

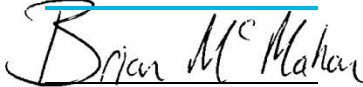
Parnell Square Cultural Quarter: New Dublin City Library and Public Realm Works

Travel Plan

October 2018

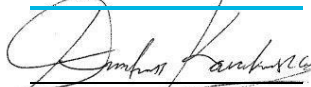
Quality information

Prepared by



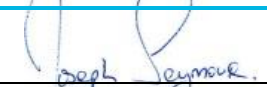
Brian McMahon
Principal Consultant

Checked by



Dimitris Karakaxas
Associate Director

Approved by



Joseph Seymour
Director

Revision History

Revision	Revision date	Details	Authorized	Name	Position
1	04/03/16	Draft	BMcM	Brian McMahon	Principal Consultant
2	19/06/18	Draft	DK	Dimitris Karakaxas	Associate Director
3	25/06/18	Final	JS	Joe Seymour	Director
4	24/09/18	Final	JS	Joe Seymour	Director

Prepared for:

Dublin City Council and PSQ Developments Ltd (Joint Applicants)

Prepared by:

Brian McMahon
Principal Consultant
T: 01 2383100
E: brian.mcmahon@aecom.com

AECOM Ireland Limited
4th Floor
Adelphi Plaza
Georges Street Upper
Dun Laoghaire
Co. Dublin A96 T927
Ireland

T: +353 1 238 3100
aecom.com

© 2018 AECOM Ireland Limited. All Rights Reserved.

This document has been prepared by AECOM Ireland Limited ("AECOM") for sole use of our client (the "Client") in accordance with generally accepted consultancy principles, the budget for fees and the terms of reference agreed between AECOM and the Client. Any information provided by third parties and referred to herein has not been checked or verified by AECOM, unless otherwise expressly stated in the document. No third party may rely upon this document without the prior and express written agreement of AECOM.

Table of Contents

1.	Introduction & Methodology	6
1.1.	Introduction	6
1.2.	Methodology	7
1.3.	Report Structure:	8
2.	Access Audit	9
2.1.	Introduction	9
2.2.	Site Accessibility	9
3.	Facilities and HR Audit.....	16
3.1.	Staff Facilities.....	16
3.2.	Visitor Facilities	17
3.3.	Deliveries.....	18
3.4.	HR Process and Policies Audit.....	18
4.	Staff Travel Survey: Travel Patterns and Attitudes.....	20
4.1.	Introduction	20
4.2.	Staff Survey Results	20
5.	Visitor Travel Survey: Travel Patterns and Attitudes	24
5.1.	Introduction	24
6.	Summary of Issues and Opportunities	26
7.	Action Plan	28
7.1.	Overview	28
7.2.	Objectives and Targets.....	28
7.3.	Control.....	29
7.4.	Provision	29
7.5.	Awareness	31
7.6.	Support.....	33

Figures:

Figure 1.1:	Methodology for Central Library Travel Plan	7
Figure 2.1:	Existing and proposed Central Library Locations	9
Figure 2.2:	Distribution of Adult Central Library Users around the Greater Dublin Area	10
Figure 2.3:	Parnell Square North	12
Figure 2.4:	Isochrone of Distances to the Proposed Cultural Quarter.....	13
Figure 2.5:	Existing Cycle Facilities surrounding Parnell Square	14
Figure 2.6:	Proposed Cycle Routes (Greater Dublin Area Cycle Network Plan).....	15
Figure 3.1:	Current Staff Bike Parking, Central Library Ilac Centre	16
Figure 4.1:	Survey – Modal Choice	20
Figure 4.2:	Survey – Parking	20
Figure 4.3:	Survey- Ease of Travel Survey	21
Figure 4.4:	Survey- Ease of Travel Survey (Driver Only Responses).....	21
Figure 4.5:	Survey – Motivating Factors to Use Public Transport.....	22
Figure 4.6:	Survey- Motivating Factors to Use Active Transport	22
Figure 4.7:	Survey - Travel Options	22
Figure 4.8:	Survey – Travel Schemes.....	23

Figure 5.1: Online Visitor Travel Survey	24
Figure 5.2: Survey- Trip Purpose: Central Library	24
Figure 5.3: Survey- Trip Purpose	24
Figure 5.4: Survey- Mode of Travel	25
Figure 5.5: Survey- Frequency of Library Visits	25
Figure 5.6: Survey- Use of Dublin Bike to Library	25
Figure 5.7: Survey- Parking.....	25
Figure 7.1: Scooter Example	29
Figure 7.2: Example of Real Time Information Screens	32

Tables:

Table 2.1: Existing bus services to Parnell Square.....	11
Table 3.1: Proposed Lockers and Showers Facilities	17
Table 3.2: Dublin Bike Stations within five minutes' walk of Parnell Square Cultural Quarter	17
Table 7.1: Mode Share Targets – Staff Travel.....	29
Table 7.2: Mode Share Targets – Visitor Travel	29

1. Introduction & Methodology

1.1. Introduction

This Travel Plan has been prepared for the Central Library in preparation for the proposed relocation from the Ilac Centre to a new Cultural Centre at Parnell Square North.

A Travel Plan is a robust package of measures aimed at encouraging and supporting sustainable travel modes such as walking, cycling and public transport. These plans are developed on a bespoke basis and may recommend improvements to infrastructure such as bike parking facilities, as well as behavioural change measures, such as promotional campaigns and events. In this case, the Travel Plan will address work-related travel for Central Library staff as well as travel undertaken by visitors to the library.

Specific purposes of this Travel Plan for the Central Library are as follows:

- To fulfil planning requirements: It is a requirement of the planning application for the Central Library at Parnell Square North that measures are taken to support and promote sustainable means of travel and to reduce dependency on cars for trips to the new development. This plan will be submitted to Dublin City Council (DCC) for consideration and will be implemented and monitored on an ongoing basis;
- To assist staff with the move to Parnell Square North: This Travel Plan will identify opportunities to ease the transition to Parnell Square North for Central Library staff, through raising awareness of available travel options. It will also assist the Central Library to understand the potential for supporting and encouraging staff to travel sustainably, including improvements to facilities.
- To assist library users and visitors with the move to Parnell Square North. This Travel Plan will identify opportunities to ease the transition to Parnell Square North for new and existing Central Library visitors.
- To fulfil Dublin City Council's Smarter Travel Workplace Partner requirements: This Plan will also assist in fulfilling the commitments made by Dublin City Council (DCC) as a partner of the National Transport Authority's Smarter Travel Workplace programme. As a partner, DCC is required to survey staff on their commuting habits as well as encourage staff to travel using sustainable means.
- To support the objectives of the Draft Transport Strategy for the Greater Dublin Area 2016–2035: The population of the Greater Dublin Area is expected to increase substantially in the coming years and travel demand is expected to increase by 25% between 2011 and 2035. In connection with this, plans are being put in place to optimise connectivity into the city by non-car modes to reduce congestion. To support these plans, there will be restricted car access through the city centre. In addition, it is anticipated that all new developments should reduce dependency on car use and limit car parking availability, which generates travel demand.

It is recommended that further staff surveys are undertaken after the opening of the new Cultural Quarter, and that the Travel Plan is fully reviewed and finalised when all the operational information is available.

1.2. Methodology

The approach taken to the development of this Travel Plan consisted of five stages, as shown in Figure 1.1 and detailed below:

- **Stage 1 - Baseline Assessment:**
 - Site and facility audits – pedestrian, cyclist and public transport access, car and bike parking, shower and locker facilities, etc.;
 - HR and organisational policy audit; and
 - Visitor catchment – identification and mapping of visitor catchment areas.
- **Stage 2 – Staff and Visitor Travel Surveys:**
 - Captures existing travel patterns for trips to the Central Library; and
 - Potential for behavioural change – likelihood of and potential motivators for modal shift among staff.
- **Stage 3 - Development of Travel Plan**
- **Stage 4 - Implementation of Travel Plan** – to be undertaken following finalisation of Travel Action Plan.
- **Stage 5 (ONGOING THROUGHOUT PROCESS)** – Communication and Consultation with Key Stakeholders

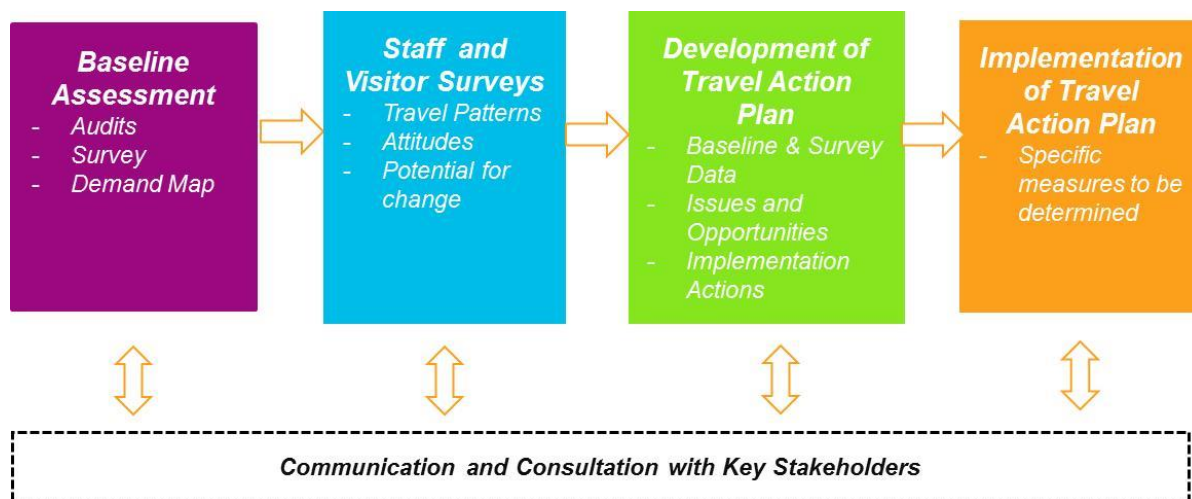


Figure 1.1: Methodology for Central Library Travel Plan

1.3. Report Structure

A successful Travel Plan should be based on a detailed analysis of the issues and opportunities affecting travel to the site. Therefore, this report is structured as follows:

- **Section 2 Site, Facilities and HR Audit:** Presents the results of a baseline audit of site accessibility, facilities and existing policies.
- **Section 3 Travel Patterns and Attitudes:** Outlines the results of travel surveys of Central Library staff and visitors.
- **Section 4 Summary of Issues and Opportunities:** This section provides an overarching summary of the main issues and opportunities affecting travel to Parnell Square North that will feed into the Action Plan.
- **Section 5 Central Library Action Plan:** This action plan sets out recommended control, provision, awareness and support actions that are necessary to respond to issues identified and promote sustainable travel to the library.

