



## Public Consultation on a Review of Sustainable Mobility Policy

### Executive Summary

1. While Dublin's public transport is arguably the best in the country, it is still very far short of what is required and fails to meet the needs of the 21<sup>st</sup> century. The NTA's Transport Strategy 2016-2035 contains many of the improvements required, however, its timetable for delivery is unacceptably long. Funding must be made available to deliver these plans in a significantly condensed period of time. Furthermore, we need to plan for potential rather than current demand and steps should be taken to encourage greater use of sustainable transport modes. We spend too much time speaking about our needs and options and not enough on delivering for the public who need the services.
2. We cannot look at mobility in isolation. It is part of package that relates to how and where we will live, the future nature of employment and residential requirements and ultimately land use policies. Transport must be considered in this context.
3. The current industrial revolution which is being driven by technology and the changes that are required to meet the challenges of Climate Change, will determine how and where we live in the coming decades and indeed, how many of us will earn our living. Each of these factors will impact on our transport requirements and must taken into consideration. In addition, regular surveys of public opinion and preferences need to be undertaken. Millennials and Gen Z see the world differently to previous generations. Their needs and expectations must be taken into account in designing the future city. For example, international evidence shows that people increasingly wish to live within or adjacent to town centres and that they wish to be able to walk or cycle to work. This must be accommodated if Dublin and other Irish cities are to remain relevant in the 21<sup>st</sup> century. To achieve this, we need to integrate our land use and transport policies fully. We need to create higher residential densities. This will mean utilising space available more efficiently. To achieve this, we will need to look at workable Living Over the Shop (LOTS) Schemes, use of derelict back lanes, the consideration of a Compulsory Sales Order scheme to bring under utilised and derelict properties back into constructive use. We don't need excessive high rise to create high density, however, we need to use what we have efficiently and effectively.
4. There is much discussion that technology will create opportunities for lone working and working in isolated areas. However, this misses the point that humans are a social creature and that we work best in teams, sharing ideas and tasks. No amount of technology can

change human nature. We seek each other's company and want to work with other humans.

5. We need to address urban sprawl and repurpose developments to create higher densities. This will include the sub-division of properties, repurposing estates that no longer meet residential requirements, limiting the use of cul de sacs. Creation of park and ride to facilitate communities who have unfortunately been caught in outlying districts. We need to ensure that communities have appropriate requirements within walking distance of local centres, that will include shops, recreation facilities, medical centres etc.
6. Retail is contracting and international evidence shows it is consolidating back towards town centres. Shopping malls are failing. For reasons of economic and environmental sustainability Ireland needs to adopt a Town Centre First policy similar to that operating in Scotland.
7. Public transport needs to be fully integrated. We must also institute ways to facilitate bicycles and other personal transport modes on public transport. The NTA's plans to create better integration of public transport modes must be accelerated.
8. We need the rapid enhancement of the city's cycle network. It is not considered sufficiently safe by too many people who wish to use it. This may account for the relative under representation of women cyclists. The city needs to be connected to residential communities through safe cycle routes. Achieving this need may require the allocation of road space to safe cycle routes in certain locations.
9. Public transport in Ireland is under-invested in from both a capital and current perspective. This lack of investment has resulted in excessive costs. Children should have be allowed free public transport access and the cost for adults should be reduced through adequate subvention. To meet public need, telecommunications should be facilitated on public transport, through the provision of Wi-Fi and subsequently, 5G and 6G networks.
10. We can no longer afford NIMBY outlooks undermining societal, environmental and economic necessities. The Metro must progress to Sandyford to facilitate required residential densities to Cherrywood. The metro must also go to Rathfarnham, again to increase residential density opportunities. The Luas should be extended to Lucan and onwards to Celbridge, the Green Line should not only go to Finglas but also onwards to Ballymun to meet with the Metro and therefore provide access to the airport for northside communities with only one interchange.
11. We should not be ideological in our delivery of public transport. We should look to see what is required for delivery of an adequate service to the public rather than looking to favour the public or private sectors. There is no reason why aspects of the network should be privatised unless, there is evidence that the service will be improved or cost will be reduced. Similarly, it may be wise to utilise PPP opportunities to deliver the capital infrastructure required. This may include a PPP to deliver DART Underground which has been spoken of since the 1970's but are not scheduled for delivery before 2035. The programme would, however, increase significantly capacity, not only in the DART system but also within the rail network by freeing up much needed slots win Connolly Station.
12. We need to increase the widths of city centre paving to allow for easier pedestrian movements. We need to be more ambitious in our programmes for the pedestrianisation of portions of the city.

