

Project

Proposed Residential Development
at Golf Lane, Glenamuck Road,
Carrickmines, Co. Dublin

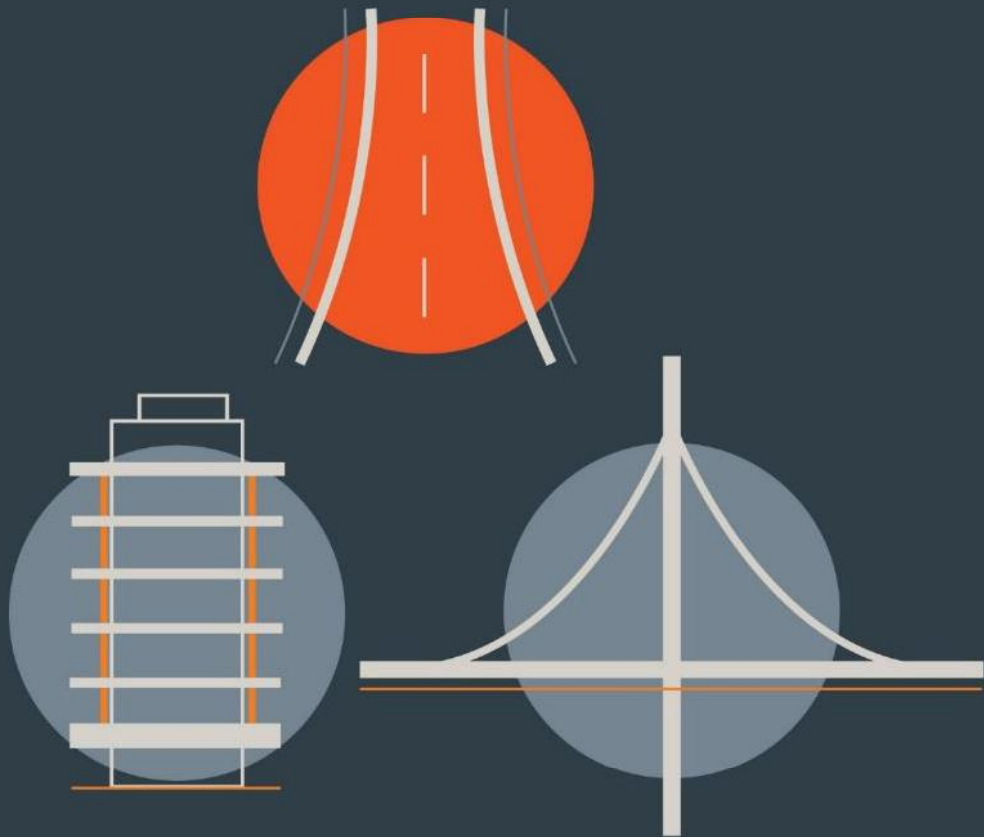
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MOBILITY MANAGEMENT PLAN

Client

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APPENDICES

Appendix A Purpose of Trip based on Trend Modes in Greater Dublin Area



1.1 BACKGROUND

1.2 STRUCTURE OF REPORT

1.0 INTRODUCTION

1.1 CONTEXT

1.1.1 DBFL Consulting Engineers have compiled this framework Mobility Management Plan as part of the planning application for the proposed residential development at Golf Lane, Glenamuck Road, Carrickmines, Co. Dublin.

1.1.2 The proposal is for a residential development comprising 482 no. residential units (all apartments), along with ancillary residential amenities, and provision of a childcare facility, gym, and local shop. The proposed development is set out in 7 no. blocks with heights ranging from four to twenty-two storeys. Two basement levels are proposed, providing car parking spaces (299 no.), bin stores, plant rooms, bicycle parking (1,000 no. spaces), and circulation areas. A further 240 no. bicycle parking spaces and 4 no. car parking spaces are provided at ground level.

1.1.3 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 development.

1.1.4 This framework document aims to inform three 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).
- The **Residents** of the proposed development who may be unfamiliar with the MMP process. They will find the process and context information

as outlined in Chapter 2 invaluable. They may also be interested in the MMP targets and measures introduced in Chapter 5 and Chapter 6.

1.2 BACKGROUND

- 1.2.1 This Residential Mobility Management Plan (MMP) has been prepared to guide the delivery and management of a package of integrated initiatives which seek to encourage sustainable travel practises at the proposed residential development located at Golf Lane, Glenamuck Road, Carrickmines, Co. Dublin. This document aims to expand the awareness of and increase sustainable travel options for the residents residing at the subject site. The Plan will be used mainly by the appointed Mobility Manager who will be responsible for implementing and managing the MMP for the benefits of the residents who may be interested in reading this document to see how it directly affects them.
- 1.2.2 This Framework MMP has been prepared 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 residential development at Glenamuck Road.
- 1.2.3 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,
 - 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
 - The MMP will seek to provide a long-term strategy for encouraging residents and visitors to reduce their dependency on travelling by car in favour of more sustainable modes of travel.
- 1.2.4 The aims of the strategy are:

- (a) to increase the awareness of residents and visitors to all the transport options available to them and to 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 residential development.

1.3 STRUCTURE OF REPORT

- 1.3.1 Following this introduction, the MMP framework including the definition of a 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 developments MMP is placed, such as location and local transportation system is briefly outlined in Chapter 3.
- 1.3.3 The MMP context in terms of existing local travel trends is established in Chapter 4.
- 1.3.4 The MMP objectives and adopted targets are established in Chapter 5.
- 1.3.5 In Chapter 6 the measures and travel initiatives selected to encourage sustainable travel are discussed. These include Mode Specific Measures, Management Measures, Marketing Measures and Monitoring & Review Measures.
- 1.3.6 With the objective of establishing the basis for discussions with key stakeholders including the local authority, from which an agreed MMP action plan can be adopted, Chapter 7 presents a Preliminary Action Plan for the Phase 2 Residential MMP at the subject site.
- 1.3.7 The main conclusions and recommendations of the MMP are summarised in Chapter 8.



CHAPTER 2

Mobility Management Plan Framework

- 2.1 WHAT IS A MOBILITY MANAGEMENT PLAN?
- 2.2 WHAT IS A RESIDENTIAL MMP?
- 2.3 WHO IS INVOLVED?
- 2.4 OBJECTIVES OF A MMP
- 2.5 MMP PROCESS
- 2.6 MMP NEXT STEP
- 2.7 POLICY FRAMEWORK

2.0 MOBILITY MANAGEMENT PLAN FRAMEWORK

2.1 WHAT IS A MOBILITY MANAGEMENT PLAN?

2.1.1 The Dublin Transportation Office's (which has been subsumed into the National Transportation Authority (NTA) in December 2009) 2001 publication entitled "*The Route to Sustainable Commuting*" defines a 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 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 residential MMP's has only transpired over the last decade in Ireland, other countries have extensive experience in designing, implementing, marketing and monitoring the successful delivery of MMP's. Accordingly, MMP's 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 MOBILITY MANAGEMENT PLAN?

2.2.1 A Residential Mobility Management Plan is a package of measures designed to reduce the number and length of car trips generated by a residential development, 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 Residential 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 (especially for pedestrians and cyclists).

- 2.2.3 Mobility Management Plans to date have mainly focussed on the development of destination MMP's and to encourage travel by sustainable modes for employment and school developments. Destination MMP's 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.
- 2.2.4 Best Practise guidance is provided in "*Making Residential Travel Plans Work – Good Practice Guidelines For New Development*" published by the Department for Transport (UK) in September 2005 and "*Making Residential Travel Plans Work*" in August 2007. These documents highlight that a Residential MMP will be different to a school or workplace MMP as the pattern of journeys originating at home is more varied with multiple destinations and different needs and travel choices.
- 2.2.5 The DfT's (UK) "*Making Residential Travel Plans Work – Good Practice Guidelines*" suggest that the growing interest in residential travel planning is being driven by two factors:
- "*the increased acceptance of travel planning as a legitimate part of the transport planning toolkit and an effective mechanism in helping both to reduce congestion and to promote the use of sustainable modes of transport*"
 - "*the pressure for new housing and its transport implications in many parts of the country is driving the need to find new ways of ensuring the development of more sustainable communities*"

2.3 WHO IS INVOLVED?

- 2.3.1 A Residential MMP impacts the following key stakeholders who should all be involved in some form or manner in the process:
- Local Authority Officers,
 - Housing developers,
 - Future residents at sites that have a MMP,
 - Residents in the community surrounding new housing developments with a 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 by encouraging people to walk, cycle, use public transport, car share or even reduce the number and length 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 a residential MMP objectives can include;

a) For the Residents –

- Address residents' need for access to a full range of facilities for work, education, health, leisure, recreation and shopping,
- Promote healthy lifestyles and sustainable, vibrant local communities.

b) The Local Community –

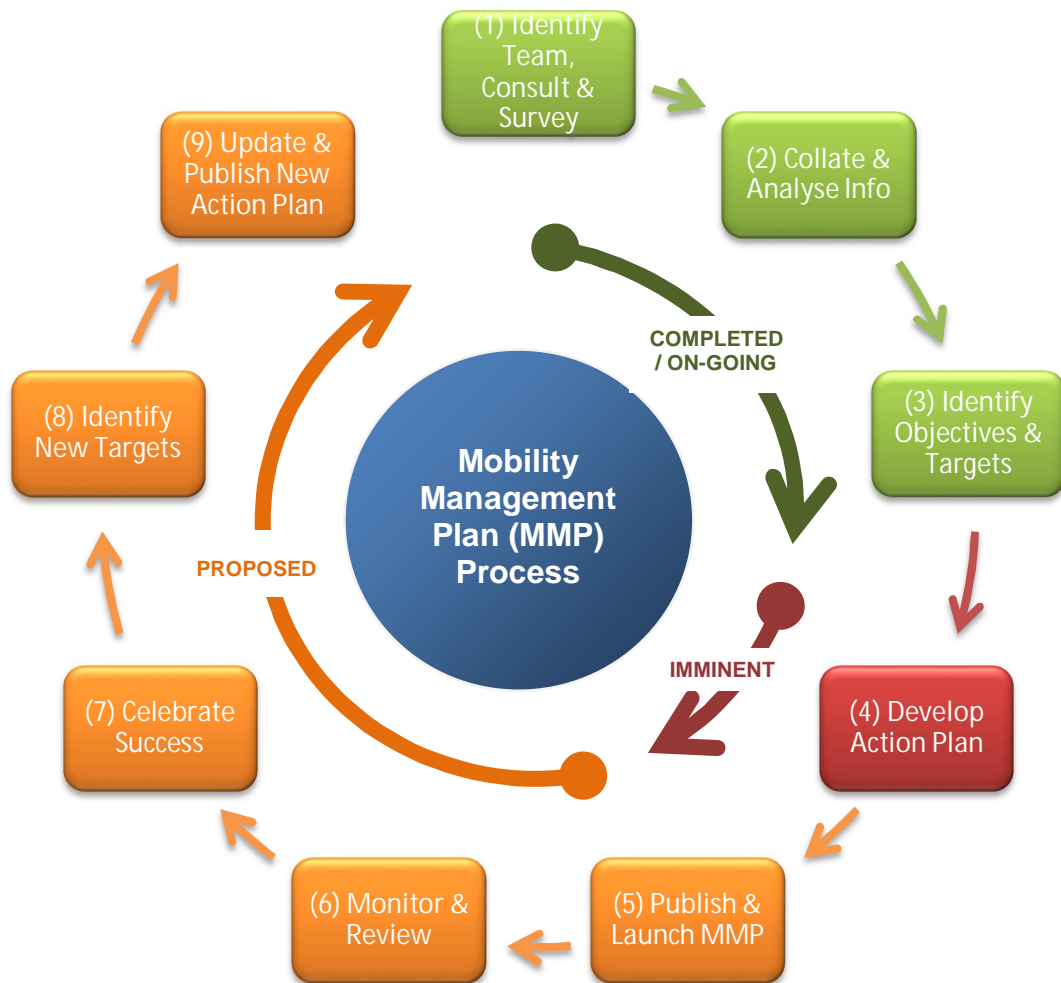
- Reduce the traffic generated by the development for journeys both within the development and on the external road network,
- Make local streets less dangerous, less noisy and less polluted,
- Enhance viability of public transport,
- Improve the environment and the routes available for cycling and walking.

2.5 MOBILITY MANAGEMENT PLAN PROCESS

2.5.1 Once the decision has been made to produce a MMP the process of compiling the plan encompasses the 9 principal steps presented in Graph 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 nine 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 residential development.



Graph 2.1: MMP Development Process and Status

2.5.3 Once the residential 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;

S	Specific Well defined. Clear to anyone that has a basic knowledge of the project
M	Measurable Know if the goal is obtainable and how far away completion is Know when it has been achieved
A	Achievable Agreement with all the stakeholders what the goals should be Make sure this is possible for all levels within group
R	Realistic Within the availability of resources, knowledge and time
T	Time-Bound Enough time to achieve the goal Not too much time, this can affect project performance?

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 Glenamuck Road 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 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 framework document, as compiled by DBFL is submitted to Dún Laoghaire Rathdown County Council. At the request of the local authority a meeting between the local authority officers and the developers can take place if required with the objective of formally agreeing a MMP action plan and associated targets for the subject residential development as proposed at the Golf Lane lands.

2.7 POLICY FRAMEWORK

2.7.1 The MMP for the 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 (Dún Laoghaire Rathdown County) through area (Ballyogan & Environs Local Area Plan) eventually arriving at site (or land use) specific policy objectives.

