TRANSPORTATION

Proposed LRD at Taylor's Lane, Ballyboden, Dublin 16

Mobility Management Plan

190068-X-X-X-XXX-RP-DBFL-CE-0004

March 2023

DBFL CONSULTING ENGINEERS

Project Title:	Proposed LRD at Taylor's Lane, Ballyboden, Dublin 16		
Document Title:	Mobility Management Plan		
File Ref:	190068-X-X-X-XXX-RP-DBFL-CE-0004		
Status:	P3 – Planning	Rev:	P03
	S - Issued		

Rev.	Date	Description	Prepared	Reviewed	Approved
0	14/09/22	Draft - Design Team Review	Ruairi Browne	Mark Kelly	-
1	30/09/22	Stage 2 Pre-Planning Issue	Ruairi Browne	Mark Kelly	-
2	10/03/23	Stage 3 LRD Design Team Review	Ruairi Browne	Mark Kelly	-
3	29/03/23	Stage 3 Planning Issue	Ruairi Browne	Mark Kelly	Robert Kelly

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1   INTRODUCTION

1.1   CONTEXT

DBFL Consulting Engineers (DBFL) have been commissioned to prepare a Mobility Management Plan (MMP) for a proposed large-scale residential development at a site located on Taylor's Lane in Ballyboden, Dublin 16. The proposed site is located on the corner of Edmondstown Road and Taylors Lane and the subject site is approximately net 3.50Ha. The site currently is unoccupied and consists of the old Good Counsel building and associated maintenance buildings. As well as this, there is a large area of open space in the north east of the site, which historically was a pitch and putt course. This site's location may be seen with reference to its surrounding area in the Site Location Map shown in **Figure 1.1** below.
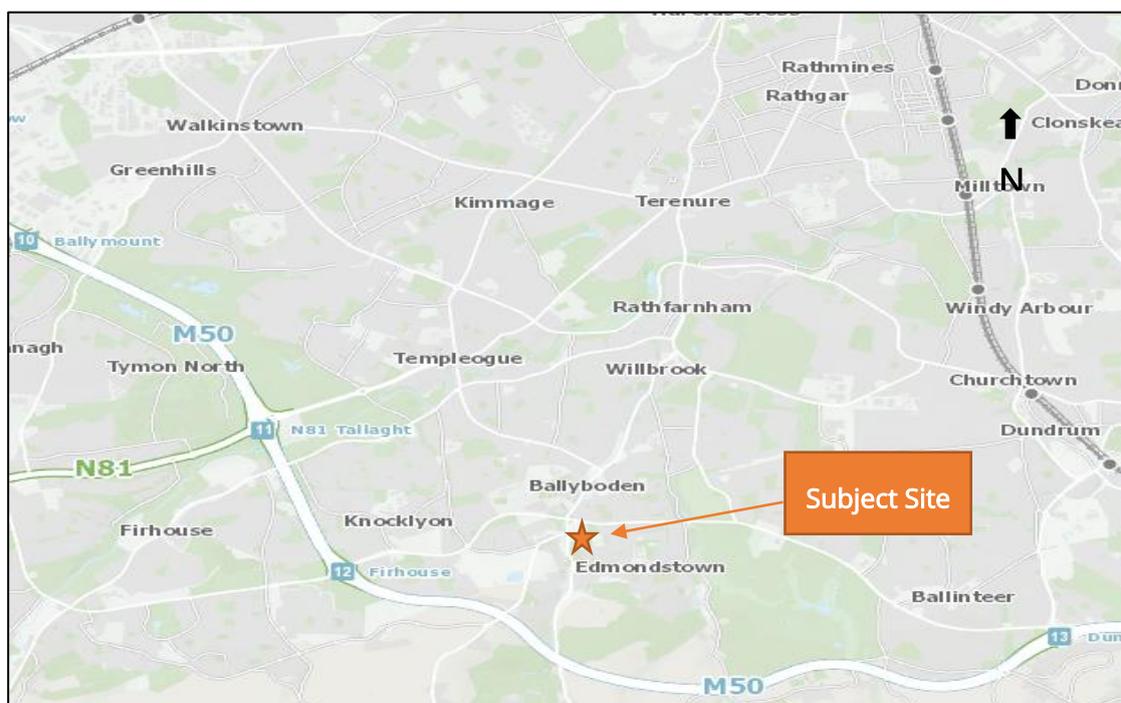
Figure 1.1: Site Location (Source : http://map.geohive.ie/)

The proposal is for a Large Residential Development on this site of net c. 3.5ha comprising the following:

- Demolition of existing former Institutional buildings and associated outbuildings (c.5231 sq.m);

- Construction of 402 residential units within 3 apartment/duplex blocks ranging in height from 2-5 storeys and comprising of 39 no. 1-Beds; 302 no. 2-Beds; and 61 no. 3-Beds all with associated private balconies/terraces to the north/south/east/west elevations;

    o Provision of one crèche and two retail units.

    o Provision of 290 no. car parking spaces

    o Provision of 1054 no. cycle parking spaces

    o Vehicular access to the site via Edmondstown Road to the west.

    o Pedestrian Access to the site via Edmondstown Road to the west and Taylor's Lane to the north.

- The development proposal also includes the creation of a new access from the existing 3 arm signalised junction (Scholarstown Road / Ballyboden Road / Edmondstown Road) which will result in the upgrade of the junction to a four-arm signalised junction.

Please see the statutory notices for a full development description.

This MMP has been prepared to guide the delivery and management of several coordinated initiatives which ultimately seek to encourage sustainable travel practices for all journeys to and from the proposed residential accommodation development.

This framework document aims to inform two distinct audiences as follows;

- The appointed Mobility Manager who will be responsible for implementing and managing the MMP. Should the manager not be overly familiar with the MMP process they will find the process and context information as outlined in **Chapter 2** invaluable. The MMP targets and measures introduced in Chapter 5 and Chapter 6 will be coordinated, administered and updated by the appointed Mobility Manager.

- The Local Authority Officers who will be eager to ensure that the MMP initiatives are appropriately ambitious, deliverable and implemented fully. The officers, who will be very familiar with the MMP process, will be predominately interested in the proposed MMP Targets **(Chapter 5)** and associated measures **(Chapter 6).** Following the Stage 2 Pre-Application meeting, the SDCC opinion document noted a number of suggested / required changes to the existing reports. These changes have been undertaken and are reflected in the planning application reports.

1.2   BACKGROUND

This Mobility Management Plan (MMP) has been prepared to guide the delivery and management of a package of integrated initiatives which seek to encourage sustainable travel practises at the proposed residential development located on Taylor's Lane, Dublin 16. This document aims to expand the awareness of and increase travel options for the residents, visitors and staff at the site and the wider community.

The Plan will be used mainly by the appointed Mobility Manager who will be responsible for implementing and managing the MMP for the benefits of the residents, visitors and staff who may be interested in reading this document to see how it directly affects them.

DBFL Consulting Engineers have prepared this MMP to guide the delivery and management of a package of integrated initiatives which ultimately seek to encourage sustainable travel practices of all residents and visitors travelling to/from the proposed development.

The purpose of the Mobility Management Plan is to:

- Provide a 'manual' and record for the Mobility Manager who will be appointed to oversee the implementation and development of the measures set out in the document,

- Provide a formal record for the local authority in regard to the type, scale and number of initiatives that the MMP initially proposes and subsequently their level of success in subsequent versions of the MMP which remains a 'live' document to be updated at least initially every 2 to 3 years following its implementation, and

- To provide a long-term strategy for encouraging residents, staff and visitors to reduce their dependency on travelling by car in favour of more sustainable modes of travel.

The aims of the MMP Framework are:

- To increase the awareness of residents, staff and visitors to all the transport options available to them and to highlight the potential for travel by more sustainable modes, and

- To introduce a package of both 'hard' (physical) and 'soft' (behavioural) measures that will facilitate travel by sustainable modes of travel to/from the subject development site.

1.3   STRUCTURE OF REPORT

Following this introduction, the MMP framework including the definition of an MMP, its objectives, the scope and process involved in compiling and implementing such a plan is outlined in **Chapter 2**.

The environment within which the proposed residential accommodation development MMP is placed, such as location and local transportation system is briefly outlined in **Chapter 3**.

The MMP context in terms of local travel trends are established in **Chapter 4**.

The MMP objectives and targets are established in **Chapter 5**.

In **Chapter 6** the measures and travel initiatives selected to encourage sustainable travel are discussed. These include Mode Specific Measures, Management Measures, Marketing Measures and Monitoring & Review Measures.

With the objective of establishing the basis for discussions with the local authority, from which an agreed MMP action plan can be adopted, **Chapter 7** presents a Preliminary Action Plan for the MMP at the residential accommodation development on Taylor's Lane.

The main conclusions and recommendations of the MMP are summarised in **Chapter 8**.

2 MOBILITY MANAGEMENT PLAN FRAMEWORK

2.1 WHAT IS A MOBILITY MANAGEMENT PLAN?

The Dublin Transportation Office's (which was subsumed into the National Transportation Authority (NTA) in December 2009) 2001 publication entitled "*The Route to Sustainable Commuting*" defines an MMP as "... *a package of measures put in place by an organisation to encourage and support more sustainable travel patterns* ...".

The MMP can be developed for an individual site or group of sites and is designed specially to respond to a range of different site-specific land uses such as business (offices, retail, industrial etc.), residential and schools/ colleges/ universities.

Whilst the emergence and successful application of MMPs have only transpired over the last 15 years in Ireland, other countries have extensive experience in designing, implementing, marketing and monitoring the successful delivery of MMPs. Accordingly, MMPs are also known by a number of other names including;

- Travel Plans;
- Green Travel Plans;
- Sustainable Mobility Plans; or
- Sustainable Commuter Plans.

2.2 WHAT IS A RESIDENTIAL DEVELOPMENT MOBILITY MANAGEMENT PLAN?

A Residential Development Mobility Management Plan is a package of measures designed specifically to reduce the number and length of car-based trips, while also encouraging more sustainable forms of travel and reducing the overall need to travel. It sets out objectives and targets to achieve sustainable travel patterns.

A successfully implemented MMP can provide reductions in car usage, particularly influencing levels of single-occupancy car travel, with increased trips made by public transport, walking and cycling; and improve road safety and personal security (in particular for pedestrians and cyclists).

Mobility Management Plans to date have mainly focused on the development of destination MMP's to encourage travel by sustainable modes for employment and school developments.

Destination MMPs (employment, schools, buildings etc.) focus on a particular journey purpose while a Residential MMP is concerned with journeys made from a single origin (home) to multiple and changing destinations.

2.3   WHO IS INVOLVED?

A Mobility Management Plan impacts the following stakeholders who should all be involved in some form or manner:

- Local Authority Officers,

- Property developers,

- Facility Management Personnel,

- Future residents at sites,

- Residents in the community surrounding new housing developments with an MMP, and

- Transport Operators.

2.4   OBJECTIVES OF A MOBILITY MANAGEMENT PLAN

The principal objective of an MMP is to reduce levels of private car use in parallel with encouraging people to walk, cycle, use public transport, car share or even reduce the number of trips undertaken / required.

A comprehensive range of goals, and subsequent complementary secondary level objectives, can be identified with the purpose of achieving the ultimate objective of the MMP. This can be achieved through the delivery of a range of complimentary integrated initiatives which can positively influence travel behaviour and associated travel habits.

The specific objective(s) of an MMP can vary depending upon the organisation, site characteristics and specific land uses which vary with each site. Nevertheless, in the context of this MMP objectives can include;

- For Residents and Staff –

  o Address residents' and Staff's need for access to a full range of facilities for education, work, health, leisure, recreation and shopping; and

o   Promote healthy lifestyles and sustainable, vibrant local communities.

- The Local Community

  o   Reduce the traffic generated by the development for journeys on the external road network;

  o   Make local streets less dangerous, less noisy and less polluted;

  o   Enhance viability of public transport; and

  o   Improve the environment and the routes available for cycling and walking.

2.5   MOBILITY MANAGEMENT PLAN PROCESS

Once the decision has been made to produce an MMP the process of compiling the plan encompasses the 8 principal steps presented in graph in **Figure 2.1** below.

The MMP however remains an 'active' document which continues to evolve and develop during its lifecycle. Accordingly, once the initial eight steps have been successfully completed (including monitoring and reporting requirements), the process recommences with the identification of new actions and associated targets which instigates the second generation of the MMP. As a result, subsequent generations of the MMP can be incorporated into the management and operation of the residential development for as long as necessary or potentially even for the entire existence of the development.
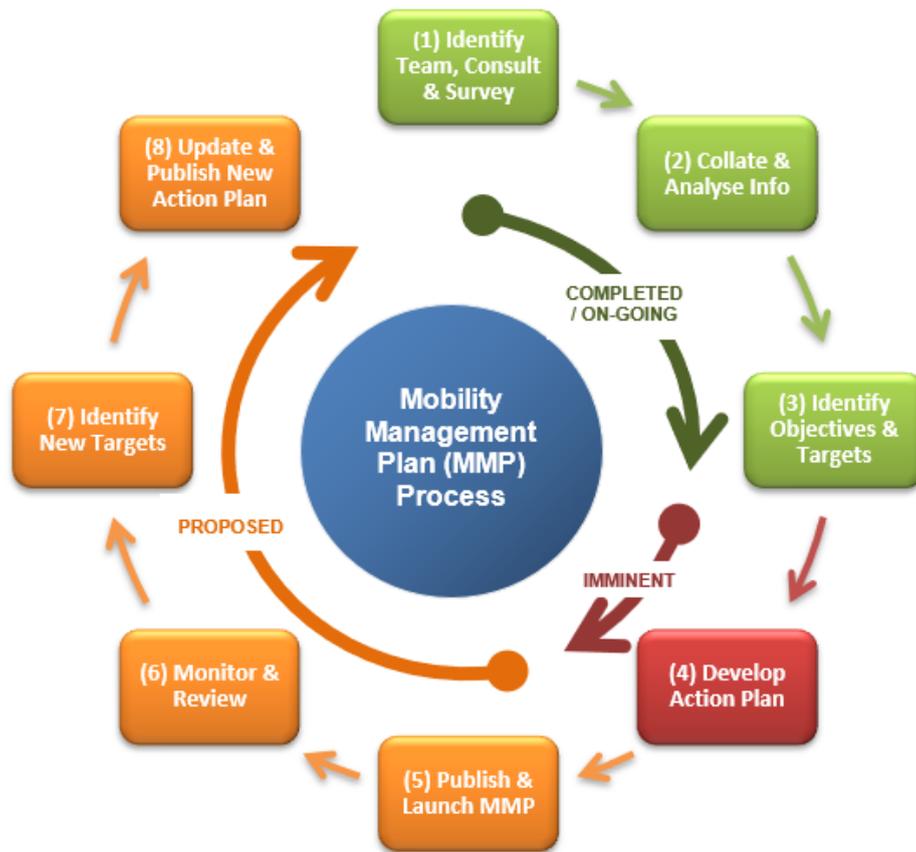
Figure 2.1: MMP Development Process and Status

Once the development's specific objectives are identified, "SMART" targets will both assist in defining the specific measures that are included and / or prioritised within the MMP (to reach the objective), and help with the monitoring and evaluation of the level of success achieved by the MMP. SMART targets, which can be agreed with the local authority should be;
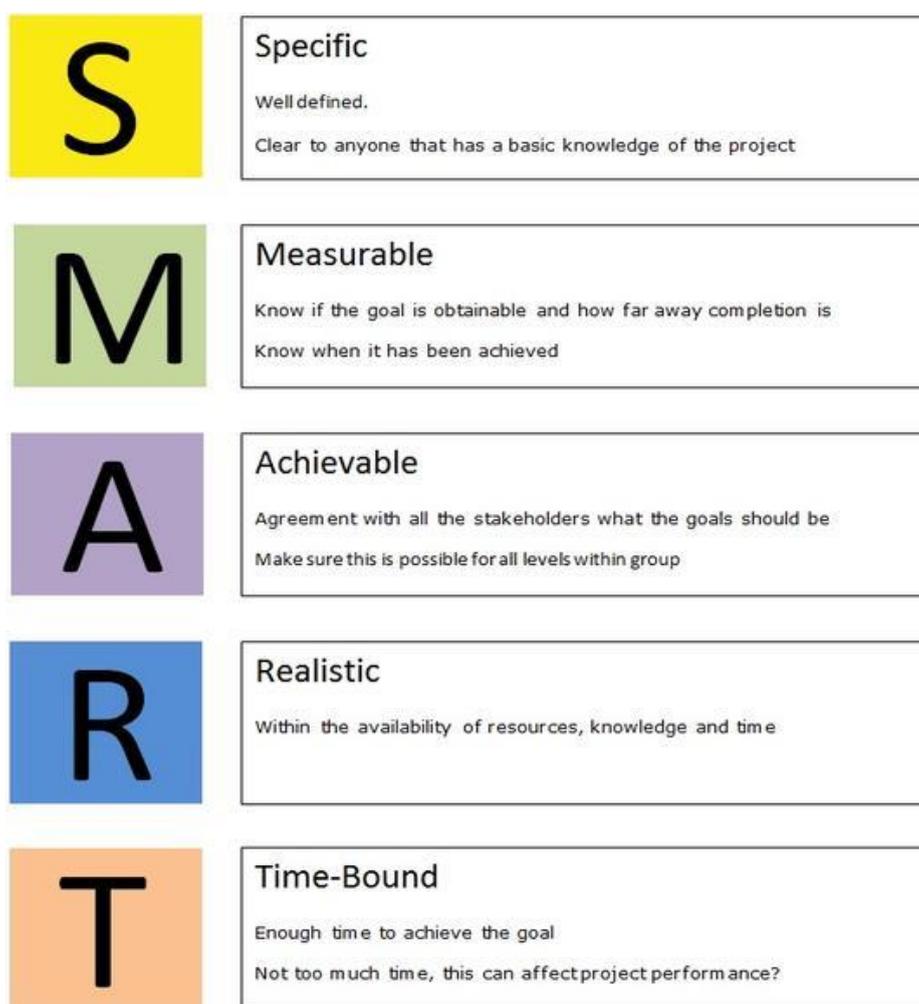
Figure 2.2: SMART targeting principles

2.6 MOBILITY MANAGEMENT PLAN NEXT STEP

In the context of the residential development's operational framework, the local receiving environment and the identification of the Preliminary Action Plan this document should form the basis by which;

- The subject residential/commercial development's specific travel characteristics are outlined and presented to the local authority, and

- Through a partnership approach between the developers and the local planning authority, the Preliminary Action Plan is explored and re-examined with the objective of reaching agreement upon the MMP's measures and subsequently the adoption of an 'agreed' MMP

Action Plan with targets, initiatives, timescales, responsibilities and resources clearly outlined and approved by both parties.

To enable this process to commence it is proposed that this MMP document, as compiled by DBFL, is submitted to South Dublin County Council. At the request of the local authority, a meeting between the local authority officers and the developers can take place if required with the objective of formally agreeing an MMP action plan and associated targets for the subject residential/commercial development as proposed at the site on Taylor's Lane.

