An Roinn Iompair
Department of Transport

Moving Together
Draft Implementation Plan

Prepared by the Department of Transport
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Strengthened Implementation of Demand Management across National Planning System

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No.	Action	A-S-I Framework	Lead	Support	Timeline	Output/Outcome
1	**Strengthen policy alignment and implementation mechanisms to deliver NPF National Strategic Objective 1 'Compact Growth' and NSO 4 'Sustainable Mobility' given the critical role of compact growth in reducing travel demand and in enhancing transport system efficiencies.**					
1a	Publish first revision to the NPF subject to Government approval.	Avoid	DHLGH	DoT, NTA	Q3 2024	Revised NPF published.
1b	Develop enhanced implementation mechanisms to support delivery under NPF NSO 1 'Compact Growth' and NSO 4 'Sustainable Mobility', including new institutional, governance and funding mechanisms to support the phased alignment of large-scale urban development to major public transport investment.	Avoid	DHLGH	DoT	Ongoing	Enhanced mechanisms to support NPF implementation.
1c	Progress legislative enactment of proposal set out in National Policy Objective 69 in the 2018 NPF, to extend statutory arrangements between spatial and transport planning in the Greater Dublin Area to other cities for Metropolitan Area Transport Strategies	Avoid	DoT	DHLGH, NTA	Q1 2025	Plans placed on a statutory footing. The placing of plans on a statutory footing will strengthen the alignment between Metropolitan Area Strategic Plans and Metropolitan Area Transport Strategies with oversight by the Office of the Planning Regulator.
1d	Establish a Working Group to oversee progress under actions 1 (b) to 1 (c) above.	Avoid	DHLGH	DoT, NTA, TII	Q4 2024	Working Group established.

Embedding Polluter Pays Principle in Taxation Policy over Medium to Long Term

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No.	Action	A-S-I Framework	Lead	Support	Timeline	Output/Outcome
2	**Develop a pathway for the development of a cohesive, equitable and future-proofed taxation approach on transport based on a 'user and polluter pays' principle.**					
2a	Review the current range of taxes and charges applying to transport ((VRT, motor tax, excise, carbon tax, tolls and VAT etc) and bring forward options to further integrate a 'user and polluter pays' approach which can offset the projected loss of tax revenue from the transition to zero emission vehicles and more accurately apportion externality costs in terms of time and location (particularly congestion) and contain demand.	Avoid	DoT, DoF	TII, NTA, DPENDR	Q2 2025	Bring forward options to Government to further integrate a 'user and polluter pays' approach into taxation on transport. A more holistic and equitable taxation and road user charging system that accurately captures the costs and externalities of private car use in line with a 'user and polluter pays' approach.
2b	Review and recommend options for a weight-based approach to car taxation (either through Motor Tax and/or VRT) incorporating consideration of different categories/thresholds for EV and ICEs.	Avoid	DoT, DoF	TII, NTA, DPENDR	Q3 2024	Undertake a review and make recommendations on the potential of a 'user pays' tax to accurately reflect the external costs of heavier vehicles, considering experience in other jurisdictions
2c	Develop learnings on the implementation of national road user charging in consideration of the latest best international practice on road-user charging and pilots as part of the BRUCE project.	Avoid, Shift, Improve	DoT, TII, DOF	NTA	Q4 2025	Examine feasibility of a national road user charging pilot and recommend options for implementation.

