

HEALTHY CAMPUS CASE STUDY	
Name of Institution/ Organisation	Technological University Dublin
Who led the initiative?	Dr Lorraine D’Arcy, Sustainability Action Research & Innovation Lead Rebecca Flanagan, Sustainability Events and Senior Media Coordinator TU Dublin’s Sustainability Team
Date and timeframe of the initiative	The survey ran from November 7 th – 30 th 2022. Work to develop the survey tool took place over a 6-month period before the survey launch in November 2022.
What was the reach of the initiative?	The survey received 5,291 responses: 3,271 staff and 1,162 students, across the TU Dublin Blanchardstown, City and Tallaght Campuses. A focused engagement campaign using 7 digital & live methods resulted in over 90,000 digital impressions and 76,000 video hits.
Initiative Title	TU Dublin TFI National Transport Authority Smarter Travel Survey
Aims/ Objectives	<ul style="list-style-type: none"> • To capture the diverse needs of those travelling to TU Dublin campuses. • To gather information on staff and student modes of travel. • To gather information that may assist with developing a Sustainable Mobility Plan for TU Dublin, which will aim to reduce Scope 3 carbon emissions. • To gather information on staff and student physical activity levels. • To identify potential initiatives that may increase walking or cycling. • To gather information with a view to identifying opportunities to improve the health and wellbeing of our campus communities.
The rationale for the action, including any identified health needs	The Transport for Ireland Smarter Travel Behaviour Change Programme is a national voluntary programme which supports third-level educational institutions and workplaces to implement voluntary travel plans. These plans

	<p>focus on promoting and encouraging students and staff to sustainably and actively commute to campus.</p> <p>The National Transport Authority (NTA) Smarter Travel Survey is an integral tool that is used in this process. In 2022 TU Dublin was given the opportunity to input into a revised survey design that could better inform our needs as we plan towards being carbon neutral by 2040. With three campuses across five locations, each with different geographical contexts, there was a need for the survey to capture the diverse needs of those travelling to each. In addition, under the Public Sector Mandate for Climate Action TU Dublin has responsibility to develop a Sustainable Mobility Plan to reduce scope 3 carbon emissions which constitute a substantial portion of TU Dublin’s carbon footprint. Any such plan requires that we take a University-wide approach to our transport and mobility supporting actions. The TU Dublin Sustainability Office worked in conjunction with the NTA to distribute and analyse the survey in order to inform a University overview of requirements.</p> <p>Noting the clear relationship between active travel and population health and wellbeing, metrics were included on meeting the physical activity guidelines recognising that an individual may be dependent on their private car for community but still be active. The benefits of increasing active and other sustainable transport modes go beyond physical activity. Reducing air pollution from exhaust fumes and tyre wear, and a reduction in atmospheric noise can have a positive impact on the health and wellbeing of our campus communities. Active travel is also associated with greater social cohesion.</p>
<p>Identify all frameworks, policies, or strategies this initiative aligns to</p> <p>(Internal, local or national)</p>	<p>UN Sustainable Development Goal 11: Make cities and human settlements inclusive, safe, resilient, and sustainable.</p> <p>UN Sustainable Development Goal 11, Target 11.2: By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.</p> <p>UN Sustainable Development Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.</p> <p>UN Sustainable Development Goal 9, Target 9.1: Develop quality, reliable, sustainable and resilient infrastructure, including regional and trans-border infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.</p>

