

ACTIVE TRAVEL DATA INSIGHTS TOOLKIT



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Partnership for
Healthy Cities



SMART
D8
A Smart Dublin District

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INTRODUCTION

Project Background

Dublin, a city with over 1,000 years of history and the capital of Ireland, has around 600,000 residents and a strong culture of walking and cycling with 530,000 trips taken each day in the Dublin Metropolitan Region. They yield an estimated €64.5 million in annual health service savings — more than 1.17 million doctor appointments.

Despite this, private cars still dominate, prompting major investment in active travel infrastructure to support modal shift. The Irish Government has set ambitious targets to promote health and safety, reduce emissions, and make cities more liveable by investing in active travel. Between 2020 and 2024, Ireland's National Transport Authority (NTA) allocated over €1 billion through its Active Travel Investment Programme, with over 600km of safe walking paths and cycling lanes delivered to date. This investment is Ireland's biggest ever push for walking and cycling as part of Ireland's National Sustainable Mobility Policy for Project Ireland 2040. Through this national framework, Dublin City Council's Active Travel Programme Office (AcTPrO) aims to deliver 314km of active travel infrastructure in the capital. The goal is to put 95% of Dubliners within a 5-minute walk of a safe route.

Measuring impact of the Network has been difficult due to fragmented data and ad hoc collection, so in March 2024 Dublin City Council launched the Data Insights for Active Travel project, co-led by AcTPrO and the Smart Cities team and supported by the Partnership for Healthy Cities. Piloting new technologies and community engagement on two routes — Kilmainham to Thomas Street and Clontarf to City Centre — the project replaces piecemeal measurement with a systematic, integrated process that connects public partners and aligns with local, national, and World Health Organisation (WHO) recommended approaches.

This toolkit introduces the methods and lessons from Dublin to help peer cities replicate and adapt the approach to their own contexts.



EXECUTIVE SUMMARY

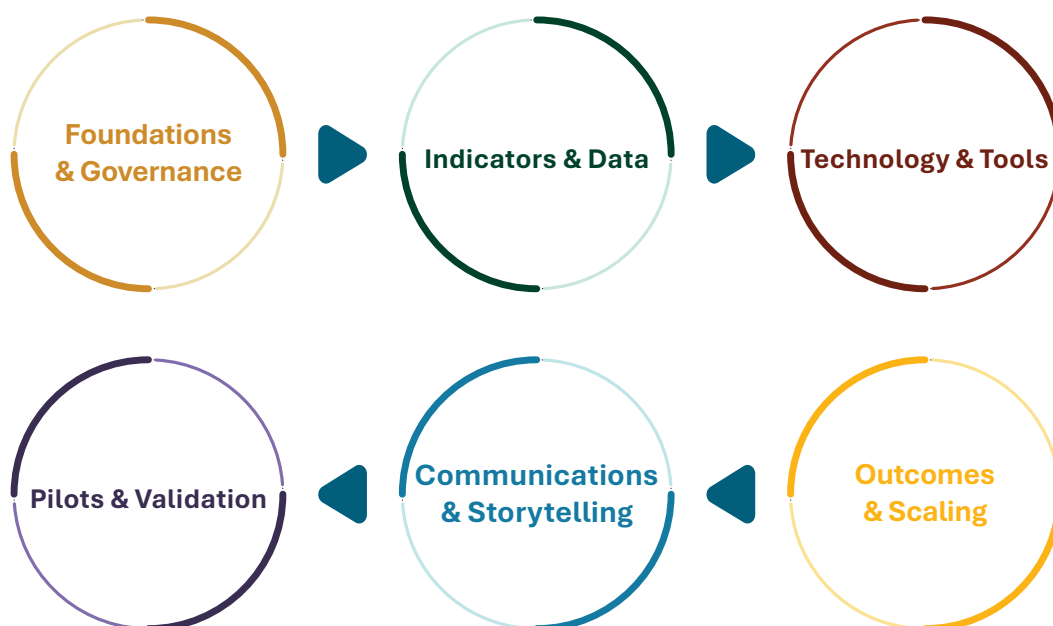
This toolkit provides a practical framework for cities seeking to measure and enhance the impact of active travel initiatives. Developed from Dublin's experience implementing an Active Travel Network, the toolkit addresses the challenge of fragmented data and ad hoc measurement by introducing a systematic, integrated approach aligned with local, national, and international standards.

Key components include:

- **Foundations and Governance:** Define challenges, select meaningful pilot projects, and establish clear governance structures with roles, responsibilities, and stakeholder engagement.
- **Indicators and Data:** Prioritise challenge-led indicators, understand data limitations, and implement robust data governance and validation practices.
- **Technology and Tools:** Use clear criteria for technology selection and ensure proper installation with legal and operational checks.
- **Pilots and Validation:** Design pilots around core questions, validate data, and document decisions.
- **Communications and Storytelling:** Plan communications early, use plain language, and build compelling narratives supported by visuals.
- **Outcomes and Scaling:** Track both hard outcomes (e.g., modal share shifts, dashboards) and soft outcomes (e.g., collaboration, trust) and embed practices for long-term sustainability.

Each section follows a simple pattern: general guidance you can apply in your own city, and short examples of what this looked like in Dublin.

The toolkit can be read end to end or by sections, depending on your needs. The aim is to help you make better-informed decisions, avoid common pitfalls, and build projects that are challenge-led, collaborative, and sustainable over the long term.



PRINCIPLES FOR SUCCESS

At several points in a project, decisions will need to be made where there are no clear rules or a path to follow. These principles are here to guide those decisions, helping you steer toward what will make the work effective, sustainable and genuinely useful, regardless of the context or circumstances.



