

EIRCODE CASE STUDY

National Transport Authority

The National Transport Authority (NTA) is a public body which provides public-facing services such as the public transport National Journey Planner and the Rural Transport Programme. It is also responsible for modelling transport demand to inform the provision of services.

Which operations has Eircode been applied to in this case?

The National Journey Planner, the Rural Transport Programme and transport modelling.

How is Eircode used?

Eircodes can now be entered by members of the public accessing NTA services. They are also being applied by policymakers in analysing transport demand.

Scale of savings or improvements

The application of Eircodes in the NTA's Journey Planner represents the primary area of monetisable benefits, which could be in the region of €3.7m per annum.¹ Benefits will also arise from the incorporation of Eircodes in the Rural Transport Programme and transport modelling.

The National Transport Authority provides the National Journey Planner and the Rural Transport Programme, and is responsible for modelling transport demand. Removing address ambiguity through the use of Eircodes has the potential to save Journey Planner users' time. The Department of Transport, Tourism and Sport estimates² the value of an hour saved to be between €12.75³ (for leisure time) and €34.33⁴ (for work time). Data obtained from the NTA suggest that the Journey Planner receives approximately 6.5m visits per month and calculates approximately 1.3m journeys. If even a small fraction of these users derive a time saving from the use of Eircodes, this could lead to significant benefits. Similarly, benefits will accrue to users of the Rural Transport Programme, when the booking system accepts Eircodes. In addition to increased convenience, the

WHAT ARE THE KEY BENEFITS TO THE NATIONAL TRANSPORT AUTHORITY OF USING EIRCODE?



Increased **reliability** of geographical information



improved **efficiency** in matching locations



enhanced organisation of public transport services.

major benefit is the accuracy this provides. Given the high percentage of non-unique addresses in rural areas, ensuring accurate geo-coordinates significantly improves accuracy. Eircode use will also improve route optimisation on the part of service providers.

Transport modelling

The NTA Regional Modelling System (RMS) is developed using a large amount of data from a variety of different sources. The application of Eircodes will improve location accuracy over time as it becomes more well known, e.g. the recording of addresses in the National Household Travel Survey (NHTS) travel diaries, and this will enhance the ability to combine these data. The NTA currently use geocodes from the GeoDirectory but these must be manually connected to addresses, which is time

consuming and prone to error. The inclusion of an Eircode field will significantly enhance the ability to link additional survey material. This ultimately facilitates the optimisation of public transport services to meet customer needs, which has the potential to increase the efficiency of the transport network.

References

1. A time saving of 10 seconds per journey calculated yields annual benefits of c€740,000, taking an average value across work, commuting and other time uses in 2015 prices. This would rise to c€3.7m if it were extended to all visitors.
2. http://www.dttas.ie/sites/default/files/publications/corporate/english/commo-n-appraisal-framework-2016/common-appraisal-framework2016_1.pdf.
3. Leisure value of time, €/hour, 2011 market prices.
4. In-work value of time, €/hour, 2011 market prices.

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*For illustration purposes only.