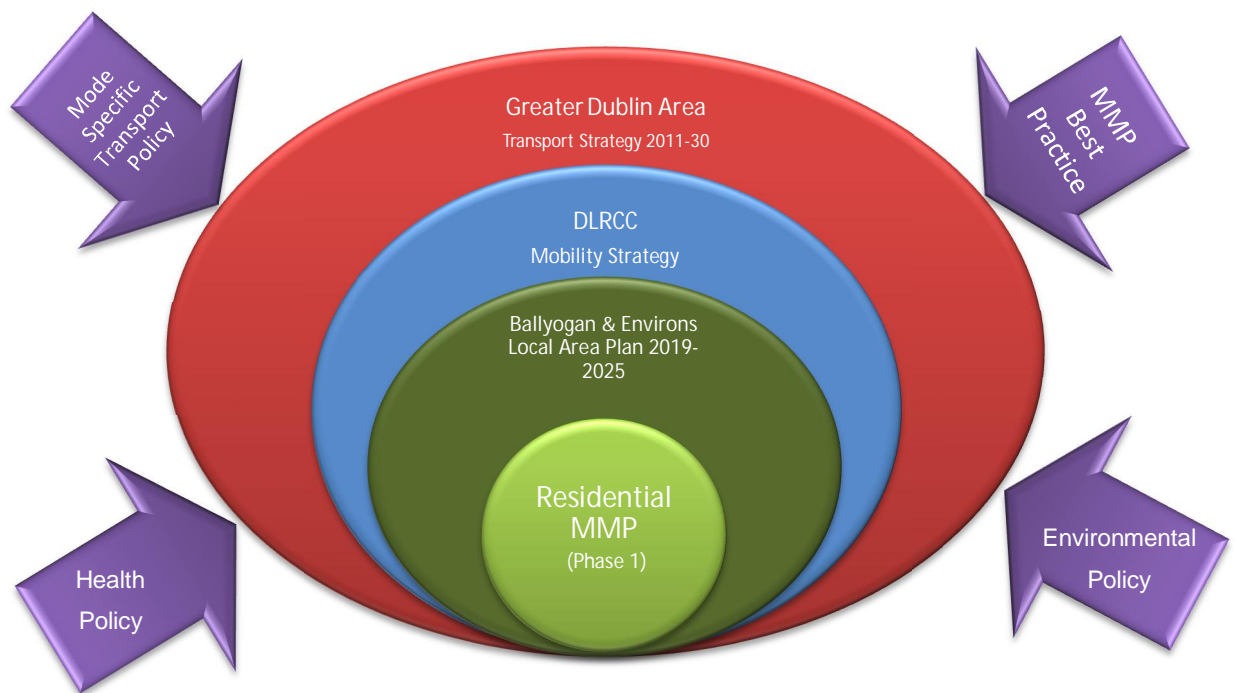


Figure 2.1 MMP Policy Framework and External Influences

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 a 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.

Transport Strategy for the Greater Dublin Area 2016-2035

2.7.8 The Transport Strategy for the Greater Dublin Area 2016-2035 is a document compiled by the National Transport Authority which sets out *"a framework for the planning and delivery of transport infrastructure and services in the Greater Dublin Area (GDA)"* up to 2035.

2.7.9 The purpose of the strategy is *"To contribute to the economic, social and cultural progress of the Greater Dublin Area by providing for the efficient, effective and sustainable movement of people and goods"*.

2.7.10 The strategy sets out the necessary transport provision for the period up to 2035 to achieve the above objective and to deliver the objectives of the



existing national transport policy, including the mode share target of a maximum of 45% of car-based work commuting established under in *"Smarter Travel – A Sustainable Transport Future"*.

Dún Laoghaire Rathdown County Council Development Plan 2016-2022

2.7.11 The Dun Laoghaire-Rathdown County Council County Development Plan 2016-2022 sets out the policies for sustainable development within the council area for the period up to 2022. The subject site is zoned for residential and open space uses.

2.7.12 *Policy ST20* within the Development Plan states that *"it is Council policy to require the submission of Travel Plans for developments that generate significant trip demand."* It also states that *"plans should seek to reduce reliance on car-based travel and encourage more sustainable modes of transportation over the lifetime of a development."*

Ballyogan & Environs Local Area Plan 2019-2025

2.7.13 The Ballyogan & Environs Local Area Plan 2019-2025 sets out the policies and objectives for sustainable development within the LAP area.

2.7.14 *Policy BELAP MOV10* within the LAP states that *"It is an objective of the Plan to foster and support a proactive mobility management approach and a culture of sustainable travel in new and existing developments."*



- 3.1 SITE DESCRIPTION
- 3.2 PROPOSED DEVELOPMENT
- 3.3 PROPOSED SITE ACCESS
- 3.4 EXISTING TRANSPORT FACILITIES
& SERVICES
- 3.5 LOCAL AMENITIES
- 3.6 FUTURE FACILITIES

3.0 SITE DESCRIPTION & EXISTING CONDITIONS

3.1 SITE DESCRIPTION

- 3.1.1 The subject development site is currently characterised as a brownfield site having previously accommodated a number of private dwelling houses. The subject lands are zoned “Objective A – To protect and-or improve residential amenity” within the Dún Laoghaire-Rathdown County Development Plan 2016-2022.
- 3.1.2 Two number planning applications have previously been sought on the subject lands (Planning Ref. D06A-1157 for 125 residential dwellings and Planning Ref. D08A-0590 for 90 residential dwellings). The planning permission as granted for these two applications have since lapsed.
- 3.1.3 The site has an area of c. 2.56 hectares and is bound to the north by the M50 motorway, to the east by Golf Lane, to the west by Glenamuck Road, and to the south by existing residential development.”. The development fronts onto Golf Lane corridor which currently forms a cul de sac road used for access to existing local dwellings along Golf Lane and Carrickmines Golf Course.
- 3.1.4 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 indicatively shows the full extent of the subject site lands.



Figure 3.1: Site Location (Source: www.google.ie/maps)

- 3.1.5 The subject development site is situated approximately 15km south of Dublin City Centre and 11km west of Dun Laoghaire. The high employment area of Sandyford is located approximately 4.5km northwest of the subject site whilst Dundrum Shopping Centre is approximately 8km to the north west.



Figure 3.2: Indicative Site Boundary (Source: www.google.ie/maps)

- 3.1.6 Located on Golf Lane, the subject site is accessed via the existing Golf Lane Roundabout which is located to the south of the M50/Glenamuck Road/Ballyogan Road junction. The site is also located in lands allocated to form part of the Ballyogan Lands LAP on a parcel of lands positioned between the Cherrywood SDZ and Kiltiernan LAP as illustrated in Figure 3.3 below.
- 3.1.7 Golf Lane, which is located immediately to the south of the site is reserved within the Cherrywood SDZ, is to be upgraded in the future to become the link road connecting Glenamuck Road (and J15 M50) with the western portion of the SDZ lands via a new M50 overpass.

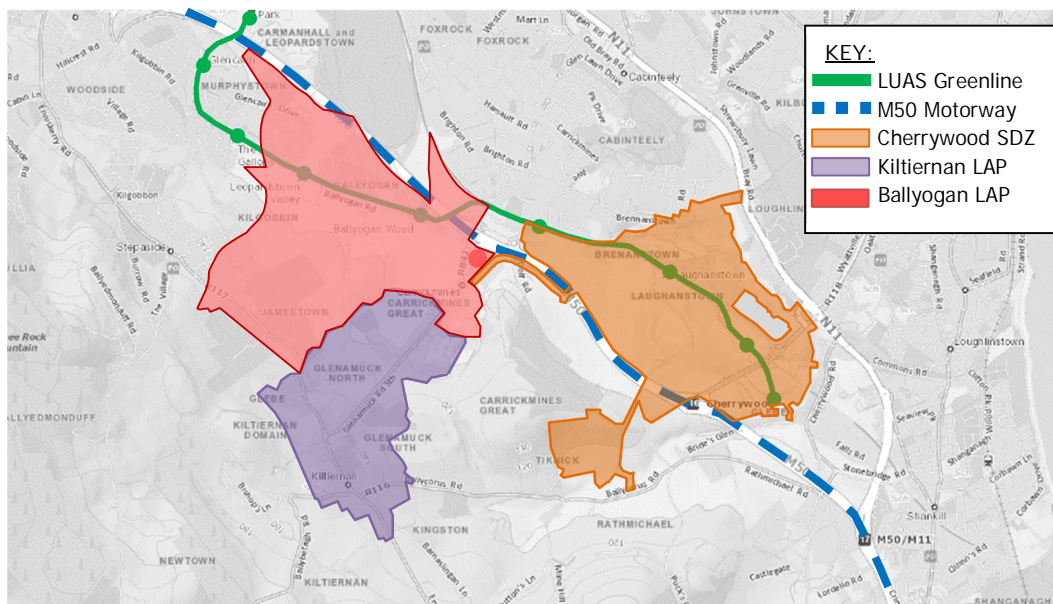


Figure 3.3: Location of Site within Greater Carrickmines Context (Source: www.map.geohive.ie)

3.2 PROPOSED DEVELOPMENT

3.2.1 The proposed development comprises a residential development of 482 no. residential units (all apartments), along with ancillary residential amenities, and provision of a childcare facility, gym, and local shop set out over 7 no. blocks.

3.2.2 The proposed residential units comprise;

- 31 no. studio apartments,
- 183 no. 1-bed apartments,
- 229 no. 2-bed apartments,
- 39 no. 3-bed apartments (including 2 no. duplex units)

3.2.3 Two basement levels are proposed, providing car parking spaces (299 no.), bin stores, plant rooms, bicycle parking (1000 no. spaces), and circulation areas. A further 240 no. bicycle parking spaces are provided at ground level.

3.2.4 The proposed development includes landscaping, public, private and communal open space, a new pedestrian and cycle bridge over the stream at the western side of the site adjoining a new pedestrian cycle crossing of Glenamuck Road South, cycle and pedestrian facilities, bicycle parking, play

facilities, and lighting. The proposed buildings include the provision of private open space in the form of balconies and winter gardens to all elevations.



Figure 3.4: Proposed Site Layout

- 3.2.5 The development also includes vehicular, pedestrian, and cycle accesses, drop off areas, boundary treatments, services, and all associated ancillary and site development works.
- 3.2.6 Further details of the above proposals in regard to the proposed residential development are illustrated in Henry J Lyons Architects scheme drawings as submitted with this planning application.

3.3 PROPOSED SITE ACCESS

Vehicle Access

- 3.3.1 The subject site will benefit from a single vehicle access which will be provided on Golf Lane as shown in Figure 3.5 below. It will be located approximately 255m northwest of the Glenamuck Road Roundabout.
- 3.3.1 The majority of vehicles entering the site (i.e. residents) will be directed down a short ramp and into the basement car park. Other vehicles (such as deliveries, set down, visitors) will be accommodated at 'podium'/ ground level near Blocks B and D pedestrian access points. A turning facility is proposed at podium level allowing for drop off / collection purposes.

3.3.2 The overall development site has been set back to accommodate the future implementation of the DLRCC proposed Golf Lane M50 Overpass to Cherrywood SDZ. The proposed set back and Golf Lane upgrade corridor is presented in Figure 3.5 below.

Pedestrian & Cyclist Access

3.3.3 In addition to the subject site's main access (as located on Golf Lane) which accommodates access to the subject development site by all modes as indicated in Figure 3.5 below, pedestrians/cyclists will be provided with additional convenient dedicated access/egress locations along Glenamuck Road South and Golf Lane.

3.3.4 Dedicated cycle access ramps are proposed between surface level and upper basement level located adjacent to the vehicular access and another located south of the tower accessed off the proposed cycle / ped facility operating along the northern and northeastern site boundary. In addition, pedestrians may also access podium level via an adjacent parallel dedicated pedestrian link from as presented in Figure 3.5 below.

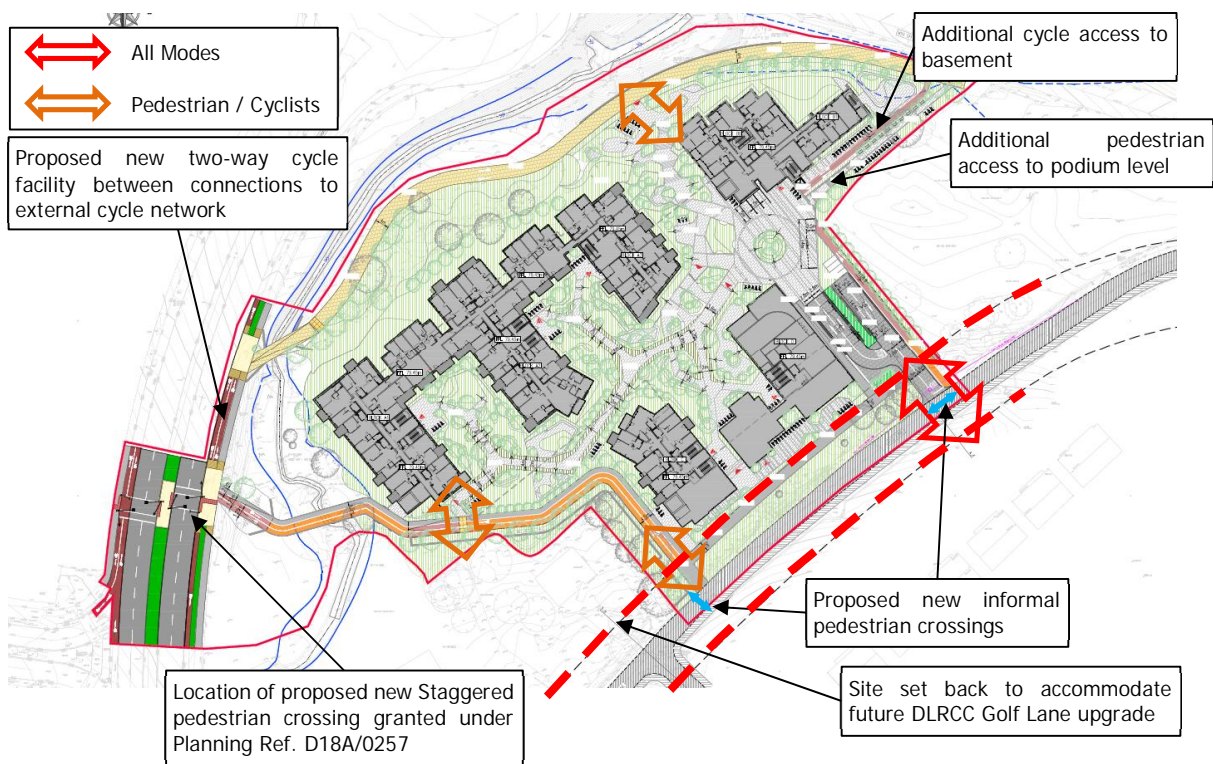


Figure 3.5: Proposed Site Accessibility

3.3.5 The Ballyogan & Environs LAP proposes a new pedestrian link between Glenamuck Road South and Golf Lane. Accordingly, the subject scheme proposals incorporate a new dedicated cycle / pedestrian link between Glenamuck Road South and Golf Lane via the southwestern boundary of the subject site. This new non-vehicular link connects with Golf Lane in the vicinity of the proposed new pedestrian crossing on Glenamuck Road South granted as part of Planning Ref. D18A/0257. The proposed new footpath within the subject site boundary has been set back from the existing Golf Lane corridor so that it can be retained as the footpath along the future Golf Lane upgraded layout.