Be Challenge-led, not tech-led

Start with a real problem and the outcomes you would like to achieve, then choose methods and technologies that serve that purpose.



Collaborate across sectors and disciplines, no one can do this work alone

Identify the stakeholders that can help you achieve your outcomes and design the work, so their perspectives are involved from the start.



Validate Throughout

Treat checking, questioning and cross-referencing your data, methods and assumptions as an ongoing habit, not a one-off step at the end.



Be Agile but Accountable

Allow plans, tools and timelines to adapt as the project progresses, while staying clear about who is responsible for decisions.



Prioritise Communication

Make time to share updates, explain decisions and surface issues openly, so that stakeholders understand what is happening and why.



Invest in Relationships

Build trust with partners, communities and colleagues through regular contact, honesty and follow-through, knowing that people are often what unlocks progress.



Build Role Resilience

Design the team so that essential knowledge, tasks and decisions do not depend on a single person being available.



Think long-term

Plan your work so that data, tools and ways of working can be sustained and built on beyond the life of any single project or funding cycle.



Be outcome-driven

Continuously ask how each activity, dataset or decision contributes to the outcomes you are trying to achieve and adjust if it does not.

01 PROJECT FOUNDATIONS

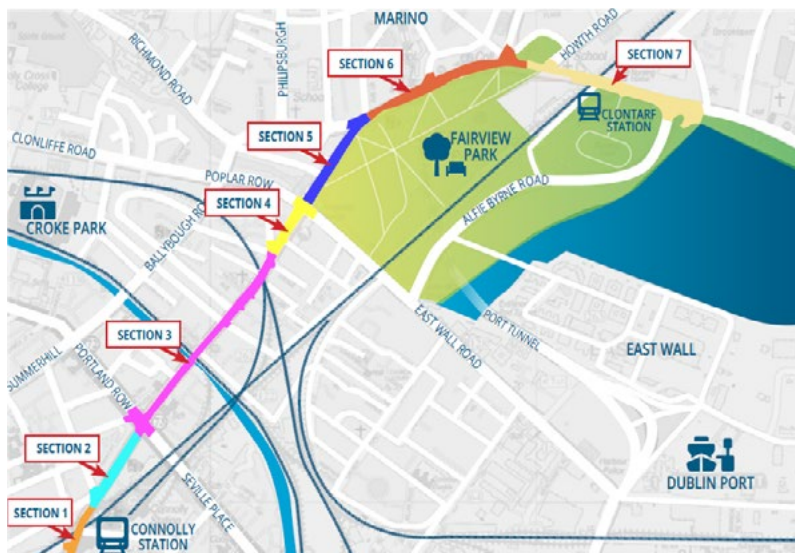
Define your Challenge and Understand your Context

Before beginning a project like this, it is important to define the challenge you are trying to address and identify where your current understanding or data falls short.

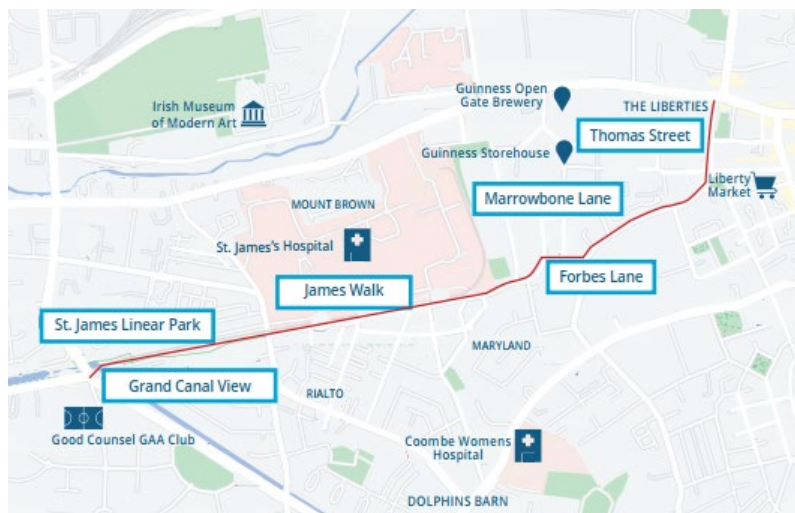
“In Dublin, there was a need for better evidence on the usage and safety the Active Travel Network – evidence more compelling than existing ‘traditional’ traffic data.”

It is also important to understand your city’s specific context. The unique strengths and constraints of your city will shape what is possible.

“Dublin is a region with four local authorities, complex governance, legacy infrastructure and traffic pressures. However, the city also benefits from an established Active Travel programme, the Smart Dublin network and existing collaborations with research centres.”



Pilot 1: Clontarf to City Centre



Pilot 2: Kilmainham to Thomas Street

Selecting Pilot Projects

Pilot projects should be meaningful and practical. Consider strategic importance, existing or planned infrastructure, technology feasibility, and how a project might answer the questions defined by your challenge. Visibility of pilots can also help build support for your work if they are of importance to citizens and decision-makers.

