

Project

**Proposed Residential Development
Lissywollen, Athlone, Co. Westmeath**

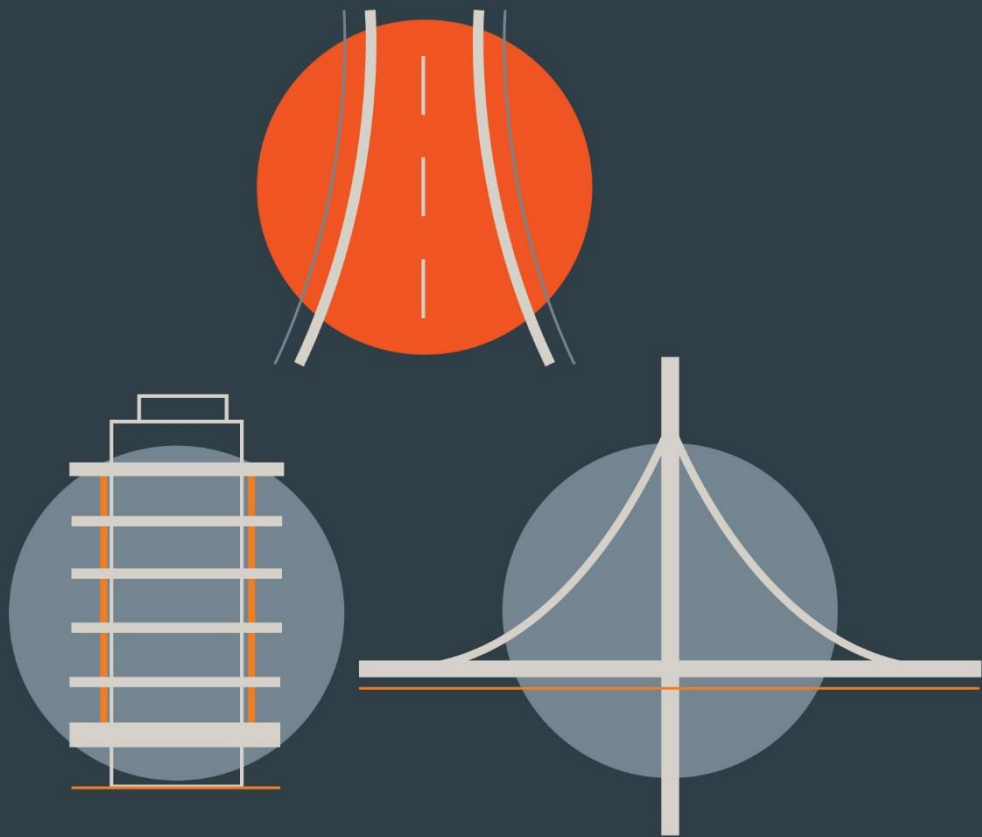
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Mobility Management Plan

Client

Alanna Roadbridge Developments Ltd.

TRANSPORTATION



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- Appendix B** Management & Monitoring Measures
- Appendix C** Marketing & Promotion Measures



1.1 CONTEXT

1.2 BACKGROUND

1.3 STRUCTURE OF REPORT

1.0 INTRODUCTION

1.1 CONTEXT

1.1.1 DBFL Consulting Engineers (DBFL) have been commissioned by Alanna Roadbridge Developments Ltd. to prepare a Mobility Management Plan (MMP) for a proposed Strategic Housing Development on a site in Lissywollen, Athlone, Co. Westmeath.

1.1.2 The proposals seek permission for the provision of 576 no. residential dwellings, 2 no. creche facilities (321m² and 448m² GFA) and a community hub (101m² GFA). The residential dwellings comprise 246 no. apartment units, 45 no. duplex units and 285 no. houses.

1.1.3 This site's location may be seen with reference to its surrounding area in the Site Location Map shown in **Figure 1.1** below.

