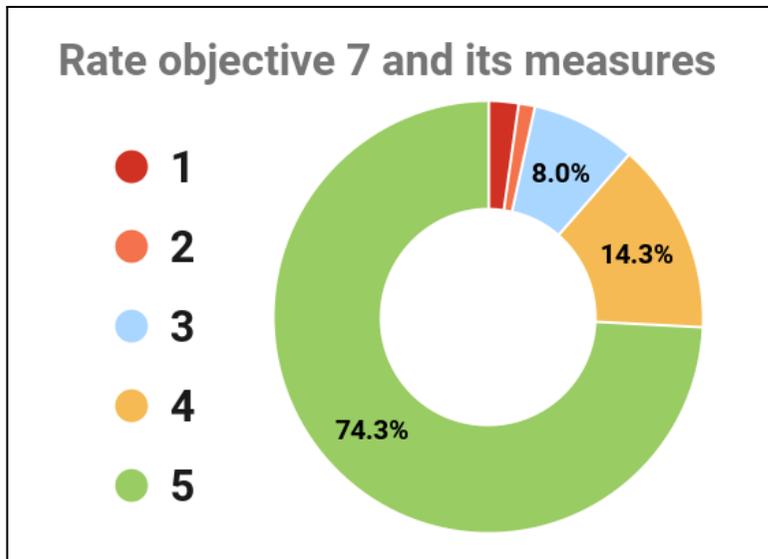
Measures

Kilkenny County Council will...

M7.1: Implement an improved and expanded safe cycle network improving cycle path connectivity in the city.

M7.2: Implement traffic calming measures & improve road crossing facilities for vulnerable road users to improve safety.

M7.3: Enhance on-street bike parking provision in the city and explore the provision of secure bike and e-bike parking within the city centre and residential areas, in particular higher-density housing.

M7.4: Reduce existing bollards where feasible with more aesthetically pleasing, less intrusive segregation between vehicles and bike

Rate objective 7 and its measures

- 1
- 2
- 3
- 4
- 5

8.0%
14.3%
74.3%

Results of a 5 star rating scale.
1 star being the lowest rating and 5 being the highest.

Rate objective 7 and it's measures.

316 Responses- 104 Empty

★★★★☆

4.17
Avg. Response

316
Responses

Summary of comments/thoughts:

Safer cycle networks and lanes are needed as the current network ends abruptly and can be hazardous because of the design. Segregation between cycle lanes and other road users is preferred but concerns over how that is done are highlighted. Design of cycling and pedestrian intersection infrastructure needs attention and bike parking enhancements are welcomed.

M7.1 - Improved & expanded safe cycle network

Concerns:
- Narrow cycle lanes
- Lack of signage
- No connectivity to rural areas
- Unsafe cycle lanes

Suggestions:
- Sign posting and advertising so called "Rothar Roads", these are quiet rural roads that cyclists can use much more safely and where motorists should expect to meet both cyclists and pedestrians.
- Trial cycle only streets during rush hour

M7.2 - Traffic calming measures & road crossing facilities

Concerns:
- Traffic calming resulting in traffic accidents
- Traffic calming seeking to eliminate the use of cars in favour of other preferred modes of transport

Suggestions:
- Implementation of improvements on the Ring Road and city roundabouts with cycle lanes, crossings and/or lighting
- Development of over or under pass across the Ring Road

M7.3 - Bike parking

Concerns:
- The availability of parking spots for regular bikes clashing with the addition of the electric bikes service

Suggestions:
- Increase in secure bike parking
- Introduction of bike facilities such as bike shelters, cargo bike parking, and bike racks
- Introduction of changes to planning for apartment and house developments to include provision by developers of safe and secure bike parking for the residents.