Be Flexible and Adaptable in Planning

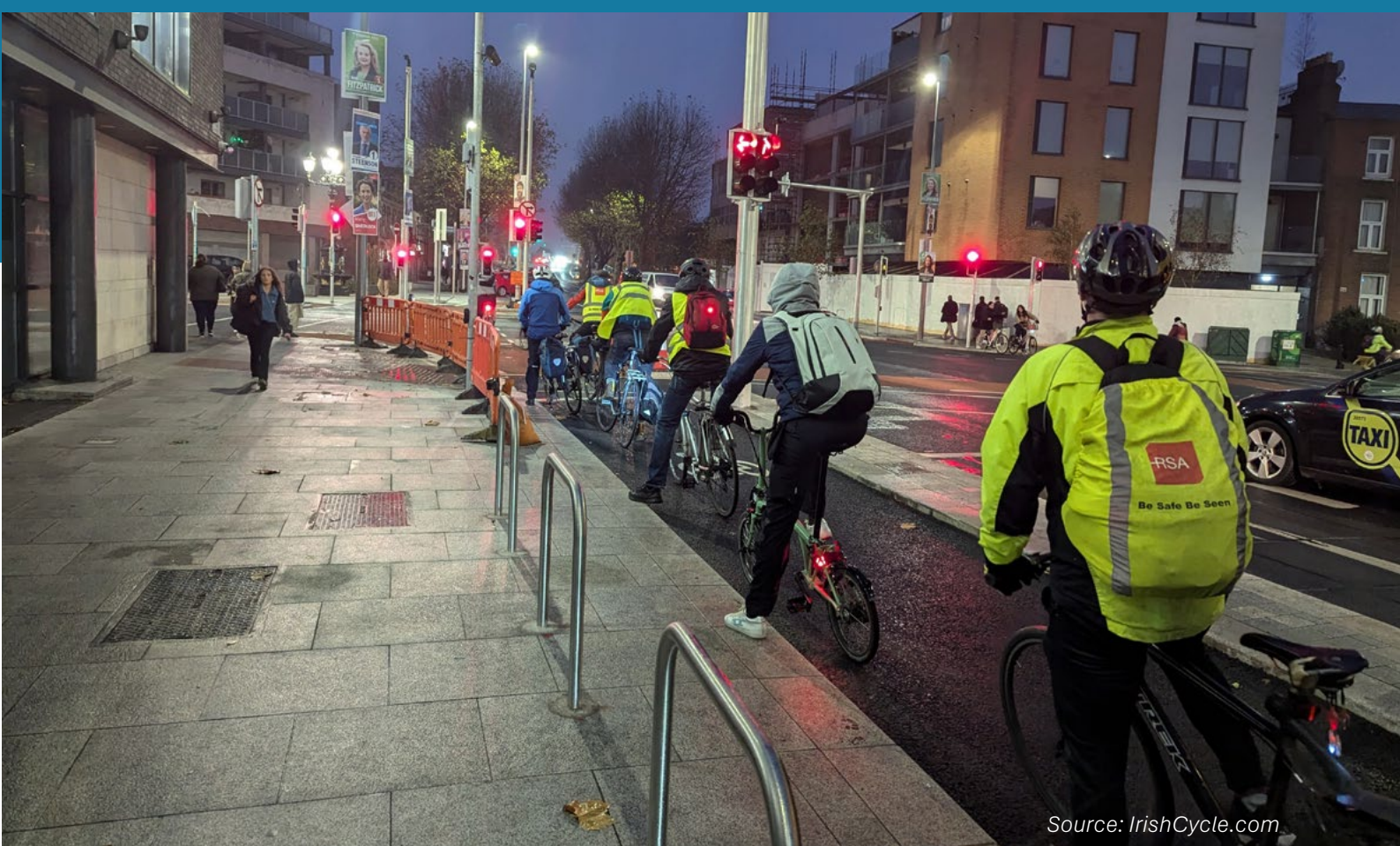
Your plan should be designed to flex as the project progresses, and you learn. Delays and changes are inevitable, so build in ways to review progress, adapt priorities and adjust timelines.

It also helps to clearly separate “must-have” from “nice-to-have” tasks so the team can protect its capacity and avoid burnout when things get busy.

“One of the pilot timelines in Dublin had to shift due to different issues. The team used regular coordination meetings to keep the project moving, adjust expectations and ensure that essential work stayed on track.”

Establish Centralised Documentation and Knowledge Management

From day one, it is important to have a robust approach to documentation and knowledge management. Information cannot sit with individual people – so have a central, accessible place to store it (e.g. shared cloud drive or workspace). Record key decisions and use collaborative editing, consistent file naming and version control to keep a clear history and have everyone up to speed.



Source: IrishCycle.com

02 ROLES AND WAYS OF WORKING

Designing a Governance Model

A good governance model will be a key enabler for your project. Define a simple structure which balances strategic oversight with day-to-day operations and delivery and make sure the responsibilities of each are clear.

“In Dublin, this meant setting up a small coordination team to run the work and a wider steering group to provide direction, backing and key approvals.”

Define Key Roles and Responsibilities

At the start of your project, define the key roles and what each is responsible for. Revisit and adjust these roles if needed as the work evolves and build in back-ups for critical tasks so that progress is not dependant on one person.

Map & Choose your Stakeholders

Map who needs to be involved in the project and why. Ask yourself: “Who can we learn from?”, “Who should have a voice?”, “Who can support or unblock us?”. Think in terms of different roles: champions and advocates, technical and research experts who can inform methods, and approvers who can authorise key decisions.

Establish a Steering Group

A steering group can be established early. It should be small enough to function well, but broad enough to represent key interests with a mix of senior decision-makers, operational leads and cross-sector voices. It should be apolitical, with a focus on shared challenges.

Establish Working Rhythms and Stakeholder Communication

Agree on working rhythms early so that people know how often you will meet, how you will communicate, and what response times are considered realistic. Have a regular cadence of check-ins which suit your stakeholders, and combine formal channels (email, reports, meetings) with informal ones where necessary (WhatsApp, calls).

