



CASE STUDY

Rural Transport Initiative in Clonmel

Summary: The Rural Transport Initiative was a project which focused on one particular rural transport service provider Ring a Link. This company is a non-profit organisation of charitable status that has traditionally has improved the quality of life of the elderly community by providing them with a bus service from rural areas into towns. One of such towns is Clonmel. The MOVE project in Clonmel assessed the feasibility of an extended service in this town which resulted in an increase from a 4 trips / week to 30 trips per week. Because of the timings of the new services, there was a natural shift to commuters using this service. Hence people began to opt for a sustainable mode of transport over the car. This resulted in a saving of 22 Tonnes CO2 in Clonmel alone.

Tick the relevant boxes.

Target Audience				Actions			
X	Children	X	Transport companies		Clean and Energy Efficient Vehicles		Traffic Management
	Teenagers		Car sales people		Cycling		Car Pooling
X	Students		Private companies	X	Transport Demand Management	X	Transport for People with reduced mobility
X	Adults		Other	X	Flexible mobility services		Eco Driving
X	Old Age Pensioners			X	Travel Awareness Event(s)		Walking
	Decision makers				Mobility management		Other
X	Local and regional authorities			X	Public Passenger Transport		

Implementation Process

Fill out this step by step process of implementation for your project:

1. Meet with Ring a Link to learn more about the service
2. Survey the existing customers to assess demand for new services
3. Survey the South Tipperary County Council to assess if they would use service
4. Analyse the results of the survey and decide on new services
5. Promote the new service on radio, newspaper, flyers etc.
6. Start the new services.
7. Evaluate the service by collecting data from Ring a Link
8. Set up additional services because of growing passenger demand
9. Calculate the impact of the new services on the environment.
10. Survey the new passengers to assess the level of satisfaction with the service

Barriers, Pitfalls or Unexpected Successes

Pitfalls: Although there was a shift to some commuters using the service there is still a feeling of it being an elderly person's service. With more targeted marketing, a lot more CO₂ could potentially be saved with this service.

Unexpected Successes: It had been planned to have 24 trips per week six day a week. However, after a couple of months due to unexpected demand for the service, this figure rose to 30 trips per week.

Impact of the Results of the Project

List clearly the results of your project in terms of the results achieved versus the initial targets

<i>1Target: Increase passenger trips by 25%</i>	<i>-</i>	<i>Actual: Increase of 374%</i>
<i>2Target: Increase passengers by 17</i>	<i>-</i>	<i>Actual: Increase of 65</i>
<i>3Target: Expand services to 24 per week</i>	<i>-</i>	<i>Actual: Expand to 30 per week</i>
<i>4Target: Initially no CO₂ was being saved</i>	<i>-</i>	<i>Actual: 34 T CO₂ in Co. Tipperary.</i>