2. Access Audit

2.1. Introduction

This section will provide a high-level assessment of walking, cycling and public transport accessibility for the new site at Parnell Square North. Further details of the existing and proposed walking, cycling and public transport provision are provided in the Parnell Square Cultural Quarter Traffic and Transport Assessment.

2.2. Site Accessibility

2.2.1 Site Location

The existing Central Library is located in the Ilac Centre (situated between Parnell Street and Henry Street), and it is proposed to relocate this library as part of the development of a Cultural Quarter at Parnell Square North. These locations are shown in Figure 2.1. The Parnell Square North site is located at the site of the former Choláiste Mhuire School and 21–22 Parnell Square, approximately 500m from the existing site.

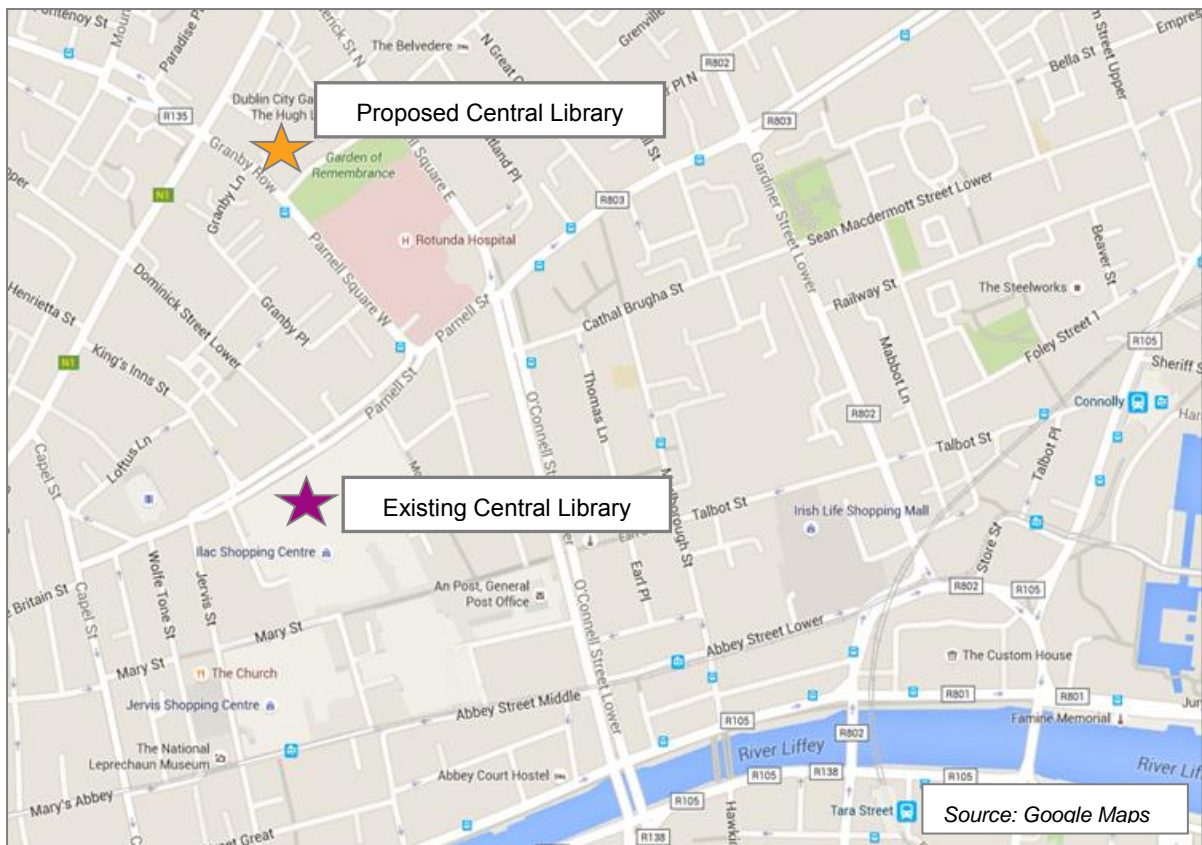


Figure 2.1: Existing and proposed Central Library Locations

2.2.2 Library User Catchment

Figure 2.2 illustrates the distribution of the home addresses of Central Library users¹ around the Greater Dublin Area (obtained from the 2016 Travel Survey). The

¹ Patrons with full adult borrower membership

greatest concentration of library users is in central Dublin and in particular in Dublin 1 (16%), Dublin 7 (16%) and Dublin 8 (12%). This is as expected, as the existing library is most accessible to those living closest to the Ilac Centre, in particular those within walking and cycling distance. The next highest concentration of users is in Dublin 9 (7%) and Dublin 3 (6%) on the north side of the city. Although the highest concentration of library users is in central Dublin, there is also a substantial proportion of registered users throughout the Greater Dublin Area and beyond. Outside of the Dublin City Council area, the local authority with the largest number of registered users is Fingal (3% of all registered users), with a particular concentration in Swords. 3% of registered users are based in the Dún Laoghaire Rathdown local authority area. A combined 3% of registered users are also based in the counties of Wicklow, Kildare, Louth and Meath.

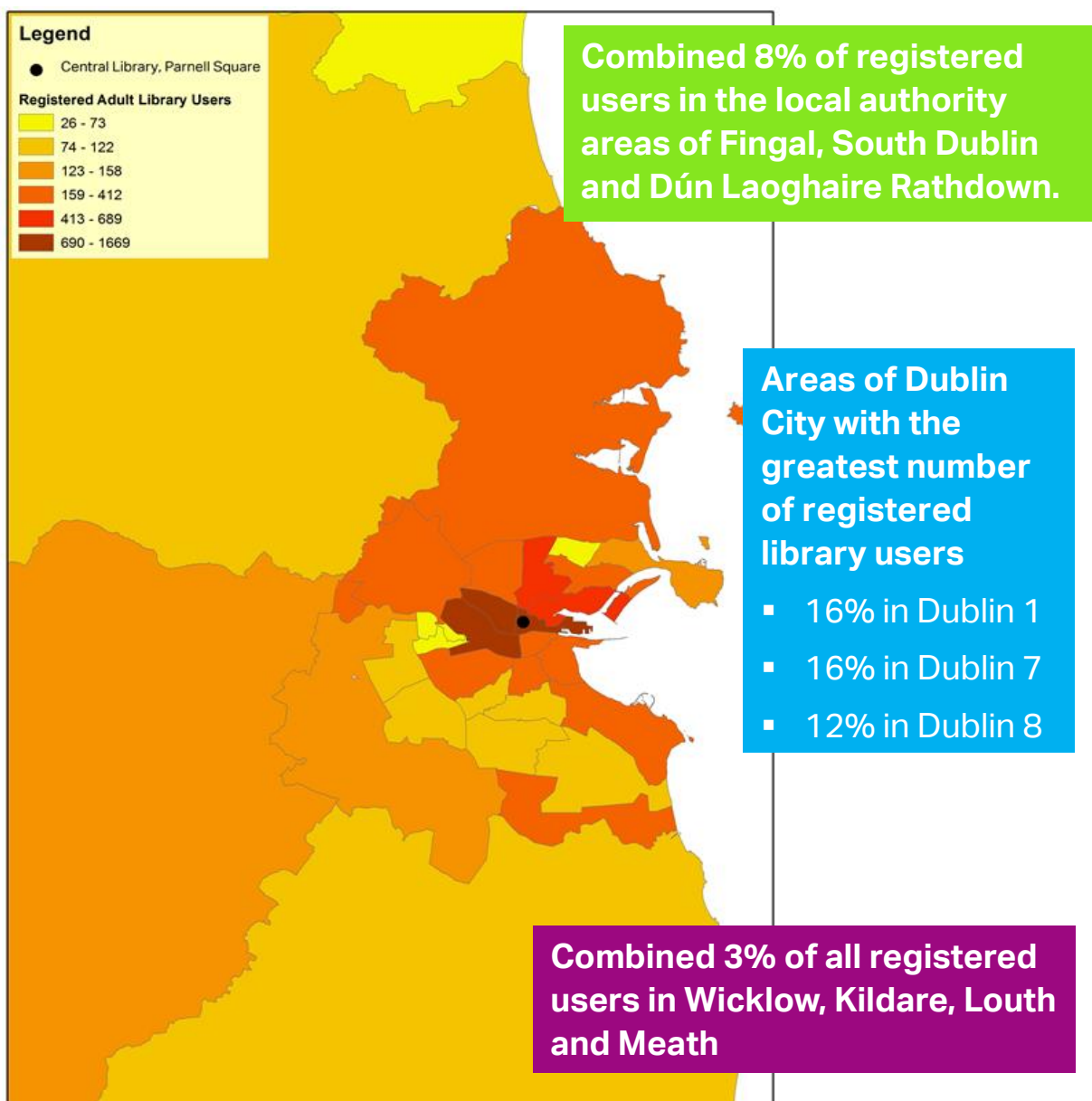


Figure 2.2: Distribution of Adult Central Library Users around the Greater Dublin Area

The new development will have significantly more facilities than the existing library, including conference facilities, music centre, education facilities and cafes. It is likely

that this will change the nature of visits somewhat, as it may result in an increase in group visits (e.g. event attendees and school visits) as well as longer visits by individuals due to the more diverse nature of facilities available.

