

SUSTAINABLE URBAN MOBILITY PLAN

Focus Group 2 - Report



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Connect
the Dots

Contents

Introduction	4
Methodology	5
Participants	5
Workshop flow	5
Results	6
Vision Feedback and Amendments	6
Workshop Results	7
Objective 2	7
Objective 3	9
Objective 4	11
Objective 5	13
Objective 6	15
Objective 7	17
Objective 8	19
Objective 9	21
Objective 10	23
Objective 11	25
Objective 1	28
Appendix 1 -Specific Examples of Severance (barriers)	31
Appendix 2 - Vision, Objectives and Measures Identified at Focus Group 2	33

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 25th of January 2023 we met for a second time with the key stakeholders identified to continue the plan process. There were presentations by members of the council, Connect the Dots & the NTA.

Following the presentations on the draft vision and draft objectives, key stakeholders discussed measure ideas under each objective and their prioritisation of the measures based on feasibility & value to the user. There was also an opportunity to rate and provide feedback on the draft vision.

This report provides an overview of the discussion on the day and identifies a list of measures to be taken to the Interdepartmental Team.

Methodology

Participants

The same attendees of the initial focus group session in September 2022 were reinvited to attend along with new additions to the key stakeholder group who were contacted in the weeks leading up to this session. Various representatives from groups and organisations in Government, Environment, Academia, Industry & Civil Society were in attendance such as Kilkenny Access, Kilkenny PPN, LEADER, CluneTech, Local Traders, An Garda Síochána, Healthy Ireland, Comhairle na nÓg, Southern Regional Assembly, South East Technological University, Kilkenny Older People's Council, CKLP & more.

Workshop flow

The focus group session ran between 9:30am to 1pm. The first half an hour was dedicated to presentations by Connect the Dots on a summary of results from consultation thus far as well as the draft vision and presentation by Kilkenny County Council representatives Caitriona Corr and Ian Gardner on the 11 draft objectives to be discussed during the workshop. Key stakeholders were also given the opportunity to provide feedback on the draft vision and suggest edits or changes. A presentation was also made by an NTA representative, Hugh McCarthy, in relation to transport, sustainability and schools.

The session then moved into a time of worksheet activities where sheets for Objective 2, 4, 5, 6, 7, 9, 10 and 11 were dispersed around the walls of the hall for participants to roam and add ideas to whichever they wanted. Participants were then called to their allocated tables (with a mixture of

representatives from varying sectors) to brainstorm measure ideas for one specific objective and to prioritise them based on feasibility and value to the user. Tables rotated through three objectives each before moving onto the second workshop activity with the remaining objectives.

The final workshop activity was spent brainstorming city centre traffic management scenarios for Objective 1 and measuring ideas for both Objective 3 & 8 in initial table groupings.

Results

Vision Feedback and Amendments

Draft Vision: *“Kilkenny City will adopt an inclusive, low-carbon approach to providing attractive, safe, sustainable mobility options, resulting in a connected, accessible, economically vibrant city that prioritises the safety, health and wellbeing of the community and visitors while enhancing the natural and built environment.”*

Participants were asked to provide feedback on the draft vision through the online registration form sent prior to the focus group session. They were asked to rate the draft vision on a scale of 1-5, if there was anything not included within the vision that they thought should be included and if there are any elements of the vision that they thought should be changed or removed.

Among the 13 participants who responded, the average rating of the Draft Vision on a scale of 1-5 was 4. Comments on what they believed should be included were:

- *The provision for personal powered transporters which will become legalised in time and are being utilised already by sizeable numbers*
- *Shared space, and a reference to jobs and how this plan will enhance or at the very least not cost jobs*
- *Explicit reference to: (i) functionality - i.e. that the quantity and nature of needs can be met, in full; and (ii) connectivity to the rural hinterland.*

- *Somehow introducing cycle training (eg Cycle Proficiency Test in Northern Ireland primary schools) to encourage more road-safe and confident cyclists? Also, when feasible, once*

During the workshop participants rated the vision on a scale of 1-10 using mentimeter. 18 participants responded to this question resulting in an average of 8.4 out of 10.

Two attendees commented on the length of the vision explaining that they expected it to be shorter and ‘snappier’. One participant suggested the following:

“We want Kilkenny to be the smartest travel City in the country by 2030, in a way that is sustainable for local people, shoppers, commuters, businesses and visitors.”

This constructive feedback has resulting in the following final vision for SUMP:

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

Workshop Results

This section will provide an overview of themes that emerged relating to each objective through discussions during the workshop. Where suggestions for measures have been made, Connect the Dots have added examples to highlight success in other cities or to further explain the idea. Objective 1 is reviewed last as this was the final objective discussed by participants.

Objective 2

Encourage independent journeys for all

1. Reduce speed and space for cars in the city centre

There was general consensus among attendees that the city centre needed to be less car-focused to provide more space for and prioritisation of pedestrians and cyclists as well as those with mobility issues. Suggested measure ideas to be put in place were the reduction of traffic speed for vehicles in the city centre and a one-way system on High Street with accompanying contraflow bike lanes, both would lead to less conflict on roads & paths and encourage cycling and walking. Other suggestions included more education and legislation, the reimaging of the Parade to exclude cars altogether from Castle Street to High Street and to increase parking charges close to the city centre.

