

To the Lord Mayor and  
Members of Dublin City Council  
Engineer

Report No. 368/2021

Report of the Assistant Chief Executive and City

## **Mobility during Covid End of Year Report**



**December 2021**

# Contents

1.	INTRODUCTION.....	3
2.	PEDESTRIAN, CYCLIST, PUBLIC TRANSPORT AND TRAFFIC PATTERNS.....	4
2.1	Pedestrian Volumes .....	4
2.2	Cycling Volumes .....	7
2.3	Bus Passenger Volumes.....	8
2.4	General Traffic Volumes .....	8
3.	PEDESTRIAN FRIENDLY MEASURES .....	9
3.1	Pedestrian Crossings .....	9
3.2	Increased time for pedestrians at traffic light.....	11
4.	CYCLE FRIENDLY MEASURES .....	11
4.1	Protected Cycle Lanes.....	11
4.2	Cycle Parking .....	20
5.	FILTERED PERMEABILITY TRIALS.....	22
5.1	Grangegorman Filtered Permeability Trial .....	22
5.2	Pigeon House Road Filtered Permeability Trial .....	24
6.	TRAFFIC CALMING SCHEMES.....	25
6.1	Monck Place, Avondale Road, Great Western Square and surrounding streets .....	25
6.2	Belmont Avenue .....	26
6.3	Bull Wall.....	26
7.	CITY RECOVERY - BUSINESS SUPPORT .....	27
7.1	Footpath Buildouts.....	27
7.2	Zebra Interventions.....	29
7.3	Traffic Free Zones .....	31
8.	SCHOOL MOBILITY PROGRAMME.....	33

<b>8.1</b>	<b>School Zones .....</b>	<b>33</b>
<b>8.2</b>	<b>Safer Routes to School .....</b>	<b>37</b>
<b>9.</b>	<b>PROMOTIONAL EVENTS.....</b>	<b>38</b>
<b>9.1</b>	<b>Make Way Day .....</b>	<b>38</b>
<b>9.2</b>	<b>Bike Week .....</b>	<b>39</b>
<b>10.</b>	<b>COMMUNICATION.....</b>	<b>40</b>
<b>10.1</b>	<b>Website.....</b>	<b>40</b>
<b>10.2</b>	<b>DCC Consultation Hub/Citizen Space .....</b>	<b>40</b>
<b>10.3</b>	<b>COVID-19 Mobility E-Mail.....</b>	<b>41</b>
<b>10.4</b>	<b>COVID-19 Mobility Measure Request Form.....</b>	<b>42</b>
<b>10.5</b>	<b>Weekly Councillor Covid Mobility Reports .....</b>	<b>42</b>
<b>10.6</b>	<b>Business Liaison .....</b>	<b>43</b>
<b>10.7</b>	<b>Social Media Promotion .....</b>	<b>43</b>
<b>11.</b>	<b>NEXT STEPS.....</b>	<b>43</b>
	<b>Appendix A – List and Locations of Footpath Buildouts .....</b>	<b>45</b>
	<b>Appendix B – List and Locations of Zebra Interventions .....</b>	<b>46</b>
	<b>Appendix C – Social Media Statistics .....</b>	<b>48</b>

## 1. Introduction

The Covid-19 pandemic continued to affect all aspects of Irish society in 2021. The pandemic has affected all our lives and the way in which we work, socialise and communicate. It also has had enormous impacts on our transport system, radically reducing travel levels and likely to alter our patterns of movement for some time to come. Restrictions varied throughout 2021 and employees were asked to work from home where possible.

Against this backdrop, Dublin City Council's Covid Mobility Team continued the roll out of *Enabling the City to Return to Work, Interim Mobility Intervention Programme for Dublin City*. This programme developed jointly in May 2020 by DCC & the NTA sets out a framework of proposals and innovations to address the urgent mobility needs and challenges that have emerged as a result of the Covid-19 Public Health Emergency.

This programme was presented to City Councillors in June 2020 and the Elected Members have been kept informed of the measures implemented and proposed by way of a monthly report issued by the Chief Executive throughout 2021.

The goal of the programme is to allow the city to function under the new arrangements arising from the Covid-19 pandemic, both in terms of providing space for safe movement plus business activities, and in accommodating the changed transport patterns. At the heart of the plan are the high-level aims:

- To ensure safe access to and movement within Dublin City for all users;
- To provide sufficient movement capacity to cater for the changes travel patterns; and
- To support the economic recovery of the city and the region.

These high-level aims have been translated into transport-specific objectives as follows:

- To improve pedestrian safety through the provision of additional space for movement and enhanced pedestrian areas;
- In line with government advice to walk and cycle, there was an emphasis on enabling more people to walk and cycle by providing safer facilities;
- To provide additional space at many bus stops in order to facilitate social distancing while waiting;
- To assist business with their requirements for more outdoor space for queueing and for serving food.

The government issued guidance to all local authorities in the form of an interim advice note on Covid 19 and the changes in mobility measures required. Funding was also approved by the NTA for these measures and the NTA supported throughout with guidance and technical assistance.

A number of innovative solutions were deployed quickly by the team assembled to work in the area of Covid Mobility headed by Patricia Reidy A/ Senior Engineer. This team comprised a number of staff drawn together from different sections within traffic as well as with the active assistance of colleagues from across the Environment and Transportation department

especially the Sustainable mobility and the ITS sections. Valuable input and support was also received from Dublin City Council Parks and City Architects Divisions.

Notwithstanding this extensive programme, based on consultation and feedback from the Councillors, a number of engineers working as part of the Covid Mobility Team were transferred back to TAG from the start of January 2021, to ensure that each area has an area engineer who will deal with requests and attend the area meetings.

Although the Covid Mobility Team resources in terms of staff were much reduced, work implementing the Covid Mobility measures continued in 2021 including:

As part of the measures implemented, with indoor dining restrictions continuing, substantial resources from the Covid Mobility Team were put into creating additional space to facilitate outdoor dining to enable restaurants and cafes to re-open.

In terms of pedestrian enhancement measures, in order to assist businesses in their recovery and to increase footfall back into the City centre, and building on the success of the six week traffic free trials in July & August 2020, in May 2021 four streets were made permanently pedestrianised in the Grafton Street area.

In addition, pedestrian trials were undertaken on Capel Street and Parliament Street at weekends throughout the summer of 2021 and a separate report on the results of a recent public consultation process and recommendations on next steps has been produced for consideration by the Elected Members.

The School Mobility Programme, which commenced in 2020, with the introduction of our first School Zones, continued this year as a key priority for the team with School Zones installed outside 66 DCC primary schools by year end.

In terms of enhancing cycling infrastructure, work also continued on the protection of existing cycle lanes with substantial progress being made on Griffith Avenue and various other routes in the DCC area.

The Filtered Permeability trial at Grangegorman was made permanent in 2021 and a public realm improvement project were carried out and completed in September prior to the TUD campus reopening to the 20,000 students that will benefit from the new scheme.

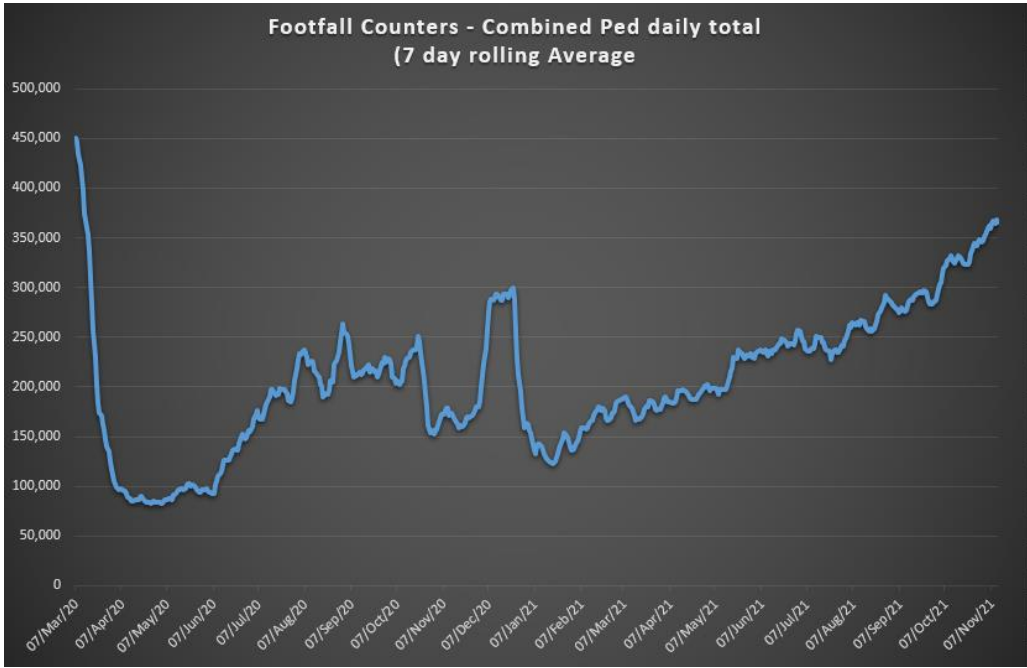
A map showcasing locations of protected cycle lanes, zebra interventions and school zones was developed, [Combined Covid Intervention Map](#)

This '*End of Year Mobility during Covid Report 2021*' gives an overview of the impact of the pandemic on travel patterns, Dublin City Council's response to the mobility challenges arising as a result of the altered travel patterns and considers the next steps for the year ahead.

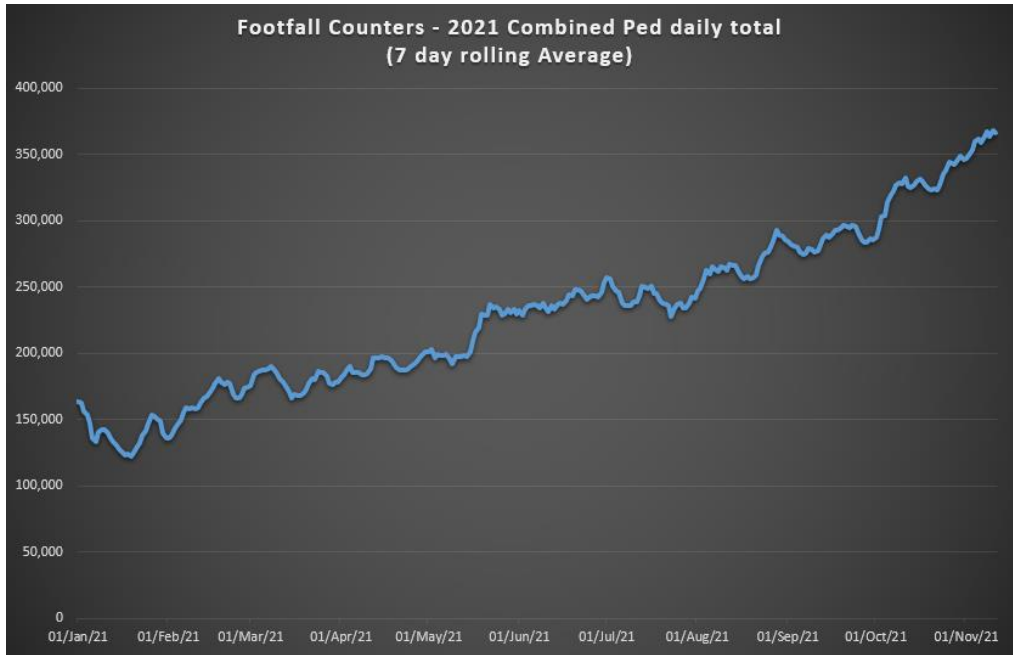
## **2. Pedestrian, Cyclist, Public Transport and Traffic Patterns**