3 POLICY FRAMEWORK

The MMP for the Taylor's Lane residential development is supported by comprehensive transport policy hierarchy in addition to being influenced directly / indirectly by other policy themes (e.g. environmental, health etc.) which generate a range of complementary policy instruments in addition to demands and pressures that clearly necessitate a change in existing travel behaviour. Commencing at EU level and subsequently transferred into national policy and regulations in Ireland, the hierarchy continues from regional (Greater Dublin Area) to sub-region (South Dublin County Council) and eventually arriving at site (or land use) specific policy objectives.
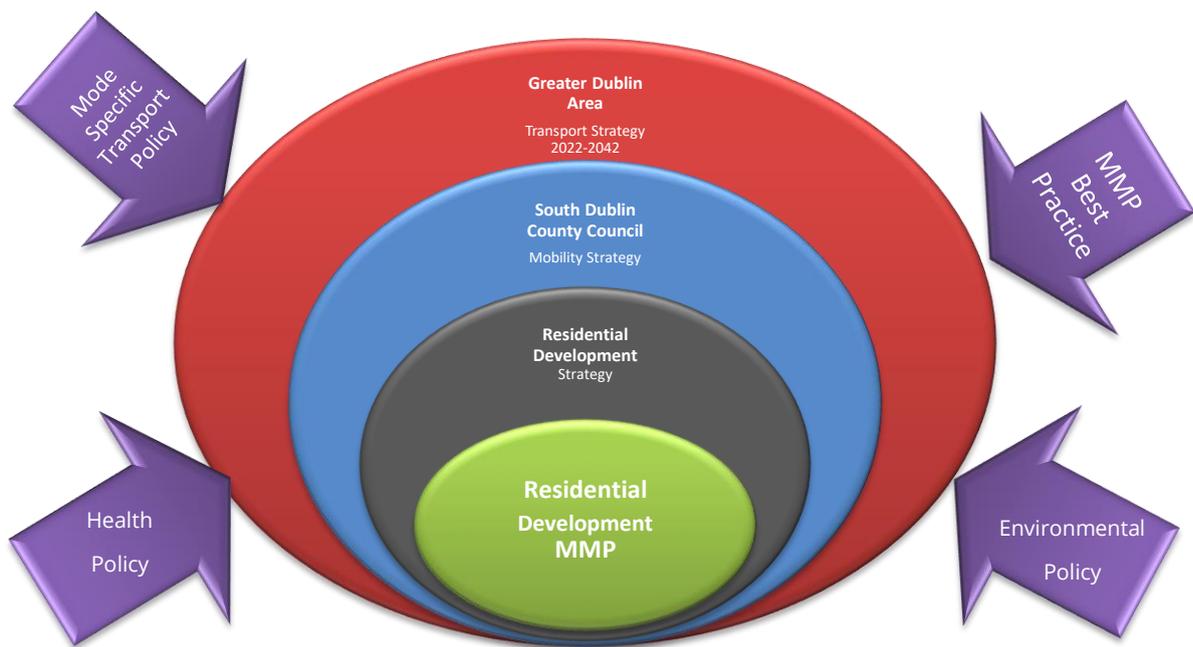
Figure 3.1: MMP Policy Framework and External Influences

3.1   NATIONAL SUSTAINABLE MOBILITY POLICY (2022)

This policy sets out a strategic framework to 2030 for active travel and public transport, in order to support Ireland's overall requirement to achieve a 51% reduction in carbon emissions by 2030.

The target of the policy is to *"deliver at least 500,000 additional daily active travel and public transport journeys and a 10% reduction in kilometres driven by fossil fuelled cars by 2030. These are in line with metrics for transport set out in the Climate Action Plan 2021."*

The policy will promote four main areas regarding Sustainable Mobility:

- Supporting Safe and Green Mobility

- Supporting People Focused Mobility

- Supporting Better Integrated Mobility

- Improving the Delivery of Sustainable Mobility
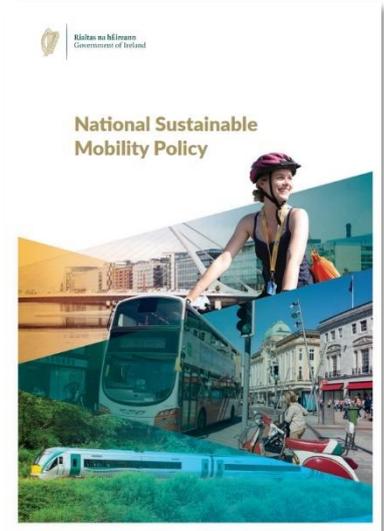
The policy also sets out four key areas where benefits can be seen from Sustainable Mobility:
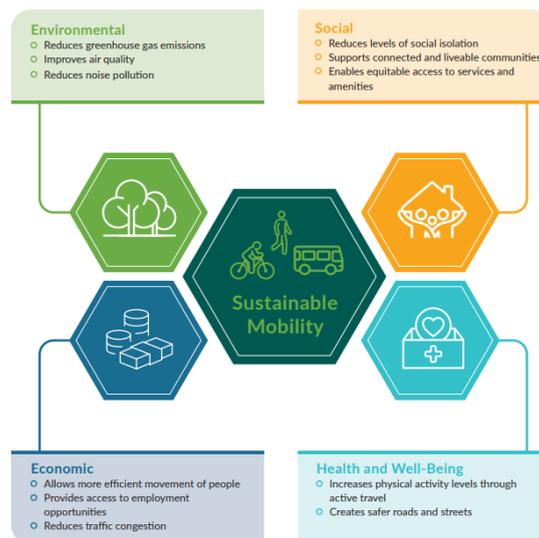
Figure 3.5: Sustainable Mobility Key Areas (Source: Department of Transport)

Goal 4 of the policy *"aims to expand the capacity and availability of sustainable mobility in a regional and rural context. This will be done through the delivery of improved active travel infrastructure, expansion of regional bus and rail services and local bus networks, and improved connectivity between different transport modes."*

Goal 4 also states: *"Pedestrian enhancement plans will also be developed for the regional growth centres and key towns identified in the NPF and the Regional Spatial and Economic Strategies. Improved walking and cycling infrastructure in towns and villages can support the Town Centre First principle through enabling access to local services by active travel."*

3.2 SUSTAINABLE URBAN HOUSING: DESIGN STANDARDS FOR NEW APARTMENTS – DECEMBER 2022

This guideline document was produced by the Department of Housing, Planning and Local Government and was updated with the latest version in December 2022. The purpose of this document is to set out standards for apartment development, mainly in response to circumstances that had arisen whereby some local authority standards were at odds with national guidance.

With the demand for housing increasing, this means that there is a need for an absolute minimum of 300,000 new homes in Ireland's cities by 2040. It is therefore critical to ensure that apartment living is an increasingly attractive and desirable housing option for a range of household types and tenures.

These Guidelines apply to all housing developments that include apartments that may be made available for sale, whether for owner occupation or for individual lease. They also apply to housing developments that include apartments that are built specifically for rental purposes, whether as 'build to rent' or as 'shared accommodation'.

Cycling provides a flexible, efficient and attractive transport option for urban living and these guidelines require that this transport mode is fully integrated into the design and operation of all new apartment development schemes.

The quantum of car parking or the requirement for any such provision for apartment developments will vary, having regard to the types of location in cities and towns that may be
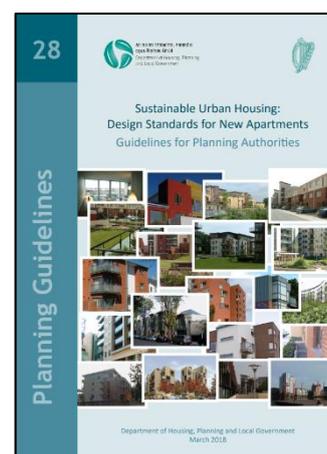
suitable for apartment development, broadly based on proximity and accessibility criteria. There are three types of locations set out that will determine the level of parking provided. The **Central and/or Accessible Urban Locations** comprise of apartments in more central locations that are well served by public transport. These locations have a default policy for car parking provision to be minimised, substantially reduced or wholly eliminated in certain circumstances. The **Intermediate Urban Locations** comprise of apartments in suburban/urban locations served by public transport or close to town centres or employments areas. These locations require that planning authorities must consider a reduced overall car parking standard and apply an appropriate maximum cap parking standard. The **Peripheral and/or Less Accessible Urban Locations** comprise of apartments located in relatively peripheral or less accessible urban locations, one car parking space per unit, together with an element of visitor parking should generally be required.

For all types of location, where it is sought to eliminate or reduce car parking provision, it is necessary to ensure, where possible, the provision of an appropriate number of drop off, service, visitor parking spaces and parking for the mobility impaired. Provision is also to be made for alternative mobility solutions including facilities for car sharing club vehicles and cycle parking and secure storage.

3.3   DESIGN MANUAL FOR URBAN ROADS AND STREETS (DMURS) - 2019

DMURS guidance document was produced by the Department of Transport, Tourism and Sports and the Department of Environment, Community and Local Government in March 2013 and updated in May 2019. It provides guidance relating to the design of urban roads and streets. It presents a series of principles, approaches and standards that are necessary to achieve balanced, best practice design outcomes with regard to street networks and individual streets.
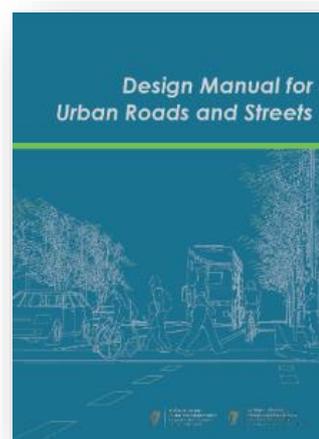
The manual places a significant emphasis on car dominance in Ireland and the implications this has had regarding the pedestrian and cycle environment. The document encourages more sustainable travel patterns and safer streets by proposing a hierarchy for user priorities. This

hierarchy places pedestrians at the top, indicating that walking is the most sustainable form of transport and that by prioritizing pedestrians first, the number of short car journeys can be reduced, and public transport made more accessible.

Second in the hierarchy are cyclists with public transport third in the hierarchy and private motor vehicles at the bottom. By placing private vehicles at the bottom of the hierarchy, the document indicates that there should be a balance on street networks and cars should no longer take priority over the needs of other users.

The manual emphasizes that narrow carriageways are one of the most effective design measures that calm traffic. The Standard width of an arterial and link street is between 5.5m and 6m, however, 5.5m should be implemented where lower design speeds are being applied. Desirable footpath widths are between 2m – 4m. The 2m width should be implemented to allow for low to moderate pedestrian activity. A 3m – 4m footpath should be implemented to allow for moderate to high pedestrian activity.

The focus of the manual is to create a place – based sustainable street network that balances the pedestrian and vehicle movements. The manual references the different types of street networks, including arterial streets, link streets, local streets, and highlights the importance of movement.

3.4   TRANSPORT STRATEGY FOR THE GREATER DUBLIN AREA 2022-2042

The Transport Strategy for the Greater Dublin Area 2022-2042 is a document compiled by the National Transport Authority which sets out the Strategic Transport Plan for the Greater Dublin Area for the period up to 2042. This sets out an integrated long-term strategy for the area and includes new public transport proposals such as DART and Luas expansion, as well as a new Metro route.

This document will influence transport planning across the region until 2042 and replaces 'Transport Strategy for the Greater Dublin Area 2016-2035'. It thereby underpins all transportation strategies, traffic management schemes and development plans prepared by South Dublin County Council during this timeframe.

The Strategy sets out a clear hierarchy of transport users, commencing with the sustainable modes of travel such as walking, cycling and public transport users at the very top of the hierarchy. The Strategy adopts the general principle that these users should have their safety and convenience needs considered first and that the hierarchy is applied where a large share of travel is (or could be) made by walking, cycling and public transport.

In addition to guiding the development of specific Strategy measures, the NTA sets out the road user hierarchy, which is deemed as a fundamental input into the Transport Strategy:

Measure PLAN2 – The Road User Hierarchy

'The NTA, in the decision-making process around the design, planning and funding of transport schemes in the GDA, will be guided by the priority afforded to each mode in the Road User Hierarchy as set out in the Transport Strategy.'

3.5   SOUTH DUBLIN COUNTY DEVELOPMENT PLAN 2022-2028

Transport and mobility policy in South Dublin in guided by a comprehensive and coordinated set of national and regional policy documents. National and Regional policy recognises that current transport trends, in particular levels of car use, are unsustainable and that a transition towards more sustainable modes of transport, such as walking, cycling and public transport is required. There are concerns that if current trends continue, congestion and transport emissions would increase, economic competitiveness will suffer, and quality of life will decline.

The council will seek to rebalance transport and mobility within the County by promoting ease of movement by sustainable modes (including walking, cycling and public transport) and freeing up road space for economic growth and new development.

The Council recognises that new development, both residential and commercial, permitted in line with this Plan will lead to additional trips being generated. The Council will work with the relevant

agencies to seek to ensure that as high a proportion as possible would be conducted by sustainable means.

The following objectives have seen set out within the plan in order to promote transport and mobility within the County:

SM1 Objective 1: *To achieve and monitor a transition to more sustainable travel modes including walking, cycling and public transport over the lifetime of the County Development Plan, in line with the County mode share targets of 15% Walk; 10% Cycle; 20% Bus; 5% Rail; and 50% Private (Car / Van / HGV / Motorcycle).*

SM1 Objective 2: *To ensure consistency with the NTA's Transport Strategy for the Greater Dublin Area (2016-2035) as updated to 2042, as required by RPO 8.4 of the RSES.*

SM1 Objective 3: *To support the delivery of key sustainable transport projects including DART and Luas expansion programmes, BusConnects and the Greater Dublin Metropolitan Cycle Network in accordance with RPO 5.2 of the RSES / MASP.*

SM1 Objective 4: *To ensure that future development is planned and designed in a manner that facilitates sustainable travel patterns, with a particular focus on increasing the share of active modes (walking and cycling) and public transport use and creating a safe and attractive street environment for pedestrians and cyclists, in accordance with RPO 5.3 of the RSES / MASP.*

SM1 Objective 5: *To ensure that future development is planned and designed in a manner that maximises the efficiency and protects the strategic capacity of the metropolitan area transport network, both existing and planned, and to protect and maintain regional accessibility, in accordance with RPO 8.3 of the RSES.*

SM1 Objective 6: *To safeguard the County's strategic road network and to improve the local road and street network in a manner that will better utilise existing road space and encourage a transition towards more sustainable modes of transport.*

SM1 Objective 7: *To engage with relevant agencies including the National Transport Authority (NTA) and Transport Infrastructure Ireland (TII) in relation to strategic and local transportation issues including delivery of transport projects and to encourage consultation with local communities.*

SM1 Objective 8: *To prepare Integrated Transport Studies for urban areas within the County, as need arises, to provide a long-term plan for the movement of pedestrians, cyclists, public transport and private vehicles and to have regard to the European Commission's Guidelines for Developing and Implementing a Sustainable Urban Mobility Plan (2nd Edition, 2019) in the preparation of such studies.*

SM1 Objective 9: *To support micro-mobility in line with legislative / statutory requirements.*

4   SITE DESCRIPTION & EXISTING CONDITIONS

4.1   SITE DESCRIPTION

The subject site is located within the Rathfarnham suburb of South Dublin. The subject site is located within the C-Ring of the M50 and is approximately 8 kilometres southwest of Dublin City Centre. The subject lands are situated to the southeast of Taylor's Lane. The northern boundary is formed by the Taylor's Lane. Edmondstown Road forms the western boundary, with the eastern boundary formed by an access driveway.

The general location of the subject site in relation to the surrounding road network is illustrated in **Figure 4.1** below, whilst **Figure 4.2** shows the indicative extent of the subject site lands.
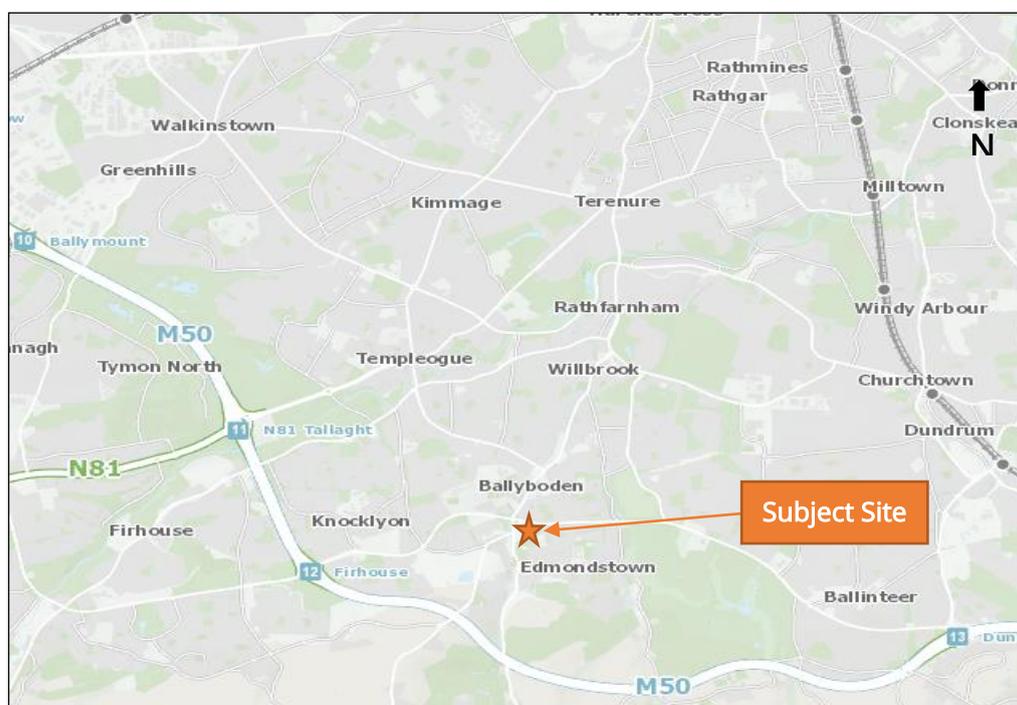
Figure 4.1: Site Location (Source: Google Maps)

Figure 4.2: Indicative Site Boundary (Source: Google Maps)

4.2   PROPOSED DEVELOPMENT

The proposal is for a Large Residential Development on this site of net c. 3.5ha comprising the following:

- Demolition of existing former Institutional buildings and associated outbuildings (c.5231 sq.m);

- Construction of 402 residential units within 3 apartment/duplex blocks ranging in height from 2-5 storeys and comprising of 39 no. 1-Beds; 302 no. 2-Beds; and 61 no. 3-Beds all with associated private balconies/terraces to the north/south/east/west elevations;

    o   Provision of one crèche and two retail units.

    o   Provision of 290 no. car parking spaces

    o   Provision of 1054 no. cycle parking spaces

    o   Vehicular access to the site via Edmondstown Road to the west.

- o Pedestrian Access to the site via Edmondstown Road to the west and Taylor's Lane to the north.

- The development proposal also includes the creation of a new access from the existing 3 arm signalised junction (Scholarstown Road / Ballyboden Road / Edmondstown Road) which will result in the upgrade of the junction to a four-arm signalised junction.

4.3 EXISTING TRANSPORTATION INFRASTRUCTURE

4.3.1 Road Network

The subject development site is located immediately south of Taylor's Lane. Taylor's Lane is a wide single carriageway road with one lane in each direction which contains on road cycle lanes on both sides of the road. Travelling eastbound on Taylor's Lane leads to Sandyford and Dundrum whereas travelling westbound, Taylors Lane connects to Ballyboden Way and Scholarstown Road which provides a distributor function for the area and connects to the M50 west of the subject site. **Figure 4.3** overleaf illustrates the location of the subject site within the context of the existing road network.

- Ballyboden Road (R115) is regional road on the site's western boundary. Travelling northbound on the R115 leads to Rathfarnham and Dublin City Centre whereas southbound leads to Junction 12 of M50 via Ballyboden Way and Scholarstown Road. Ballyboden Road transitions to Edmondstown Road on approach to Scholarstown Road/Edmondstown Road Junction.

- Edmondstown Road (R116) is also a regional road on the western boundary of the proposed development site. R116 connects the subject site to Edmondstown and Rockbrook and several other areas south of the subject site.

- Scholarstown Road extends from the Scholarstown Road/Edmondstown Road/Ballyboden Road three arm signalised junction which is proposed to be upgraded with the subject site access, becoming a four arm signalised junction. Scholarstown Road connects the subject site to M50 as well as Knocklyon, Firhouse, Tallaght and several other areas.

- **The M50 junction 12** interchange is located approximately 1.6km west from the proposed site access. The subject site being in vicinity of the M50 further enhanced accessibility to the site.

Figure 4.3: Existing Road Network (Source: Google Maps)

4.3.2 Existing Pedestrian Facilities

All the immediate routes leading to and from the subject site benefit from the provision of street lighting and pedestrian footways. Taylor's Lane is a regional road with the speed limit of 50kph and incorporates dedicated footpaths on both sides of the road and contains two signalized pedestrian crossings.

Edmondstown Road and Scholarstown Road are both regional roads with the speed limit of 50kph and pedestrian footways provided on both sides of the roads. Public lighting is provided on one side of the road. The Edmondstown Road/Scholarstown Road signalised junction which is in the immediate vicinity of the proposed site access contains pedestrian crossings on all arms. **Figure 4.4** to **Figure 4.7** illustrates pedestrian facilities along the roads surrounding the subject site.