13. There is increasing evidence that the Evening and Night Time Economy will grow in relative significance. This will require increased use of public transport at night, not only for patrons but also for workers who work in the alternative 9-5 economy. The success of the 2 piloted 24 hour bus routes in Dublin demonstrate the need for this.
14. There are too many bodies with a say in transport policy. This leads to institutional intransigence and delay. The process must be streamlined, and results delivered. Dublin needs to make its mark for the 21<sup>st</sup> century.

## Introduction

[DublinTown](#) (formerly Dublin City Business Improvement District) is the city centre's Business Improvement District. Its mandate was provided by the city centre's 2,500 businesses following a plebiscite in 2007. This mandate was renewed by a further vote of businesses in 2012 and again in the summer of 2017. Our concentration will therefore focus on observations relevant to matters as they pertain to Dublin.

Dublin's sustainable mobility provision and infrastructure, while arguably the best in the country, is still far short of where it needs to be for a modern and robust city. We believe that the [NTA's Transport Strategy 2016-2035](#) would resolve many of Dublin's infrastructural transport weaknesses, however, we are also of the belief that we cannot wait another 15 years for infrastructure that was required 30 years ago. Addressing our infrastructural deficiencies is critical. This is not only central to our environmental sustainability, but also our economic viability and social relevance. The world is changing, and public expectations are changing with it.

We are amid a technological revolution which is already changing how and where people live, their employment options as well as their work life balance. These changes will continue to accelerate. All these factors will impact on choice of transport. This alone would warrant a thorough review of our transport policies, however, pales into insignificance when considered alongside the [forecasted and evidenced impacts of climate change](#). Our continued failure to reduce harmful emissions and invest in the creation of a sustainable environment, threatens the axis on which the current world structures turn. We must act now if we are to avoid catastrophe.

The prescient warnings of climate change are focusing minds and informing people's lifestyle choices and will do so to a greater extent in the immediate and near future. Failure to respond appropriately will not be accepted by the public or, indeed, our colleagues in the EU and beyond. Consumer research commissioned has already demonstrated major shifts in public consensus and expectation. This behavioural shift is a pattern that is accelerating and will continue to accelerate further, as additional evidence of climate change and its impacts become accepted and understood. Therefore, sustainable mobility platforms are not a luxury, they are essential.

## What should be our vision for sustainable mobility?

Sustainable mobility must inform all decisions made in relation to transport from now on. Active transport and mass public transport fuelled by clean electricity, which in turn is produced using sustainable and renewable sources, is essential. In this regard, [recent decisions by the Supreme Court](#) to overturn Local Authority and Bord Pleanála planning permission, in relation to windfarms, is deeply concerning and must be addressed through Government intervention.

According to the NTA, 80% of people who visit Dublin City Centre to spend money will use a sustainable mode of transport to do so. This proportion is growing, and we anticipate that it will grow further. This sits in sharp contrast to the experience of out of town shopping centres where almost 80% of patrons use their car to access the shopping mall. International experience, which is now mirrored in Dublin, shows that out of town [shopping malls are more vulnerable](#) to the growing challenges of e-commerce than their town centre counterparts. It is anticipated that [25% of suburban malls will close](#) in North America by 2023. Similar conversations are happening in the UK, where there is increasing expectation that such malls may be redeveloped for residential with limited retail/hospitality uses. In Dublin, for the first time, the city centre is outperforming shopping centres on the M50 ring. This is a trend that is likely to continue as retail consolidates towards town

centres. Like Scotland, Ireland should adopt a [town centre first policy](#) for retail and commercial development.

We also need to meet the [growing desire](#) for people to live in, or close to, town and city centres. These built environments offer longer term sustainability and are well suited to the promotion of independent and high-end retail, which is increasingly sought by the public (which is reflected in consumer surveys conducted on behalf of DublinTown). Therefore, we require enhanced public transport access to the city. DublinTown also recommends the diversification of current delivery services into a co-ordinated and sustainable alternative - preferably using electrical vehicles.