	<p>Transport for Ireland Smarter Travel Behaviour Change Programme</p> <p>TU Dublin Strategic Plan: Realising Infinite Possibilities: Strategic Intent 2030.</p> <p>The Public Sector Mandate for Climate Action.</p> <p>The HEA Higher Education Healthy Campus Charter and Framework</p>
<p>Summary</p>	<p>In November 2022, TU Dublin’s Sustainability team, led by Dr Lorraine D’Arcy and Rebecca Flanagan, ran a survey to collect information on student and staff travel across all of the University’s campuses. This survey was done in collaboration with the National Transport Association and Transport for Ireland’ Smarter Travel Campus initiative. The team engaged with the NTA to develop a survey which would help inform both climate action and mobility initiatives across all of our five campus locations, but also health and wellbeing initiatives. Dr D’Arcy’s academic expertise on transport behaviours and population health outcomes and Ms Flanagan’s engagement experience in the sustainable transport domain from her previous role in An Taisce Green Schools was well placed to inform the process.</p> <p>Outcomes from the focused engagement plan and improved survey tool included an increased survey response rate of 20% from 8% in 2019. The sample of over 5000 student and staff respondents gives a robust and representative sample on which to base planning for future initiatives.</p> <p>The results have already informed actions in:</p> <ul style="list-style-type: none"> • the TU Dublin Climate Action Plan (in development), • Funding applications to the NTA for active travel infrastructure improvements across four of TU Dublin’s five campus locations, • Plans for physical activity interventions including for TU Dublin’s Wellbeing week in April 2023 • Engagement with our three local authorities to work collaboratively on action research project development on sustainable transport and health themes • An outreach activity to all the university’s faculties and operations teams to feedback the findings of the survey to close the information loop. <p>This case study is an example of how academic expertise can be utilised by teams in the operational functions of the university to undertake action research projects to inform best practice engagement and local policy</p>

	<p>making. The findings will also inform future opportunities for interventions and action research projects.</p> <p>Summary infographic included at the end of this document.</p>
Did you collaborate with internal and/or external stakeholders to deliver?	<p>National Transport Authority</p> <p>TU Dublin Students Union</p>
How was the initiative organised?	<p>Please include elements such as action planning, piloting, approval for the initiative, committee meetings, timeframes etc.</p> <ul style="list-style-type: none"> • TU Dublin are recognised as the foremost Irish academic experts on sustainable travel and active mobility behaviours. The academic team engaged with the NTA to review their survey to include key metrics on travel behaviours and perceptions. This process ran over six months. • A website page was developed on the TU Dublin website to host the survey link. • Three ‘all students’ and ‘all staff’ emails sent from Office of the VP for Sustainability. • An announcement was made via Intranet, and virtual learning platforms. • 90 social media posts were published throughout the data capture and achieved 90k ‘Impressions’. • Class announcements were made by teaching staff and Class Reps. • User generated content made by students and staff positively endorsed the value of survey participation. Six videos were made which achieved 76k video hits. • Videos were displayed on digital screens across various campus locations. • Screen savers were featured on student facing PC screens. • 12 Student Ambassadors disseminated 1800 flyers to students at all campus locations.
What resources did you need?	<p>Academic and support staff worked with the NTA over a six-month period to develop an amended survey tool which is now available for other higher education providers to use for their annual Smarter Travel Survey.</p> <p>In order to raise awareness of the survey, support was sought from Class Representatives, Heads of Schools, Programme Chairs, Marketing and Communications Departments and the Students Union.</p>

	<p>42 sustainable travel themed prizes with a total value of €3,400 were procured and heavily promoted to encourage participation in the survey.</p> <p>Significant staff time was dedicated to this survey development, dissemination, data analysis and report writing. The learnings from this process will make the resourcing more efficient in future years.</p>
<p>Has it been evaluated? How successful has it been?</p>	<p>The overall response rate of 20% was the highest achieved by any of the higher education institutes who ran the survey in recent years. The NTA have requested our engagement strategy to share with others. In TU Dublin the response rate increased from 8% in 2019 to 20% thanks to the engagement process undertaken.</p> <p>Outputs from the survey have been incorporated into the development of TU Dublin’s upcoming climate action plan, proposed mobility management strategies for our five campus locations and to inform engagement with our three local authorities for action research projects in the future.</p>
<p>Any future plans, including the sustainability of the initiative?</p>	<p>Key Actions/ Next Steps</p> <ul style="list-style-type: none"> • Work with Campus Planning to apply for NTA (up to 2026)/ & other funding sources for actions. • Recruitment of a Sustainable Transport & Mobility Lead to develop and implement interventions relating to the survey learnings, 2023. • Engage with the student population around cycling as numbers are very low, • A recommended action is for the Sustainability Office to work with Campus Planning and Campus and Estates to develop a 'register of opportunities' for projects based around responses on what would help respondents to change their behaviour around travel, and connected research. <p>Future Research</p> <ul style="list-style-type: none"> • Revisit the data applying a gender/age/ability lens with Equality Diversity and Inclusion Directorate. • Work with NTA/CSO to better understand trip origins to our campuses. • Interrogate data on distance, mode, days travelling further, parking and use of car e.g. potential for mobility hubs. • The comprehensive database produced from this exercise will inform potential future engaged and action-based research projects.
<p>Key Learning Points</p>	<ul style="list-style-type: none"> • Across all campuses, when considering all trips to the campus, the highest proportion of trips are by bus. This is a positive for health as all public transport trips include an active element.