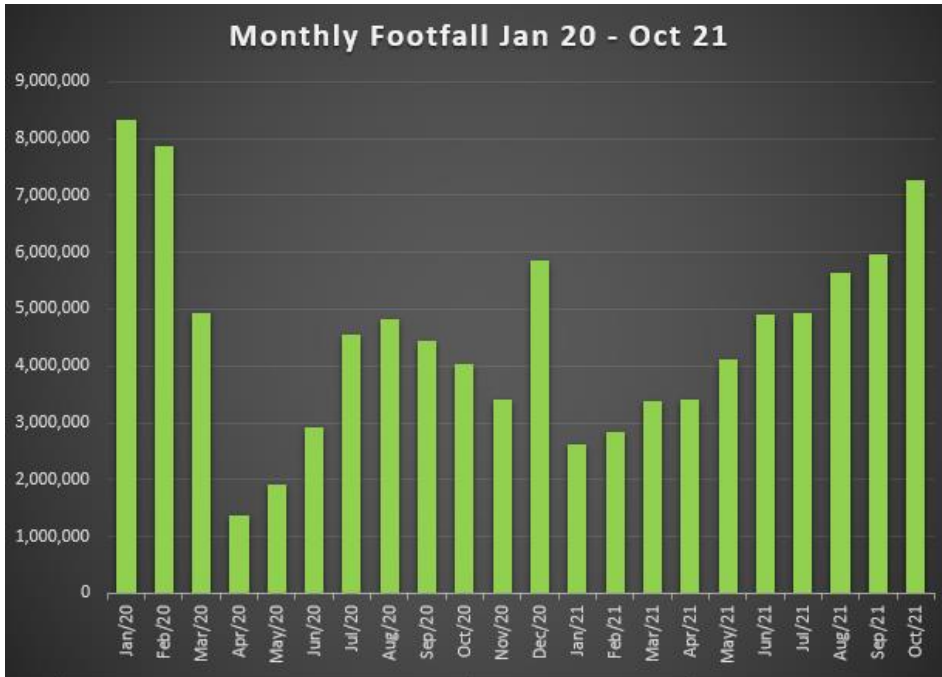
### **2.1 Pedestrian Volumes**

Dublin City Council (DCC) footfall counters in the city centre show footfall has been climbing steadily since January 2021. It jumped in late May when there was a significant reopening and has continued to climb as businesses reopened and there was some return to offices.

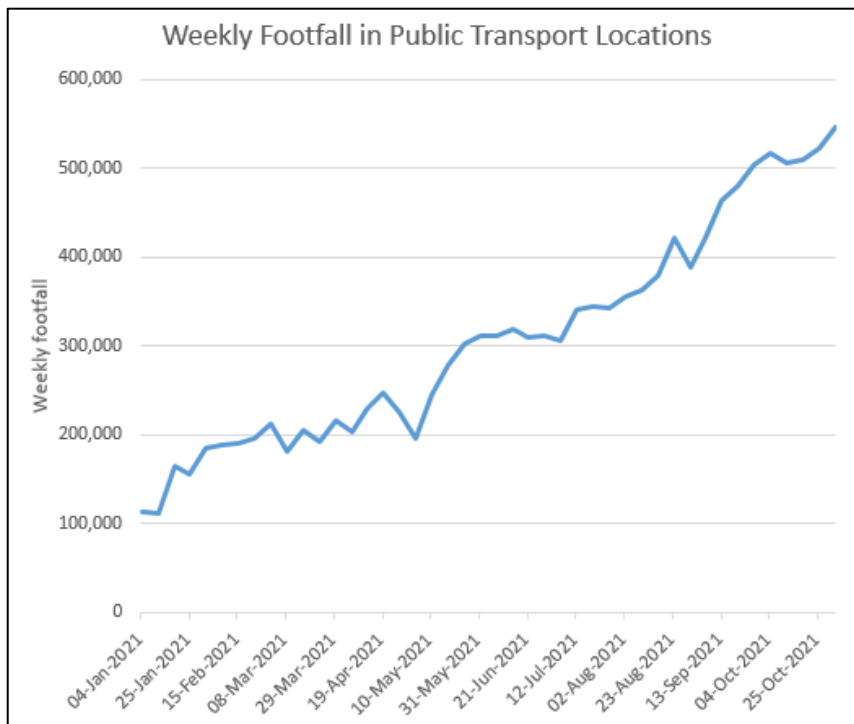


Footfall figures in the city were low at the start of the year, at just over 30% of pre-Covid figures. They have grown continuously since then and by the start of November this year were at approx. 85% of pre-Covid values.



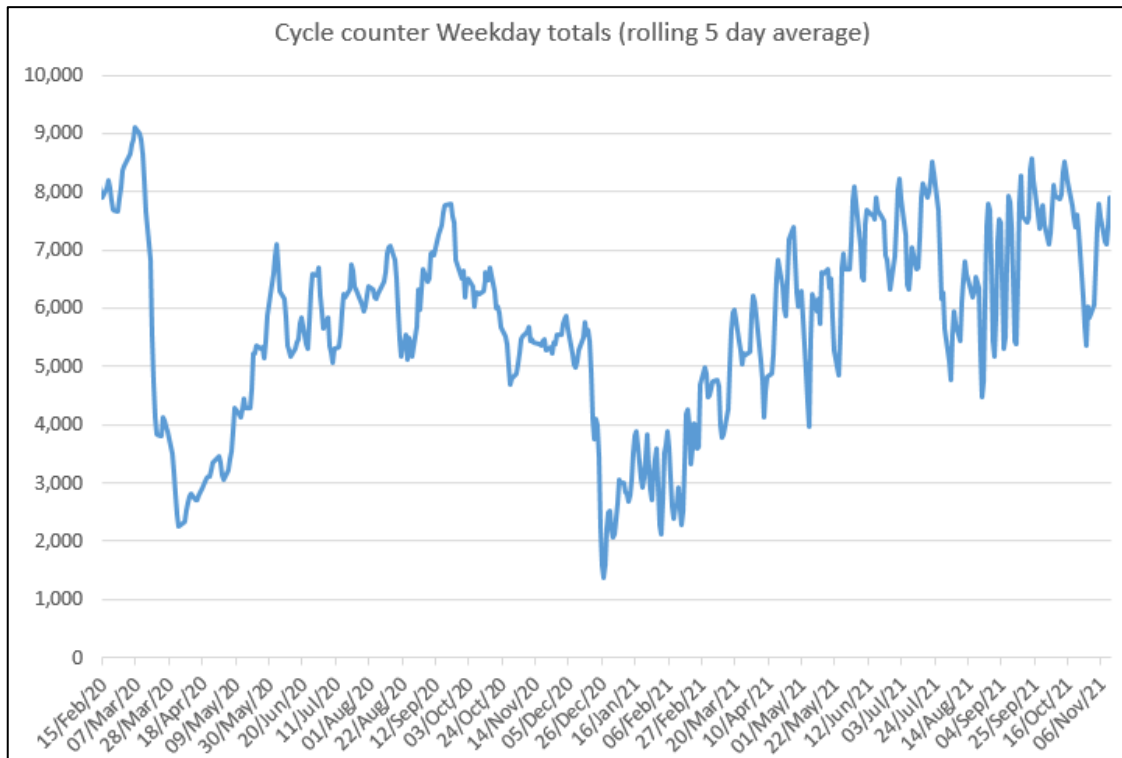


Footfall at key public transport locations (the Quays, College Green and Westmoreland Street) has increased steadily since the start of the year from a low base in line with the easing of restrictions and increased capacity on public transport. It continues to increase steadily and has increased in those areas by 400%.

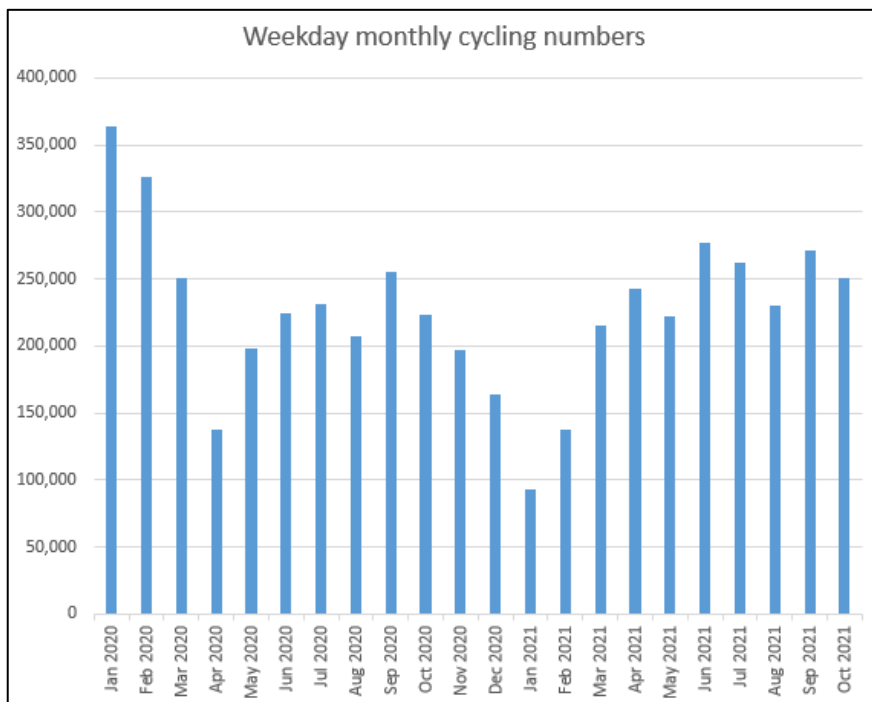


## 2.2 Cycling Volumes

Cycling numbers during the week are approaching pre-Covid levels:

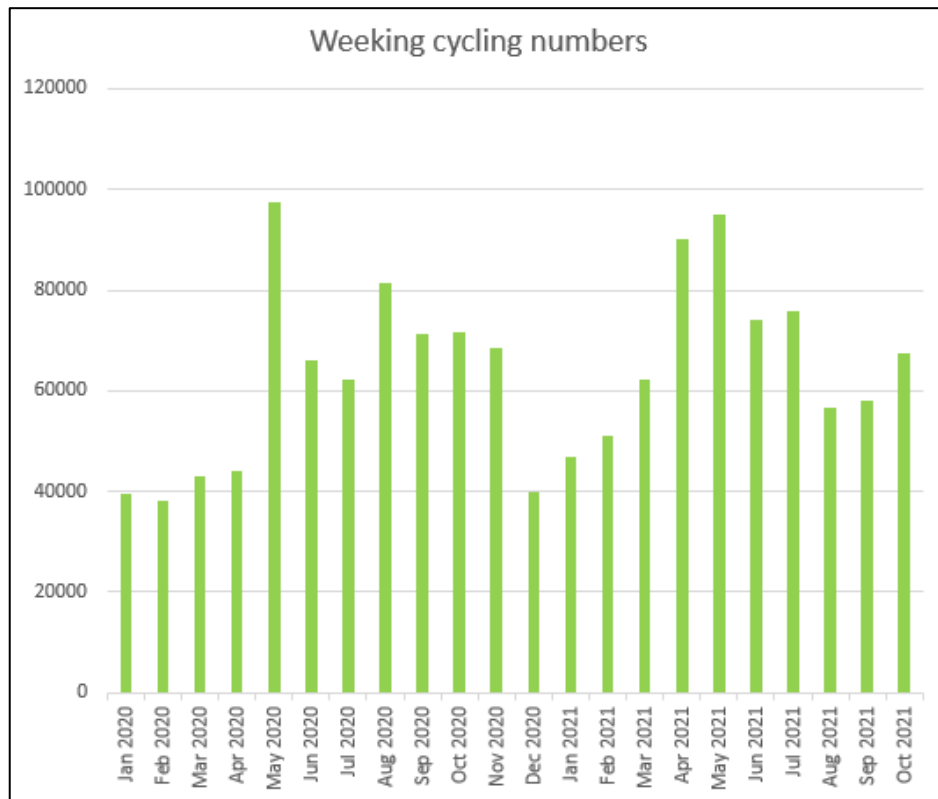


Weekday cycling numbers are at approximately 75% of pre-Covid numbers. The main reason for the decrease is the slow return to pre-Covid figures at the peak hours as off peak has returned to pre-Covid levels.



