

DUBLIN CYCLING CAMPAIGN

Annual Report 2018 – 2019



V4 - 18 Sept 2019

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The Dublin Cycling Campaign is a voluntary advocacy organisation that has been promoting cycling and the benefits of cycling for the past 25 years. Dublin Cycling Campaign is a member of Cyclist.ie, the Irish Cycling Advocacy Network, through which we are an active member of the European Cyclists' Federation (ECF). Our vision of Dublin is of a vibrant Living City where people can safely enjoy cycling and walking. Our mission is to affect and support change for Dublin as a better city by: promoting cycling as an activity with significant health, social, environmental, cultural and economic benefits; being a Champion (The Voice) for cycling and cyclists in Dublin

1. Introduction and Summary

Dublin Cycling Campaign (DCC) is the leading member of Cyclist.ie - the Irish Cycling Advocacy Network, and is now well established and recognised as effectively representing everyday cyclists by Local Authorities, the Department of Transport, Tourism and Sport (DTTAS), other government departments and agencies, other NGOs and the media.

This enables us to work on behalf of existing and potential cyclists in moving to our vision of 'Dublin as a Living City where people of all ages can enjoy cycling'. Cycling numbers have continued to increase in the city year on year. Dublin City Council's Canal Cordon Counts, recorded each November, show an increase of cycling year-on-year with 12,500 cyclists recorded in November 2018 as travelling into the city during the morning peak (07:00 to 10:00). This represents a doubling of cycling numbers since 2010.

DCC has continued to campaign for a range of measures including:

- 10% of the total land transportation budget to be allocated for cycling - targets which have now been inscribed into the report of the Joint Oireachtas Committee on Climate Action (JOCCA) published in March 2019 and into the Climate Action Plan published in June 2019.
- improved infrastructure for cycling, including via BusConnects and MetroLink projects
- lower safer urban speed limits and 30km/hr zones
- more, better, and secure bike parking,
- better enforcement of traffic regulations,
- cycling training for school children
- Women on Wheels
- the Minimum passing distance law (MPDL) using our network of volunteers

DCC continues to make detailed and high quality formal submissions on a variety of plans and consultations, so that the views of cyclists are well understood.

Dublin Cycling Campaign is a recognised stakeholder with the Local Authorities and the voice of cyclists. There are major projects in various stages of planning taking place across the four Dublin Local Authorities such as the Royal Canal Greenway, North Strand cycle route, Liffey cycle route, East Coast Trail, Dodder Greenway, Fitzwilliam square segregated cycle track and College Green. All of these projects are slow to get through planning and get to the construction stage - for various reasons – but we are there to act on cyclists' behalf and work to ensure that we get the best designs possible.

A presentation was made in front of Minister of State John Halligan at an event hosted by Sense about Science (www.senseaboutscience.org) in November in the Dáil - another opportunity to promote evidence based policy towards a more sustainable environment. Dublin Cycling

Campaign was also shortlisted for the Charity Impact awards. While we did not win, it was a great achievement to be short-listed and an enjoyable night out at the awards ceremony and another opportunity to showcase Dublin Cycling Campaign's work.

One major highlight of 2019 was the hosting of the 'Velo-city' conference, the world's largest cycle planning conference in the National Convention Centre. We played a critical role in supporting the bid for this conference back in 2015-2016, and we look forward to seeing many positive ripple effects over the coming years resulting from bringing approx 1400 cycling experts and advocates to Dublin.



A major protest cycle called #iBikeiVote was held just before the local elections in May to highlight the voting power of cyclists. We believe it had a major impact in getting pro cycling councillors elected and we hope it will shift the political landscape to a more cycling friendly environment and influence the election of TD's for the next Dáil.

We ran a successful campaign to promote the construction of the segregated cycle lane along Fitzwilliam square. Over 1700 submissions were sent into Dublin City Council in light of a campaign to highlight its importance.