Empowering and Supporting Local Authorities

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No.	Action	A-S-I Framework	Lead	Support	Timeline	Output/Outcome
3	**Develop local area Demand Management Schemes taking account of, and integrating them with, the roll-out of public transport service delivery plans**					
3a	Develop schemes in line with guidance provided by DoT/NTA (see Recommendation 4) and supported by Recommendations 5 and 6. These schemes could form part of Local Area Plans and using the Area Based Transport Assessments (ABTAs) and inform (and be incorporated into) land use plans, taking account of wider public transport service delivery plans	Avoid	RAs, Las, NTA, TII	DoT	Q4 2026	LA Schemes developed as part of wider transport planning processes, to be progressed anytime from the commencement of the Strategy but by no later than Q4 2026. Incorporate new or amended public transport service delivery plans into each new scheme.
4	**Prepare guidance and develop modelling and other supports for Local Authorities on the development of tailored Demand Management Schemes, starting with cities outside GDA and major urban towns**					
4a	Using the NTA's Demand Management Scheme for the GDA as a template, complete guidance and develop supports for the local authorities.	Avoid	NTA	DoT	Q4 2025	Guidance provided to LAs to inform approach to co-creation/decision-making at local level - by elected representatives
4b	Develop other supports for LAs including existing transport modelling tools to assist in the preparation of Local Area Demand Management Schemes	Avoid	NTA	DoT	Q4 2024	Utilise models for application at local level.
4c	In support of the guidance for DM schemes, undertake analysis on the effectiveness of reducing car parking as a demand management measure, taking account of wider parking availability	Avoid	DoT	DHLGH, NTA, TII,	Q1 2025	Analysis undertaken with recommendations on guidance for LA s to incorporate such measures as part of DM schemes

No.	Action	A-S-I Framework	Lead	Support	Timeline	Output/Outcome
5	**Update national guidelines and standards in support of demand management measures in relation to parking and road space reallocation and strengthen supporting oversight and co-ordination structures.**					
5a	The co-ordination and implementation of demand management measures will be supported through the existing National Guidelines and Standards Group with the aim of revisiting and prioritising space for transport modes that are less carbon and space intensive; as well as for reallocation of destinations to promote proximity.	Avoid & Shift	DoT, NTA, TII, DHLGH	LAs	Q4 2024	Group will develop a DMURS Advice Note in relation to re-allocating street space. Other documents such as an NTA's Cycle Design Manual, Rapid Build Document and Section 38 Guidelines will be taken into account in developing the Advice Note. Also Update relevant TII standards. This will ensure that implementing bodies can adopt consistent and coherent Guidelines and Standards
6	**Resource and enable LAs to prioritise and deliver demand management through greater integration, collaboration and the establishment of multidisciplinary teams**					
6a	Agree structure, roles and funding for key staff in LAs, allowing for the creation of multidisciplinary teams that can support sustainable mobility, active travel, shared mobility, demand management and provision of infrastructure for EVs.	Avoid, Shift & Improve	DoT, DHLGH NTA, TII		Q3 2024	Model agreed for support and development of multidisciplinary teams within LAs. Teams will be better placed to design and implement more holistic projects that not only look to improve infrastructure but also reduce demand for travel
6b	Consultation at broadest level undertaken by LAs	Avoid, Shift & Improve	DoT, DHLGH	NTA	Q4 2024	Protocols established to ensure those working on sustainable mobility projects in LAs will also be consulted with respect to local area and transport plans as well as planning applications. Active Travel Officers are aware of, and consulted on, other sustainable transport projects within their LA
7	**Incorporate sustainable accessibility, demand management principles and road safety measures into Active Travel Schemes**					
7a	Ensure funding criteria suitably aligns with sustainable accessibility, demand management principles, and road safety measures, and update associated guidelines where relevant (see Recommendations 6 and 7)	Avoid	DoT, NTA	RSA	Q4 2024	Review funding criteria and adjust as necessary to reflect demand management considerations. Active Travel Schemes have potential to integrate principals of demand management, where suitable, into related projects

