



CTTC
COACH TOURISM & TRANSPORT COUNCIL
- of Ireland -

THE MODAL SHIFT TO SUSTAINABLE PUBLIC TRANSPORT

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INTRODUCTION

The CTTC's members are the leading commercial bus and coach operators which encompasses all types of bus and coach hire and transport solutions including scheduled services, school transport, airport transfers, and private hire to include day tours, extended touring, incentive travel, and golf tours.

The Programme for Government, states that the government is "committed to an average 7% per annum reduction in overall greenhouse gas emissions from 2021 to 2030 (a 51% reduction over the decade) and to achieving net zero emissions by 2050. Every sector will contribute to meeting this target by implementing policy changes as outlined throughout this Programme for Government."

New strategies will be needed to achieve an average 7% per annum fall in emissions to 2030. This will require a stakeholder wide cooperative approach with genuine consultation, detailed planning, organisation and adequate mechanisms for funding and incentives.

The CTTC believes that one of the key mechanisms to decarbonising transport in Ireland is the modal shift away from private cars to sustainable public transport. This is important in the context of the greater Dublin area but is of equal importance to a new reinvigorated rural Ireland as showcased in the Governments Our Rural Future strategy.

Two key elements arise in achieving this goal:

- Encouraging rural and urban populations to use public transport
- Greening of the public transport fleet





Encouraging rural and urban populations to use public transport

While major infrastructure initiatives like MetroLink and BusConnects aim to encourage a modal shift to public transport in the GDA, a greater focus needs to be put on rural areas to move the mindset away from the private car. Coach travel can play a role in many of these initiatives which need to take a cooperative approach from all public and active transport sectors.

To this end, a 'Sustainable Public Transport Task Force' should be created by Government with the key aim of encouraging the modal shift.

CTTC Proposals:

- The introduction of modal shift targets under the Connecting Ireland strategy to encourage the shift from private car to public transport (Similar to those the EU Transport Strategy for 2050). This will ensure meaningful progress can be made on reducing emissions and encouraging people onto public transport while supporting the network.
- A coordinated educational campaign around the sustainability of public transport and need to move away from the private car in line with cleaner, less congested living space.
- Increasing the use of public transport in the Leinster peripheral counties through the enhancement of the current network of Quality Bus Corridors (QBC) (interim measures can be taken at pinch points already identified). Including the examination of expanding 24 hour services already provided by commercial operators in these areas.
- Enhancing Quality Bus Corridors through express lanes for buses on motorways, increased inner-city bus lanes, and bus prioritisation facilities as well improving infrastructure both in rural and urban areas.
- The introduction of a Mobility as a Service (MaaS) system across public transport and micromobility services. This would provide new opportunities for operators to serve unmet demand through improved user information and should facilitate a coordinated approach towards cooperative use of public transport stations.
- Strategic provision of park and ride facilities as an effective means of increasing the catchment area for public transport services in certain rural areas.
- Expanding Local-link services to ensure reduced reliance on private vehicles while enhancing the inter-connectedness of rural areas.
- Prioritisation of improved public transport road share over financial penalty measures (congestion charges, parking fees or taxation measures for employers providing parking). Making public transport more efficient rather than much cheaper is a fairer and more equitable approach to wider society's approach to transport.
- Tax Credits to replace Tax Saver Scheme (NTA, Smarter Travel programme).

Greening of public transport fleet

Transitioning to a zero-emission bus fleet is an ambitious plan that requires a full rethink of the bus system. This is a key issue for the CTTC and we continue to expand on our low emissions strategy for members. As Ireland urgently looks to reduce the 20% contribution of the transport sector to our overall emissions, the public transport sector has a major role to play in cooperation with the Irish Government in achieving its targets.

CTTC members are committed to using as environmentally-friendly a fleet as possible as infrastructure rollout and development of alternatively fueled vehicles continues. Over half of the current fleet is less than 5 years old and is compliant with the EURO VI directive on emissions.

Some next steps in the short and medium term are as follows:

- The CTTC welcomes the introduction by Government the €2m Alternately-Fueled Heavy Duty Vehicle (AFHDV) Purchase Grant Scheme. However in order to achieve our public transport ambitions this scheme will need to be expanded with enhanced funding provided to encourage operators to make the switch to alternatively fueled vehicles. Such support is imperative in circumstances where operators have heavily invested in their fleet. The scheme should prioritise green fuels based on the rollout of fueling infrastructure.
- The need to map green fuel infrastructure based on future demand predicted within the Governments 'Our Rural Future strategy' in rural areas expended to grow and interlock. Different green fuel types (hydrogen/electricity) may need to be considered for areas outside the Greater Dublin Area and for inter-urban services.
- The creation of a strategic roll-out plan outlining supplementary actions to support the rapid deployment of green fuels infrastructure (including recommendations on planning and permitting processes, financing, and developed in collaboration with public transport operators).
- The Irish Government through the Recovery and Resilience fund should capitalise on the EU Commission's objective of building 1,000 hydrogen stations and one million public recharging points by 2025 across the EU. This is being pioneered through the "Recharge and refuel" flagship initiative.
- Work together with the NTA and EU partners to pilot zero-emission zones and develop a policy toolbox to allow for the easy implementation of these zones in urban centres around Ireland.
- The introduction of a sectoral public transport greening targets to be backed up by incentives for transition of fleets to green fuels.
- Grant funding for the transition of fleets to green fuels.

