TRANSPORTATION

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CHAPTER 1

Introduction

1.1 CONTEXT

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1.0   INTRODUCTION

1.1   CONTEXT

1.1.1   DBFL Consulting Engineers have compiled this Mobility Management Plan (MMP) as part of the planning application for the proposed residential development on the Parkside 4 site located in Parkside, Dublin 13. This site's location may be seen with reference to its surrounding area in the Site Location Map shown in **Figure 1.1** below.
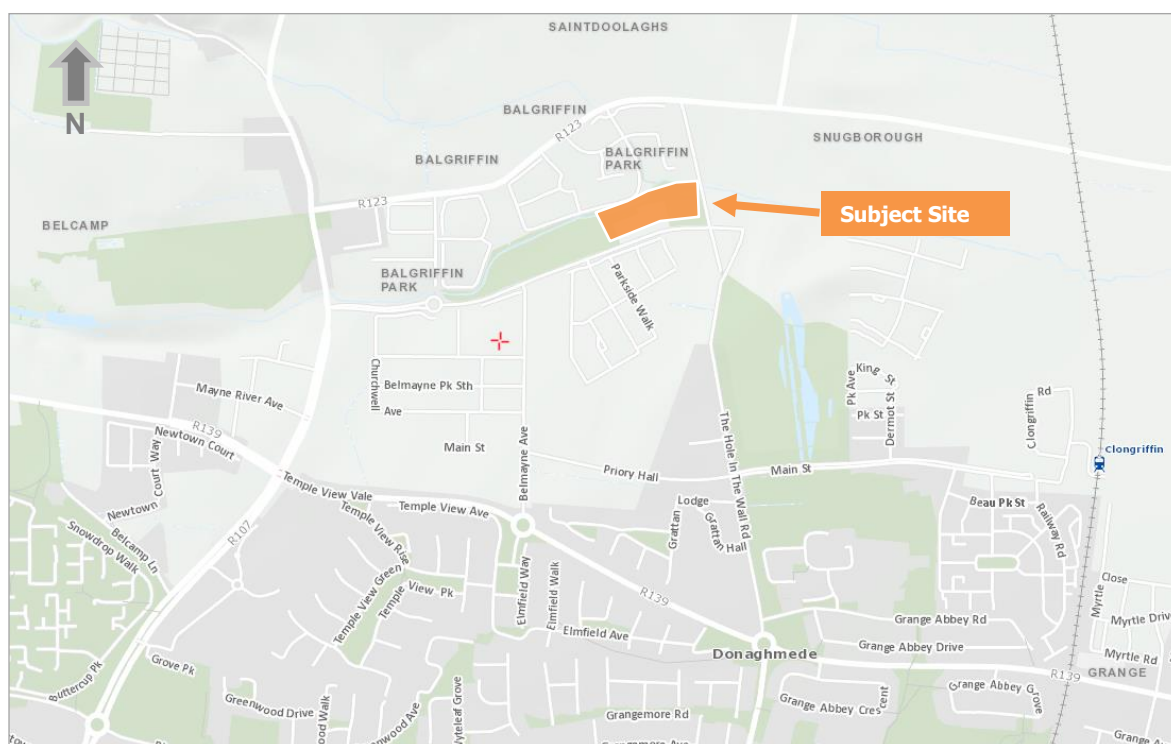
Figure 1.1: Site Location (Reference: http://maps.osi.ie)

1.1.2   The Parkside Lands, which include the subject site, were previously granted planning permission as part of an overall Framework Plan for development of these Lands, (Ref. 4315/03) by Dublin City Council and by An Bord Pleanála (ABP) (Ref. PL29N.131019 and PL29N.207192), following third party appeals.

1.1.3   The development will involve the demolition of all existing structures on site which include the schools formerly occupied by St Francis of Assisi and Belmayne Educate Together. The proposed development will comprise a residential scheme 282 residential units in 4 apartment blocks ranging in height from 3 to 7 storeys in height. Apartments will have north / south / east / west facing balconies / terraces. The proposed development also

includes residential amenity facilities (concierge, media centre, and gymnasium).

1.1.4 The development gains vehicular access off Parkside Boulevard, with basement level parking accessed via ramp. Access to the basement will be barrier controlled. Three pedestrian/cyclist accesses and emergency vehicular access are also provided off Parkside Boulevard. The development shall also provide a total of 286 car park spaces (277 at basement level and 9 at surface level) and a total of 423 bicycle parking spaces (289 at basement level and 134 at ground level).

1.1.5 The parking provision for this development has been determined with reference to Dublin City Development Plan (2016-2022) and 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.

1.1.6 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.

1.1.7 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).

1.2   BACKGROUND

1.2.1   This 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, Parkside Phase 4, located in Parkside, Dublin 13. This document aims to expand the awareness of and increase travel options for residents at the site and the wider Belmayne community.

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

1.2.3   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.

1.2.4   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 to reduce their dependency on travelling by car in favour of more sustainable modes of travel.

1.2.5   The aims of the MMP Framework are:

(a) To increase the awareness of residents to all the transport options available to them and to highlight the potential for travel by more sustainable modes, and

(b) 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

1.3.1   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**.

1.3.2   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**.

1.3.3   The MMP objectives and targets are established in **Chapter 4**.

1.3.4   In **Chapter 5** 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.

1.3.5   With the objective of establishing the basis for discussions with the Local Authority, from which an agreed MMP action plan can be adopted, **Chapter 6** presents a Preliminary Action Plan for the MMP at the Parkside Lands.

1.3.6   The main conclusions and recommendations of the MMP are summarised in **Chapter 7**.

CHAPTER 2

Mobility Management Plan Framework

2.0 MOBILITY MANAGEMENT PLAN FRAMEWORK

2.1 WHAT IS A MOBILITY MANAGEMENT PLAN?

2.1.1 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 …*".

2.1.2 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.

2.1.3 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?

2.2.1 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.

2.2.2 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).

2.2.3   Mobility Management Plans to date have mainly focussed 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?

2.3.1   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

2.4.1   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.

2.4.2   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.

2.4.3   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;

a) For Residents –

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

- Promote healthy lifestyles and sustainable, vibrant local communities.

b) The Local Community –

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

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

- Enhance viability of public transport; and

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

2.5 MOBILITY MANAGEMENT PLAN PROCESS

2.5.1 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.

2.5.2 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
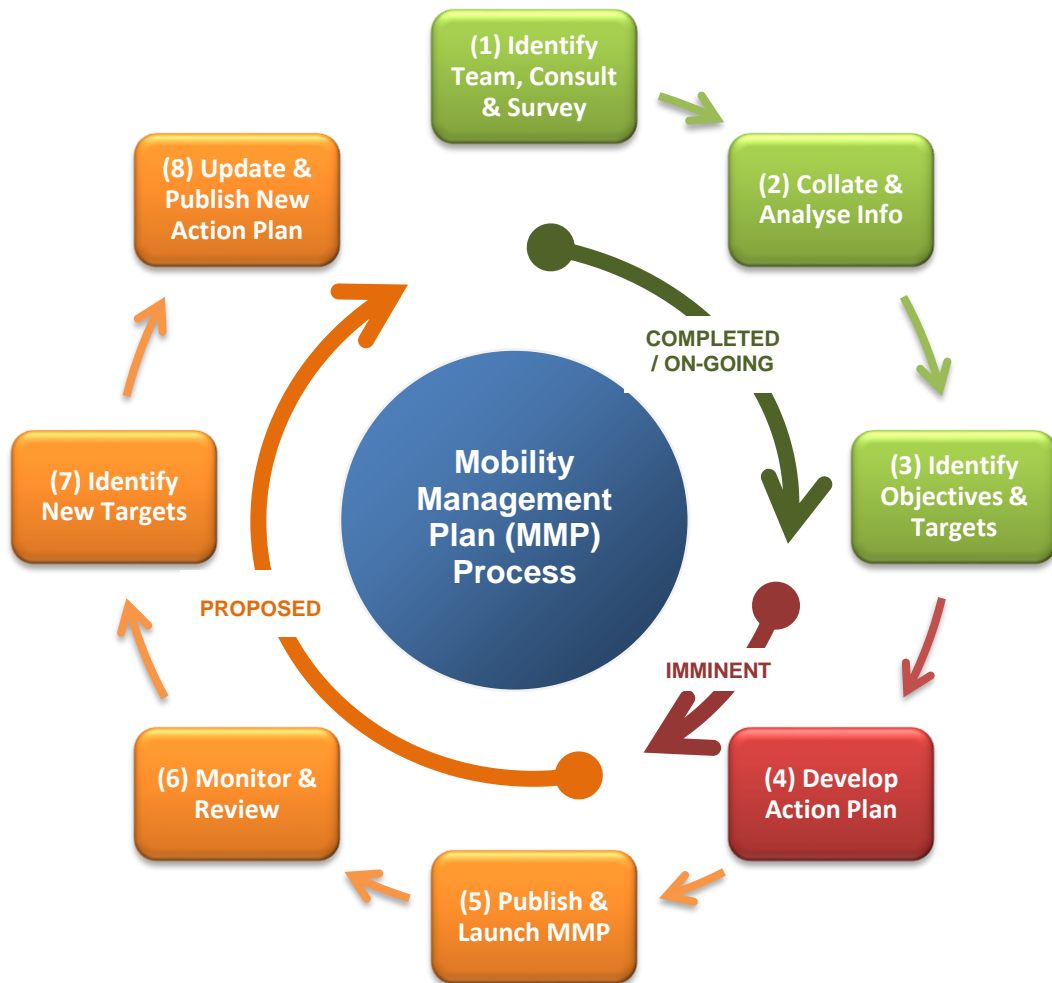
2.5.3 Once the development's specific objectives are identified, "SMART" targets will both assist in defining the specific measures that are included and / or prioritised within the MMP (to reach the objective), and help with the monitoring and evaluation of the level of success achieved by the MMP. SMART targets, which can be agreed with the local authority should be;

	Specific
S	Well defined.
	Clear to anyone that has a basic knowledge of the project

	Measurable
M	Know if the goal is obtainable and how far away completion is
	Know when it has been achieved

	Achievable
A	Agreement with all the stakeholders what the goals should be
	Make sure this is possible for all levels within group

	Realistic
R	Within the availability of resources, knowledge and time

	Time-Bound
T	Enough time to achieve the goal
	Not too much time, this can affect project performance?

Figure 2.2: SMART targeting principles

2.6   MOBILITY MANAGEMENT PLAN NEXT STEP

2.6.1   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;

(a) The subject residential development's specific travel characteristics are outlined and presented to the local authority, and

(b) 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.

2.6.2   To enable this process to commence it is proposed that this MMP document, as compiled by DBFL, is submitted to Dublin City 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 development as proposed at the Parkside Phase 4 site in Parkside.

2.7   POLICY FRAMEWORK

2.7.1   The MMP for the Parkside Phase 4 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 (Dublin City Council) and eventually arriving at site (or land use) specific policy objectives.
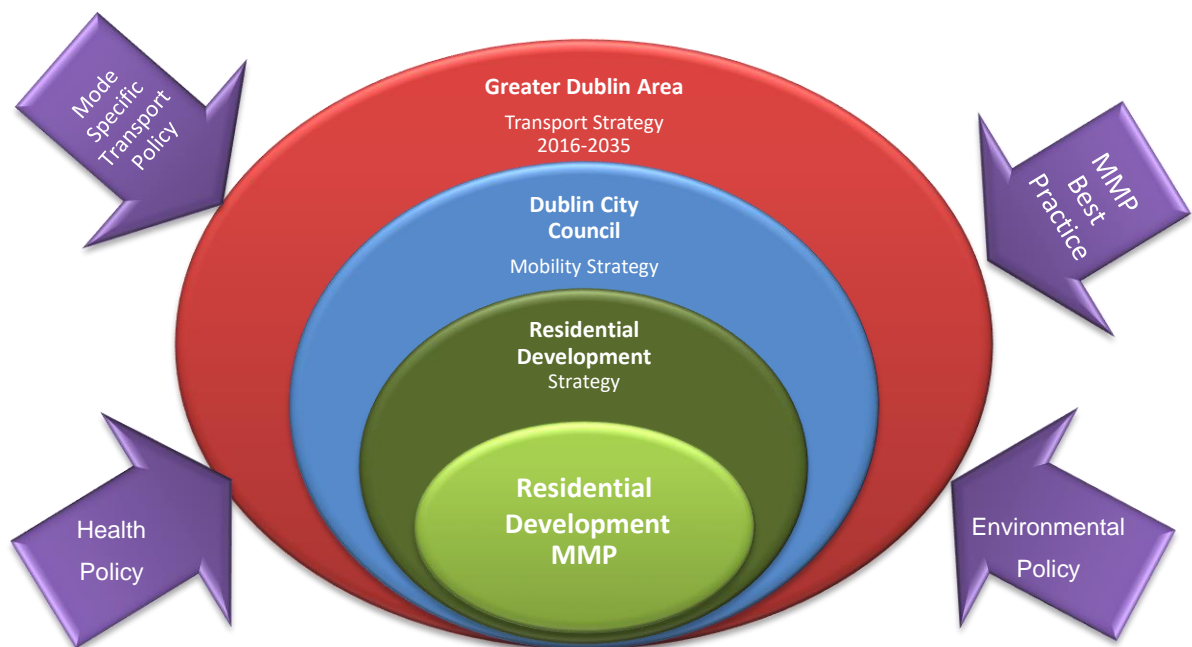

Figure 2.3: MMP Policy Framework and External Influences

National Smarter Travel Policy

2.7.2   'Smarter Travel - A Sustainable Transport Future', was published in February 2009, and represents a new transport policy for Ireland for the period 2009-2020.   The policy recognises the vital importance of continued investment in transport to ensure an efficient economy and continued social development, but it also sets out the necessary steps to ensure that people choose more sustainable transport modes such as walking, cycling and public transport.
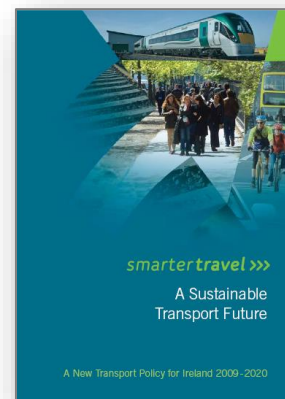
2.7.3   The policy is a direct response to the fact that continued growth in demand for road transport is not sustainable due to the resulting adverse impacts of increasing congestion levels, local air pollution, contribution to global warming, and the additional negative impacts to health through promoting increasingly sedentary lifestyles.