M7.4 - Reducing bollards & improved segregation

Suggestions:
- Removal of current unattractive bollards for safer cycling
- Replace bollards with concrete kerbs or green areas for safer segregation

M7.5 - Safe cycling areas

Concern:
- Cycle practising areas being unnecessary if roads are safe enough

Suggestions:
- Extend routes where possible to the planned Biodiversity Park.
- Spaces for mock road and roundabouts for training kids on bikes

Some Quotes

Great ideas if they are all implemented. Increase secure bike parking ASAP.
Any traffic calming measures on the Kilkenny Ring Road must not lead to long delays at any time or traffic will decide to go back to using the main city centre routes.
Can some streets & lanes be cycle only during certain hours such as morning and evening rush hours? Works well in other countries.
All great. Networks are brilliant. They need to be cross town not just into and out of the city centre. You need to look at routes to school also - people drive all over to canices primary. Congestion at school gates, air pollution with cars with engines on and pavement blocked
Weather doesn't work for cycling in Ireland all year round

When as a result of a disability cycling is imposible what is the point so unless there is going to be a 24hr free taxi service provided a car is not a luxury but a necesity
Cyclists should pay to use the roads and streets. Same as car holders, make cyclists pay tax
The review of road crossing facilities is very important, There are thousands of jobs in the Loughboy IDA Park/Danville Business Park/Kilkenny Retail Park (Woodies) /Purcellsinch Estate (incl VHI)/ Waterford Road (Springhill) where the crossing of the Ring Road is a major obstacle for walkers and cyclists. This is the key piece to unlock independent commuter travel via bikes or walking. A brief comment on bollards - they have their place on certain narrower routes where children in particular have more protection from the car as the cycle lane is protected. Wider routes with reasonable cycle lane space should not require bollards.

Enable businesses and service providers to connect with potential suppliers, customers and employees.
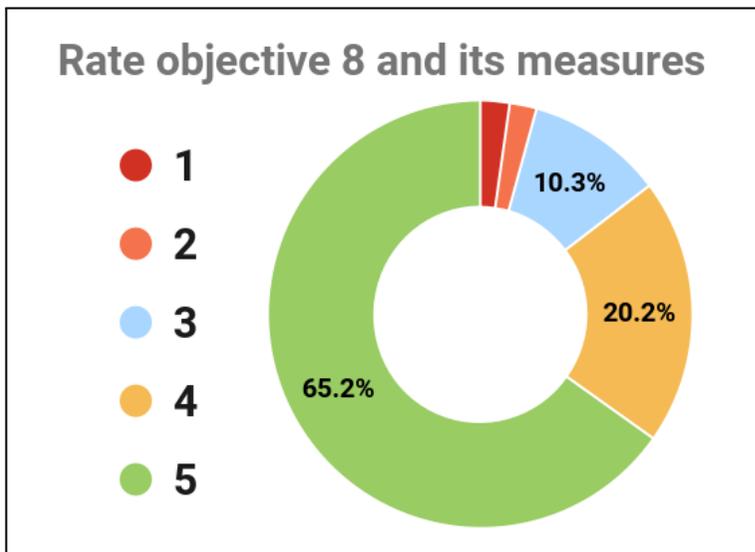
Measures

Kilkenny County Council will...

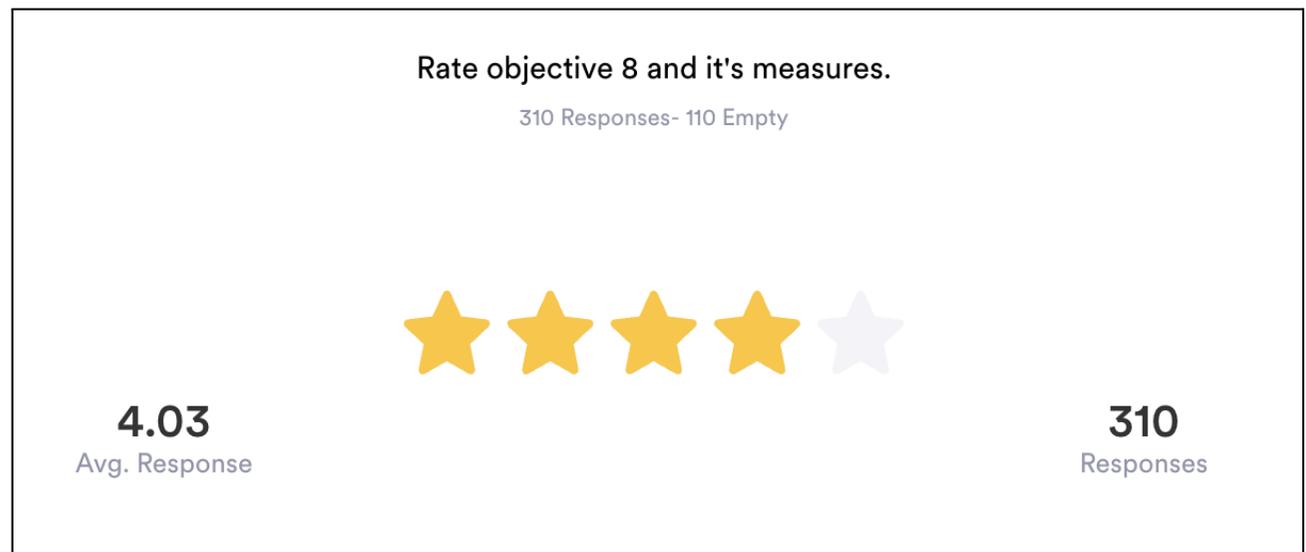**M8.1:** Ensure that all mobility decisions in the city centre support schemes to increase vibrancy and reduce vacancy.

