

Sarah Scannell

Cycling & Walking Promotion Officer

Active Mobility Unit



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Bhaile Átha Cliath  
Dublin City Council

# Dublin Wants More Cyclists!



Target: 25% modal share  
100,000 cycle trips

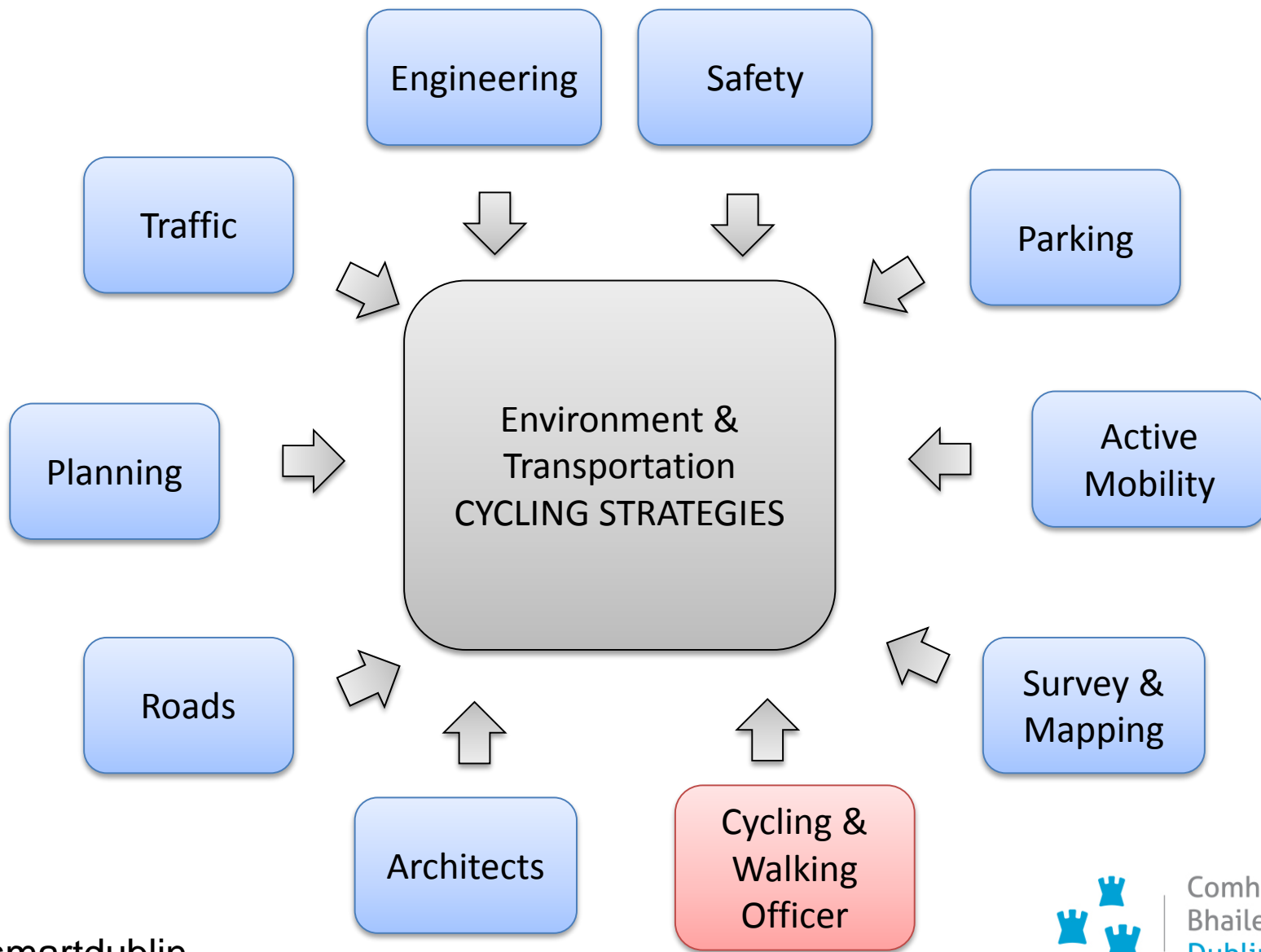
# What is the City Doing?



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# Advocating for, Promoting, Communicating Cycling & Walking in the City



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# What Can You Do?



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Dublin is seeking smart, innovative and low cost solutions to increase the number of people cycling in Dublin



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# Barriers to Cycling

Perceptions of safety  
Other road user behaviour  
How do I rate the safety of my route?  
Where do I park/Will my bike be stolen?  
Cycle training for adults?  
Will I hit Heavy Traffic?  
Travel Times?  
Parking in my cycle lane!  
Product awareness ebikes  
Women, Children and Older People







Inflatable Wheels



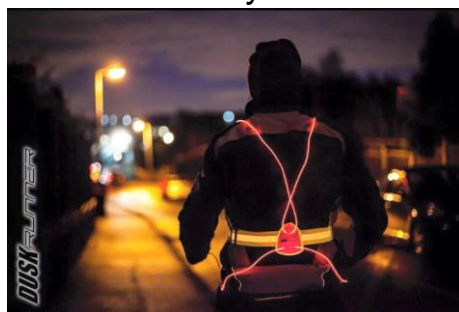
Bike Hawk Anti Theft Device



Morpher foldable helmet



NTA Journey Planner



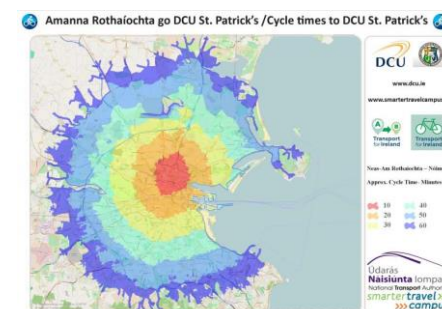
DuskRunner



London Laser Light Projector



Strava Tracking App



NTA Journey Times



Inflatable Helmet



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# Gap in the market for user friendly, low cost and scalable solutions



# What If?



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A quality user experience from start to finish?  
The City developed infrastructure based on cyclist trends?  
A safe inclusive option for all ages and abilities?



Thank You

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