2.7.4   The following five key goals form the basis of the Smarter Travel policy document:

- Improve quality of life and accessibility to transport for all and, in particular, for people with reduced mobility and those who may experience isolation due to lack of transport.

- Improve economic competitiveness through maximising the efficiency of the transport system and alleviating congestion and infrastructural bottlenecks.

- Minimise the negative impacts of transport on the local and global environment through reducing localised air pollutants and greenhouse gas emissions.

- Reduce overall travel demand and commuting distances travelled by the private car.

- Improve security of energy supply by reducing dependency on imported fossil fuels.

2.7.5   These aims will be achieved through 49 specific actions, which can be broadly grouped into 4 key areas:

- Actions to reduce distance travelled by private car and encourage smarter travel;

- Actions aimed at ensuring that alternatives to the private car are more widely available;

- Actions aimed at improving the fuel efficiency of motorised transport through improved fleet structure, energy efficient driving and alternative technologies; and

- Actions aimed at strengthening institutional arrangements.

2.7.6 The opportunities and potential benefits that could be achieved by the implementation of an MMP are considered under the policy goal of encouraging Smarter Travel.

2.7.7 The Smarter Travel policy also includes for a comprehensive range of supporting 'actions' including mode specific (e.g. walking, cycling and public transport etc.) and behaviour change initiatives which both encourage and provide for sustainable travel practices for all journeys.

Sustainable Urban Housing: Design Standards for New Apartments – March 2018

2.7.8 This guideline document was produced by the Department of Housing, Planning and Local Government and was updated with the latest version in March 2018. The purpose of this document is to set out standards for apartment developments, mainly in response to circumstances that had arisen whereby some local authority standards were at odds with national guidance.
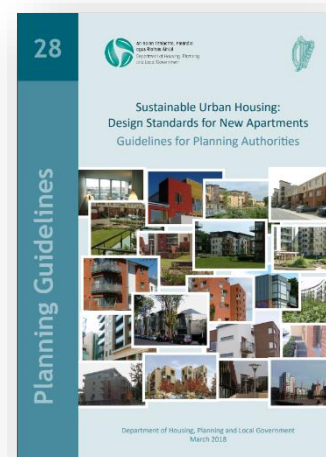
2.7.9 With the demand for housing increasing, this means that there is a need for an absolute minimum of 275,000 new homes in Ireland's cities by 2040. It is therefore critical to ensure that apartment living is an increasingly attractive and desirable housing option for a range of household types and tenures.

2.7.10   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'.

2.7.11   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.

2.7.12   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.

2.7.13   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.

2.7.14   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.

Transport Strategy for the Greater Dublin Area

2.7.15   Published in 2016 the role of the strategic transportation strategy (2016 to 2035) is to establish appropriate policies and transport measures that will support the Greater Dublin Area in meeting its potential as a competitive, sustainable city region with a good quality of life for all. The strategy seeks to meet:

- Economic objectives by reducing delays and improving journey time reliability;

- Social objectives by improving safety, reducing travel related stress and reducing the adverse impacts of traffic on neighbourhoods; and

- Environmental objectives by giving priority to those means of travel that are less damaging to our natural and built environments.

2.7.16   The strategy acknowledges that there will be only limited enhancements to road capacity; accordingly, some measure of travel demand management (TDM) will be required in the form of (a) control measures (b) fiscal measures and (c) other complementary measures. One of the most important initiatives that are classified under the theme of 'other complementary measures' are Mobility Management Plans.

Dublin City Development Plan 2016-2022

2.7.17   Adopted in 2016 and covering the period up to 2022 the *Dublin City Council Development Plan* establishes the regulatory framework against which all development in the county takes place. In both the authority's transportation objectives and development standards, the objectives and subsequent thresholds for the requirements of MMPs are clearly detailed.

2.7.18   Policy *MT13* entitled states;

"To promote best practise mobility management and travel planning to balance car use to capacity and provide for necessary mobility via sustainable transport modes."

2.7.19   Dublin City Development Plan 2016-2022 outlines the importance and utilities of Mobility Management Plans and Travel Plans, as these documents may be used to manage site accessibility, maximise access to public transport and accommodate sustainable movement needs, which helps meet the various objectives of the development plan.

2.7.20   It has become best practice to prepare Mobility Management Plans for developments to improve sustainability and encourage sustainable travel trends as much as possible. This may include a modal shift from private car usage towards walking, cycling, and public transport uptake.

CHAPTER 3

Site Description & Existing Conditions

3.1   SITE DESCRIPTION

3.2   PROPOSED DEVELOPMENT

3.3   EXISTING TRANSPORT FACILITIES & SERVICES

3.4   PROPOSED TRANSPORT FACILITIES

3.0   SITE DESCRIPTION & EXISTING CONDITIONS

3.1   SITE DESCRIPTION

3.1.1   The subject site is located on a brownfield site within the North Fringe Area of north Dublin, within the Clongriffin-Belmayne LAP lands.   The north boundary of the subject development site runs adjacent to Mayne River with the eastern boundary running adjacent to Balgriffin Park.   The southern boundary is formed by Parkside Boulevard, whilst the western boundary is formed by the existing Parkside playground.

3.1.2   To the west and north of the subject site are the residential settlements of Belmayne and Balgriffin respectively.   Immediately south of the development site is the wider Parkside development, whilst further south the residential areas of Clarehall and Donaghmede can be found.   Father Collins Public Park and the Clongriffin residential area lie to the east of the subject site.

3.1.3   The general location of the subject site in relation to the surrounding road network is illustrated in **Figure 3.1** below, whilst **Figure 3.2** shows the indicative extent of the subject site lands.   The subject site is located approximately 10 kilometres northeast of Dublin City Centre.
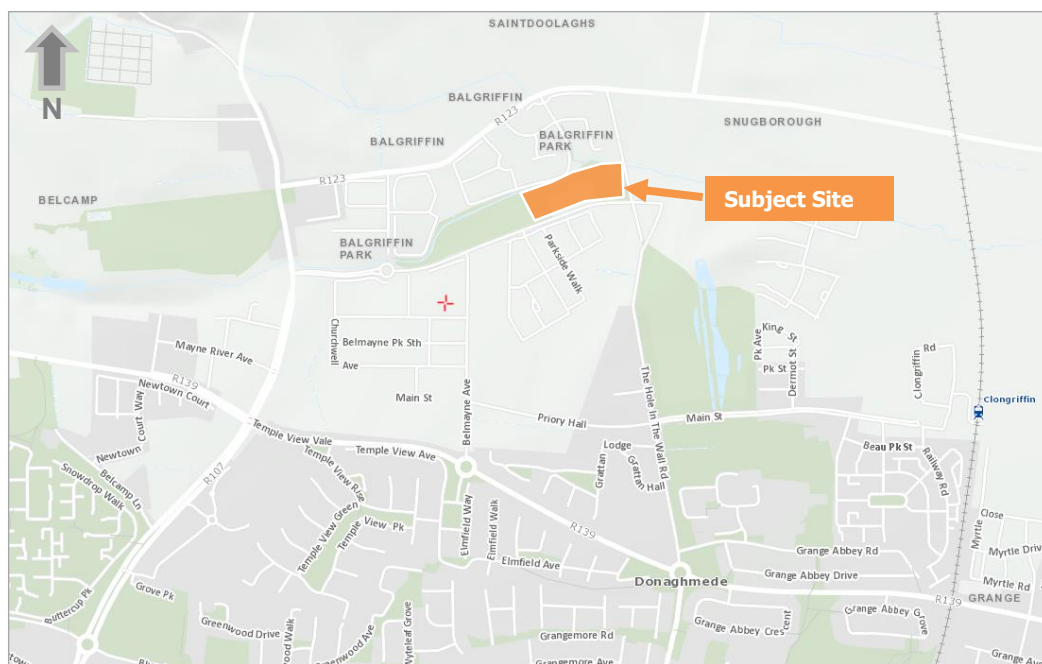
Figure 3.1: Site Location (Source: http://map.geohive.ie/)
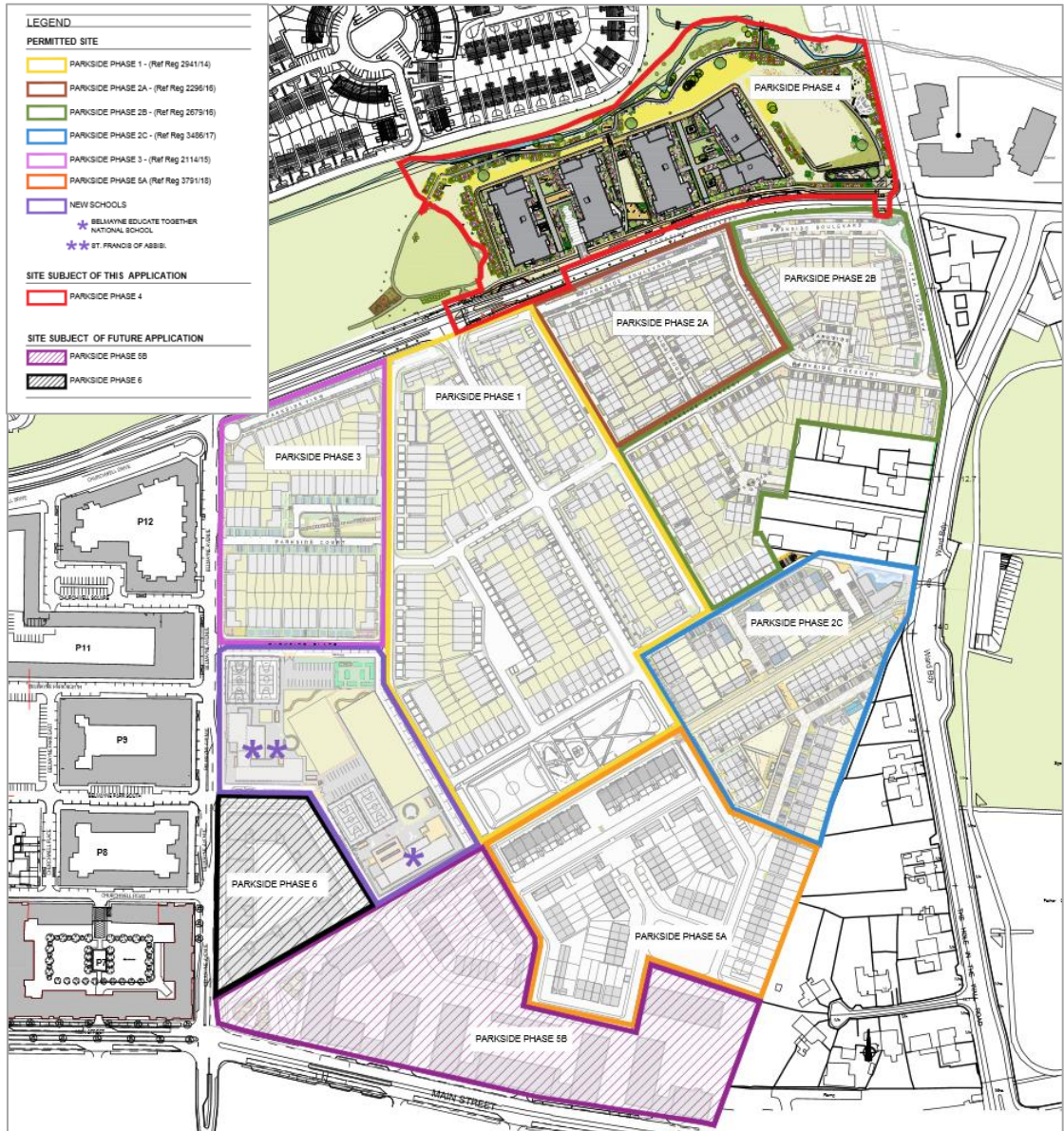
Figure 3.2: Indicative Subject Phase 4 site boundary in relation to full Parkside Development

3.2   PROPOSED DEVELOPMENT

3.2.1   The development schedule of the proposed residential development on the Parkside Phase 4 lands comprises the following:

- 282 no. residential apartment units comprising:
  - 94 no. 1 bed apartments;
  - 175 no. 2 bed apartments; and
  - 13 no. 3 bed apartments.
- Concierge (226 sqm);
- Media Centre (80 sqm); and
- Gym (167 sqm).