M8.2: Regulate delivery/service vehicles by efficiently managing deliveries to reduce conflict with vulnerable road users and congestion.

M8.3: Rent electric-assist cargo bikes with organisations and businesses on a trial basis for their deliveries and logistical needs, before permanently implementing this solution.

M8.4: Undertake a feasibility study to assess the suitability of a delivery logistics hub at the edge of the city, to reduce the impacts of delivery and servicing vehicles within the city centre.

Rate objective 8 and its measures

- 1
- 2
- 3
- 4
- 5

10.3%
20.2%
65.2%

Results of a 5 star rating scale.
1 star being the lowest rating and 5 being the highest.

Rate objective 8 and it's measures.

310 Responses- 110 Empty

4.03
Avg. Response

310
Responses

Summary of comments:

Comments related to the difficulty of measuring the impact of measure M8.1 on the vacancy rate and the realistic practicality of implementing the other measures. The most common concern related to the impact of reducing delivery access and the potentially negative consequence on businesses in the city.

There were 30 written concerns relating to this objective (see appendix for full list). The majority of these responses questioned the practicality of measure 8.2, 8.3 and 8.4. Examples include:

Need more insight into this suggestion for consideration. such as fresh food/frozen foods etc.
Renting more equipment, hiring more staff to use this equipment costs a huge amount. The businesses on the periphery will have a huge advantage over those in the city. You will finally successfully kill city centre trade
Delivery's are life blood of businesses and mostly happen in morning
Not thought through enough . Even now as a small business owner access to my business is hard for me to move bulky items / organise collection for clients etc
Not workable in my experience. Businesses need regular deliveries
All of them. You will kill the city center. No one will be able to run a business effectively and no customers will come in anyway as it will be too much hassle. People don't need to come into Kilkenny. Make it a hassle - which you are doing - and they won't. Businesses will shift online

and those of us that do live in the city will move out because it will become a ghost town.

M8.1

Concerns:

Vacancy was cited as an issue for the city especially on High Street, with high rates criticised as the main driver of the vacancy rate. In terms of the SUMP, the following quote highlights the uncertainty around how it will be proven that objective 8 is working to address the vacancy issue:

> "I'm not sure how it is intended to measure/adjudicate on measure 1. Vibrancy is difficult to quantify, and it is hard to correlate vacancy and those decisions. Perhaps this measure could be simplified.

Suggestions:
- Reduce rates and rent

"Do a survey of business owners who chose/were forced to close up their businesses in the last 5 years and ask them why they think /know their businesses failed. Look at the statistics of types of businesses in Kilkenny, % good, % grocery, % vaping etc, and compare to other towns (with fewer vacant business spaces), learn what we are missing and where we are going wrong, and specifically encourage new businesses in those areas. Support sustainable local businesses over those less so."