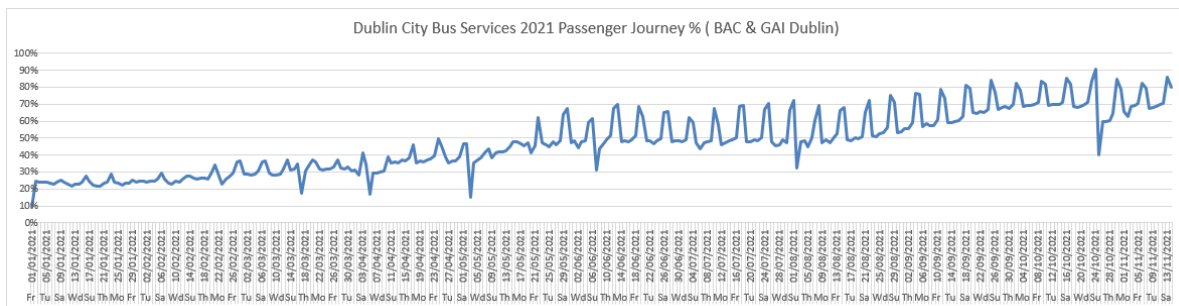


Cycling numbers at the weekend are higher than pre-Covid figures and have maintained the higher numbers.



### 2.3 Bus Passenger Volumes

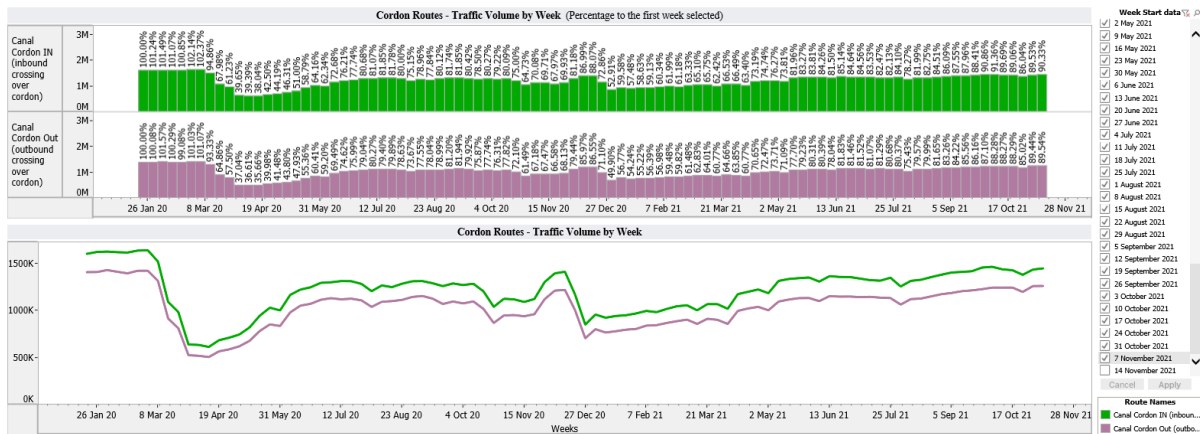
Bus passenger numbers increased steadily throughout the year and are now at over 70% of pre-Covid (February 2020) numbers.



### 2.4 General Traffic Volumes

Current traffic volumes entering and exiting the canal cordon are approximately 90% of pre-Covid levels. During 2020, with the reintroduction of restrictions throughout the year, there was a lot of variation in the traffic flows with a decrease in March 2020 and again in November 2020. Although the year commenced with restrictions and low traffic volumes - only at 54% (outbound) and 57% (inbound) of pre-Covid levels - in comparison with 2021, we have seen a steady increase in traffic volumes throughout the year. With the lifting of restrictions at the end of May in 2021, we noticed a significant increase in traffic volumes and they have maintained a steady flow at just below 90% of Pre Covid levels.

The latest data (week commencing 7<sup>th</sup> Nov, 2021) is at 90.93% for inbound and 89.54% for outbound to the pre-Covid (week commencing 19<sup>th</sup> Jan, 2020).



The source of the Traffic volume data is from the traffic signal detectors at junction. Thus, it should not to be viewed as absolute values but they provide an indication of trends. Road side detectors can break and at times, they need to be recalibrated. Note: The drop for inbound route from week starting at 10<sup>th</sup> October, is due to the fact that the loop (detector) 3 of site 372 (Inchicore road, Grattan) is damaged.

### 3. Pedestrian Friendly Measures

#### 3.1 Pedestrian Crossings

##### **Mountjoy Square (North West corner):**

New pedestrian crossings were installed on the north West Corner of Mountjoy Square - on Gardiner Place (just west of Gardiner Street) and on Gardiner Street (just south of Gardiner Place).

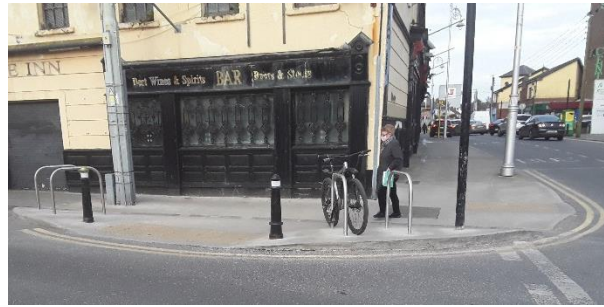
The second stage of this project involves not only installing pedestrian crossings but an urban regeneration project which is being led by the Central Area Office in consultation with the Mountjoy Residents Association. Once a brief has been developed and funding confirmed, we will proceed to the next stage.

##### **Finglas Village**

The installation of two uncontrolled crossings in Finglas Village, at the junction with Finglas Main Street and Jamestown Road, were completed in February along with an upgrade of the footpath on Finglas Main Street from Mace to Iceland.



*Footpath upgrade, Main Street, Finglas Village*



*Uncontrolled pedestrian crossings, Finglas Village*

### **Sandymount Village**

The installation of three pedestrian crossings in Sandymount Green were completed in March. This included two controlled pedestrian crossing (one near Borzas Takeaway on the northern side of Sandymount Green and one near Bennetts Auctioneers on the western side of Sandymount Green), as well as one uncontrolled crossing at the junction of Claremont Road and Sandymount Green. A ramp on the eastern arm of Sandymount Green was also installed.



*Signalised pedestrian crossing on the northern side of Sandymount Green*



*Signalised pedestrian crossing on the western side of the Green*



*Uncontrolled junction of Claremont Road and Sandymount Green*

NTA funding of €3million was secured approved to install new pedestrian crossings across the city. Eighteen priority locations have been identified and design construction and installation is expected to be completed by end of 2022.

### **3.2 Increased time for pedestrians at traffic light**

As traffic levels rose in 2021, the cycle time for the AM and PM peak was increased assist flow of traffic and in particular public transport. All changes to pedestrian crossing cycle put in place in 2020, which allowed the crossing to operate twice in the traffic cycle, were maintained.

## **4. Cycle Friendly Measures**

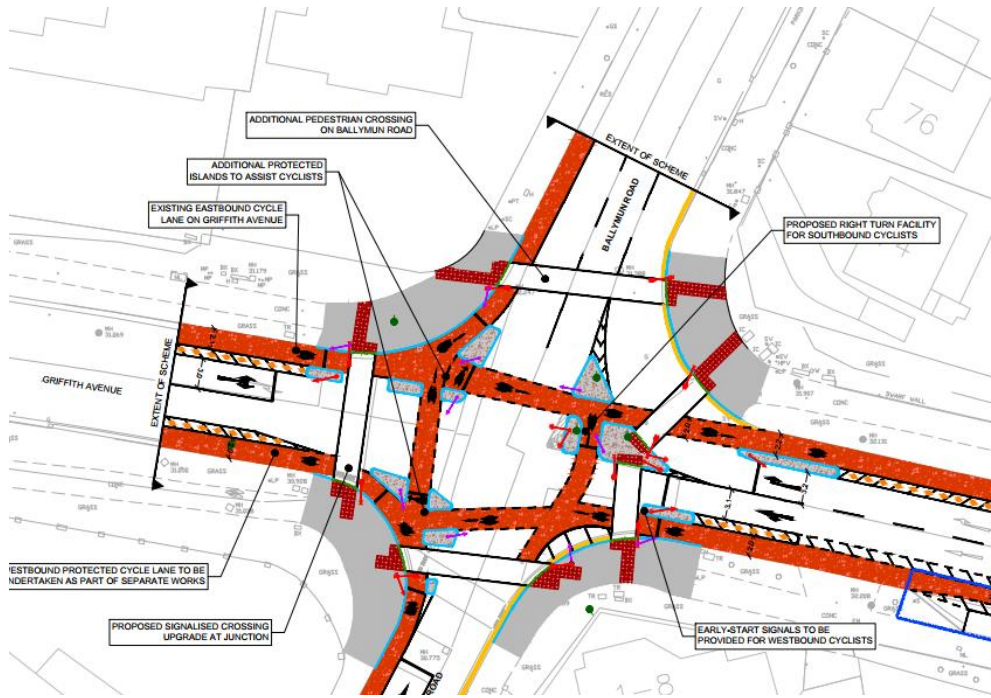
### **4.1 Protected Cycle Lanes**

#### ***Griffith Avenue Cycle Route***

Installation of protected cycle lanes using bollards and road markings have been completed between St. Mobhi Road as far east as the entrance of Charlemont Estate, (just east of Phillipsburg Avenue). A gap in the cycle protection has been left on the approaches to the junction with the Swords Road and this will be completed with the upgrading of the junction which we would intend on commencing in early Q1 2022.

Works are nearing completion in the junction of Ballymun Road/St Mobhi Road/Griffith Avenue. It is expected that majority of the works on the carriageway will be completed by the end of November. It is intended to go to tender for this work before the end of the year with works beginning in 2022.

A workshop with the various local stakeholders to explore options for a permanent arrangement to protect the cycle lanes is to take place the last week in November.



*Ballymun Road/St Mobhi Road/Griffith Avenue Junction Design*



*Road markings and protected cycle lanes between Walnut Rise and the Swords Road.*

### ***Parnell Square East Contra-flow***

A contra-flow cycle lane protected by planters was installed on Parnell Square East. Works included the modification of junctions to ensure safe passage along the route. This facility was operational in mid-February with the route extended to Blessington Street in April.