3.3   EXISTING TRANSPORT FACILITIES & SERVICES

Road Network

3.3.1   The existing subject development site is located immediately north of Parkside Boulevard. Parkside Boulevard, in the vicinity of the development site, is subject to a 50kph speed limit and has a wide single road carriageway. The road is one lane in each direction, with a hatched central median, which widens to provide turning pockets in the vicinity of junctions connecting with Parkside Boulevard.

Existing Pedestrian and Cycling Facilities

3.3.2   In the vicinity of the development site, high quality segregated pedestrian / cyclist paths are provided on both sides of Parkside Boulevard, which are separated from the road carriageway by grass verges. These facilities are shown below in **Figure 3.3**.

3.3.3   These segregated pedestrian/cycle routes continue west to the Parkside Boulevard/R107 Malahide Road junction where there are formal pedestrian crossing facilities available on the Malahide Road (southern arm) and Parkside Boulevard (eastern arm) of the aforementioned junction.
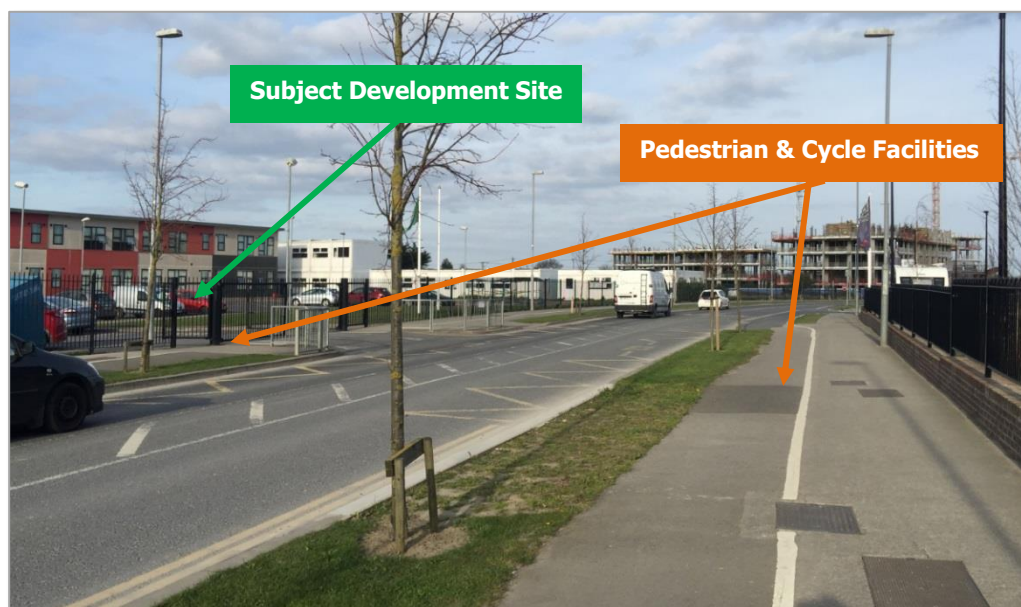
Figure 3.3: Pedestrian and Cycle Facilities on Parkside Boulevard

3.3.4   As well as the segregated cycle tracks outlined above in the immediate vicinity of the subject site, there are also a variety of other cycle facilities available on the routes leading to the subject site area as illustrated in **Figure 3.4**.

Figure 3.4: Existing Cycle Facilities (Source: Sheet E6 GDA Cycle Network Plan)

3.3.5   There are a number of uncontrolled pedestrian crossing points along Parkside Boulevard in the vicinity of the site as shown in **Figure 3.5**.

Figure 3.5: Existing Pedestrian Crossing location on Parkside Boulevard

Public Transport

3.3.6   An assessment of the public transport service provision in the area has been carried out, which includes analysis of the modes of transport available, ease of access and the number and frequency of services currently available.

3.3.7   Numbers 42 and 43 Dublin Bus routes travel along the R107 Malahide Road approximately 1.1km to the west of the subject site. Route numbers 15, 27 & 27X travel along the R139 approximately 540m to the south of the subject site.   In addition, route number 29a travels along R809 Grange Road approximately 1.1km to the south of the subject site.

3.3.8   The vast majority of these Dublin Bus services operate daily and offer relatively frequent services (i.e. every 10 minutes at peak times) as summarised in **Table 3.1**.

Bus Service	Route Number	Destination	Monday – Friday	Saturday	Sunday
Dublin Bus	15	Clongriffin **-** Ballycullen Rd	10	15	20
	27	Clare Hall - Jobstown	10-15	20	20
	27x	UCD Belfield – Clare Hall	2 services in AM/PM Peak	-	-
	42	Talbot St - Portmarnock	30	20	30
	43	Talbot St - Swords Business Park	60	60	45-70

Table 3.1: Dublin Bus Service Frequency (minutes)

3.3.9   **Figure 3.6** below provides details of the above-named bus routes and the closest interchange opportunities available to the subject site.

Figure 3.6: Local Interchange Locations

Public Transport – Rail

3.3.10   Clongriffin Rail Station is located approximately 1.4km east of the subject site on Station Way, as indicated in **Figure 3.7**. Dart services (Bray/Greystones and Malahide) call at Clongriffin Station with regular services throughout the day serving the destinations of;

- Greystones,

- Malahide,

- Dublin Pearse,

- Bray; and

- Dun Laoghaire.

3.3.11   Furthermore, the Dublin Pearse to Drogheda/Dundalk rail service also calls at this station. **Figure 3.7** shows the destinations which are accessible to/from the Clongriffin Station.
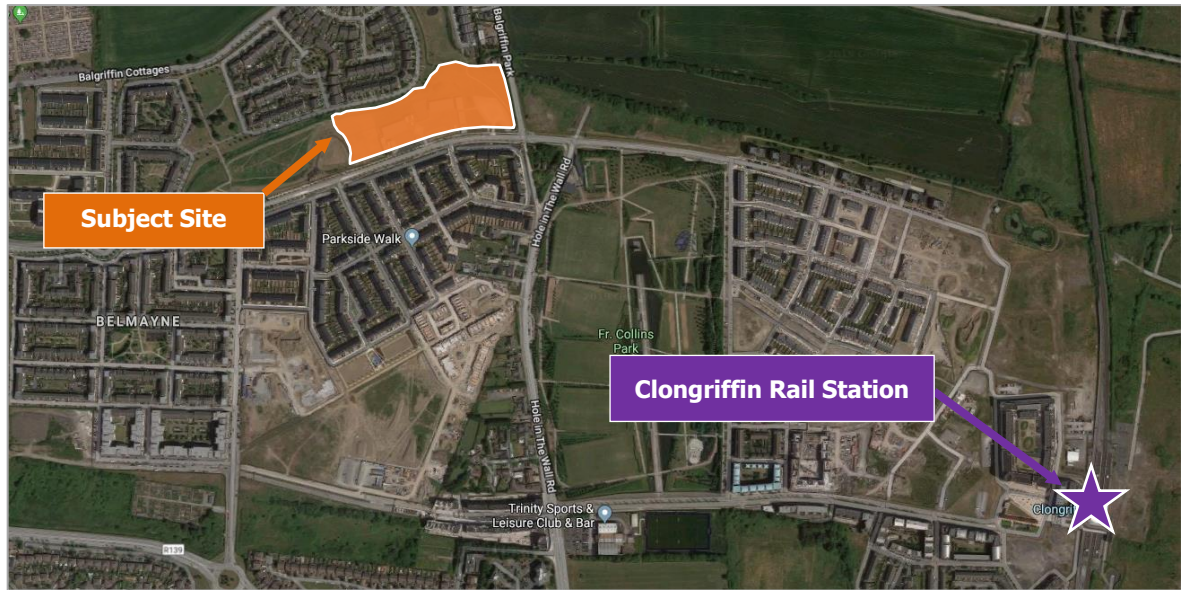
Figure 3.7: Subject Site Location in relation to Clongriffin Rail Station
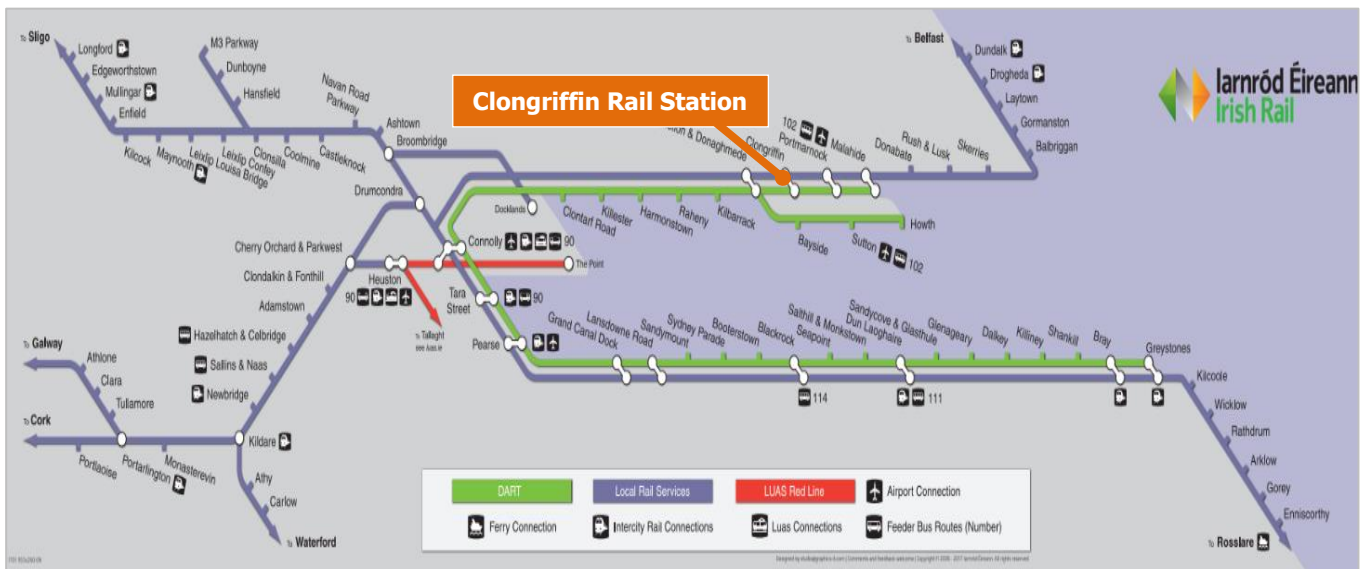
Figure 3.8: Rail Service Route Map (source www.irishrail.ie)

3.4   PROPOSED TRANSPORT FACILITIES

Cycle Network Proposals

3.4.1   The Greater Dublin Area Cycle Network Plan (2013) includes proposals for the provision of four orbital routes in the north east sector of Dublin which seek to provide *"cross-links between the radial routes and give access to the destinations within this sector, and the adjoining north central sector"*.

3.4.2   In the vicinity of the subject site the following route additions are proposed in addition to those indicated on **Figure 3.9:-**

- *Radial Route 1A extension through Sutton Cross towards Howth in a loop and through Baldoyle to Portmarnock;*

- *Radial Route 1B along Raheny Road and Grange Road between Raheny and Clongriffin through Donaghmede; and*

- *Orbital Route NO5 along Tonlegee Road from Kilbarrack to Coolock and Oscar Traynor Road from Coolock to Kilmore at Northside Shopping Centre and onward to Santry.*

- *Clongriffin to City Centre Core Bus Corridor upgrades along Malahide Road and through Belmayne, including the completion of Belmayne Main Street, which proposes segregated facilities.*

3.4.3   Furthermore, the following greenways are proposed in addition to those indicated on **Figure 3.9:**

- *"Various local greenways within large public parks such as Saint Anne's Park in Raheny and Edenmore Park, similar to the new cycle track loop within Father Collins Park in Clongriffin."*

3.4.4   Also, segregated pedestrian and cyclist facilities are proposed to be constructed as part of the Belmayne Main Street scheme.

Figure 3.9: Proposed Cycle Routes (extract Sheet N2 GDA CNP)

Bus Connects

3.4.5   Bus Connects is a strategic transport plan transforming and revamping the current bus system by building the 'next generation' of bus corridors on the busiest routes and redesigning routes with the aim to offer fast, predictable and reliable bus journeys.

3.4.6   Under the proposals there will be a *'new public transport only link between Clarehall and Belmayne Avenue'* served by several bus services. The proposed Clongriffin to City Centre Core Bus Corridor (CBC 1), shown in **Figure 3.10**, will be accessible within an approximate 700m walking distance of the subject site with approved bus stops along the new Belmayne 'Main Street' as indicated.