2. General improvements of networks and connected routes in terms of legibility, clarity, safety & efficiency.

Specific to connected networks, there were a number of improvements suggested that would enhance accessibility, safety and functionality of

these routes. Most commonly mentioned was improvements on legibility through clearer and better designed signposting as it is not currently clear which routes are the fastest, safest and most tourist friendly. A suggestion raised for this was clear, colour-coded markings of routes painted on the ground, though it was understood by attendees that it would be difficult to implement. When looking at networks, it was also mentioned that to best serve people there needs to be a clear focus on origin or destination and understanding what routes are most common. In terms of neighbourhood connectivity, simpler active travel routes were suggested in the form of additional cycling infrastructure that doesn't obstruct the sufficient space for cars. The importance of cycleability audit and walkability audit was also noted.

3. Safer segregations on roads and the prioritisation of pedestrians and cyclists by design

Attendees agreed on the need for safer solutions to walking, cycling and general movement through networks, however, some suggestions were contradictory. It was agreed that more space is needed for pedestrians and cyclists to allow for safer travel but the issue of segregation raised differing suggestions between visual versus physical separation either in the form of bollards & planting or painted road markings. Concern for safety over bollards was noted as sometimes they can be more dangerous as well as unattractive while planted greenery creates more attraction and positive marketing, making cycling and travelling feel safer. Road markings, however, provide that visual segregation without obstructing space. Any separation would narrow roads and slow traffic by design creating safer roads for cycling & walking. This would also dedicate space for each mode of transport and avoid misuse of space such as the current misuse of footpaths which was raised as a concern. Other ideas for implementation that would enhance and provide safe networks were the redesigning of roundabouts, possibly looking at Dutch roundabouts for best practice, for the safety of cyclists and pedestrian

merging & crossing and more infrastructure & facilities in schools, workplaces and public realm for cycling.

Other ideas:

- Play area for toddlers
- Benches for people to sit
- Safety measures & safe crossings e.g Ring Road
- Maintenance of Universal Design
- Maintenance program for Accessibility
- Walkability studies - Older age & Access
- Make better use of river for cyclist and walkers; well sign-posted direct routes to a neighbourhood
- Expand on shared spaces within city centre
- Ramp access for cyclists & buggies
- Ramp access to Ring Road crossings
- Raised pedestrian crossings
- Remove excess signage e.g Sweden. - To promote people to become more aware of their surroundings and also removes clutter for cyclists & pedestrians

Concerns/issues:

- Strong dependence on Dunnes in the centre: major traffic draw
- Consideration of future housing delivery on Abbey Quarter
- Varied buttons on crossings - not uniform
- Gender aspect of walking: lighting for security

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.

M2.3 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.

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.

*Concerns relating to segregation of paths are covered by measures under Objective 7.

Objective 3

Enhance permeability to and within the city centre

1. Kissing Gates

Re-evaluate kissing gates, city wide

2. Lighting and Design

Many believed that the issues of permeability for pedestrians and cyclists would only be solved if there were a concurrent upgrade of lighting and paving to result in safer navigation. Participants suggested making side streets more inviting through lighting, greenery and cleaning of these streets. They would also like to see the enhancement of the character of the lanes in the city as they are great entrances to the Medieval city (see Limerick Laneway Project & Melbourne)¹. Some also considered the introduction of CCTV to help overcome anti-social behaviour concerns.



Source: Australian Design Review

3. Signage / Markings

There was a consensus that signage would be the simplest way to raise awareness of shortcuts that already exist. For example there is very little signage promoting the laneways off High Street; the addition of creative wayfinding signage would help here. Alternatively if the entryway to the laneway was enhanced then pedestrians may be more likely to use it. Others discussed the need for clearly marked cycle routes; these markings could be fun and inviting markings.

4. Strategic decisions

The majority of discussions centred around strategic decision making when deciding where to intervene with infrastructure and funding.

- Concentrate on quick aims eg. access to bus stops for residents etc. rather than opening up access to others
- Link with cultural assets, laneways and canal way to improve connectivity
- Prioritise based on least disruptive and most economical
- Integration with the walking/cycling network is key - if a barrier is fixed then it must link up to the network

5. Education/Awareness

It is intended that these connections assist sustainable mobility; they should not further assist the needs of the driver e.g. many people parking in a residential area near De la Salle as it provides a pedestrian link to the city causing issues for the residents. Solutions must result in the least disruption to residents as possible.

See appendix for more specific examples of severance (barriers).

¹ [Limerick Laneways Project](#) & [Melbourne considered exemplar for how to revitalise laneways](#)

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 Monitoring²

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.

2

https://www.nationaltransport.ie/wp-content/uploads/2011/12/NTA_Permeability_Report_-_Web.08.20151.pdf

Objective 4

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

1. Provide Live Updates/Real Time Data

The most frequent feedback provided by attendees was the need for real time data/live updates on bus schedules. It was suggested that these updates be provided via an app or use of a digital street sign at each bus stop. Participants stressed the importance of knowing if and when a bus would be arriving, this is particularly important to youth who rely on bus services. Also, this measure would give parents more confidence in allowing their children to use public transportation as well as build overall trust with the transportation system among all users. It was suggested by one participant that trust regarding reliability with the transportation system is low, especially due to the lack of reliable buses caused by too much traffic.

2. Focus on Improving School Traffic

It was strongly suggested by many participants that the main focus for this objective should be to improve school traffic first. Through measures such as increasing the number of buses operating during peak times, e.g early mornings and late afternoons when school traffic is highest. And increasing the frequency of these buses, e.g a bus every 10 minutes during the hours of 3:00pm to 6:00pm. Additional feedback was to consider the parent as a main service user, allowing for reliable routes to make it easier for parents to directly connect from schools to work. Furthermore, participants agreed that cycling should still be marketed as the main form of transportation for school runs. Additional comments relating to school runs included parents' concerns over leaving children at

bus stops if the buses are unreliable, taking into account students carrying large heavy bags and “ what happens if a parent needs to rush from work using public transport to pick up a sick child from school.”