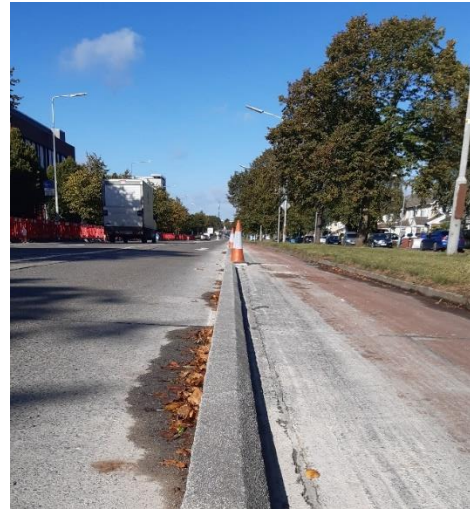
*Planter protection on Parnell Square East Protected Contra-Flow Cycle Lane*



*Contra-flow cycle lane on Blessington Street.*

### ***Collins Avenue Extension Cycle Route***

Works to develop a protected cycle lane on both sides of Collins Avenue Extension commenced in 2021. This route provides linkages to DCU from the Ballymun Road to the west, and Larkhill Road to the east. The extruded kerbs to protect the cycle lanes have been installed and it is intended to apply a new buff colour surface to the cycle lane to complete the works.



*Works underway on Collins Avenue Cycle Route*

### ***Infirmary Road Cycle Protection***

New mandatory cycle lanes were introduced on Infirmary Road linking the North Circular Road with Parkgate Street. A new type of bollard (Tiger Bollard) is being trialled at this location.



*Protected cycle lanes on Infirmary Road*

### ***South Circular Road Cycle Protection***

Proposals for cycle protection on South Circular Road from Bulfin Road to Conyngham Road were published on the consultation hub from the 1<sup>st</sup> to the 15<sup>th</sup> of July. One hundred and thirty seven submissions were received as part of the non-statutory public consultation, the vast majority of which were positive. Where possible, suggestions were taken on board. Installation began on the 10<sup>th</sup> of November and is due to be complete by the end of

November. In the second phase of installation, a new pedestrian crossing at the Conyngham Road junction will be designed and installed in 2022.



*New protected cycle lane north and southbound outside shops on South Circular Road*



*New protected cycle lane southbound passing entrance to Royal Hospital Kilmainham on South Circular Road*

### ***Sean Moore Road Cycle protection***

Proposals for cycle protection on Sean Moore Road were published on the consultation hub from the 1<sup>st</sup> to the 15<sup>th</sup> of July. The scheme – which includes a Toucan crossing at Clanna Gael Fontenoy GAA Club - was completed in November. Additional works to provide new ducting for the pedestrian crossing on Beach Road to enable Audio Tactiles to be installed for visually impaired users will also be undertaken as part of this project.





*2-Way Cycle Lane, Sean Moore Rd*



*Protected Cycle Lane, Sean Moore Rd*

### ***Cork Street Protected Cycle Lane***

Following multiple requests regarding a particular stretch on Cork Street, where parking on the cycle lane was particularly problematic, bollards were installed in September to protect the existing outbound cycle lane between Donore Ave and Cameron Street.



*New Protected Cycle Lane on Cork Street*



### ***Ballyfermot Road Protected Cycle Lane***

Following a request from a local school, bollards were installed in September to protect the inbound existing cycle lane on Ballyfermot Road between Kylemore Road and O'Hogan Road.



*New Protected Cycle Lane on Ballyfermot Road*

**Montpellier Hill Cycle Protection**

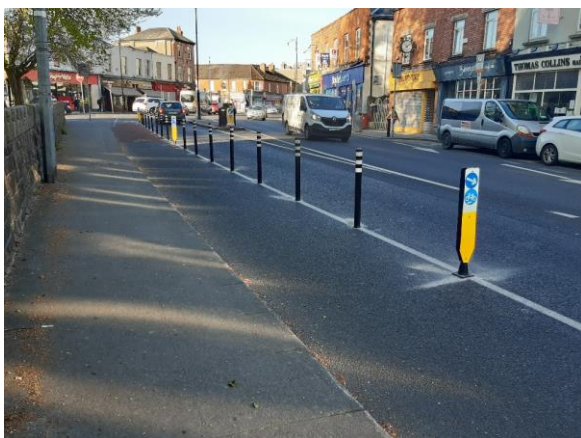
Protection was installed on Montpellier Hill in May to prevent illegal parking blocking the cycle slip lane.



*Intervention on Montpellier Hill*

**Rathgar Road Cycle Protection**

Cycle protection on Rathgar Road on the approach to the junction with Highfield Road was installed in May following numerous requests from the public. .



*Cycle lane protection on Rathgar Road*

### **Grangegorman to Thomas Street Walking and Cycling route**

The scheme's main objective is to provide an improved pedestrian route and segregated cycle track linking the communities of Stoneybatter, Grangegorman and surrounds to the Liberties and vice versa while also connecting to the Thomas street cycle route via Queen Street and Bridgefoot Street. It will also connect to the interim Liffey cycle route.



The scheme will provide a safe environment for pedestrians with additional toucan crossings along the route, while for cyclists it will provide a route completely segregated from vehicular traffic. The project may also provide the opportunity to improve the public realm at a variety of locations and will tie in with the DCC Parks development on Bridgefoot Street. The project will integrate with the proposed Bus Connects Corridor 5, Blanchardstown to City Centre. Funding has recently been secured from the NTA and the detailed design is underway. Construction will likely commence in Quarter 3, 2022.



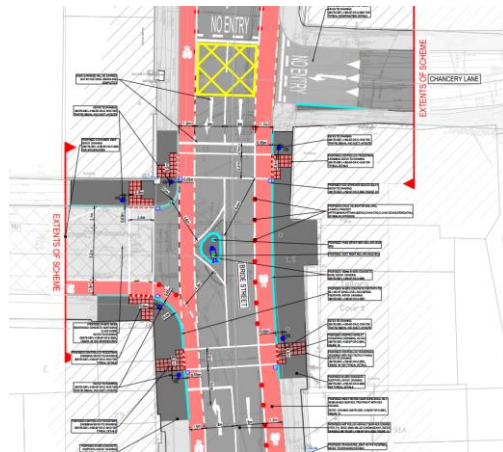
*Indicative image of 2-way protected cycle lane on Bridgefoot Street*

### **East Wall Road Cycle Route**

Road Safety Audits have been completed on the designs for the scheme. It is intended to present the proposals for the scheme to the Central Area Committee in December and, if supported, will go to tender before the end of the year.

### **Werburgh Street Cycle Route Phase 2**

Works commenced in early November on the Bride Road/Bride Street junction. This will include new pedestrian crossings on all arms and the entire junction to be signalized with a link for cyclists from Bride Street to Werburgh Street. A new northbound cycle lane with separate cycle signals will also be installed. The main works will be completed by the end of November when works will be halted for Operation Open City. They will resume in January and are scheduled to complete by the end of January 2022.



*Design for cycling and pedestrian facilities at the Bride Road/ Bride Street Junction*

### **Lower Bridge Street**

Following routine annual maintenance by Road Maintenance on Lower Bridge Street, an opportunity was identified to install cycle lanes on both sides of this street (there were none previously). Bollard protection has now been installed on this section. The feasibility of continuing this cycle lane to High Street is currently being assessed.



*Newly Protected Cycle Lanes on Lower Bridge Street*



*Before and after photos of lined cycle lanes on Lower Bridge Street*

## **4.2 Cycle Parking**

### ***On-Street Cycle Parking***

A total of 293 cycle parking stands catering for 586 bicycles were installed at 27 locations in 2021.

Batch 17 of cycle parking was re-tendered to take into account the following:

- Changes to the specifications for cycle parking adopted by the Transport SPC to take account of the requirement for social distancing necessitated by Covid-19.
- The increased roll out of cycle parking in schools has reduced the requirement for cycle parking outside schools and
- Recommendations from the Parks Department to consider landscaping opportunities as part of future batches of cycle parking.



*Aughrim Street, Stoneybatter*



*Clareville Road, Harold's Cross*

### ***Indoor Cycle Parking***

Dublin City Council partnered with two car park providers to provide indoor cycle parking in two Northside facilities this year.

Jervis Car Park (APCOA) – 64 cycle parking spaces and 4 accessible/cargo bike spaces were installed at this location. This facility opened to the public on the 29<sup>th</sup> of October.



*Cycle parking lining in Jervis Street Car Park*

Q-Park The Spire – 98 spaces and 4 accessible/cargo bike spaces were installed at this location. The facility is now open & ready to use. Anyone wishing to use this fully enclosed & locked facility can apply through Q-Park using the link [www.q-park.ie/TSBP](http://www.q-park.ie/TSBP). Customers who apply will be sent a QR code that will grant them entry at the cyclist and pedestrian entrances. Alternative arrangements can be made for those who do not have a smart phone.

### ***Secure Bike Lockers***

Six secure bike lockers were installed in Drury Street Car Park in September on a trial basis. The lockers will be available to hire on a long term basis to members of the general public. This trial will initially be for a twelve month period during which time it is hoped to gain a better understanding of the demand for this type of service. The service is being managed by Bikelocker on behalf of Dublin City Council and more information will soon be available on their website, [www.bikelocker.ie](http://www.bikelocker.ie)



*Secure Bike Lockers in Drury Street Car Park*

### **School and Sports Club Cycle parking**

The cycle and scooter parking programme provided free cycle and scooter parking racks to schools and sports clubs throughout the city. In 2021 the programme delivered cycle and scooter parking racks to 58 schools and 49 sports clubs. In total this created 4,682 cycle and scooter parking spaces enabling more people to cycle and scoot to school and training.



*Sample of cycle parking in schools and sports clubs*

## **5. Filtered Permeability Trials**

Filtered permeability refers to the elimination of through traffic on a particular road in order to create a more attractive and safer environment for all by limiting through traffic to pedestrians and cyclists.

### **5.1 Grangegorman Filtered Permeability Trial**

The filtered permeability measures at Grangegorman were agreed to be made permanent at the Central Area Committee meeting in January 2021. A commitment was given to review the impact of these measures over the next 12-18 months among other actions. The interim improvement scheme was presented to Councillors at the April Central Area Committee

meeting and the comments submitted during the meeting were considered. All major works commenced on 26 July 2021 and are now complete. Minor works, including the installation of road markings, signage, bollards and buff coloured pedestrian surface is ongoing and will be completed in the coming weeks. Planting commenced in October and will continue through November in keeping with the planting season. Notification leaflets were delivered to local residents, prior to the construction work commencing, informing them of the plans and notifying them of the upcoming works.



*Resurfacing, road markings and construction of buildouts on Grangegorman Lower is complete. Installation of buff coloured pedestrian surface will be completed in the coming weeks.*



*Computer Generated Image of the completed scheme at the filtered permeability location.*





*Computer Generated Image of the completed scheme at the southern end of Grangegorman Lower.*

## **5.2 Pigeon House Road Filtered Permeability Trial**

The 12- month Filtered Permeability trial on Pigeon House Road ran from November 2020 to November 2021. A public consultation is planned to be conducted in early December on the Dublin City Council Public Consultation Hub to decide on next steps. The options available are as follows:

1. Make the current Filtered Permeability scheme permanent for the future.
2. Extend the current Filtered Permeability trial for a 12 month period.
3. Remove the current Filtered Permeability scheme and revert the road to its former layout.

Local residents in the area of this consultation will be notified of the public consultation by way of letter drop prior to the public consultation period commencing.

Following this Public Consultation, the information obtained will be analysed and presented in a report to Councillors, who will then decide what the preferred option is and what the next steps are for this scheme.