Figure 4.4: Pedestrian Crossing Facilities in Vicinity of the Subject Site

Figure 4.5: Pedestrian Facilities along Taylors Lane (facing west)

Figure 4.6: Pedestrian Facilities along Edmondstown Road (facing north)
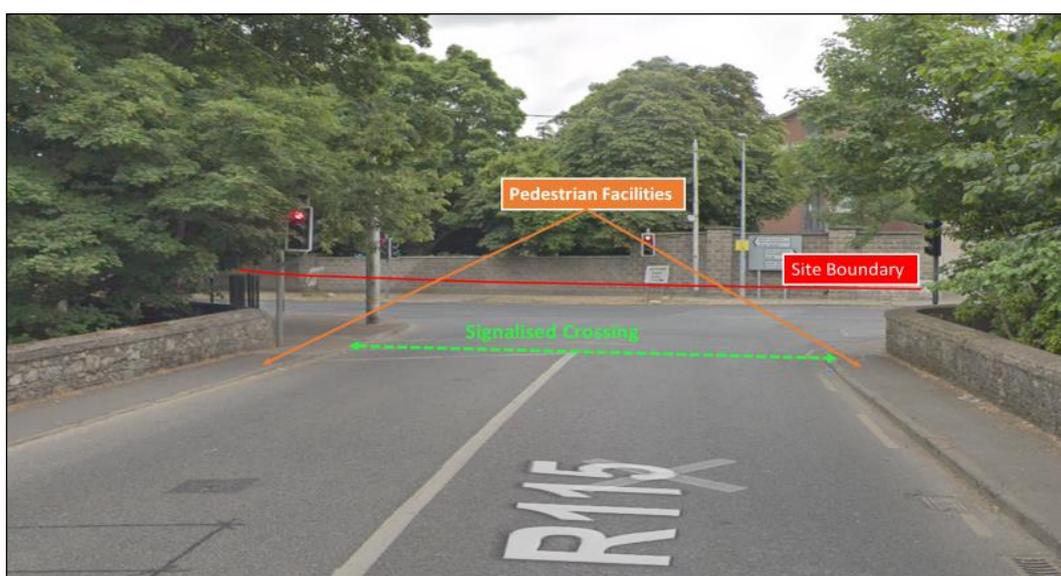
Figure 4.7: Pedestrian Facilities along Scholarstown Road (facing east)

Existing walking time isochrones from the development site are shown in **Figure 4.8** . This illustrates the high levels of accessibility for pedestrians walking to/from the site. The walking time isochrones illustrates that a number of schools, retails and health centre are within a 15 minute walking distance from the subject site.
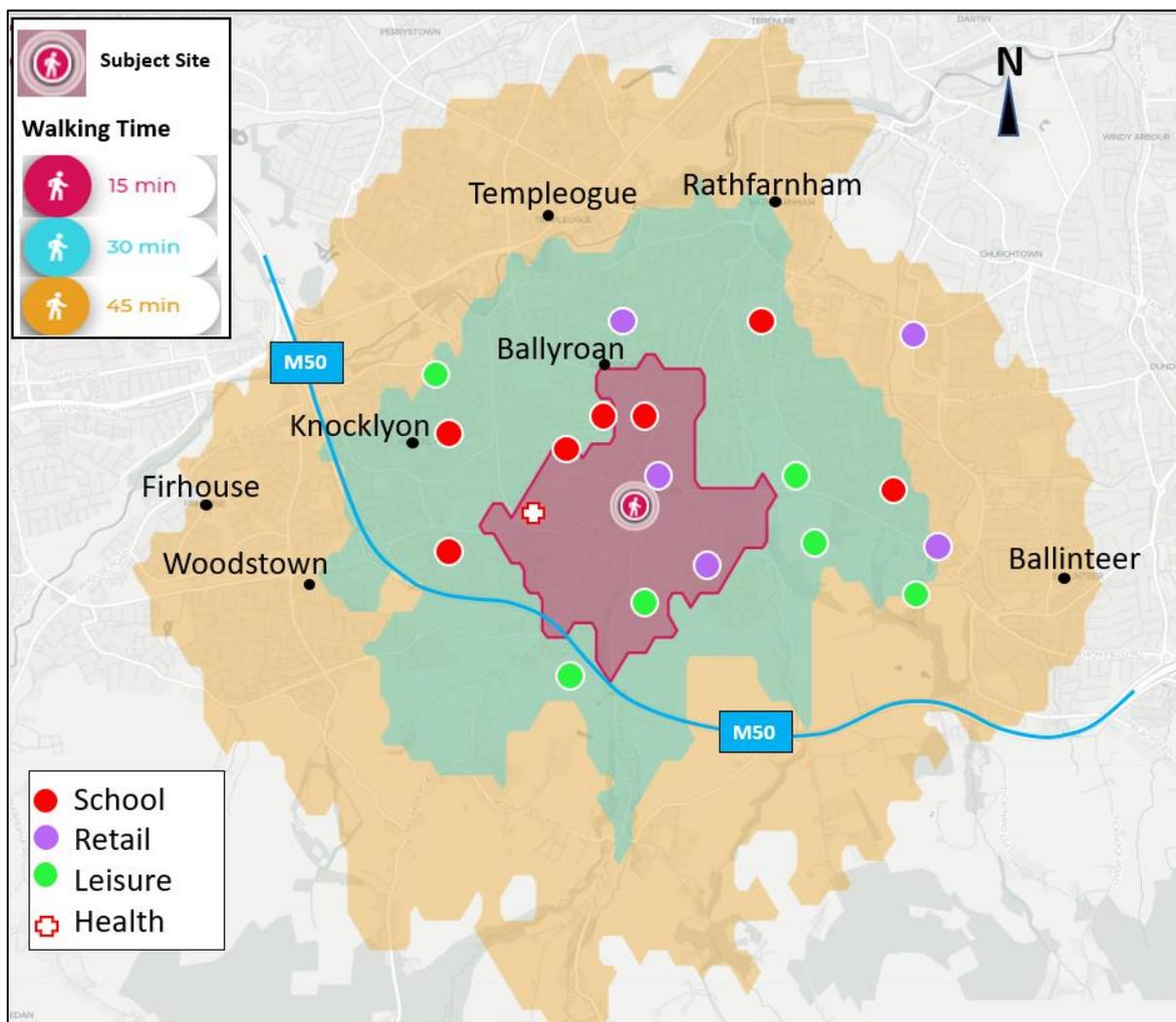
Figure 4.8: Walking Isochrones from the Subject Development Site

4.3.3   Existing Cycling Facilities

In the immediate vicinity of the subject site, cyclists benefit from existing cycle facilities along Taylor's Lane which contains mandatory cycle lanes on both sides. The cycle lanes continue through the roundabout on Ballyboden Way where they transition to a segregated cycle track heading westbound.

Edmondstown Road and Ballyboden Road provide advisory cycle lanes on both sides of the road carriageway.

These facilities are illustrated in **Figure 4.9** to **Figure 4.11** overleaf.

Figure 4.9: Cycling facilities along Taylor's Lane (facing west)

Figure 4.10: Cycling facilities along Edmondstown Rd/Ballyboden Rd (facing north)
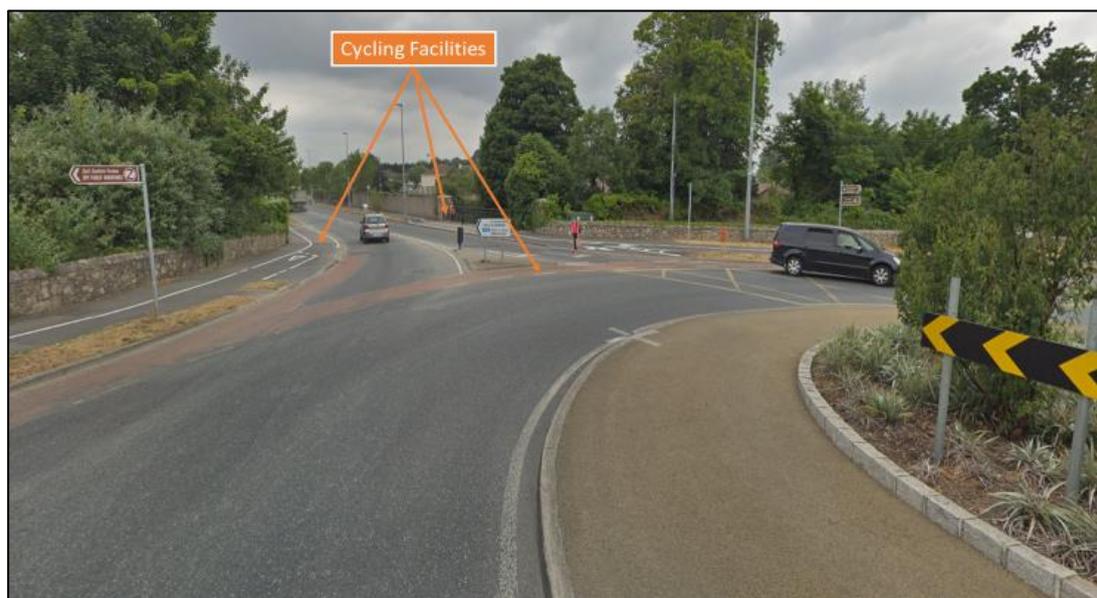
Figure 4.11: Cycling facilities along Ballyboden Way and the Roundabout (facing west)

In addition to the cycle facilities outlined above, there are also a variety of other cycling facilities available on the routes leading to the subject site and are illustrated in **Figure 4.12.**

Figure 4.12: Existing Cycle Network

The cycling time isochrones from the development site were created and are shown in **Figure 4.13** overleaf. This figure illustrates that Firhouse, Templeogue and Ballinteer are within a 15-minute cycling distance from the subject site, whereas, Tallaght, Kimmage, Milltown and Sandyford are within 30 minute and Dublin City Centre, Cabra, Clondalkin, Rathcoole and Dún Laoghaire are within a 45 minute of cycling distance from the proposed development site entrance.
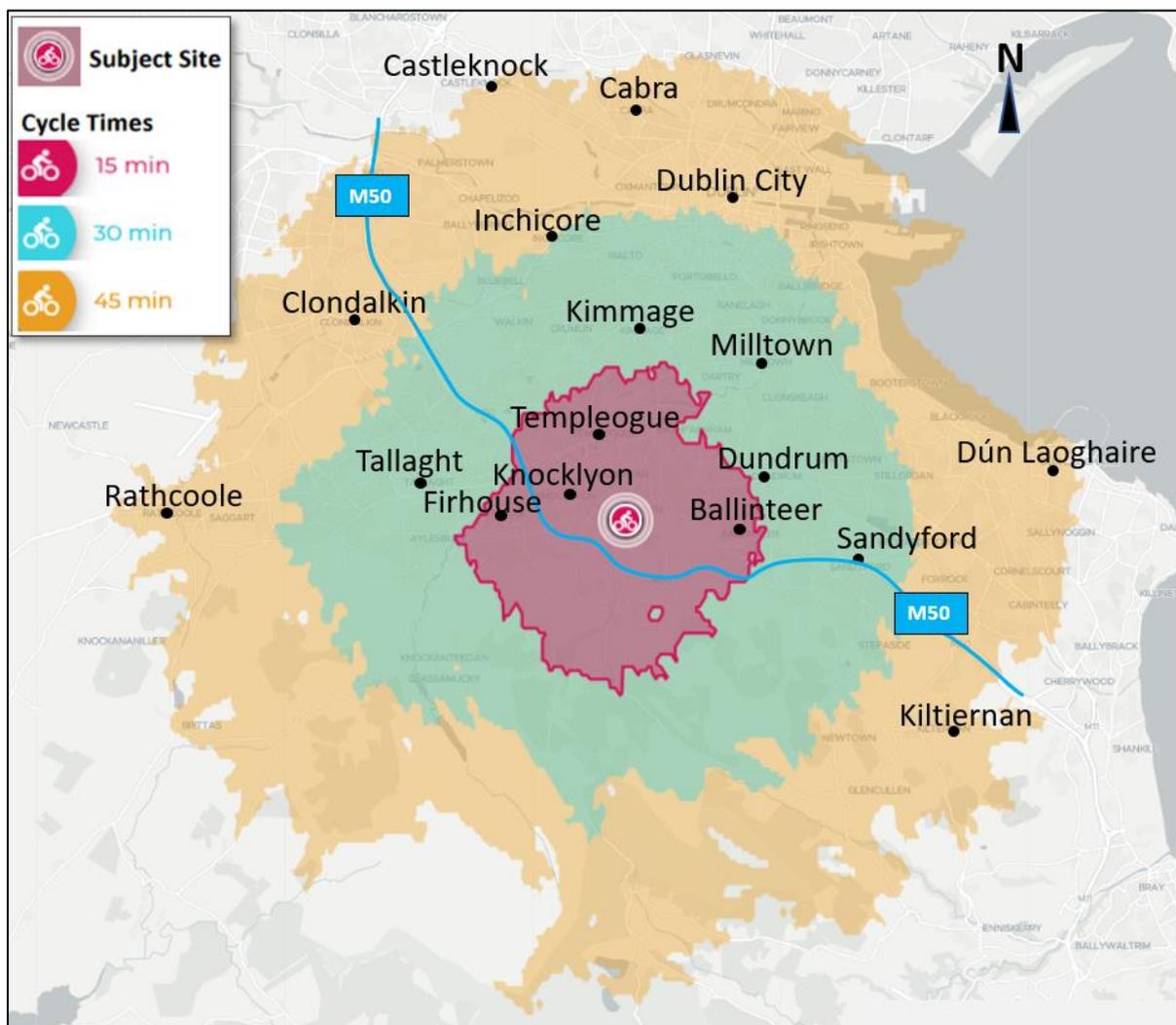
Figure 4.13: Cycling Isochrones from the Subject Development Site

4.3.4   Public Transport – Bus

The Subject site is ideally located to avail of a multitude of existing bus services. Bus routes including the 15B, 15D, 61, 161 and 175 serve bus stops adjacent to the northern boundary of the subject site along the Taylor's Lane.

Figure 4.14 below illustrates location/proximity of the bus stops to the subject site.
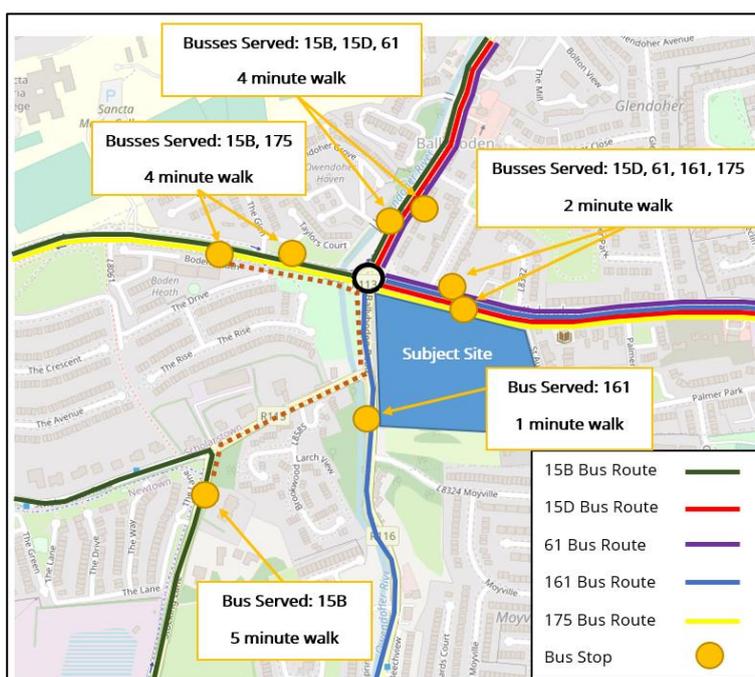
Figure 4.14: Existing Dublin Bus and Go-Ahead Stops

Bus Route 161 also serves a bus stop within approximately 50m of the subject site's proposed access on the western boundary along Edmondstown Road.

The 15B and 15D provides access to Dublin City Centre but also travels to a range of different intermediate destinations including Rathfarnham, Rathmines and Rathgar before terminating at Ringsend. Bus route 61 travels from Whitechurch /Rockbrook to Eden Quay through suburbs such as Dundrum and Milltown.

Bus route 175 travels between Citywest, Tallaght and Dundrum before terminating at UCD. Route 161 travels from Rockbrook to Dundrum and serves several points along the way such as Marlay Park and Nutgrove Shopping Centre.

It can be seen in the diagram that all bus routes can be accessed within a 5 minute walk, with the 15D, 61, 161 and 175 bus stops directly adjacent to the site and within a 2 minute walk. The pedestrian facilities to these bus stops, including footpaths and signalised crossings, allow fast and safe transit from the subject site to the respective bus stops. For example, the provision of two signalised crossings on Taylor's Lane directly adjacent to the site allow bus users to cross the road safely.

Table 4.1 below illustrates the aforementioned bus routes with direction and frequency.

Route Operator	Route No.	Route	Frequency (No. of Services		
			Monday - Friday	Saturday	Sunday
Dublin Bus	15B	Knocklyon Dalriada to Merrion Square South	64	60	38
	15B	Merrion Square South to Knocklyon Dalriada	63	62	36
	15D	Whitechurch to Merrion Square South	2	0	0
	15D	Merrion Square South to Whitechurch	1	0	0
	61	Edmondstown Road to Eden Quay	18	16	14
	61	Eden Quay to Edmondstown Road	17	15	13
Go-Ahead	161	Rockbrook to Dundrum Luas Station	8	0	0
	161	Dundrum Luas Station to Rockbrook	8	0	0
	175	UCD to Citywest	36	16	15
	175	Citywest to UCD	35	17	16
Total			252	186	132
			570		

Table 4.1: Bus Service Frequency (No. of Services)
(Source: Dublin Bus and Go-Ahead Ireland)

Figure 4.15 below illustrates the aforementioned existing bus routes.
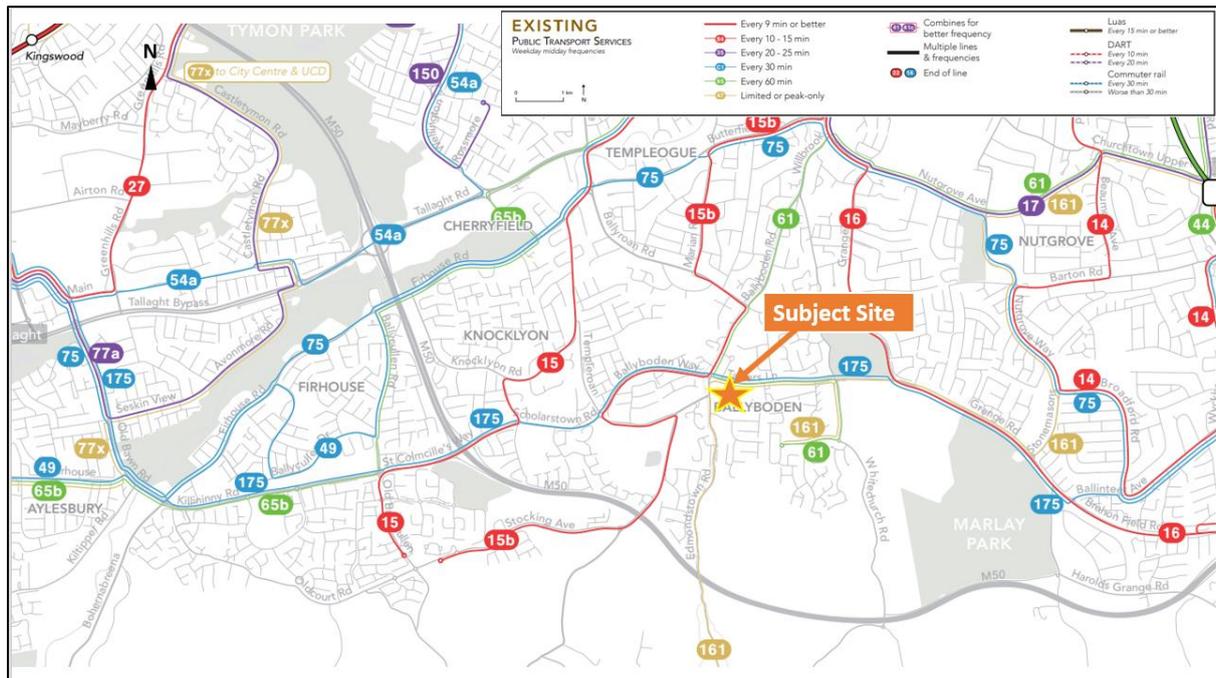
Figure 4.15: Existing Public Transport Services (weekday midday frequency)

4.4   LOCAL AMENITIES

The subject development site is very well placed in terms of the availability of local amenities. There are a number of schools within walking distance of the subject site including Coláiste Éanna C.B.S., Ballyroan Boys National School, St Colmcilles Community School, Scoil Naomh Padraig, Sancta Maria College Rathfarnham, Divine Word National School, St Colmcilles Community School and St Colmcilles Junior and Senior School.