3. Create Transportation Hubs

All participants agreed that a transportation hub was necessary to assist users with connecting between routes and reaching the city centre. It was suggested that regional buses meet at a hub with city buses that pass at or near the hub (e.g market street). There was debate on if this hub should operate and be located directly in the city centre or be outside the city for users to connect to the city. Also, participants felt it was important to ensure that hubs were equipped with “last mile solutions,” including signage for walkers, bus information, links to city buses and bolt e-bikes.

4. Provide User Friendly Bus Stops

One participant mentioned that they like the bus shelters currently in place and other attendees agreed that these shelters should be continued to be put in place and stops be well lit. Consideration should be given to service users with disabilities or who are older and have concerns about accessing the city centre including bollards, curbs, one way systems and distance to walk between bus stops. It was also discussed that more direct city centre stops should be provided, given that city buses do not pass High Street. And it should be ensured to have stops located as close as possible to areas of the city people frequent the most. Additional comments relating to bus stops, is a hope among participants that as public transportation becomes more accessible and reliable more people will be at stops, improving safety especially in terms of allowing kids to no longer worry about standing at stops alone.

5. More Park and Rides

During the focus group session it was discussed that there needs to be additional park and ride facilities located outside the city to help users connect to the city centre. There should be a bus at these park and ride facilities that bring people into the city centre or to a transportation hub. It was also agreed that EV charging stations should be guaranteed at these park and ride locations.

Other ideas include:

- Implementing hop on/ off or day passes
- Travel incentive scheme
- Quicker and more direct routes to the hospital
- Use bus routes to help improve cross city traffic to and from school
- Use SUMP to direct how to spend NTA funding and additional funding for planned routes
- Improve spaces for buses near footpaths and cycle lanes (e.g footpath on John Street)
- Consider a public consultation specific to bus connect and ensure different groups are represented (e.g youth)
- Secure funding for more frequent routes, more buses and more bus drivers

Questions:

- Was there a public consultation previously on the proposed route?
- Will there be a ring road radial route?
- What figures are available on the percentage of people who use city buses vs. the percentage of people we are aiming toward using?

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.³

*Any ideas not covered by these measures are covered by measures under objective 9.

³ E.g. Lothian Bus ['Tap, Tap, Cap'](#) & Translink [Metro Service](#)

Objective 5

Facilitate public and private organisations to enhance connectivity to surrounding rural areas and the region.

1. More frequent & connected public transport services

Attendees were generally in agreement that a frequent bus service is needed in Kilkenny to connect the city centre to rural areas; this would not only benefit those unable to travel to the centre by car but also everyday commuters if implemented in tandem with a paired Park & Ride car park. Specific bus services for work times, schools & private citizens were also suggested. A high speed rail with a dual track was also mentioned in addition to a commuter link to and from Kilkenny connected to areas like Dublin for a wider reach.

2. Development of mobile apps to enhance connectivity & networking

Carpooling apps were commonly suggested as a collaboration with taxis or bars to encourage shared travel to rural areas when needed and avoid over congestion of vehicles. More real time information apps for bus services, both public and private, was also mentioned, though, it was also suggested to integrate all services.

3. Evaluate current frequency of public transport services

The issue of the current frequency service with buses & trains raised the suggestion of an agreed basic minimum service of transport for all areas of Kilkenny (e.g 3-4 times a day) or the possibility of a 7-Day Service; suggestions for these included private operators & Hackney.

4. Partner with relevant groups and organisation to collaborate & co-create solutions

Various groups and organisations were noted and suggested to connect & collaborate with:

- NTA & Connect Ireland: For improved routes & service levels
- IBEC & IDA: For smarter, travel friendly design
- Chamber of Commerce: To enhance connectivity (carpoolings, showers, bike parks, flexible working times & hybrid)
- Mobility Kilkenny Leader Partnership: Ring a Link
- Private Operators

Other ideas:

- Integration of all services (pay & time) (M)
- Use of subsidies of taxis
- Plans for facilitating personal provided transporter/e-scooters
- Park & Ride (M-L)
- Park & Stride (M-L)
- Link climate emission from employees travelling to work to employer climate action targets so there is a carrot & stick approach to reducing those emissions
- Encourage high volume employers to consider flexible start/finish work times & hybrid working. App or survey to connect businesses to coordinate flexible working times

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.

Objective 6

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

1. Utilise digital strategies

To better manage allocation of spaces and contribute to parking management it was suggested that digital technologies be used so people can see where to park. Apps can be used to assist car users with knowing where car parks are located, walking distances and the availability of car parking prior to leaving their destination. The “Free Now app” which allows users to locate taxi services was also suggested.

2. Use pricing to change behaviour

One attendee mentioned “It’s too easy right now to park for free.” Also, price over proximity was seen by participants as the main factor on where people choose to park. As a result it was suggested that higher pricing should be placed on spots located within the 10 min walk limit. Also the focus group shared that there are frequently no spots available in surface parking while the multi-story car parks are empty. It was suggested to increase pricing for on-street parking to encourage use of multi-story car parks. It was also noted that there is a need to work with the privately owned car parks to agree on a strategic pricing strategy and consider eliminating 15 minute free parking.

3. Provide more park and ride options

To encourage sustainable transport and managing parking it was suggested that additional park and ride car parks with frequent buses be put in place. A feeder bus should operate every 20 minutes and bring

people into the city. The city of Winchester was offered as an example city where park and ride car parks are the only options offered⁴. There was some disagreement on the need for a park and ride, as it was questioned if the demand is and there could be issues on “who wants to drive and then wait for a bus.”