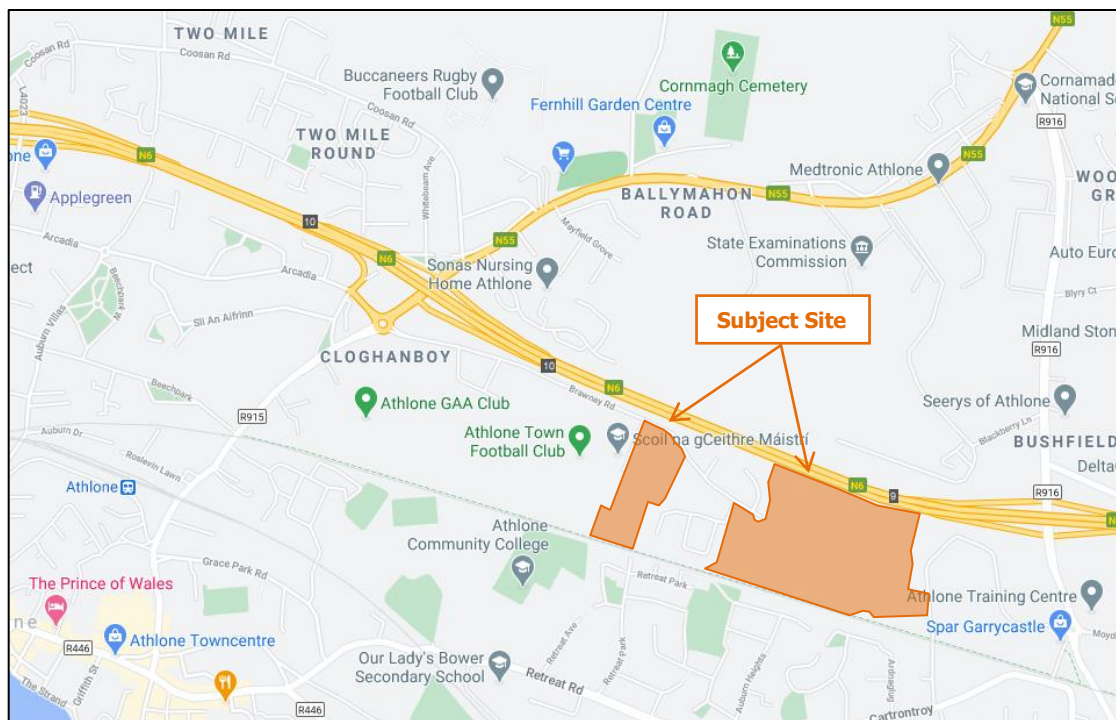


Figure 1.1: Site Location (Source : www.googlemaps.ie)

1.1.4 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 development.

1.1.5 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 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 Strategic Housing Development located in Lissywollen, Athlone, Co. Westmeath. This document aims to expand the awareness of and increase travel options for the residents, visitors and staff at the site and the wider community.
- 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 benefits of the residents, visitors and staff 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, staff and visitors 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, staff and visitors 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 development 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 local travel trends are established in **Chapter 4**.

1.3.4 The MMP objectives and 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 the local authority, from which an agreed MMP action plan can be adopted, **Chapter 7** presents a Preliminary Action Plan for the MMP at the development at Lissywollen in Athlone, Co. Westmeath.
- 1.3.7 The main conclusions and recommendations of the MMP are summarised in **Chapter 8**.



- 2.1 What is a Mobility Management Plan?**
- 2.2 What is a Residential Development MMP?**
- 2.3 Who is Involved?**
- 2.4 Objectives of an 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 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 DEVELOPMENT MOBILITY MANAGEMENT PLAN?

2.2.1 A 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 and Staff –

- Address residents and staff's 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.