Furthermore, the subject site benefits from good access to leisure facilities such as St Endas GAA, St Enda's Park and Edmondstown Golf Club. The subject site is close to retail facilities such as Lidl, Tesco Superstore and SuperValu.

There are also a number of healthcare facilities surrounding the subject site which include Bloomfield Health Services, Rathfarnham Health Centre and Scholarstown Family Practice. Ballyboden Primary Care Facility recently opened on the site adjacent to the subject site. the surrounding area

Figure 4.16 illustrates the walking and cycling linkages from the subject site to the amenities within the surrounding area as well as the travel time for these modes.
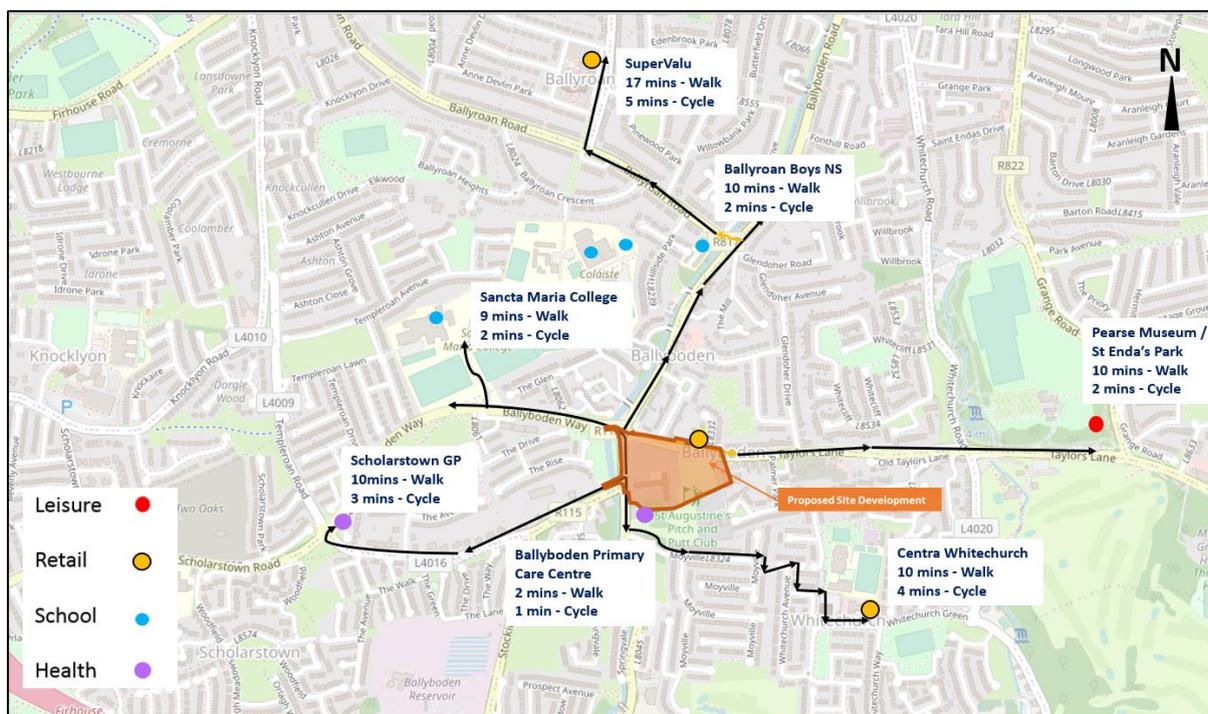
Figure 4.16: Subject Site Linkages for Pedestrians and Cyclists

4.5 ROAD SAFETY REVIEW

With the objective of ascertaining the road safety record of the immediate routes leading to/from the subject site, the collision statistics as detailed on the Road Safety Authority's (RSA) website (www.rsa.ie) have been examined. The RSA website includes basic information relating to reported collisions over the most recent ten-year period, from 2006 to 2016 inclusive.

The RSA database records details where collision events have been officially recorded such as the when the Garda being present to formally record details of the incident.

In reference to **Figure 4.17** and **Table 4.2** overleaf, incident number 9 resulted in a serious casualty involving a car and pedestrian whilst the remaining all incidents resulted in minor casualties involving car with two involving bicycle and one involving Goods Vehicle.

Ref	Severity	Year	Vehicle	Circumstances	Day	Time	Casualty
1	Minor	2012	Car	Pedestrian	Saturday	2300-0300	1
2	Minor	2008	Goods Vehicle	Other	Friday	1900-2300	1
3	Minor	2012	Car	Pedestrian	Friday	2300-0300	1
4	Minor	2008	Car	Pedestrian	Tuesday	1000-1600	1
5	Minor	2013	Car	Other	Monday	0700-1000	1
6	Minor	2013	Car	Other	Saturday	1900-2300	1
7	Minor	2016	Bicycle	Other	Saturday	1000-1600	1
8	Minor	2011	Car	Single Vehicle Only	Tuesday	2300-0300	2
9	Serious	2014	Car	Pedestrian	Monday	1600-1900	1
10	Minor	2010	Car	Rear end, Straight	Saturday	1900-2300	1
11	Minor	2009	Car	Head-on Conflict	Friday	2300-0300	2
12	Minor	2013	Bicycle	Pedestrian	Friday	1900-2300	2
13	Minor	2007	Car	Other	Tuesday	1000-1600	2
14	Minor	2008	Car	Single Vehicle Only	Saturday	1000-1600	1

Table 4.2: Collision Records (Source www.rsa.ie)

Figure 4.17: Collision Records - (source www.rsa.ie)

The review of the RSA data available reveals that there are no apparent trends in collisions which have occurred in the vicinity of the subject site during the most recent 11-year period (2006-2016).

4.6 PROPOSED TRANSPORT INFRASTRUCTURE

4.6.1 Cycle Network Proposals

4.6.2 GDA Cycle Network Proposals (2022)

The subject site is located within the "Dublin South West Sector" as outlined within the Greater Dublin Area Cycle Network Plan (published by the NTA in 2022). As can be seen in **Figure 4.18**, there are a large variety of routes in the vicinity of the subject site, including:

- Primary Orbital Route along Ballyboden Way / Taylor's Lane

- Secondary Route along Ballyboden Road

- Feeder Route along Scholarstown Road

These proposals will significantly enhance the existing cycling facilities in the area and will encourage cycling to a much wider audience.
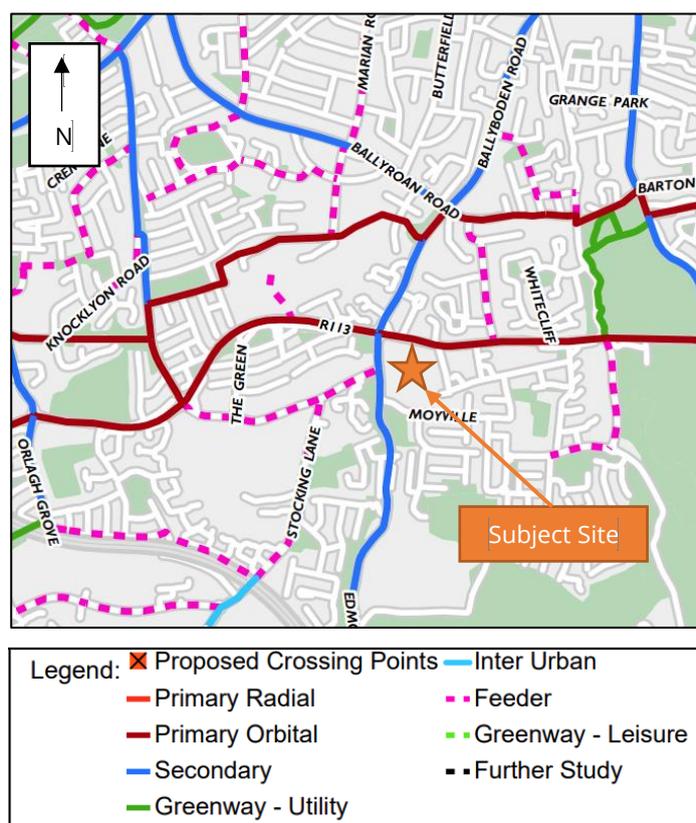
Figure 4.18 Proposed Cycle Routes (Source: 2022 GDA Cycle Network Plan)

4.6.3   South Dublin County Council Active Travel Network

In addition to the GDA Cycle Network Proposals, SDCC have released a comprehensive list of proposed Active Travel schemes throughout the county. These proposals are split into three categories:

- **NOW –** Progressed within the next 2 years.
- **SOON –** Progressed within the next 5 years.
- **LATER –** Progressed within the next 8 years.

Figure 4.19 shows the proposed Active Travel Network within 1.5km of the site.
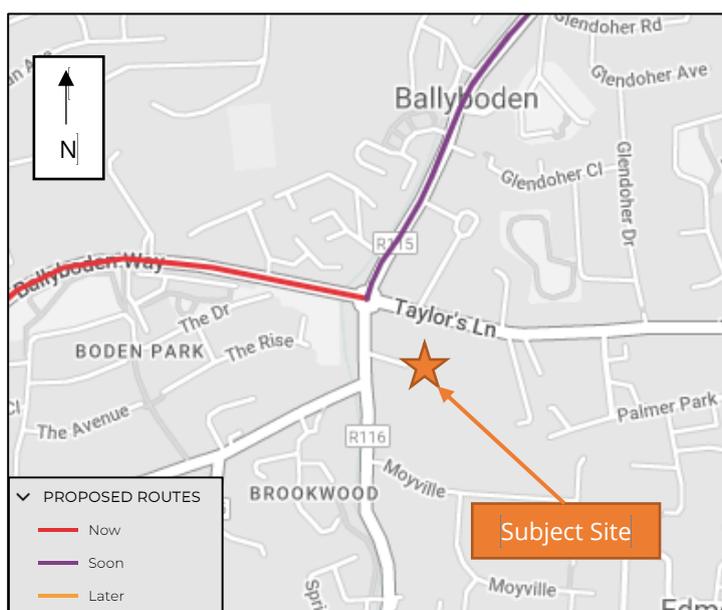
Figure 4.19: SDCC Active Travel Schemes within vicinity of the site

The projects of interest are the **Tallaght to Knocklyon** route (**NOW**), and the **Ballyboden Road** route (**SOON).** It is noted that as part of the Tallaght to Knocklyon route, the Taylor's Lane roundabout adjacent to the site will be upgraded with superior pedestrian and cycling facilities.

Consultation has been undertaken with SDCC Active Travel Department, in terms of the Tallaght to Knocklyon Active Travel scheme. The Option Assessment/Preliminary Design for the Ballyboden Roundabout is currently being undertaken. According to SDCC, a preferred junction option/design is not currently available. The project website also states: "*Project Status- Project is currently at preliminary design stage and will be complete towards the end of 2023*"

4.6.4   Bus Connects

BusConnects is an initiative launched by the NTA with the aim of overhauling the bus system in the Dublin Region. This initiative includes review of bus services, the core bus network which comprises radial, orbital and regional core bus corridors. It also includes enhancements to ticketing and fare systems as well as a transition to a new low emission vehicle fleet.

This initiative in the long-term proposes to implement a redesign of the existing bus network. The fundamental changes to the network expected would be as follows:

- Increasing the overall amount of bus services. Providing new and frequent orbital services connecting more outer parts of the city together;

- Simplifying the bus services on the key radial into "Spines" where all buses will operate under a common letter system and buses will run very frequently and be more evenly spaced;

- Increasing the number of routes where buses will operate every 15 minutes or less all day;

- The frequent network would become a web-shaped grid, with many interchange opportunities to reach more destinations. Everywhere that two frequent routes cross, a fast interchange is possible; and

- Additional service would be provided at peak hours to limit overcrowding.

The proposed development site is ideally located to benefit from the enhanced accessibility levels that will be delivered by the BusConnects. The subject site will be directly serviced by the following BusConnects proposed routes.

- 85 (10-to-15-minute frequency) will serve Tallaght – Ballyboden – Rathfarnham - Rathmines & Dublin City Centre;

- S8 (15-to-30-minute frequency) will serve City West - Tallaght- Ballyboden – Ballinteer – Sandyford - Monkstown – Dún Laoghaire;

- 74 (30-minute frequency) will serve Dundrum - Balally - Ballinteer Rd - Whitechurch - Rathfarnham - Terenure - KCR - Armagh Rd- Cork St - City Centre (Quays) - Poolbeg Street;

- A1 (12-to-15-minute frequency) will serve Knocklyon – City Centre – Swords Road;

- A2 (12-to-15-minute frequency) will serve Dundrum - Grange Rd - Ballinteer - Rathfarnham - Terenure - Rathgar – Rathmines - City Centre (O'Connell St, George's St) - Drumcondra - Santry – Airport;

- P16 (Peak Hour Only) will serve Whitechurch - Ballinteer- Sandyford Ind Est – Stillorgan – UCD;

- P18 (Peak Hour Only) will serve Whitechurch - Terenure - Rathgar - Rathmines - St. Stephen's Green - Townsend Street;

- L35 (Every 120-minutes) will serve Dundrum Luas - Nutgrove - Stonemason's Way - Grange Rd - Edmondstown Rd – Rockbrook
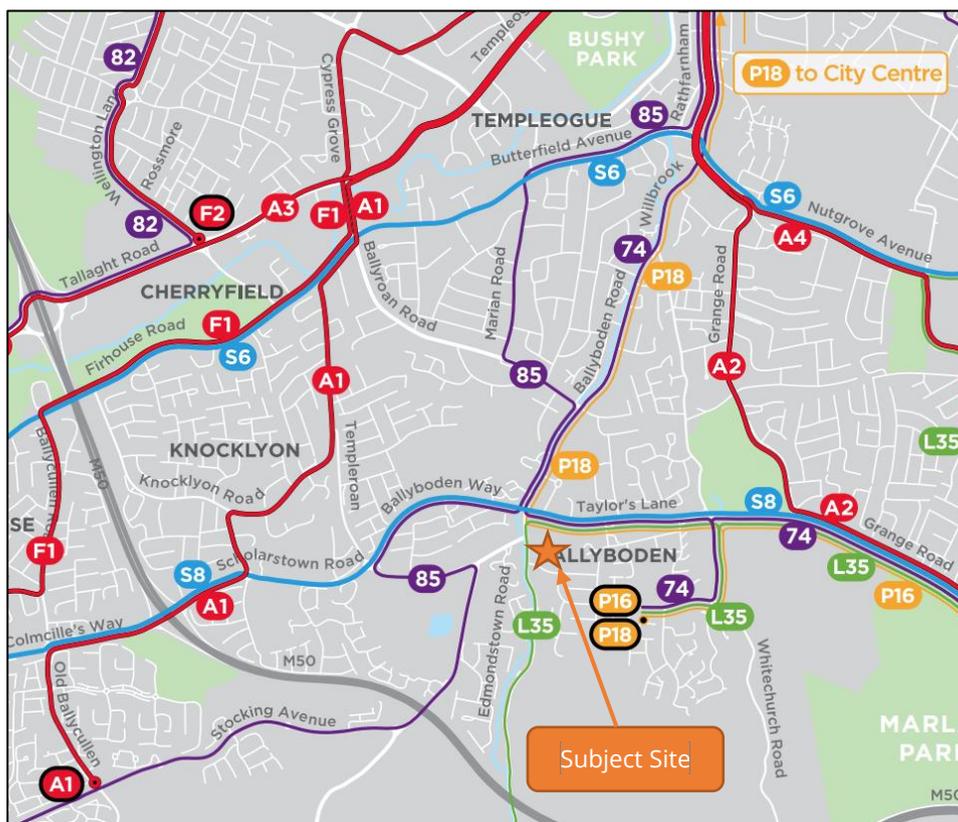
Figure 4.20: Proposed Public Transport Services

(Extract: BusConnects' Revised Bus Network 2022, Big Picture Map)

The proposed routes will allow greater connectivity between the subject site and locations around Dublin. One such example is the proposed 85 bus route, which will operate at a frequency even greater than the A Spine 'high frequency' busses.

The number 85 bus route runs from Tallaght to the City Centre via Ballyboden, Rathfarnham, Harold's Cross and on to Parnell Square. This route is proposed to operate with a frequency of 10-15 minutes along Stocking Avenue and passes within 4 minute walk of the subject development site. This new bus route will provide the subject development site with direct access to Tallaght, a proposed transport hub/key interchange between several radial and orbital services, along with the LUAS Red Line which offers an alternative means of travelling to the city centre.

BusConnects will introduce over **29%** more services to the area when fully implemented. It is unclear when these services will be implemented, however the current target is 2024. A comparison of the existing bus services in the area compared to the proposed bus services can be seen in **Table 4.3**:

Existing (Scheduled)		Frequency	
No.	Route	AM Peak Period (7-10)	PM Peak Period (4-7)
15B	Knocklyon Dalriada to Merrion Square South	14	12
	Merrion Square South to Knocklyon Dalriada	11	12
15D	Whitechurch to Merrion Square South	1	0
	Merrion Square South to Whitechurch	0	2
61	Edmondstown Road to Eden Quay	3	3
	Eden Quay to Edmondstown Road	3	4
161	Rockbrook to Dundrum Luas Station	2	2
	Dundrum Luas Station to Rockbrook	1	2
175	UCD to Citywest	7	6
	Citywest to UCD	5	6
Total		47	49
		96	

Busconnects (Proposed)		Frequency	
No.	Route	AM Peak Period (7-10)	PM Peak Period (4-7)
85	Tallaght - Parnell Square	16	16
	Parnell Square - Tallaght	16	16
74	Dundrum - City Centre	6	6
	City Centre - Dundrum	6	6
P18	Whitechurch - City Centre	2	2
	City Centre - Whitechurch	2	2
L35	Rockbrook - Dundrum	2	1
	Dundrum to Rockbrook	2	1
S8	Tallaght to Dun Laoghaire	11	11
	Dun Laoghaire to Tallaght	11	11
Total		63	61
		124	

Table 4.3: Existing vs Proposed Bus Services in vicinity of Subject Site
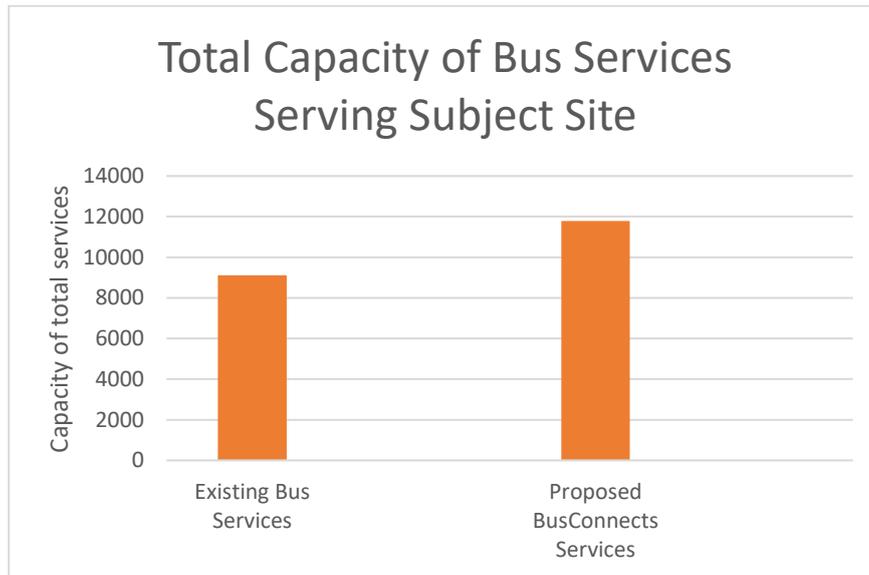
Figure 4.21: Total Capacity of Bus Services Serving Subject Site

4.6.5   Road Infrastructure Proposals

The South Dublin County Development Plan 2022 – 2028 has outlined a six year programme for road upgrades of which their delivery is subject to funding.