Other Ideas:

- Increase parking opportunities outside the 10 min limit
- Resident permits and badges need to extend to these areas
- Retractable bollards for permit holders - Could be hard to manage with fobs

Additional Concerns:

- Residents in Ballybought St. are concerned about non resident parking there as it is free and easy to walk to the city. This also applies to Nuncio Rd, College St. and other streets in Kilkenny
- Dunnes parking was deemed a “nice, easy” parking zone
- Problematic zones were mentioned as Ormond, Friary St. and Market Yard

⁴ <https://www.winchester.gov.uk/parking/park-and-ride/>

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.

Objective 7

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

1. Improve safety measures on new and existing cycle lanes

Participants emphasise the importance of re-examining existing cycle lanes and cautiously building new cycle lanes in a way that improves safety and increases confidence among cyclists. The Ring Road roundabout was discussed as being very dangerous for cyclists. Suggestions on how to make improvements provided by attendees include:

- Improving road markings and signage (consider accessibility and literacy levels)
- Ensuring visually easily recognisable routes
- Implementing safe and effective stop lines
- Building kerbs for segregation
- Enhancing paths by removing obstacles- e.g poles and street furniture
- Continuing paths to avoid cyclists being forced back on the roads
- Creating traffic plans that give cyclist the right of way
- Designing clearer delineation for cyclists
- Providing infrastructure to support cycle paths on both side of the road
- Enforcing e-bike and bike bylaws

2. Implement traffic calming measures

Participants expressed the need for traffic calming measures to make cycling safe and attractive for users. Especially along the Ring Road and

Ring Road roundabout. It was suggested that traffic lights be improved to prioritise cyclists, such as providing lights specifically for cyclists or using 4 sets of traffic lights with individual phases. Ensuring cyclists can cross safely was seen as an important element to consider. Also, reducing speed limits, e.g the Ring Road should have speed limits of 60km and 80km.

3. Provide additional E-bike and bike infrastructure

Many participants of the focus groups recommended increasing parking for bikes especially at key points such as shopping centres. In addition providing additional bike storage within parking garages. Residents at the public consultation suggested that the city incentivise city centre residents to cycle rather than drive by providing safe bike storage as their houses are too small to hold multiple bikes.

Additional Ideas:

- Ensure funding secured (e.g URDF; Active Travel etc.) is aligned with this strategy
- Promote free cycling programmes
- Consider park and ride systems on outskirts of city to connect rural area and expand cycling opportunities
- Prioritise industrial areas with major employers
- Shared language across Ireland around safe schools and cycling awareness

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, 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 bikes.

M7.5 Develop a number of city centre spaces such as greenways and parks as dedicated safe cycling areas for novice cyclists to practise city cycling.

Objective 8

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

1. Employees/Employers

- Using IT hubs and 'work from home' hubs to allow people to connect to other employees, connects different companies & groups together increasing the likelihood of car sharing success.
- Incentivise use of sustainable transport methods for customers/workforces e.g get tax back for using sustainable travel.
- New business hubs on link road - Link up with buses to town for lunch times or after work hours
- Reasonable parking for businesses to access

2. Deliveries

Participants discussed the option of developing Logistic hubs/facilities outside the city centre (possibly one mile away). From this point delivery vehicles would be electric or cargo bikes would be used where appropriate. Another option considered was controlled access to supply chains in restricted areas via a predetermined route. For example, An Post are already pioneers in sustainable last mile solutions, becoming the world's first postal service to offer zero carbon deliveries in a capital city in 2020.⁵

5

<https://www.anpost.com/Media-Centre/News/Dublin-becomes-first-Capital-City-globally-with-zero-carbon-deliveries>

3. Placemaking

Participants discussed the use of space in the city centre and the need for integration of mobility solutions with economic uses. They would like to see improvements to the shopping and visitor experience with a more attractive public realm including outdoor dining and outdoor markets etc. For example, use of the Parade linking the green area with entertainment and entrepreneurial activities. Others also suggested innovatively using empty car parks in the city centre for fun and creative uses. It is important that any strategies or schemes to improve the public realm or promote outdoor dining take active travel into consideration and that they work in harmony with each other.

Optimising green and blue spaces:

- Improve access to boardwalk
- more river crossing
- more pitch space, convert open green space to organised space
- increase access to the water that is not necessarily 'clubs' but somewhat monitored/organised
- Introduce city centre community gardens

Others explained that changes to traffic management in the city centre, such as pedestrianisation of some streets, must be complemented by a vibrant economy with a low vacancy rate. They explained that pedestrianised streets must be destination spots for visitors and the Medieval character must be preserved to sell Kilkenny city centre as a showcase. They also explained that the restrictions to vehicles in the city must take into consideration the fact that building preservation will sometimes require vehicular access. The group listed the following considerations:

- Late night cafes and Night-time economy
- Benches

- Heritage: High Street as a showcase
- Buskers
- Street art
- Heritage

Other considerations

- High speed rail, open up to commuters
- A set down area for those with accessibility & mobility difficulties
 - Promote more living in the city centre above the shops etc.

Measures

Kilkenny County Council wil ...

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.

Objective 9

Integrate transport modes

1. Improvements in transport technology

A recurring suggestion to encourage multi-modal journeys was to incorporate technological solutions that make such journeys more convenient and efficient. Specific suggestions included making it easier to search for nearby bus stations and bus stops, and real time journey trackers online and at transport stops.