DublinTown is pleased to see that the NTA has established a Park & Ride department. Unfortunately, Dublin City has been undermined by years of poor planning decisions; developer led planning and spatial sprawl. Such spatial sprawl, and the related donut effect, is both environmentally and economically unsustainable and needs to be addressed. Additionally, we must also consider how we repurpose brown field and under-utilised spaces close to the city centre. DublinTown strongly advocates increasing residential densities within and adjacent to the city centre and within 10km from the core city. However, we accept that we will continue to have dispersed populations who require access to the city on a regular basis. Therefore, we advocate that large and affordable park and ride facilities be established at the major road intersections around the M50 and that public transport is the encouraged mode of transport for onward journeys.

A key criticism of Dublin's transport infrastructure is that it is fragmented and non-aligned. We commend the NTA for their efforts at addressing this lack of integration, however, we would advocate that this process be accelerated considerably. If we want people to use public transport for a range of purposes, then we need to support the creation of an increase in opportunities to use active and public transport options. This includes more dynamic integration between transport modes and better use of transport hubs. Similarly, we need to reconsider the blanket ban of bicycles on public transport. There may be scope for relaxing existing restrictions as they pertain to bicycles, as well as revision to accommodate most recent changes to personal vehicles,

Allied to this we need to give greater priority to joining the cycle network. This may require the re-allocation of road space for increased active transport use, both walking and cycling. It is unrealistic to assume that people will cycle along routes that they consider to be unsafe, such as where cycle lanes disappear. Insufficient or unsuitable allocated space for cycling on existing roads, may also be a limiting factor in encouraging existing or new cyclists from exploring alternate, sustainable transport options. For example, 76% of women who already cycled or wanted to start said [segregated lanes would help them cycle more](#). Therefore, we need safe, segregated cycle routes that better integrate with each other throughout the city. Creating segregation barriers that make cycling safer is not expensive or innovative and it is disappointing that we have not followed the lead of other cities, such as Toronto, which has seen a [35 per cent reduction in collision rates](#) following the addition of segregated lanes.

We also must address the cost of public transport use in Ireland. Public transport is under-resourced and under-subsidised. DublinTown believes that we must increase the subsidies available for public transport and reduce the costs to the end user. We believe that, [like Transport for London](#), children under the age of 16 should be allowed travel for free (on buses and trams), or else heavily subsidised for additional public transport use. It is essential that we do not encourage family trips by car because the public transport options are simply too costly.

**What objectives should be prioritised?**

Dublin has two major infrastructural weaknesses: the lack of residential accommodation and inadequate sustainable transport provisions. Both are having disastrous economic consequences and reducing Dublin's desirability as a location for inward investment. The issues of residential accommodation and transport accessibility are intrinsically interwoven, while both having common solutions in terms of spatial planning and land use. Solving either one of these issues will assist in resolving the other. If Dublin is to remain relevant to its population in the 21<sup>st</sup> century, significant interventions are required.

It appears to DublinTown that the integration and cohesion of both land use, residential development and transport policies are essential. The lack of integrated planning is the city's key weakness and the base cause as to why it does not function as smoothly as it should; why it sprawls more than similarly sized European urban centres and why our transport networks do not function as effectively as they should. We have an over reliance on road-based transport, including the bus as our primary public transport carrier. Accommodating increased residential density in urban areas necessitates and facilitates greater and more efficient public transport networks, as such the two are complimentary.

Within the city centre, we need to establish a Living Over the Shop scheme (LOTS) that works. Previous attempts have failed due to internal conflicts between building and safety concerns and conservation policies. However, [similar programmes](#) have proven successful in the UK, where the city building stock is similar to our own. This may require the adaptation of existing buildings, to encourage better use of LOTS schemes, and more efficient and cost-effective upgrading. We also need to look at under-utilised back lanes, such as the [Reimagining Dublin One Laneways](#) project. These lanes were originally built for stable access and in many instances have derelict or under-utilised premises which could be upgraded or rebuilt to meet and serve current residential needs.

We must stop rewarding property owners who leave their properties vacant or under-utilised for significant periods of time. While it may need a constitutional reform, we should consider the Scottish model of [Compulsory Sales Orders](#) to facilitate bringing under-utilised buildings back into more productive use. We need more family-friendly apartment accommodation within and adjacent to the city centre, including provisions for open/communal space. Such 21<sup>st</sup> appropriate accommodation is standard across Europe and should also be available in a modern Dublin. We need to speak about homes rather than houses. The needs of the most vulnerable members of our society should also be at the forefront of the conversation on social and affordable housing, including Housing First, as well as their inclusion in planning decisions.