*Planters in place on Pigeon House Road*

## 6. Traffic Calming Schemes

### 6.1 Monck Place, Avondale Road, Great Western Square and surrounding streets

The following measures have been implemented:

- Removal of 5 bikes stands to reduce the length of the Dublin Bikes Station – completed in July 2021.
- Resurfacing the roadway on Monck Place and southern end of Avondale Road – completed in Aug 2021.
- Installation of a ramp on Avondale Road to the south of the Dublin Bikes Station – completed in Aug 2021.
- Installation of entry treatment ramp on Great Western Square at the Great Western Square / Monck Place junction – completed in Aug 2021.
- Installation of tactile paving on both sides of Monck Place at the Monck Place / Phibsborough Road junction – completed in Aug 2021.
- Introduction of additional signage including yield signs and bollards on Avondale Road to the north and south of the Dublin Bikes Station – completed in Aug 2021.
- Installation of buildout with planting on the southern side of Monck Place at the Monck Place / Phibsborough Road junction – civil works and planting completed in Oct 2021.
- Bollard with Keep Right arrow on the buildout to be installed in Nov 2021.



*Entry treatment ramp on Great Western Square at the Great Western Square / Monck Place junction.*



*Tactile paving Monck Place / Phibsborough Road junction*



*Completed resurfacing works*

## 6.2 Belmont Avenue

Following feedback received from Councillors and members of the public, Dublin City Council engaged external consultants to highlight the existing transport issues and to identify potential solutions for Belmont Avenue. These were presented to local councillors and following discussions, two solutions were identified as being feasible to bring forward to public consultation. Both options were designed to significantly calm traffic in the area and reduce the types of behaviour by road users which are currently problematic and contribute to safety concerns in the area.

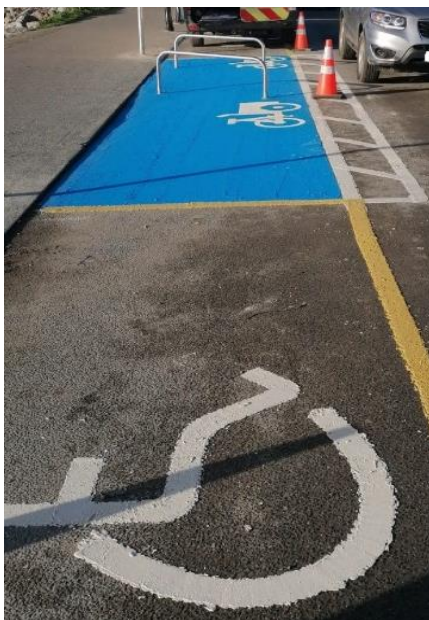
A 6-week public consultation went live on Dublin City Council's Website from the 13<sup>th</sup> of September 2021 to the 25<sup>th</sup> of October 2021, <https://consultation.dublincity.ie/traffic-and-transport/belmont-avenue-traffic-calming/>

A leaflet outlining both options and the link to the public consultation will be delivered to 2,700 households in the vicinity of Belmont Avenue on week commencing Monday 30 August. Results of the consultation are currently being reviewed and a report will be issued to Councillors in December 2021.

## 6.3 Bull Wall

The following works – to enhance the pedestrian and cycling environment - were completed on the Bull Wall:

- Two Additional Disabled Parking Bays and a Cargo Bike/Disabled Cycle Parking Bay were installed on the Bull Wall opposite the Happy Out Café in January.
- Footpath protection was extended
- Introduction of formal parking as far as the Wooden Bridge.



*Disabled Parking Bays and a Cargo Bike/Disabled Cycle Parking Bay*



*Formal parking near the Wooden Bridge*



*Bollards protecting the footpath from illegal parking at Bull Wall*

## **7. City Recovery - Business Support**

The Covid Mobility Team provided considerable resources to assist the City Recovery Programme through the re-allocation of road space to facilitate on-street dining across the City. A number of temporary measures including footpath buildouts, “Zebra” interventions and traffic management changes were completed.

### **7.1 Footpath Buildouts**

Temporary footpath buildouts consist of a kerb which is bolted into the carriageway and backfilled with asphalt. The idea is that the new buildout area is the space available for outdoor dining with the existing footpath left clear.

The Covid Mobility team assessed numerous locations in the city centre, where multiple cafes, bars and restaurants can utilise the space, to determine suitability. Requests received from businesses and the public were also considered. These buildouts created space for approximately 1,000 outdoor seats with the advantage of providing safe protected space and leaving the existing footway clear of obstructions.

The table showing locations of installed including the approximate area re-allocated for this purpose is available in Appendix A.





*Buildouts installed on Capel Street.*



*South Anne Street Buildout*



*South William Street Buildout*



*Drury Street Buildout*



*Suffolk Street Buildout*



*Merrion Row Buildout*



*Baggot Street Buildout*

## 7.2 Zebra Interventions

As it was not feasible to construct footpath buildouts in every location looking for outdoor dining space (due to both timescale, resource constraints and feasibility on site), and as most applications were for single premises, an alternative – Zebra Intervention - was designed to temporarily reassign carriageway space for the use of outdoor dining. These interventions consist of black and white striped (Zebra) planters providing separation from the carriageway while keeping the footpath clear for pedestrians.

They have the advantage of being quick to install with planting provided internally by our Parks Department. The locations for Zebra Interventions were based entirely on street furniture applications received - the peak of applications being received in May, prior to outdoor dining resuming in June.



*Ely Place, D2*



*Exchequer Street*



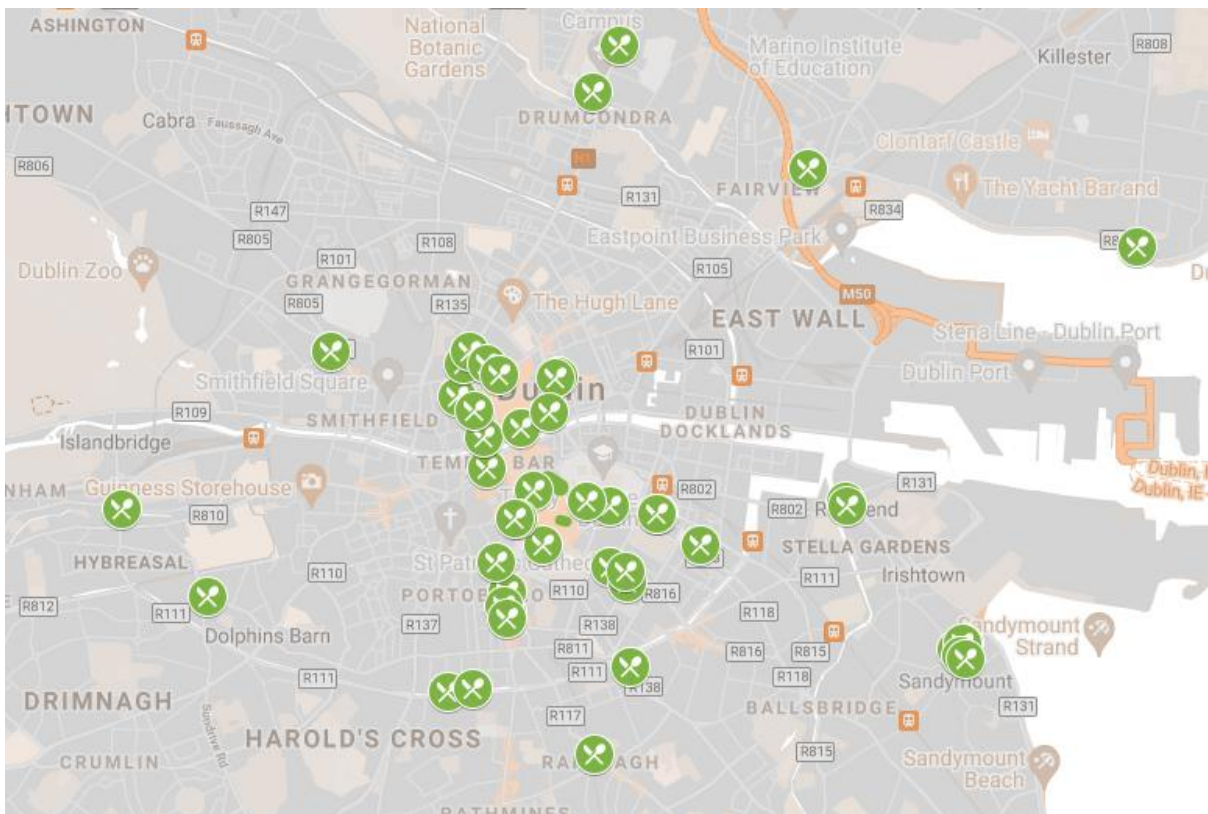
*The Circular, Rialto, D8*



*Lock Restaurant, Portobello, D8*

Each request was assessed as to whether it was suitable and safe to provide the space for dining. Typically parking spaces have been reassigned for outdoor dining space. Where the use of a loading bay was requested there was an assessment carried out to determine if there was sufficient loading in the area and additional loading space was provided where needed. Businesses in the area were consulted when a loading space was being removed. In a limited number of cases a disabled space area was requested for dining. In these instances a new disabled space was installed as close as possible to the original space. There was no reduction in the number of disabled spaces to facilitate these intervention.

In total, Zebra Interventions were installed at 50 locations creating approximately 1,210m<sup>2</sup> of outdoor dining space. An online map has been created showing all the locations and is available at, [Zebra Interventions Map](#). Full list in Appendix B.



*Map of Zebra Interventions*

## 7.3 Traffic Free Zones



### ***Grafton Street Area***

Following the strong public support and the successful pedestrianisation trials last summer, the following streets, were made traffic free or partially traffic free on 24 May, 2021:

- South Anne Street
- Dame Court
- South William Street (Exchequer St to Brown Thomas carpark)
- Drury Street



*Outdoor dining on South Anne Street and Dame Court*

### ***Capel Street and Parliament Street***

Traffic Free Trials on Capel Street and Parliament Street from 6.30pm to 11.30pm on Friday, Saturday and Sunday evenings commenced on June 11<sup>th</sup>. The trials, which were initially intended to take place for a 6-week period, were extended to September 26<sup>th</sup> following strong representations from the Lord Mayor and Elected Members. This intervention was carried out to provide additional space for pedestrians and for outdoor dining.

A public consultation on the traffic free weekends was held from September 30<sup>th</sup> for three weeks, for which approximately 7,000 submissions were received. A report on the consultation



process and options for the future were presented to the Elected Members once the consultation concluded.



*Outdoor dining on Capel Street and Parliament Street*

### **Temple Bar Area**

To assist with the enforcement of the existing pedestrianisation on various streets around Temple Bar, enhanced bollard protection was installed at Essex Street East, Temple Lane South, Crow Street, Cope Street and Fownes Street Lower. Access is permitted for deliveries only between 6am and 11am.

### **Sandymount Green**

Following a Public Consultation ran from the 30<sup>th</sup> of April to the 14<sup>th</sup> of May, 2021, it was agreed to implement a traffic free zone on the northern side of Sandymount Green over the summer months. Emergency access was maintained throughout the trial and a loading area was provided. The two disabled parking spaces which were located in this zone were re-located and additional bike parking was also provided. A non-statutory public consultation was held between the 23<sup>rd</sup> of September and the 14<sup>th</sup> of October to seek views on people's experience of the traffic free street and what options should be further explored for Sandymount village.