No.	Action	A-S-I Framework	Lead	Support	Timeline	Output/Outcome
8	**Communications and engagement support for Las**					
8a	Expansion of Community Engagement to include innovative engagement pilots, improvement and expansion of existing community engagement activities as relevant	Q4 2024	DoT,	NTA, An Taisce and LAs	Q3 2024	Commence roll-out of Public Engagement Pilot Initiatives (currently at detailed design phase).
8b	Based on research and evidence from ESRI and others, develop guidance for LA s and others to engage effectively with communities in pre and post scheme development	Avoid & Shift	DoT, NTA		Q1 2025	Develop best-practice consultation and engagement toolkits for sustainable mobility projects, incorporating a database of best-in-class Irish projects
8c	Based on Pathfinder Accelerator model, develop training and development programme for LAs in relation to DM approaches	Avoid & Shift	DoT, NTA		Q1 2026	Training and development programme developed, building on the Sustainable Mobility Accelerator model and related Academy, which is part of the SMP Pathfinder Programme.
8d	Ensure funding for engagement is mainstreamed for Local Authorities	Avoid & Shift	DHLGH, LGMA	NTA, DoT	Q2 2025	Community engagement resources are mainstreamed for LAs across the following areas: • Engagement for behaviour change initiatives. • Engagement for improved consultation and co-design processes. • Engagement as capacity building programmes (e.g. training). • Engagement as networking and knowledge sharing events and platforms.
9	**Supplement, through alternative financing options, existing supports from national Government**					
9a	Explore broader financing options e.g. retail parking levies, EIB LAs to develop internal protocols for harnessing private investment	Avoid, Shift & Improve	RAs, LGMA, New Era, DoF	LAs, NTA, TII	Q1 2025	Examines ways to facilitate the establishment of financing facilities, or the use of existing ones, for supporting demand management measures to maximise the benefits of multiple streams of financing and the combination of grants, financial instruments and technical assistance (akin to what's envisaged in Art. 30 of the EED and building on finance tools like https://netzerocities.app/financeGuidanceTool)

Driving Efficiency in Freight Sector

Driving Efficiency in Freight Sector

No.	Action	A-S-I Framework	Lead	Support	Timeline	Output/Outcome
10	**Develop policy for Strategic Rail Freight Interchanges.**					
10a	Based on the preliminary work of IÉ and DoT and as part of the Long-Term Rail Investment Implementation Plan 2035 - 2050, develop a rail freight interchange policy that would include consideration of locational criteria and funding supports towards the development of rail freight interchanges. [Policy would include consideration of locational criteria and funding supports towards such developments]	Shift	DoT	NTA, TII, Ports, IE, Ports	Q3 2025	Where possible, this will shift suitable freight journeys to rail, freeing up road space which will reduce congestion. The issue of Rail Freight infrastructure will be considered in the Long-Term Rail Investment Implementation Plan 2035-2050 which will be delivered by Q3 2025.
11	**Develop Sustainable Freight Distribution Strategies for 5 Cities**					
11a	Develop Strategies for Sustainable Freight Distribution, with key stakeholders, for the Greater Dublin Area and the Metropolitan Areas Cork, Galway, Limerick and Waterford	Avoid & Shift	NTA	RAs, LAs, NTA, TII, DoT	Q4 2025	Undertake initial consultation with lead organisations to agree scope, approach to developing strategies. Identify any associated requirement for the procurement of specialist services. Prepare work programme (work streams /outputs, technical work packages) and indicative time frames. Complete and publish strategies.
11b	Develop Regional-Level Freight Strategies in consultation with key stakeholders, consistent with the objectives of the RSESs	Avoid & Shift	NTA	RAs, TII, LAs, DoT	Q4 2025	Convene cross regional Freight Strategy Working Group and agree the Group's terms of reference. Prepare and agree the scope for Regional (and Metropolitan Level) Freight Strategies between the NTA, TII, Regional Assemblies and relevant stakeholders and identify any associated requirement for the procurement of specialist services. Complete and publish strategies

No.	Action	A-S-I Framework	Lead	Support	Timeline	Output/Outcome
12	**Improve opportunities for freight consolidation, last-mile green delivery and use of technology**					
12a	Develop proposals for specific measures/pilots/ demonstrators and make recommendations to Government as appropriate	Avoid, Shift and Improve	DETE, DoT, LAs, NTA		Q4 2025	Building on outputs from Senator project, establish a working group to develop proposals for implementation as appropriate. Group would consist of industry, LAs, DoT and DETE.
12b	Pilot consolidation/logistic hubs and support further roll out		DoT, NTA, TII	DETE, LAs	Q4 2025	Feasibility proposals developed for implementation
13	**Support additional energy efficiency measures**					
13a	Implement measures towards widespread eco-driving certification	Improve	NSAI, SEAI		Q4 2024	Identify and assess possible measures and incentives to help with the uptake and maintenance of eco-driving techniques by companies/drivers in line with new standards for eco-driving courses.