Increasing residential densities is not just good for environmental sustainability or enhancing our public transport options. Critically, it is at the core of how people are choosing to live across the world. [More people now live in cities](#) than outside them. From 2002 onwards, Mayor Bloomberg made New York City's liveability a key asset in attracting a skilled workforce and the employers who wished to employ them. For Dublin to maintain its foreign direct investment (FDI) profile, we must increase our city residential densities and make it easier for people to get to their place of employment by walking, cycling or via frequent and efficient public transport networks. Indeed, Europe's level of urbanisation is expected to increase from today's 74% to [about 75% in 2020 and 83.7% in 2050](#). The larger Irish cities of Dublin, Cork and Limerick can anticipate large growth in populations, and this must be planned and accommodated for. The reduction of private car ownership is another EU forecast, fuelled by increasing accessibility to sustainable transport options over time.

It is a feature that city living, combined with good sustainable transport options results in diminished private car ownership. With the EU's Green Deal and their intention to be [carbon neutral by 2050](#) will necessitate policies that promote active and public transport. Therefore, the demand for public

transport will grow significantly. Irish towns and cities need to plan for this anticipated large-scale growth both in population and an increased proportion of the population wishing to use public transport. [Project Ireland 2040](#), the Government's long-term overarching strategy for improving environmental sustainability and building a fairer, more equal Ireland for everyone, has prioritised sustainable mobility in line with Ireland's Climate Change mitigation plan. Furthermore, the document outlines the need to move away from carbon intensive propulsion systems to new technologies such as electric vehicles and the introduction of electric and hybrid systems for public transport fleets.

It was noted in the introduction that we are living through a period of technological revolution, integral to how most people live their lives. Time spent in transit is not lost time. Rather, people can work, engage with social media and utilise streaming and gaming services the move and they are increasingly likely to do so. Therefore, the investment in public transport to facilitate access to Wi-Fi and in time 4G, 5G and future advances in telecommunications is essential.

We must have better land use policies. In addition to building on under-utilised sites, we must also think about intensifying use of space and encourage the potential repurposing of large family homes into smaller, shared units as the original occupants downsize and move out. As one [researcher at a major US pension fund suggests](#), as the Boomer generation (1941-64) downsize in housing, this may represent an opportunity for new and high-quality manufactured housing. Additionally, co-living may be appealing to some in their 20s and 30s, who can find some cost savings in the arrangement, but more importantly a group of peers sharing common interests, values and concerns.

Planning needs to include options to connect people to services such as local healthcare facilities and shops, and community infrastructure by foot. Additionally, there is growing concern about the availability of affordable and accessible childcare for working parents. Too often, inefficient cul de sacs and other similar planning models that don't allow for permeability for pedestrians and all other sustainable options have led to unnecessary car reliance. We must therefore move away from this residential model and allow for better integration of adjacent communities and access to increased services. In terms of better serving communities with public transport options, it is not enough to plan transport for current demand nor is it enough to plan for modest increases in residential densities. Rather, we need to plan for the maximum demand possible, where our policies and plans increase residential densities to the levels that they need to be. In this context, the expansion of the [METROLINK](#) to Rathfarnham and to Sandyford is relevant. The DART Underground project which allows for a greater use of Connolly Station by the Maynooth Line frees up additional passenger and vehicular capacity which would allow for the development of increased residential densities west of the city towards Maynooth. This project should be progressed to increase capacity along the DART line.

The NTA plans need to consider the passenger movements facilitated by various transport modes. The METROLINK, for example, can carry 20,000 passengers per direction per hour, compared with the Luas which, even with extended trams, will serve 11,000 passengers per direction per hour. By comparison, Bus Connects can carry 3,500 passengers per direction per hour. Bus Connects, in its initial iteration, will primarily use diesel and hybrid vehicles rather than electric vehicles. However, a transition to a full fleet of electric vehicles should be a priority as soon as the technology is readily available.