Apps like Citymapper⁶ partner with local transport providers and integrate data for multiple modes of public and private transport, providing detailed information on transport options. Users can select the transport modes they wish to use and get real time information on journey times, transport schedules and more. The flexibility and reliability of this integrated service makes using sustainable forms of transport a more attractive option.

2. Improvements in built environment

As well as improving technological infrastructure, participants also emphasised the need to upgrade physical infrastructure in the built environment to support multi modal journeys. This includes secure bike parking/lockers and additional bus shelters. Mobility hubs that co-locate multiple modes of transport in close proximity to each other were discussed, with the top of John's Street suggested as a place where bus and train links could be brought together.

⁶ <https://citymapper.com/>

Arup and Go-Ahead published a report on the Future of Mobility Hubs⁷ in 2020, exploring how such hubs could be developed in the UK. A successful mobility hub example can be found in Utrecht, Holland⁸, where a multi-storey bike park has been built under a major train station, with cycle lanes leading directly out a public plaza and the city beyond. Related services such as bike repairs and bike hire are also available on site.



Source: Dezeen, 2019

3. Last mile solutions

⁷ <https://www.arup.com/future-mobility-hubs>

⁸ <https://www.dezeen.com/2019/09/12/worlds-biggest-bike-park-utrecht-central-station-ector-hoogstad-architecten/>

Last mile solutions in a business context are discussed in Objective 8, discussions in relation to this objective however focused on how similar solutions could be considered for commuters. Offering park and ride services on the edge of town, or utilising under used private car parks was suggested as a solution to congestion in the city centre.

4. Improved transport service offerings

In addition to the measures suggested above, the need for a general increase in the types of transport services, and an expanded offering for each service was raised by many in the group. Train services in particular were highlighted, with a need for more connections with regional towns and increased train frequency highlighted. Also mentioned was increased taxi services and an extension of the bike to work scheme to the general public.

5. Public education and communication

Participants noted that any improvements to transport services and infrastructure would need to be supported by a public awareness campaign aimed at changing people's attitudes and behaviours in relation to sustainable modes of transport. The need to target communications to particular age groups was highlighted. An example of an innovative campaign that specifically targeted young people is the highly successful 2012 *Dumb Ways to Die*⁹ campaign from Melbourne Metro which incorporated online games and school information packs.

⁹ <https://smithbrothersmedia.com.au/get-smarter/case-study-dumb-ways-to-die/>

Measures

Kilkenny County Council will...

M9.1: Improve mobility infrastructure to support better overall integration of journeys through:

- Establishment of a multi-modal mobility hub ensuring that there is access via active travel to and from this hub within the city centre with relevant wayfinding signage to assist navigation
- Provision of bicycle transport and storage solutions at the mobility hub and strategic locations in the city
- Provision of Electric Vehicle 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,
- investment 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.

Objective 10

Communicate solutions and raise awareness

1. Build a culture of active travel in schools

All participants agreed on the importance of building a culture of active travel among children and young people who will carry that culture through the community. It was agreed that the approach must be two fold:

- Target the young people by making active travel fun and cool - have fun active travel paths interventions along paths and cycle ways eg. thermoplastic floor 'stickers', windy road paint, coloured wayfinding trail lines, or an active travel mascot.
- Target parents by showing that active travel is safe, time efficient and has health benefits.

2. Build a culture of active travel in corporate environments

All participants agreed that incorporating/targeting working adults and corporates was important, as these were identified as the group most 'married to their cars'. Some ideas on how to achieve this included:

- Having a welcome/induction pack that highlight active travel routes to workplace or detailed active travel incentives
- Rolling out the smarter travel workplace programme among corporates
- Having a reward system among the entire Kilkenny corporate community where different businesses etc. compete with each other for active travel journeys/minutes/days

3. Redesign consistent signage and wayfinding

All participants agreed that wayfinding and signage across Kilkenny needs to be rebranded, simplified and consistent. It was also suggested that the new wayfinding brand could also have a character or mascot to represent it and be used in all active travel related apps/events/signage/collateral material.

4. Consider alternative approach for tourists

It was agreed that tourist experiences and routes need to be considered. Some suggestions included - having in person, on-route way finding from the castle to other attractions without the need for a map or app and wayfinding services that highlight not only the quickest route but also the most scenic or most points of interest.

5. Utilise different communication platforms for different demographics

All participants emphasised the importance of strategically using different media to target different age demographics. Some suggestions for this included:

- Children and Young People - social media, TikTok - it was noted that generating content for different platforms is a lot of work and that there is opportunities to get the young people to generate the content themselves or get local influencers on board
- Young Adults - Social Media, Videos that can be shared in Whatsapp Groups
- Adults - via the workplace, Videos that can be shared in Whatsapp Groups
- Older Adults - Radio/Newspaper Ads, Videos that can be shared in Whatsapp Groups

6. Utilise different motivations for different demographics

All participants emphasised the importance of strategically using different motivations to get different age demographics involved based

on their personal priorities. Some suggestions for this included: Highlighting environmental benefits for children and young people, highlighting health benefits for adults, parents and older adults

7. Prioritise action based events or campaigns

Action based events/events or campaigns where participants experience the new changes first hand were agreed as being the most preferred and most effective way of creating actual change eg. having a scheme where you could test/rent a cargo bike for a week or two before investing. Other ideas included training events such as in-school driver education training, safe cycling training & bike repair training.