*Outdoor dining on Sandymount Green*

## **8. School Mobility Programme**

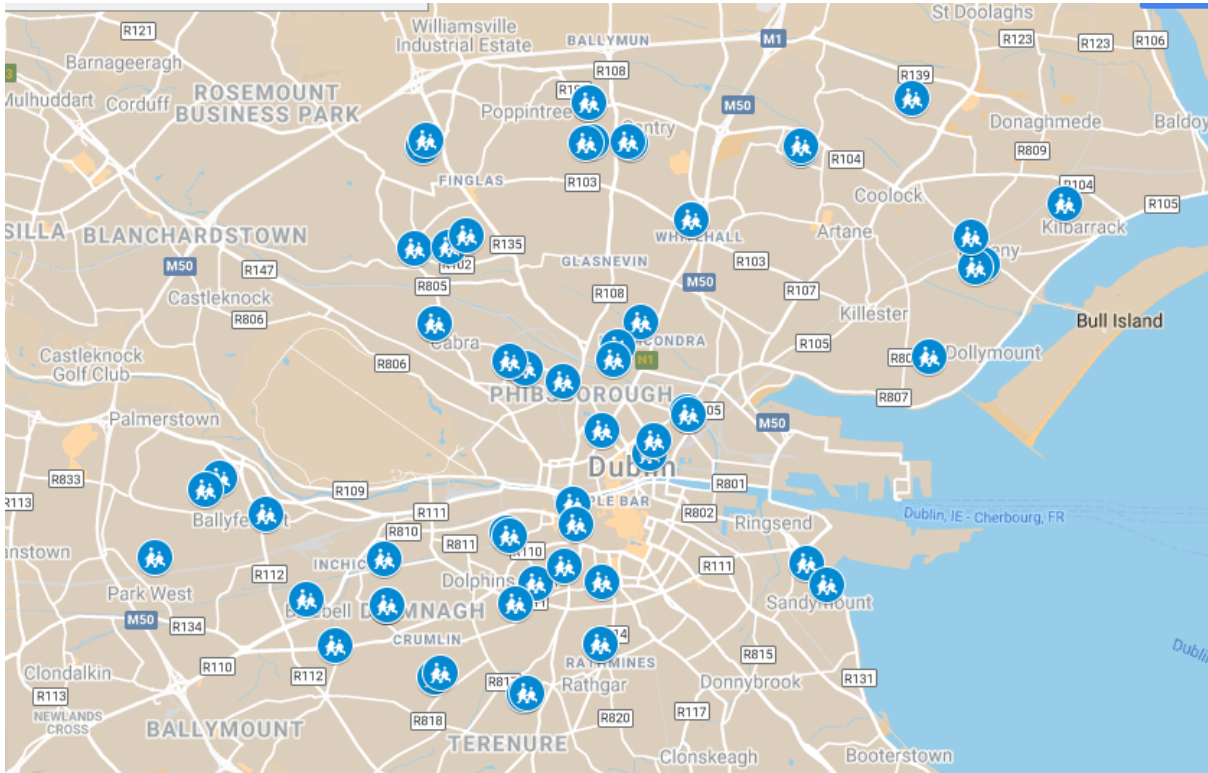
### **8.1 School Zones**

The demand for the School Zone treatment as a safety measure to prevent parking on footpaths and congestion at school gates increased steadily during the year. In order to streamline the process, two dedicated school outreach officers were appointed to engage and work with the schools directly.

School applicants increased from 92 in January to 132 when the application portal has closed on 31<sup>st</sup> May 2021. Forty-six new School Zones were installed in 2021, bring the total to 66 (20 installed during 2020). The breakdown of the School Zones completed per administrative area of Dublin City are:

- South Central Area, 18
- South East Area, 11
- Central Area, 16
- North West Area 12,
- North Central Area, 9

Locations of all Schools Zones installed in Dublin City Council, can be viewed here, [School Zone Map](#)



*Map of School Zone Interventions*

Eleven schools withdrew their applications for various reasons, leaving 58 schools awaiting School Zone treatment. Those within 30km/h roads are prioritised for design development.



*Children celebrating the installation of the 40<sup>th</sup> DCC School Zone at Scoil Forsa, Cromcastle Green, Kilmore in April.*

### **Assessment, Communication and Engagement**

The School Outreach officers conducted site visits of all School Zone applicants throughout the year taking pre and post School Zone installation photos, assessing potential for park and stride locations and assessing post installation issues. When schools were at a design phase, the school Principal and the school community were facilitated to understand the designs and make observations which were then taken into account prior to installation. Information leaflets explaining the design were provided to schools to raise awareness on benefits of the School Zone treatment including increased safety for pupils, additional space for social distancing, improved health and wellbeing for students due to active travel, and reduced air pollution due to less car idling.

The School Outreach Officers met with the Principals of schools over the summer months obtaining information about the traffic issues effecting safety at the school gate. Concept designs were commenced but have not yet been progressed as the engineers who were working on the School Zones were reassigned to the Traffic Advisory Group (TAG) and the Neighbourhood Traffic Schemes. The National Transport Authority appointed AECOM consultants finished their contract as design support to the project. Engineering staff are currently being sought in order to restart the School Zone project and Safe Routes to School project.

### ***School Zone Innovations***

Innovations in the School Zone treatment included the use of planters with trees to break extensive bollards on Armagh Road, the installation of protected cycle lanes within the School Zone on Sarsfield Road and the switch from painting the circle markings onto the road to using prepared adhesive circles. All of these improved the look and function of the School Zones.



*Armagh Road Crumlin before and after School Zone installation*

The School Zone on Armagh Road for Scoil Úna Naofa, Scoil Eoin and Coláiste Eoin was the most extensive School Zone treatment on a single road transforming the landscape from a concrete strip into a safe route to School for the community.



*Protected cycle lane into a School Zone outside St Gabriel's National School Ballyfermot Dublin 10*



*Improved Techniques in Colourful Circle Road Marking from painting direct to road surface to use of adhesive for made to measure circles*

In March the team investigated the use of WeCount - a UCD citizen science project - to monitor air quality and traffic volumes in School Zones. Loretto College Crumlin, St Bridget's GNS Killester have had monitors installed as part of this partnership project.

Five schools representing each administrative area – who had shown leadership in promoting their new School Zone - were given Pedalcent workshops to mark Bike Week 2021. The workshops showed how energy could be creation using pedal power.

The school lead initiatives to promote their School Zone included implementation of a marshalling system by parents to other parents not to enter the School Zone at St. Louis Primary School in Rathmines and the generation of a video explaining how to use a School Zone by the pupils of Ultan's Primary School in Cherry Orchard.

### ***Monitoring and Evaluation***

Observation visits at the school gate at drop off and collect times were conducted at over 40 completed School Zones in June. The School Zones are perceived as a success in terms of creating space directly at the school gate specifically by stopping parking on footpaths due to the Pencil Bollards. These bollards are viewed as an appealing element for children and a way of alerting people to the presence of a school. Problematic and illegal parking continues in the vicinity of some schools such as parking on double yellow lines, blocking entrances and double parking. This can only be addressed by school communities encouraging parents and guardians not to drop off and collect in the School Zones, to park sensibly and legally on roads near schools and to reduce and switch from cars to other modes of transport for school journeys.

The Schools Outreach Officers are currently responding to recently completed School Zones where there has been a relocation of problematic parking and congestion to other locations on the route to the school. They are carrying out site observation visits to assess the impact of the School Zones post installation. They will continue to work directly with the schools and carry out evaluations, to monitor the traffic and safety issues at the school gates and to encourage parents and pupils to walk, cycle and scoot to school

### **Partnership Approach**

Throughout the year the School Zone team participated in information sharing workshops with An Taisce Green-Schools and the National Transport Authority. Collaboration with Green-Schools included:

- Co-designing resource material including standard observations checklists at school entrances for pre- and post-School Zone evaluations;
- Linked up a selection of schools with the school-based Globe Air Quality Campaign which allows students to collect data about traffic-related air quality at their school and
- Developing behavior change interventions to complement and increase the effectiveness of the School Zone treatment.

Feedback provided by Dublin City Council regarding limitations of the School Zone treatment on 50km/h roads influenced a greater range of interventions in the designs for the Safer Route to School Programme.

## **8.2 Safer Routes to School**

In March 2021, the Safe Routes to School (SRtS) National programme was launched by the Department of Transport and the Department of Education. Invitation to apply was issued to all schools – Primary and secondary – nationwide. The aim of this programme is to:

1. Improve safety at the school gate by providing “front of school” treatments to alleviate congestion and improve access;
2. Improve access routes to school by improving walking and cycling infrastructure;
3. Increase the number of students who cycle to school by expanding the amount of cycle parking.

The applications were assessed by Green-Schools and the shortlist compiled based on criteria agreed with the Department of Transport and the National Transport Authority as follows:

- Mix of school type (primary, post-primary, other)
- Mix of location (Urban(village, town, city) suburban, rural)
- Socio- economic mix (non-DEIS, DEIS schools)
- Schools commitment to sustainable travel
- Cluster of schools

This programme enhances the scope of the School Zone treatment by extending interventions beyond the school gate and making the nearby neighbourhood safer for walking and cycling.

Twenty-eight schools in the DCC area were successful in round 1 of the SRtS programme. Twenty-two of these applicants had also applied directly to Dublin City Council for a School Zone. Two of the successful applications are Secondary School which were ineligible to apply for a School Zone. A number of successful applicants are in 50km/h zones. Once technical resources are available, we will work together with NTA and Green-Schools to determine most appropriate intervention at each specific location.

## 9. Promotional Events

### 9.1 Make Way Day



[Make Way Day](#), a national awareness campaign, which took place on September 24<sup>th</sup>, aims to educate and inform the public of the obstacles which have been inadvertently placed in the way of people with disabilities. These obstacles create significant difficulties for people with disabilities when attempting to negotiate their way through towns and cities.

DCC organised a lunchtime webinar on Tuesday, September, 21st [‘Make Way Everyday - overcoming everyday obstacles to accessible streets’](#) to hear from about the impact blocked streets have on people with disabilities and learn more about the Make Way Day campaign.

Two DCC videos were produced for Make Way Day. One video heard from people with disabilities about the everyday challenges they encounter and a call to action for people to keep footpaths clear. The second video included a message from Lord Mayor encouraging people to take part in Make Way Day and keep footpaths clear. These videos were both shared on social media.

A social media campaign was ran on Make Way Day to raise awareness of the everyday challenges faced by people with disabilities. We also encouraged people to complete the Disability Federation of Ireland survey detailing any obstacles on the footpaths in their local area.

## 9.2 Bike Week



Bike Week took place from 12<sup>th</sup> - 18<sup>th</sup> September. Overall 30 events took place in Dublin city across the five administrative areas reaching an audience of 3,620 participants. Events included lunchtime city cycles, community cycles, cycle training, schools' workshops, and bike maintenance sessions.

Pedalpalooza was the flagship event which kicked off Bike Week on Sunday 12<sup>th</sup> September. The event was a cycling for all bike festival which took place in Fairview Park. A range of activities took place on the day to cater to different audiences. These included obstacles courses, games, workshops on upcycling and spin art for children, while pedal-powered energy challenges, cycle tours, interactive 'efficiency of space' installation, yoga and a cycle fashion show were available for all age groups. Bike demonstrations allowed participants to try out new bikes including electric bikes, cargo bikes, hand-cycles and trikes, while a bike maintenance drop-in service allowed people to get their bike serviced. Food vans, picnic areas and live music all added to the festival feel of the event and enabled people to relax and enjoy the day. A large screen showed cycling promotion videos throughout the day as well. Pedalpalooza received over 1,800 visitors during the day and hugely positive feedback from both attendees and partner organisations.





Pedalpalooza received coverage in 19 media outlets including the Independent, Herald, Irish Times newspapers, 98FM, FM104/Q102 and Newstalk radio stations, as well as on Virgin Media TV News. Images from Pedalpalooza were chosen as The Herald’s ‘image of the day’ and as one of the ‘images of the weekend’ in the Irish Times.