A real concern is that bus connects utilises an already congested road network, carrying just one sixth of the number that the METROLINK can carry. Therefore, proposed Luas extensions must be completed more expeditiously. The extension of the Green Line to Finglas and a new line to Lucan, and beyond need to be progressed and delivered before 2030. DublinTown would argue that the Green Line should continue beyond Finglas to Ballymun, where it would meet with the proposed

METROLINK to Ballymun allowing for access to the Airport with only one interchange for many north Dublin residents.

### **What targets should we set for sustainable mobility?**

We simply lack ambition when it comes to public transport. As aforementioned, we cannot afford to wait until 2035 for infrastructure that was required 30 years ago. 80% of Dubliners use sustainable transport when it comes to spending money in the city. We can increase this proportion still further. As a result of public sector policies that favour the motor vehicle, 28% of Dubliners use their cars for commuting to work. This must change soon. We should aim to have less than 15% of people using cars to access the city centre before 2025 and less than 10% by 2030.

There is a view expressed that we should make a policy choice in favour of electric cars, with additional benefits to encourage a switch from fossil fuels to electric vehicles. However, to a large extent this view misses the point. Such a switch would not assist us in addressing [the cost of congestion](#) or the intrinsic wastefulness of single occupancy vehicles. We do not and will not have the road space necessary to accommodate electric vehicles. The emphasis must remain on the advocacy of genuine sustainable mobility in terms of active transport and public transport and, while it is too early to implement a ban on private vehicles in the city, DublinTown believes that public attitudes and preferences will see a migration to sustainable transport. Public policy should mirror the public view.

We need to have larger, integrated pedestrian zones in the city. We need to have better connected safe and segregated cycle routes that connect each of the city's main suburbs to the core city centre, as well as safe cycle access to schools. These measures should be targeted for delivery before 2025. The METROLINK needs to be extended as originally planned to Sandyford. If we are to meet the demands of a growing city, small interest groups, dealing in very specific local interest, should not be able to undermine and derail large scale, much needed infrastructure.

### **How can we deliver value for money for the tax-payer?**

We must not be ideological about our transport infrastructure. There may be merit in offering aspects of the bus route or other aspects of the public transport infrastructure to the private sector to build and deliver and perhaps operate but this must be based on what is right for Dublin as a city. Hiving off aspects of the public transport system and presenting it to a company based outside the EU for ideological purposes is not likely to deliver a better or more efficient or integrated service for the public. There are benefits to having a large organisation with economies of scale whose subvention is dependent on targeted delivery. Dublin Bus provides an excellent, if under-funded, service to Dublin City. It is unlikely that we will see such civic commitment from operators based outside the state. However, there may be merit in considering Public Private Partnerships (PPPs) for the more rapid development of new infrastructure and services. In each case, this needs to be subject to a specific cost benefit analysis.

Ultimately, we have no choice but to reduce congestion and related emissions. This can only be achieved through the promotion of active and public transport. Therefore, we will get a return on our investment in sustainable mobility and this needs to be done. At a time when borrowing has never been cheaper and is unlikely to be ever so cheap again, it makes sense to borrow to invest in transport infrastructure that will be delivering for us for many years to come.

## How can we encourage people to make cleaner and green transport options

An important [piece of research](#) which gave valuable insights into the public's transport motivations was conducted on behalf of the NTA in 2015. This research should be revised. It is DublinTown's experience that many of the motivations and preferences recorded in 2015 have shifted and there is now a considerably greater interest in utilising sustainable modes of transport. This includes both active travel and public transport. The public as well as Dublin businesses wish to see significant investment in our sustainable transport infrastructure. There are sound social as well as economic and environmental reasons for undertaking this investment.

The Government will also have to consider its overt pro-car policies. Free car parking is provided for thousands of public servants within Dublin's core city centre. In other cities, [such as Nottingham](#), such provision carries a levy. DublinTown has advocated that a levy be applied to such spaces used by people working in the city, whether they are in the public or private sectors. This can be either paid for by the employer or employee. As previously noted, a higher proportion of people use cars to access the city at peak periods than at off peak times. People coming into the city at peak periods usually do so to attend work. Most people visiting the city outside of rush hour, do so to shop and socialise. The use of cars to attend work is largely encouraged by the availability of free car parking. The State must accept its responsibility for this policy encouragement of car use during peak periods, when the polluting impact is at its greatest. Similarly, the state rewards the use of private cars by its employees with very generous mileage allowances. Employees should be encouraged to use public transport for business travel, where applicable. It will be argued that mileage allowances only reimburse the cost of private car use, however, it is widely accepted that current mileage allowances represent a significant profit for the employees concerned. Where a premium is applied it should favour of the use of sustainable travel modes, not private car use.