“On the Dublin project we held weekly coordination team meetings, and monthly calls with the funding body and steering group.”

Cross-Organisation and Cross-Sector Collaboration

Recognise from the outset that no single organisation can deliver this work alone. Invest time in building relationships early across teams and sectors, through in-person meetings, clear roles, and an understanding of common goals, pressures, capacity and constraints. Be multidisciplinary, and use shared tools for documents and communications, bearing in mind access limitations with IT systems. Co-design shared goals so that no one sector dominates and involve people who know how to work across silos.



03 INDICATORS & DATA

Define and Select Your Indicators

When defining your indicators, start broad and engage your stakeholders to produce a long list. A simple matrix or scoring system can then be used to narrow these down to a shorter list.

The purpose of indicators needs to be defined. That purpose may be different from project to project. For example, for us it was very important to keep the process challenge-led rather than tech-led by asking “What do we need to know to solve or inform our challenge?”. The reasoning behind choices needs to be recorded. We wanted to be able to make comparisons over time and between different active travel routes.

There are many possible indicators and limited time and resources. Therefore, it is necessary to choose the best ones according to the aims of each project. Ask key questions, for example, “How strongly do the indicators relate to the aims identified at the project start?”, “Can we use data sources already available?”, “Will the data show trends over time?”. An example of a matrix used for indicator evaluation is included in the appendix as Table 1: Matrix used for indicator evaluation for Dublin, including national and international frameworks.

Research and Understand Data Limitations

Map your existing data sources early on. These may be internal datasets, national statistics, previous studies, tech-provider data and academic research – look for gaps and identify their limitations.

It also important to understand the general limitations of different kinds of capture methods – e.g. surveys are just a snapshot and can be skewed by timing, sensors are automated but can misclassify or miss data, and third-party data can be proprietary or not fully transparent.

Manage Data Governance

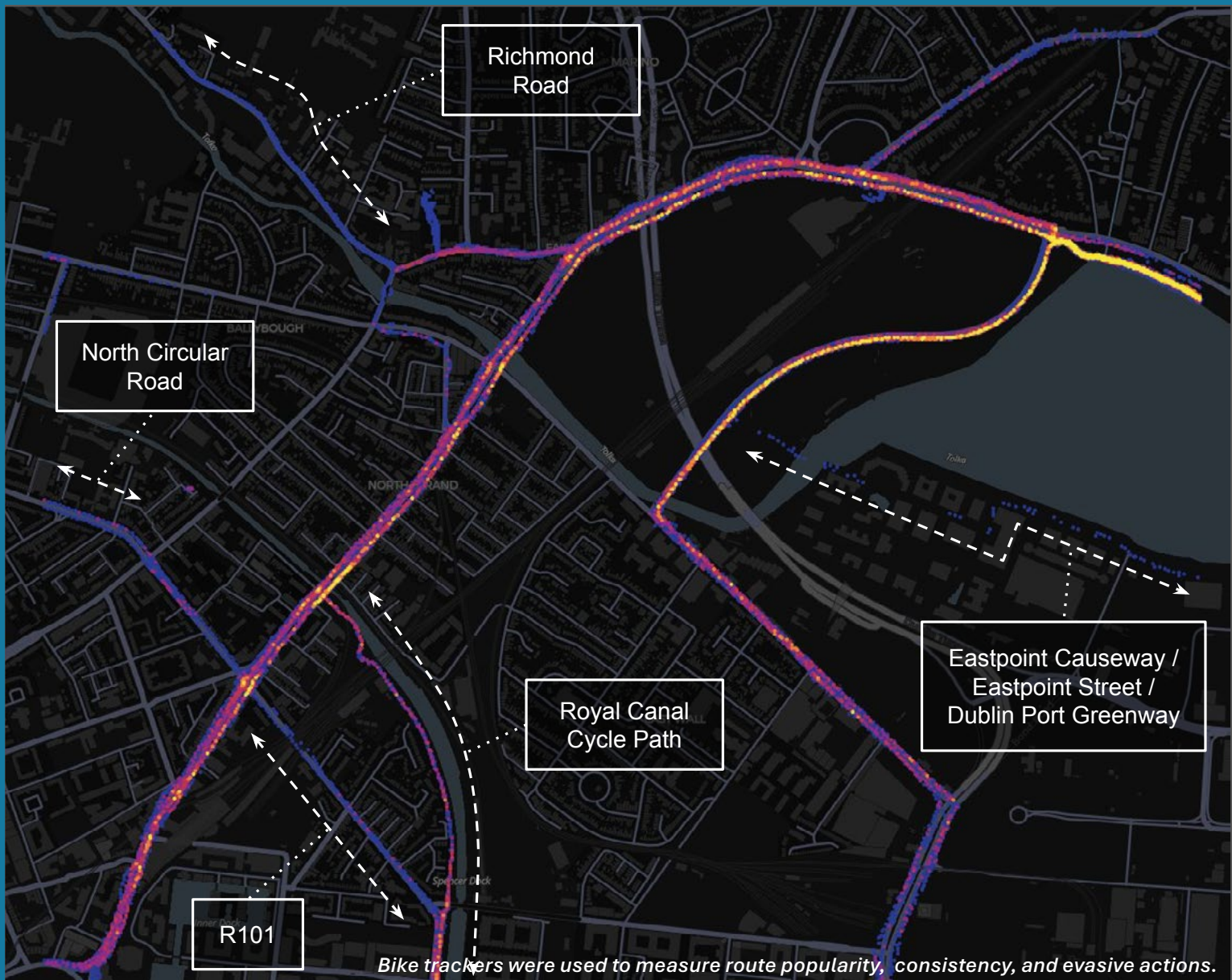
Be clear about who owns which parts of the data: raw feeds, processed datasets, dashboards and reports. Safeguards can be put in place with secure storage, access controls and backups, with a simple data management plan that sets out what you collect, where it lives, who can access it, how long you keep it and how it can be reused.