3.3.6 This new cycle / pedestrian facility will enhance accessibility to The Park retail development as well as the neighbouring LUAS interchange on Ballyogan Road and bus stops on Glenamuck Road and at The Park.

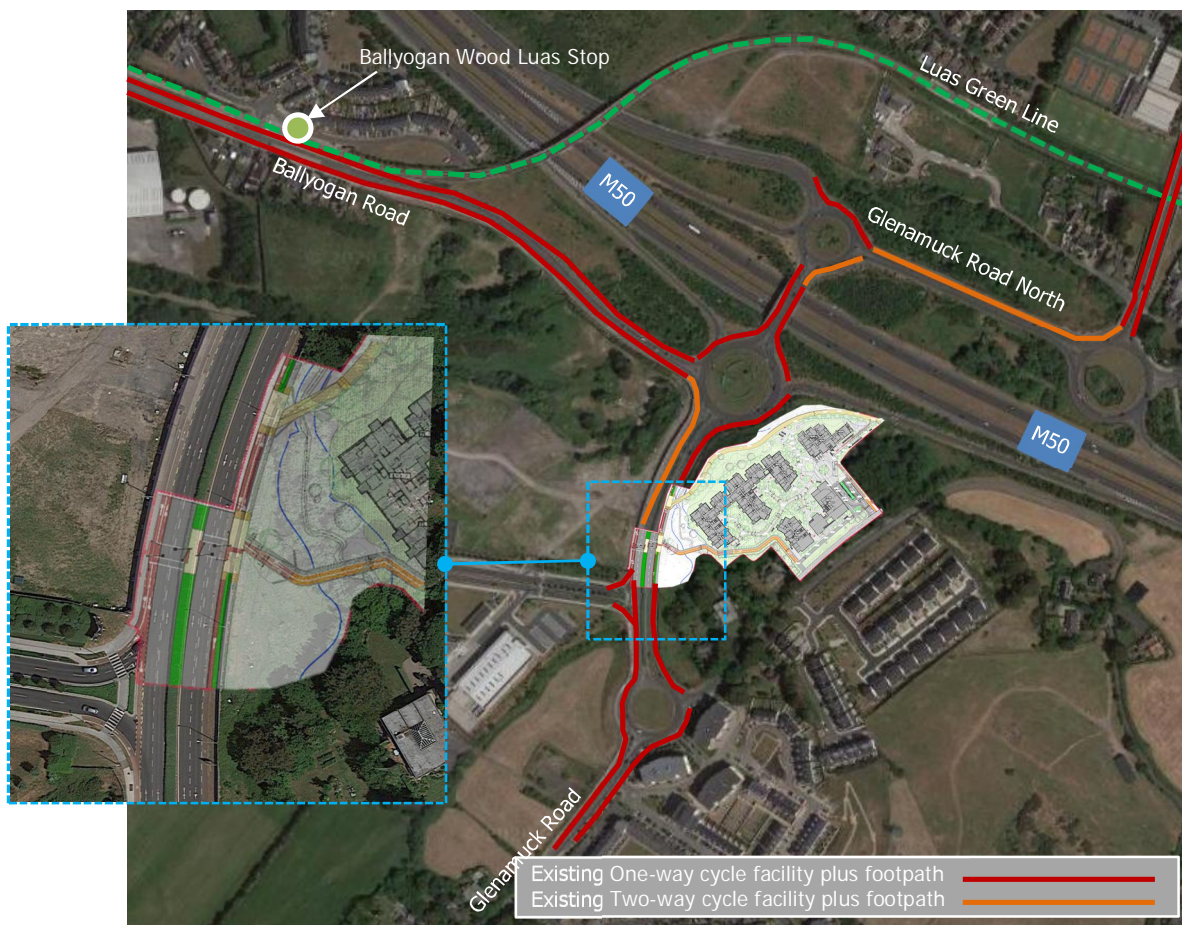


Figure 3.6: Pedestrian / Cycle Connectivity

3.4 EXISTING TRANSPORT FACILITIES & SERVICES

Road Network

3.4.1 The subject development site fronts onto the Golf Lane corridor. Travelling eastbound from the site provides access to Carrickmines Golf Club whilst travelling westbound from the site provides access to the Glenamuck Road corridor. Travelling northbound on Glenamuck Road provides access to Cornelscourt/ Cabinteely/ N11, Sandyford (4.5km) and Dundrum (8km) in addition to access to the strategic M50 Motorway (via Junction 15). Travelling in a southbound direction along Glenamuck Road leads to Kilternan (approx. 2km) and Enniskerry Road. Glenamuck Road is subject to a speed limit of 50kph.

Existing Pedestrian and Cycling Facilities

3.4.2 Pedestrians benefit from existing footway and street lighting provision on both sides of the Glenamuck Road North corridor (as illustrated in Figure 2). The site of the proposed development benefits from relatively good quality cycle facilities across the general area which include the availability of cycle lanes along Glenamuck Road South corridor and on a number of links across the surrounding areas including Ballyogan Road. To the south of the Golf Lane roundabout junction, pedestrians benefit from the provision of a footway and street lighting on only one side (eastern side) of the Glenamuck Road South carriageway. There are currently no dedicated cycle facilities along this section of the corridor (Figure 3.7). Pedestrians also benefit from the provision of a footway and street lighting on the southern side of the Golf Lane corridor. Currently cyclists share the Golf Lane corridor with vehicular traffic.



Figure 3.7: Existing Pedestrian / Cycle Facilities on the Surrounding Road Network

Public Transport – Bus

3.4.3 Go-Ahead operates a bus service in the vicinity of the subject site. Go-Ahead Bus Route 63 operates services between Kiltiernan and Dún Laoghaire. As presented on Figure 3.8 below, the nearest Go Ahead Route 63 southbound bus stop (Bus Stop Number 7360) is located approximately 450m west of the subject site access whilst the nearest northbound bus stop for Go-Ahead Bus Route 63 (Bus Stop Number 7324) is located approximately 400m southwest of the subject site access.

3.4.4 The Go-Ahead operated bus service operates on a daily basis seven days a week and offers frequent schedules as summarised in Table 3.1 below.

Route No.	Route	Mon – Fri	Sat	Sun
63	Dún Laoghaire – Kiltiernan	34	34	30
	Kiltiernan - Dún Laoghaire	33	34	30

Table 3.1: Go-Ahead Bus Service Quantity (Source: TFI)

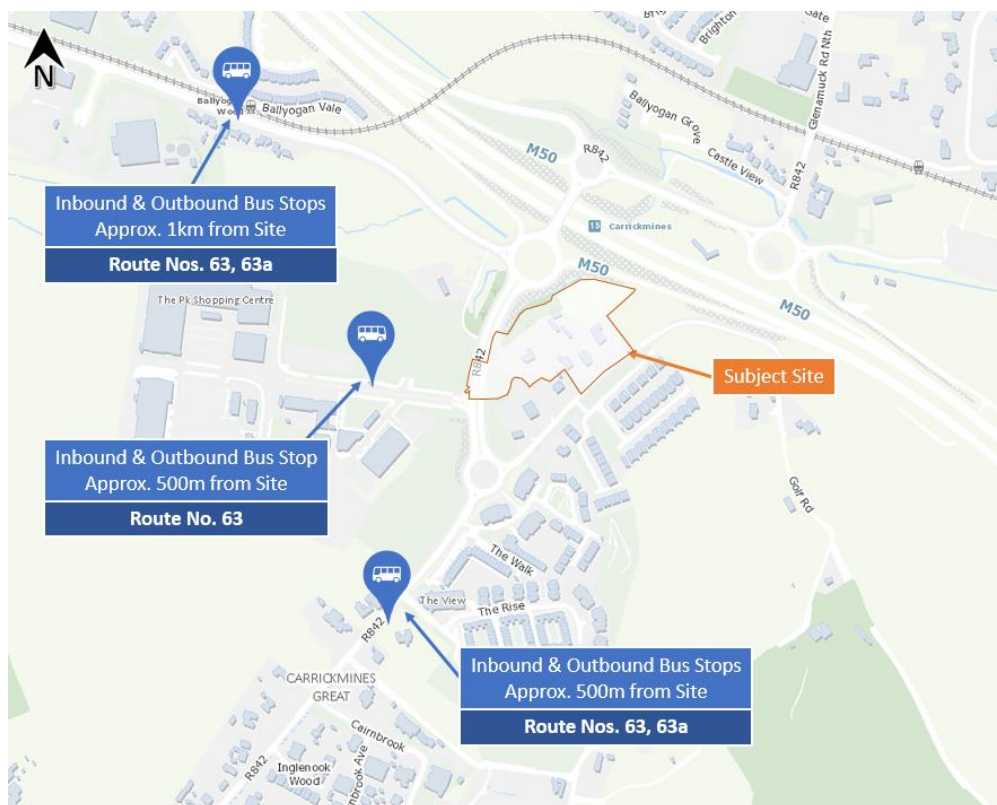


Figure 3.8: Existing Go-Ahead Bus Interchanges (Source: GeoHive)

Public Transport – Heavy Rail

3.4.5 Killiney Train Station is located approximately 4.5km east of the subject site whilst Dún Laoghaire Station is 5.5km to the northeast. Both of these interchanges provide access to DART and regional Commuter rail services.

Public Transport – LUAS

3.4.6 The closest LUAS Green Line interchanges (Ballyogan Wood and Carrickmines) are both located approximately 850m (11-minute walk) walking distance to the northwest and northeast of the subject site respectively, via the Ballyogan Road and Glenamuck Road North. The LUAS Greenline currently provides access to Sandyford, Dundrum and the City Centre to the north in addition to intermediate destinations along its route (Figure 3.9). Table 3.2 below summarises the frequency with which the Luas Green Line service operates.



FIGURE 3.9: Luas Greenline Destinations (Source: LUAS)

Time	Monday – Friday	Saturday	Sunday
Peak	4-10	13-15	11-12
Off Peak	10-15	15	12-15

Table 3.2: LUAS Service Frequency (minutes)



Figure 3.10: Existing Public Transport Service

3.5 FUTURE FACILITIES

Cycle Network Proposals

Greater Dublin Area Cycle Network Plan

3.5.1 In December 2013, the NTA published the report entitled *Greater Dublin Area Cycle Network Plan*. The report summarises the findings of a comprehensive body of work detailing a proposed Cycle Network incorporating Urban, Inter-urban and Greenroute networks covering the six county council areas that together form the defined Greater Dublin Area (GDA).

3.5.2 The subject site is located within the GDA Cycle Network sector designated as the “Dublin South East Sector”. In the vicinity of the subject site the following route additions are proposed as indicated in Figure 3.11: -

1. Route 11C: south from Goatstown Cross on Drummartin Link Road/ Kilgobbin Road/ Ballyogan Road to Carrickmines,
2. A new feeder route linking the Inter-Urban cycle route (D1) with a proposed Secondary cycle route along Glenamuck Road (11C), and
3. New and extended Greenway route from Shanganagh to Sandyford along the Carrickmines Stream and Ballyogan.



Figure 3.11: Proposed Cycle Network (Source: Sheet N8 GDA Cycle Network Plan)

Ballyogan & Environs Local Area Plan (BELAP) 2019-2025

3.5.3 Figure 4.11 and Table 4.6 of the BELAP outline the new linkages in the LAP area. The pedestrian / cycle links proposed in the immediate vicinity of the subject development site include;

- **Link No. 1** Glenamuck Road to Kilgobbin Road Greenway
“this dedicated Greenway Spine traversing the Plan area from east to west, would provide safe and dedicated cycling/walking linkages through the central landholdings connecting Glenamuck Road and

Kilgobbin Road and continuing on the existing Greenway in Stepside North to Enniskerry Road”.

- **Link No. 27** – Golf Lane Link

“Would link the Ballyogan Stream greenway spine (Link 1) through to the Kiltiernan Link Road”.

- **Link No. 20** – The Park Carrickmines to Glenamuck Road

“This Link would connect the main ‘crossroads’ in The Park Carrickmines to the new Glenamuck District Distributor Road, and onward to Glenamuck Road, providing a route from Kiltiernan to The Park Carrickmines”.

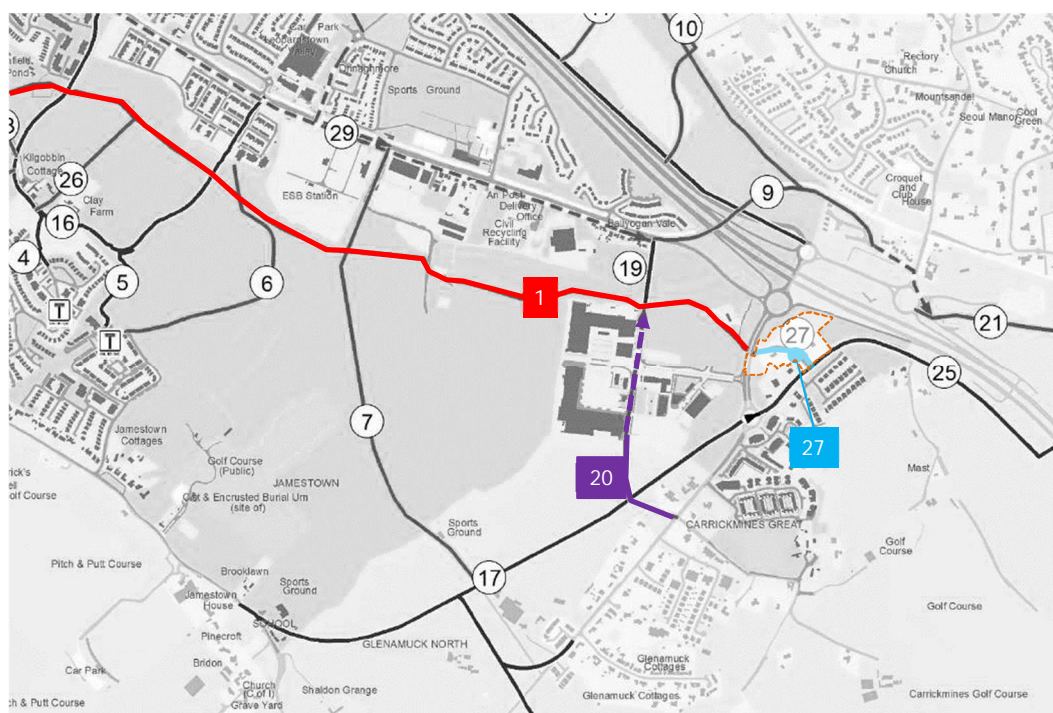


Figure 3.12: Future Cycle Infrastructure Proposals

3.5.4 **Link No. 27** described above is indicatively shown to travel through the subject development site. Accordingly, a dedicated cycle / pedestrian link has been incorporated into the subject scheme proposals as will be discussed in greater detail later in this TTA report.