2.2.3 Public Transport Accessibility

A large number of bus services connect directly to Parnell Square (Table 2.1). In addition to these services, there are significant numbers of services available on O'Connell Street (between 500 and 750m from the proposed new library) and throughout the city centre.

Luas Cross City was completed in 2017. Luas Cross City extends the existing Luas Green Line from St. Stephens Green to Broombridge. The two stops on Dominick Street Lower and on Parnell Street provide significantly enhanced accessibility to Parnell Square from catchment areas along both Luas lines.

Table 2.1: Existing bus services to Parnell Square

Service No.	Route ²
38/a/b/d	Burlington Road – Damastown
46a	Dún Laoghaire – Phoenix Park
46e	Blackrock towards Mountjoy Sq.
120	Parnell St. – Ashtown Rail Station
122	Ashington – Drimnagh Road
7	Loughlinstown towards Mountjoy Sq.
7b	Shankhill towards Mountjoy Sq.
7d	Dalkey towards Mountjoy Sq.
9	Charlestown – Limekiln Avenue
4	Harristown – Monkstown Avenue
13	Harristown – Grange Castle
140	Finglas – Palmerstown Park
40	Finglas – Liffey Valley
40b	Parnell Street towards Toberburr
40d	Parnell Street towards Tyrrelstown
1	Santry – Sandymount
11	Wadelai Park – Sandyford
16/c	Dublin Airport - Ballinteer
44	DCU - Enniskerry
747	Heuston Station to Dublin Airport

² Where a direction has been specified, any service in the opposing direction does not serve Parnell Square directly, but in most cases these services can be accessed in relatively close proximity (e.g. O'Connell Street).

2.2.4 Walking Accessibility and Public Realm

As described in more detail in the TTA, Parnell Square has been identified in the Dublin City Development Plan as forming a major part of a future strategic pedestrian network, with a major strategic pedestrian route on Parnell Square East and secondary strategic routes on the other three sides of the square.

Currently, all roads throughout the area have footpaths, although their provision varies in width and quality. For example, footpaths on Parnell Square West are relatively narrow and can be congested at times due to the presence of a number of bus stops. The majority of road junctions in the area are signalised and provide drop kerbs, tactile paving and pedestrian refuge islands. However, two of the three arms of the Parnell Square West/Granby Row/Parnell Street North junction do not have pedestrian crossing facilities (see Figure 2.3 below). Pedestrians crossing in these areas are vulnerable as the wide roads encourage vehicles to travel at excessive speeds. The proposal which forms part of the Parnell Square Cultural Quarter plan to upgrade the pedestrian facilities on Parnell Square North and to provide enhanced crossing facilities at the surrounding junctions will improve accessibility to the proposed library and surrounding destinations.



Figure 2.3: Parnell Square North

Figure 2.4 below illustrates the areas which are within 1km, 2km, 3km and 5km from the proposed library. In combination with the user catchment analysis detailed in Section 2.2.1, it is evident that a significant proportion of existing library users will continue to be within a reasonable walking or cycling distance from the new library building.

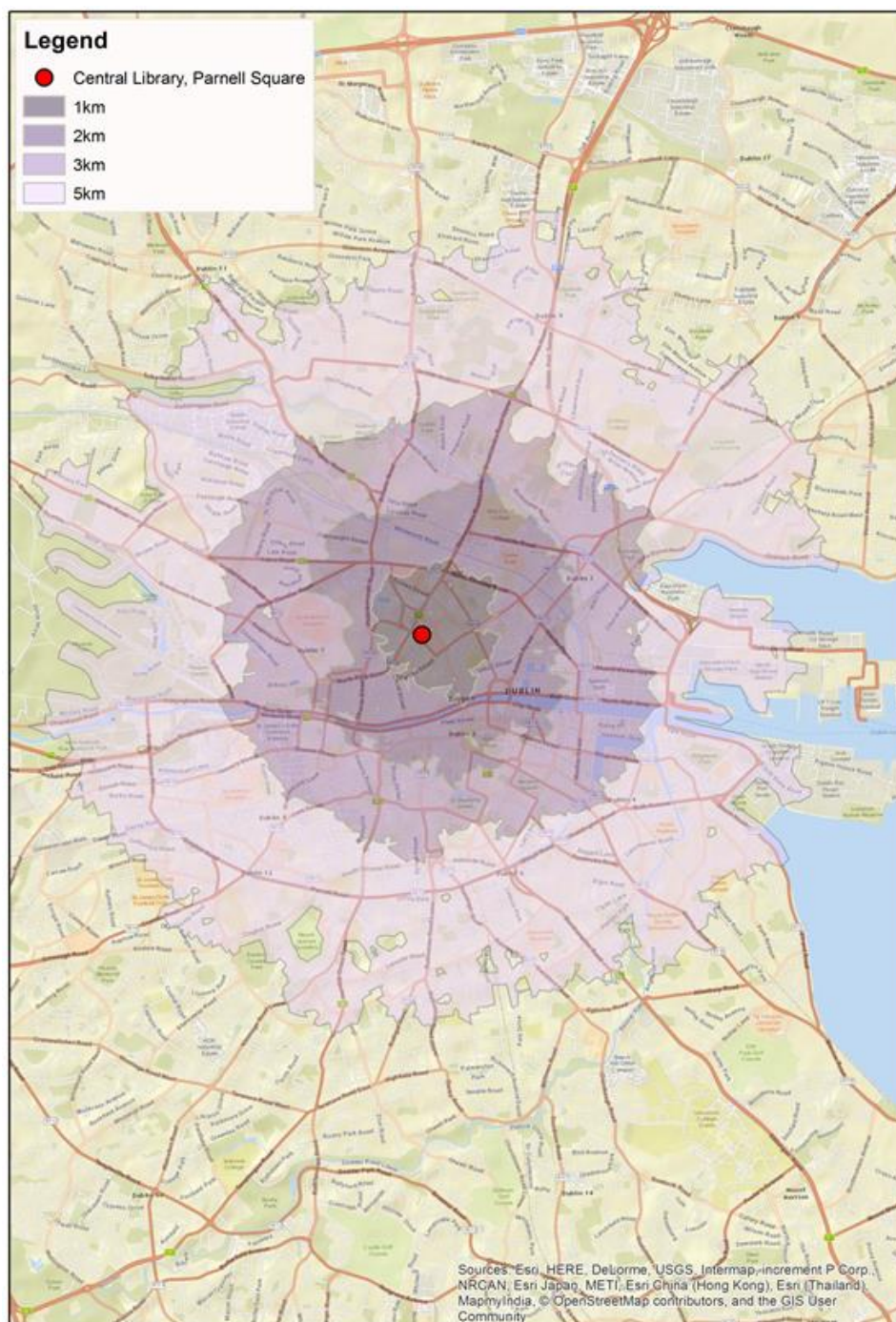


Figure 2.4: Isochrone of Distances to the Proposed Cultural Quarter

2.2.5 Cycling Accessibility

There are no dedicated cycling facilities on Parnell Square itself, although there is a bus lane on Parnell Square East which can be used by southbound cyclists. Advisory cycle lanes are provided on Parnell Street and on O’Connell Street to the south of Parnell Square. The current road width on Parnell Square West and the volume of buses passing through the area impacts to some extent on the attractiveness of cycling in the area.

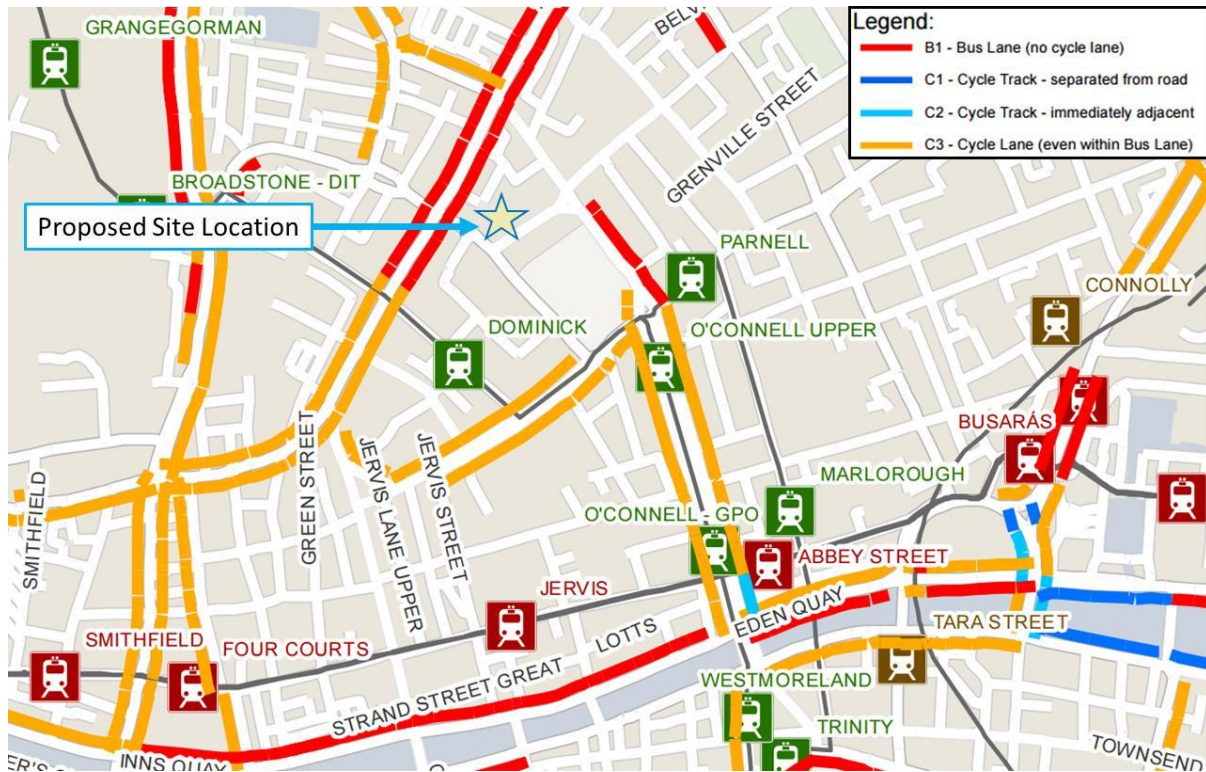


Figure 2.5: Existing Cycle Facilities surrounding Parnell Square

The Greater Dublin Area Cycle Network Plan has identified a number of proposed primary and secondary routes which pass close to Parnell Square, illustrated in Figure 2.6 below. As shown, primary route No. 3 traverses Parnell Square East. The proposed routes 2A on Dorset Street, 2B on Gardiner Row and 4 on Parnell Street will also improve accessibility to Parnell Square when delivered.