“The team in Dublin started data sharing and ethics conversations early because they can quickly become bottlenecks. It is important to understand what processes need to be completed and what approvals are required.”

Interpreting your Data

When interpreting data, it is important to return to the core questions defined at the beginning. Bringing in practitioners and experts such as engineers or planners can be useful when reviewing findings to ground them in reality.

Combine multiple sources for deeper insight (interpret quantitative data alongside qualitative) and use effective visuals to communicate findings to non-technical audiences.



04 TECHNOLOGY & TOOLS

Selecting Technology

Criteria may vary when selecting technology. Start by setting clear requirements and them down. For example, “What do you need the tool to measure?”, “How easy is it to install?” “what is the cost of installation and operating it?”, “How reliable must the data be?”, “How will it integrate with your systems?”, “What level of support will we need from the provider?”, “Has it been used by other cities with good results?”

Scan as widely as possible for options, draw on existing suppliers, examples from other cities and networks, and use frameworks like SWOT analysis to compare. Try to score your shortlisted technology solutions on a scale 0 to 10 for an objective evaluation process. An example of criteria used in Dublin is illustrated on page 12.

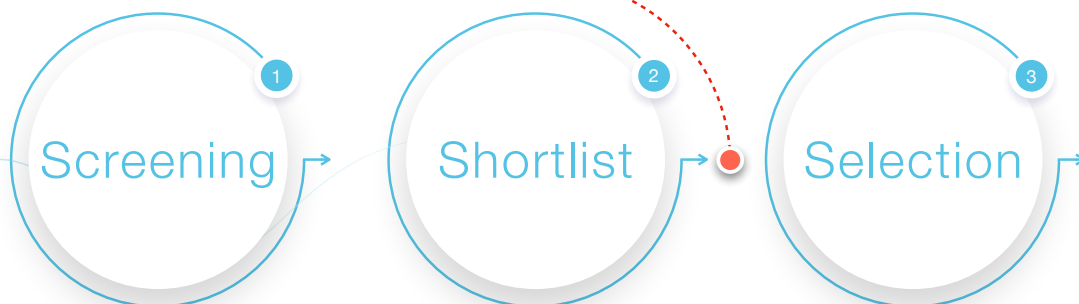
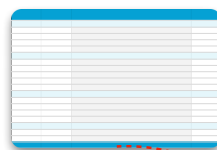
Installing Technology

Before installing any technology, make sure you understand the physical and organisational context on the ground. Carry out site surveys, engage with relevant stakeholders (such as traffic/lighting and engineering teams), and make sure that the third-party contractors are comfortable with the installation process and technology. Check early with your legal and data protection teams whether a Data Protection Impact Assessment (DPIA) or other General Data Protection Regulation (GDPR) review is needed.

It can be useful to consider what the team overseeing installation will look like, and whether they have clear authority and approval pathways. Plan for logistical setbacks, like unexpected delays, access issues and clashes with other works.



Data Insights for A.T. [Selection Process]



Product/service **screened** for **eligibility** creating a longlist

Longlist **scored** by identified reviewers, creating shortlist

Selected shortlist invited for final **presentation**, for selection//result

↑ * Score + Presentation = Result

EXAMPLE: TECHNOLOGY SELECTION CRITERIA USED IN DUBLIN

WEIGHING EXAMPLE	NO.	CRITERIA	SCORING SCALE EXAMPLE
27%	1	Data Points	
	1.1	Attributes of interest	0 - 10
	1.2	Identified indicators and outcomes	0 - 10
	1.3	Data formats supported	0 - 10
	1.4	Visualisation platform	0 - 10
33%	2	Technology	
	2.1	Sensor type and technology used	0 - 10
	2.2	Data capture frequency	0 - 10
	2.3	Installation and maintenance (who is responsible)	0 - 10
	2.4	Accuracy through data validation reports	0 - 10
	2.5	Cost - upfront, recurring, dashboard	0 - 10
27%	3	Data Management	
	3.1	Data collection process	0 - 10
	3.2	Privacy and GDPR compliance	0 - 10
	3.3	Data storage and processing	0 - 10
	3.4	Data ownership and access	0 - 10
13%	4	Others	
	4.1	Other cities deploying it	0 - 10
	4.2	SWOT analysis	0 - 10
Overall Total			150

05 PILOTS, TESTING AND VALIDATION

Setting up Pilots

In preparing for the pilots, start with the challenge and your indicators. Be clear about what you want to learn or test before choosing tools or locations.