M8.2
Concerns:
- Delivery vans block footpaths, don't have any option as the roads are so narrows
- Cargo bike - only for smaller deliveries, wouldn't be realistic for wine deliveries, order in bulk to be more sustainable with less deliveries, needs to use a truck.
- Currently business owners get parking tickets for bringing stuff to their own cars, as they can only get trade permits for vans, not private cars.

Suggestions:
- Introduce more 15 minute set down areas for customers/business owners who may not have a commercial vehicle but need quick access.
- Refuse collections and delivery should be only allowed outside of peak traffic hours in the city centre
- Have an embargo on certain size vehicles downtown during certain times - ideally, partner with a warehouse on suburbs and have these deliveries dropped there and brought into city centre on small electric vehicles
- Deliveries in the city core should take place outside of peak pedestrian times eg 7am to 10am and 7pm to 7am
- Low emission vehicles should be the only ones used within a specific time frame for delivery to the shops/businesses.
- Allow short term parking in loading bays for older people & those with mobility issues after the deliveries are completed.

M8.3
Concerns:
2 respondents mentioned that the electric bike hire needs to be well looked after. "Often bikes are not in the designated places they should be or are on the path".

Suggestions:
- The area that the rented cargo bikes should include all retail areas including the Ring Road and Woodies etc.
- Fast food outlets need guidelines and they could be targeted for cargo bike trials. They could do the further-away deliveries with a sort of park and ride setup.

M8.4
Concerns/Questions:
- A delivery logistics hub - goods still need to be brought to city centre to shops etc, could this transfer the burden from courier to individuals?
- Costs associated with the establishment of any logistical hub cannot fall back on the city business.
- Challenge without support from traders
- This might make delivery more complicated and more costly, which would negatively affect businesses

"This is not feasible in any regard, instead of 1 large vehicle doing multiple stops you'll have multiple vehicles traversing from the depot into town increasing the congestion."

Suggestions:
- Partner with a warehouse in the suburbs and have these deliveries dropped there and brought into the city centre on small electric vehicles.
- Consider a pilot logistics drop off facility that can cater to large HGVs and complete the last mile to the centre businesses by smaller electric vehicles. This facility could also offer storage and click & collect / ecommerce services to centre business.
- This delivery hub would have to be very close to the city centre like The old cinema or Fairgreen site to allow for the frequency and volume of deliveries that currently take place.