2019 is the second year of giving the new Lord Mayor his own bicycle. In 2018 it was Cllr Niall Ring and in 2019 it was presented to Cllr Paul McAuliffe. Cllr McAuliffe has since hosted a meet-and-greet session with Councillors and cycling campaigners in the Mansion House and led out the cycle parade on his bicycle for the *Velo-city* conference.

I hope that this report on our activities and organisation will inspire you to join us in helping to make Dublin a better, more liveable, cycle friendly city. I want to take this opportunity to thank all

the volunteers within Dublin Cycling Campaign and beyond for their amazing inputs and contributions. I look forward to continued improvements in Dublin's Cycling Network, and general conditions for cycling, and working with you into the future.



Dr. Paul Corcoran
Chairperson of Dublin Cycling Campaign

10 September 2019

DCC Chairperson, Dr. Paul Corcoran is pictured above (on the right) with Dublin City Lord Mayor, Cllr Paul McAuliffe, and Joanna Donnelly, RTE Meteorologist and Dublin Cycling Campaign supporter.

2. Aim Group #1 - Infrastructure Working Group

Aim

Improve our roads and public spaces to enable and encourage Active Travel.

Targets

1. Ensure best-practice designs on all cycling routes.
2. Redesign 10 most hostile junctions.
3. Implementation of iconic cycling routes, e.g. Liffey Cycleway, Dodder Greenway, S2S etc.
4. Implementation of all primary routes in the NTA's Greater Dublin Area Cycle Network Plan.
5. More high-quality bike parking throughout the city.
6. Each of the Dublin councils to pilot at least one Quietway (Route with reduced traffic).
7. Expansion of public bikes schemes to all areas of Dublin.

Overview

2018-2019 was an incredibly busy and productive year for Dublin Cycling Campaign's Infrastructure working group. Here we summarise some of the main activities of this Working Group (covering the period October 2018 to September 2019). Working group Meetings held in October, November, January, February and May (x2).

Allocate4 Cycling

One of the critical overarching campaigns Dublin Cycling Campaign and Cyclist.ie have been working on - in close collaboration with the Stop Climate Chaos coalition of groups - is the campaign to have 10% of the transport budget spent on cycling (currently it is around 1-2%). A major success was for the Joint Oireachtas Committee on Climate Action (JOCCA) to include this target and for it to be included in the Climate Action Plan published in June 2019. We have been pushing this objective in many submissions including our Pre-Budget submissions.

BusConnects

- Led by Kevin Baker
- Submissions made on all 16 Core Bus Corridors.
- BusConnects open forum - after December Liffey Cycle
- Volunteers attended a number of the BusConnects community forums
- Leafleting in March to encourage the public to make submission - Rathmines, Kimmage, Grand Canal

Fitzwilliam Square

- submission and leafleting campaign - 4 Oct
- Approx 1700 submissions received by Dublin City Council in favour of the proposals.

Metrolink

- Submission on Phibsborough / Royal Canal Greenway and engagement with TII/NTA

Liffey Cycle Route

- Success! Proposed route published in March. Campaign held design meetings on the scheme and made submissions on final plan

Dublin City Council Engagement

- Led by Colm Ryder and Colm Walsh
- Transportation Strategic Policy Committee (SPC)
- Cycling and Walking Sub-committee of the SPC. Continued attendance at (generally quarterly) meetings of both of these committees.
- Additional 'Quick-win' meetings with DCC engineers

Wider Engagement with Authorities and Submissions

- All Local Authorities via the Transportation SPCs and various active committees
- TII/NTA meeting re LUAS design issues and cycling
- National Departments and Agencies
- College Green submission and attendance at public hearings
- A variety of planning submissions and engagement on 30kph zones

Bike Parking - Vegfest

- The Dublin Cycling Campaign provided valet bike parking service at Dublin VegFest on the weekend of 22 and 23 September 2018. 4400 people attended the event and 106 cyclists used the facility over the weekend.