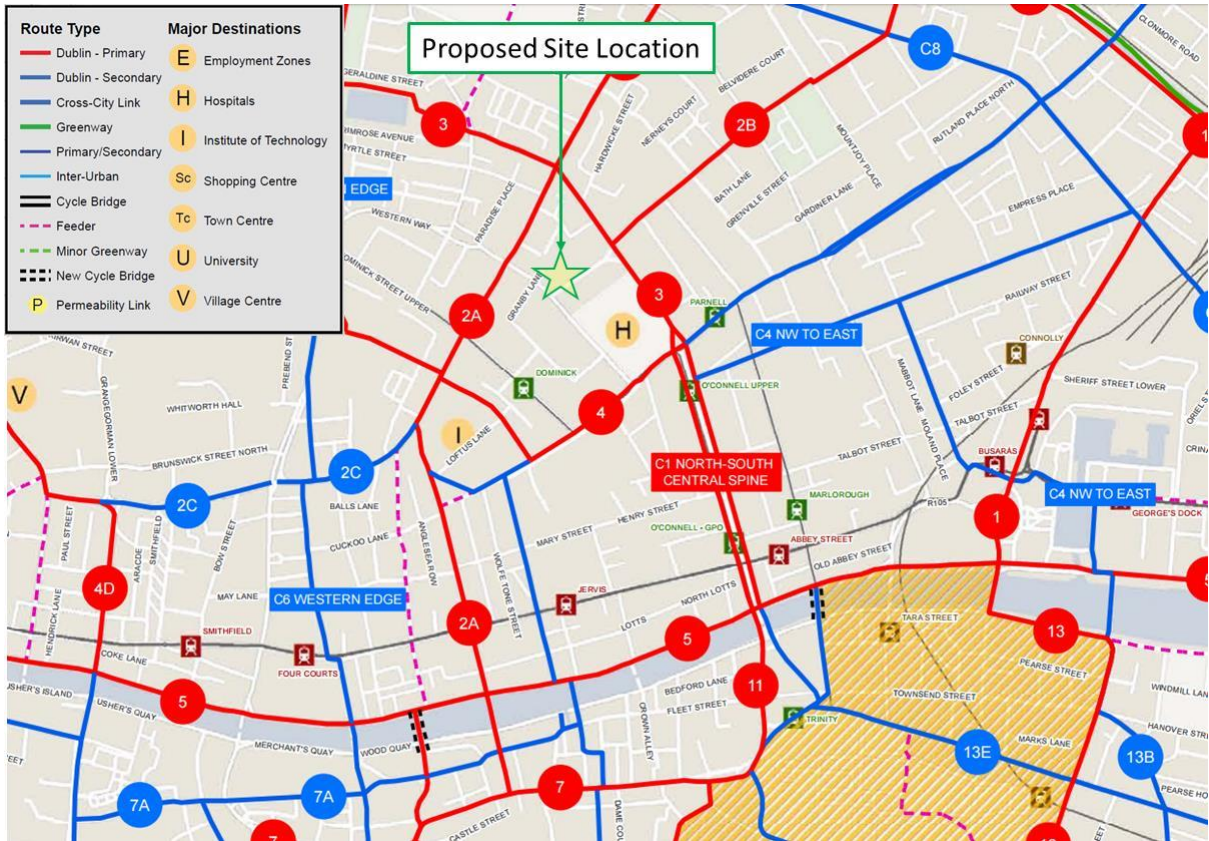


Figure 2.6: Proposed Cycle Routes (Greater Dublin Area Cycle Network Plan)

3. Facilities and HR Audit

This section provides an overview of the current and proposed facilities available for staff and visitors; as well as relevant HR policies and procedures. The information contained in this section is based on surveys and audits undertaken in Spring 2016. AECOM recommends that a new staff and visitor survey is refreshed prior to and after the occupancy of the new Cultural Quarter building.

3.1. Staff Facilities

Car Parking Facilities

There are currently no general staff parking facilities provided for Central Library staff. Paid parking (unallocated) is available for staff in the Ilac Centre car park (managed by Park Rite) and other adjacent commercial car parks. This situation will remain unchanged following the move to Parnell Square North. The absence of staff car parking should significantly contribute to travel demand management, effectively limiting the number of staff commuting by private vehicles.



Figure 3.1:
Current Staff
Bike Parking,
Central Library
Ilac Centre

Bike Parking Facilities

There is currently a wall mounted bike parking rack with capacity for 5 bicycles provided for Central Library Staff. However, the type of rack (wall-mounted) and location (within the staff canteen) is not ideal, and the number of spaces, while serving current demand, is limited.

Four dedicated staff bike parking stands are proposed in the secure laneway loading area to the rear of the site (accessed via North Frederick Lane / Bethesda Place).

For visitor cycle parking, it is proposed to provide 100 cycle spaces (50 cycle stands) on Parnell Square North, which will provide adequate parking given the anticipated cycle parking demand.

Lockers, Showers and Changing Facilities

It is proposed to provide lockers, showers, and changing rooms for staff in Parnell Square North. These will be located in the basement of No. 24 as set out in the architects drawing. A total of four showers are proposed, two showers for men and two showers for women. A separate locker room is provided, with each member of staff provided an assigned locker.

Table 3.1: Proposed Lockers and Showers Facilities

	Proposed Provision – Parnell Square North
Female Lockers	48
Female Guest Lockers	4
Male Lockers	18
Male Guest Lockers	2
Female Showers	2
Male Showers	2

3.2. Visitor Facilities

Dublin Bikes

There are eight Dublin Bike stations within approximately five minutes' walk of the new development. This includes one at the corner of Parnell Square North / Parnell Square, which is proposed to be relocated to the south of Parnell Square North road carriageway as part of the Cultural Quarter redevelopment. Table 3.2 below shows the walking time and total number of bikes available at each station.

Table 3.2: Dublin Bike Stations within five minutes' walk of Parnell Square Cultural Quarter

Dublin Bikes Station	No. of Bikes	Walking Distance / Time
Parnell Square North / Parnell Square West	20	Less than 1 minute
Hardwick Street	16	260m / 3 minutes
Great Denmark Street	20	350m / 4 minutes
Cathal Brugha Street	20	500m / 5 minutes
Parnell Street	20	450m / 5 minutes
Hardwick Place	25	500m / 5 minutes
Bolton Street	20	550m / 5 minutes
Western Way	40	400m / 5 minutes
TOTAL	180	

Public Bike Parking

As part of the development proposals, new bicycle parking will be provided on Parnell Square North, located throughout Parnell Square North as indicated on the Landscape Architects drawing. 50 cycle stands will be provided, creating provision for *circa* 100 bicycles.

There is an existing Dublin Bike Station located outside the former Coláiste Mhuire site on Parnell Square North. It is proposed to relocate the Dublin Bike Station to an area adjacent to the Garden of Remembrance on Parnell Square West.

Car Parking

No car parking will be provided on the development site. There is on-street parking provided in the local area, with multi-story parking provided at a number of nearby locations, including on the Rotunda Hospital, Parnell Street, Cathal Brugha Street and the Ilac Centre.

The removal of all car parking spaces on Parnell Square North will result in the loss of three mobility-impaired spaces. Therefore, to reduce this impact on mobility impaired spaces, it is proposed to convert two regular parking spaces on Granby Row to mobility-impaired spaces. These car parking spaces are located adjacent to the proposed development. Car parking surveys undertaken in the area (detailed further in the Parnell Square Cultural Quarter Traffic and Transport Assessment), show that four mobility impaired spaces will meet current demand.

Furthermore, the travel survey has indicated it is unlikely there will be high demand (above the standard provision) for disabled parking spaces at the new site, as none of the travel survey respondents surveys had a disabled parking permit and just 3% of all respondents currently travel by car (2% car driver and 1% car passenger).

3.3. Deliveries

Planned deliveries to the library include daily book deliveries and regular service deliveries, as well as deliveries of larger items such as exhibitions, displays, musical instruments, etc. These deliveries will be accommodated by a loading bay / logistics area to the rear of the site (accessed via North Frederick Lane / Bethesda Place). This area will accommodate rigid trucks and light vans. Existing deliveries to the restaurants / cafés on Parnell Square North will be facilitated on the near side traffic lane on Parnell Square North.

3.4. HR Process and Policies Audit

Staff

There are currently 38 full-time equivalent (FTE) staff in the Central Library (40 staff members). There are up to 10 additional staff members who are part of the relief team, and may be located in any of the DCC libraries. It is anticipated that approximately 70 staff members will be working at the new Cultural Quarter.

Work Shift Patterns:

The library is currently open Monday to Saturday. Staff currently work the following shift patterns Monday to Thursday, with 50% of staff working each shift on a given day. This results in half of the staff travelling during peak commute times:

- Shift 1: 08:30 am – 5:00pm / 9:00am – 5:30pm
- Shift 2: 11:30am – 7:30pm / 12:00pm – 8:00pm

On Friday and Saturday all staff work 9am to 5pm, travelling during peak commute times.