With the increase in active travel, we need to plan and provide the appropriate infrastructure. We need to have segregated cycle infrastructure that is continuous. This is especially important if we wish to encourage children to cycle. While Dublin City's cycle infrastructure is good in parts, the difficulty is that there are sections in many primary routes where the infrastructure simply disappears leaving an unsafe course to be traversed. This is a particular deterrent for accommodating parents and their children, making cycling accessible for all. We need to understand the reasons why women feel that cycling is not an appropriate choice for them, as is mirrored in cities such as San Francisco ([only 29% of cyclists are women, similarly women make up only 37% in London](#)). Any such barrier must be addressed.

Similarly, with increased walking we need wider pavements. This is particularly true of city centre routes. DublinTown has surveyed and recorded business owner perceptions of pedestrianisation of their streets. There is a significant increase in the number of city centre business who wish to see their streets and those adjacent to them pedestrianised. This shift in views is largely generational, with younger business owners being most enthusiastic about increased pedestrianisation. This is mirrored by independent consumer research, commissioned by DublinTown, which clearly identifies a preference amongst the public for greater pedestrianisation of the city centre. Unfortunately, many city centre pavements are too narrow to allow for appropriate accessibility, including buggy and wheelchair use. In many instances, additional walking and cycling provision can be achieved through a reduction in the vehicle carriageway.

DublinTown supports the maintenance of the Bike to Work and Travel Pass tax relief and the imposition of a levy where an employer provides free car parking for its employees, whether such employees are in the public or private sectors.

## **How can we enhance the quality, reliability, safety and integration of sustainable mobility services?**

The answer to this question is largely contained in the detailed responses to the questions above. We need to plan for the maximum potential demand along key routes. This is likely to lead us to investing in rail and underground options. We need to create more hubs where transport options interface with each other. Orbital bus routes need to engage with rail options to a significantly greater extent. We need to accommodate fold up cycles and e-scooters on public transport and the legality of e-scooters should be prioritised and accommodated for. We need the cycle routes to be integrated with barriers, such as orcas, that create safer zones for all road users. This may involve the re-allocation of road space to cycle tracks. Our public transport infrastructure is far too dependent on buses which occupy significant road space. We need to reconsider this policy as it is leaving too little space for active transport modes, primarily walking and cycling.

As previously noted, we should extend the Luas to Finglas and on to Ballymun and meet with the METROLINK allowing a swathe of north Dublin City access the airport with only one interchange. The Luas to Lucan will meet with the transport hub of Heuston Station. The DART Underground should be progressed as this allows for better integration of rail services including the releasing of capacity in Connolly Station, that would allow for the use along the Maynooth line. Additionally, this would lead to increased frequency of the Dublin to Belfast line.

The DART Underground saga, which has been in discussion since the 1970s and subject to continual revisions, sums up the difficulties that public transport in Ireland is subjected to. While we are good at creating plans, we are less adept at delivering them within a feasible time structure. The time set aside for the implementation of such, is inappropriately long, not the best use of the country's finances, and not serving in the citizen's interest. This is unacceptable. We can add to infrastructure through implementation and integration of these services.

## **How can sustainable mobility meet the needs of Ireland's changing population?**

As noted above, DublinTown is detecting rapidly changing demands and expectations amongst the public. This is particularly evident amongst Millennials (1981-95) and Gen Z (1997-present). The future of the city is theirs and we must build to accommodate their needs.

Within town centres we are likely to see [less retail, but more leisure and hospitality uses](#) as well as increased residential use. As [recent research from Accenture](#) has shown, Gen Z note their intention to have a greater work-life synergy, for example, nearly two-thirds of new graduates would choose a fun, positive social atmosphere at work over salary. They are likely to [live in smaller residences](#) closer to town centres and therefore, will have less storage space, which has the ability to impact purchasing decisions. [In surveys](#) they have a heightened sense of waste and display an aversion to it. This is likely to lead to the purchase of sustainably and ethically sourced goods with an intention to make them last. They are also likely to desire an increase in more locally sourced goods to avoid air miles, such as fresh produce. This will change patterns for growth in online retail, such as current e-commerce and social commerce models. Along with other indicators, it would also suggest that young millennials and Gen Z will spend an increased proportion of their income on leisure, socialising, culture and entertainment. As such, we will see increased and more diverse evening use of towns and cities.