- This free service allowed people who cycled to the event to park their bikes at the festival entrance in a supervised facility which was operated by Dublin Cycling Campaign

volunteers. There was no charge for the use of the service to the event organiser or to the individual bicycle users.

- The Dublin Cycling Campaign was very happy to be involved with VegFest. It enabled us to try out a simple, efficient and cost effective model for bike parking at events. We were able to promote the campaign and sign up new members. Thanks to Dublin City Council there were no costs to the campaign directly. We look forward to learning from this event and offering this service to other events in the future.

Quickwins

Social Media survey November 2018 - 216 responses. Collated and discussed with DCC in January. DCC focused items in and around Convention Centre in preparation for VeloCity 2019

Liffey Cycle

October, November, December and April. April event was to celebrate the publishing of the Liffey Cycle route.

3. Aim Group #2 Public Policy

Aim

To improve public policies and law enforcement for the benefit of people who walk and cycle.

Targets

1. Minimum 10% of transport funding to be allocated to cycling.
2. Key elements of the National Cycle Policy Framework completed so that >10% of trips are made by bike by 2020
3. Cycling integrated into public health policy.
4. Effective enforcement of road traffic laws.
5. EU Direct Vision design for HGVs to be adopted.
6. Law changes to make cycling easier, e.g left turn on red, contraflow etc.
7. Mandatory 1.5m minimum passing distance for vehicles overtaking.
8. 30km/h speed limits in all urban centres and in the vicinity of schools.

Coordinator

Louise Williams

The public policy group undertook some research into the economic benefits of cycling in the first part of 2018. The second part of the year was taken up with the development of a new group aimed at developing policy to support women who cycle. Policy group coordinator Louise Williams identified a funding opportunity with the [Community Foundation of Ireland's Women's Fund 2018](#), successfully applying for a €3,000 grant 'Reclaiming urban space by understanding gendered street harassment' which supported the group's activities between August 2018 and August 2019.



Women on Wheels. Photo credit: Viv van der Holst

Approximately 30% of people who cycle in Dublin are women; we wanted to find out why this percentage was so low, and to listen to women's experiences of cycling in the city. An initial listening session was held with a group of 40 women who cycle at Waterways Ireland in August 2018.



Women on Wheels listening session, Waterways Ireland, August 2018.

At Waterways Ireland, *Women on Wheels* facilitators mapped women's feeling of vulnerability and pride as cyclists in Dublin, identifying a wide range of experiences and attitudes to safety, from fear (of cars, bike robbery, awareness of violent accidents), to perceptions that women reported that being a cyclist wasn't "cool", to being seen as "brave" for cycling.

Some women reported pride in their bikes, and that they perceived cycling to be getting cooler, while others felt they were categorised as a "lefty" for cycling. Gear was another issue that women raised; no office space to store their bike gear, resentment of hi-vis, "you disappear when you wear it" reported on participant in the listening session.

Many women discussed the lack of role models for women, and the lack of women on bikes in Dublin in general. The *Women on Wheels* team became aware that women were making a series of complex decisions about their routes depending on the time of day, or night, that they were setting out, as well as some avoiding areas perceived to be associated with anti-social behaviour; a number of women said that they re-draw their routes around areas where they feel vulnerable. We also learnt that women were as interested in talking about cultural and societal perceptions of cycling as the experience of cycling itself.

Following the listening session in August, team members attended conferences in 2018 about women and cycling in London and Belfast and commenced planning on an intensive research phase which took place in the first part of 2019.

4. Aim Group #3 Promotion

Aim

Acceptance of cycling as a normal, joyful aspect of everyday life.

Targets

1. Make it easy for people to choose the bike for short journeys.
2. Promote the many benefits of cycling and actively challenge myths and misconceptions.
3. Increase cyclist awareness in driver training standards.
4. Promote safe routes to schools using pilot programmes.
5. Promote diversity in the cycling population especially under-represented groups such as women, children and older people.
6. Promote respect among all road users.