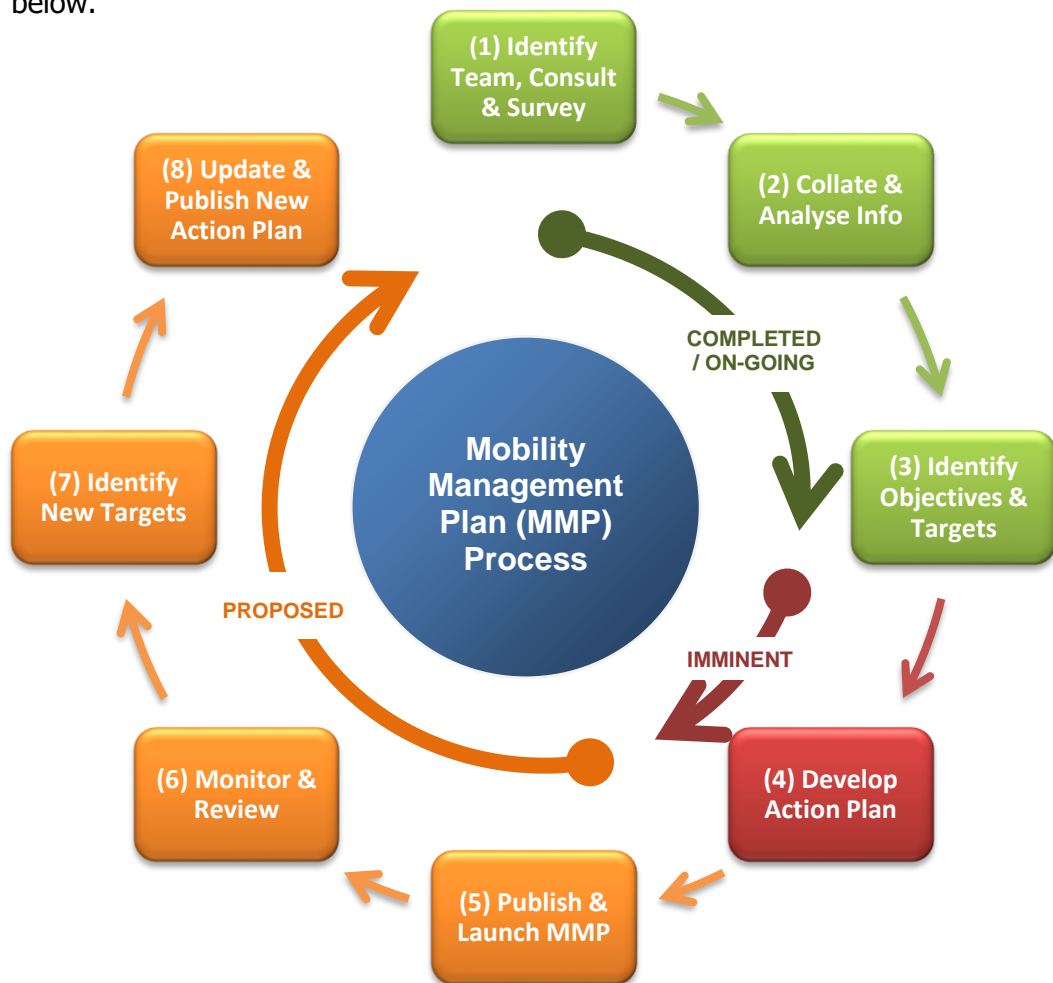


Figure 2.1: MMP Development Process and Status

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.

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;

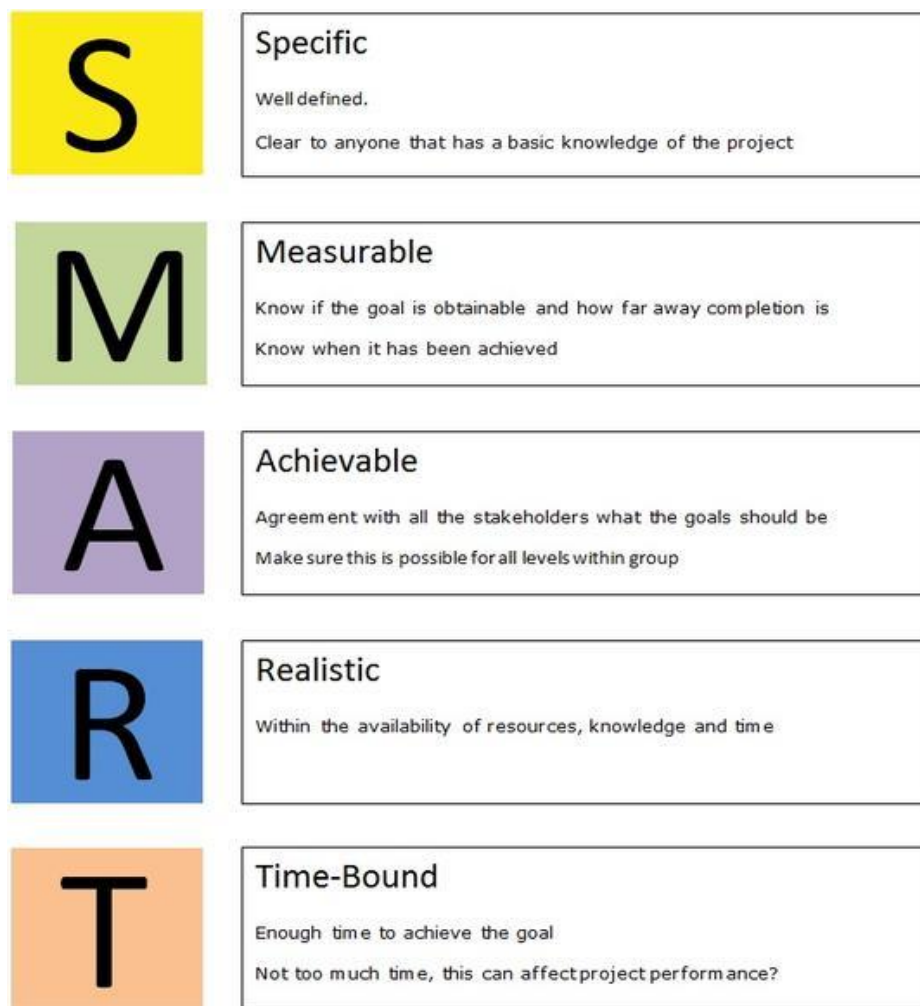


Figure 2.2: SMART Targeting Principles

2.6 MOBILITY MANAGEMENT PLAN NEXT STEP

2.6.1 In the context of the 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 development's specific travel characteristics are outlined and presented to the planning 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 An Bord Pleanála as part of the application. 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 site at Lissywollen, Athlone, Co. Westmeath.