Figure 3.10: BusConnects Proposed Clongriffin City Centre Core Bus Corridor
(source www.busconnects.ie)

3.4.7   Another new bus route is also proposed as part of the overall network redesign (D3), which will run along Parkside Boulevard directly serving the proposed development site as shown in **Figure 3.11**.
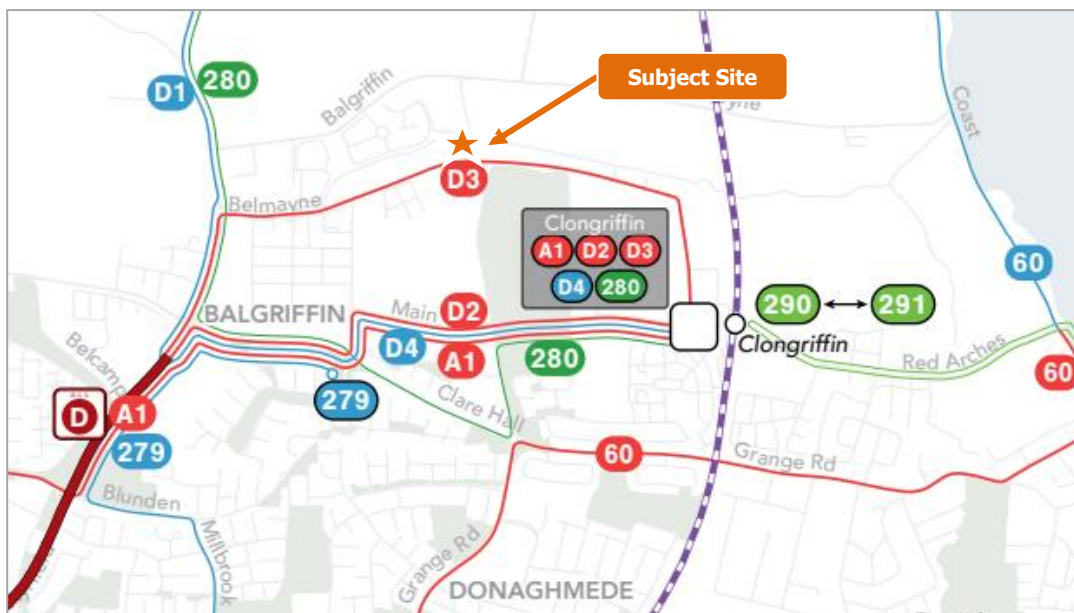
Figure 3.11: BusConnects Proposed Network (source www.busconnects.ie Extract Map P7)

3.4.8   This route will be an extension of the Clongriffin to City Centre (CBC) with a frequency of 10-15 minutes and it is anticipated that new bus stops will be provided along Parkside Boulevard. The subject site will therefore benefit greatly from enhanced levels of accessibility offered by the Bus Connects initiatives.

Road Infrastructure Proposals

Clongriffin/Belmayne Local Area Plan Movement & Transport Initiatives

3.4.9   The Clongriffin-Belmayne Local Area Plan (LAP) 2012-2018 included a number of Movement & Transport Initiatives as indicated in **Figure 3.12** and **Table 3.2** for the LAP area. As the LAP was due to expire in 2018, Dublin City Council undertook a study in November 2017 which concluded that the current LAP should be extended for a further 5 years (up to December 2022) as a number of the proposed initiatives have yet to be realised.

Figure 3.12: LAP Movement & Transport Strategy (source www.Dublincity.ie)

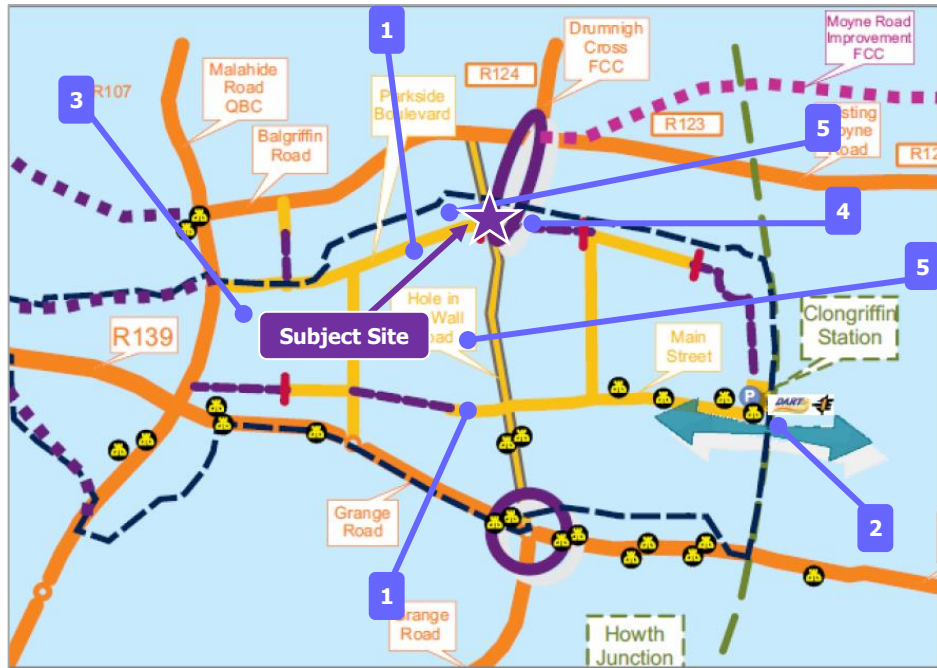| Figure 3.13 refer above	Infrastructure Proposal	Update (extracts from LAP update)
1	Completion of Main Street and Parkside Boulevard	*Main Street has been completed from Clongriffin Station to the Hole in the Wall Road. The remainder of Main Street still remains partially constructed due to the economic downturn. The Council has got approval for funding for the completion of 'Main Street' west of Priory Hall to the Malahide Road under the Local Infrastructure Housing Activation Fund (LIHAF), as part of the Rebuilding Ireland programme. The funding will facilitate the completion of the Main Street thereby linking Clongriffin Station to the Malahide Road and providing an axis linking the west and east town centres along a central civic route with public transport emphasis (including potentially Bus Rapid Transit). The completion of this road will facilitate the development of adjacent housing development at Belmayne and the development of Belmayne Town Centre. The Council's Roads Department is currently commissioning consultants to plan, design and construct the road. The northern distributor road network (Parkside Boulevard / Marrsfield Avenue) has been completed and a connection has been made to Clongriffin Railway Station. Parkside Boulevard has yet to be taken in charge but the developer is in discussion with Roads Maintenance.*
2	Cross Rail Street Connection into Baldoyle LAP Area	*Policy MPT2 seeks co-ordination with Fingal County Council on the completion of main street in to Stapolin LAP lands. To improve integration between the developing areas in both Dublin City Council and Fingal County Council on both sides of the Rail-line, a street that crosses the rail line is identified as an important link to facilitate movement and access. This link has not been provided to date and its delivery remains an objective of the LAP and the Baldoyle / Stapolin LAP. The LAP identifies the need for the development in the medium term of pedestrian and cycle facilities across the rail line. Fingal County Council has been approved Local Infrastructure Housing Activation Fund funding (LIHAF), as part of the Rebuilding Ireland programme, to provide a pedestrian / cycle link from its administrative area in Baldoyle / Stapolin to Clongriffin Railway Station. This link would replace the existing lift arrangement. This proposal is currently the subject of an appeal to An Bord Pleanala following Fingal County Council's decision to grant permission for a pedestrian and cycleway access to Clongriffin Train Station as part of a larger development proposal at 'The Coast, Baldoyle' in Fingal for a village centre / residential scheme (Reg. Ref. F16A/0412).*
3	The R107 and R139 (Malahide Road junction) By-Pass (R107 realignment)	*The R107 and R139 (Malahide Road junction) by-pass has not been progressed to-date. The LAP identifies that the completion of the R107 and R139 junction by pass as part of a realignment of the R107 is required in order to: (a) manage traffic at the western gateway into the development lands, (b) to facilitate the provision of sustainable public transport (e.g. the provision of Bus Rapid Transit (BRT)), (c) to provide an integrated Town Centre on the Malahide Road Junction which is traffic calmed, attractive and accessible for residents and businesses, and (d) to facilitate access to development lands in Fingal. The LAP identifies the by-pass as a longer term project and acknowledges that this and other major roads infrastructural projects in the area have to be considered in the context of the wider Northern Fringe region's development and transportation requirements across both Dublin City Council and Fingal County Council.
Objective MT09 seeks co-ordination with Fingal County Council on trans-boundary transportation priorities. To this end a cross-boundary transportation study has commenced involving Dublin City Council, Fingal County Council, the National Transport Authority and Transport Infrastructure Ireland. This study is to progress the development of new roads infrastructure / public transport requirements as they pertain to DCC's North Fringe area and Fingal's South Fringe area. The proposed R107 and R139 (Malahide Road junction) By-Pass (R107 realignment) will be examined as part of this study.*
4	Hole in the Wall re-alignment and Drumnigh Cross Re-alignment /works	*Policy MTP2 seeks co-ordination with Fingal County Council on the Drumnigh Cross re-alignment. The road improvement scheme agreed between both Dublin City Council and Fingal County Council to re-align a section of the Hole in the Wall Road, and join it with the Drumnigh Road and thereby removing the staggered junction has been approved. Following approval under the Part 8 process, Fingal County Council is progressing to CPO. This scheme has been approved for LIHAF funding.*
5	Green Route and River Mayne Linear Park (Clongriffin and Belmayne)	*(a) Green Route:
Policy MPT3 seeks the development of a cycle and pedestrian network through the plan area and the Plan identifies the need for a Green Route. The objective of the Green route is to provide an important walking and cycling corridor connecting Belmayne with Clongriffin via Father Collins Park thereby providing direct connections to the train station, to schools and local services.
To date, the Green Route between Belmayne Avenue and the Hole in the Wall Road is in place but is still to be opened. It comprises a 3m wide cycle and pedestrian route within a 7m fenced reservation (Ref. Reg 2941/14 refers). The route as constructed is a temporary arrangement which will allow the benefit of the green link to be delivered in the short term and its permanent/final form will be agreed/constructed as part of future development phases along the route. The Green Route from the east of Father Collins Park (from Park Avenue) to the future Belltree Park (Panhandle Park) is partially in place. The first section of this route is in situ and in use i.e. along Park Terrace South. The remaining section of the Green Route which includes Belltree Park and the link to Station Square remains to be achieved.
(b) River Mayne Linear Park:
Objective MT07 seeks a pedestrian route along the River Mayne to the coast. The River Mayne Linear Park is envisaged as a greenway connecting the Plan area to the coast. This greenway has not progressed significantly since the LAP was made. Sections of the Park to the west of Marrsfield Avenue have been granted planning permission under Ref. Reg. 4016/16 and 4266/16 as part of residential development schemes which have yet to be developed.
Both Fingal Parks & DCC Park are seeking to provide a coordinated approach to the treatment of the River Mayne corridor which lies between the two administrative areas. It is intended to commission a 'Landscape Plan' /study on the stretch of the river from the M1/M50 junction (Turnapin and Cuckoo streams) to where the Mayne River enters Baldoyle Bay. Further discussions are required between DCC and Fingal to advance this plan.* |

Table 3.2: LAP Movement & Transport Strategy Infrastructure Proposal Details

Completion of Belmayne Main Street

3.4.10   Dublin City Council has been approved for LIHAF funding as part of the Rebuilding Ireland programme for the completion of Main Street.   The projections from March 2018 include Public Infrastructure for Belmayne and Clongriffin '*The proposed Infrastructure will provide direct access to Clongriffin Rail station and allow through connection with the Malahide Road'.*

3.4.11   The Belmayne Main Street and Belmayne Avenue subsequently received Part 8 approval for the proposed works to complete the unfinished Belmayne Main Street and refurbishments on Belmayne Avenue, which included:

- Construction of carriageway, footpaths and cycleways
- Bus lane facilities, including a new bus-gate link to the Malahide Road
- On-street parking, public lighting and other utilities.
- Signalised junctions at Belmayne Avenue/Belmayne Main Street and at Belmayne Main Street/Malahide Road.
- Pedestrian/toucan crossings for the new school on Belmayne Avenue, the park at Parkside Boulevard and at three locations on Belmayne Main Street; and
- Landscaping works.