Events and Campaigns (not covered under other Aims / Report Sections)

Our promotion group has advanced its work through the many events we ran in 2018. Some of the key events we ran in 2018 were as follows - and a full list is provided in Appendix I. :

- Die-in protest to Dáil
- Regular Liffey Route Public Cycles
- National Bikeweek Festival which included Heritage Bike Tours, the Joyce Literary Bike Tour and Food Cycles.

- St. Patrick's Day Parade – Freedom Machine
- Bike Parking for VegFest
- Electric Picnic Bicycle Space
- Light up your bike (see above) - <https://www.dublincycling.com/cycling/light-your-bike>
- Demand a bike stand - <https://www.dublincycling.com/cycling/demand-stand-survey>

Our monthly public meetings held in the Central Hotel regularly attract 50-60 attendees covering a diverse range of topics such as I BIKE DUBLIN's work, Minimum Passing Distance Legislation, lessons from the annual *Velo-city* Conference, the *Why we cycle* film, cycle tours in Ireland - and more. See Appendix II below for a full list.



Irish Times coverage of one of our many cycling promotion events

5. Aim Group #4 Growing Dublin Cycling Campaign

Aim

Grow Dublin Cycling Campaign as a strong voice for people who want to cycle.

Targets

1. Ensure appropriate and transparent governance.
2. Engage more meaningfully with new and existing members.
3. Improve organisational structure and develop effective tactics to achieve aims.
4. Increase membership to minimum 1,000.
5. Build & enhance alliances with key groups.
6. Increase the Campaign's funding.
7. Communicate effectively via print, broadcast and social media.
8. Create a vibrant and convivial cycling campaign community.
9. Maximise exposure from social events.
10. Develop a paid professional dimension to include a public office and employee(s).

Overview and Successes

Throughout 2018, and into 2019, we have continued to improve the way we organise ourselves and the governance of the organisation so that we have a greater impact. All in all there is a convivial working atmosphere in the Campaign and we welcome new volunteers and members through all of our activities and meetings.

- The application by Dublin Cycling Campaign CLG (Company Limited by Guarantee) for charitable status, submitted under Section 39 of the Charities Act 2009, was approved by the Charities Regulator in April 2018. Our **Registered Charity Number (RCN)** is **20102029**. In July 2018, the Charities section of Revenue confirmed that Dublin Cycling Campaign CLG was provided with **charitable tax exempt status (CHY 15482)**.
- We have formalised our use of **Slack and Google Docs** as our main internal communication tools in the Campaign - and because of our charitable status, we were able to use the full free version of Slack through the Enclude Tech Donations Programme.
- We organised **media training** from an experienced radio producer for the main spokespersons in Dublin Cycling Campaign and Cyclist.ie - and training on **design-thinking** from a professional company. All provided as pro-bono work for us. .

Membership

In January 2017 we had 334 paid up members. As of September 2019 there are 670 paid members and mostly these are repeat subscriptions via PayPal which should keep a sustained income into the future. We have had a small increase over the last year and something we are always trying to improve and increase. We are still on target to reach 1000 members by 2020 – and ideally far more soon afterwards.

Traditional Media

Throughout 2018, and into 2019, Dublin Cycling Campaign and Cyclist.ie have been the go-to organisations in Ireland for commenting on cycling and broader road safety and transportation issues. Our spokespersons regularly appear on peak-time radio (e.g. RTE's Morning Ireland and Drivetime, and Newstalk's Last Word Show with Matt Cooper) and TV (e.g. RTE's Six One News and Prime Time). We also contribute to regular recorded slots on Dublin City FM. All in all, we are a trusted organisation to be able to provide high quality contributions from our informed spokespersons across various media platforms - and often at very short notice!