8. Gamify Active Travel Routes

Examples included:

- Wayfinding 'treasure hunt' style game which could be analogue or digital
- Show not only the fastest routes but also the most scenic/most points of interest
- Bringing in competitions among local businesses / schools / workplace / estates /apartment blocks for most active travel minutes/kms/days

9. Engage local and national 'people of influence'

Most participants highlighted the Importance of seeing 'people of influence' advocating and endorsing active travel and the changes implemented. Some examples included:

- Sportspeople, politicians, the Mayor, local musicians
- Gardaí, Teachers, Doctors
- National influencers and celebrities

Topics of behavioural awareness and changes raised the most were on driver awareness of cyclists as well as cycle behaviour changes.

Other ideas included:

- Safe cycling skills programmes in the community & schools
- Car Free Times/Festivals
- Visibly easily recognisable spaces for walking & cycling
- Awareness of health outcomes for active transport & using public transport
- Tidy up signage
- Bike rental scheme Promotion for Visitors to the city
- Tik tok campaign & education
- Audio indicators for buses/routes to act as wayfinding

Measures

Kilkenny County Council will...

M10.1: 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.

M10.2: 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.

M10.3: 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.

Objective 11

Create safe routes to schools

1. Collaboration between KCC and schools

There was consensus among the participants that many of the ideas suggested below would require a commitment from schools in the urban area to collaborate with individuals, organisations and public bodies who are encouraging the shift to sustainable modes of transport to schools.

2. Restrict cars outside school gates

All participants agreed that there should be a no-drop off zone outside the schools although it was made clear that there should be disabled access. This should be complemented by street design outside schools that focuses attention on the school to drivers using the 'Safe Routes to School Design Guide' prepared by the NTA.¹⁰ A similar example is the Sustrans School Streets approach in the UK.¹¹

3. Enforce those who don't comply

It was considered that the only way that parents would stop dropping their children off at the school gates is through proper enforcement of the bylaws. Sustrans UK have noted that local circumstances are important for enforcement. For example, councils in London and Wales may use automatic number plate recognition (ANPR) cameras to enforce the School Street while the councils are placing bollards or temporary barriers to block access. Kilkenny should choose a method of enforcement that suits the locality of the school in question. For example, it was explained

¹⁰ Safe Routes to School Design Guide prepared by the NTA in collaboration with Green Schools to help the schools, the An Taisce Delivery Team, and local authorities understand the design of school zones.

¹¹ [Sustrans Street Schools](#)

that some urban schools in Kilkenny city are along a direct route to the hospital, so measures should be taken to ensure direct, unobstructive roads are available for ambulances in this case.

4. Safe school routes

It was discussed that if parents can no longer drop their children outside the school gates there must be a safe route to school for these children from a new drop-off point to the school. This can be supported by the '[Safe Routes to School Design Guide](#)' prepared by the NTA in collaboration with Green Schools.

5. Regular buses

The focus group discussions around bus frequency reflected comments made by students during the youth workshop in October. Students explained that some buses do not leave promptly after school, meaning they must wait up to an hour for their bus home. This reduces the incentive to use the bus as a mode of transport and so they rely on lifts from parents.

It was suggested that there is an increased bus service at key times or specific school services at school time. Another suggested staggered start and end times of secondary schools to allow for more bus users with the same number of buses. Others suggested regular bus routes bring students to the edge of town where they can be collected and dropped off by regular buses while another participant was of the belief that there are enough school buses but that there is an issue with uptake of this service due to mobility behaviour and a reliance on the car.

While there was little consensus on the final measure to be taken on this issue, it was agreed that a higher frequency of buses and a fleet of buses that leave the city at end school time would reduce the reliance on the car.

6. Ensure adequate infrastructure for the students who get to school via active/sustainable modes

Consensus was reached that facilities must be available for students to reach school via sustainable modes - such as bike parking.

7. Initiatives/Education/Behavioural changes

Examples included:

- Cycling programs in schools continuously
- Bike buses - A group of kids on their bikes meet at a pick-up point & are led by an adult who takes the group of kids to school with another parent on a bike behind.
- Bike poverty scheme - link in with Mens Shed initiative (work with Environment Department of the Council)
- Class award for those who walk and cycle to school. This will reward behaviour and encourage youth to work as teams.

8. Encourage top-down changes

The groups identified many challenges that they believed fell outside the remit of the local authority and school principals such as uniforms, provision of raincoats and reducing the weight of school bags. It was suggested that there should be top-down policy changes to encourage a behavioural change toward sustainable transport to school.

9. New schools are built using design principles for sustainable transport

A simple yet important measure that will ensure that this objective will be achieved in the future, is that all new schools are built following the NTA Safe Routes to School Design Guide, incorporating any newer National guidelines and international best practice that are available at the time of the school design.

10. Lead by Example

Participants discussed the issue of teachers parking on school grounds. There was consensus that there should be an increase to the cost of parking at the workplace for teachers while providing free parking at the park & ride facility. It was made clear that this may only be feasible if the increase in price is incentivised by free parking elsewhere.

Other ideas included:

- Link in the last mile solutions
- Undertake a study of the catchment area of each urban school to understand the demographics, facilities & services
- Encourage better placemaking of the city centre ensuring that young people have somewhere safe to hang out when waiting on buses.
- Bespoke solutions for each school
- Group urban schools based on their common characteristics then create solutions for each grouping

The Safe Routes to School Programme

The Safe Routes to School programme was established in early 2021 and is operated by the An Taisce Green-Schools Programme in partnership with the NTA and the local authorities, supported by the Department of Transport and the Department of Education. The Safe Routes to School Programme is designed to encourage as many pupils and students as possible in primary and post-primary schools to walk and cycle. It has three aims:

- To accelerate the delivery of walking and cycling infrastructure on key access routes to schools;
- To provide “front of school” treatments which will enhance access to school grounds;
- To expand the amount of bike parking available at schools.