Public Transport Proposals – BusConnects

3.5.5 BusConnects is an initiative launched by the National Transport Authority with the aim of overhauling the bus system in the Dublin Region. This initiative includes review of bus services, the definition core bus network which

comprises radial, orbital and regional core bus corridors. It also includes enhancements to ticketing and fare systems as well as transition to a new low emission vehicle fleet.

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

- Increasing the overall amount of bus services. Providing new and frequent orbital services connecting more outer parts of the city together;
- Simplifying the bus services on the key radial into “spines” where all buses will operate under a common letter system and buses will run very frequently and be more evenly spaced;
- Increasing the number of routes where buses will come every 15 minutes or less all day;
- The frequent network would become a web-shaped grid, with many interchange opportunities to reach more destinations. Everywhere that two frequent routes cross, a fast interchange is possible; and
- Additional service would be provided at peak hours to limit overcrowding.

3.5.7 In relation to the subject site, following this redesign of the bus network, the proposed development will be located in close proximity to the new BusConnects route L26 which will replace the existing Go-Ahead Bus route 63. This bus service will operate every 30 minutes on a daily basis

3.5.8 Figure 3.13 illustrates bus service proposals in the area and the frequency available for each route on a neutral weekday as detailed in the BusConnects redesign.

3.5.9 The Bus Network Redesign is the first step in a series of transformative changes to Dublin’s bus network over the coming years. However, the next steps in this initiative are the improvements to the infrastructure and operation of the proposed Bus network which include:

- building a network of “next generation” bus corridors on the busiest bus lines to make bus journeys faster, predictable and reliable;

- developing a state-of-the-art ticketing system using credit and debit cards or mobile phones to link with payment accounts and making payment much more convenient;
- implementing a cashless payment system to vastly speed up passenger boarding times;
- a simpler fare structure, allowing seamless movement between different bus services without financial penalty;
- new bus stops with better signage and information and increasing the provision of additional bus shelters; and
- transitioning to a new bus fleet using low-emission vehicle technologies.

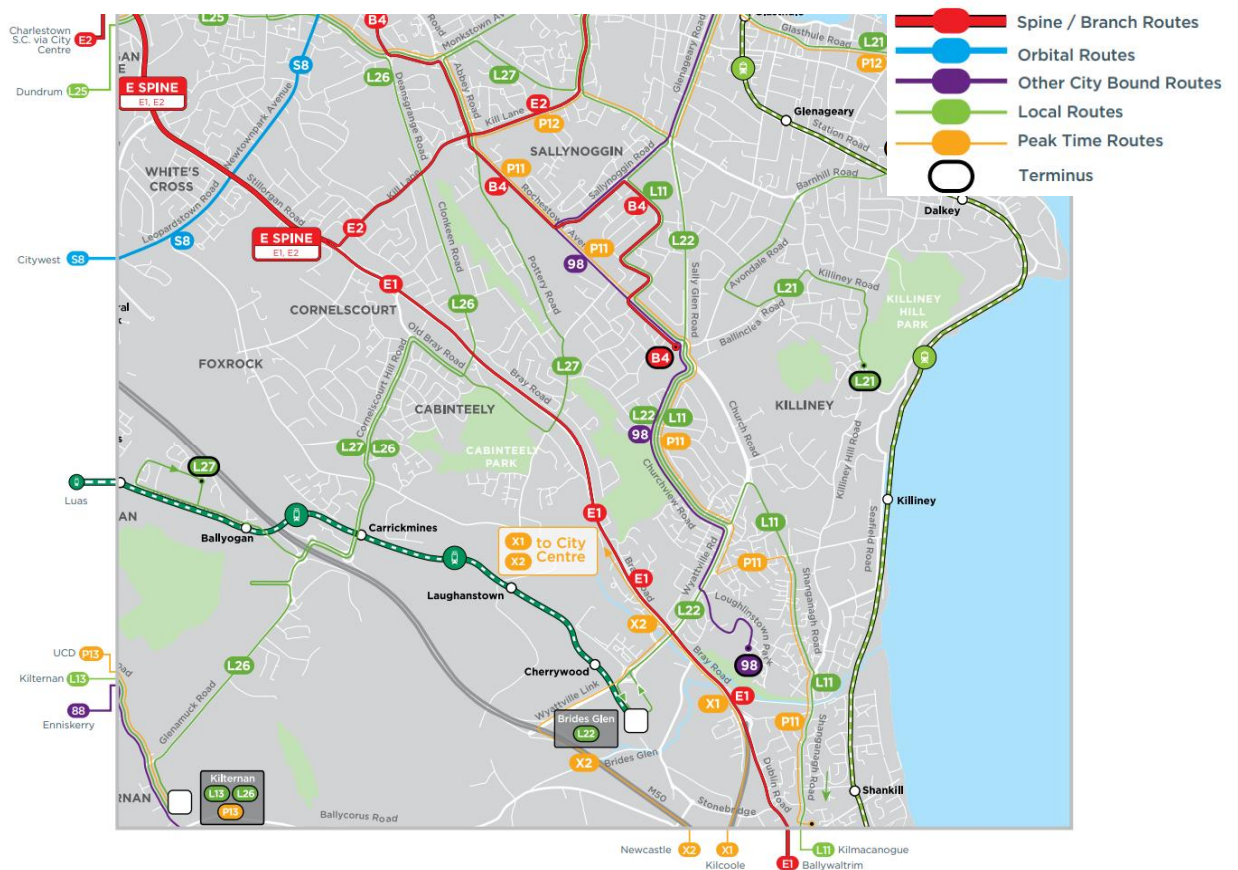


Figure 3.13: Proposed Bus Network (Source: BusConnects)

Public Transport Proposals – Luas & Metro

3.5.10 According to current proposals by the NTA & TII, the proposed MetroLink will operate from Charlemont, immediately south of the Grand Canal, and will provide links to City Centre locations and Dublin Airport, terminating in Swords.

- 3.5.11 Residents of the proposed development will be able to avail of the proposed Metro Line through the Luas Green Line services accessible at the, Ballyogan Wood or Carrickmines Luas interchanges.
- 3.5.12 Other proposed extensions to the Luas network include a Lucan Line operating from the City Centre to Lucan and the extension of the Green Line south from Brides Glen to Bray. Figure 3.14 below shows the existing Luas network with the proposed service extensions and Metro Line.

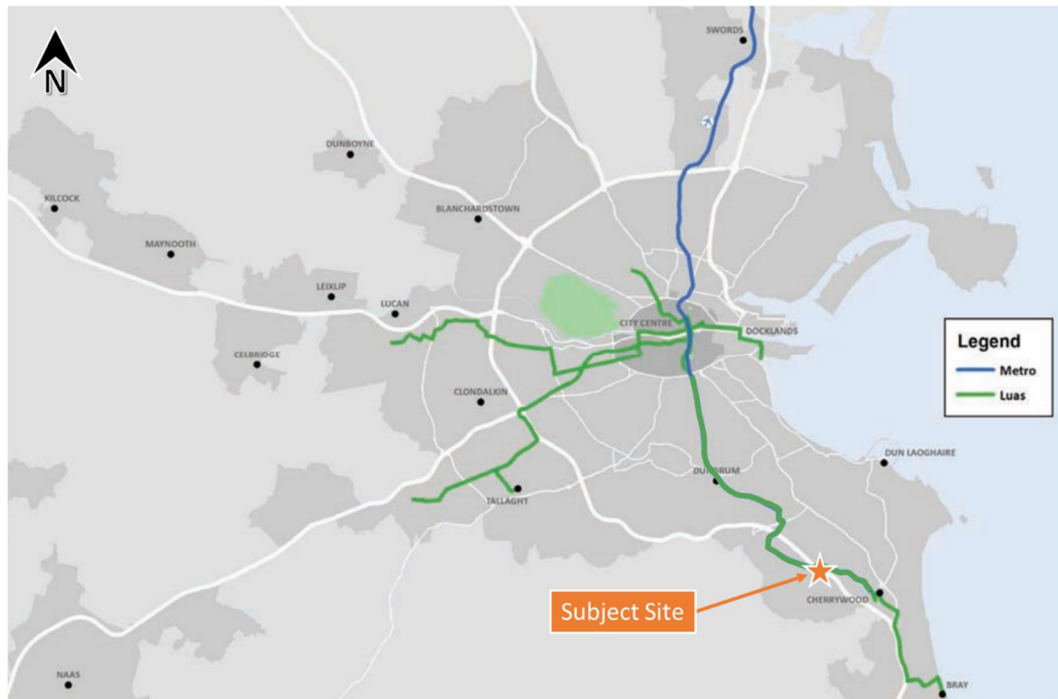


Figure 3.14: Proposed Light Rail Network (Source: NTA)

Public Transport Proposals

- 3.5.13 A Bus priority network is proposed within Map No. T2 of the DLRC Development Plan 2016-2022 as presented in Figure 3.15 below. The proposals include for a bus priority scheme along Glenamuck Road and continuing through to the R117 Enniskerry Road South of the Enniskerry Road / Glenamuck Road junction.

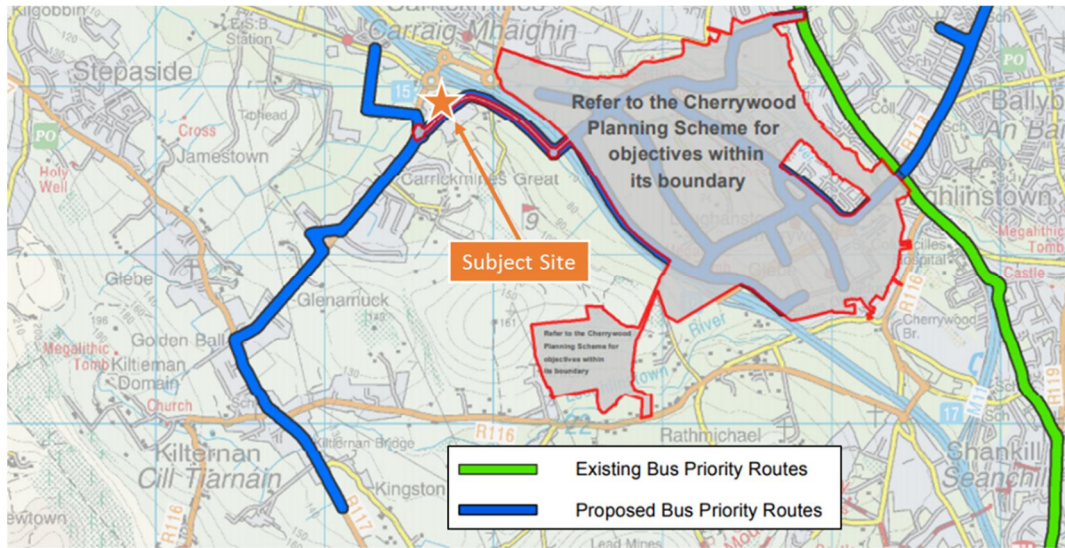


Figure 3.15: Proposed Bus Priority Network (Source: Extract from Map No. T2 DLRCC
Development Plan 2016-2022)



CHAPTER 4

Commuter Trends & Transport Needs

4.1 INTRODUCTION

4.2 SUBJECT SITE PROPOSED MODAL SPLIT

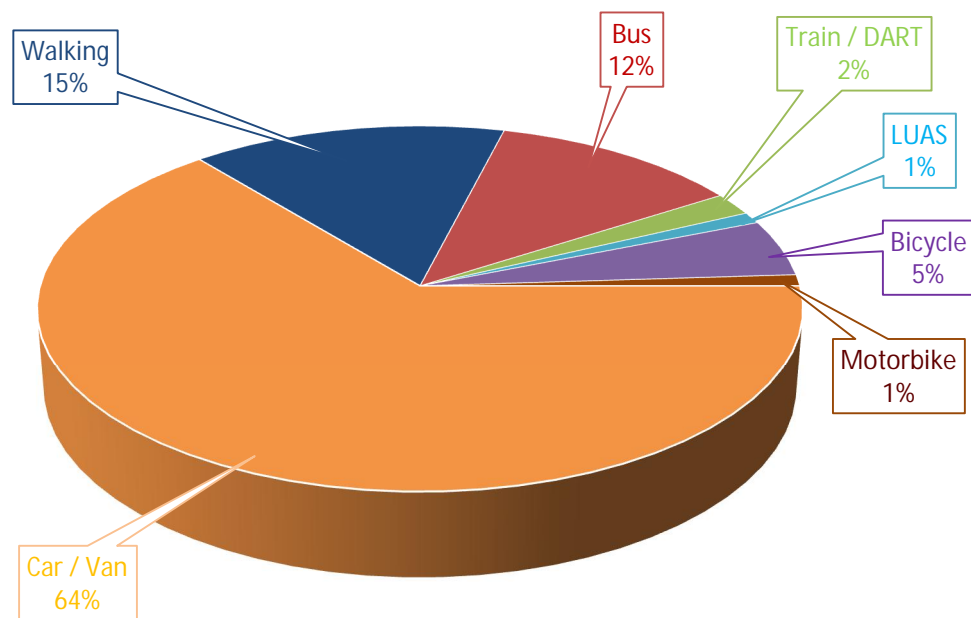
4.0 COMMUTER TRENDS & TRANSPORT NEEDS

4.1 INTRODUCTION

4.1.1 It is important where feasible to establish travel trends and area specific transport needs when initially developing a 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. 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.