3.4.12   Approximately half of the new Main Street road has been constructed, being the easternmost section of the route towards Clongriffin train station.   The remaining westernmost section is still to be completed, with construction due to commence later this year and completion expected by the end of 2020. The status of Main Street is shown in **Figure 3.13.**

Figure 3.13: Status of Proposed New Main Street

3.4.13 The implementation of the above infrastructure schemes by the local authority will be subject to further design, public consultation, approval, and importantly availability of funding and resources. Typical cross sections of the proposed improvements are shown in **Figure 3.14** and **Figure 3.15**.
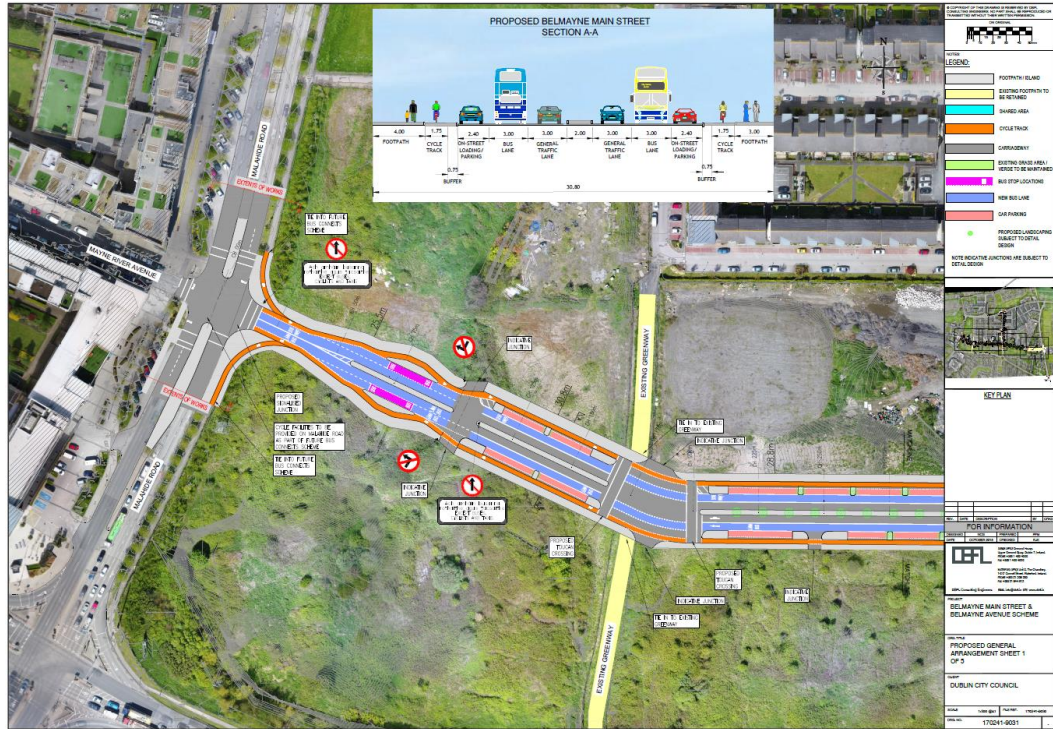

Figure 3.13: Proposed Design Layout & Cross Section for Belmayne Main Street
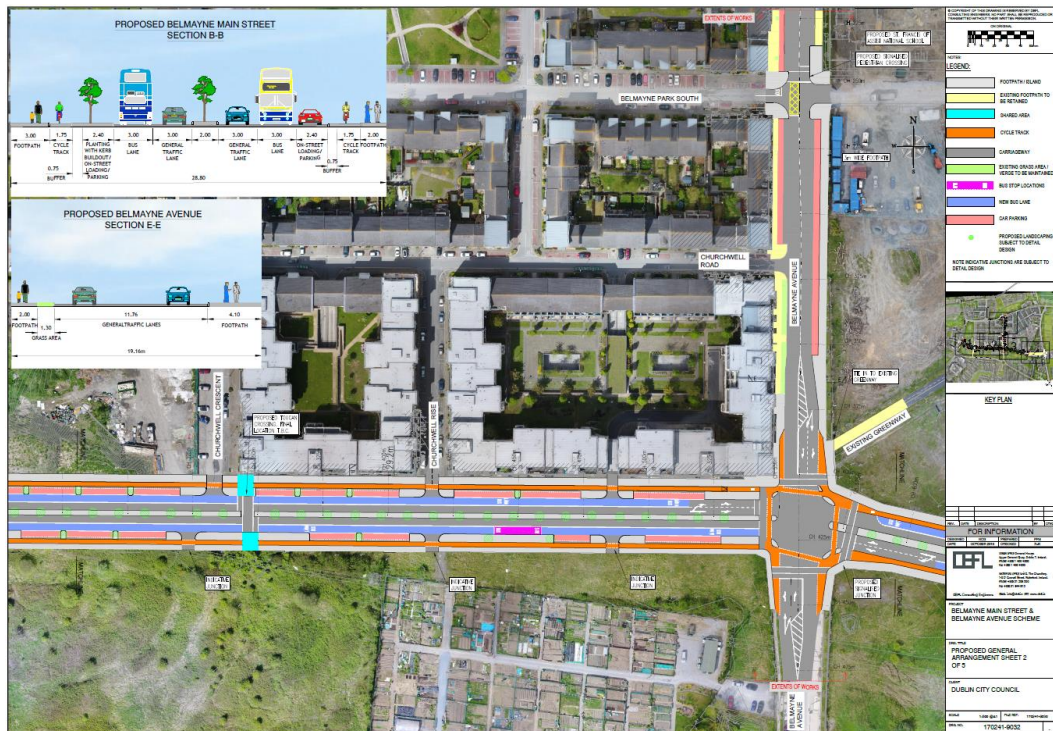
Figure 3.14: Proposed Design Layout & Cross Section for Belmayne Main Street

CHAPTER 4

Commuter Trends & Transport Needs

4.1 INTRODUCTION

4.2 SUBJECT SITE PROPOSED MODAL SPLIT

4.0   COMMUTER TRENDS & TRANSPORT NEEDS

4.1   INTRODUCTION

4.1.1   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.

4.1.2   The parking provision for the subject development will be provided as per Sustainable Urban Housing Design Standards (SUHDS); New Apartment Guidelines, with a full breakdown shown within the Traffic and Transport Assessment, as a provision of 0.98 parking spaces per unit is proposed (which is below DCC parking standards of 1.5 Spaces per Unit). This parking provision has been determined with reference to the SUHDS 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.

4.1.3   There are a number of schools within walking distance of the subject site including St Francis of Assisi Primary School, Belmayne Educate Together National School and Grange Community College. A temporary post primary school and a primary school are also currently pending planning permission and if approved would be located south of the development on the south-eastern corner of the Belmayne Avenue / Priory Hall junction.

4.1.4   Furthermore, the subject site benefits from good access to leisure facilities such as public parks, GAA Clubs, and retail facilities. **Figure 4.1** below shows the subject sites location in relation to the numerous amenities in the surrounding area.

Figure 4.1: Subject Site Local Amenities

4.1.5   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.

4.1.6   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.

4.1.7   In general, the current modal split for the Greater Dublin Area is indicated in the figure below (source: National Household Travel Survey 2018): -
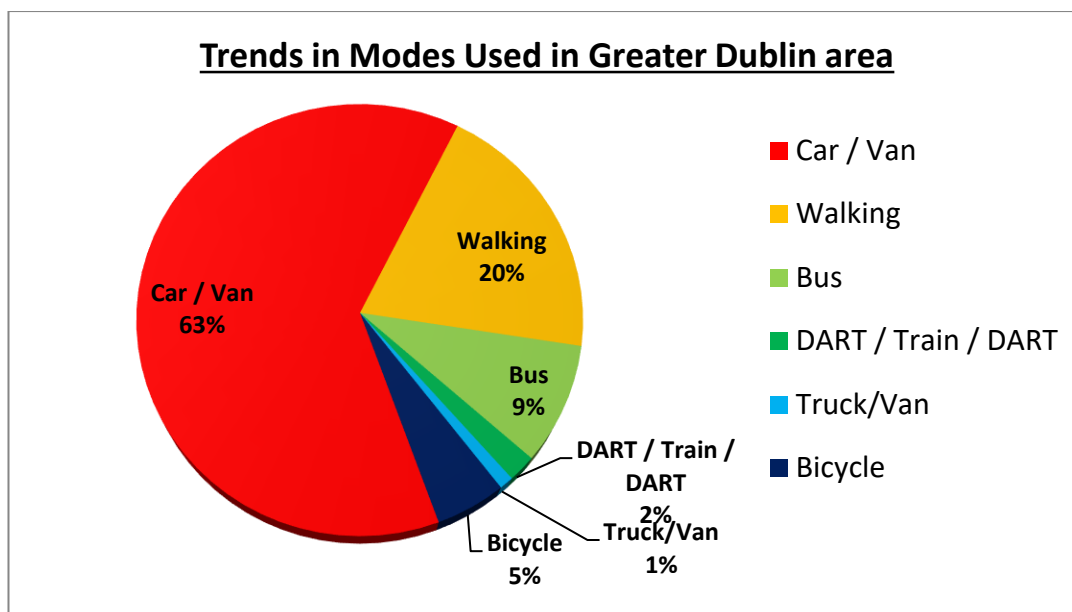
Figure 4.2: Current Modal Split in Greater Dublin Area (2012)

(source: www.nationaltransport.ie)

4.1.8   The above modal split data has been investigated further with **Table 4.1** below 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 4.1: Purpose of Trip based on Modal Split in Greater Dublin Area

(2018) (source: www.nationaltransport.ie)

4.2   SUBJECT SITE PROPOSED MODAL SPLIT

4.2.1   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 2020, 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

4.2.2   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 4.4** below illustrates the existing baseline modal split trends within the subject site's Electoral Division. This was chosen to represent a collection of Small Areas in the surrounding site and provided 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 4.3** below.
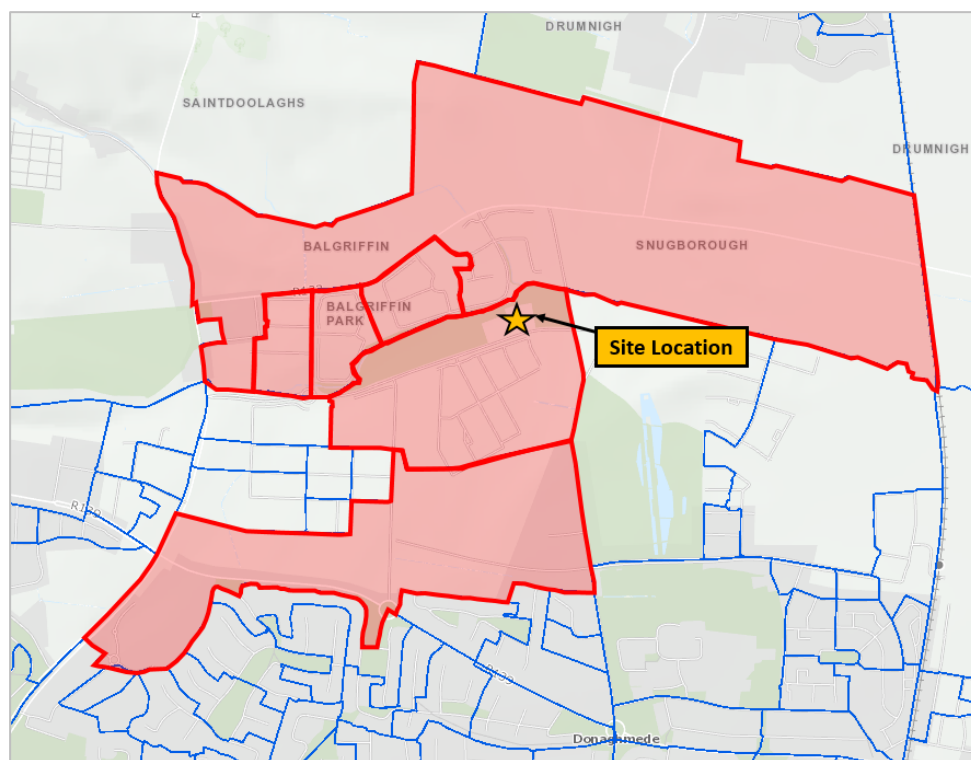
Figure 4.3: CSO Small Areas map for Modal Split generation

MMP Area Trends - 2016 Census Data

Legend:
- On Foot
- Bicycle
- Bus Coach
- Train Dart Luas
- Motorcycle or Scooter
- Car Driver
- Car Passenger
- Van
- Other
- Work From Home

Values: 8%, 3%, 14%, 7%, 1%, 35%, 20%, 2%, 0%, 2%, 7%
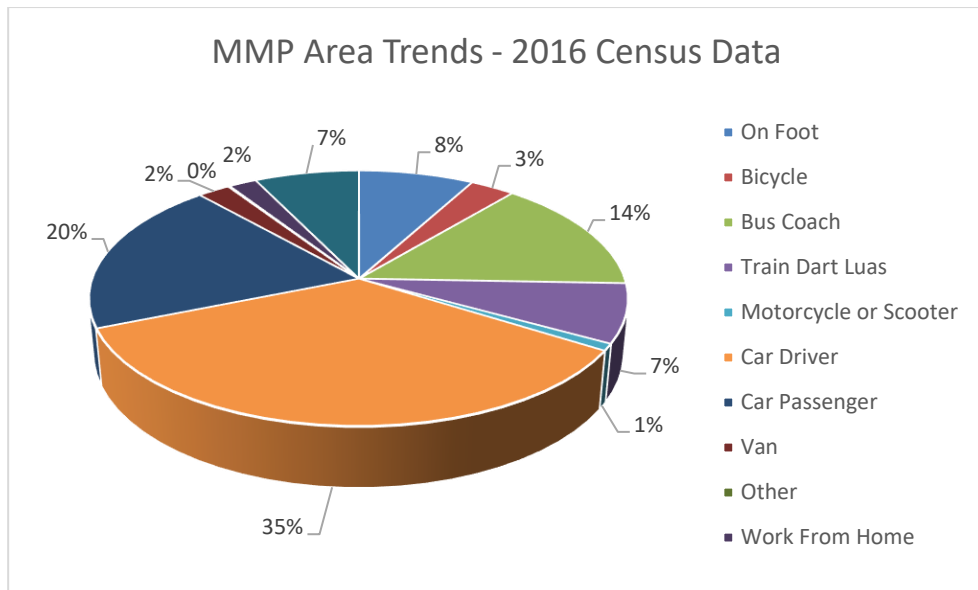
Figure 4.4: CSO Small Areas map for Modal Split generation

4.2.3   **Figure 4.4** above highlights the existing travel trends within the residential areas surrounding the site. This graph shows the overall travel trends for trips both to Work and to School/College combined. The modal split observed shows that a high percentage of trips are currently undertaken by sustainable travel modes, which helps form a baseline for sustainable travel trends to be based upon.