The operating hours of the library within the new development at Parnell Square have not yet been determined.

Commuting Incentives

Two national tax incentive schemes for commuters are available to all Central Library staff:

- **Taxsaver travel scheme:** This scheme allows employers to purchase monthly or annual public transport tickets on behalf of their staff, which the employee then pays for through a salary sacrifice arrangement. The employee is not liable for tax, PRSI or the Universal Social Charge on their repayments.
- **Cycle to Work scheme:** This scheme allows employers to purchase bicycles and bicycle equipment on behalf of their staff, which the employee then pays for through a salary sacrifice arrangement. The employee is not liable for tax, PRSI or the Universal Social Charge on their repayments.

These schemes also benefit Central Library (DCC) as an employer, as it reduces employer PRSI payments for participating staff. There are currently no other incentives related to employee commuting and there is no car-pooling system in place.

National Transport Authority - Smarter Travel Workplaces

As part of Dublin City Council (DCC), Central Library is a member of the National Transport Authority's Smarter Travel Workplace programme. This TP will assist Central Library in fulfilling the commitments undertaken by DCC as a Partner of the Smarter Travel Workplaces programme. As a Partner, Central Library is required to survey staff on their commuting habits as well as encourage staff to travel using sustainable means.

4. Staff Travel Survey: Travel Patterns and Attitudes

4.1. Introduction

A travel survey was undertaken among Central Library staff in April 2016. The purpose of this survey was to understand how staff currently travel, as well as their attitude towards and awareness of sustainable travel options. 40 surveys in total were received, representing an extremely high responses rate of 100% (based on 40 staff). The survey results can therefore be assumed to provide an accurate representation of travel patterns and attitudes among all Central Library staff. It should be noted that the Luas Cross City had yet to be opened and therefore, the percentage of staff and visitors using this mode may have increased since the survey was undertaken.

4.2. Staff Survey Results

Modal Choice

The majority of Central Library staff currently travel to work using sustainable modes of travel such as walking, cycling and public transport. 51% of staff travel using public transport, while a relatively high proportion (34%) walk or cycle. Just 15% of staff currently drive to work.

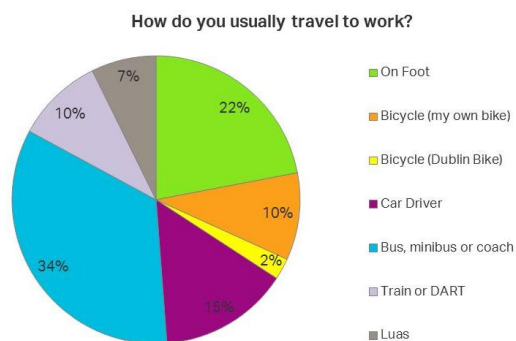


Figure 4.1: Survey – Modal Choice

Where do you usually park?

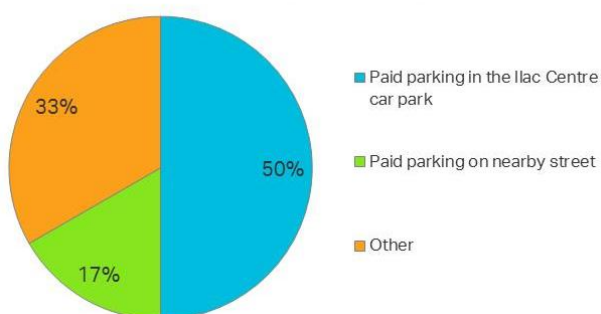


Figure 4.2: Survey – Parking

Parking

For those who drive to work, 67% park in the Ilac Centre car park (paid parking) or paid parking on a nearby street.

Potential for Change

There is some potential to further increase the uptake of sustainable travel modes among Central Library staff, although the majority of staff already commute using sustainable modes, somewhat limiting potential for growth. 27% of staff say it would be “very easy” or “quite easy” to walk to work, while 29% percent of staff feel it would be “very easy” or “quite easy” to cycle to work. In addition, 63% of staff feel

it would be “very easy” or “quite easy” to travel to work by bus, with 49% stating that it would be “very easy” or “quite easy” to travel to work by train or Luas.

How easy or difficult do you think it is to travel by each of the following means between your home and your workplace?

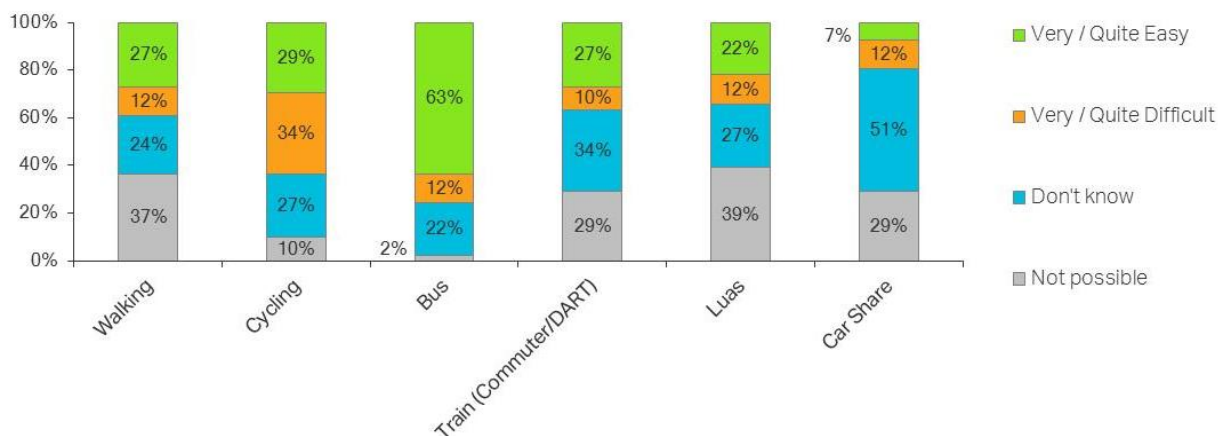


Figure 4.3: Survey- Ease of Travel Survey

The survey also demonstrates that there is potential for modal shift among car drivers. One third of drivers feel it would be “very easy” or “quite easy” to travel to work by bus. However, most significantly, there appears to be a lack of knowledge in relation to how easy it would be to travel by each mode. At least a third of all drivers are unsure how easy it would be for them to commute by walking, cycling or public transport. These results indicate that the provision of information on travel routes and options could encourage drivers to change their travel behaviour.

How easy or difficult do you think it is to travel by each of the following means between your home and your workplace? (DRIVERS ONLY)

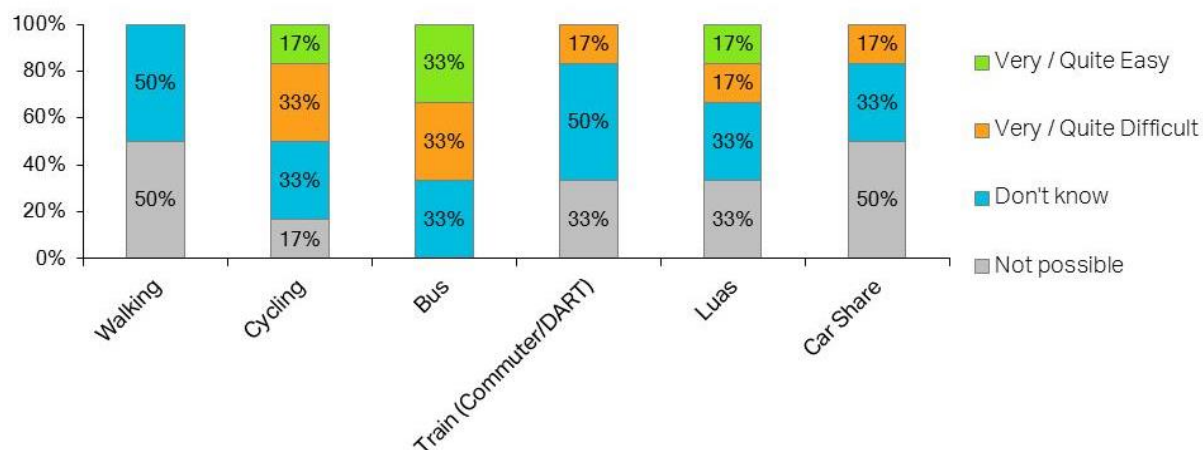


Figure 4.4: Survey- Ease of Travel Survey (Driver Only Responses)

Motivating Factors

Staff were asked what would encourage them to use public transport, and to walk or cycle. More frequent public transport services was the most common incentive to encourage take-up of public transport (46%), followed by a TaxSaver Travel ticker and better quality bus waiting facilities (27% respectively).

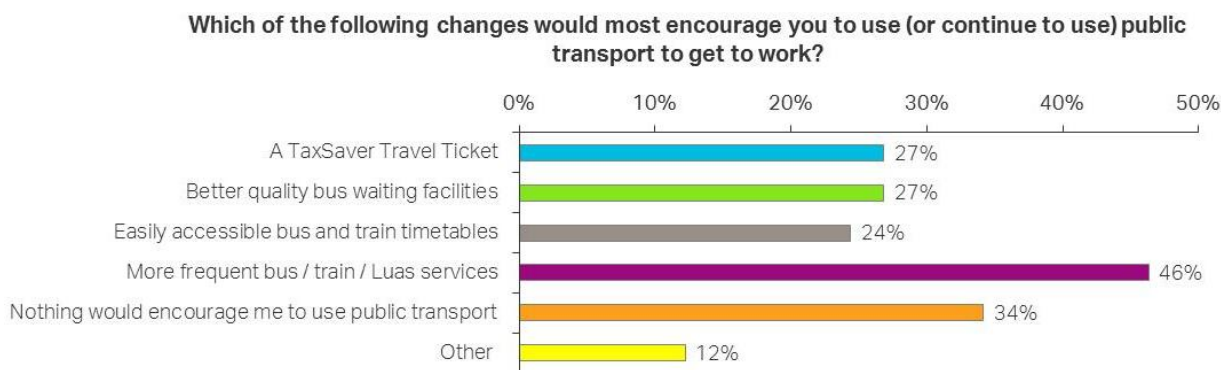


Figure 4.5: Survey – Motivating Factors to Use Public Transport

The most common incentive for walking or cycling was “a positive impact on my fitness, health or wellbeing” with over a third of staff (34%) selecting that option. This was followed by better “end of trip” facilities such as showers and changing rooms (22%), secure bike parking facilities (22%) and drying rooms (12%). In relation to “other” options, the most common incentive suggested by staff was safe and/or segregated cycle paths.