Social media was used throughout Bike Week both to promote events and to share information on cycling. Promotional videos shared included how to ensure children’s helmets are fitted correctly, DCC staff sharing their stories of how they started cycling to work, Dublin Cycling Stories, our Junior Bicycle Mayor sharing her top reasons for cycling and go-pro footage of new cycling infrastructure in the city. These videos received over 39,000 views on Twitter.

Resources shared on social media included new mapping apps for cycle parking, 15 minute city and finding safe cycling routes. The Lord Mayor also endorsed Bike Week on social media.

## 10. Communication

### 10.1 Website

The [COVID Mobility webpage](#), was updated regularly throughout the year to keep the general public informed of COVID mobility interventions.

### 10.2 DCC Consultation Hub/Citizen Space

Thirteen schemes were published, to date, on the DCC Consultation hub in 2021.

Consultation	Date
Baggot Street – Increasing Pedestrian Space	May 2021
Belmont Avenue	September – October 2021

Capel Street – Increasing Pedestrian Space	May 2021
Collins Avenue Extensions – Protected Cycle Track	Ongoing
Dame Street (as part of the College Green project) - Options for public realm improvements to	November 2020 – January 2021
Capel Street & Parliament Street - Feedback on Traffic-free Trail	August – September 2021
Sandymount Village - Feedback on traffic-free Trial	September – October 2021
Griffith Avenue Protected Cycle Track	Ongoing
Merrion Row Consultation	April 2021
Sandymount Village – outdoor dining proposal	April – May 2021
Sean Moore Road Cycle Route	July 2021
South Circular Cycle Improvements	July 2021
Strand Road Cycle Trial – Beach Road options	December 2020 – January 2021

The graph below shows the number of submissions received and analysed for each consultation.



### 10.3 COVID-19 Mobility E-Mail

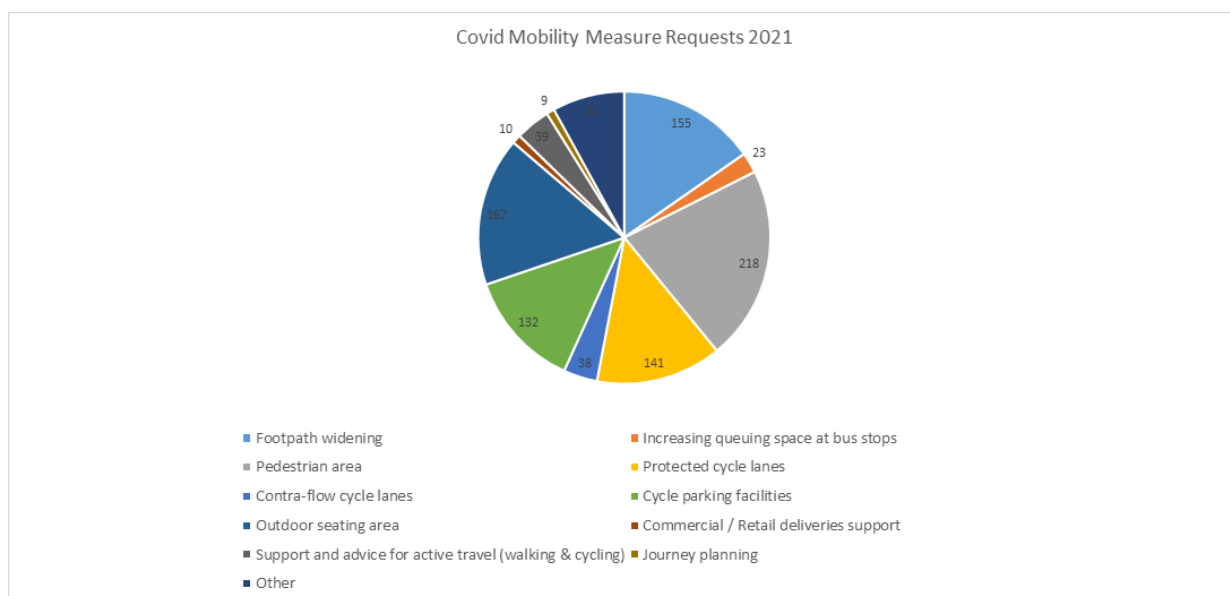
The dedicated e-mail address continued as the primary channel to contact the COVID

Mobility Team, attracting huge volumes of queries and feedback.

#### 10.4 COVID-19 Mobility Measure Request Form

There have been 1,049 requests so far in 2021. That brings the total number of Covid mobility requests up to 6,130. The breakdown of the 2021 requests is as follows:

Mobility measure requested	Number
Footpath widening	158
Increasing queuing space at bus stops	23
Pedestrian area	220
Protected cycle lanes	147
Contra-flow cycle lanes	40
Cycle parking facilities	142
Outdoor seating area	168
Commercial / Retail deliveries support	12
Support and advice for active travel	42
Journey planning	9
Other	88
<b>Total requests</b>	<b>1049</b>



#### 10.5 Weekly Councillor Covid Mobility Reports

In 2021, we have issued 12 updates on COVID-19 mobility measures to Elected Members. These updates are published on the website, <https://www.dublincity.ie/residential/transportation/covid-mobility-measures/latest-news/reports-lord-mayor-and-elected-members>

## **10.6 Business Liaison**

The Covid Mobility Measures Section continued to engage and consult businesses throughout the year on a number of COVID Mobility Measures citywide. Support was heightened to facilitating the re-opening of the city, as Government restrictions are eased.

## **10.7 Social Media Promotion**

We continued to utilise Dublin City Council Social Media Channels in 2021 to:

- to highlight COVID-19 mobility measures that have been implemented;
- to encourage the public to walk or cycle, where possible;
- to encourage more respect for vulnerable road users

We published 112 tweets and 102 facebook posts on the Dublin City Council Channels in 2021. Breakdown of posts as follows:

## **11. Next Steps**

The majority of Covid-19 restrictions have been eased or removed by the Government. While Covid numbers are currently rising, the indications are that these will peak in late November/early December and the situation is expected to improve early next year.

Looking to 2022 it is now considered the opportune time to propose the following:

- That the Covid Mobility Team will be disbanded from January 1<sup>st</sup>, 2022. A final report on the activities undertaken by the Team will be presented to the December City Council meeting.
- A Workshop will be held with the Elected Members regarding what has been achieved and lessons which can be learned from the Covid Mobility Initiative. The workshop will also cover the Office of City Recovery.
- That responsibility for the measures installed and projects such as Capel Street/Parliament Street will be transferred to the City Centre Transport Team. This Team will also be responsible for assessing the interventions in Q2 of 2022 with a view to recommending any necessary changes, removal or making permanent as well as completing any existing projects, such as Griffith Avenue.
- That the TAG Area Engineers will undertake to close out a number of projects already underway such as Belmont Ave and Pidgeon House Road and that the Neighbourhood Engineers will now take over schemes such as Grangegorman. The pedestrian crossing projects will be handled by the Area Engineers as part of their normal work and additional resources allocated to assist in this important project.
- That School Zones and the Safe Routes to School along with Schools Outreach Officers and Green Schools Liaison will continue to function as a Unit within Traffic and that additional engineering staff will be assigned to allow the work to continue on School Zones.

- The requests received by the Covid Mobility Team will be used to form part of a Walking and Cycling Action Plan and the projects for Active Travel over the next five years.
- The Covid Mobility e-mail will cease to function from the 1<sup>st</sup> of January 2022 and will redirect the requests via the normal traffic requests mechanism.
- The monthly report to the City Council meeting in 2022 will comprise solely of cycle projects as originally requested. Reporting on most of the other projects will revert to the Area Committees.

**Brendan O'Brien**

**Executive Manager (Traffic)**

**John W. Flanagan**

**Assistant Chief Executive & City Engineer**

**24<sup>th</sup> November 2021**

## Appendix A – List and Locations of Footpath Buildouts

No.	Northside/ Southside	Name	Location	Build Out Area m2 (approx)
1	South Side	Drury St. P1	39-42 Drury St	159
2	South Side	Drury St. P2	52 Drury St.	51
3	South Side	South Anne St.	11-17 Sth Anne St	150
4	South Side	South William St. (3No.)	Various	170
5	South Side	Suffolk St.	Suffolk St.	180
6	South Side	Merrion Row P1	Merrion Row	195
7	South Side	Merrion Row P2	Merrion Row	110
9	South Side	Baggot St.1	Baggot St.	80
10	South Side	Baggot St.2	Baggot St.	30
11	South Side	Baggot St.3	Baggot St.	80
12	South Side	Baggot St.4	Baggot St.	50
13	North Side	Capel St. 1	Capel Street	42
14	North Side	Capel St. 2	Capel Street	116
15	North Side	Capel St. 3	Capel Street	119
16	North Side	Capel St. 4	Capel Street	36
17	North Side	Capel St. 5	Capel Street	34
18	North Side	Capel St. 6	Capel Street	136
19	North Side	Capel St. 7	Capel Street	76
20	South Side	Dame St	Crane Ln to Crampton Ct	46
<b>TOTAL AREA</b>				<b>1,860</b>

## Appendix B – List and Locations of Zebra Interventions

No.	Name	Location	Parking spaces/ loading	Quantity of zebras required
1	Locks	1 Windsor Terrace, Portobello	13.5m P&D/Permit	17
2	I Monelli	1 Portobello Road	12m P&D/Permit	14
3	M&L Chinese Restaurant	13-14 Cathedral Street	10m parking	14
4	Kebab Shop	Great Strand Street	8m loading	12
5	Ranelagh (various shops)	Ranelagh Road (from Host restaurant to Burke's Pharmacy)	22m P&D	29
6	Restaurant 104	Drumcondra Road Lower	19m parking	24
7	Chilli Banana	Drumcondra Road Lower	13m parking	15
8	Mamma Mia restaurant	2 Grattan Street	DYL	14
9	Fish Shop	John St North	8m loading 11m parking	17
10	Bar 1661	Green Street	2 parking spaces	12
11	Mulligans	Sandymount	12m parking	14
12	Circular & Other Hand Bar	536-538 South Circular Road	10m parking	12
13	Matt the Thresher	31-32 Lower Pembroke St	2 parking spaces & part of loading bay	15
14	Panti Bar	Strand Street Great	Disabled parking bay and Loading relocated to 16.2m P&D parking	16
15	Boco	Yarnhall Street	12m loading bay	17
16	Kings Inn Pub	Henriette St	7.5m P&D	14
17	The Well	St Stephen's Green	3 parking spaces	16
18	Franks, Hang Dai	Camden Street Lower (various)	24m parking	27
19	The Shipwright	Thorncastle St, Ringsend	4 perpendicular spaces	18
20	The Yacht Tavern	Thorncastle St, Ringsend	3 perpendicular spaces	15
21	Ely Bar	Ely Place	2 parking spaces	14
22	The Hairy Lemon	Stephen Street Lower	DYL	14
23	The Sheds	Vernon Avenue	3 parking spaces (incl 1 disabled parking)	9
24	O' Neills	Capel Street	3 General Parking Spaces	20
25	Slatterys	Capel Street	2 Disabled Parking Bays plus DYLs	20