	<ul style="list-style-type: none"> • 43% of respondents would like to walk more often, 35% would like to cycle more often and 33% would like to use public transport more often. • 10% of respondents reported having a chronic illness or disability affecting their capacity to participate in certain physical activities which could include walking or cycling for transport. • Students predominantly travel to their campuses by bus. • An impressive 20% of staff trips to Grangegorman, Aungier Street and Bolton Street are by bicycle, including e-bike. • Overall, 81% of respondents to the survey travel by a sustainable mode to campus, 89% of the students do so compared to 56% of staff.
--	--

Healthy Campus Framework Categories (please tick all that apply)

Healthy Campus Process	Whole Campus Approach	Topic	Population Group
Commit <input type="checkbox"/>	Leadership, Strategy & Governance <input type="checkbox"/>	Alcohol <input type="checkbox"/>	Students <input checked="" type="checkbox"/>
Coordinate <input type="checkbox"/>	Campus Environment (Facilities & Services) <input checked="" type="checkbox"/>	Substance Misuse <input type="checkbox"/>	Staff <input checked="" type="checkbox"/>
Consult <input checked="" type="checkbox"/>	Campus Culture & Communications <input checked="" type="checkbox"/>	Healthy Eating / Food <input type="checkbox"/>	Wider community <input type="checkbox"/>
Create <input type="checkbox"/>	Personal & Professional Development <input type="checkbox"/>	Mental Health & Wellbeing <input type="checkbox"/>	Other <input type="checkbox"/>
Celebrate & Continue <input type="checkbox"/>		Sexual Health & Wellbeing <input type="checkbox"/>	
		Tobacco Free Campus <input type="checkbox"/>	

		Physical Activity / Active Transport <input checked="" type="checkbox"/>	
		Wellbeing on the Curriculum <input type="checkbox"/>	
		Health & Sustainability <input type="checkbox"/>	
		Other <input type="checkbox"/>	

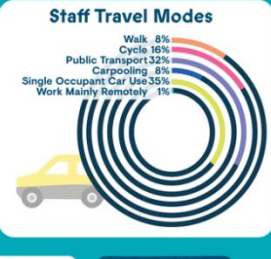
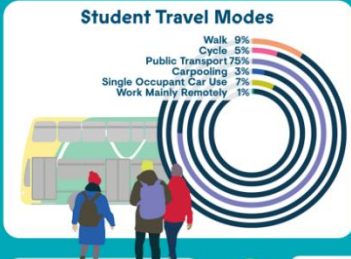
Contact Details

Contact Name/s	Rebecca Flanagan Dr Teresa Hurley Éadaoin Ryan Dr Lorraine D'Arcy
Date	28/03/2023
Email Address	Rebecca.flanagan@tudublin.ie Teresa.hurley@tudublin.ie Eadaoin.ryan@tudublin.ie Lorraine.DArcy@tudublin.ie
Links	

TU Dublin Smarter Travel Staff & Student Survey 2022



89%
of students commuted through sustainable & active modes



Distance Travelled

	Student	Staff
Less than 3km	12%	11%
Between 3-10km	28%	35%
Between 10-30km	33%	32%
Over 30km	26%	22%

Potential to walk 12%
Potential to cycle 40%

Potential to walk 11%
Potential to cycle 46%

56%
of staff commuted through sustainable & active modes



83%
of survey respondents agreed that they would like to use sustainable transport to reduce their impact on the environment



Only 26% of staff feel confident cycling on their commute

Only 29% of students & 27% of staff live within 400 meters of a direct bus to campus

40% of staff would like to use public transport more often

25% of students would like to walk more often

52% of students are interested in carpooling compared to 35% of staff

37% of staff agree they use the car because they have no alternative

Over half of students, at 55%, agree that public transport is convenient for their commute



Response ↑ 165% from 2019

- 7 Digital & Live Engagement Methods
- 45 Travel themed Prizes
 - 90 Social Posts
 - 90k Digital Impressions
 - 76k Video Hits

Féidearthachtaí as Cuimse
Infinite Possibilities

#TUDublinSustainability