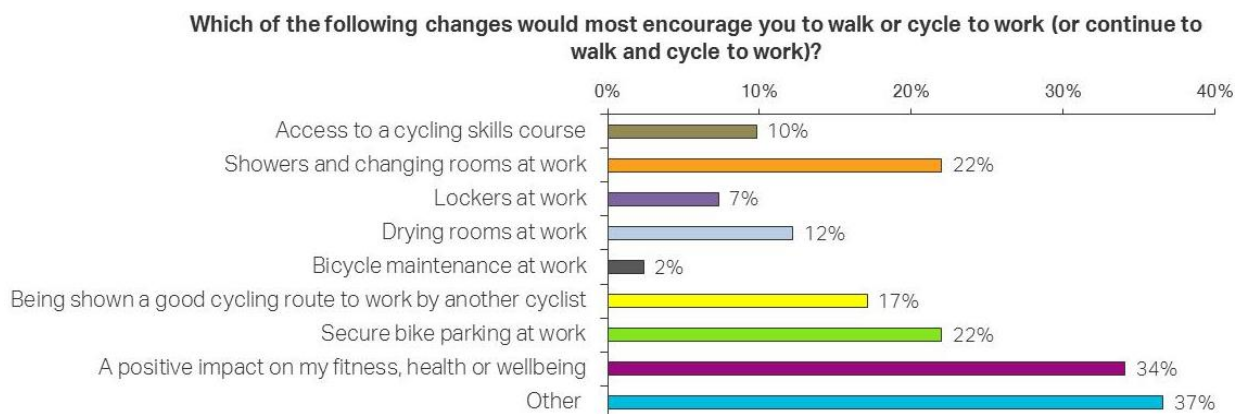


Figure 4.6: Survey- Motivating Factors to Use Active Transport

Travel Options

The majority of staff (83%) own a Leap Card. This indicates that most staff use public transport to some degree. There is also very high awareness of the TaxSaver Travel scheme, with 66% of staff aware of the scheme and an additional 22% of staff availing of it.

In contrast, only 8% of staff own a Dublin Bikes card and 22% own a personal bike. There is also a lower take-up of the Bike to Work scheme (23%) and a third of staff (34%) are not aware that this scheme is available.

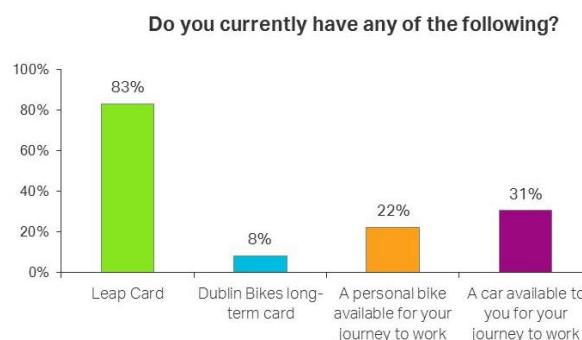


Figure 4.7: Survey - Travel Options

Other Comments

An open-ended question at the end of the survey gave respondents an opportunity to make comments on travel to/from work at the Central Library. There were 18 responses in total to this question. The key themes emerging from this feedback are summarised as follows:

- **Public Transport:** The most common feedback was in relation to a desire for more frequent public transport services. Staff also expressed dissatisfaction with crowding on public transport services and a desire for more bus corridors.
- **Cycling:** There was a number of comments in relation to cycling, all of which related to the safety of cycling and a desire for safe (including segregated) cycle paths.

Other comments noted by staff related to public transport reliability and cost, the provision of cycle parking at public transport stops, the cost of parking and the attractiveness of pedestrian routes.

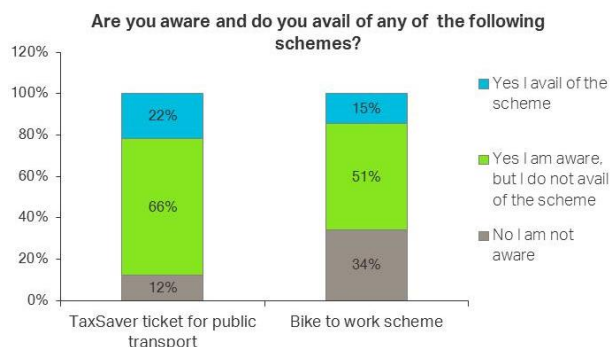


Figure 4.8: Survey – Travel Schemes

5. Visitor Travel Survey: Travel Patterns and Attitudes

5.1. Introduction

A travel survey was undertaken among visitors to the Central Library in April 2016, in order to understand how visitors currently travel to the library. AECOM provided a team to undertake surveys on site (using tablets and paper surveys) on Tuesday 19th April 2016. The survey was also available on-line through the Parnell Cultural Quarter website and the Dublin City Public Library website for between Tuesday 19th of April and Friday 6th of May 2016. 394 visitor surveys were completed in total, with almost 300 of these surveys collected on-site.

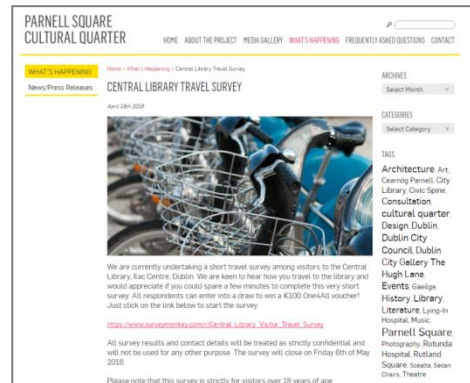


Figure 5.1: Online Visitor Travel Survey

Visitor Survey Results

Trip Purpose and Frequency

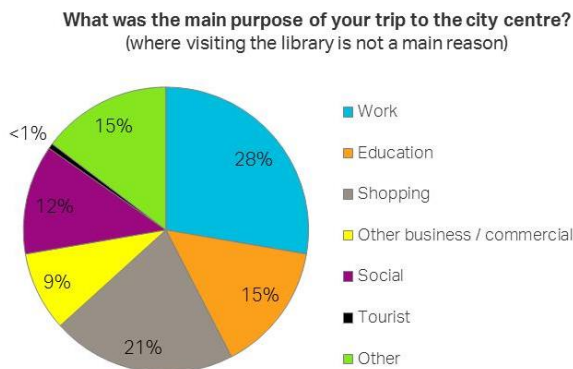


Figure 5.3: Survey- Trip Purpose

Was visiting the Central Library one of your main reasons for travelling to the city centre?

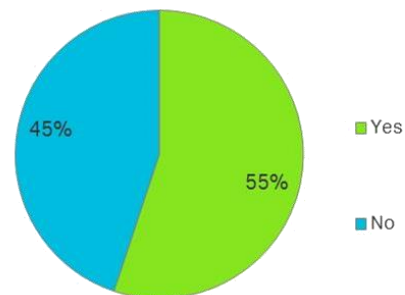


Figure 5.2: Survey- Trip Purpose: Central Library

Over half (55%) of respondents stated that one of the main reason they were in the city centre was to visit the Central Library. For respondents who stated that visiting the library was not one of the main reasons they were in the city centre, the two main purposes were work (28%) and shopping (21%).

A significant proportion (40%) of respondents visit the library multiple times per week, with 16% visiting 5 or more times per week and an additional 24% visiting 2-4 times per week. Just 13% visit less than once a month (or rarely). 8% of respondents were visiting the library for the first time when they undertook the survey.

Mode of Travel

97% of visitors travelled to the library using sustainable means. The most common means of transport is walking, with 51% of respondents travelling on foot. 40% of respondents travel by public transport, the majority of these (31%) travelling by bus.

6% cycle, with 4% using their own bike and 2% using Dublin Bikes as their main mode of travel.

9% of respondents stated that they usually use a Dublin Bike for some part of their journey to the library.

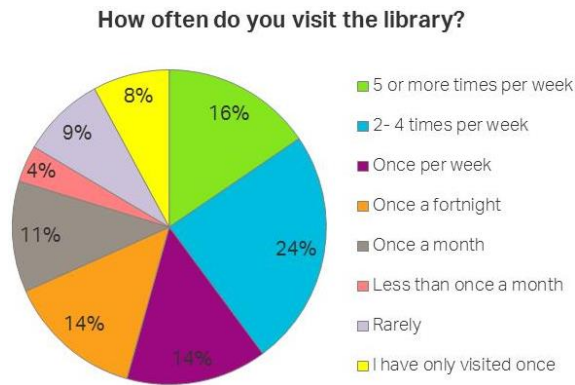


Figure 5.5: Survey- Frequency of Library Visits

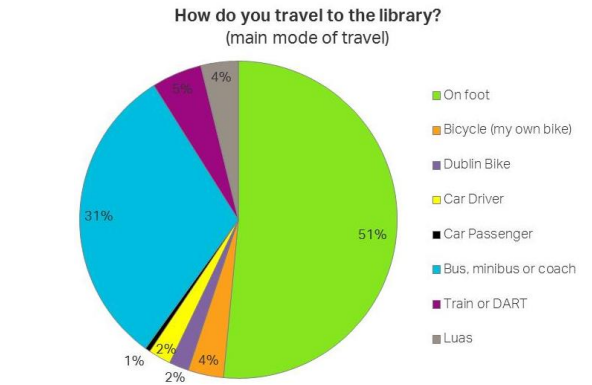


Figure 5.4: Survey- Mode of Travel

Just 2% of respondents usually drive to the library and 1% usually get a lift. Of those that drive, only 22% park in the Ilac Centre Car Park, with the majority parking elsewhere.