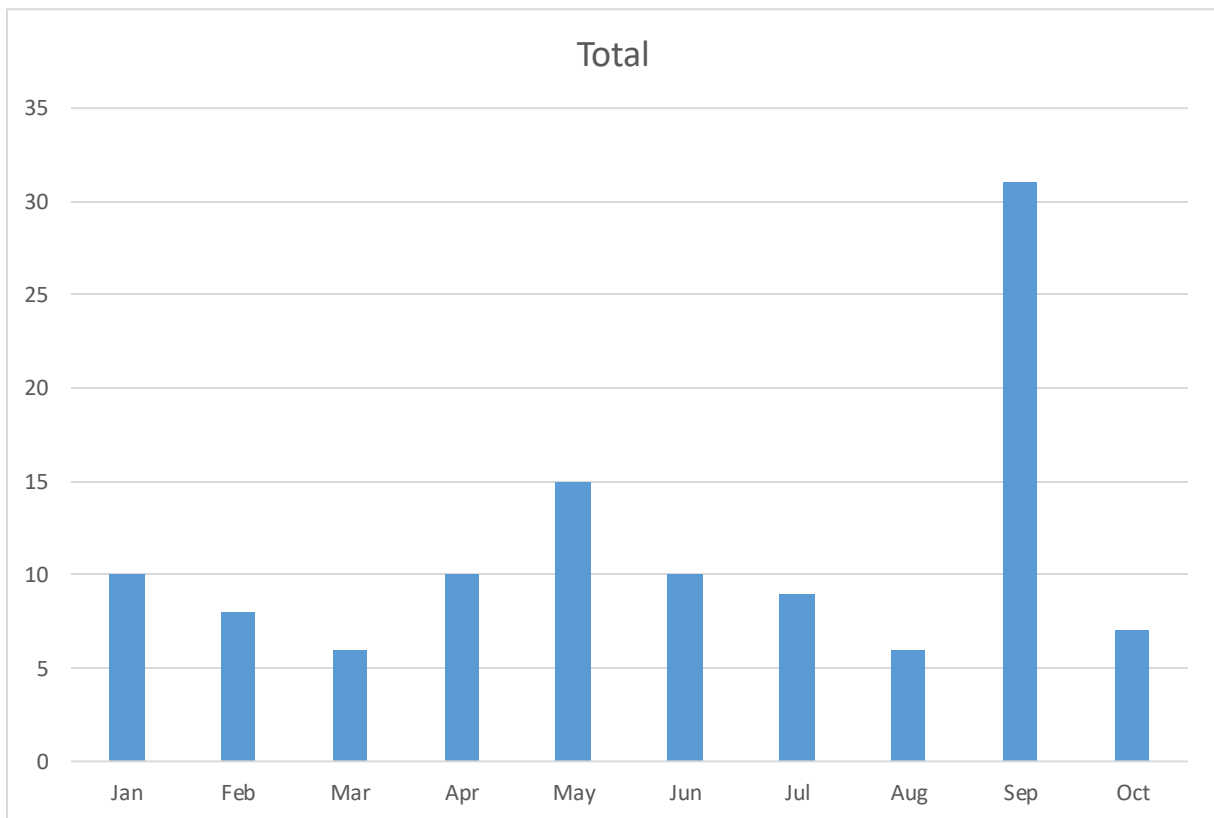
No.	Name	Location	Parking spaces/ loading	Quantity of zebras required
26	The Chocolate Factory/ Blas Café	Kings Inn St	2 parking spaces	16
27	Devitts	Pleasant St	11m loading bay	12
28	Wavetable	19C Millbourne Avenue, Drumcondra	DYL in indented bay	5
29	P Macs	Stephen St Lower	DYL	14
30	Brannigans	Cathedral Street	Taxi rank (partial)	11
31	Street 66	Parliament St	approx. 12m loading/ taxi rank	12
32	Patriots Inn	Kilmainham Lane	taxi rank	15
33	Various	Exchequer St	approx. 18m loading (relocated)	22
34	Dig In	19 Camden Street	approx 4m loading	6
35	Mamas Revenge	Sth Leinster Street	n/a	15
36	Mister S	32 Camden Street Lower	5m parking (P&D)	7
37	Dunne & Crescenzi	Seafort Avenue & Seafort Crescent	10m parking Seafort Crescent 3m parking Seafort Avenue (P&D/ Permit)	21
38	O' Briens/ Forest Avenue	Sussex Terrace	20m loading	24
39	Rotana	Parnell Street	12.5m loading/ taxi rank	14
40	Mace	Raheny	uncontrolled parking	12
41	Food Monkey	Bishop Street	9m loading relocated to 10m P&D parking	9
42	Probus	Fenian St	n/a	16
43	Space Between	Fenian St	n/a	13
44	Bobos	Abbey Street	8m loading	9
45	Senbazuru	Marino Market	2 parking spaces (P&D) 11m parking	15
46	Various	Sandymount	22m parking (P&D/ Permit)	34
47	Various	Baggot St Lower	25m P&D parking Loading relocated from Spar to Boots/ Brooks	29
48	Tiller & Grain	Frederick St	10m loading	12
49	Slice	Manor Place	12m P&D/ Permit parking & 2m loading	14
50	Little Dumpling	Stephen Street Lower	5m DYL	7



## Appendix C – Social Media Statistics

### *Twitter Analysis*

<b>Month</b>	<b>Count of Tweet text</b>
Jan	10
Feb	8
Mar	6
Apr	10
May	15
Jun	10
Jul	9
Aug	6
Sep	31
Oct	7
<b>Grand Total</b>	<b>112</b>



*Count of tweets per Month*

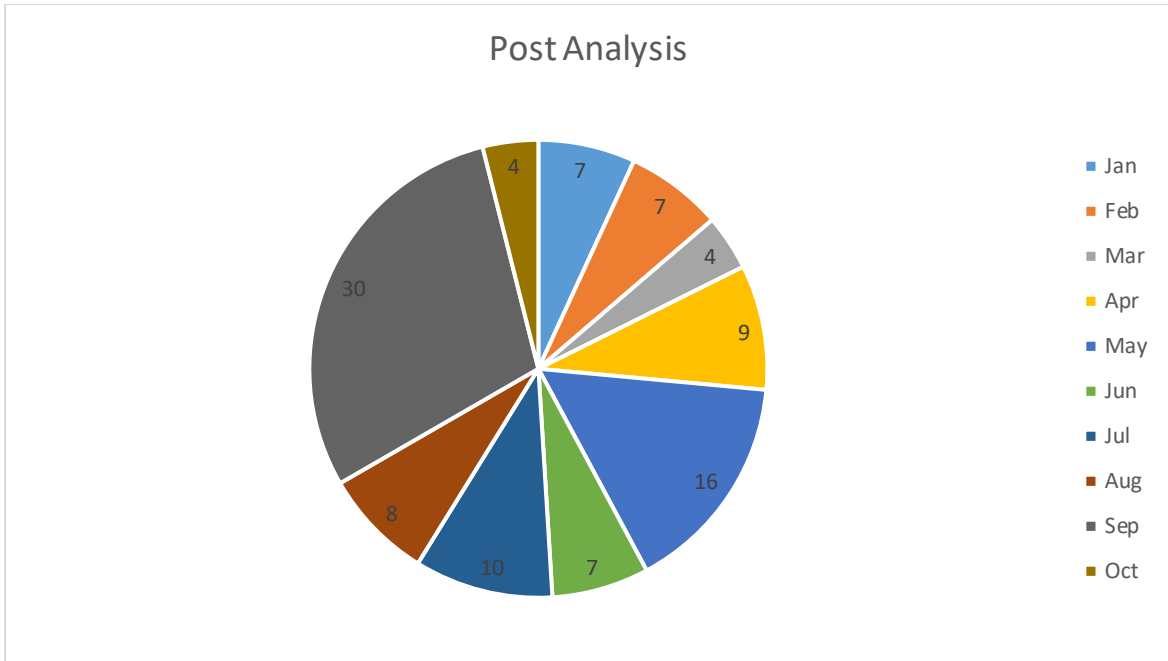
Month	Sum of Impressions	Sum of Engagements	Sum of Media views	Sum of Media engagements (Like/Re-tweet)
Jan	313124	16463	24261	8820
Feb	281338	16614	8830	8097
Mar	98580	2090	2066	533
Apr	508312	26749	30017	17025
May	807581	49843	35238	35238
Jun	240708	9803	10278	6192
Jul	364227	17039	13861	11436
Aug	3082964	109453	100905	86004
Sep	502322	17730	45476	7765
Oct	97088	4081	6230	2118
<b>Grand Total</b>	<b>6296244</b>	<b>269865</b>	<b>277162</b>	<b>183228</b>

*Tweet analysis per Month*

**Facebook Analysis**

Month	Count of Post Total Reach	Count of Post Total Impressions	Count of Organic Video Views	Count of Engaged Users
Jan	7	7	7	7
Feb	7	7	7	7
Mar	4	4	4	4
Apr	9	9	9	9
May	16	16	16	16
Jun	7	7	7	7
Jul	10	10	10	10
Aug	8	8	8	8
Sep	30	30	30	30
Oct	4	4	4	4
<b>Grand Total</b>	<b>102</b>	<b>102</b>	<b>102</b>	<b>102</b>

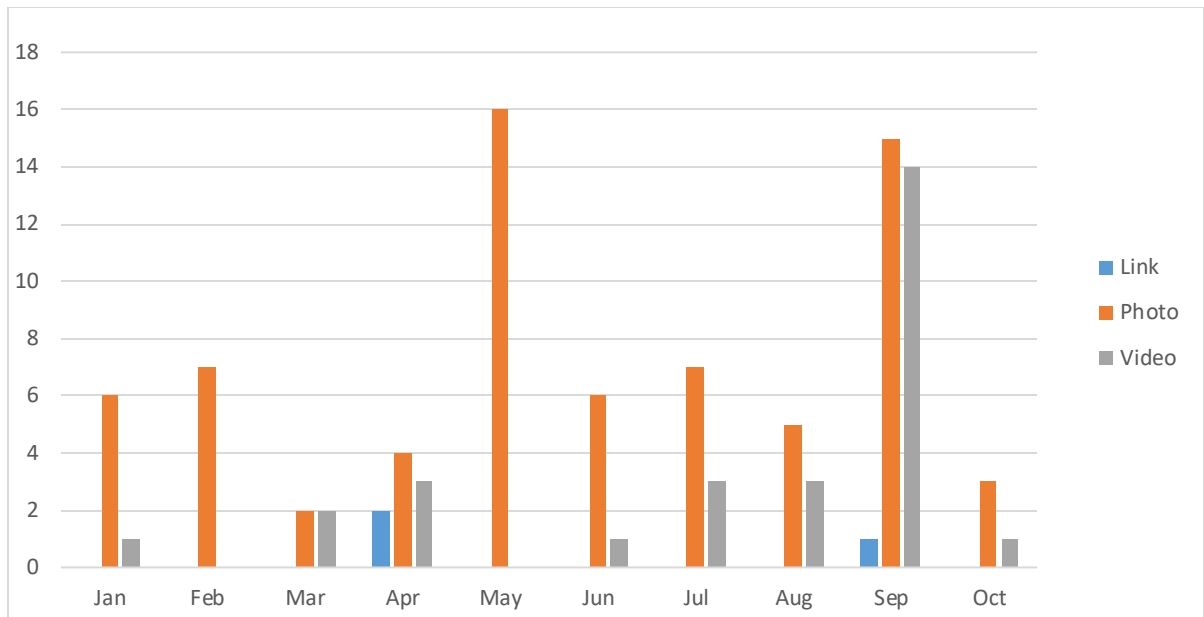
*Facebook Post Analysis per Month*



*Facebook Post Analysis per Month*

Month	Content Type Link	Photo	Video	Grand Total
Jan		6	1	7
Feb		7		7
Mar		2	2	4
Apr	2	4	3	9
May		16		16
Jun		6	1	7
Jul		7	3	10
Aug		5	3	8
Sep	1	15	14	30
Oct		3	1	4
<b>Grand Total</b>	<b>3</b>	<b>71</b>	<b>28</b>	<b>102</b>

*Facebook Content Type per Month*



*Facebook Content Type per Month*