4.2.4   **Figure 4.5** and **Figure 4.6** 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 Proposed 1st Year Modal Split

Legend:
- On Foot
- Bicycle
- Bus Coach
- Train Dart Luas
- Motorcycle or Scooter
- Car Driver
- Car Passenger
- Van
- Other

Values: 10%, 5%, 15%, 9%, 1%, 32%, 17%, 2%, 0%, 2%, 7%
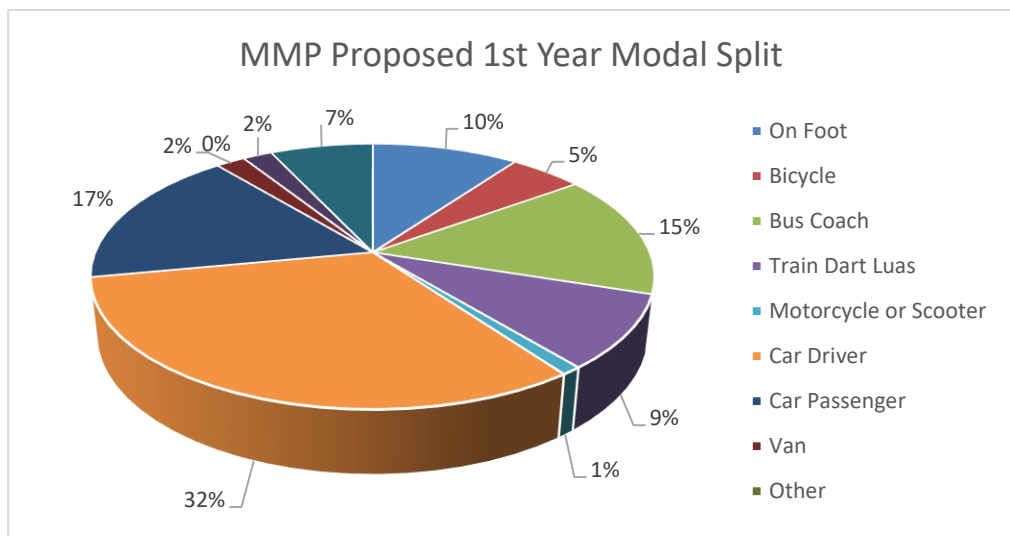
Figure 4.5: MMP 1st Year Modal Split Target

4.2.1 **Figure 4.5** shows a slight adjustment from base travel trends observed in **Figure 4.4,** with the strategy in place to create a modal split shift towards more sustainable options such as walking and cycling for trips undertaken to work, school and college. Walking and cycling trips undertaken for these purposes would supplement vehicle trips and allows the development to meet *Smarter Travel* national transport policies which state "*a maximum of 45% of trips are to be car-based by 2020.*"

MMP Proposed 5th Year Modal Split

- On Foot
- Bicycle
- Bus Coach
- Train Dart Luas
- Motorcycle or Scooter
- Car Driver
- Car Passenger
- Van
- Other
- Work From Home
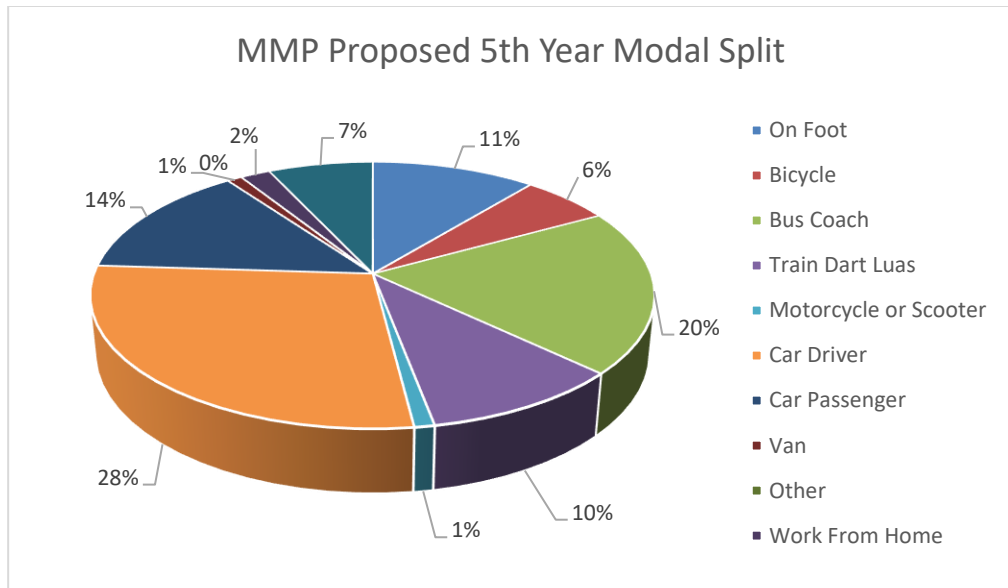
Figure 4.6: MMP 5-Year Modal Split Target

4.2.2 **Figure 4.6** 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.

4.2.3 **Table 4.2** outlines the proposed target modal splits as reference above.

Mode of Travel	Local Area Mode Split (Census, 2016)	MMP 1st Year Target (2021)	MMP 5-year Target (2026)
On Foot	8%	10%	11%
Bicycle	3%	5%	6%
Bus/Minibus/Coach	14%	15%	20%
Train/DART/LUAS	7%	9%	10%
Motorcycle/Scooter	1%	1%	1%
Car Driver	35%	32%	28%
Car Passenger	20%	17%	14%
Van	2%	2%	1%
Other (incl. lorry)	0%	0%	0%
Work mainly at/from home	2%	2%	2%
Not Stated	7%	7%	7%

Table 4.2: MMP Year 1 and Year 5 Targets

CHAPTER 5
Objectives & Targets

5.1   INTRODUCTION

5.2   MMP OBJECTIVES

5.3   MMP ACTIONS & TARGETS

5.0 OBJECTIVES & TARGETS

5.1 INTRODUCTION

5.1.1 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.

5.2 MMP OBJECTIVES

5.2.1 The overall aim of this MMP is to reduce the dependency on the use of the private car by increasing resident's awareness to the other travel alternatives available.

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

(a) Minimise private car use by encouraging people to walk, cycle, use public transport, car share;

(b) Raise awareness amongst all residents to the sustainable transport options available to them;

(c) Encourage the use of sustainable modes of transport;

(d) Encourage the most efficient use of cars and other vehicles;

(e) Reduce any transport impacts of the development on the local community;

(f) Promote walking and cycling as a health benefit to residents and staff;

(g) Managing the ongoing development and delivery of the Mobility Management Plan with future residents;

(h) Promoting smarter education and living practices that reduce the need to travel overall; and

(i) Promote healthy lifestyles and sustainable, vibrant local communities.

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

• Routing, 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.

5.2.4   While 'harder' measures include:

- Car Parking Provision and Management Strategy

- Car Pooling

- Bike Rental Schemes

5.2.5   Without such information, some people may choose the perceived easier option available to them which is often assumed to be the car, even if from the cost and duration of a 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.

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

- Consider the needs of residents 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.

5.3   MMP ACTIONS & TARGETS

5.3.1   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.

5.3.2   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.

5.3.3   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; and
>
> **A6** – To update modal split targets which can be reviewed once the baseline travel characteristics are established.

5.3.4   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.

5.3.5   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.

5.3.6   The interim mode split targets for the subject site are set out in **Table 5.1**. These targets are based on CSO 2016 census data, as recorded as adjoining residential areas.

Mode of Travel	Local Area Mode Split (Census, 2016)	MMP 1st Year Target (2021)	MMP 5-year Target (2026)
On Foot	8%	10%	11%
Bicycle	3%	5%	6%
Bus/Minibus/Coach	14%	15%	20%
Train/DART/LUAS	7%	9%	10%
Motorcycle/Scooter	1%	1%	1%
Car Driver	35%	32%	28%
Car Passenger	20%	17%	14%
Van	2%	2%	1%
Other (incl. lorry)	0%	0%	0%
Work mainly at/from home	2%	2%	2%
Not Stated	7%	7%	7%

Table 5.1 Interim Mode Share Targets for the residential development

5.3.7   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 to inform any revisions to the proposed targets.

CHAPTER 6
MMP Measures

6.1 INTRODUCTION

6.2 MODE SPECIFIC MEASURES

6.3 MANAGEMENT & MONITORING MEASURES

6.4 MARKETING & PROMOTION MEASURES

6.0   MMP MEASURES

6.1   INTRODUCTION

6.1.1   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.

6.1.2   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)
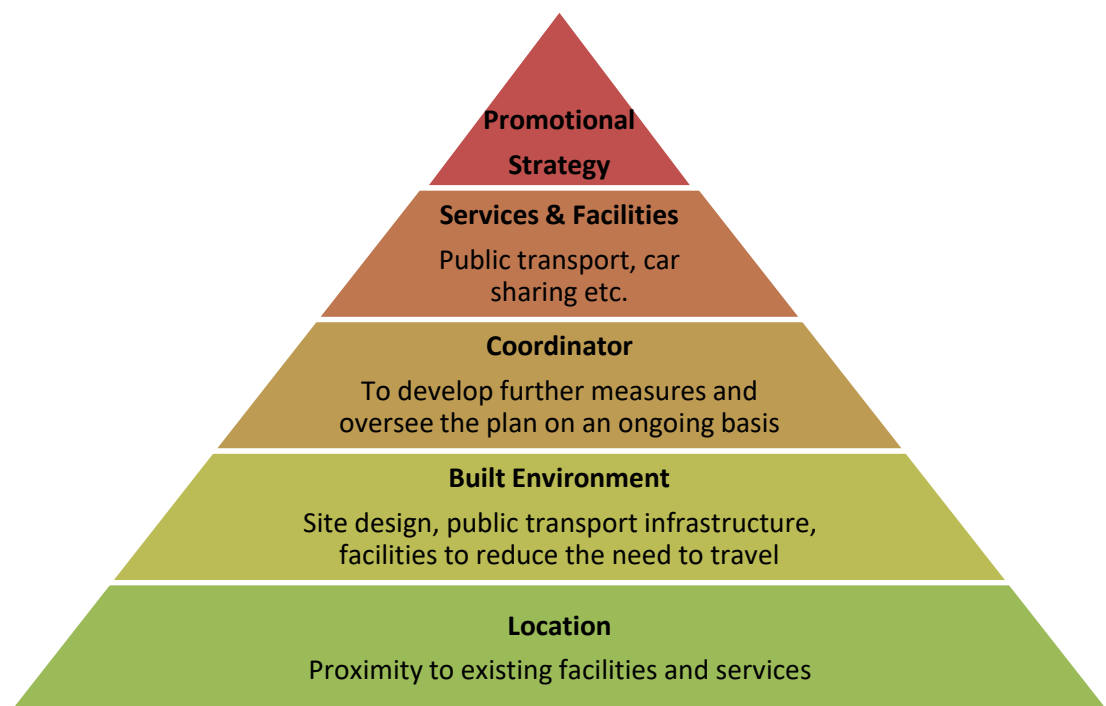
6.1.3   Accordingly, the MMP is organised as a series of integrated sub-strategies covering the different modes of travel and associated management and awareness related issues to all modes.

6.1.4   Shown in **Figure 6.1** is the Action Plan Strategies to be set out for the proposed residential and commercial development.

Figure 6.1: MMP Action Plan Strategies

6.2   MODE SPECIFIC MEASURES

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

a) Walking – provision and upgrading of footpath and crossing facilities. It is noted that as part of the subject Phase 4 development, a number of improvements to pedestrian facilities are proposed along Parkside Boulevard, including:

- Upgrading of an existing uncontrolled crossing to a Toucan crossing, located to the east of the junction with Parkside Avenue;
- New uncontrolled crossing located to the west of the junction with Balgriffin Park; and
- New footpath along the northern and eastern site boundary.

However, further provisions may be made to maintain crossing points in the vicinity of the site to improve pedestrian and cyclist safety.

b) Cycling – Upgraded cycle lanes, discounted cycle purchase, bike service workshops, cycle training, Bleeper Bike provision, supporting and encouraging cycle trains to schools;

c) Public Transport (Bus) – discounted travel tickets; and

d) Car Parking Management Strategy.

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

6.3   MANAGEMENT & MONITORING MEASURES

6.3.1   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.

6.3.2   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.

6.3.3   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.

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

6.4   MARKETING & PROMOTION MEASURES

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

6.4.2   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.

6.4.3   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.