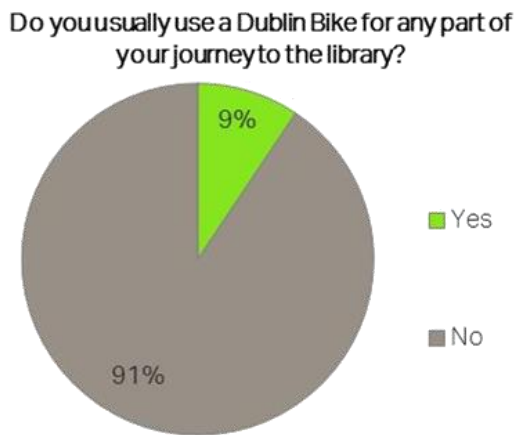


Figure 5.6: Survey- Use of Dublin Bike to Library

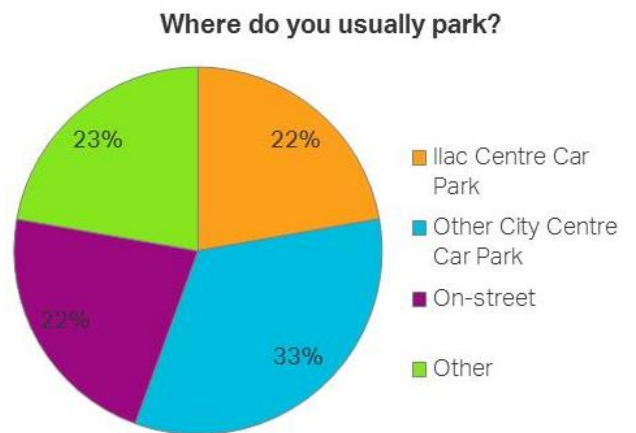


Figure 5.7: Survey- Parking

Other Factors

None of the travel survey respondents who drive to the Central Library possess a Disabled Parking Permit, while 4% of respondents usually bring a buggy/pram with them to the library.

6. Summary of Issues and Opportunities

Based on the results of the baseline audits and staff travel survey, the following key issues and opportunities have been identified:

Staff

- It is encouraging that just 15% of staff currently drive to work, with the vast majority using sustainable modes of travel. There is an important opportunity to maintain and potentially increase the mode share for sustainable modes throughout the relocation to Parnell Square North.
- Given the relatively small number of staff anticipated to work in Central Library (assumed to be 70 staff members) and the low proportion of those who drive to work, the relocation of Central Library to Parnell Square North is unlikely to have a significant impact on traffic movements or parking provision within the vicinity of the site. The absence of staff parking will act as a key deterrent to staff driving. It is expected that any staff members who drive to work following the relocation will use commercial car parks and other paid parking options within the surrounding area.
- There is an opportunity to increase staff awareness and participation in available transport schemes, such as the Tax saver Travel scheme, Bike to Work scheme and Dublin Bikes. Awareness and participation in the Bike to Work scheme and Dublin Bikes schemes are low overall, indicating that there may be potential to increase cycling among staff. While awareness of the Tax saver Travel scheme is high (88%), this was noted by staff to be one of the key incentive for using public transport – therefore there may be potential to increase participation in the scheme.
- Staff who currently drive to work have indicated that there is a lack of awareness in relation to alternative options. There is an opportunity here to potentially decrease car mode share by providing information to staff on their available travel choices.
- “A positive impact on my fitness, health or wellbeing” was the main motivator for staff in relation to walking and cycling – indicating that there is significant potential to encourage active travel through the promotion of health and wellbeing benefits.
- The survey results also suggest there is potential to incentivise walking and cycling through improved “end of trip” facilities, such as showers and changing rooms, drying rooms and secure bike parking facilities. Although some “end-of-trip” facilities are currently provided, these are not of high-quality and there is a key opportunity for upgrades in the new development.
- Although only a moderate number of staff expressed interest in a car-sharing scheme, there appears to be a high level of uncertainty regarding how a potential car-sharing scheme might operate and benefit staff. This presents an opportunity to increase awareness of car-sharing and facilitate and support a car-sharing scheme among staff.
- There is an opportunity for the Central Library to engage with relevant stakeholders such as the NTA to investigate the potential to provide high quality

cycling routes and bus stop facilities in the vicinity of the new site at Parnell Square North, as these improvements were noted by staff as incentives for sustainable travel.

Visitors

- 97% of library visitors currently travel using sustainable modes, with approximately half travelling on foot. Just 3% of visitors to the library travel by car (either driver or passenger). This is extremely positive as it indicated that the new development at Parnell Square North is unlikely to attract a large proportion of car-based trips. However, it is essential that every effort is made to maintain these sustainable travel patterns following the relocation.
- Adult members are concentrated within the area closest to the Central Library, with 44% of members living within Dublin 1, 7 and 8.
- The new development is likely to be a key trip attractor, as over half of visitors (55%) stated that coming to the library was one of their main reasons for travelling to the city centre.
- As a high proportion of visitors travel on foot, it is important that the urban realm provides a high quality pedestrian environment on key routes to the site.
- Approximately one third of visitors (31%) currently travel by bus and a further 9% by rail. There is an opportunity to ensure that a significant proportion of future trips continue to be by public transport. This should include a multi-faceted information campaign to ensure all existing library users are aware of their transport options to the new site.
- 4% of visitors usually bring a buggy / pram with them to the library, and this is likely to be higher during events targeted at parents and young children. These visitors must be facilitated, including ensuring adequate and secure storage space for buggies and prams.
- 9% of visitors use a Dublin Bike for all or part of their journey to the library. There is an opportunity to encourage and support future trips on Dublin Bikes by providing a station(s) in close proximity to the library.
- The travel survey has indicated it is unlikely there will be high demand (above the standard provision) for disabled parking spaces at the new site, as none of the travel survey respondents surveys had a disabled parking permit and just 3% of all respondents currently travel by car.
- Given the fact that mode share for private car trips is extremely low (3%), and that 78% of those who currently drive park in locations other than at the existing library (Ilac Centre car park), the results indicate that the new development at Parnell Square North will not have a major impact on car parking in the vicinity of the site,

7. Action Plan

7.1. Overview

Based on best practice and the expectations of Dublin City Council, the Action Plan detailed in this chapter addresses the following elements:

- **Control:** What control measures are being taken to manage travel demand? In travel demand management terms, these are the 'sticks' which control demand (such as managing parking provision);
- **Provision:** While 'sticks' have an important role to play in managing demand, it is important to acknowledge that there is a need to ensure there is a satisfactory level of provision of alternative modes and facilities;
- **Awareness:** To influence travel behaviour there is a fundamental need for a clear and integrated awareness campaign; and
- **Support:** To encourage ongoing travel behaviour change, it is recommended that an employee takes on the role of Mobility Manager. This individual would work collaboratively to ensure the recommendations of the Workplace Travel Plan are delivered.

The following sections deals with each of these four elements separately.

At this stage of project delivery, the Action Plan is presented in draft and is subject to review of Central Library management / stakeholders.

7.2. Objectives and Targets

The overarching objectives of this Travel Plan are as follows:

- To support objectives of the Greater Dublin Area Transport Strategy 2030;
- To assist staff with the move to Parnell Square North;
- To assist library users and visitors with the move to Parnell Square North; and
- To fulfil Dublin City Council's Smarter Travel Workplace Partner requirements.

It is intended to achieve each of these objectives through the implementation of this Action Plan.

Based on the current travel patterns and attitudes of staff and visitors, as well as access to the new site at Parnell Square North, mode share targets for staff and visitor travel have been proposed.

It is recommended that the current modal share for walking and cycling among staff is maintained, and a reduction in car drivers of 5% and a 5% increase in public transport use. Given that there are just 40 staff at the Central Library, a 5% decrease in drivers is regarded as an ambitious yet achievable target. These targets are short-term and should be reviewed within 6-12 months of relocation and revised as necessary. In particular, these targets should be reviewed if staff numbers increase significantly as part of the relocation.

Given that the current travel patterns for visitors is extremely sustainable with just 3% arriving by car, it is recommended that Central Library aims to maintain this modal split following the relocation.

Table 7.1: Mode Share Targets – Staff Travel

Mode	Current	Short Term Target (Post Relocation)	Change
Bicycle	12%	12%	Maintain
Car driver	15%	10%	-5%
On foot	22%	22%	Maintain
Public Transport	51%	56%	+5%

Table 7.2: Mode Share Targets – Visitor Travel

Mode	Current	Short Term Target (Post Relocation)	Change
Bicycle	6%	6%	Maintain
Car driver	2%	2%	Maintain
Car passenger	1%	1%	Maintain
On foot	51%	51%	Maintain
Public Transport	40%	40%	Maintain

7.3. Control

Control measures refer to the implementation of policies which aim to encourage and prioritise sustainable travel for staff and visitor journeys to the Central Library. Parking forms a strong basis for management of travel demand to workplaces. It is proposed that there will be no staff or public parking provided as part of this development. This approach supports the objectives of the Greater Dublin Area Transport Strategy 2030 and will act as an effective tool for minimising private car trips.

7.4. Provision

If the proposed modal share targets are to be achieved, there is a need for a robust strategy to provide a high level of accessibility for sustainable modes such as walking and cycling, public transport and car sharing.

Naturally there are various factors influencing choice of travel mode which are outside the control of Central Library but in general the provision and support for alternative modes to the car is crucial if sustainable travel is to be encouraged.



Figure 7.1: Scooter Example

Recommendations for improved provision of infrastructure/service improvements for each mode are outlined below.