Objective 9

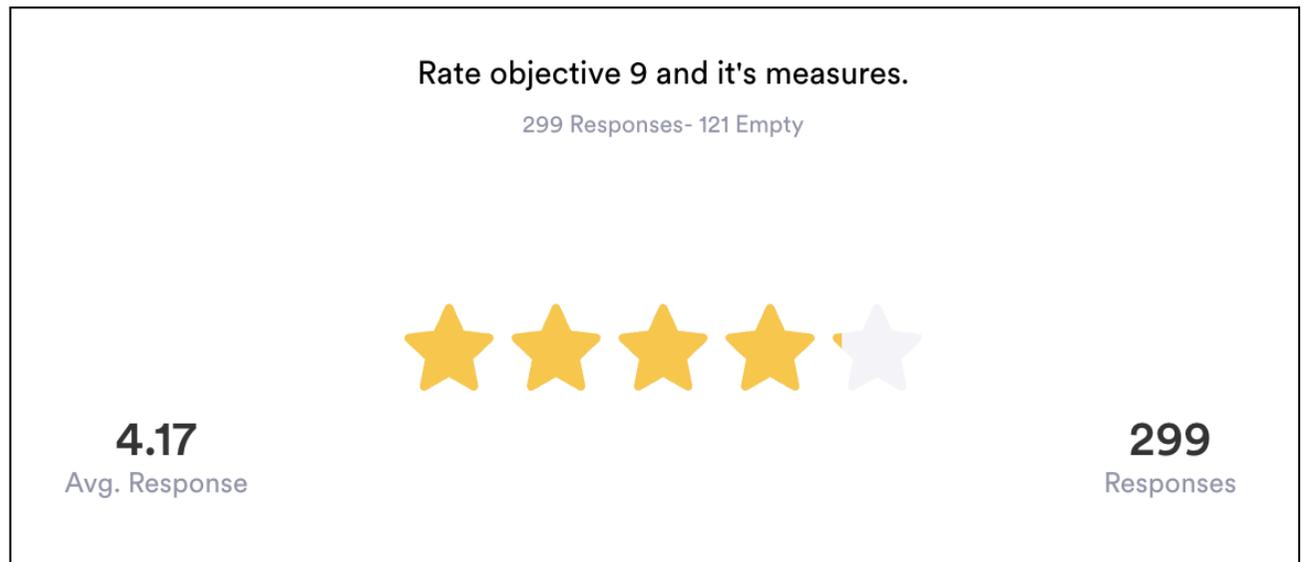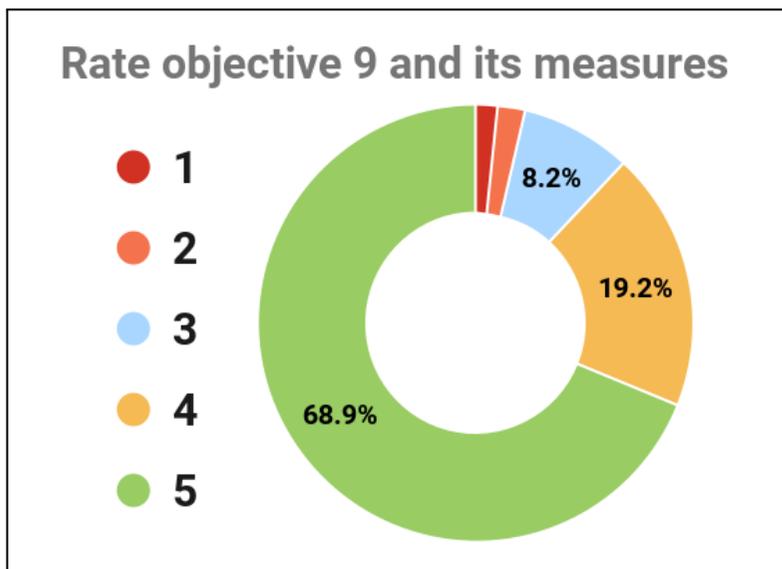### Integrate transport modes

Measures

Kilkenny County Council will...

M9.1: Improve mobility infrastructure to support better overall integration of journeys through:
- Establish multi modal hubs that bring together public transport, shared transport and active travel options
- Provision of bicycle transport and storage solutions at the mobility hub and strategic locations in the city
- Provision of EV infrastructure at appropriate sites in the city

M9.2: Work with NTA and local transport operators for better integration of multi-modal journeys. The providers will be encouraged to provide service improvement through:
- aligning service timetables to reduce wait times in between transport modes,
- offering additional services to better integrate schedules of popular routes,
- investing in technology that makes multi-modal travel more attractive and efficient,
- capturing accurate data to facilitate real-time journey planning and installing infrastructure to support this such as screens displaying real time schedules at stops, live journey information displays on buses/trains.

Rate objective 9 and its measures

- 1
- 2
- 3 — 8.2%
- 4 — 19.2%
- 5 — 68.9%

Rate objective 9 and it's measures.

299 Responses- 121 Empty

★★★★☆

4.17 Avg. Response

299 Responses

Results of a 5 star rating scale.
1 star being the lowest rating and 5 being the highest.

37

Summary

This objective received an average rating of 4.17 out of 5 with 65 comments. A number of responses related to the need for EV infrastructure.

M9.1

14 comments agreeing with the need for more EV charging points in the city. However 3 comments referred to the potentially negative consequence of incentivizing EVs into the city centre suggesting that this could mislead attention from effectively stimulating active travel within the city centre.

M9.2

Five respondents referred to the need for real time updates and live screens with up-to-date bus times; however one respondent raised the issue of the visual impact of these screens on the mediaeval city.