Design the scope each pilot by asking questions like:

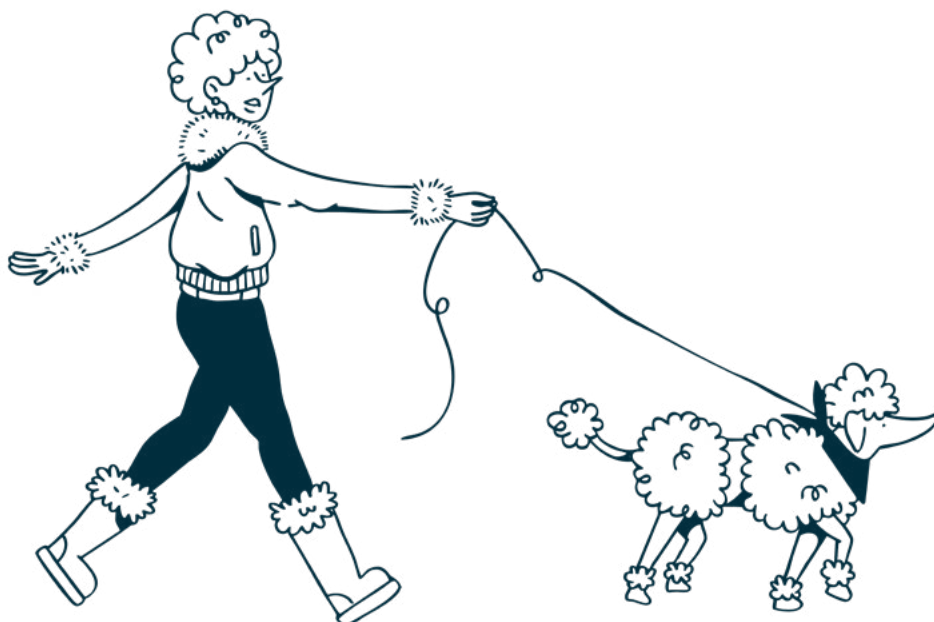
- Who do I need to partner with?
- How long it runs?
- How many sites will you use?
- What data will you capture and how?
- How will the data be validated?
- How often will data be reviewed?
- How will the technology and data be managed?

Plan necessary approvals early (ethics, data sharing, legal, logistical, procurement).

Data Validation

Treat validation as a core part of the work and assume all data needs checking. Compare technology outputs with “ground truth” using manual counts, observations or video samples, look for anomalies like sudden spikes or gaps, and involve practitioners who know the pilot site to sense-check whether the data makes sense.

Record validation decisions like what checks were done, what issues were found, and what data was excluded or adjusted and focus on getting data that is robust enough to support decisions and show trends over time rather than chasing perfection.



06 COMMUNICATIONS AND STORYTELLING

Plan Communications

Plan your communications and assign a communications lead from the start. It can be beneficial to create a simple comms plan or calendar to sit alongside your project plan and map key milestones such as launches or publications. Communications should be regular.

Identify your Audiences

One of the first steps when building your communications plan is to identify your key audiences (e.g. internal teams, senior stakeholders, citizens) and understand what they need to know and when. Map them out and update as needed.

Different audiences have different needs and priorities. Taking time to understand them will help your communications be more effective and build genuine support for the project. Some questions worth asking could be “What are their priorities?”, “What is the best way to communicate with them?”, “How will you know if your communications have engaged them?”.

Telling the Story and Building Support

Once you have identified your audiences and what they need, the next step is to engage with them regularly by telling the story of the project and communicating its benefits. Take time to actively promote its value. This can be done for example by creating a website and updating content regularly, publishing blog posts, photos and videos, presentations in meeting and conferences and using social media. The key is to create a plan considering the different audiences identified and the channels and tools available to you. Also, take opportunities when they present themselves (e.g. an invitation to speak at a conference), keep track of all the activities (e.g. with a comms calendar) and measure results if possible (e.g. visits to webpage, engagement in social media, attendees to a presentation).

Examples of audience breakdown, appropriate channels and messages as well as a comms calendar are included in the appendices.

Principles of Plain Language and Good Storytelling

Use plain language so your communications are accessible to everyone. Keep sentences short, use concrete examples, avoid jargon where possible, explain acronyms and favour active voice.

Build stories around your data, people connect more with real situations and human experience than with numbers. Visual assets like photos, videos, maps and simple charts are very helpful to tell a story.

07 OUTCOMES, IMPACT AND SCALING

Hard and Soft Outcomes

Think about outcomes on two levels: hard, quantitative outcomes like shifts in modal share or network use – and soft, qualitative outcomes like new/better collaboration, new skills and increased trust in data.

“Dublin’s early hard outcomes included the Active Travel dashboard and stronger baseline data on key routes, while soft outcomes such as closer cross-departmental working, links with universities and positive stakeholder feedback have been emerging since the start.”

Sustaining the Project in the Long Term

A key aspect to consider from the beginning is how the project will continue beyond the initial funding period. Sustainability depends on embedding practices into “business-as-usual”: regular data collection, routine use of dashboards in decision-making, and normalised cross-team collaboration.

Align the work with existing strategies and funding streams so it stays relevant and resourced, and keep the work rooted in the existing, real-world problems identified at the beginning.



ACKNOWLEDGMENTS

This project was led by the Active Travel Programme Office in DCC and Smart Dublin team, in partnership with Smart D8, the ADAPT Research Ireland Centre for AI Driven Digital Content Technology, the National Transport Authority, the Trinity Centre for Transport Research and Innovation for People. It had technical and financial support from the Partnership for Healthy Cities.