Following [the success of 24/7 bus services as piloted by Dublin bus in late 2019](#), we must advocate for an extension of this service. As people increasingly eschew the use of private cars for sustainable

modes of transport, we need to invest and make choices that maintain the city's relevance in the coming decades and mirror ways in which people want to live.

Internationally, on-line retail is challenging traditional bricks and mortar stores. In Ireland, we expect to see 15% of non-food retail to be conducted on-line in 2020. This compares with 20% in the UK and 10% across the EU. While these figures will, in our opinion, grow they will eventually level out and plateau. We don't anticipate that on-line purchases will come to represent more than 30% of total non-food retail. We foresee delivery changing and we are working with Dublin City Council through their [Smart Dublin](#) initiative on technology-based solutions to address current challenges and increase sustainable offerings.

We believe that the emphasis of this policy will be assisted by demographic and generational change, particularly, as Gen Z, the generation now coming to adulthood come to dominate the political and social environment. In a survey conducted by Amárach Consultants on behalf of Young Social Innovators it was found that 2 in 5 Gen Z believed that the greatest sign of a successful life was making a difference in the world; while 64% see climate change and a big issue that they will seek solutions to in their life time

This shift in opinion is informed by both greater awareness of environmental considerations, as well as demographic shifts. Dublin City centre used to perform poorly with the family market as this cohort of the population were most inclined to use car transport to access shopping destinations. As young parents are now primarily millennials, we are seeing a discernible preference for active and public modes of transport. We anticipate that as Gen Z's come of age, this trend will accelerate. We have also seen considerable uptake when families have been incentivised to travel, such as the [success of the Luas' Kids Go Free initiative](#).

Other important aspects of how people wish to live need to be considered. Not only are [young people moving into cities](#) but more people wish to live close to core city centres. Again, in terms of relevance we need to ensure that there are economically diverse options that people of various means can choose this option. This will mean the development of living accommodation within and adjacent to core town and city centres. Within this context we are likely to see an increasing proportion of people wishing to walk or cycle to their place of work. We will need to accommodate this desire in order to attract inward investment and hold the investments that have already been made here. This will be of increasing importance when our tax policies become less significant in attracting inward investment.

As we look to increasing Brexit certainty and indeed, a likely harder Brexit than previously envisaged, our place within Europe is likely to be an increasing dominant theme in Ireland. The EU funding round, beginning in 2021 will see a greater emphasis on sustainability both economic and environmental. Cities and the green agenda are likely to be to the fore of future EU policy and funding.

### **How can technology shape future sustainable mobility provision?**

Technology is changing how and where people live, how they spend their money, how they interact with their peers and how they make their living. Each one of these issues will in turn have an impact on transport choices. We may see more remote working or a diversification in working-from-home offerings, but ultimately as a social creature, people will want to work and interact with each other. While office life may change, the function they provide is unlikely to disappear as offices continue to serve their working populations in town and city centres.

As noted above, time spent in transit is less likely to be viewed as lost time. People can use technology to work, shop, engage with friends, use social media and watch movies and television on the go. Because of space and comfort in terms of facilities, many of these things are better done on rail than bus transport, providing a further impetus for investment in rail options. Furthermore, we need to be flexible in our approaches to innovations in technology as they continue to change over time and adapt to these changes as they materialise.

**What other opportunities and challenges do we need to consider?**

The documentation asks for several issues to be considered into designated categories, but, many of the issues are integrated and we are likely to achieve most by considering the issues, and their solutions, in unison. There is a plethora of bodies with responsibility for traffic and transport in Dublin City alone. We are now in danger of having far too many agencies with responsibility for planning and land use. This has the potential for delaying necessary decisions and for issues to fall through the cracks. Surely, this process can be streamlined to facilitate easy and appropriate responses. We must stop having endless rounds of discussion and get on to making the changes that the future of our City requires.

**DublinTown**

**1<sup>st</sup> Floor**

**43-45 Middle Abbey Street**

**Dublin 1**

**D01 X8R2**