Suggestions

| |
|---|
| *In addition to working with transport users towards better integration there is a need to work with key service providers such as HSE/LA Garda in integrating their services with transport services. For Example, St Luke's Hospital as an Age Friendly Measure altered many appointment times to facilitate Carlow users/South Kilkenny users who obtain the train to Kilkenny City & public bus to the Hospital. The appointment times were moved to accommodate those outpatient appointments.* |
| *Could the river be used as a way of transporting people? Like is done in other cities. People would get to reconnect with the Nore in a meaningful way. It would be a cheap hop on, hop off way of getting about. And it would be good for mental wellbeing - bringing calm to the hustle & bustle.* |
| *Safe and dry on-street storage for bicycles, like is available in Glasgow and The Netherlands?* |
| *Away that you can just tap a credit card at any EV charger without having to sign up to an app. It would make EV charging much handier.* |
| *Integrate the Park & Ride with Bus service.* |

Create safe routes to schools

Measures

M10.1: The Safe Routes to School programme will continue to be rolled out in Kilkenny, over the period of the SUMP collaboratively with An Taisce, NTA, the local authorities, supported by the Departments of Transport and Education.

M10.2: Kilkenny County Council will collaborate with city centre schools to expand upon targeted road safety campaigns and initiatives within schools to increase the use of sustainable travel modes.

Results of a 5 star rating scale.
1 star being the lowest rating and 5 being the highest.
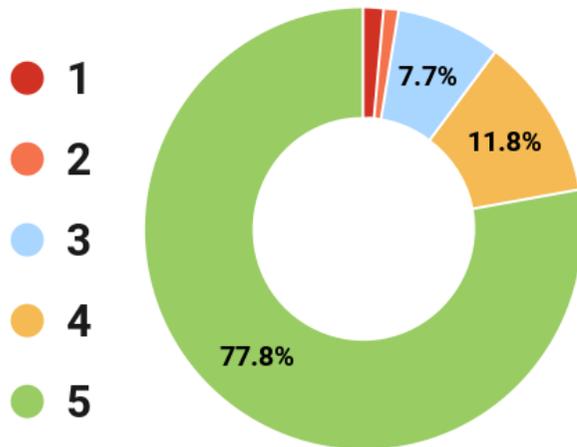
Summary of comments:

Objective 10 was generally accepted by the majority of respondents with a lower number of 75 comments made in relation to its measures and most of these comments related to M10.1. The concerns related to the infrastructure needed in order to realise the measure. It was suggested that enforcement is required to prevent parking at the school gates.

Concerns:

Many comments related to the changes that need to take place for this objective to become a reality. Some suggested that for this to work…

…there must be a safe, connected cycle network

…there must be a dedicated drop off parking points for parents/guardians.g. 0.5/1 km away from the school for the those with no other option but to drive

…there must be pedestrian & cyclist safety on the Ring Road

Suggestions:
- Each school should have a *mobility management plan* and be mandated to restrict car access and temporary car parking near school for safety reasons alone.
- Including drop off zones which will be essential for those students that need a lift to school.
- All new schools are developed with a mobility management plan and safe routes to school.
- *Enforcement* at school gates

Specific comments:

"It is not possible for children to walk to Canice's Primary School the pedestrian crossing at the foot of Greenshill is totally ignored mainly by parents taking their children to school. The removal of the courtesy crossing on the other side of Greenshill has increased the speed of motorists on the bridge. This is counter productive and at odds with your plans. There is no facilty to cross the road at the top of Vicar street en route to the schools. If the council is serious about making areas safer more not fewer crossing are required. The trucks, tractors, etc should not be allowed on Greenshill. The CAS has very light traffic and Greenshill has huge amounts of HGVS and huge tractors. It is impossible to cycle on and most parents would be very reluctant to allow their children on the bridge. Do better on this"

"Interconnecting cycle and walkway routes removed from the roads that serve the schools (connecting the new schools planned along the Circular Rd to Loreto/Canices to the planned new CBS school) which could tie in with the transport hubs/Park'n'Ride parking."

"This is weak. Too many parents have an almost religious fervour about personally dropping their child off exactly at the school door, parking on a pavement or blocking a road to do so, and often leaving engines running for minutes at a time. Any campaigns or initiatives running currently are failing miserably, as a morning standing outside local schools would show. Some enforcement, some stick as well as carrot, is needed on this issue or it will continue to fail. A longer drop-off window at schools might also help: the morning is far worse than the pick-up times."