4.1.2 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.

4.1.3 The current modal split for the Greater Dublin Area is indicated in the figure below (source: National Household Travel Survey 2012): -



Graph 4.1: Current Modal Split in Greater Dublin Area (source: www.nationaltransport.ie)

4.1.4 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.). These modal splits are illustrated on the pie charts contained within Appendix A of this document.

Trip Purpose \ Mode	Car/ Van	Taxi	Bus	Train/ DART	Luas	Bicycle	Walking
Grocery Shopping	31%	17%	21%	4%	12%	16%	29%
Leisure/Sport	19%	47%	23%	31%	30%	46%	42%
Travelling to Work	18%	7%	16%	25%	21%	17%	6%
Other Shopping	14%	10%	20%	16%	17%	7%	12%
Education	9%	3%	11%	3%	6%	9%	6%
Business as part of work	7%	6%	5%	12%	9%	3%	3%
Other purpose	2%	11%	5%	10%	4%	1%	3%

Table 4.1: Purpose of Trip based on Modal Split in Greater Dublin Area
 (source: www.nationaltransport.ie)

4.1.5 The Central Statistics Office's SAPMAP (Small Areas Population Map) data has also been investigated to determine the travel trends within the local vicinity of the subject residential development. SAPMAP is an interactive mapping tool that allows users to pinpoint a location on the map and access 2016 census data related to that area.

4.1.6 A number of residential developments close to the subject site were analysed to establish current commuter trends of areas with similar characteristics to that of the proposed development. This analysis will form the basis of the initial travel characteristics that could be generated by the proposed residential development at the subject site.

4.1.7 Figure 4.1 below illustrates the areas selected for this analysis. These residential sites were selected due to their proximity to the subject site and as such best represents the development's future travel trends prior to the positive influence of the MMP initiative detailed within this MMP.

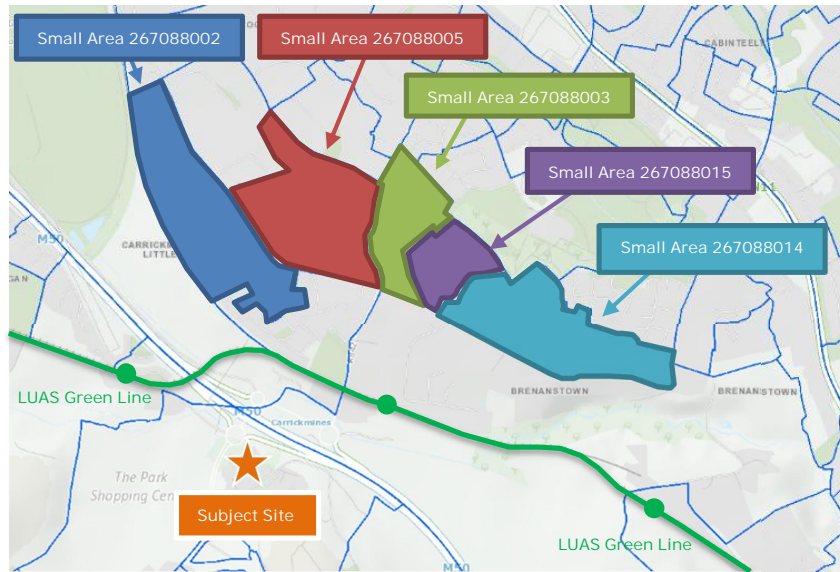
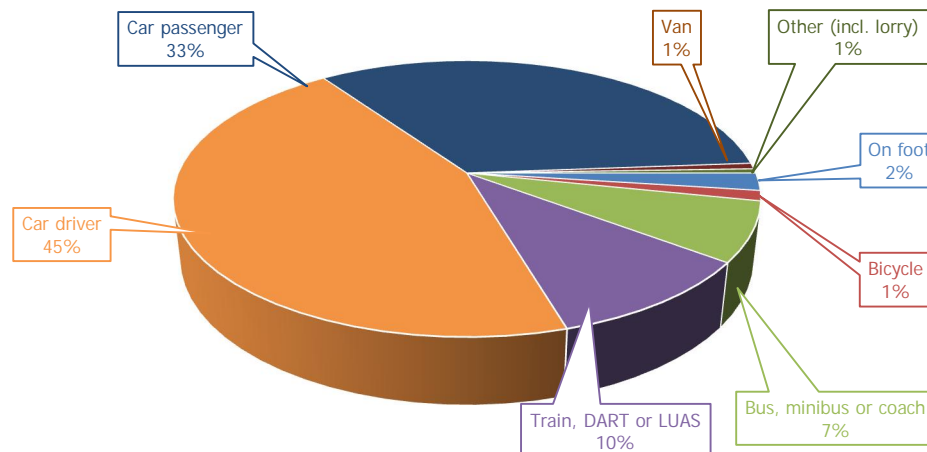


Figure 4.1: Residential Areas of Interest for Trend Analysis (source: <http://census.cso.ie/sapmap/>)

4.1.8 The local residential areas analysed include the following: -

1. Brighton Road, Dunboy (small area 267088002);
2. Kerry Mount Avenue (small area 267088005);
3. Claremont Pines (small area 267088003);
4. Carrickmines Dale, Carrickmines Avenue (small area 267088015); and
5. Brennanstown Road (small area 267088014).

4.1.9 The analysis highlighted the trend in modes used by the residents when travelling to work or school from their homes. The summary of the data for the aforementioned 5 selected sites have been summarised and illustrated in the following Graph 4.2.



Graph 4.2: Current (2016) Modal Split for Existing Residential Developments

- 4.1.10 The above graph indicates that the car was the primary mode of transportation in the study area at 78% (travelling as car driver and car passenger) in 2016.
- 4.1.11 Rail based public transport forms the next most utilised mode of travel after the private car with 10% of commuters in the area opting to use the train, DART or LUAS.
- 4.1.12 Approximately 7% of residents in the adopted local study area use the bus as a mode of transport to travel to / from school or work.
- 4.1.13 Walking and cycling are viable modes of transport for those who work close to the residential development however, the analysis reveals that only 1% of the study area population choose cycling as a mode of sustainable transport while 2% travel on foot.

4.2 SUBJECT SITE PROPOSED MODAL SPLIT

- 4.2.1 It is considered that an appropriate aim of the MMP would be to reduce the level of single occupancy car trips from the subject site and promote the utilisation of sustainable modes of travel. The key target of this MMP will therefore be to reduce car driver from the subject site from 45% to 30% over the development build-out period (up to the 2038 Horizon Year). This equates to a 15% overall reduction in single occupancy vehicle trips. 'The Essential Guide to Travel Planning' (DfT (UK) 2008) states that *"good travel plans have succeeded in cutting the number of people driving to work by 15%."*
- 4.2.2 The MMP would subsequently seek to transfer this previous 'car' based trips onto the following modes / travel options:
- LUAS
 - Bus
 - Cycle
 - Walking, and
 - Car Sharing



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 residents' awareness to the other travel alternatives available.

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

- (a) Reduce existing levels of private car use by encouraging people to walk, cycle, use public transport, car share or even reduce the number of trips undertaken / required;
- (b) Make all residents aware of 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;
- (g) Managing the ongoing development and delivery of the Mobility Management Plan with future residents;
- (h) Promoting smarter working 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 dissemination 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.);
- Safe routes to school literature;
- Cost data comparing public transport and private car journeys; and
- The health benefits of walking and cycling to include safety advice.

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

5.2.5 Similarly, if a resident is unaware of the availability of service and proximity of local shops and facilities, 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 employment, education, health, leisure, recreation and shopping purposes, including identifying local amenities available that reduce the need to travel longer distances;
- Reduce the vehicular traffic generated by the development to a lower level of car trips than that predicted within the Traffic and Transport Assessment; 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 reduce 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 35% 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 a 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 35% of the residential units are occupied;

A5 – Identify 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 development as a sustainable community;

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 (Reference Section 4.2)

- 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 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 Baseline surveys cannot be collated at this time as the scheme does not physically exist. Nevertheless, interim mode share MMP targets have been identified for the first year after initial occupation of the proposed residential development (e.g. approx. 100 units). These targets will be reviewed within six months of the baseline travel survey of residents being completed. This baseline data will provide a better understanding about what is achievable and what measures best suit the subject site.
- 5.3.7 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 at adjoining residential areas as previously introduced in Chapter 4.

Mode of Travel	Local Area Mode Split (Census, 2016)	1 st Year Target (2023)	MMP 5-year Target (2028)
On Foot	2%	4%	5%
Bicycle	1%	3%	10%
Bus/Minibus/Coach	7%	8%	9%
Train/DART/LUAS	10%	15%	18%
Motorcycle/Scooter	0%	0%	1%
Car Driver	45%	40%	30%
Car Passenger	33%	28%	25%
Van	1%	1%	1%
Other (incl. lorry)	1%	1%	1%

Table 5.1 Interim Mode Share Targets for the Development

- 5.3.8 The above targets are intended to be both realistic and aspirational as to act as a motivation for the MMP in general whilst remains 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.



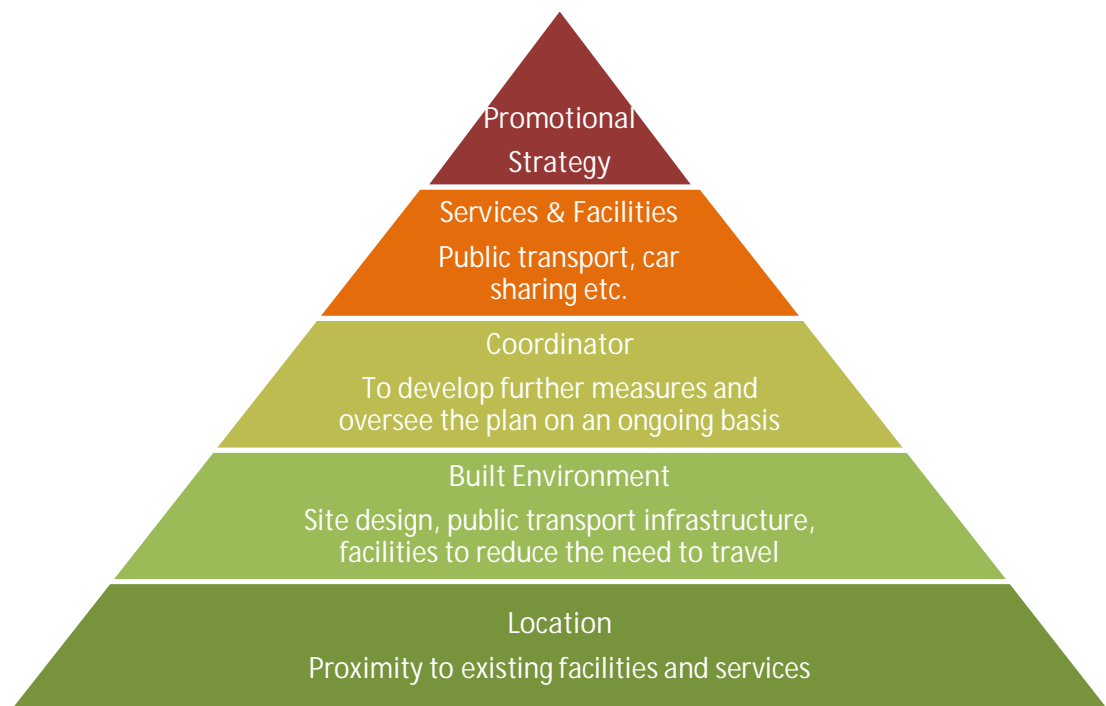
- 6.1 INTRODUCTION
- 6.2 MODE SPECIFIC MEASURES
- 6.3 MANAGEMENT &
MONITORING MEASURES
- 6.4 MARKETING & PROMOTION
MEASURES

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 of potential strategy measures that could be considered at the subject Glenamuck Road 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.



Figure 6.1 Glenamuck Road 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 of facilities
- b) Cycling – discounted cycle purchase, bike service workshops, cycle training
- c) Public Transport (Bus, Luas) – discounted travel tickets
- d) Private Car Strategy including car sharing and car clubs

6.3 MANAGEMENT & MONITORING MEASURES

6.3.1 Ensuring the success of a Mobility Management Plan, defining a management structure is critical to its effective implementation. Therefore, a Mobility Manager must be appointed, and a Resident’s Group should be established if possible. 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.

6.4 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.

6.4.3 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 local shops, schools, health facilities, bus stops and Luas stops within the vicinity of the subject development site.

6.4.4 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 to / from the site, in addition to fare and timetable information for public transport.

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



- 7.1 OVERVIEW
- 7.2 MANAGEMENT & MONITORING STRATEGY
- 7.3 WALKING STRATEGY
- 7.4 CYCLING STRATEGY
- 7.5 PUBLIC TRANSPORT STRATEGY
- 7.6 PRIVATE CAR STRATEGY
- 7.7 MARKETING & PROMOTION STRATEGY

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 either 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. Where full funding is not available from internal sources, external funding sources will be investigated. 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 residents and management,
- To show that both financial and resource input is being utilised to maximum effect.