Strengthening Supply Side Measures to Complement Demand Management

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No.	Action	A-S-I Framework	Lead	Support	Timeline	Output/Outcome
14	**Building on the actions in the SMP Action Plan 2022-2025, develop further 'supply side' measures, particularly shared mobility interventions, to augment sustainable mobility alternatives in next iteration of Plan.**					
14a	Working with delivery partners, implement additional measures to support captive car users, further supporting the objectives of the SMP. This should include, inter alia, the roll-out and scaling up of shared mobility/mobility hubs at a national level	Shift & Improve	DoT, NTA, TII, LAs		Q4 2024	Commence work on next iteration of SMP Action Plan 2026-2030, which will reflect and plan for additional measures identified in this Strategy. Provide people with suitable alternatives to private car users to support them in transitioning to more sustainable travel including greater shared mobility options / mobility hubs at a national level
15	**Review existing incentives for encouraging uptake of EVs, with a focus on targeted supports for Captive Car Usages.**					
15a	Identify incentives to support EV transition in areas/amongst particular cohorts where sustainable alternatives not readily available	Improve	DoT, ZEVI,	DoF, TII, NTA	Q1 2026	Where the transition to active or more sustainable modes of transport is challenging, provide incentives to switch to zero-emissions vehicles.
16	**Continue to evolve opportunities for flexible and remote working and digitalisation**					
16a	Review latest data, research and supports for remote working and digitalisation	Avoid	DETE, DPENDR		Q1 2025	Further evolve supports if/where needed and to lead by example through a review of the Public Service Blended Working Policy Framework and the Digital and Innovation at Scale commitments in Better Public Services, the Public Service Transformation Strategy.
17	**Encourage greater utilisation of remote working from hubs**					
17a	Encourage remote working from hubs	Shift	DRCD		Q4 2024	Promote the use of remote working hubs with the aim of reducing, inter alia, the distance travelled over longer journeys.

Providing Enabling Legislation to Support Appropriate Measures

Providing Enabling Legislation to Support Appropriate Measures

No.	Action	A-S-I Framework	Lead	Support	Timeline	Output/Outcome
18	**Develop legislation to support the introduction of congestion charging, urban road user charging and/or LEZs/Clean Air Zones**					
18a	Working with key stakeholders, review existing legislation and bring forward legislative proposals, where needed, to provide sufficient implementing powers to relevant agencies and LAs.	Avoid	DoT, DECC	NTA, TII	Q2 2025	Legislative proposals brought to Government. This will ensure a robust legislative framework will be in place for implementing bodies and local elected representatives where they choose to bring forward proposals re congestion charging/urban road-user charging/ Low Emissions Zones/Clean Air Zones.
18b	Develop learnings on the implementation of Low Emissions Zones (LEZs) through consideration of the latest best international practice on LEZs and the piloting of projects with key partners	Avoid, Shift, Improve	DoT, DECC, NTA	LAs	Q2 2025	Design a LEZ scheme and pilot
19	**Review relevant legislation to ensure powers are sufficient to bring forward demand management measures - RTA 1994, DTA Act 2008, Local Government Act**					
19a	Undertake mapping of all demand management-type measures and assess whether existing legislation provides sufficient powers to LAs, agencies and relevant Ministers	Avoid	DoT, DECC	LAs, TII, NTA	Q1 2025	Mapping complete and actions identified. This will provide a pathway towards developing a robust legislative framework for the delivery of demand management measures
20	**Review Part 18B of the Taxes Consolidation Act 1997 (Parking Levy in Urban Areas) and consider other non-tax equivalent options**					
20a	Review and examine options for implementation of parking levy	Avoid	DoF	DoT	Q1 2025	Review the provisions in the Finance Act, provide an update in context of objectives of this Strategy and bring forward recommendations as part of the budgetary process.
20b	Develop wider options to address subsidies and incentives for workplace parking including considering removing the BIK exemption or requiring a cash alternative	Avoid	DoT	DoF	Q2 2025	Examine options for disincentivising workplace parking. DOF and DOT to co-ordinate their actions in such a way that policy proposals on this issue are considered together before deciding on how the overall matter can be best advanced. Interim report prepared by Q3 2024.