The Development Plan also outlines long-term road network proposals which will be phased 'according to need' and 'may be brought forward for construction at an earlier date, subject to funding being available'.

Figure 4.22 overleaf illustrates the location of some of these proposals in relation to the subject site. The map highlights that there are cycle and long-term road proposals in close proximity to the development site.

One project of note is the long-term road proposal for Ballyboden Road / Scholarstown Road / Stocking Lane. This long-term proposal is adjacent to the subject site along Ballyboden Road.

It can also be seen that the GDA Cycle network plan includes a proposal near the subject site on Ballyboden Way, including the roundabout at the northwest of the subject site.
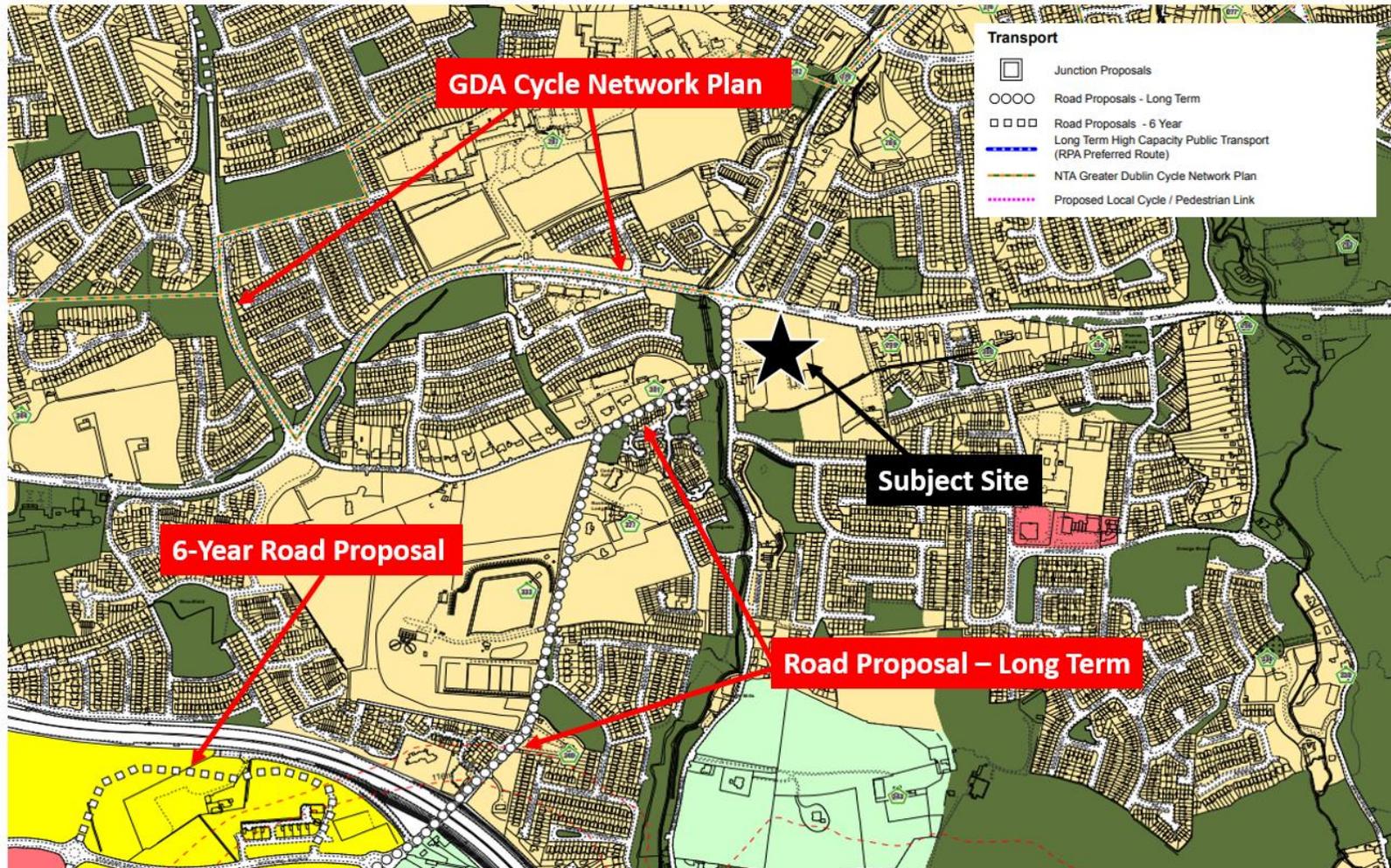
Figure 4.22: SDCC Infrastructure Objectives in vicinity of subject site (extract Map 10 SDCC Development Plan

5 COMMUTER TRENDS & TRANSPORT NEEDS

5.1 INTRODUCTION

It is important where feasible to establish travel trends and area specific transport needs when initially developing an MMP. The subject site is located within a primarily residential area although there are other land uses nearby within walking distances such as schools, retail, employment and leisure.

This parking provision has been determined with reference to the Sustainable Urban Housing Design Standards guidance which promotes reduced car parking provision within appropriate locations where adequate public transport is available. Accordingly, this MMP has the aim of encouraging sustainable travel to and from the site.

The subject development site is very well placed in terms of the availability of local amenities. There are a number of schools within walking distance of the subject site including Coláiste Éanna C.B.S., Ballyroan Boys National School, St Colmcilles Community School, Scoil Naomh Padraig, Sancta Maria College Rathfarnham, Divine Word NS, St Colmcilles Community School and St Colmcilles Junior and Senior School. Furthermore, the subject site benefits from good access to leisure facilities such as public parks, GAA Clubs, and retail facilities.

It is necessary to predict the nature of the proposed traffic to / from the site and investigate whether it is possible to influence the modal split of the commuters from the proposed development.

Varying demographic profiles that have an immediate impact on the traffic network are commuters commuting to / from home as well as other journeys such as school pick up / drop off and shopping trips. These can have their trip patterns influenced. Visitors are more difficult to influence in their trip patterns as they can be unpredictable.

In general, the current modal split for the Greater Dublin Area is indicated in **Table 5.1,** summarising the modal split based on the types of trips undertaken (i.e. shopping, leisure, work, education etc.). The above data reflects existing trip-based information for residential households.

	Work/ Business	Education	Shopping	Social	Return home	Personal	Other
Truck/Van	2%	0%	0%	0%	1%	0%	0%
DART/Train/LUAS	3%	0%	1%	2%	2%	1%	2%
Bus/Coach	12%	10%	7%	7%	9%	5%	4%
Car	65%	62%	65%	64%	62%	44%	82%
Bicycle	7%	4%	1%	5%	5%	3%	4%
Walk	11%	23%	24%	22%	20%	48%	7%

Table 5.1: Purpose of Trip based on Modal Split in Greater Dublin Area (2018) (Source: www.nationaltransport.ie)

5.2   SUBJECT SITE PROPOSED MODAL SPLIT

It is considered that an appropriate aim of the MMP would be to minimise the level of car trips from the subject site and promote sustainable modes of travel. '*Smarter Travel - A Sustainable Transport Future'* outlines that a national transport policy exists to set a maximum of 45% of trips to be car-based by 2030, which sets an initial target for this MMP's travel trends to be analysed against. The key target of this MMP will therefore achieve a minimum modal split of 60% of all trips undertaken to and from the development by sustainable modes of travel. The MMP would subsequently seek to transfer any potential 'car' based trips onto the following modes / travel options:

- Bus
- Cycle
- Walking, and
- Car Sharing

In order to develop an understanding for the existing travel trends within the area of the subject development site, the 2016 CSO travel data was reviewed. This data illustrates how residents within the surrounding residential estates are travelling to work/college or school. **Figure 5.2** illustrates the existing baseline modal split trends within the surrounding Small Areas of the subject site. This was chosen to provide travel trends for these areas as a collective within the Central Statistics Office's SAPMAP using 2016 census data. The area from which data is derived for this analysis is shown in **Figure 5.1**.

The local residential areas analysed include the following:

- Moyville - 1

- Cypress Avenue - 2

- Boden Park - 3

- Taylor's Court - 4

- Ballyboden Crescent, Moyville Lawns - 5

- Palmer Park - 6
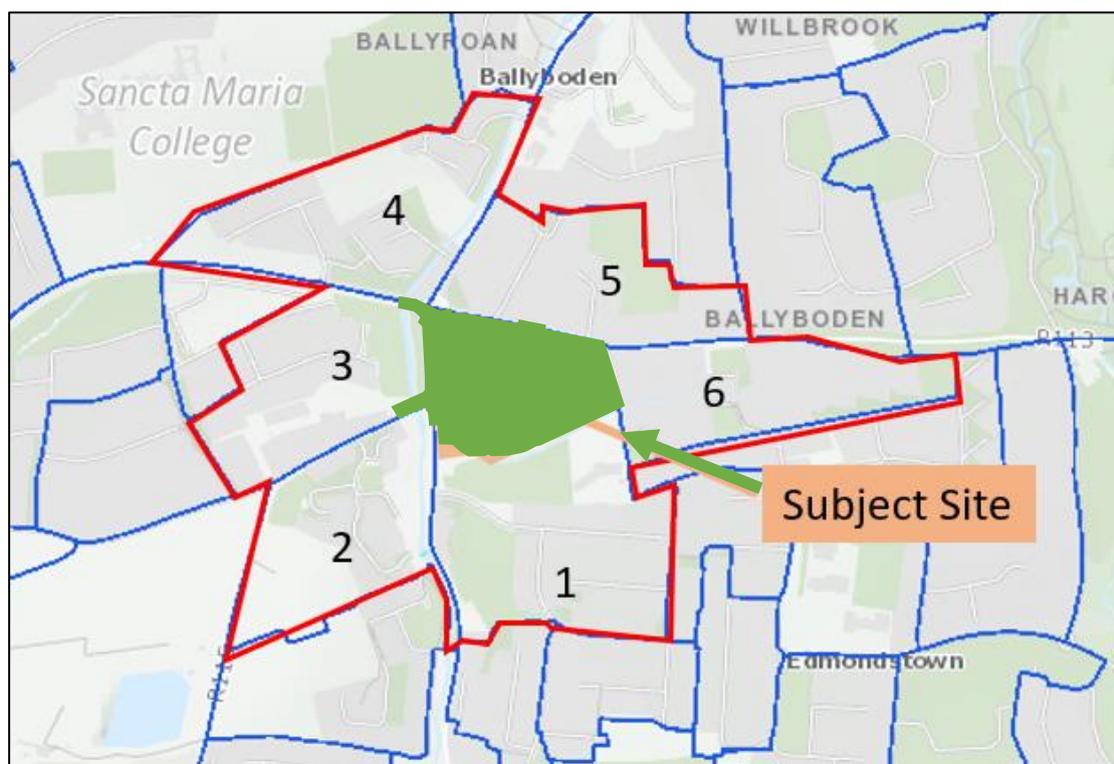
Figure 5.1: 2016 CSO SAPMAP Surrounding Small Areas

MMP Area Trends - 2016 Census Data

Legend:
- On foot
- Bicycle
- Bus, minibus or coach
- Train, DART or LUAS
- Motorcycle or scooter
- Car driver
- Car passenger
- Van
- Other (incl. lorry)
- Work mainly from home
- Not stated
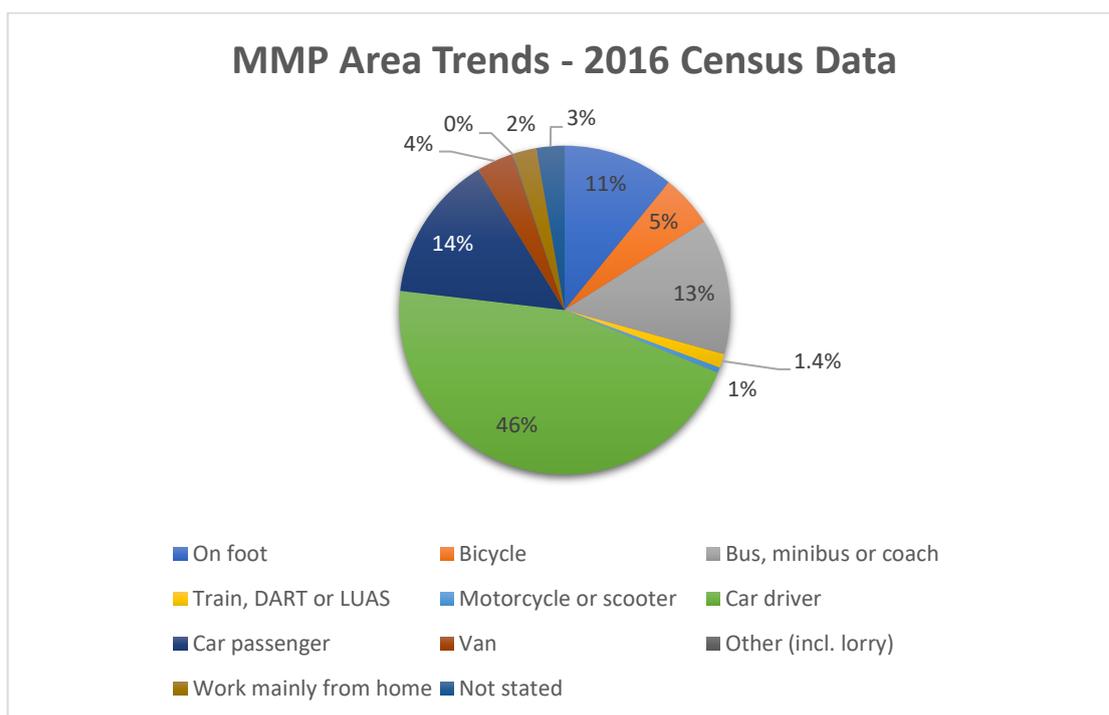
Figure 5.2: 2016 Modal Split for the Electoral Division Area

In light of the proposed cycle infrastructure improvements, as well as the implementation of BusConnects, it is expected that a significant modal shift will occur towards cycling and public transport.

6 OBJECTIVES & TARGETS

6.1 INTRODUCTION

In order to measure the ongoing success of the Mobility Management Plan and its various measures, it is important that a series of objectives are set in conjunction to a range of associated targets. The proposed objectives and targets are set out in this section of the MMP.

6.2 MMP OBJECTIVES

The overall aim of this MMP is to reduce the dependency on the use of the private car by increasing residents, visitors and staff awareness to the other travel alternatives available.

To support this principal objective, several sub-objectives have been set out:

- Minimise private car use by encouraging people to walk, cycle, use public transport, car share;

- Raise awareness amongst all residents, visitors and staff to the sustainable transport options available to them;

- Encourage the use of sustainable modes of transport;

- Encourage the most efficient use of cars and other vehicles;

- Reduce any transport impacts of the development on the local community;

- Promote walking and cycling as a health benefit to residents and staff;

- Managing the ongoing development and delivery of the Mobility Management Plan with future residents;

- Promoting smarter education and living practices that reduce the need to travel overall; and

- Promote healthy lifestyles and sustainable, vibrant local communities.

The above objectives can be achieved through the integrated provision of hard and soft initiatives. Soft measures include the distribution of important information regarding:

- Route, timetable and ticketing information for bus and train services;

- The location and most convenient routes to / from local services (e.g. shops, medical facilities and schools etc.);

- Cost data comparing public transport and private car journeys; and,

- The health benefits of walking and cycling to include safety advice.

While 'harder' measures include:

- Car Parking Provision and Management Strategy

- Car Pooling

- Bike Rental Schemes

Without such information, some people may choose the perceived option available to them which is often perceived to be the car, even if from a cost and duration of journey perspective this may not be the case.

Similarly, if a resident is unaware of the availability of local shops and services, they may choose to travel a greater distance than necessary in order to access a service.

Accordingly, the objectives of this MMP can therefore be summarised as follows:

- Consider the needs of residents and staff in relation to accessing facilities for education, health, leisure, recreation and shopping purposes, including identifying local amenities available that reduce the need to travel longer distances; and

- Develop good urban design by ensuring permeability of the development to neighbouring areas and provision of cycle facilities including storage.

6.3   MMP ACTIONS & TARGETS

Targets are important as they give the MMP direction from its inception, providing measurable goals. When setting site-specific targets, it is important that they are 'SMART' (Specific, Measurable, Achievable, Realistic and Time-bound) in order that the outcome can be quantified and an assessment of what the MMP has or will achieve can be made.

Since the overall aim of the MMP is to minimise reliance upon the private car, it is appropriate to set a target which relates to this objective. It is also necessary to collect data to identify and understand the baseline travel habits, against which the MMP's progress can be measured. It is recommended that residents' questionnaires are circulated once the site reaches 90% occupancy. These questionnaires will establish the baseline travel data for the subject site.

The Mobility Management Plan's initial actions (A) are set out below:

A1 – The appointment of a Mobility Manager prior to occupation of the site;

A2 – Provision of an MMP website and app that includes information on all travel opportunities from the site that is made available to all residents prior to site occupation;

A3 – In consultation with key stakeholders including the local authority, continually develop, implement, monitor, evaluate and review the progress of the MMP towards achieving the targets;

A4 – To undertake a baseline travel survey when 90% of the residential units are occupied;

A5 – To Establish Car Parking Strategy/Plan

A6 – To update modal split targets which can be reviewed once the baseline travel characteristics are established.

The Mobility Management Plan's principal targets (T) are set out below:

T1 – To support the residential development as a sustainable development;

T2 – To provide sustainability in all ways including cost, health and environment – reducing the impact on traffic congestion and air quality;

T3 – To achieve a 95% resident awareness of the MMP and its aims and objectives;

T4 – To facilitate and encourage greater use of sustainable transport modes (walking, cycling, public transport) in preference to the use of the private car;

T5 – Achieve the identified modal split travel targets.

The above targets will be achieved by introducing an integrated package of measures that focus on promoting travel to and from the proposed development by sustainable modes of transport as a viable alternative to the private car. These means and supporting strategies will seek to encourage residents and visitors to consider lower carbon travel alternatives in everyday journeys.

Figure 6.1 and Figure 6.2 below illustrates the MMP 1st Year Target and 5-year Modal Split Target respectively, which have been set out for the proposed development site.