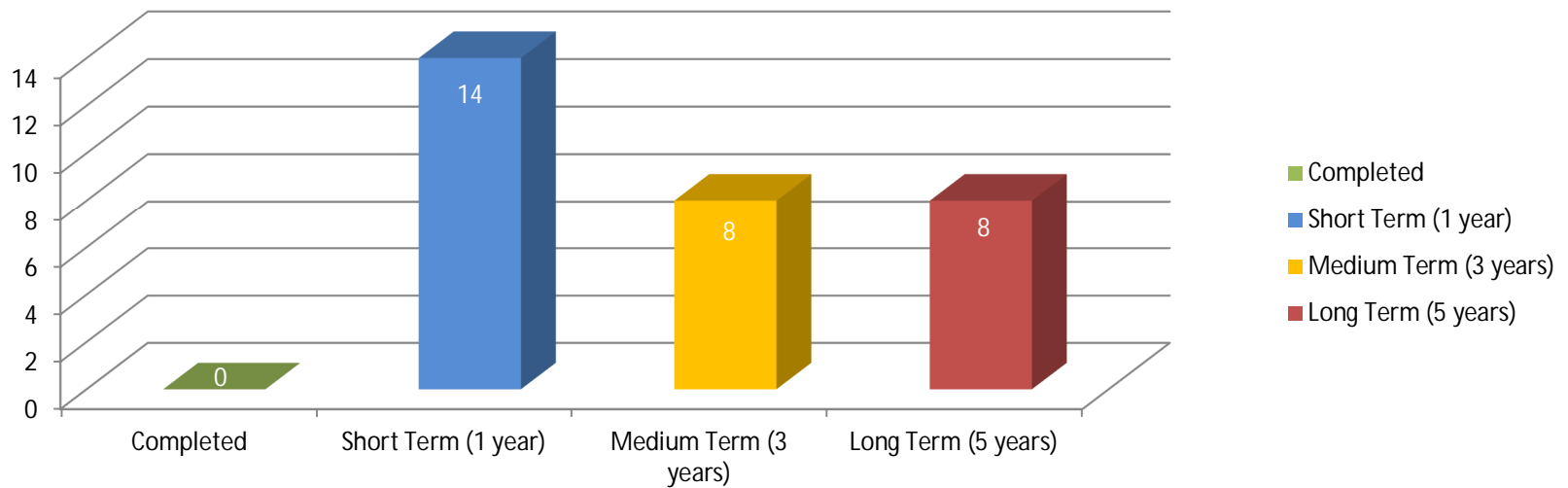
7.2.3 To ensure that the MMP is responsive to emerging opportunities and operational requirements, the status of the principal management and monitoring focused initiatives of the development's MMP are outlined in Table 7.1 below.

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 MMP Steering Group and meeting/reporting arrangements	-	✓	-	-		
MMS 3	Nominate MMP 'Champion' and role (Senior Management)	-	✓	-	-		
MMS 4	Establish MMP 'Charter' and confirm senior management support for: <ul style="list-style-type: none"> MMS 4a – MMP memorandum of understanding MMS 4b – Identify and agree MMP objectives MMS 4c – Review and establish MMP targets 	-	✓ ✓ ✓	- - ✓	- - ✓		
MMS 5	In partnership with Local Authority review funding opportunities and potential budgets for: <ul style="list-style-type: none"> 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 6	Establish 'External' engagement contacts and collaboration programme	-	✓	-	-		
MMS 7	Agree Monitoring and Reporting Programme with respect to: <ul style="list-style-type: none"> MMS 7a – Resident Travel Surveys MMS 7b – Roll out / uptake of MMP initiatives MMS 7c – MMP Budgets MMS 7d – MMP performance (KPI's) 	-	✓ - ✓ ✓	- ✓ ✓ -	✓ ✓ ✓ -		
MMS 8	Explore the opportunity and benefit of establishing mode specific 'user' groups (e.g. walking, cycling etc.)	-	-	✓	-		

MMS 9	Review travel practises by trip purpose and implement policy to encourage sustainable travel practices	-	-	-	✓		
MMS 10	Explore the opportunity of appointing a resident 'Champion' for each mode specific 'user' group (e.g. walking, cycling, public transport etc.)	-	-	-	✓		
MMS 11	A Sustainable Travel Pack to be provided to new residents	-	✓	✓	-		

7.2.4 The identified Management and Monitoring strategy promotes a total of 21 measures. The implementation schedules of these measures are outlined in Graph 7.1 below.



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

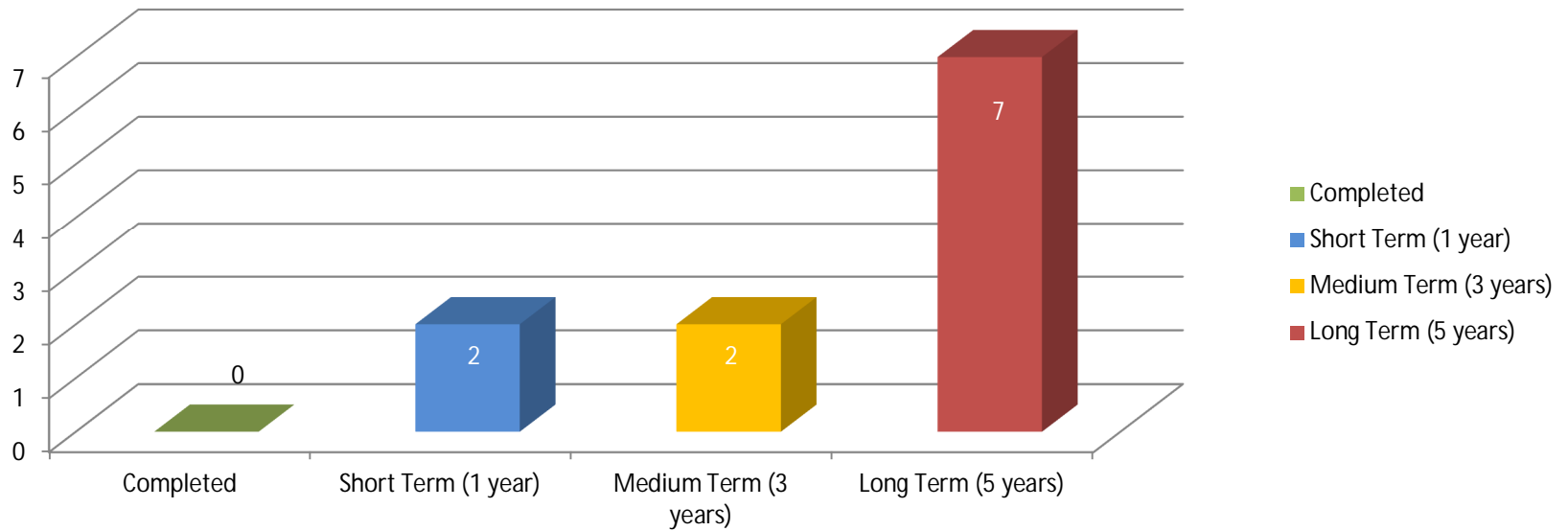
7.3 WALKING STRATEGY

7.3.1 The status and preliminary scheduling of the principal walking focused initiatives of the Residential 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	Explore the opportunity of creating a calendar of 'Walking' Events and incentives:						
	• WS 2a - Walk to work/school week	-	-	-	✓		
	• WS 2b - Walk on Wednesdays	-	-	-	✓		
	• WS 2c - Pedestrian Training	-	-	-	✓		
	• WS 2d - Travel diary with incentive/awards scheme	-	-	-	✓		
WS 3	Investigate the potential benefit and uptake of setting up a 'buddying' scheme to address personal security issues of walking:						
	• WS 3a - Commuters • WS 3b - School children	- -	- -	✓ ✓	- -		
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 11 measures. The preliminary implementation schedule of these walking initiatives is outlined in Graph 7.2 below.



Graph 7.2 Roll-out of MMP's Walking Initiatives

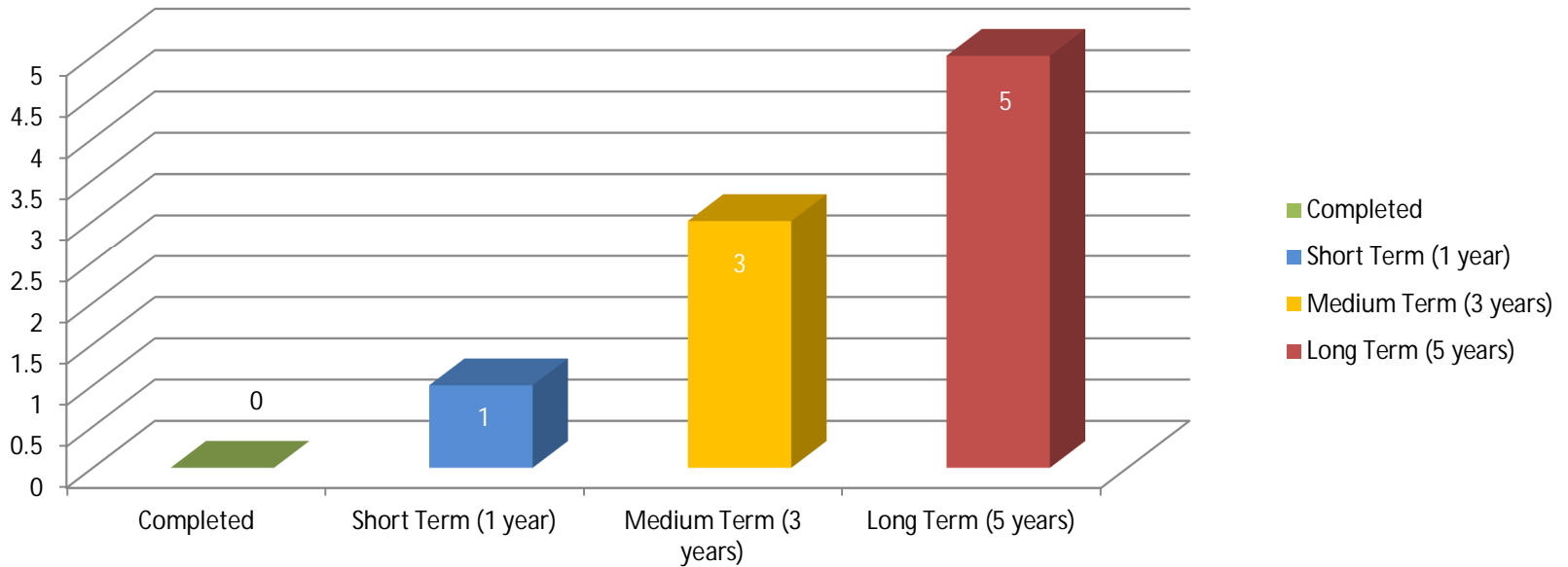
7.4 CYCLING STRATEGY

7.4.1 The status and preliminary scheduling of the principal cycling focused initiatives of the Residential MMP are outlined in the 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	Investigate the potential benefit and uptake of setting up a 'buddying' scheme to address personal security issues associated with cycling	-	-	-	✓		
CS 2	Explore the opportunity of establishing a Bike Users Group	-	-	-	✓		
CS 3	Develop a 'Cycling' Accessibility Sheet for the site	-	✓	-	-		
CS 4	Explore the opportunity of creating a calendar of 'Cycling' Events and incentives	-	-	✓	-		
CS 5	Undertake route audit and implement a review program to ensure appropriate infrastructure is provided/upgraded to meet cycling requirements for external routes to key off-site destinations	-	-	-	✓		
CS 6	Investigate the potential demand for providing cycle training	-	-	-	✓		
CS 7	Explore the potential for launching a Travel Diary incentive/awards scheme	-	-	-	✓		
CS 8	Examine the opportunity and potential benefits and uptake of Bike service/maintenance workshops	-	-	✓	-		
CS 9	Market/Publicise the potential availability of employer operated discounted cycle purchase incentives	-	-	✓	-		

7.4.2 The MMP's Cycling Strategy promotes a total of 9 measures. The preliminary implementation schedule of these cycling initiatives is outlined in Graph 7.3 below.



Graph 7.3 Roll-out of MMP's Cycling Initiatives

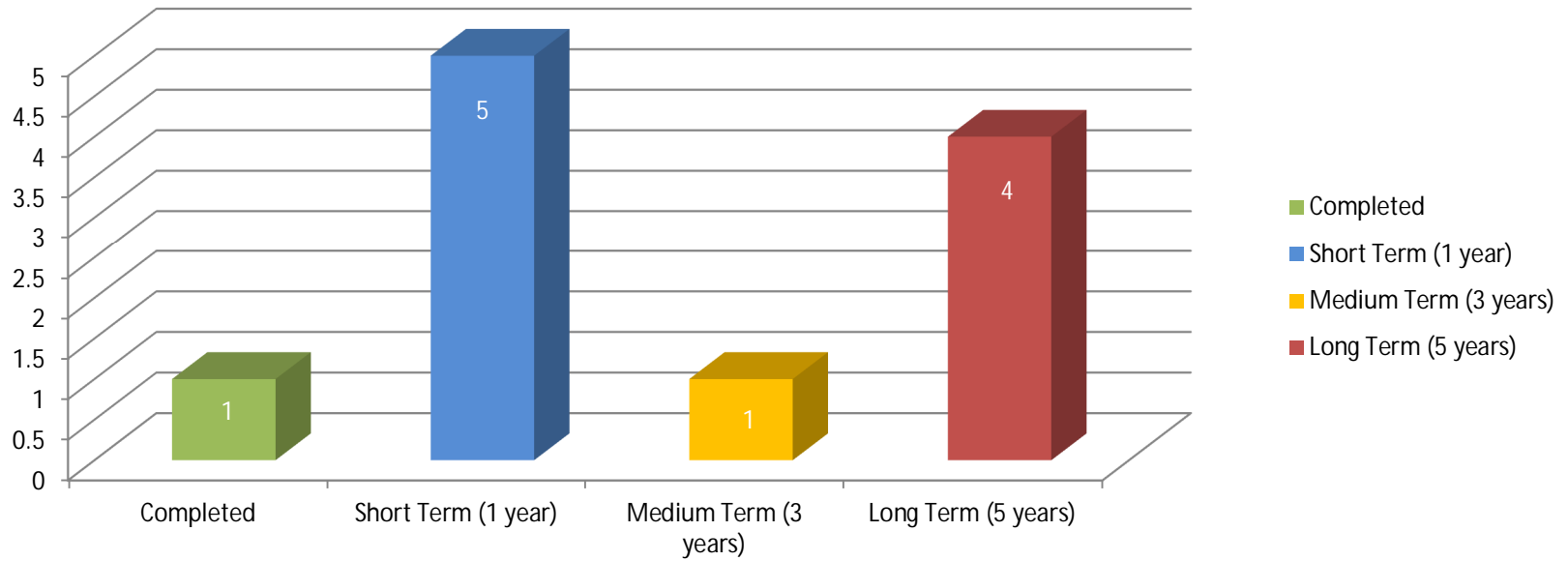
7.5 PUBLIC TRANSPORT STRATEGY

7.5.1 The status and preliminary scheduling of the principal public transport focused initiatives of the Residential MMP are outlined in the 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: <ul style="list-style-type: none"> PTS 1a - maintaining the existing bus services PTS 1b - Enhancing the catchment of this service 	✓ -	- -	- -	- ✓		
PTS 2	Market/Publicise the potential for residents through their employers to purchase both annual and monthly TaxSaver tickets	-	✓	-	-		
PTS 3	Investigate the potential benefits of establishing a Public Transport Users Group	-	-	-	✓		
PTS 4	Develop a 'Public Transport' Accessibility Sheet for the site	-	✓	-	-		
PTS 5	Compile and disseminate a 'Public Transport' Fact Sheet	-	✓	-	-		
PTS 6	Explore the opportunity of implementing a calendar of 'Public Transport' Events and incentives	-	-	-	✓		
PTS 7	In partnership with Dublin Bus/LUAS and local authority ensure all local bus/Luas interchanges display up to date timetables, fare and route information	-	-	✓	-		
PTS 8	Encourage the use/initiatives for buses/LUAS where feasible for a range of different travel purposes	-	✓	-	-		
PTS 9	Promote the availability of the TaxSaver scheme	-	✓	-	-		
PTS 10	Explore the potential of a Travel Diary incentive/awards scheme	-	-	-	✓		

7.5.2 The identified Public Transport strategy promotes a total of 11 measures. The implementation schedule of these measures is outlined in Graph 7.4 below.