Currently in Kilkenny County seven schools in Graignamanagh are to benefit from this programme. These include Duiske College, the boy's national school, Scoil Mhuire Gan Smal Loreto, St. Canices, St. Patricks, De La Salle and John of God.

Measures

M11.1: 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.

M11.2: 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.

Objective 1

Reallocate urban space towards the sustainable movement of people and placemaking

High Street - Matrix of comments:

Pedestrianisation	Bus access only	One-way	Two way
Pedestrianise High Street; but still accessible for deliveries, people living there & accessibility issues.	Keep bus access on High Street	One flat surface, no bollards, limited vehicles, decrease speed of vehicles, signage is clear that it's a shared space - defined but all one level	
Pedestrianise High Street at certain times of the day	Keep bus access on High Street	Add flashing signs w/speed limits on High Street	
High Street ideally pedestrianised		High Street: put contraflow cycle lane.	
High street possibility of pedestrianisation			
Remove cars			
Pedestrianise High Street			

- ★ The table above highlights the level of support for pedestrianisation of High Street although as consensus was not reached, it is suggested that this be considered with conditions attached, such as pedestrianisation at certain times of day.

John Street suggestions

- Make John Street Lower a lot more comfortable by removing parking & shift the street more to the centre of the road.
- Make the Council car park more visible and accessible

- John Street: wider pedestrian area, removed bollards, demarcation, shared surfaces, forced to slow at entries
- Highlight access in Butler's gallery to get to John's street
- Remove car parking on John Street and allow a two way cycle way.
- One way - widen footpath and facilitate cyclists (2 groups of participants suggested this)
- Allow taxis to move freely but restrict speeds (outside delivery times)
- Pedestrian / cycle street driving up foot traffic as people currently avoid the street.
- Keep bus access (3 groups of participants supported bus access)
- Remove cars
- Remove carpark
- ★ **General consensus** - remove car parking, adding 2 way cycle lanes and one way traffic with access for buses.

Friary Street

- Friary Street to traffic lights at Parliament Street to have bollards limiting cars, allowing access only for those who require it.
- Friary Street one-way
- ★ **General Consensus** - limited access for vehicles

Rose Inn Street

Reduced volume of cars, shared surface, mixture of pedestrians, cars, cyclists, minimum cars - look at 5 point junctions in England.

Remove cars from Rose Inn Street

Rose Inn street needs to be reused as a one way for car

Remove cars from, Rose In Street,

Remove carpark from Rose Inn Street,

Pedestrianise Rose Inn Street

- ★ **General consensus**- Pedestrianise Rose Inn Street

Greensbridge suggestion

Only one group of participants discussed Greensbridge in detail. They suggested closing greensbridge or limiting the use of greensbridge to make greensbridge an active travel bridge.

Long term objective:

- Funnel/find alternatives for vehicular travel to use the New Bridge
- Solution - complete the Ring Road is a necessary long term objective.
- Shorter internal link rather than large loop in swift (RB95-->RB93) from Freshford, not through school site
- Hugely contributes to taking trucks out of the city except for deliveries.

The Parade suggestions

Cycle lane on the parade

Consider reducing traffic on the parade- possible one way system

Access by bus only to parade

The Parade: ideally pedestrianised if not then one-way

Patrick Street suggestions

Patrick st. need to review width of the roadway for cyclists

Patrick Street: one-way

Ensure bus access to the primary streets e.g. Patrick Street

Other considerations

Speed limits

Participants acknowledged that the city centre must become safer and more accessible to pedestrians explaining that lowering city centre speed limits is the first traffic management measure that will lead to this.

- Change design of road to slow traffic
- Lower speed limit and enforce e.g. on Dublin Road, Maudlin St.

- Increase no. speed cameras
- Make driving less desirable (30mph) & introduce contraflow cycling
- Replications of city gates where the city walls were to mark the core zone in the city centre, a really slow zone.

Integration

Traffic management changes must be complimented by investment in making city streets more attractive. A group of participants argued that any pedestrianised streets must be destination areas, with reasons to go there and stay there e.g. independent shops, seating and an attractive public realm. This group discussed the exploration of innovative financing to feed into the public realm which would in turn ensure that the chosen city centre scenario is successful. For example, money from parking should feed back into the city's public realm as well as sustainable mobility.

Parking

Reduction of city centre car parks and on street parking will reduce the number of cars in the city centre. However, it was acknowledged that some businesses rely on street parking. Removal of parking must be replaced with alternative, reliable means of getting to the city centre shops.

Other

- Irishtown is a major bottleneck at the moment so need to review traffic and consider one way system here
- Think about bus sizes for the small streets. Turning circles, not even at full capacity, causing congestion.
- Communication plan for public and business is important to explain why we are doing this and the benefits and to bring them with us on the journey

Draft Options to be Modelled

<p>Option 1 One-way city core</p>	<p>Option 2 Extension of one-way city core</p>	<p>Option 3 Pedestrianisation of High St (Partial, Part-time or full)</p>	<p>Option 4 One-way city centre with filtered permeability in Abbey Quarter</p>	<p>Option 5 Pedestrianisation of High St and Rose Inn St</p>
<p>Existing temporary one-way with additional contraflow facilities for cyclists</p>	<p>Additional streets to be considered as part of a wider one-way system.</p>	<p>Partial (<i>access for certain types of vehicles etc.</i>), Part-time (<i>might be 10am to 8pm</i>) or full Pedestrianisation of High Street One-way system on Rose Inn St</p>	<p>Combination of pedestrianisation of High St and one-way system on Irishtown and the Abbey Quarter to facilitate enhanced pedestrian flows along the <u>Medieval Mile</u></p>	<p>High Street and Rose Inn St pedestrianised with additional one-ways on Patrick St and John St. Abbey Quarter pedestrianised.</p>
<ul style="list-style-type: none"> ● All scenarios will be compared against the two way system that was in operation pre-covid. ● Any pedestrianisation of streets will fully consider the needs of residents, people with disabilities, emergency vehicles and deliveries. ● The Shared Streets option was suggested during the engagement process. This can only be implemented when traffic volumes are below 2000 Annual Average Daily Traffic. Traffic volumes in Kilkenny City currently exceed these limits. ● All scenarios will require a full detailed analysis. 				