Embedding Demand Management Principles and Practices Across Public Sector

Embedding Demand Management Principles and Practices Across Public Sector

No.	Action	A-S-I Framework	Lead	Support	Timeline	Output/Outcome
21	**Embed demand management principles across all relevant Government funding programmes**					
21a	Building on policy mapping done for this Strategy, and through National Steering Group, work with departments and agencies to undertake a review to identify Government policies and funding programmes that generate travel demand and potential opportunities to mitigate these impacts.	Avoid	DoT	All depts/ agencies	Q2 2025	Review undertaken of policies and programmes with increased attention to travel impacts, recognising the need to encourage sustainable travel, where options are available and working in collaboration with organisations in receipt of funding.
21b	Develop toolkit/guidance for department and agencies to undertake travel impact assessments.	Avoid	DoT	All depts/ agencies	Q2 2025	Supporting toolkits and guidance in place to support travel impact assessments
21c	As part of Exchequer support programmes for key demand generating sectors (eg sports, education, business, tourism), incentivise initiatives that support objectives of this strategy	Avoid	DoT	All depts/ agencies	Q2 2025	Initiatives in place across key sectors to encourage sustainable mobility and reduce travel demand.
22	**Reduce transport demand created public sector services**					
22a	As part of Public Sector Mandate - all public sector bodies will be supported to develop a Smarter Travel Plan	Avoid	OGP, DPENDR, NTA	DoT, DECC	Q1 2025	All public sector bodies supported to develop a Smarter Travel Plan and make an application to NTA for the Smarter Travel Mark.
22b	Ensure public sector building programmes and procurement policies do not generate extraneous transport demand	Avoid & Shift	OPW, OGP,	Depts, Agencies, LAs	Q2 2026	All public sector building programmes and procurement policies reviewed for travel demand generating impacts and modified, where appropriate, to reduce and/or mitigate them.
22c	As part of Public Sector Mandate - all public sector bodies will be required to apply for Smarter Travel Mark	Avoid & Shift	NTA	Depts, Agencies	Q3 2026	Establish requirement

No.	Action	A-S-I Framework	Lead	Support	Timeline	Output/Outcome
23	**Leverage potential of Civil Service Motor Travel Rates to effect change, including the introduction of single rate for all cars regardless of engine type**					
23a	Introduce a single rate for all cars regardless of engine type while exploring how it may incentivise EV uptake.	Avoid, Shift & Improve	DPENDR	DoT	Q2 2025	Bring forward alternatives to current regime to Government
23b	Examine role of CS Motor Travel Rates system in providing higher rates for greater annual distances travelled	Avoid & Shift	DPENDR	DoT	Q3 2025	Bring forward alternatives to current regime to Government

Engaging with Education and Sports Sectors to Embed Demand Management Principles and Practices

Engaging with education and sports sectors to embed demand management principles and practices

No.	Action	A-S-I Framework	Lead	Support	Timeline	Output/Outcome
24	**By sharing good practice, third level institutions will lead on reducing private car journeys through climate action strategies and Green Campus Programme**					
24a	Institutions will be supported through continued investment in university owned/operated accommodation and changes to criteria for devolved grants to support a reduction in unsustainable journeys to/from campuses.	Avoid & Shift	DFHERIS, HEIs, ETBs etc		Q1 2025	HEIs to develop and submit proposals for the reuse of existing on-campus building stock or adjacent vacant buildings for use as student accommodation, thus reducing unsustainable student transport requirements and minimising carbon footprint through efficient use and retrofitting of existing building stock.
24b	Review provision of public transport services to HEIs	Shift	DFHERIS, NTA	DoT	Q1 2025	Nationwide feasibility study on access to third level institutions by public transport. Nationwide review of land use planning related to student parking provision on third level campuses [to ease traffic congestion and improve access for public transport]
24c	Develop better understanding of travel patterns and service sustainable mobility gaps in HEIs	Shift	DoT, SEAI	HEIs, NTA	Q4 2024	Undertake research into practice pilot (s)
24d	HEIs encouraged to make progress in reducing car travel demand. Progress monitored.	Avoid	DoT, NTA	DFHERIS	Q2 2025	Scorecard to be developed to track progress
25	**Increase sustainable mobility supports for primary and secondary children**					
25a	Advance integration of school transport scheme with public transport services	Shift	DoE (STS),	NTA, DoT	Q3 2025	Planned pilot projects in the 2024/2025 school year will provide a valuable insight on the impact on the scheme of increased demand, the possibilities to integrate public transport services with school transport services and the possibilities to facilitate more sustainable modes of transport. These impacts will be fully assessed and costed as required and will evaluate and assess the scale of planning and implementation required for a national roll out of a revised School Transport Scheme, to include integration of public transport and school transport services.