Social Media

Facebook has 12,947 page likes, a modest increase of nearly 500 likes in the last year. Activity on the Facebook page has waned in recent months and engagement can vary from time to time. A new private group was set up within Facebook in January 2018 to create a forum for members to discuss all things cycling. There are 1,066 members. Currently we have 10,600 followers on Twitter, an increase of 30% since last year. There are 2,300 subscribers to the monthly newsletter with a well above average click rate. There is an opportunity to increase paid members to the campaign by increasing newsletter sign ups.



Funding

The bulk of our funding currently comes from membership subscriptions and from smaller grants to support the running of events during National Bike Week and such as the St. Patrick's Day

Parade Cycle. Over the course of 2018, and into 2019, we have been developing a Business and Organisational Membership Structure with a view to developing a sustainable income source from both smaller and larger businesses who value our advocacy work to make Dublin a bicycle friendly city for employees as well as the general public.

We will be discussing the funding issue at our AGM 2019 on Saturday 21st September 2019 to which all members are welcome to attend.

APPENDIX I – Our Main Events July 2018 - July 2019

Tr(y)ke it! Are we ready for “velo-diversity” for all ages and infrastructure?	17/06/19
Women on Wheels - hear all about our research, June 10th from 6.30pm!	04/06/19
Tour of Limerick/Clare 09/05/19	
Cycle to the Dail	09/05/19
Skerries	03/05/19
Cork Cycling Festival 2019	03/05/19
Leitrim Cycling Festival Weekend	03/05/19
Tour of Sligo	02/05/19
Royal Canal Greenway Tour	02/05/19
Dublin City Day Tours	02/05/19
May Open Campaign Meeting - Local and European Elections	21/04/19
Health Bodies Call for Active Travel in Climate Action Plan	13/04/19
Liffey Cycle	10/04/19
Campaigning Nationwide and at National Level - An Insight into Cyclist.ie's Work	02/04/19
Cyclist.ie Council Meeting	28/03/19
DLR Cycling Group March Gathering	12/03/19
BusConnects Core Bus Corridors Explained	04/03/19
Massive, Free, Family-Friendly Summer Cycle Parade	20/02/19
Fitzwilliam Cycle Route Information Evening	18/02/19
Joyce-Cycle: Love Your Bike Poetry Competition	14/02/19
Patrick's Day Parade 2019 Joyce-Cycle	11/02/19
January Liffey Cycle	06/01/19

World Cafe - Start the New Year on the right pedal and promote cycling	05/01/19
Campaign End of Year 'Meet and Greet'	06/12/18
Liffey Cycle & BusConnects Workshop	29/11/18
Sign up now to Rise for Climate, Jobs and Justice on December 5th	22/11/18
Liffey Cycle Protest	02/11/18
Let's go Dutch! What can we learn from the Netherlands?	15/10/18
Liffey Cycle Protest	26/09/18
Launch of #Allocate4Cycling Campaign	19/09/18
Dublin Vegfest	17/09/18
Dublin Cycling Campaign 25th Birthday Party	11/09/18
Liffey Cycle Protest	22/08/18
Women on Wheels - listening session with women who cycle in Dublin	07/08/18
Volunteer Workshop	06/08/18
Dublin Cycling Campaign AGM 2018	02/08/18
Liffey Cycle Protest	30/07/18
A Night of Cycling and Stargazing	06/07/18

APPENDIX II - List of Public Monthly Meetings July 2018-July 2019

Women on Wheels - hear all about our research, June 10th from 6.30pm!	10/06/19
May Open Campaign Meeting - Local and European Elections	13/05/19
Campaigning Nationwide and at National Level - An Insight into Cyclist.ie's Work	08/04/19
BusConnects Core Bus Corridors Explained	04/03/19
Fitzwilliam Cycle Route Information Evening	18/02/19
World Cafe - Start the New Year on the right pedal and promote cycling	05/01/19
Campaign End of Year 'Meet and Greet'	06/12/18
Let's go Dutch! What can we learn from the Netherlands?	15/10/18
Cycling South Dublin and Wicklow: Great Road Routes - Ian O'Riordan	10/09/18
Volunteer Workshop	06/08/18