Appendix 1

1) Specific Examples of Severance (barriers)

- Paving & lighting to enhance the following links:
 - New car park behind the cinema
 - Padmore Barnes
 - Journey from Abbey Quarter
 - Lake school to Wolfe Tone Street - there is an existing walking shortcut
- The pathway between Riverside Park (Market Yard) to Green Street could be better connected by underpass.
- Connectivity between Canal car park and Sion Road via Lacken walk area
- More permeability at Sycamore's roundabout
 - Gashouse lane shortcut
 - Pedestrian gate to get into the hospital site
 - Waterford Road: crossing at Mount Michael
 - Open pedestrian/cyclist entrance off the ring road
 - Remove kissing gate at Broguemakers hill to allow cyclists access & wheelchair
 - Remove kissing gates at Kieran's cemetery to allow cyclist access & wheelchair
 - Sites for boundary removal along Michael's Street and the Spar at Lintown wall
- Boardwalk - widen & use as access
- Muddy riverbank - increase paving between Dublin Rd and Rivercourt Hotel
- Maudlin St. Bank by river
- Rights of way through council & river court
- Colliers lane has Kilkenny Education for Youth and the Involvement Centre and craft business - need to be brightened
- Look at Friary Street to James Street or to Marys Lane and then High Street
- Link O'Loughlin Court to Lintown
- Look at Johns Green to Market Yard route
- Dean St. to Ormonde St. laneways need improvement
- Link to Hebron industrial estates
- Open St. Mary's graveyard at Medieval Mile Museum as a public open space.
- Opticians near Aldi has no pedestrian access. No footpath, have to walk around the car space
- Ciaran St. down to the river. Need slips to go through the river
- Linkages, Kieran Street & Parliament Street to the river

Appendix 2

Vision, Objectives and Measures Identified at Focus Group 2

<p>Vision: Kilkenny will be a sustainable mobility City by 2030.</p>				
<p>Objective 1: Reallocate urban space towards the sustainable movement of people and placemaking</p>				
<p>Draft Options to be Modelled</p>				
<p>Option 1 One-way city core</p>	<p>Option 2 Extension of one-way city core</p>	<p>Option 3 Pedestrianisation of High St (Partial, Part-time or full)</p>	<p>Option 4 One-way city centre with filtered permeability in Abbey Quarter</p>	<p>Option 5 Pedestrianisation of High St and Rose Inn St</p>
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<ul style="list-style-type: none"> ● All scenarios will be compared against the two way system that was in operation pre-covid. ● Any pedestrianisation of streets will fully consider the needs of residents, people with disabilities, emergency vehicles and deliveries. ● The Shared Streets option was suggested during the engagement process. This can only be implemented when traffic volumes are below 2000 Annual Average Daily Traffic. Traffic volumes in Kilkenny City currently exceed these limits. ● All scenarios will require a full detailed analysis. 				
<p>Objective 2: Encourage independent journeys for all</p>				
<p>Kilkenny County Council will...</p> <p>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.</p> <p>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.</p> <p>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.</p>				

Objective 3: Enhance permeability to and within the city centre

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 Monitoring¹²

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.

Objective 4: Work with the National Transport Authority to enhance public transport options within the city.

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 Kilkenny County Council will 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.

Objective 5: Facilitate public and private organisations to enhance connectivity to surrounding rural areas and the region.

Kilkenny County Council will...

¹² https://www.nationaltransport.ie/wp-content/uploads/2011/12/NTA_Permeability_Report_-_Web.08.20151.pdf

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.

Objective 6: Enable a shift to sustainable modes through the effective management of parking.

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.

Objective 7: Provide a safe, coherent, direct, attractive and comfortable cycle network.

Kilkenny County Council will...

M7.1 Implementation of 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, 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 bikes.

M7.5 Develop a number of city centre spaces such as greenways and parks as dedicated safe cycling areas for novice cyclists to practise city cycling.

Objective 8: Enable businesses and service providers to connect with potential suppliers, customers and employees

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 freight vehicles by identifying peak congestion times and banning freight vehicles within the city core during these times, with fines for vehicles that enter outside permitted times.

M8.3 Rent electric-assist cargo bikes to 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.

Objective 9: Integrate transport modes

Kilkenny County Council will...

M9.1: Improve mobility infrastructure to support better overall integration of journeys through:

- Establishment of a multi-modal mobility hub ensuring that there is access via active travel to and from this hub within the city centre with relevant wayfinding signage to assist navigation
- Provision of bicycle transport and storage solutions at the mobility hub and strategic locations in the city
- Provision of Electric Vehicle 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,
- investment 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.

Objective 10: Communicate solutions and raise awareness

Kilkenny County Council will...

M10.1: 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.

M10.2: 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.

M10.3: 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.

Objective 11: Create safe routes to schools

M11.1: 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.

M11.2: 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.