MMP 1st Year Target (2025)
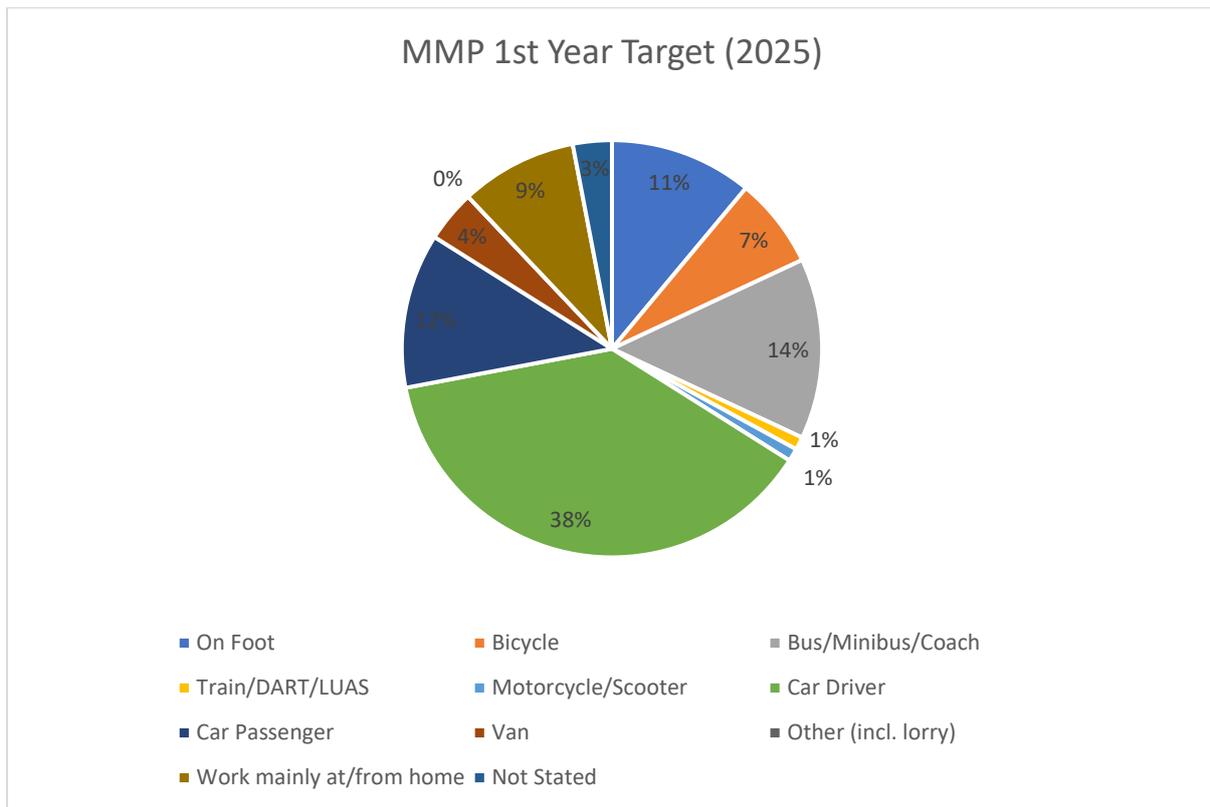
Figure 6.1: MMP Proposed 1st Year Modal Split

Figure 6.1 shows a slight adjustment from base travel trends observed in **Figure 4.3,** with the strategy in place to create a modal split shift towards more sustainable options such as walking, cycling and buses for trips undertaken to work, school and college.
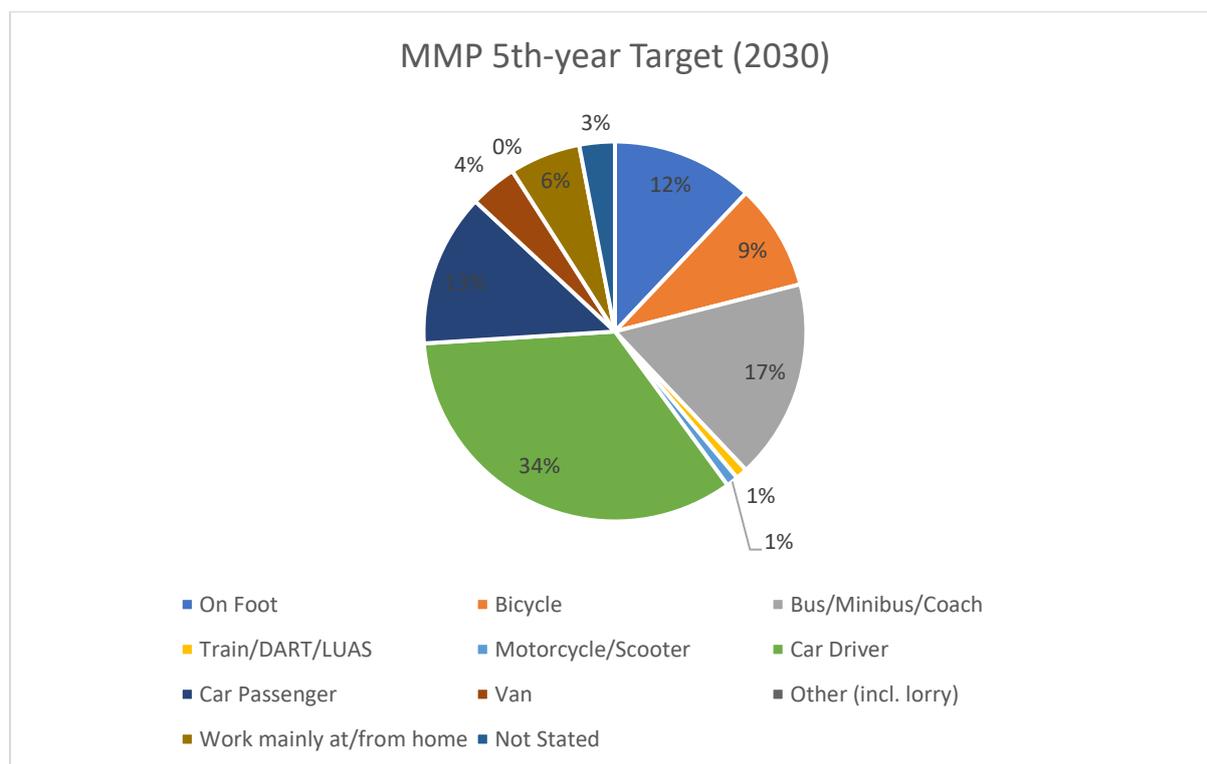
Figure 6.2: MMP 5-Year Modal Split Target

Figure 6.2 above shows a modal split which moves further away from private car reliance for trips, and aims to further reduce car-based trips undertaken, in accordance with *Smarter Travel* policies. These trips are supplemented with public transport trips, walking and cycle trips, as upgrades and changes to these networks are likely to have been undertaken in this future scenario, facilitating the residents to take up these modes of transport more comfortably. **Table 6.1** outlines the proposed target modal splits as reference above.

Mode of Travel	Local Area Mode Split (Census, 2016)	MMP 1st Year Target (2025)	MMP 5-year Target (2030)
On Foot	11%	11%	13%
Bicycle	5%	7%	10%
Bus/Minibus/Coach	13%	14%	17%
Train/DART/LUAS	1%	1%	1%
Motorcycle/Scooter	1%	1%	1%
Car Driver	46%	38%	32%
Car Passenger	14%	12%	13%
Van	4%	4%	4%
Other (incl. lorry)	0%	0%	0%
Work mainly at/from home	2%	9%	6%
Not Stated	3%	3%	3%

Table 6.1: Interim Mode Share Targets for the Proposed Development

The above targets are intended to be both realistic and aspirational and to act as a motivation for the MMP in general whilst remaining attainable. These targets are subject to ongoing revision following the completion of the baseline surveys (and subsequent surveys) once the site is occupied and the input of the MMP's key stakeholders.

7   MMP MEASURES

7.1   INTRODUCTION

Mobility Management Plans have a wide range of possible "hard" and "soft" tools from which to choose from with the objective of influencing travel choices. The following section introduces potential strategy measures that could be considered at the subject residential development. The range of initiatives discussed here is by no means exhaustive, but is indicative of the kind of measures available and the processes and resources required to implement them.

The 5 tier Travel Plan Pyramid below has been developed to illustrate the key elements of a successful Mobility Management Plan. (Reference: *Good Practice Guidelines: Delivering Travel Plans through the Planning System,* DfT (UK), 2009)
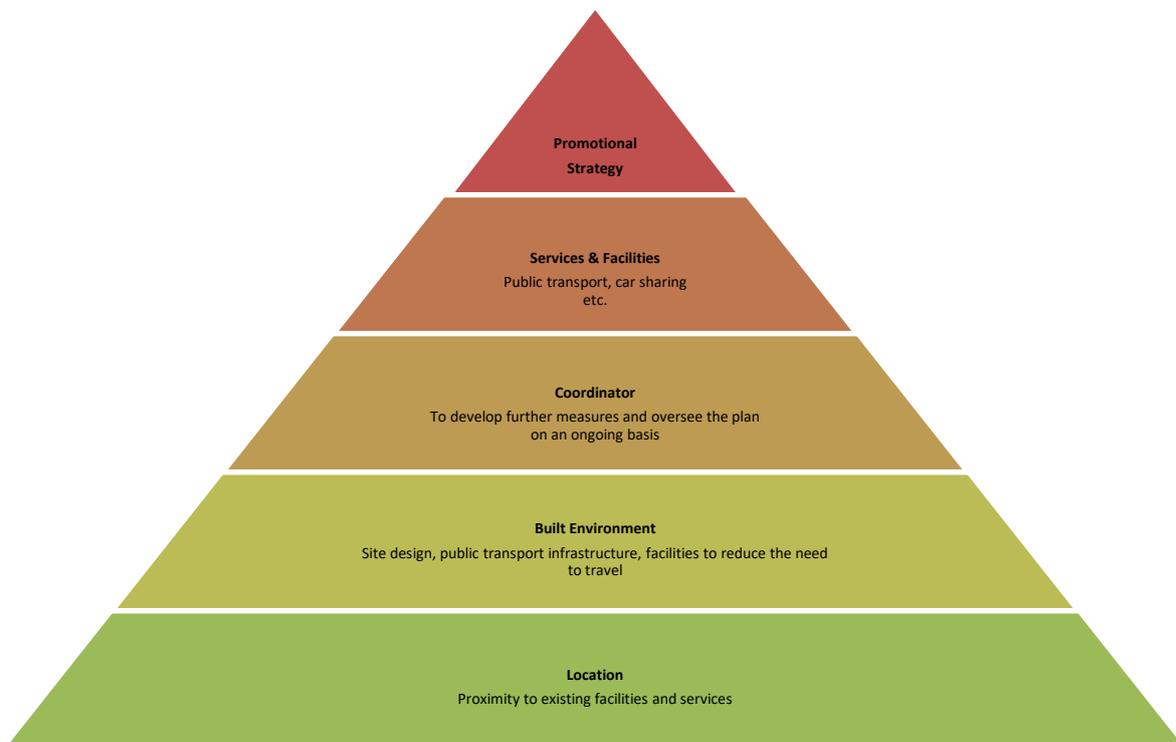
Figure 7.1: Travel Plan Pyramid

Accordingly, the MMP is organised as a series of integrated sub-strategies covering the different modes of travel and associated management and awareness related issues to all modes.

Shown in **Figure 7.2** is the Action Plan Strategies to be set out for the proposed residential and commercial development.
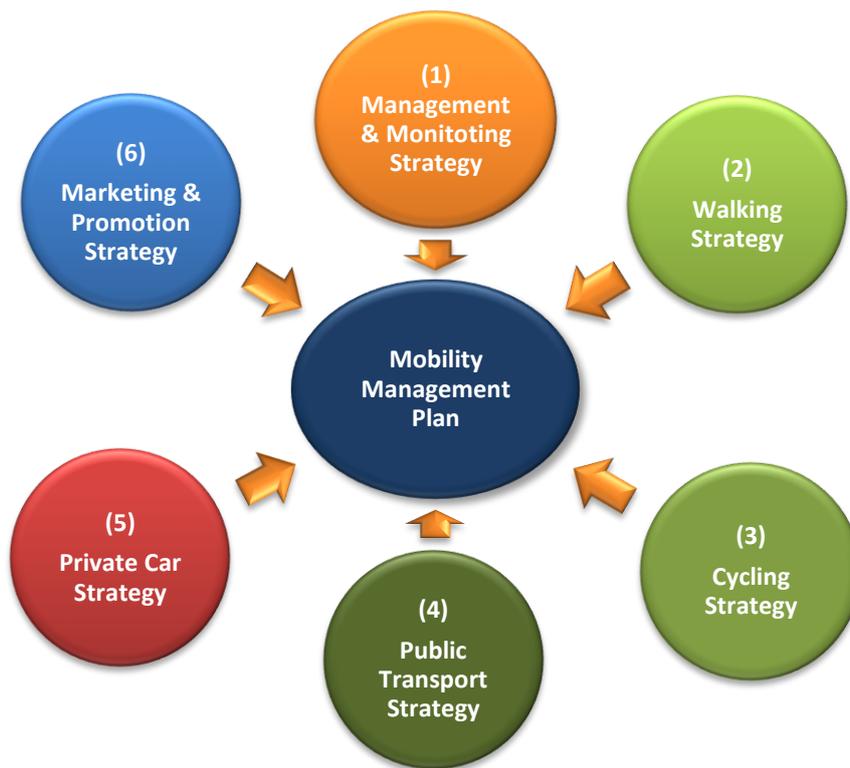
Figure 7.2: MMP Action Plan Strategies

7.2   MODE SPECIFIC MEASURES

The following initiatives could be promoted to enable the objectives to be fulfilled, to encourage the best choice of travel other than private car.

- Walking – provision and upgrading of footpath and crossing facilities.

- Cycling – Upgraded cycle lanes, discounted cycle purchase, bike service workshops, cycle training, Bleeper Bike provision;

- Public Transport (Bus) – discounted travel tickets

- Car Parking Management Strategy

These mode specific measures are discussed in more detail in **Appendix A** which is appended with this document.

7.3   MANAGEMENT & MONITORING MEASURES

In order to ensure the success of a Mobility Management Plan, defining a **Management Structure** is critical to its effective implementation. Therefore, a Mobility Manager must be appointed. This will ensure the ongoing success of the MMP.

A programme of monitoring has been designed to generate information by which the success of the MMP can be evaluated. This will be the responsibility of the Mobility Manager.

The MMP information will be reviewed and updated regularly. This is achieved by research into the travel options and liaising with the residents to determine the most appropriate and useful information to communicate. The Mobility Manager will also be responsible for managing the annual review of the MMP including the surveys to be undertaken by the residents.

Details of these measures can be found in **Appendix B** of this document.

7.4   MARKETING & PROMOTION MEASURES

The Mobility Manager will be involved in the promotion of the MMP and to make residents aware of its existence.

The most important and cost-effective measure to be introduced as part of this MMP is the 'Welcome Travel Pack', which will be issued to all new residents of the site when they move in.

The Pack will contain information about all modes of transport available for journeys to and from the site. It includes information related to journeys to a number of local destinations which are considered to be key to residents. These include colleges, local shops, health facilities, and bus stops within the local area.

Information within the Pack will include details of the listed destinations and the services and facilities they offer. In addition, contact details of the Mobility Manager will be provided. The Pack will also give details of safe pedestrian and cycle routes from the site, fare and timetable information for public transport.

A simple cost-benefit analysis of public transport versus the use of the private car will also be set out in the Travel Pack. This, along with all of the information contained within the Pack will be available prior to occupation and will be reviewed annually and updated as necessary.

The methods of the marketing measures are set out in **Appendix C** of this document.

8 PRELIMINARY ACTION PLAN

8.1 OVERVIEW

The coordinated application of the following 6 integrated sub-strategies ensures that the success of the MMP will be a product of the sum of all sub-strategies.

The following sections consider each specific sub-strategy within which details of the proposed actions are identified for the period of this plan. The proposed timescale of each MMP initiative are categorised as Completed, Short Term (1 year), Medium Term (3 years) or Long Term (5 years).

8.2 MANAGEMENT AND MONITORING STRATEGY

8.2.1 MMP Management

The development, implementation and coordination of the MMP in the short, medium and long term require management support and resources if it is to be successful in achieving its long-term aspirations and targets. Funding for many of the specific actions will need to be assigned appropriate budgets. Some of the measures may in the longer-term result in cost savings. The role of management will also actively seek a partnership approach with other organisations as part of the continued development of the MMP.

8.2.2 MMP Monitoring

It is essential that the continued rollout and subsequent impact of the MMP initiatives is monitored on a regular basis for the following principal reasons;

- To demonstrate that the various targets are being achieved (or not met, at which point the measures being used should be reviewed) as people only value what they can measure and relate to,

- To ensure that the MMP continues to receive the support of senior management, staff and its partners (internal and external),

- To show that both financial and resource input is being utilised to maximum effect.

In order to ensure that the MMP is responsive to emerging opportunities and operational requirements, the status of the principal management and monitoring focused initiatives of the MMP are outlined in **Table 8.1.**

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 years)		
MMS 1	Appointment of a Mobility Manager	-	✓	-	-		
MMS 2	Establish Parking Management Strategy	✓	-				
MMS 3	Establish MMP Steering Group and meeting / reporting arrangements	-	✓	-	-		
MMS 4	Nominate MMP 'Champion' and role (Senior Management)	-	✓	-	-		
MMS 5	Establish MMP 'Charter' and confirm senior management support for: MMS 4a – MMP memorandum of understanding MMS 4b – Identify and agree MMP objectives MMS 4c – Review and establish MMP targets	-	✓ ✓ ✓	- - ✓	- - ✓		
MMS 6	In partnership with Local Authority review funding opportunities and potential budgets for: MMS 5a – Setting up and launching MMP MMS 5b – Annual MMP management costs MMS 5c – Participation in calendar of events MMS 5d – MMP incentives MMS 5e – MMP facilities MMS 5f – MMP training requirements	-	✓ ✓ - - - ✓	- - ✓ ✓ ✓ -	- - ✓ ✓ - -		
MMS 7	Establish 'External' engagement contacts and collaboration programme.	-	✓	-	-		

MMS 8	Agree Monitoring and Reporting Programme with respect to; MMS 7a – Resident Travel Surveys MMS 7b – Roll out / uptake of MMP initiatives MMS 7c – MMP Budgets MMS 7d – MMP performance (KPI's)	-	✓ - ✓ ✓	- ✓ ✓ -	✓ ✓ ✓ -		
MMS 9	Facilitate the establishment and operation of mode specific 'user' groups (e.g. walking, cycling etc.)	-	-	✓	-		
MMS 10	Review travel practises by trip purpose and implement policy to encourage sustainable travel practices.	-	-	-	✓		
MMS 11	Appoint a resident 'Champion' for each mode specific 'user' group (e.g. walking, cycling, public transport etc.)	-	-	-	✓		
MMS 12	A Sustainable Travel Pack to be provided to new residents and staff members	-	✓	✓	-		

Table 8.1: Preliminary Schedule of MMP Management & Monitoring Initiatives

The identified Management and Monitoring strategy promotes a total of 22 measures. The implementation schedules of these measures are outlined in the graph **in Figure 8.1** below.

Figure 8.1 Roll-out of MMP's Management & Monitoring Initiatives

8.3 WALKING STRATEGY

The status and preliminary scheduling of the principal walking focused initiatives of the MMP are outlined in the **Table 8.2** below.

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
WS 1	Develop a 'Walking' Accessibility Sheet for the site.	-	✓	-	-		
WS 2	Create a calendar of 'Walking' Events and incentives. WS 2a - Walk to college/work week WS 2b - Pedestrian Training WS 2c - Travel diary with incentive / awards scheme WS 2d – Coordinated with PT events	- - - -	- - - -	- - - -	✓ ✓ ✓ ✓		
WS 3	Set up a 'buddying' scheme to address any personal security issues of walking. WS 3a - Residents WS 3b - Staff	- -	- -	✓ ✓	- -		
WS 4	Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet walking and accessibility requirements for; WS 4a - Internal routes on-site WS 4b - External routes to key off-site destinations	- -	- -	- -	✓ ✓		
WS 5	Develop a 'Walking' Fact Sheet	-	✓	-	-		

Table 8.2 Preliminary Schedule of MMP's Walking Initiatives

The MMP's Walking Strategy promotes a total of 10 measures. The preliminary implementation schedule of these walking initiatives is outlined in the graph **in Figure 8.2** below.

Figure 8.2 Roll-out of MMP's Walking Initiatives

8.4 CYCLING STRATEGY

The status and preliminary scheduling of the principal cycling focused initiatives of the MMP are outlined in **Table 8.3** below.

