

DUBLIN CYCLING CAMPAIGN



CAMPAIGN STRATEGY 2017-2020

About the Strategy...



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Dublin Cycling Campaign (DCC) was formed in 1993 in response to the exclusion of everyday cycling from transportation policy and practice in the 1980s and early 1990s, and as a reaction to the many needless collisions involving cyclists during this period. The Campaign has been working tirelessly for almost 25 years to make Dublin a cycling-friendly city by bringing about a paradigm shift in how cycling is treated at policy level and on the streets of the capital.

This strategy sets out our Vision, Aims and Objectives for the period 2017 to 2020.

The strategy was developed by a Working Group in the DCC; the group held several workshops to develop a draft strategy, and surveyed members to understand their priorities which then informed a revised draft. This revised draft strategy was presented for ratification before the Annual General Meeting of the DCC in July 2017.



Dublin Cycling Campaign is a lead member of Cyclist.ie - the Irish Cycling Advocacy Network, which is itself the member for Ireland of the European Cyclists' Federation.

**DUBLIN
CYCLING
CAMPAIGN**

cyclist.ie  the Irish
Cycling Advocacy Network

 **ECF**
EUROPEAN CYCLISTS' FEDERATION

CAMPAIGN STRATEGY 2017-2020

AIM 1

Improve our roads and public spaces to enable and encourage walking & cycling.

AIM 2

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

AIM 3

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

AIM 4

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

OVERALL VISION

OUR VISION FOR DUBLIN IS A VIBRANT, LIVEABLE CITY WHERE EVERYBODY CAN SAFELY ENJOY EVERYDAY WALKING AND CYCLING.

DUBLIN CYCLING CAMPAIGN



AIM 1

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.

AIM 2

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.

AIM 3

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.

AIM 4

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).

Formation of Working Groups

To help us achieve our strategic Targets we will form Working Groups around each of the core Aims. These groups will be guided by coordinators who will also liaise between the Working Groups and the central Campaign Committee.

AIM 1

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

INFRASTRUCTURE WORKING GROUP

Active group dedicated to achieving the targets set out under Aim 1.

AIM 2

Improve Public Policies and law enforcement for the benefit of people who walk and cycle.

PUBLIC POLICY WORKING GROUP

Active group dedicated to achieving the targets set out under Aim 2.

AIM 3

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

CYCLING PROMOTION WORKING GROUP

Active group dedicated to achieving the targets set out under Aim 3.

AIM 4

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

ORGANISATIONAL WORKING GROUP

Active group dedicated to achieving the targets set out under Aim 4.





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www.dublincycling.ie