No.	Action	A-S-I Framework	Lead	Support	Timeline	Output/Outcome
25b	Support continuous progress on the Safe Routes to School (SRTS) Programme and Green Schools Travel Module	Shift	DoT, NTA (SRTS)		Ongoing	Continued provision of annual funding to and oversight of the SRTS and Green Schools Travel Programme, with a view to providing safe and connected walking and cycling infrastructure and empowering students and parents to choose Active Travel for their school journeys through behavioural change initiatives.
25c	Support measures to expand the School Transport Scheme (STS)	Shift	DoT, DoE		Q4 2024	Access to the School Transport Scheme will be expanded so that an additional 100,000 pupils can be carried by 2030. This will include aligning the school / public transport integration pilots with the expanded eligibility criteria of the School Transport Scheme by accommodating extra demand for services.
26	**In collaboration with local communities, sporting organisations will encourage less car travel to sports fixtures**					
26a	Embedding demand management principles in sports sector	Avoid & Shift	DTCAGSM	Sport Ireland, Sporting Orgs, DoT, NTA	Q4 2026	National governing sports bodies to develop specific plans for reducing their transport emissions through, for example, available local measures such as fixtures scheduling, car park reduction, provision of public transport shuttle services, location of sports grounds, encouragement of car-pooling, private bus hire sharing of best practice etc.
26b	Monitor performance in this area across sports sector	Avoid & Shift	DoT	DTCAGSM	Q4 2027	Scorecard to be developed to track progress across such bodies

Engaging with Business Sector to Embed Demand Management Principles and Practices

Engaging with business sector to embed demand management principles and practices

No.	Action	A-S-I Framework	Lead	Support	Timeline	Output/Outcome
27	**Strengthening focus on transport/mobility related dimensions of corporate sustainability requirements**					
27a	Support this recommendation through existing engagement structures including the Retail Forum,	Avoid & Shift	Business with more than 100 employees	NTA, DETE, DoT	Q4 2024	Establish a Working Group involving the retail sector to examine and make recommendations on how logistics models can be modified to alleviate congestion at peak times and to support recommendation 28b.
27b	Companies encouraged to develop a Smarter Travel Plan and apply for the NTA's Smarter Travel Mark.	Shift	NTA	DETE	Q4 2025	All relevant companies to develop plans to mitigate against private car travel generated by their business as part of the Climate Toolkit for Business and other supports available through DETE
27c	Review the Climate Toolkit 4 Business to better account for the commute to work.	Avoid & Shift	All businesses	DETE, NTA, DoT	Q1 2025	Toolkit update if and as required
28	**Work with the operators of visitor attractions, tourist hubs and major event organisers to increase the proportion of visitors arriving at sites/festivals by public transport and other sustainable options.**					
28a	Embed demand reduction principles in tourism and event planning by: OPW and tourism companies' attractions with annual visitor numbers over 300,000 will be encouraged to develop Vehicle Proportion Reduction Plans. Where public transport alternatives are in place, airports and events attracting over 20k will also identify measures, including the promotion of available public transport, to support captive car users/event attendees and will include such measures as part of a Vehicle Reduction Plan	Avoid & Shift	DoT, D/ Taoiseach, DHLGH, DTCAGSM	OPW, Tourism Operators, Airports, Event Promoters, DHLGH, LAs, NTA	Q1 2025	Template Vehicle Proportion Reductions Plans to be developed to assist companies. Explore whether licensing for large events, which are managed by promotors and coordinated with local authorities, takes sufficient account of demand reduction principles.
29	**Encourage insurance industry to better incentivize good driving behaviour and better travel options and not act as a barrier to reduced car ownership.**					
29a	Work with insurance industry to examine how it can contribute to the achievement of the objectives of this strategy, particularly in view of the road safety benefits to be achieved	Avoid & Shift	DoF	DoT, LAs	Q4 2024	Engage with insurance industry to encourage good driving behaviour, better incentivise car-sharing and carpooling and identify and address practices that inadvertently incentivise unnecessary car ownership.