For more information on this work and Dublin City's Active Travel Network, please see our web page and feel free to reach out to ActiveTravelOffice@dublincity.ie



APPENDICES

active travel indicators*

active travel indicator	indicator category	QUAN/QUAL	granularity frequency	existing data sources	potential data sources (a: sensors) sources: (b: platforms)	description	outcome (wider analysis/potential)	TII	Scotland	SUMI	England	HSI
1	Active Travel KM Assigned vs. Reclaimed (% from Road/Parking)	Spatial, Directness, Safety	Monthly	DCC Roads, GIS Layer from Active Travel Team/NTA	-same as previous- w/ before and after analysis	Km of traffic-free walking and cycling in the urban area has been reclaimed from car travel? What % of a road is dedicated to active travel vs. cars/buses.	High Quality Walking, Wheeling and Cycling Infrastructure is available for everyone by type of cycle infrastructure (e.g. protected cycle lanes, cycle racks, etc.) and type of space reallocated from (e.g. car parking, regional/road, etc.). Records the extent to which interventions redistribute the hierarchy of mobility - granting greater directness and safety to cycle traffic relative to car traffic.	—	✓	✓	✓	✓
2	Modal Split (incl. age, gender, active travel users for schools)	Traffic, Comfort, Attractiveness	Yearly	CSO Data, Cordon Count, Walking Index, Sustans Smart Micro Radar	Google Env Insights, Strava Metro, Moby Data, Bleeper Data, Dublin Bikes, Tier 1 and 2, TomTom	No. of people walking, wheeling and cycling (incl. aggregation by time of day, day of week, season, year, etc) What % of children get to school by walking, cycling or scooting? Hierarchy of Road users	Walking, Cycling and Wheeling is Accessible for Everyone. Could be used to inform wider consideration of modal shift pre and post-intervention. Increase the Number of People Choosing Walking, Cycling and Wheeling	✓	✓	✓	✓	✓
3	Traffic Congestion (Modal Volume)	Traffic	Daily	Traffic counter	TomTom, ViveCity, SCATS (Sydney Coordinated Adaptive Traffic System)	No. of vehicles in a particular area at a particular time (The measure of different traffic conversion in a particular area)	Can be used to measure use of different spaces and 'traffic conversion' in the given area. Is there more, or less, capacity in there more or less traffic volume (in a positive sense)? Is there more or less traffic flow?	✓	—	✓	✓	—
4	Wheel Friendliness: (i) Surface Quality and (ii) Surface Clearance	Spatial/ Accessibility, Directness, Conflict, Attractiveness	Weekly	See-Sense or any other tool that can measure surface smoothness, and instances of stopping, starting and turning, Censur, NTA	-same as previous-	Accessibility of wheelchairs, buggies and mobility scooters as measure for city accessibility for citizens	Is the street/route suitable for wheelchairs, buggies and mobility scooters, Walking, Cycling and Wheeling is accessible for everyone? Is the cycle route smooth to cycle on? Is the cycle route clear of obstacles - e.g. puddles, leaves, rubbish, traffic cones, parked cars?	—	—	—	—	—
5	Cycle Parking (incl. Availability of Bike-Share Schemes)	Accessibility	Monthly	Dublinterk Platform, Active Travel Team	Bleeper, Moby, Dublin Bikes, Dublinked	Available secure, and accessible public cycle parking convenient to destinations	Available cycle infrastructure	✓	—	✓	—	✓
6	Modal Speed (%) and Modal Flow	Traffic, Safety, Directness, Coherence	Hourly	Smart Micro Radar	TomTom, ViveCity	Percentage of vehicles speeding. How fast are cyclists on the route (riding safer routes) have slower cyclists? How interrupted or smooth is cycle mobility? How does this compare to adjacent car & bus traffic (which in places should now be more yielding and fragmented)? In other words, who is yielding and who has the right of way? How does this compare with normal priority in the urban road user hierarchy and spatial design?	Walking, Cycling and Wheeling is Safer for Everyone. Greater deviation between user speeds could indicate more accessible cycling and more diverse users, lower average speeds could indicate more casual cycling and cyclists. Faster speeds could indicate continuing 'fast' cycling culture and transfer of former vehicular cyclists rather than new users per se. Speeds could be compared to average speeds of high-cycling contexts: https://www.transport.gov.scot/media/471587/active-travel-appraisal-toolkit-user-guidance.pdf , https://www.transport.gov.scot/media/471587/active-travel-appraisal-toolkit-user-guidance.pdf , https://www.transport.gov.scot/media/471587/active-travel-appraisal-toolkit-user-guidance.pdf	—	—	✓	✓	✓
7	Near-Miss Collisions	Health, Safety	Real-time	See-Sense	ViveCity as a potential	Conflict between cyclists/pedestrians and vehicles	Walking, Cycling and Wheeling is Safer for Everyone	—	✓	✓	✓	✓
8	Overall appeal of public (safety and user experience)	Safety, Comfort, Health and Wellbeing	Yearly	None	Surveys and/or interviews (QUAL)	Is the street safe for cyclists and pedestrians? Public Infrastructure - lighting, urban design interventions?	Walking, Cycling and Wheeling is an Attractive Choice. Improvement in safety, health and wellbeing of specific areas and citizens	—	—	✓	✓	✓
9	Air Quality	Health	Daily	Dublin City Council/Dublinterk	New Sensors, Existing DCC Sensor Networks in strategic locations (Type: TBC)	What are the air quality levels before and after the cycling infrastructure was implemented	Improvement in accessibility, health and wellbeing of specific areas and citizens	—	✓	✓	✓	—
10	Noise Pollution	Health, Accessibility	Hourly	Dublinterk	Existing DCC Sensor Networks in strategic locations (Type: TBC)	Noise levels according to particular area at particular times, and potential interventions/modal shift	Improvement in accessibility, health and wellbeing of specific areas and citizens	—	—	✓	✓	—

NOTE: Comparative measurement is crucial to evaluate the relative effects of cycle and walking provision on driving, which needs to be simultaneously reduced in accessibility ('Avoid' in the CAP) as the ease of using other modes is greatly increased ('Shift' in the CAP). As car ownership is very high across Ireland and often represents an embedded long-term mode choice, this comparative measurement is very important, to ensure any provision is not just 'additive' but truly 'redistributive' as outlined in the OECD (2022) report on the Irish Transport System and the recent Climate Change Assessment Report (Vol. 4). Planning & Transport Section.

