Maintaining cycling participation during organisational change

Brian Gray, ESB Corporate Sustainability

Velo-city Conference 2019
Creating a Brighter Future

And because of where the world is going...

We've always been creating a brighter future

Customer demands, Climate change, Advancing technology, Digital and service-led energy

Creating a brighter future today means...
Leading the transition to a low-carbon world

So our strategy is to...
- Put customers at the centre
- Provide clean, secure and affordable energy
- Develop new energy services
- Grow and maintain financial strength
- Create a high performance culture

We can do this because...
- We're Courageous
- We're Caring
- We're Driven
- We're Trusted
• 1,700 employees from 2 central Dublin locations to non central and suburban locations.
• Maintain high levels of active commuting, including cycling
• Keep employees involved, informed and engaged
Travel Survey Comparisons Survey 1 and Survey 2 for Central Dublin Locations

- **Bike**: 18% (S1) vs. 16% (S2)
- **Car**: 23% (S1) vs. 28% (S2)
- **Bus**: 46% (S1) vs. 41% (S2)
- **Walk**: 8% (S1) vs. 9% (S2)

Survey 1: 819 Responses
Survey 2: 583 Responses
Leaving it all behind..........
Engaging on the issues

In our control
- Comparability of facilities
- Ensuring full access to information to enable decisions
- Regular and ongoing engagement, communication and workshops

Outside our control
- Less availability of public transport options
- Longer commutes for some
- Road infrastructure hazards
Promoting Safety

BE ALERT
BE SEEN
BE SAFE

ESB helping to make cycling safer

Safe Cycling Pledge

I will:
• Be Alert, Be Seen, Be Safe
• Respect all Road Users
• Observe the Rules of the Road

[Signatures]

[Signatures]
Commuter Trials – Safest Optimum Routes
Building a cycling community
Fit for Purpose Design

Run, walk, cycle, it’s all energy well spent.
Themed Cyclist Engagement Campaigns

Bike Maintenance Workshop and Winter Ready Checks
(National Bike Week, European Health & Safety Week)
Winter Ready Bike Checks
Light Up Campaigns
Bike Maintenance Talk
Back on Your Bike Campaigns

Supplementary Bike Lights

ESB International Airport Bicycle Lockup — High Viz and Emergency Lights Distributed
Raising Awareness on road safety issues

Executive Director and Road Safety Sponsor, Pat Fenlon, pictured with Phil Skelton, cycling safety advocate from Stayin’ Alive @ 1.5 MDPL

Liberty Bell – An Auditing Tool for Qualitative Research
Liberty Bell – Mapped Insights into the cycling experience in Dublin

457 Mapped Data Points and Records Generated

- Yeeeah Samuel Beckett Bridge! Always fun to go over & get look up & down the Liffey. Could have far more space for cycling & pedestrians though. Some traffic lanes could be repurposed completely for cycling only leave sides for pedestrians.
- Car stopped in traffic in middle of pedestrian & cyclist crossing.
- Pedestrian walked out suddenly onto road in front of me.
- This relates to the entry/exit roundabout at the north side of the toll bridge, surface of the roundabout is in a very poor state.
- Very busy roundabout, not particularly safe for cyclists.
- Mixed pedestrian/cyclist pathway along grand canal dock, would be helpful to mark out cycle path.
- Bike lane is excellent here... but could be improved by changing the level adjoining with the footpath.
- Bridge v. narrow to all modes of transport.
- This relates to a HGV driver who yielded to allow me access the toll bridge safely.
Collecting and Inputting Road Safety & Infrastructure Data
Ongoing Community Learning

CYCLISTS - Commuting Incidents - let's add to the knowledge-base

Bookmark the ESB SafeCycling Site on TheHub.esb.ie

My Links

- DCC Telephony Sharepoint
- EMS_Share
- SafeCycling
- Annual Leave

Or join the 'Wheelie' Yammer Group and click to the Incident Register from there

Wheelie
A forum for cyclists to discuss issues arising from the use of a bicycle

NEW CONVERSATIONS  ALL CONVERSATIONS  FILES  NOTES  SEARCH

Cycling Incidents Register
How have we done?

**Weekly Bike Counts**
Averaging 150-180 bikes from 1000 occupants
(compared with 16-18% pre move)

**Marginal Drop in Pedestrian Commuting**
Facilitation of City Centre Shuttle Bus

**Decline in usage of Public Transport (bus, luas)**
Marginal increase in Dart usage
Facilitation of City Centre Shuttle Bus

**Increase in car commuting, in particular Greater Dublin And Commuter Ring**
Facilitated by increased parking availability outside city centre
Challenge full circle - Fit out of New Fitzwilliam
A Brighter Future for Cyclists

Project Fitzwilliam

- New ESB Head Office – 30,000 Sq Meters, 2 Office Blocks
- Target BREEAM Excellent, BER A3
- Near Zero Energy Building
- New building will be 65% more energy efficient than existing building
- Energy & Heating provided by Solar PV and Air Source heat pumps
- Building designed to minimise use of replacement materials.
- Biodiversity - courtyards and roofs will be planted, bee hives will be introduced at roof level
- Sustainable Transport - Extensive facilities for cyclists, cyclist only entrance, capacity for 59 EV’s, Multiple public transport options
About Me

Father
Husband
Son
Brother
Uncle
Friend
Colleague
Eco Warrior
Irish Cycling Blessing – Velo-city 2019

May your cycle paths be segregated
May the wind always be at your back
May your travels be pot hole free and
May cycling always bring you craic
And until we meet again
May your going be untroubled.

Stay Safe Out There

Go néirí an bóthair libh!