Supporting Public Engagement and Consumer Awareness

Supporting public engagement and consumer awareness

No.	Action	A-S-I Framework	Lead	Support	Timeline	Output/Outcome
30	**Raising consumer awareness on car buying and ownership**					
30a	Increased consumer awareness	Improve	DoT, SEAI	ASAI	Q4 2024	Undertake campaigns to raise consumer awareness around car emissions /cost of ownership including assessment of the potential roles for car advertising, car labelling regulation and mandatory disclosure of emissions data. Bring proposals for Car Advertising Regulatory Framework to Government
30b	Commission research on how best to communicate the real cost of owning a car i.e., the cost of running a car and the external costs of car use.	Shift	DoT	ESRI	Q4 2024	Establish ESRI Behavioural Research Framework Agreement and deliver initial guidance/research
30c	Support the potential introduction of vehicle fuel-efficiency labelling (VFEL)	Improve	DoT	NSAI/SEAI	Q4 2024	Explore the potential benefits of introducing VFEL and prepare Options Paper

Building the Evidence Base to Inform Policy Choices and Demonstrate Success

Building the Evidence Base to Inform Policy Choices and Demonstrate Success

No.	Action	A-S-I Framework	Lead	Support	Timeline	Output/Outcome
31	**Enhance modelling tools to better understand the impacts of specific demand management measures as part of wider climate action initiatives**					
31a	Enhance modelling tools to better understand the impacts of specific demand management measures as part of wider climate action initiatives	Avoid	DECC, ESRI, NTA, TII, SEAI, DOT	DPENDR	Q4 2024	Enhance extensive demand management modelling capabilities of transport agencies to capture wider impacts. Develop appropriate links with other models, e.g. i3i model, SEAI, TIMES etc.; National transport emissions modelling will be re-calibrated
31b	As part of the Life Emerald Project, develop a national air quality modelling tool that can measure the effect of demand management measures on localised air pollutants	Avoid	EPA, DECC	DoT, NTA	Q3 2024	A national model for assessing the impact of various measures on air quality is developed
32	**Commission research to measure and model the cumulative and relative impacts of the recommendations.**					
32a	Continue to build understanding of cumulative and relative impacts of the recommendations in Strategy	Avoid	DoT	NTA, TII, SEAI, EPA,	Q1 2024	Research commissioned. This would provide more detailed consideration of how the measures would interact with each other and which approach might deliver the objectives most efficiently – building on work already done for CAP
33	**Develop a National Parking Data Inventory**					
33a	Establish a working group to identify an approach to the development of a national parking inventory to support potential parking related measures inter alia through the LA Demand Management Schemes.	Avoid	DoT	DHLGH, NTA, TII, OPW	Q2 2024	Establish Working Group. Approach identified. Inventory created. Part of this work will include quantifying how much space is currently being dedicated to various modes of transport.
34	**Establish a fund to pilot demand management measures**					
34a	Design an appropriate funding mechanism to support LAs in particular to develop and roll out pilot, demonstrator projects to evaluate impacts Explore potential for securing funding from Capital Reserve Fund and other funds such as the Infrastructure, Climate and Nature Fund.	Avoid	DoT	DoF, NTA	Q1 2025	Fund developed to support pilot demonstrator and capacity building initiatives across all sectors involved in the implementation of the Strategy

Ensuring Strong Implementation and Review Mechanisms are in Place

Ensuring Strong Implementation and Review Mechanisms are in Place

No.	Action	A-S-I Framework	Lead	Support	Timeline	Output/Outcome
35	**Establish an oversight mechanism to monitor and evaluate the Strategy**					
35a	Establish an oversight mechanism to monitor and evaluate the Strategy	Avoid	DoT		Q4 2024	The National Demand Management Steering Group will be reconfigured with its membership and terms of reference refreshed. An independent chair will be appointed.

Any actions that result in funding requirements will be subject to the requirements, where applicable, of the Public Spending Code and the Infrastructure Guidelines.

Rialtas na hÉireann
Government of Ireland