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
CS 1	Set up a 'buddying' scheme to address personal security issues of cycling	-	-	-	✓		
CS 2	Establish a Bike Users Group	-	-	-	✓		
CS 3	Develop a 'Cycling' Accessibility Sheet for the site	-	✓	-	-		
CS 4	Create a calendar of 'Cycling' Events and incentives	-	-	✓	-		
CS 5	Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet cycling requirements for external routes to key off-site destinations	-	-	-	✓		
CS 6	Provide cycle training	-	-	-	✓		
CS 7	Travel diary with incentive / awards scheme	-	-	-	✓		
CS 8	Bike service / maintenance workshops	-	-	✓	-		
CS 9	Discounted cycle purchase incentives	-	-	✓	-		
CS 10	Provision of bike sharing scheme	-	✓	-	-		

Table 8.3 Preliminary Schedule of MMP's Cycling Initiatives

The MMP's Cycling Strategy promotes a total of 10 measures. The preliminary implementation schedule of these cycling initiatives is outlined in the graph **in Figure 8.3** below.
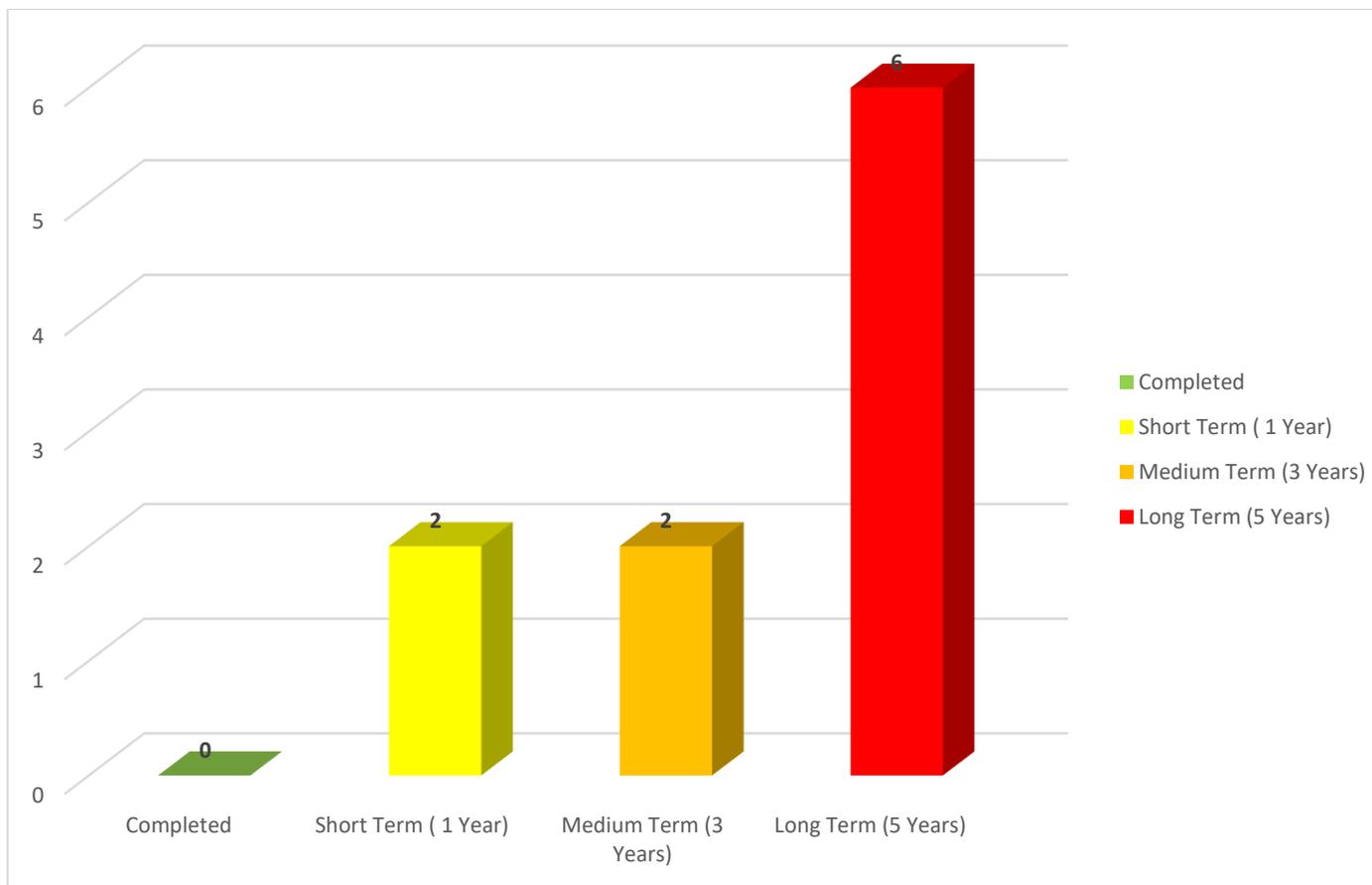

Figure 8.3 Roll-out of MMP's Cycling Initiatives

8.5   PUBLIC TRANSPORT STRATEGY

The status and preliminary scheduling of the principal public transport focused initiatives of the MMP are outlined in **Table 8.4** below.

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
PTS 1	Explore the opportunities of; PTS 1a - maintaining the existing bus services PTS 1b - Enhancing the catchment of these services	- - -	 ✓ -	 - -	 - ✓		
PTS 2	Investigate the option to enable residents & staff to purchase both annual and monthly TaxSaver tickets on a monthly basis	-	✓	-	-		
PTS 3	Establish a Public Transport Users Group	-	-	-	✓		
PTS 4	Develop a 'Public Transport' Accessibility Sheet for the site	-	✓	-	-		
PTS 5	Develop a 'Public Transport' Fact Sheet	-	✓	-	-		
PTS 6	Create a calendar of 'Public Transport' Events and incentives	-	-	-	✓		
PTS 7	In partnership with NTA & Dublin Bus and the local authority, ensure all local bus stops display up to date timetables, fare and route information	-	-	✓	-		
PTS 8	Encourage the use / initiatives for buses where feasible for a range of different travel purposes	-	✓	-	-		
PTS 9	Promote the availability of the TaxSaver scheme for staff	-	✓	-	-		
PTS 10	Explore the potential of a Travel Diary with incentive / awards scheme	-	-	-	✓		

Table 8.4 Preliminary Schedule of MMP's Public Transport Initiatives

The identified Public Transport strategy promotes a total of 11 measures. The implementation schedule of these measures is outlined in the **graph in Figure 8.4** below.
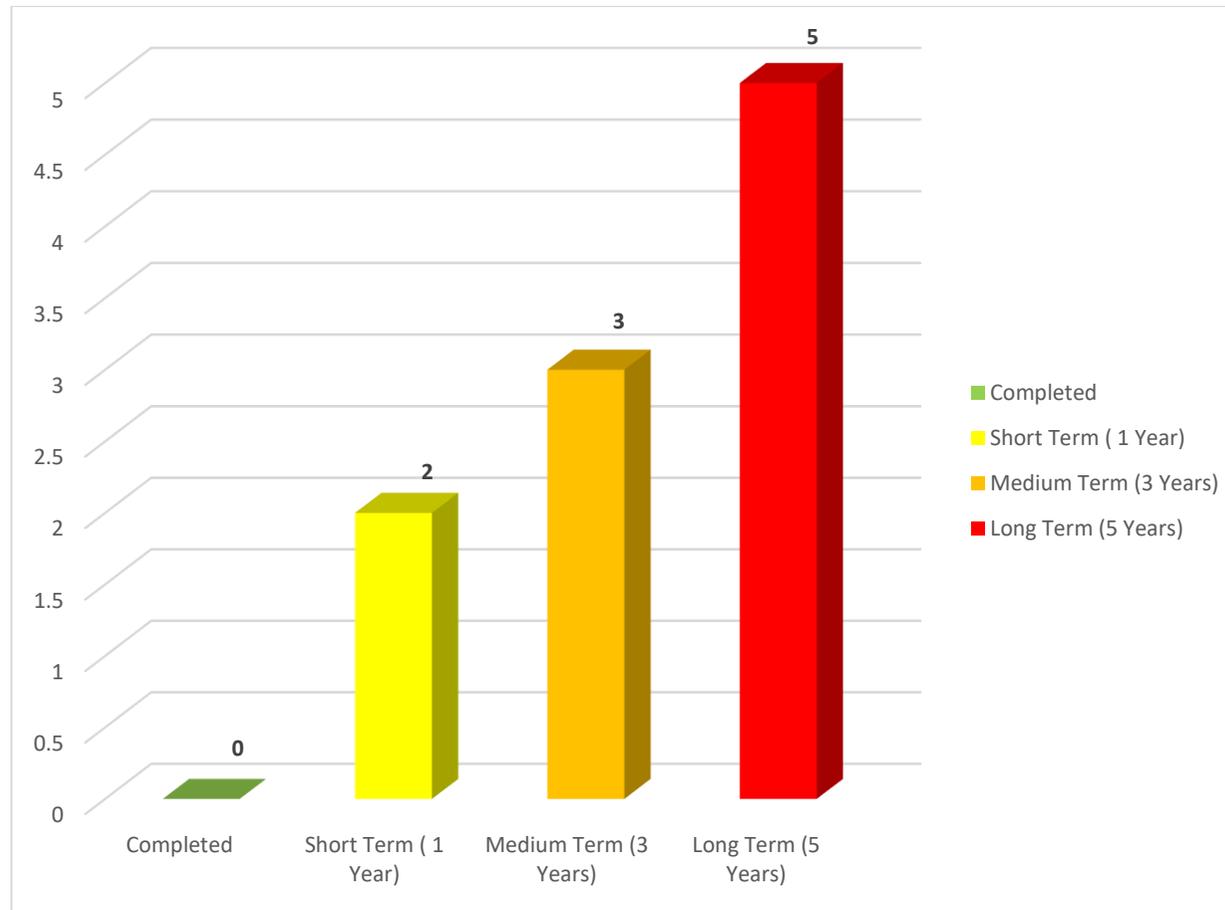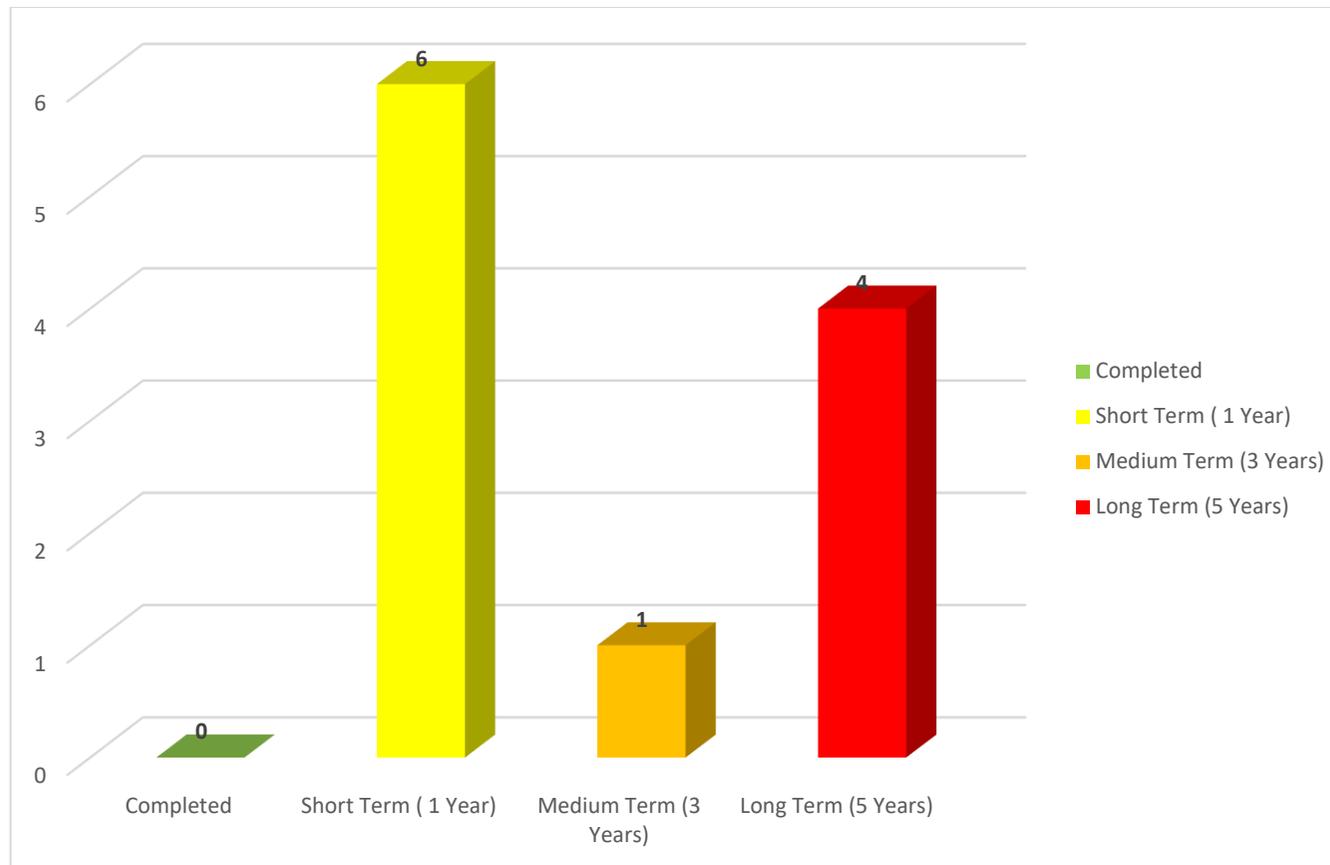

Figure 8.4 Roll-out of MMP's Public Transport Initiatives

8.6   PRIVATE CAR STRATEGY

The identified action plan and preliminary scheduling of the principal private car focused initiatives of the MMP are outlined in **Table 8.5** below.

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
PCS 1	Develop a 'Car' Fact Sheet	-	✓	-	-		-
PCS 2	Develop Parking Management Strategy	-	✓	-	-	-	
PCS 3	Explore the opportunities of informal arrangements between residents for 'shared' travel to work	-	-	✓	-		
PCS 4	Encourage use of formal car sharing website (www.carsharing.ie)	-	✓	-	-		
PCS 5	Explore the opportunities of informal arrangements between residents for travel to college/work	-	-	✓	-		
PCS 6	Disseminate information about all available Car Sharing services which may service the development	-	✓	-	-		

Table 8.5 Preliminary Schedule of MMP's Private Car Initiatives

The MMP's Private Car Strategy promotes a total of 6 measures. The preliminary implementation schedule of these private car focused initiatives is outlined in the graph in **Figure 8.5** below.

Figure 8.5 Roll-out of MMP's private Car Initiatives

8.7 MARKETING AND PROMOTION STRATEGY

Increasingly referenced as the 'softer' form of initiatives, the provision of detailed information, raising awareness and promotion of the MMP and its measures is imperative to its success. The strategy involves the marketing and communication of the benefits of alternative active and more sustainable travel, increasing awareness of the adverse impacts of travel and transport on the environment, health and communities (local and nationally), by identifying ways in which individuals can make a difference will be an important element of the MMP. The Marketing and Promotion strategy also supports a number of the other interdependent MMP sub-strategies.

Ref	Initiative	Status / Timescale				Lead Party
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)	
MPS 1	Develop a marketing plan for the MMP	-	✓	-	-	
MPS 2	Compile formal 'Sustainable Travel' induction package or 'Welcome Travel Pack' for each resident	-	✓	-	-	
MPS 3	Develop and introduce a dedicated MMP website	-	✓	-	-	
MPS 4	Develop an Events calendar with 3 to 4 events per year and a supporting promotion strategy to market each event	-	-	✓	-	
MPS 5	Incorporate section / report success etc. of MMP process in local newsletters and other information dissemination initiatives	-	-	-	✓	
MPS 6	As part of Induction Meeting with residents and staff introduce the MMP, its objectives and recommended travel practices	-	✓	-	-	
MPS 7	Develop MMP App to enhance access to MMP information and events	-	✓	-	-	
MPS 8	Investigate the opportunity for an MMP annual newsletter for distribution to all residents	-	✓	-	-	

Table 8.6 Preliminary Schedule of MMP's Marketing & Promotion Initiatives

The preliminary Marketing and Promotion sub-strategy promotes a total of 8 measures. The implementation schedule of these measures is outlined in the graph in Figure 8.6 below.
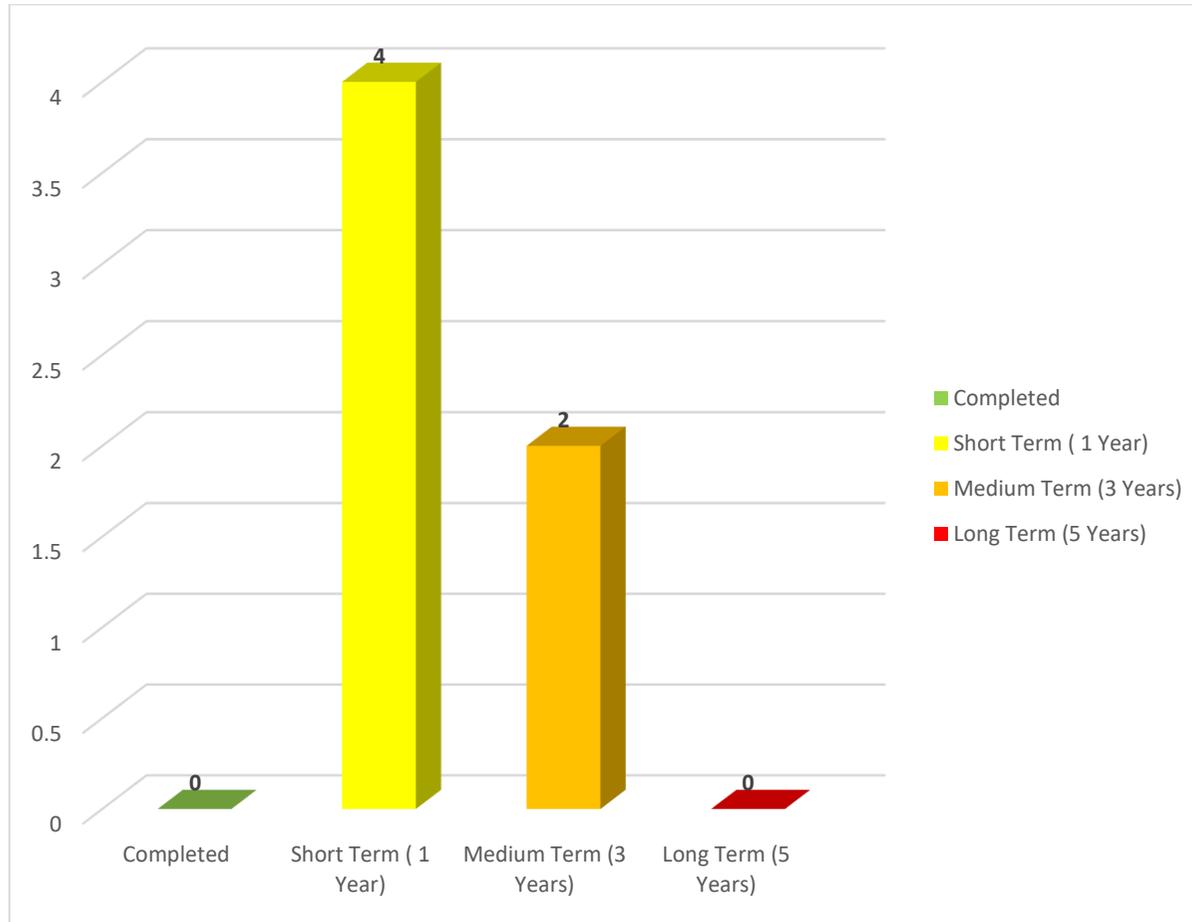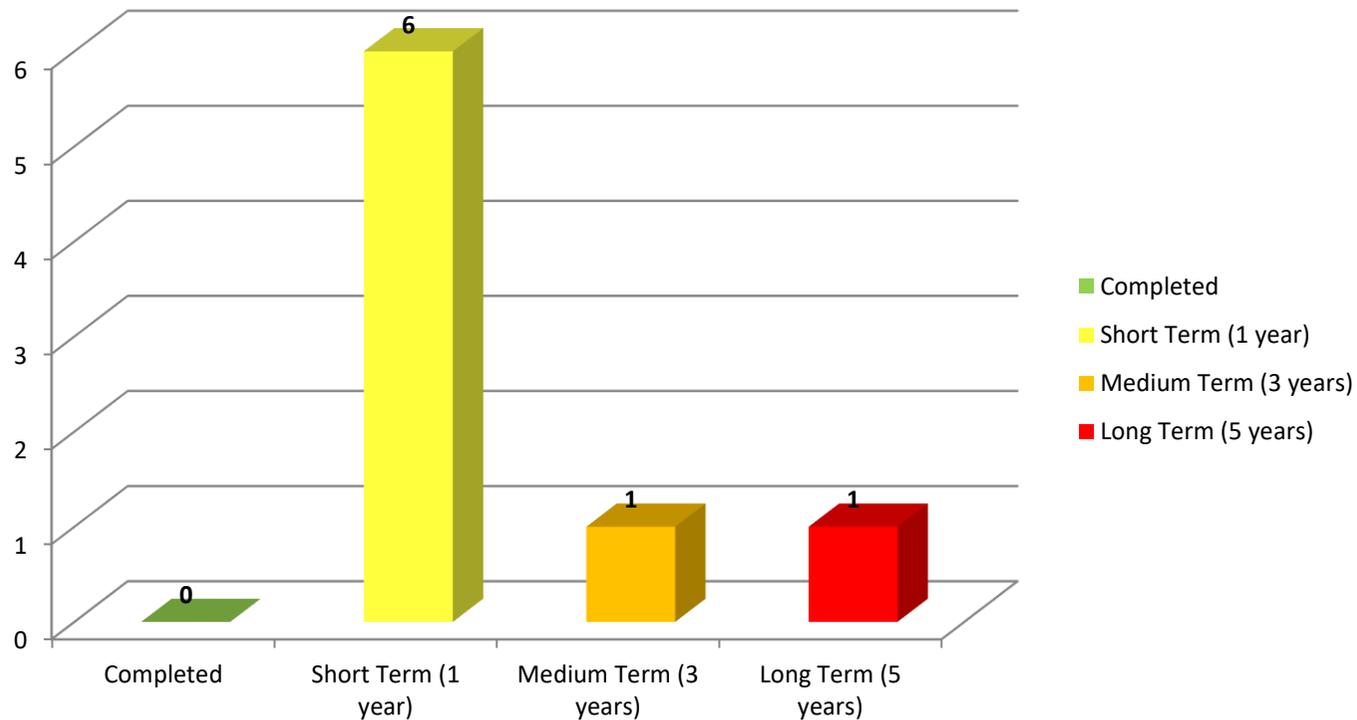

Figure 8.6 Roll-out of MMP's Marketing & Promotion Initiatives

9   SUMMARY AND CONCLUSIONS

9.1   SUMMARY

Shannon Homes Limited intend to apply to South Dublin County Council for permission for a large-scale residential development at this net 3.5 hectare site located south of Taylor's Lane.