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

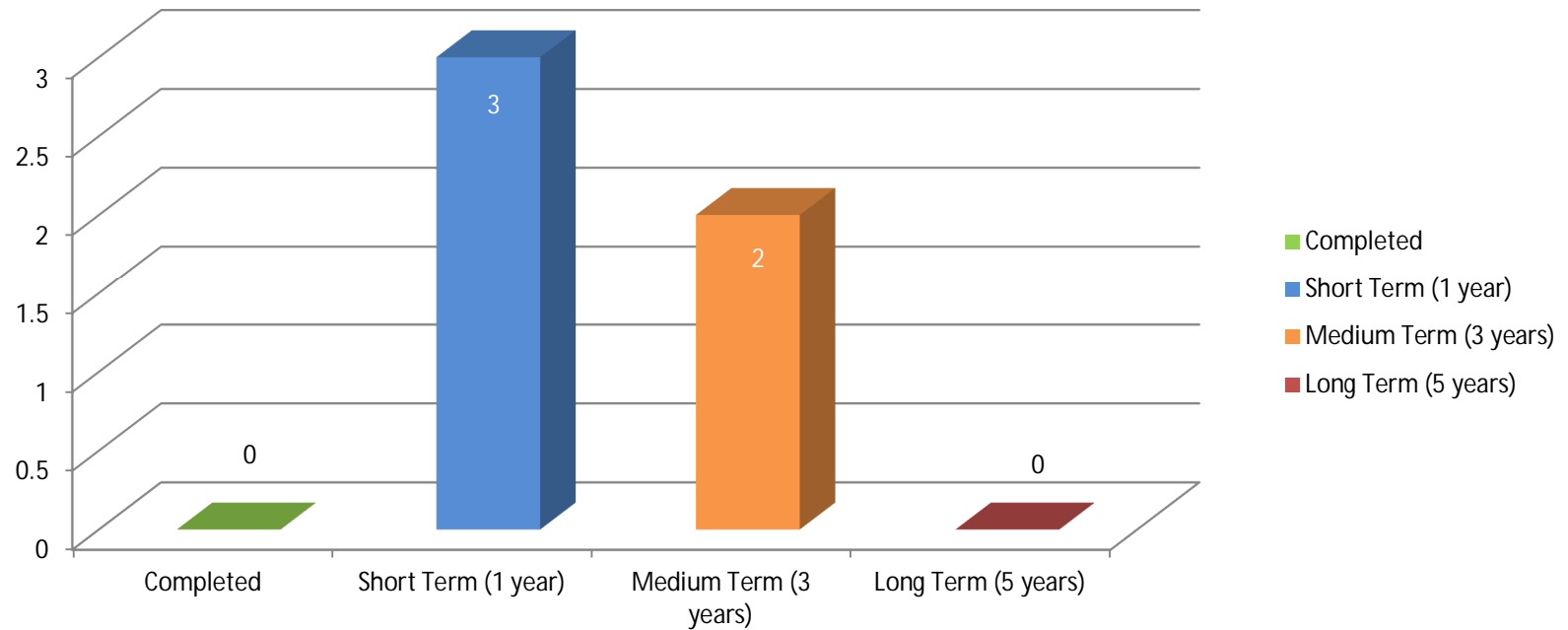
7.6 PRIVATE CAR STRATEGY

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

Table 7.5 Preliminary Schedule of MMP's Private Car Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
PCS 1	Investigate the benefits of developing a 'Car' Fact Sheet	-	✓	-	-		-
PCS 2	Explore the opportunities of encouraging informal arrangements between residents for 'shared' travel to work practices	-	-	✓	-		
PCS 3	Encourage use of existing formal car sharing website (www.carsharing.ie)	-	✓	-	-		
PCS 4	Explore the opportunities of informal arrangements between residents for travel to school/college	-	-	✓	-		
PCS 5	Determine the suitability/potential/benefits of a local Car Club scheme	-	✓	-	-		-

7.6.2 The MMP's Private Car Strategy promotes a total of 5 measures. The preliminary implementation schedule of these private car focused initiatives is outlined in Graph 7.5 below.



Graph 7.5 Roll-out of MMP's private Car Initiatives

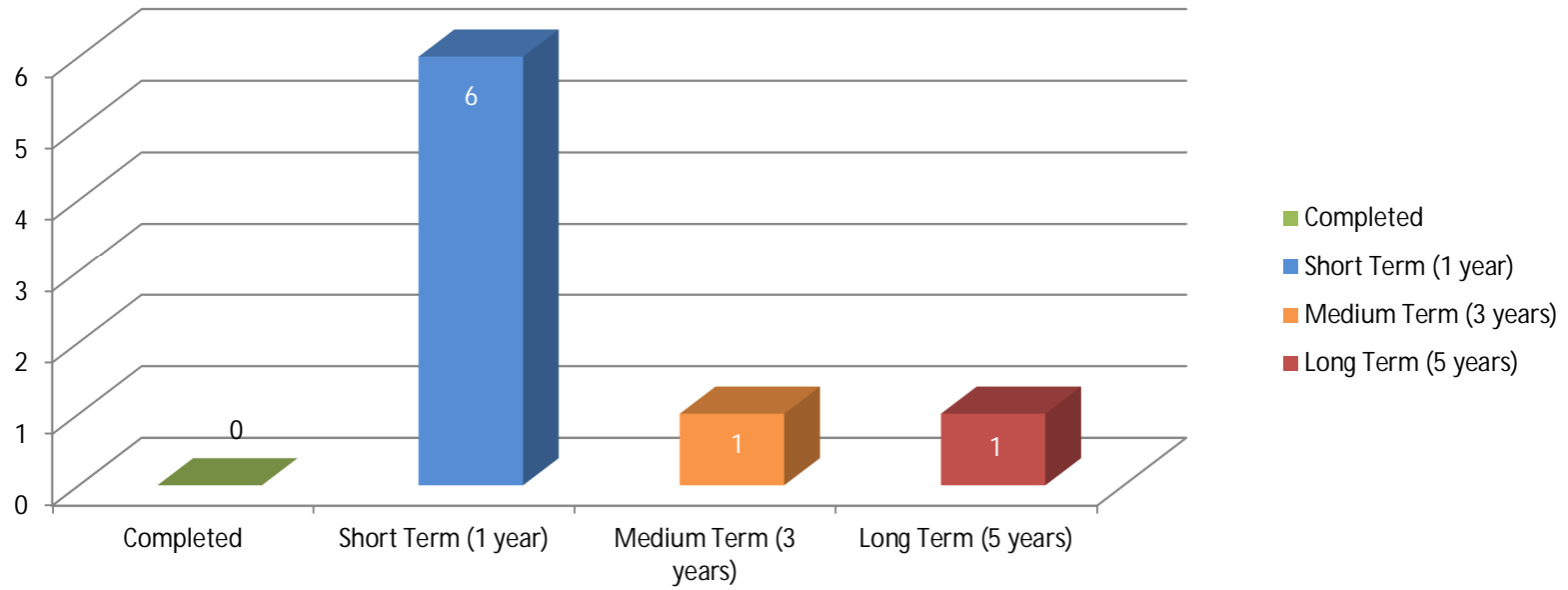
7.7 MARKETING AND PROMOTION STRATEGY

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 dwelling	-	✓	-	-		
MPS 3	Explore the cost benefits of developing a dedicated MMP website	-	✓	-	-		
MPS 4	Investigate the opportunity of developing an events calendar with 2 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 Sales Meeting with residents introduce the residential MMP, its objectives and recommended travel practices	-	✓	-	-		
MPS 7	Explore the cost benefits of developing a MMP App to enhance access to MMP information and events	-	✓	-	-		
MPS 8	Investigate the opportunity for a 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 Graph 7.6 below.



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

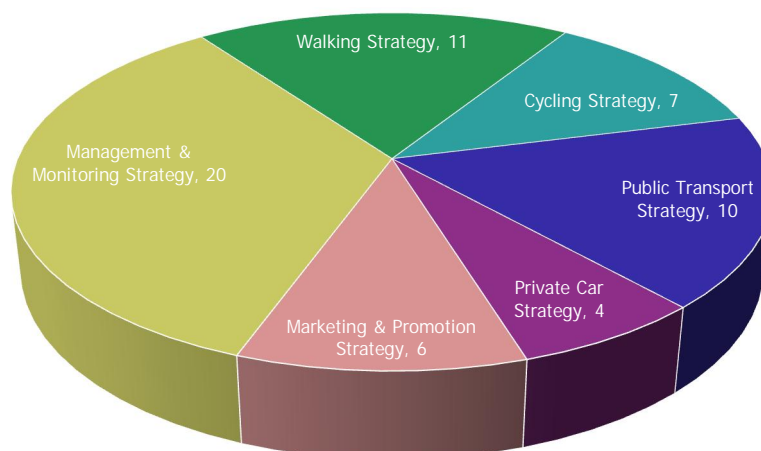


8.1 SUMMARY

8.0 SUMMARY AND CONCLUSIONS

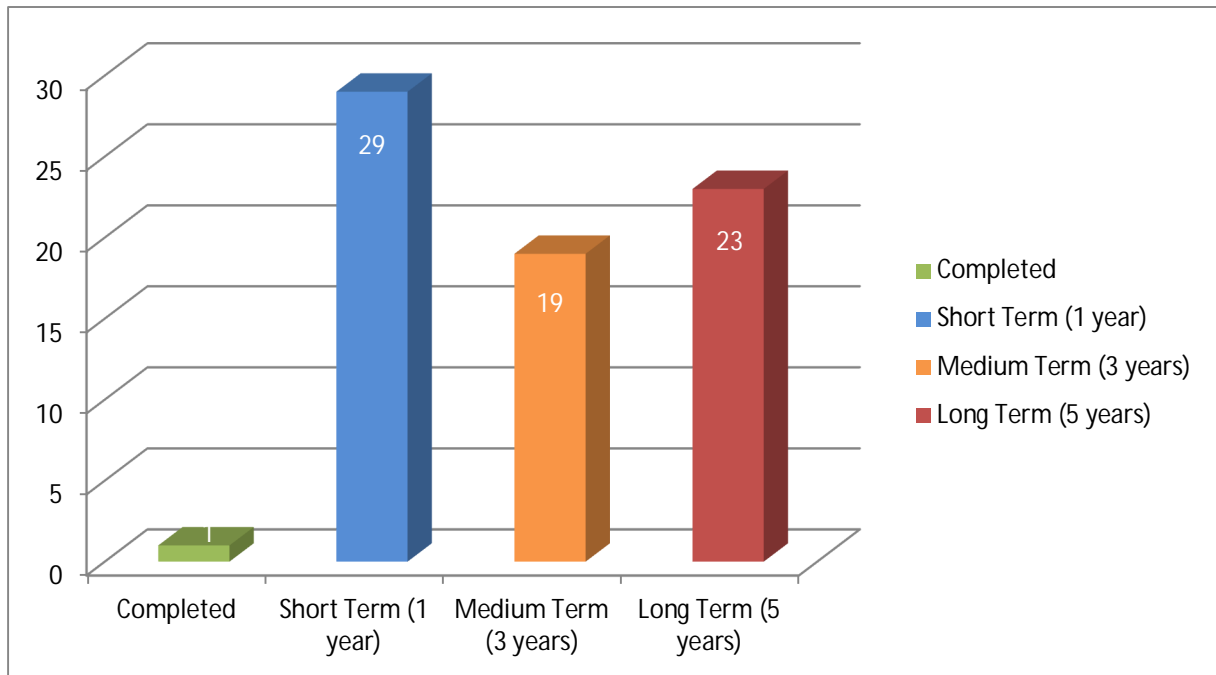
8.1 SUMMARY

- 8.1.1 This Mobility Management Plan has been prepared in support of a planning application for the development at Golf Lane, Glenamuck Road, Carrickmines, Co. Dublin. The proposal is for a residential development of 482 no. residential units (all apartments), along with ancillary residential amenities, and provision of a childcare facility, gym, and local shop.
- 8.1.2 This MMP focuses primarily on how residents and visitors can be encouraged to use sustainable means of transport to and from the site.
- 8.1.3 The measures proposed in this document will not only benefit the residents of the proposed development but will also help to mitigate any transport impacts of the development on the wider local community.
- 8.1.4 The identified preliminary action plan promotes a total of 58 initiatives across 6 sub strategy themes as presented in the Pie Chart below.