6.4.4   A simple cost-benefit analysis of public transport versus the use of the private car will also be set out in the Travel Pack. Additionally, the existence of existing car sharing services will be promoted, such as existing GoCar spaces which are located in close proximity to the site as shown in **Figure 6.1**.
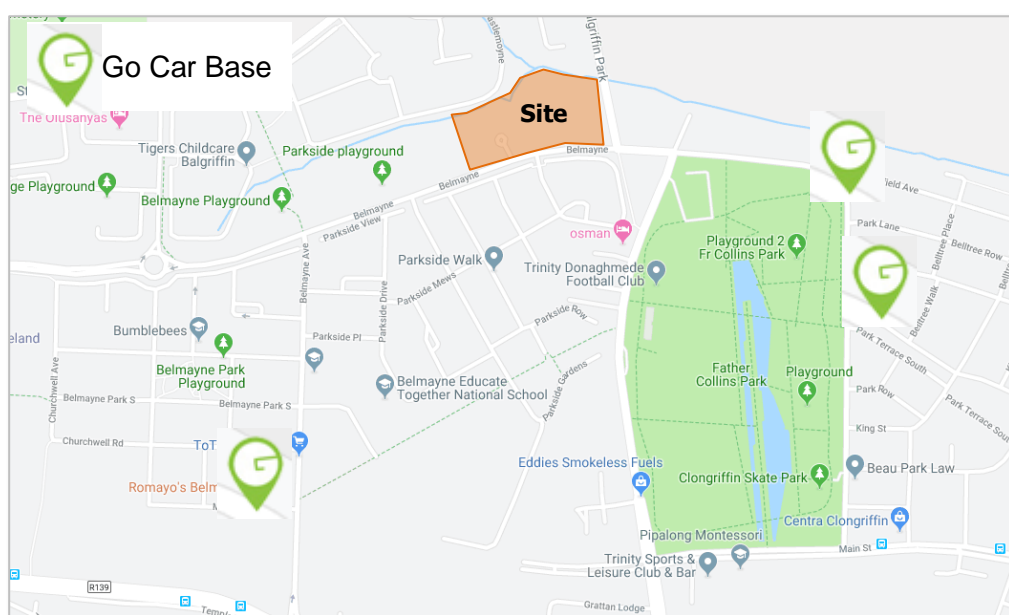

Figure 6.1: Locations of Existing Go Car Bases

6.4.5   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.

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

CHAPTER 7

Preliminary Action Plan

7.0 PRELIMINARY ACTION PLAN

7.1 OVERVIEW

7.1.1 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.

7.1.2 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).

7.2 MANAGEMENT AND MONITORING STRATEGY

MMP Management

7.2.1 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.

MMP Monitoring

7.2.2 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.

7.2.3 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 7.1** below.

Table 7.1 Preliminary Schedule of MMP Management & Monitoring Initiatives

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	-	✓	-	-		
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	-	✓	✓	-		

7.2.4   The identified Management and Monitoring strategy promotes a total of 31 measures. The implementation schedules of these measures are outlined in the graph in **Figure 7.1** below.
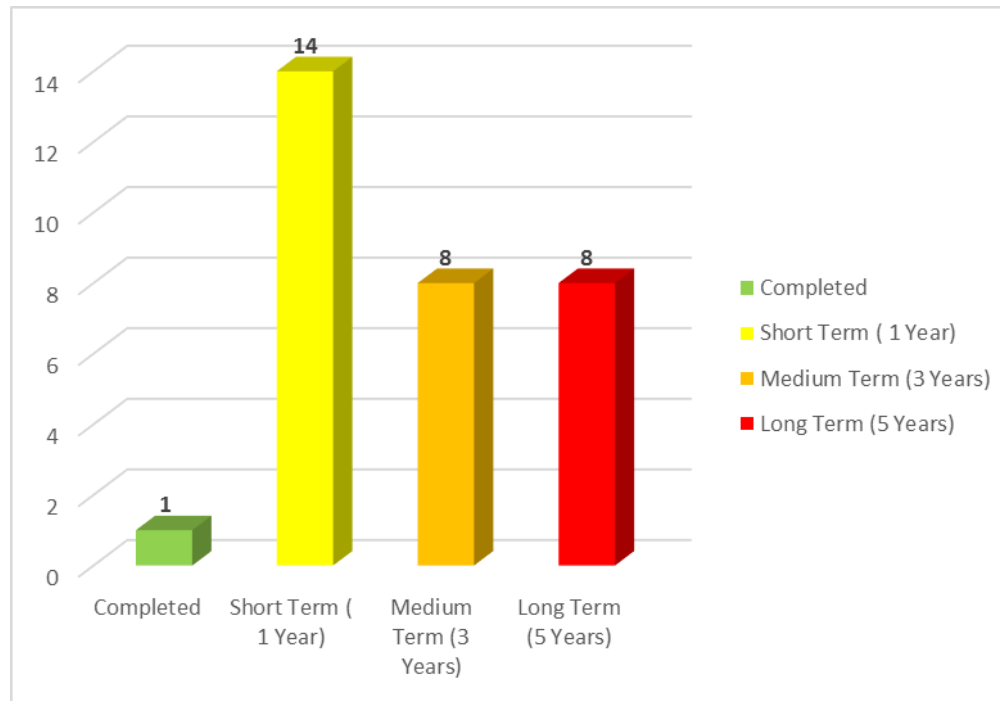

Figure 7.1 Roll-out of MMP's Management & Monitoring Initiatives

7.3 WALKING STRATEGY

7.3.1 The status and preliminary scheduling of the principal walking focused initiatives of the MMP are outlined in the **Table 7.2** below.

Table 7.2 Preliminary Schedule of MMP's Walking Initiatives

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 / Walk to school 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 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	-	✓	-	-		

7.3.2   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 7.2** below.
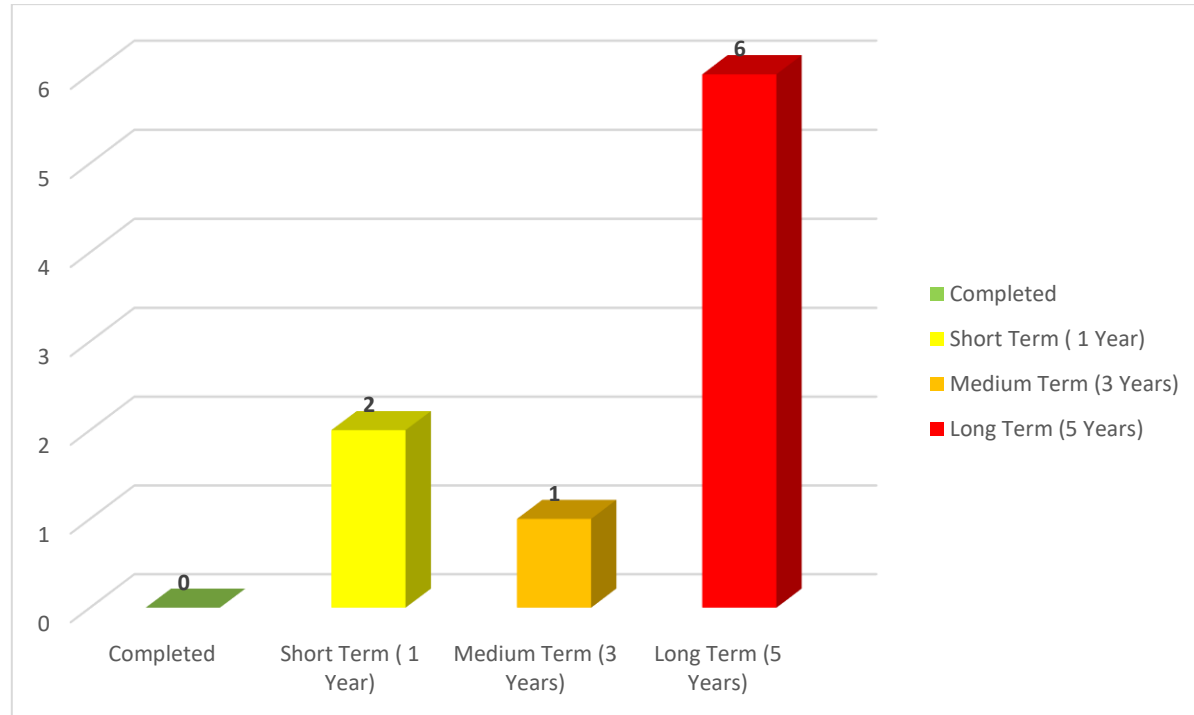

Figure 7.2 Roll-out of MMP's Walking Initiatives

7.4   CYCLING STRATEGY

7.4.1   The status and preliminary scheduling of the principal cycling focused initiatives of the MMP are outlined in **Table 7.3** below.

Table 7.3 Preliminary Schedule of MMP's Cycling Initiatives

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 such as school cycle trains	-	-	✓	-		
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	-	✓	-	-		

7.4.2   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 7.3** below.
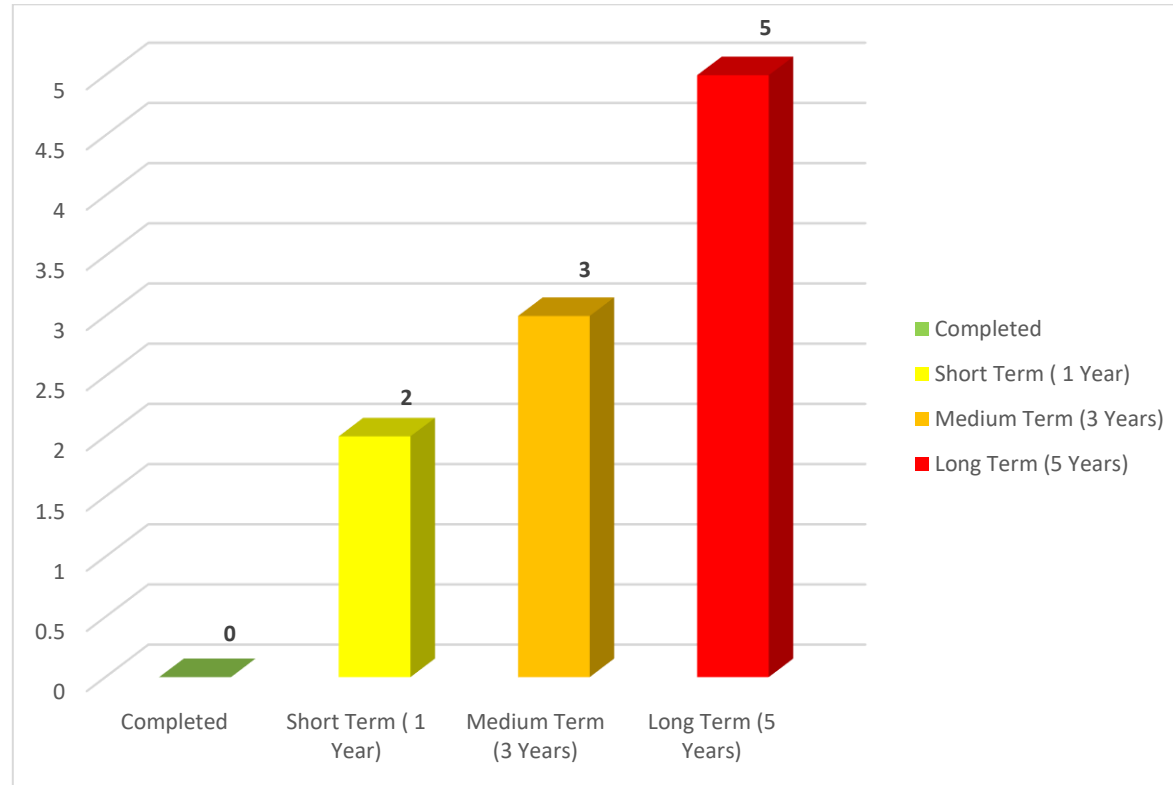

Figure 7.3 Roll-out of MMP's Cycling Initiatives

7.5   PUBLIC TRANSPORT STRATEGY

7.5.1   The status and preliminary scheduling of the principal public transport focused initiatives of the MMP are outlined in **Table 7.4** below.

Table 7.4 Preliminary Schedule of MMP's Public Transport Initiatives

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	-	-	-	✓		

7.5.2   The identified Public Transport strategy promotes a total of 10 measures. The implementation schedule of these measures is outlined in the graph in **Figure 7.4** below.
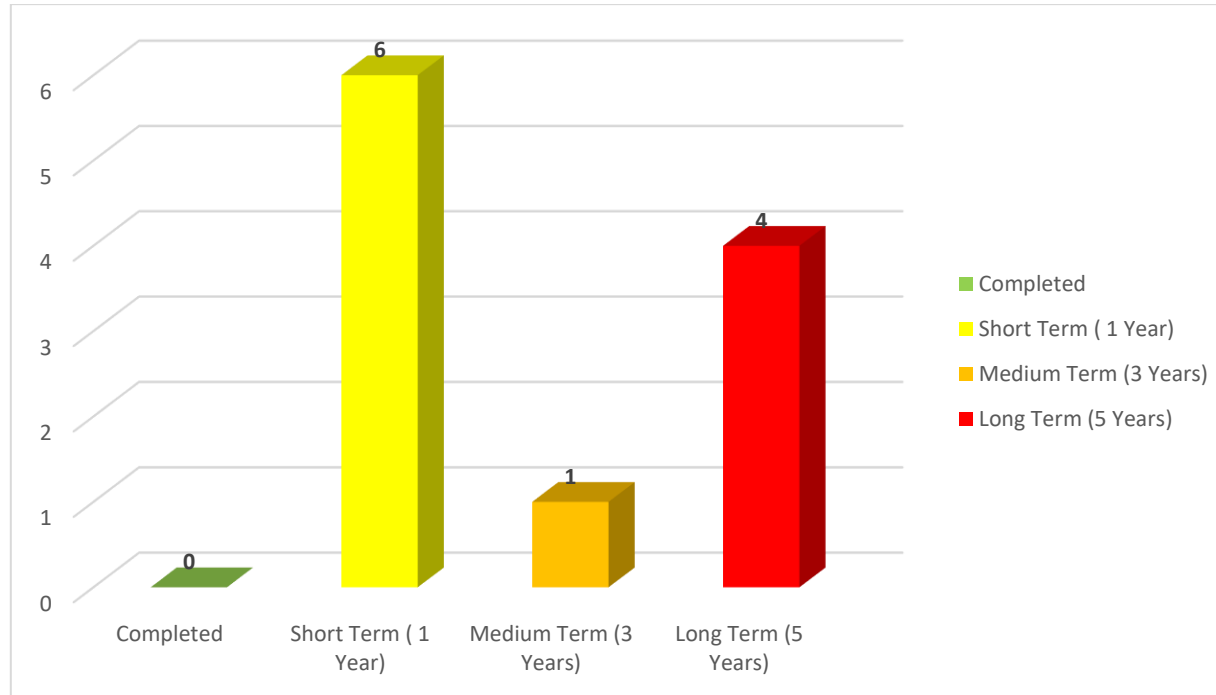

Figure 7.4 Roll-out of MMP's Public Transport Initiatives

7.6 PRIVATE CAR STRATEGY

7.6.1 The identified action plan and preliminary scheduling of the principal private car focused initiatives of the MMP are outlined in **Table 7.5** below.