Active Travel Modes (Walking and Cycling)

Infrastructure

- It is crucial to ensure that sufficient bike parking is available for both staff and visitors. It should be conveniently located and secure. Bike stands should be high-quality, with the ability to lock both the frame and the wheel to the stand and sufficient space should be provided for a variety of bikes including bikes with child seats / panniers etc. It is proposed to provide 50 bike stands on Parnell Square North, giving space for 100 cycle parking places, providing for the anticipated cycle parking demand.
- Scooter parking should also be considered given the growing popularity of this mode among children and the likelihood that there will be frequent family events and activities at the Central Library.
- Occupancy of bike (and scooter) parking spaces should be regularly monitored, and provision should be made to potentially increase bike parking provision in the future if required.
- Puncture repair kits, a basic tool kit and pump will be kept behind the information / reception desk.
- Lockers should be provided for staff, including additional lockers for visitors or relief staff.
- Public lockers should be considered, to allow storage of raincoats, umbrellas, bike helmets etc.
- It is recommended that an adequately sized drying room be provided for staff for wet clothes and shoes. The lockers and shower room can also be used at the drying room.
- Staff changing rooms should provide hair dryers and electrical sockets.
- A clear access plan should be developed for cyclists to access the bike parking area, in order to mitigate excessive conflicts with other road users.

Other Measures

- Stakeholder Engagement: There may be potential for engagement with the relevant stakeholders within the NTA to discuss potential for improvements to the cycling routes and bus stop facilities in the vicinity of the new site at Parnell Square North
- Dublin Bikes: Less than 10% of staff currently holds a Dublin Bikes card. An information and sign-up event / campaign should be undertaken to encourage and support staff in availing of Dublin Bikes. This could take place as part of a wider "smarter travel campaign" – see Awareness section below.
- A mobile bike mechanic should be engaged to offer bike maintenance on site. The frequency of this activity would be determined by budget and demand, but could be done annually to service staff's bikes.
- A bike maintenance workshop should be held for interested staff to learn how to undertake basic repairs themselves.

- A cycling skills course should be offered to interested staff, to improve cycling safety and confidence. This could particularly focus on the skills and behaviours required for cycling with traffic.

Public Transport

- Communal staff Leap Cards should be provided for staff to use for work-related travel during business hours, to encourage and support use of public transport for local business trips.
- Although there is high level of awareness of the TaxSaver Travel Card and it is viewed by staff as a key motivator in relation to using public transport, a considerable proportion of staff do not avail of this option. An information campaign should be undertaken to further inform staff about this option and to facilitate staff in availing of it in a convenient manner. This could take place as part of a wider “smarter travel campaign” – see Awareness section below.

Car-Sharing

Given the low numbers of staff who currently drive to work (approximately 6 at present) and the dispersed nature of staff locations, it is acknowledged that there is limited opportunity for car sharing to have an impact on the modal split. However, there is also a significant level of uncertainty among staff in relation to the potential for car sharing and therefore there may be some potential to reduce single occupancy vehicle trips. Central Library should undertake the following actions to support or encourage staff wishing to car-share:

- Given that there is a high level of uncertainty around the potential for car-sharing among staff, it is recommended that an information event / campaign is undertaken to inform staff of the process and benefits and encourage staff to participate where possible. This could act as a “launch” for a staff car-sharing site, and could potentially be part of a wider “smarter travel campaign” – see Awareness section below.
- Central Library should set up a private online car-sharing site to match colleagues through the national car-sharing website www.carsharing.ie (supported by the National Transport Authority). Alternatively, an internal database could be used, where staff register their travel and contact details and can find a car-sharing partner
- In tandem with this, it is recommended that Central Library set-up a ‘Guaranteed ride home scheme’ that ensure car sharers can get home / to work if they find themselves unexpectedly without a lift due to their car-sharing partner having to change their travel plans. This could be in the form of “back-up” car-sharing partners.

7.5. Awareness

Increasing awareness of alternative modes to the car and the benefits of these modes is a central component of mobility management. A comprehensive and high profile awareness programme must be implemented prior to the move, to ensure all staff and visitors are aware of their travel options to the new site and that the modal shift targets are achieved. Key actions should include:

Smarter Travel Campaign: It is recommended that there is a high profile “Smarter Travel to Central Library Campaign” undertaken prior to the move to Parnell Square North, to promote the actions contained within the plan and to provide information to both staff and visitors in relation to their travel options for the new site. Potential staff events could include information / sign-up events for TaxSaver Travel Tickets, Bike to Work, Dublin Bikes, Leap Cards, and staff car-sharing. It could also incorporate a Personalised Travel Planning (PTP) event – where staff are provided with a one-on-one consultation to provide them with personalised information and support to make sustainable travel choices. Public events could include on-site information days to provide current users with information about the move and their travel options to the new site.

Internet Site: A central information point should be created on the Dublin City Public Library and Parnell Square Cultural Quarter websites, to provide information to visitors on all travel-related issues, including:

- Cycling and walking routes in the area, including nearby Dublin Bike stations;
- Pedestrian and cycling safety information;
- Bus, Luas and train routes to Central Library (and other key destinations as applicable) and timetables and links to real time passenger information;
- Leap cards and Dublin Bike cards;
- Flexible working arrangements for staff;
- Useful travel apps, for example the Transport for Ireland app, Dublin Bikes app, Dublin Bus app etc.;
- Health benefits of active modes;
- Road Safety Authority resources, including free high-visibility merchandise.
- Staff Intranet: The above information should also be provided on the staff intranet site, along with information on TaxSaver Travel Tickets and Bike to Work schemes, and staff car sharing;
- Real Time Information Screens: Central Library should consider the installation of Real Time Information Screens in the lobby (or other suitable areas) to provide staff and visitors with departure times for public transport services and Dublin Bike availability.

Travel Information Leaflet / Posters: A travel leaflet containing key transport information should be developed to provide to staff and visitors. This should include information on public transport services, walking and cycling routes, and relevant transport initiatives such as TaxSaver schemes, Dublin Bike facilities and

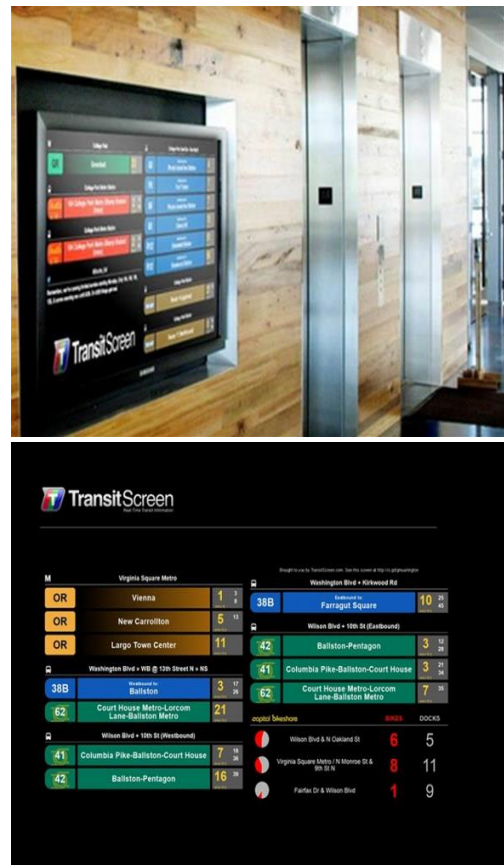


Figure 7.2: Example of Real Time Information Screens

travel planning apps. These leaflets should be made available within the library prior to the move, or alternatively (to reduce paper usage) this information could be displayed in poster form in the Library supplemented by on-line information.

- Induction Process: All new staff should be informed about travel options and the range of support and initiatives provided. This information should be provided in any induction packs or induction meetings that are provided to new staff, ideally within the first week of starting to ensure that sustainable travel habits are formed from the start.
- Events and Competitions:
 - There should be regular staff events to promote sustainable travel. These could be scheduled to run at specific times (for example a “Be Safe Be Seen” campaign as the days grow shorter in autumn) or in conjunction with other events (e.g. National Bike Week, National Pedometer Challenge, European Mobility Week). There may be opportunities to use smartphone apps to run physical activity and commuting challenges and competitions.
 - Staff who chose sustainable modes should be “rewarded” regularly, for example with a free breakfast each quarter for walkers and cyclists, or a free coffee morning for public transport users etc.
 - Regular information campaigns and promotional events to encourage visitors to travel to the library using sustainable means should also be undertaken. Again, this could correspond with national events such as National Bike Week – for example the Central Library could collaborate with the RSA to provide free high vis merchandise to visitors and promote safe walking and cycling.
- Health is a key motivator for people choosing to walk or cycle. The health benefits of active travel should be regularly promoted through events and campaigns, for example, free before and after health screenings could be offered to tie in with walking or cycling challenges.
- Champions: Smarter Travel Champions could be recruited among interested staff, to assist in promoting the message of smarter travel and assisting colleagues interested in choosing sustainable modes.

7.6. Support

The two essential elements required for a successful Workplace Travel Plan are the support of senior management and a nominated person for whom implementation of the plan is a specific part of their role i.e. a Mobility Manager.

A Mobility Manager will be responsible for monitoring, updating and implementation of the Smarter Travel Action Plan. The Mobility Manager should work in partnership with key internal and external stakeholders to ensure the Smarter Travel Action Plan is delivered and promoted on an on-going basis. Other key responsibilities of the Mobility Manager should include:

- Ensuring Central Library pedestrian and cycling facilities (e.g. bike parking, lockers, showers etc.) are fit-for-purpose and maintained to a high standard.

- Acting as a key point of contact within Central Library for staff and visitors in relation to sustainable travel.
- Overseeing the staff car-sharing forum.
- Arranging promotional events and rewards each year for those who use active modes to travel to work, as well as visitor / public promotions and events.
- Facilitating regular monitoring of actions and results, including an annual staff travel survey.

The Mobility Manager may benefit from external expert assistance to implement some of the actions, particularly during the initial stages of the plan.