The proposal is for a Large Residential Development on this site of net c. 3.5ha comprising the following:

- Demolition of existing former Institutional buildings and associated outbuildings (c.5231 sq.m);

- Construction of 402 residential units within 3 apartment/duplex blocks ranging in height from 2-5 storeys and comprising of 39 no. 1-Beds; 302 no. 2-Beds; and 61 no. 3-Beds all with associated private balconies/terraces to the north/south/east/west elevations;

  o   Provision of one crèche and two retail units.

  o   Provision of 290 no. car parking spaces

  o   Provision of 1054 no. cycle parking spaces

  o   Vehicular access to the site via Edmondstown Road to the west.

  o   Pedestrian Access to the site via Edmondstown Road to the west and Taylor's Lane to the north.

- The development proposal also includes the creation of a new access from the existing 3 arm signalised junction (Scholarstown Road / Ballyboden Road / Edmondstown Road) which will result in the upgrade of the junction to a four-arm signalised junction.

To gain vehicular access to the subject site, the proposed arrangement is to create a new access from the existing 3 arm signalised junction (Scholarstown Road/Edmondstown Road) which will result in the upgrade of the junction to a four arm signalised junction.

Further details of the development proposals, including the site layout drawing, are illustrated in the architects' scheme drawings as submitted with this pre-application strategic consultation application.

DBFL Consulting Engineers have compiled this MMP as the basis for discussions between the developers and planning officers from South Dublin County Council. Through these scoping

discussions the preferred strategy (and supporting measures and targets) will emerge with the resulting MMP detailing the agreed approach, actions and targets.

The measures proposed in this document will not only benefit the residents but will also help to mitigate any transport impacts of the development on the wider local community.

The identified preliminary action plan promoted a total of 67 initiatives across 6 sub strategy themes as presented in **Figure 9.1** below.
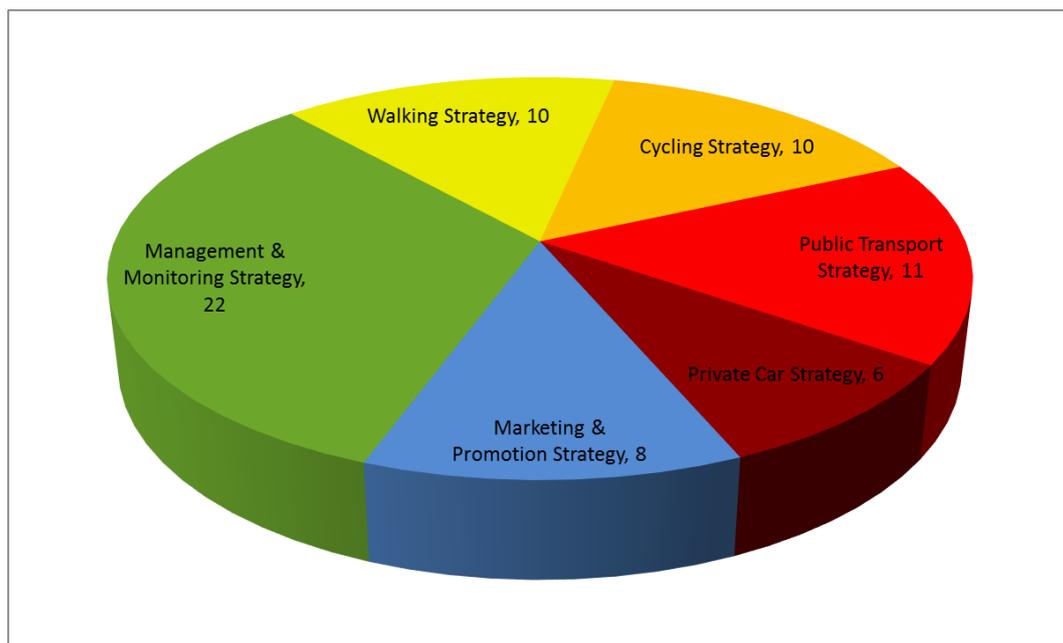

Figure 9.1 MMP Sub Strategy Themes & Initiatives

The implementation schedule of identified 67 MMP initiatives is outlined in the graph in **Figure 9.2** below. A total of 1 initiative of the action plan has already been completed, with a further 35 initiatives (or 51%) to be implemented within 1 year of the residential development being occupied.
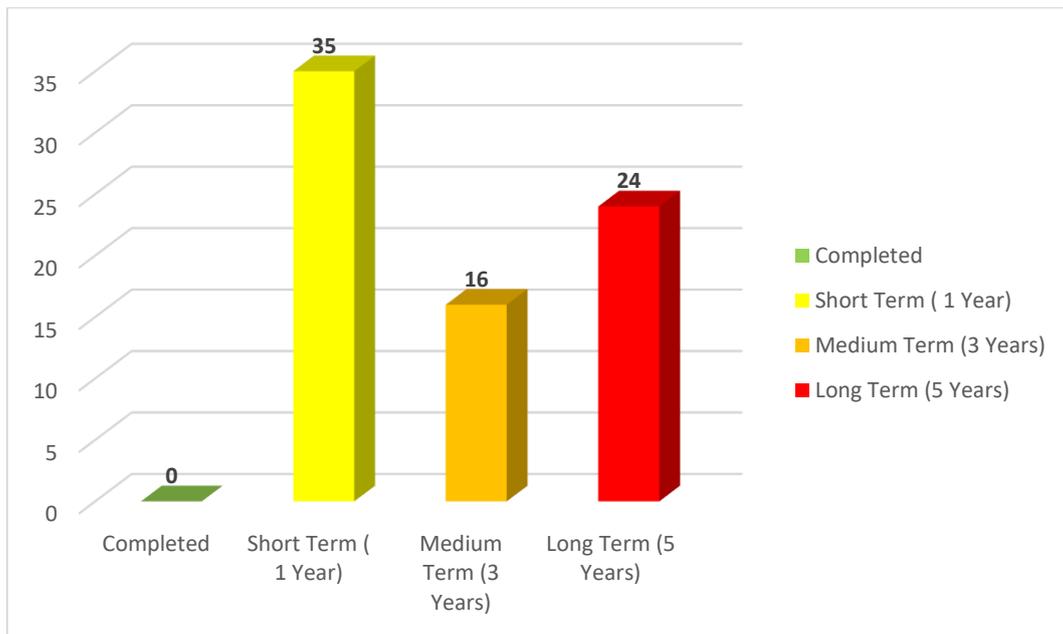
Figure 9.2 Roll-out of MMP's Initiatives

In the context of the subject residential development's operational framework, the local receiving environment and the identification of the Preliminary Action Plan as summarised previously, this document seeks to form the basis by which;

- The specific travel characteristics for the proposed residential development are outlined and presented to the local authority, and

- Through a partnership approach between the developers and the local planning authority, the Preliminary Action Plan is explored and re-examined with the objective of reaching agreement upon the MMP's measures and subsequently the adoption of an 'agreed' MMP Action Plan with specific targets, initiatives, timescales, responsibilities and resources clearly outlined and approved by both parties.

Appendix A : Mode Specific Measures

Car Usage - Car Sharing

Car sharing is also known as lift-sharing, car-pooling or ride-sharing. Car sharing offers people a cost effective and a more sustainable way of travelling by car when other forms of transport are not viable.

Car sharing schemes encourage individuals to share private vehicles for particular journeys. Car sharing can be both formal and informal. Informal car sharing operates between individuals and neighbours and formal car sharing is defined by a more elaborate approach to trip matching, often focussed on the commuting journey.

Car sharing has the aim of reducing the number of car trips made and participants have the opportunity to meet other members in the community. A National Car Sharing database is now available at www.carsharing.ie. It is an all-island service for the public and is free of charge to use.

The benefits of car sharing are as follows:

- reduces transport costs

- reduces the number of cars on the road which results in less pollution, less congestion and fewer parking issues

- reduces the need for a private car

The proposed development website would have a section dedicated to the car share scheme and the staff / residents would have an option to register. To encourage take up of the car sharing, the MMP Coordinator would host events to introduce prospective car sharers to each other and would help 'break the ice' as it is always more likely that people will share, particularly for the journey 'home', with somebody that they have met rather than a complete stranger. This option would be more applicable to the residents, staff and visitors of the proposed development.

Car Usage - Car Club

Car Clubs are membership-based schemes providing shared cars for hire. A Car Club can play an important role in reducing costs, congestion and environmental impact. Members have flexible access to the hire of a vehicle. Vehicles are parked in reserved parking spaces close to homes, town centres or workplaces and can be used and paid for on an hourly rate, daily or weekly basis. Individuals can join a car club; alternatively, an organisation may have a corporate package with one of the car club providers.

Car sharing clubs in Dublin have experienced significant growth in recent years. The facility allows members' access to a shared car in the local area for an hourly fee. This facility could be an attractive option for those who choose to start walking or cycling to work but may require access to a car at short notice. Residents can obtain further information at www.gocar.ie and also www.yuko.ie.

A total of 4 no. car parking spaces have been allocated to car sharing for residents, which will be operated by GoCar

The GoCar has given a letter of confirmation to provide its service for the proposed development site.

Public Transport - Buses

The proposed development will be well served by Dublin Bus services with bus routes passing the subject site on Taylor's Lane. The bus stops are located in very close proximity with all of the routes having stops within 300m of the site with frequent services operating daily. The subject site will be serviced by a number of proposed Bus Connects routes which will provide enhanced levels of accessibility and mobility.

Walking

The development has been designed to ensure that there are a number of access points / gateways to facilitate permeable walking through the site. The feasibility of measures that promote walking will be influenced by factors such as the safety and ease of walking to and from the site and the age profile of commuters. Generally speaking, a distance of up to 3km is considered reasonable for walking. This distance is only indicative but can help to define target groups.

The health benefits of walking are a key element in promoting Mobility Management Plans. Walking improves cardiovascular fitness and burns calories. Walking will also increase your muscle tone, boost metabolism, ease stress, raise energy levels and improve sleep, which combined can also help with weight loss. Regular walking can also reduce the risk of coronary heart disease, diabetes, strokes, high blood pressure, cancer, osteoporosis and arthritis.

Walking will mainly be self-promoting, and initiatives should focus on making people aware of the routes available to them. A map showing the walking routes should be prepared and placed at key locations within the development. These could be stand-alone signs or maps on notice boards. This information would also be available on the community website.

It is important to ensure that pedestrians are safe and are satisfied with the facilities available and their maintenance. It should be noted that: -

Walking is truly the most-sustainable form of transportation.

All trips, regardless of mode, both begin and end on foot.

Walking needs to have a greater level of priority in most cities, like walk-signal times, safer well-lit / marked crosswalks and pedestrian zones.

Walking is an easy mode of travel for distances under 2km. Most people are prepared to walk between 800m to 1km to a train station or bus stop.

Cycling

The proposed development is well located for cycling journeys and this mode of travel should be encouraged with the provision of a wide range of routes within the development and new links to existing and future major routes in the local area. A distance of up to 10km is considered reasonable for cycling. This distance is only indicative, but can help to define target groups.

A total of 1054 cycle spaces are proposed within the development to accommodate residents, visitors and staff to the site.

The on-site cycle facilities will be linked to the existing off-site cycle routes. Also, improved cycle infrastructure is proposed under the Greater Dublin Area Cycle Network Plan routes which runs in close proximity to this site.

As with many measures relating to cycling, the aim is a mixture of support, through incentives and facilities, and encouragement, through information and marketing. Incentives and facilities at both

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trip origin and destination / place of work, education, worship etc. can include some of the following. The MMP will highlight that many of these are available at trip end destinations:

- the provision of "pool" bicycles for short distance travel

- the provision of well-located high-quality cycle parking facilities

- storage, changing and shower facilities for cyclists

Appendix B : Management and Monitoring Measures

Introduction

For the Mobility Management Plan to be successful, it is important that it is organised and managed well. The success of the Mobility Management Plan will also be subject to ongoing monitoring.

Management Structure & Roles

The appointment of a Mobility Manager / Group is critical to the success of the MMP.

For the MMP to be successful it is essential that residents and staff take ownership of it. Therefore, as the development is being built out and the community becomes established it will become increasingly important for management responsibility to be supplemented by residents who will be residing at the proposed development.

Mobility Manager

A Mobility Manager will therefore be appointed prior to first occupation of the site. The Mobility Manager will be employed full-time and therefore be available full-time, but their role as a Mobility Manager will be part-time (i.e. he / she will be employed for other work in addition to mobility management). Their role will include leading the implementation, monitoring and review of the Plan.

An MMP needs to be monitored, co-ordinated and marketed on a regular basis to ensure that it meets its objectives and that targets are achievable and realistic. The Mobility Manager is appointed to ensure the success of this plan. The primary duties of the Mobility Manager are:

- To develop and oversee the implementation of the initiatives outlined in the plan;

- To monitor progress of the plan;

- To promote and market the plan;

- To manage public transport discount fare schemes, cycle promotion schemes and events; and

- To provide "travel advice and information" to residents and staff.

To promote and manage the shift towards high level, public transport use, the MMP should be monitored, developed, promoted and managed by the Mobility Manager. The Mobility Manager should encourage and promote the measures mentioned within this report to the commuters of the development.

Residents Group

As the development approaches full occupation, individuals residing in the development will be invited to form a Residents Group.

Monitoring

Baseline conditions will be established as early as possible following the first occupations of the development. Following the baseline survey, annual surveys will be undertaken until the development is fully occupied. By this time, it is expected that the travel patterns will have been established. A review of the trends in the MMP results would then be used to identify whether further monitoring is required.

The Mobility Manager will be responsible for undertaking the monitoring, the processing of results and the production of the reports with the results of the findings.

The monitoring will take place in the form of Travel Surveys. These will be carried out on the same day every year. It is recommended that the timing of the Travel Survey should take place in a neutral time of year i.e. Spring or Autumn.

The survey would be in the form of a questionnaire that residents would complete. Communication of the Travel Survey will be through letters in the post or email. This letter will inform residents of how to complete the survey online. Residents can also request a paper copy of the survey to be filled out by hand rather than electronically. However, the online method would

be the preferred channel. The survey will include questions to allow the monitoring of the particular targets that have been set in the MMP.

It is essential that the residents see the results of the survey and review their own travel patterns against the typical data. Therefore, the results should be available on the resident's community website.

The Mobility Manager will be responsible for the preparation of the annual monitoring reports. The objective of the review will be to assess the success of the MMP and to identify potential for future improvement.

An important part of the review would be to revise information relating to public transport, cycling and walking routes to ensure that it is relevant and up-to-date. This is critical if residents are going to be able to rely on information when making travel choices.

The annual reports will also include a review of where targets are being met and also identify potential changes to the measures implemented by the plan where targets are not being met. Specific short-term targets will be considered and agreed to ensure progress towards the overall target. Targets will also be revised to ensure that they remain appropriate and challenging.

Appendix C : Marketing and Promotion Measures

MARKETING MEASURES

Raising Awareness, Marketing & Promotion

The education of residents and staff on the Mobility Management Plan initiatives and the importance of contribution are very important. The services available to the residents must be communicated in a consistent and continuous manner to sustain behavioural change.

Promotion would start with the marketing of the proposed development. The sustainable location of the development and the high-quality infrastructure provision for walking and cycling will be a prominent feature. The high-quality links provided by public transport to the City Centre and other links are also an attractive feature for encouraging sustainable travel for future residents.

Communications will include promotional initiatives and activities aimed at informing the residents of all relevant external bodies of the existing and proposed transport networks. Such initiatives will include, but not limited to:

- Internal communications channels

- Advertising – local press and media

- Publicity – promotion of benefits

Sustainable Travel Pack

Promotion of sustainable travel will continue when residents take up occupation of their new office. A 'Welcome Pack' can be provided which will include maps and timetable information for walking, cycling and public transport journeys. It will also include information on a range of incentives to encourage take up of public transport and cycling etc.

The 'Welcome Pack' will be produced and approved prior to first occupation and staff will be trained in the contents of the information contained. The 'Welcome Pack' will include:

- A covering letter explaining the purpose of the 'Welcome Pack' and contact details of the Mobility Manager,

- An overview of the Mobility Management Plan,

- Maps for walking, cycling and public transport,

- Timetables for public transport (i.e. Dublin Bus),

- Local taxi information,

- Car sharing and Bike sharing scheme information,

- Information on reducing the demand for travel,

- Sustainable travel voucher to encourage walking, cycling and public transport, and

- Pedometer pack with information on the health benefits of walking.

Increasing awareness of alternative modes to car use and the benefits is a central component of mobility management. In particular, residents should be made aware of the benefits of active travel modes including health and financial benefits. Key actions might include:

Establishing a clear brand concept for green / smarter travel to and from the site. This should be incorporated in all communication with the residents regarding commuting to and from the site;

Provide a central information point for residents in relation to travel options, this should be a physical point within the development but should also be made available on the internet. The latter could also include information on bus routes and timetables;

New residents to the development should be informed about travel options;

Ensure the development is included as a key destination on journey planning apps.

Personalised Travel Plan

An advisory leaflet will be provided in the 'Welcome Pack' to explain to new residents the sustainable transport options available in the MMP and that if they wish they may contact the Mobility Manager directly to discuss specific travel needs. The Mobility Manager will then use the information discussed to prepare a 'Personal Travel Plan' for that resident free of charge. The Personal Travel Plan will be based on individual lifestyles and in light of the available transport options for stated everyday journeys.

This process will allow residents to consider how they currently travel and promote alternative methods for their journeys to work, school and when accessing other local amenities. Personalised journey planning will also enable residents who might not otherwise use public transport realise there are local services available that can suit their needs.

The Mobility Manager is responsible for promoting the availability of this measure and residents will be encouraged to contact the Mobility Manager if they have any specific sustainable travel related queries.

Additionally, the site developers will equip all residences with broadband compatible connection points, to enable residents to access to broadband services, which will help facilitate access to MMP information.

Online Website

A dedicated online website for the development can be created and will focus on providing appropriate, up-to-date information on sustainable travel options for accessing the development site.

This website will act as a 'one-stop-shop' for the dissemination of site-wide sustainable travel information to residents, as well as acting as a source of information for visitors. Information on the website will include details of local public transport routes, local amenities and facilities, walking and cycle maps and a link to online car sharing opportunities. The website will also provide links to other websites (such as Dublin Bus) to encourage residents to plan their journeys using sustainable transport.

Smart Device Travel App

A Travel App can be developed for the residents at the development as well as visitors travelling to the site. This smart device app will enable all users to gain instant access to travel information. This may include:

- Timetables, location of stops, route information, fares, and real-time information for buses.

- Interactive map showing users current location and highlighting local points of interest (e.g. closest bus stop)

- Pedometer for walkers