Objective 11

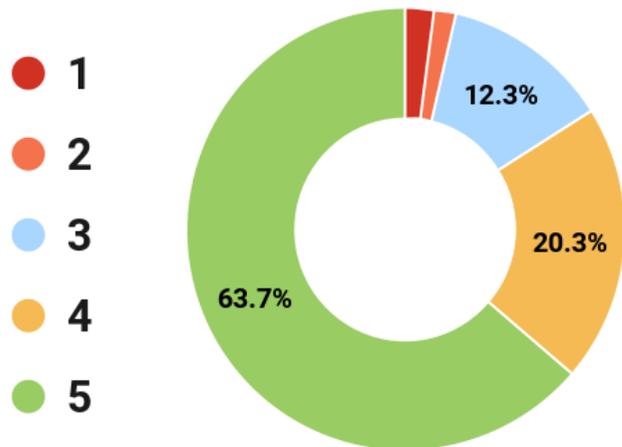### Communicate solutions and raise awareness

Measures

Kilkenny County Council will...

M11.1: Build a communication and engagement strategy that takes into account different media and different motivations for various age demographics and engages 'people of influence' to encourage more people to consider sustainable, multi-modal journey types and kickstart behavioural changes.

M11.2: Roll out the Smarter Travel Workspace Programme among Kilkenny based corporate groups and expand upon its offerings such as incorporating a welcome/induction pack that highlights active travel routes to workplace and connect various corporate participant groups.

M11.3: Develop consistent branding for all wayfinding, points of engagement and collateral material associated with active travel and the SUMP. Ensure it is simplified and engaging and is catered towards both residents and tourists.

Rate objective 11 and its measures

- 1
- 2
- 3
- 4
- 5

12.3%
20.3%
63.7%

Results of a 5 star rating scale.
1 star being the lowest rating and 5 being the highest.

Rate objective 11 and it's measures.

308 Responses- 112 Empty

4.03
Avg. Response

308
Responses

41

With a low number of 43 written responses and a high rating of 4.03, Objective 11 was generally accepted by the public.

Concerns:

Comments criticising the objective suggested that the measures were jargon heavy and state that they will not prevent those who need their car from driving. Some believe that infrastructure should be created before advancing communications and engagement

"Sounds like more 'work' for same old faces ; please understand the old approaches don't work- gimmicks don't convince people- infrastructure will- there is a real desire for getting around this small city without a car- safely, and healthily. Build it and it will be used organically."

M11.1

Three comments related to the need for engagement and buy in from city centre residents when creating the communication strategy proposed in M11.1. Another comment highlighted the importance of communicating the national goals that Ireland and Kilkenny are working towards in terms of climate action and reducing carbon emissions.

"Govt policy via climate action plan is to reduce km/ passenger journeys by 20% by 2030. That should be made explicit in all comms, that we have climate targets and in transport these will bring huge benefits (air quality, less congestion, walkability etc)."

M11.2

There was only one comment relating to measure 11.2:

"Work with businesses located off the Ring Road and at Purcellsinch to encourage them to introduce cycle to work schemes in the workplace, again with the provision of safe secure bike lockers. There are a number of large employers, with more opening, in the Loughboy Retail park area and Purcellsinch. I am sure if 20% of these workers were to travel to work by bike it would reduce traffic on the Ring Road considerably. To begin with, employers could be encouraged to survey their staff to see how many travel to work from within a 5/10 km range of the city, and encourage these people to switch to cycling. In time here could be a knock on effect of parents cycling to school with their children and then carrying on to work."

M11.3

Five comments supported the need to update the wayfinding signage with consistent branding. While one person suggested signage in different languages for tourists.

Appendix

Appendix 1. [Separate submissions to consult.ie](#)
Appendix 2. [Social media post (English)](#)
Appendix 3. [Social media post (Irish)](#)
Appendix 4. [Bus shelter](#)
Appendix 5. [Flyer/Letter in post](#)
Appendix 6. [Flyers to businesses](#)
Appendix 7. [Exhibition boards](#)
Appendix 8. [Rankings of Objectives by Priority](#)
Appendix 9. [All written responses](#)