Graph 8.1 Subject Residential Development: MMP Initiatives by Strategy

- 8.1.5 The implementation schedule of identified 58 MMP initiatives is outlined in Graph 8.2 below. 1 no. initiative of the action plan has been completed, with a further 29 initiatives (or 50%) to be implemented within 1 year of the residential development being occupied.



Graph 8.2 Roll-out of MMP's Initiatives

8.1.6 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

Purpose of Trip based on Trend Modes in Greater Dublin Area

Chart A1: Purpose of Trip made by Car/Van

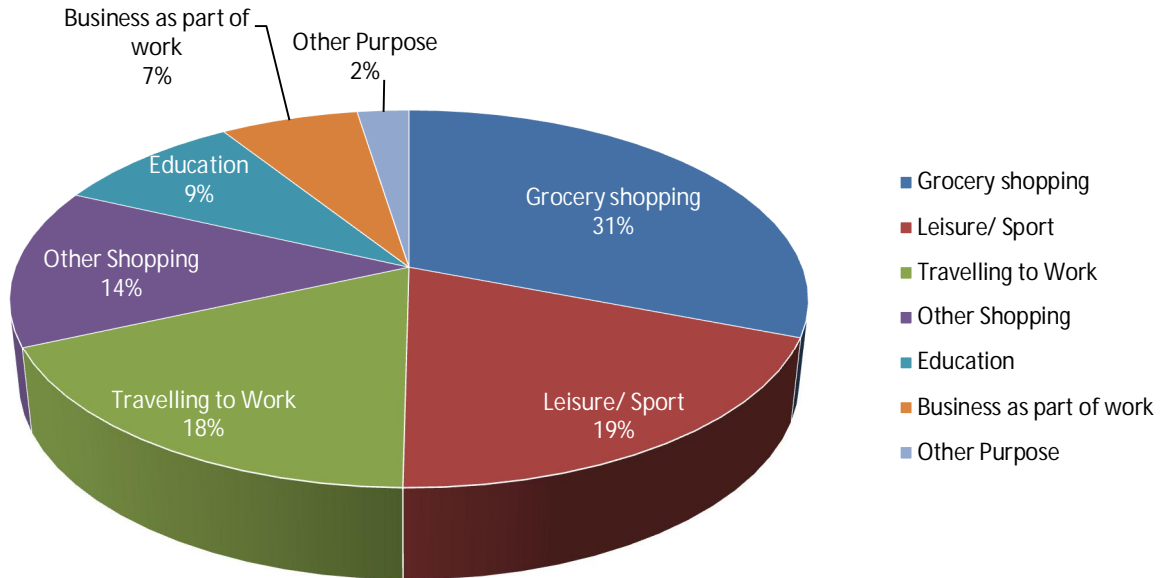


Chart A2: Purpose of Trip made by Taxi

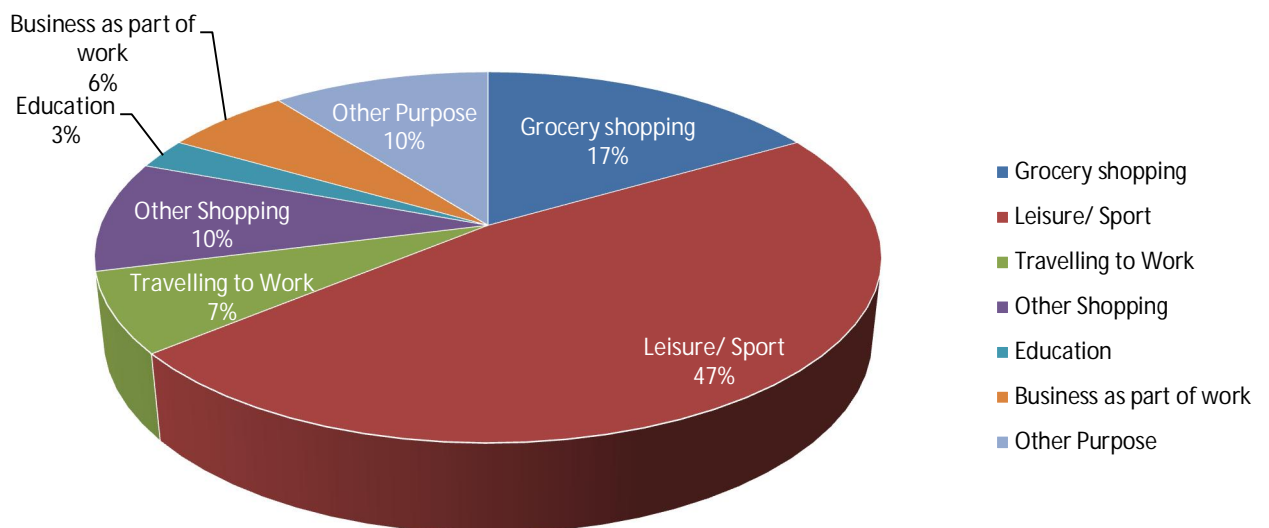


Chart A3: Purpose of Trip made by Bus

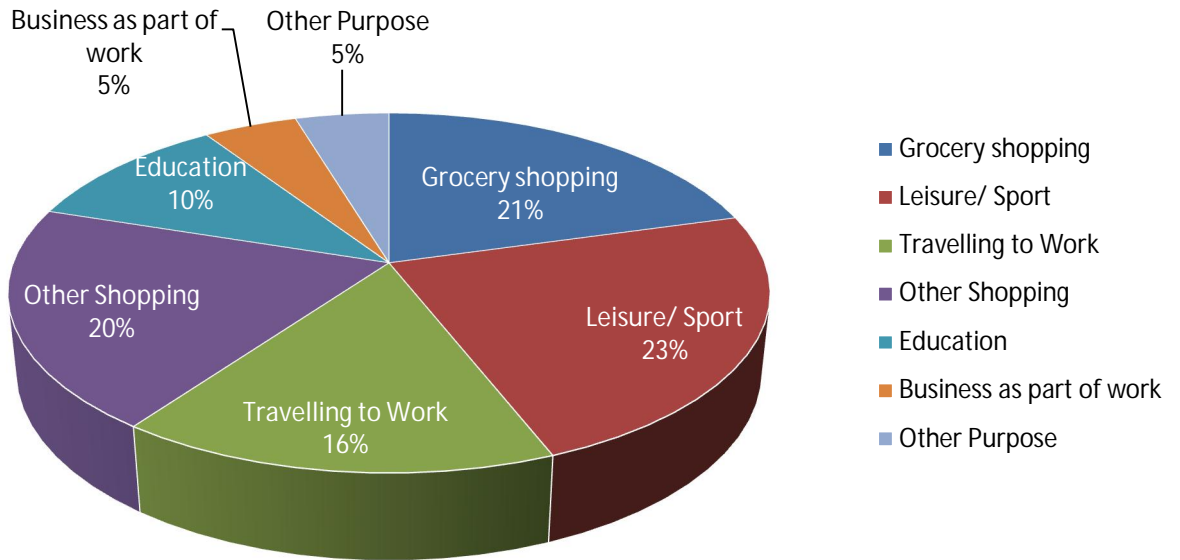


Chart A4: Purpose of Trip made by Train/DART

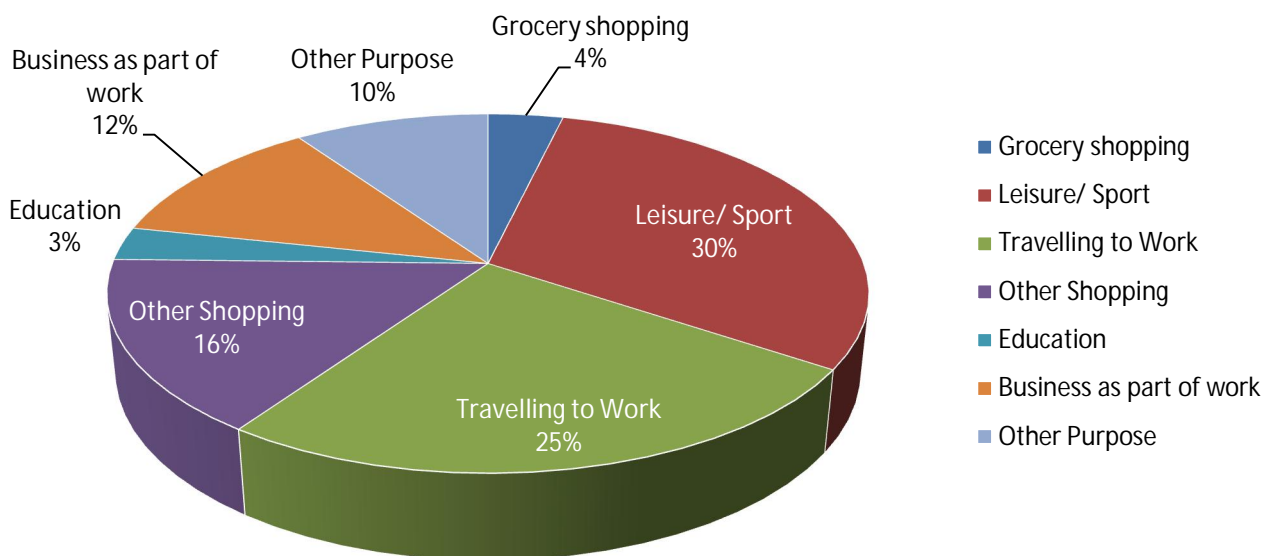


Chart A5: Purpose of Trip made by LUAS

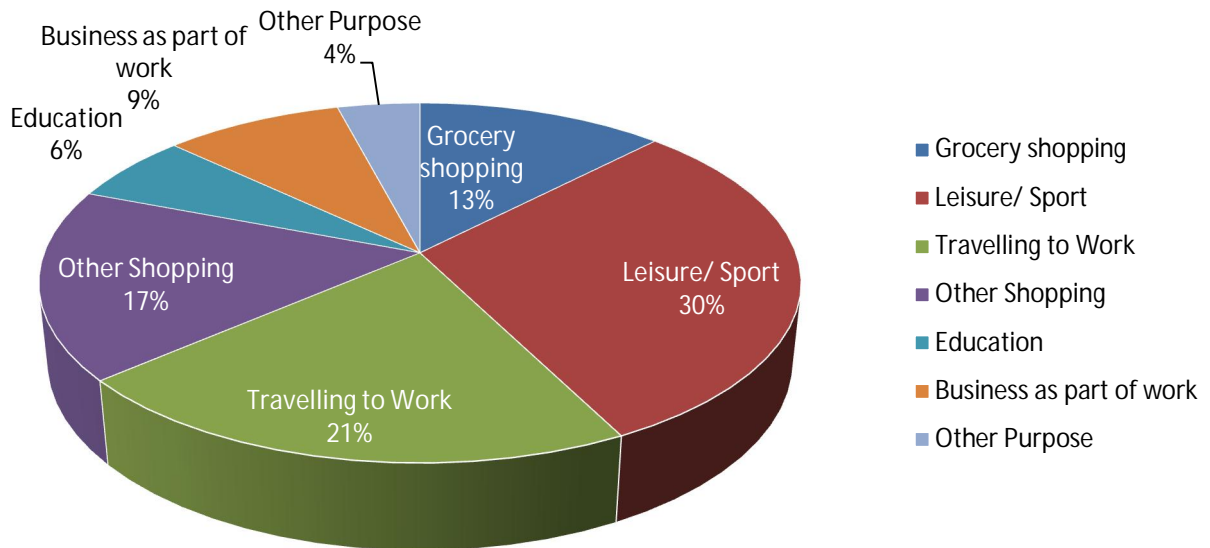


Chart A6: Purpose of Trip made by Bicycle

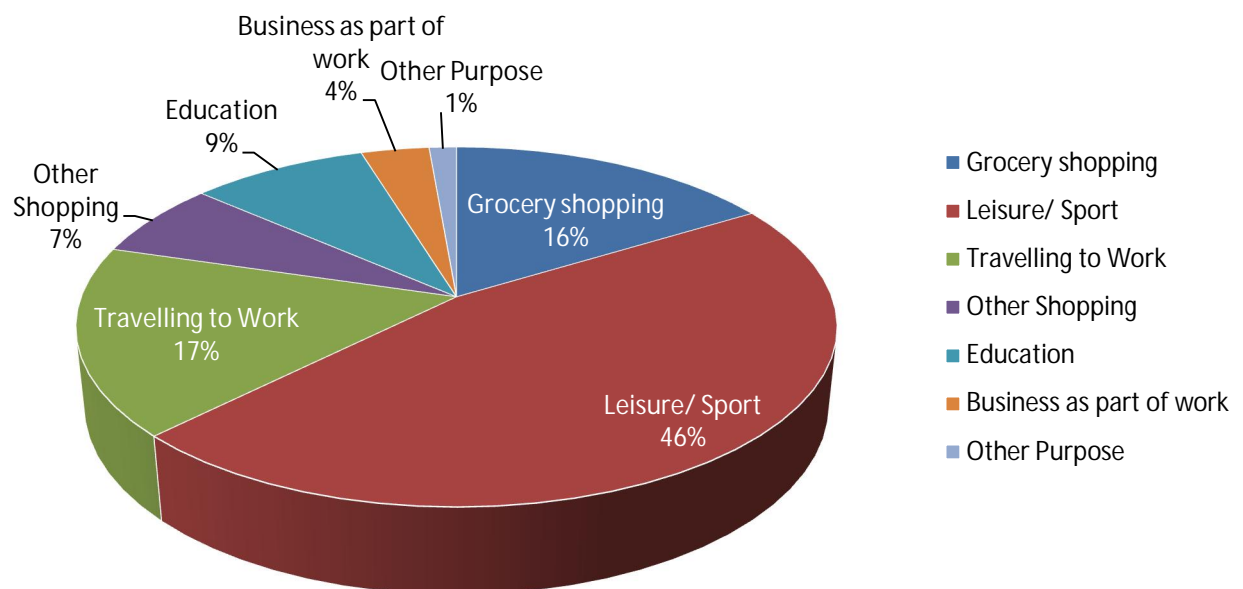


Chart A7: Purpose of Trip made by Walking