<p align="center"><u>Table 7.5 Preliminary Schedule of MMP's Private Car Initiatives</u></p>

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	-	✓	-	-		

7.6.2 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 7.5** below.
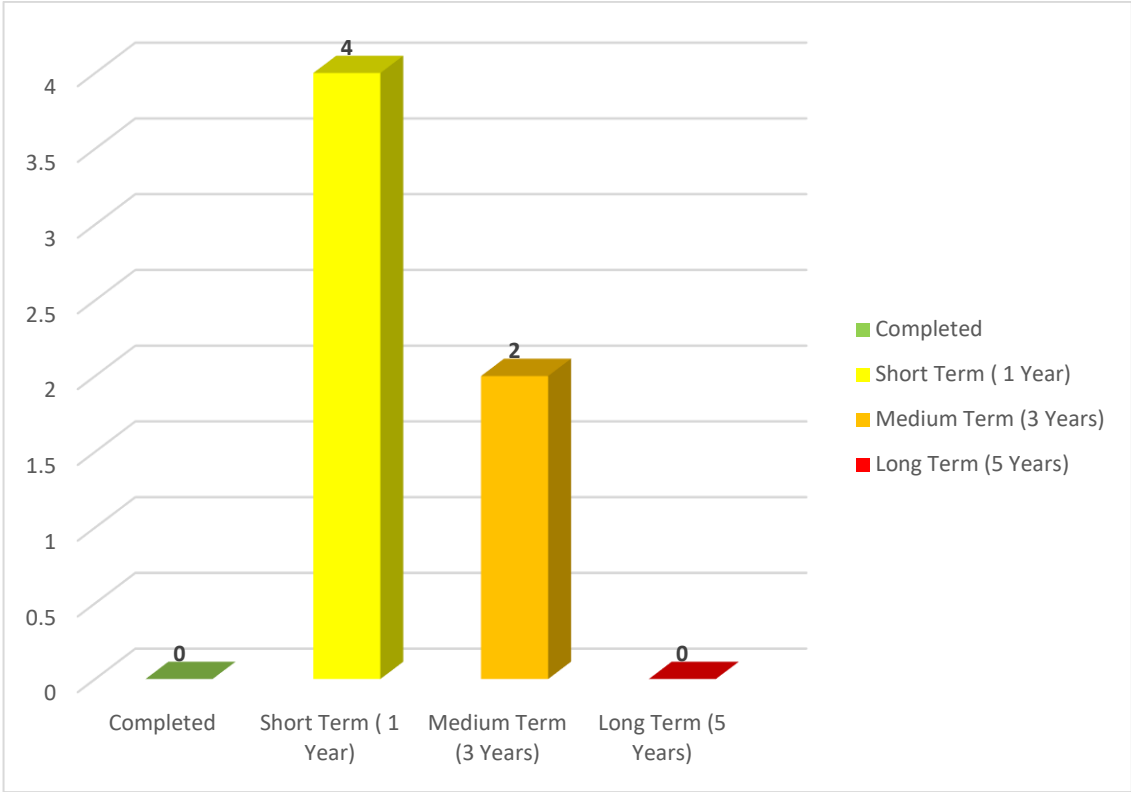
Figure 7.5 Roll-out of MMP's private Car Initiatives

7.7   MARKETING AND PROMOTION STRATEGY

7.7.1   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.

Table 7.6 Preliminary Schedule of MMP's Marketing & Promotion Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		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	-	✓	-	-		

7.7.2   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 7.6** below.
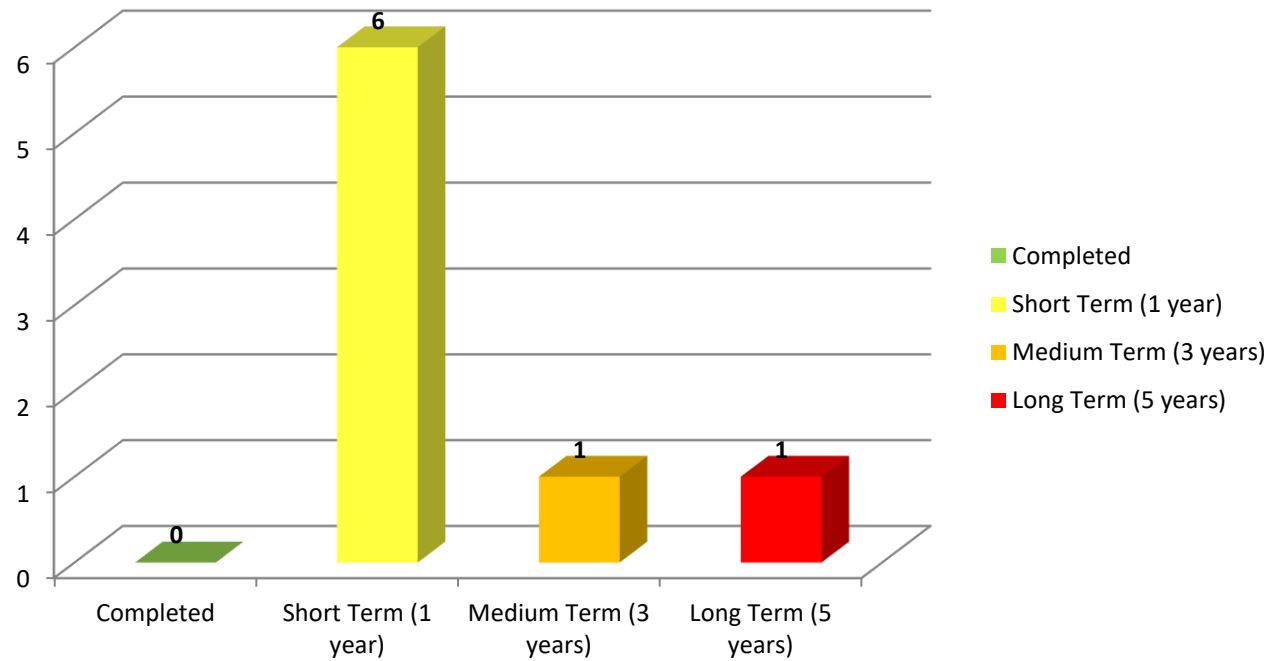

Figure 7.6 Roll-out of MMP's Marketing & Promotion Initiatives

CHAPTER 8

Summary & Conclusion

8.1   SUMMARY

8.0 SUMMARY AND CONCLUSIONS

8.1 SUMMARY

8.1.1 DBFL Consulting Engineers have compiled this Mobility Management Plan (MMP) as part of the planning application for the proposed residential development on the Parkside 4 site, located in Parkside, Dublin 13.

8.1.2 The development will principally consist of: the demolition of all existing structures on site which include the schools formerly occupied by St Francis of Assisi and Belmayne Educate Together, and the provision of a 282 no. unit residential development, comprising 94 no. 1 bed apartments, 175 no. 2 bed apartments and 13 no. 3 bed apartments, along with ancillary services including concierge, media centre and a gym.

8.1.3 The development provides a vehicular access off Parkside Boulevard, to the proposed access to underground parking; separate pedestrian accesses and emergency vehicular accesses off Parkside Boulevard are also provided. The development shall also provide a total of 286 car park spaces (277 at basement level and 9 at surface level) and a total of 423 bicycle parking spaces (289 at basement level and 134 at ground level).

8.1.4 DBFL Consulting Engineers have compiled this MMP as the basis for discussions between the developers and planning officers from Dublin City 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.

8.1.5 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.

8.1.6 The identified preliminary action plan promotes a total of 66 initiatives across 6 sub strategy themes. A number of the initiatives run across multiple years, as the document functions a 'live' document, to be continuously updated and monitored. The breakdown of sub strategy themes has been presented in **Figure 8.1** below.

Figure 8.1 MMP Sub Strategy Themes & Initiatives

8.1.7   The implementation schedule of identified 66 MMP initiatives is outlined in the graph in **Figure 8.2** below. A total of 36 initiatives (or 55%) of the action plan initiatives are set out to be implemented within 1 year of the residential development being occupied. Some of the initiatives run across multiple years, as part of the 'Live Document Monitoring' and accordingly, have been counted across more than one timescale.
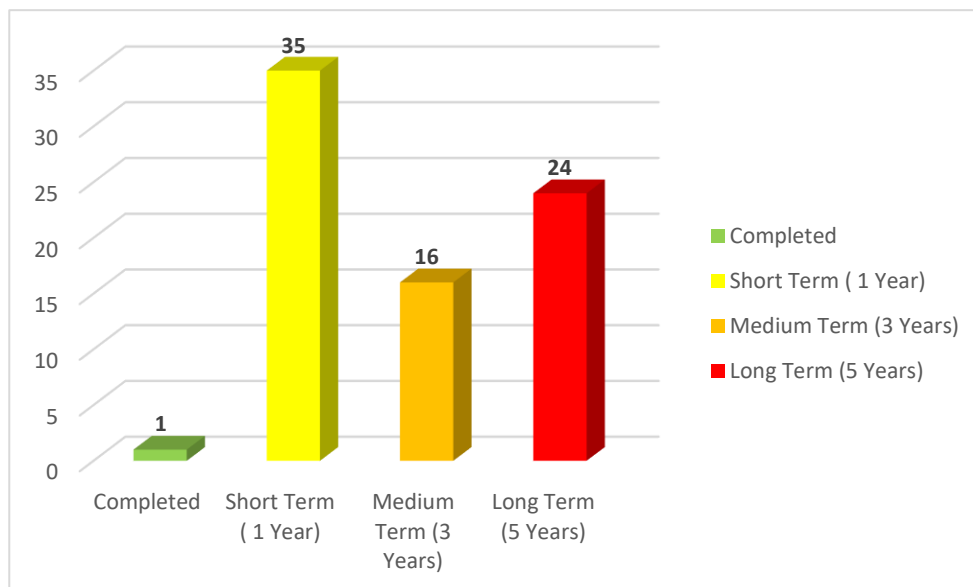

Figure 8.2 Roll-out of MMP's Initiatives

8.1.8   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.

Appendices

Appendix A

Mode Specific Measures

A1.0   Mode Specific Measures

Car Usage - Car Sharing

A1.1   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.

A1.2   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.

A1.3   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.

A1.4   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

A1.5   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

A1.6   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.

A1.7 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.

Public Transport - Buses

A1.8 The proposed development will be well served by Dublin Bus services, with bus routes available along Malahide Road and Clarehall Avenue as well as BusConnects proposals for new routes which are proposed to pass the subject site on along Parkside Boulevard. At Present, the bus stops are located in close proximity with the closest bus stops are located along Malahide Road, Clarehall Avenue and Clongriffin Main Street which offers the subject site a variety of frequent services operating daily. The subject site is adjacent to the proposed Bus Connects A1 route which will provide enhanced levels of accessibility and mobility.

Walking

A1.15 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.

A1.16 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.

A1.17 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.

A1.18   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

A1.19   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.

A1.20   A total of 392 cycle spaces are proposed within the development to accommodate residents and visitors to the site.

A1.21   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.

A1.22   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 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 and Bleeper bikes for example serving the site
- the provision of well-located high-quality cycle parking facilities
- storage, changing and shower facilities for cyclists

Appendix B

Management & Monitoring Measures

B1.0 MANAGEMENT & MONITORING MEASURES

B1.1 Introduction

B1.1.1   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.

B1.2 Management Structure & Roles

B1.2.1   The appointment of a Mobility Manager / Group is critical to the success of the MMP.

B1.2.2   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

B1.2.3   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.

B1.2.4   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.

B1.2.5   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

B1.2.6　As the development approaches full occupation, individuals residing in the development will be invited to form a Residents Group.

B1.3　Monitoring

B1.3.1　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.

B1.3.2　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.

B1.3.3　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.

B1.3.4　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.

B1.3.5　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.

B1.3.6　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.

B1.3.7 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.

B1.3.8 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 & Promotion Measures

C1.0   MARKETING MEASURES

C1.1   Raising Awareness, Marketing & Promotion

C1.1.1   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.

C1.1.2   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.

C1.1.3   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

C1.2   Sustainable Travel Pack

C1.2.1   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.

C1.2.2   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.

C1.2.3   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.

C1.3   Personalised Travel Plan

C1.3.1   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.

C1.3.2   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.

C1.3.3   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.

C1.3.4   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.

C1.4   Online Website

C1.4.1   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.

C1.4.2   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.

C1.5   Smart Device Travel App

C1.5.1   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