*** sourced from :**

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Table 1: Matrix used for indicator evaluation for Dublin, including national and international frameworks.

NO.	CRITERIA	DESCRIPTION
1	Data Points	
1.1	Attributes of Interest	The types, and aspects, of data attributes the service captures, and their alignment with the project's goals for insights and analysis.
1.2	Identified Indicators and outcomes	Degree to which service captures indicators / outcomes identified during surveys and workshops. Should be measurable and link to project's objectives.
1.3	Data formats supported	Consideration of data formats that the service supports for current, and potential, compatibility with systems, integration and analysis.
1.4	Visualization platform	The quality and scope of visualization tools provided and their relevance to data accessibility considerations, such as user-friendly interfaces and customizability options for effective data interpretation.
2	Technology	
2.1	Sensor type and technology used	Pros and cons of the type of sensor and/or technology provided, with consideration of how they meet the project's requirements for accuracy, reliability, and suitability.
2.2	Data capture frequency	How often data is captured (e.g., real-time, hourly, daily, etc.), how this frequency relates to current data collection frequency, and how this meets the needs of the project for timely and relevant data collection.
2.3	Installation and Maintenance (who is responsible)	Assessment of stakeholders responsible for installing and maintaining the services, and organisational sustainability of same (e.g. installation process, maintenance schedule, and any associated costs).
2.4	Accuracy through data validation reports	Evidence of the service's accuracy through validation reports or case studies, and the degree to which they demonstrate reliability and precision of the data captured under various conditions.
2.5	Cost – upfront, recurring, dashboard	Assessment of available cost structures (e.g. initial setup costs, ongoing maintenance fees, access or maintenance). Compare these costs against the project budget and expected benefits.
3	Data Management	
3.1	Data collection process	End-to-end process for data collection, from sensor deployment to data transmission and storage. Ensure the process is efficient and minimizes data loss or corruption.
3.2	Privacy and GDPR compliance	Degree to which the service complies with privacy regulations, including GDPR. Detail how data is obtained, anonymized, and privacy protected throughout the data lifecycle where applicable.

3.3	Data storage and processing	Specify where and how data will be stored, and the processing capabilities available. Ensure data storage solutions are secure, scalable, and support data integrity.
3.4	Data ownership and access	Clarification of who owns and can access the data. Consideration of any data sharing agreements, access control measures, and usage rights where applicable for sustainability beyond initial project timeline.
3.5	Interoperable Platform	How conveniently data and dashboard could be used for other applications through API access etc?
4	Others	
4.1	Other cities deploying it	Appraisal of service as it relates to other cities or regions' deployment, such as case studies or testimonials highlighting the impacts, challenges and benefits observed.
4.2	SWOT analysis	Conduction of a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for the service, to identify potential advantages, limitations, opportunities for improvement, and risks associated with its deployment.

Table 2: Technology Selection Criteria used in Dublin



COMMS CALENDAR EXAMPLE

AUDIENCES AND CHANNELS
External
<ul style="list-style-type: none">• National bodies - reports, events• Regional data Group - meetings, emails, events• Interest groups– meetings, emails, events• Citizens – social media, web posts, events• International - social media posts, web posts, reports events
Internal
<ul style="list-style-type: none">• Project Steering Group – monthly meetings, emails, presentations, reports, questionnaires• Project teams - meetings, emails, presentations• Management – reports, presentations• Councillors – reports, council questions, events• Staff in general – Internal platform



EXAMPLE OF CALENDAR RECORDS

DATE	ITEM/ EVENT	AUDIENCE	KEY MESSAGES	CHANNELS EMPLOYED	OWNER	NOTES
Monthly	Steering group meetings	Steering group	Progress, ideas to be discussed and decisions to be made	<ul style="list-style-type: none"> Meetings Emails Presentations 		
Every two weeks/ Monthly	Vital Strategies meetings	PHC / Vital Strategies	Progress and ideas to be discussed	<ul style="list-style-type: none"> Meetings Emails 		
March 2024	PHC Summit	External Internal staff	Official launch of the project	<ul style="list-style-type: none"> Press Release DCC social media posts Internal channel 		
April 2024	Webpage launch	External	Summary about the project	<ul style="list-style-type: none"> DCC Webpage Smart Dublin blog 		
October 2024	Transformation Week	Internal staff	Highlight the project and health benefits of active travel	<ul style="list-style-type: none"> Presentation X post 		
February 2025	Official launch of Regional Active Travel Dashboard	All	Present the new Active Travel Dashboard	<ul style="list-style-type: none"> Smart Dublin event Presentation 		
September 2025	Presentation and report to Mobility and Public Realm SPC	Internal	Data on C2CC and diversity of users	<ul style="list-style-type: none"> Presentation 		
October 2025	Case Study World Health Organisation (WHO) web	All	Case study Data Insights project	<ul style="list-style-type: none"> Social media posts Link in website Post in Smart Dublin website 		
October 2025	Abstract submission to Velo City 2026 conference	Conference attendees	Data Insights case study	<ul style="list-style-type: none"> Submission Abstract 		
November 2025	Cycling/ rainfall social media post	All	Rainfall doesn't significantly impact cycling	<ul style="list-style-type: none"> DCC social media posts Presentations 		