2.7 POLICY FRAMEWORK

2.7.1 The MMP for the proposed Lissywollen 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 (Westmeath County Council) to sub-region (Athlone Town) and eventually arriving at site (e.g. Local Area Plan or land use) specific policy objectives.

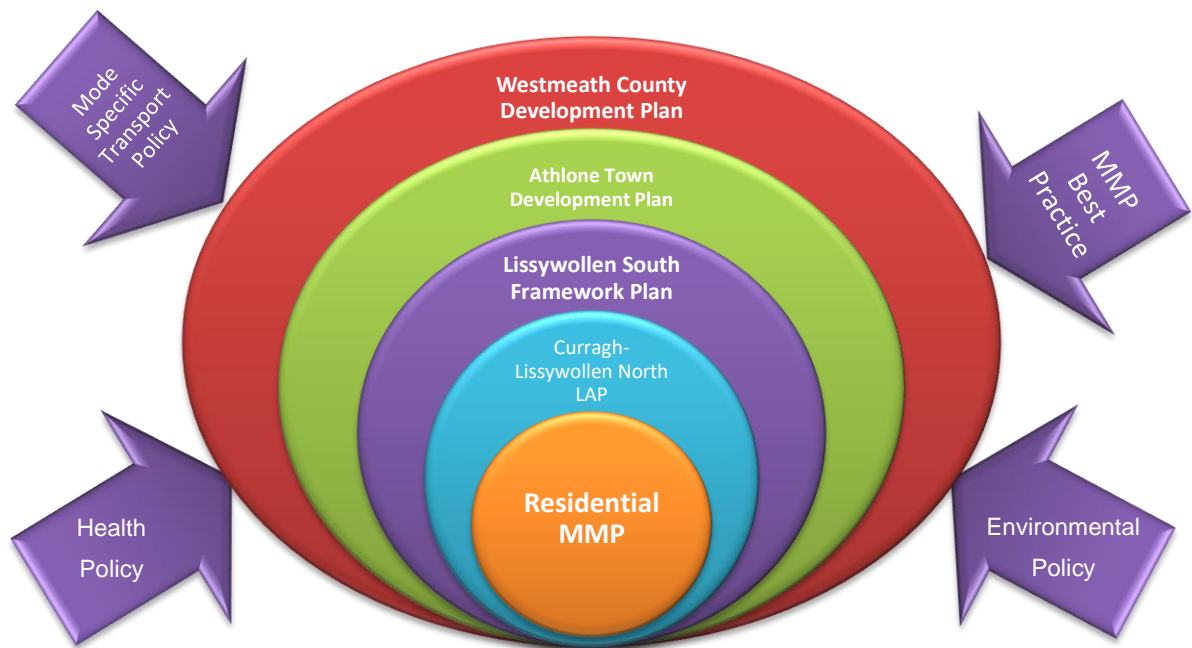
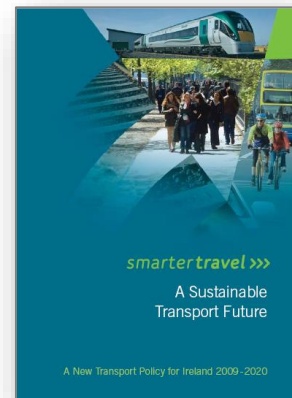


Figure 2.3: MMP Policy Framework and External Influences

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.

Athlone Town Development Plan 2014-2020

2.7.8 The Athlone Town Development Plan 2014-2020 sets out the "*overall strategy for the proper planning and sustainable development of the administrative*

area and immediate environs of Athlone Town for the period 2014 to 2020, together with the provision of policies and objectives for the future development of the town and environs”.

2.7.9 Objective O-TM9 within the Development Plan states that *"it is an objective of the Councils "to require Mobility Management Plans to be submitted with applications for trip intensive developments."*

Lissywollen South Framework Plan 2018-2024

2.7.10 The Lissywollen South Framework Plan 2018-2024 *"provides a development strategy for the proper planning and sustainable development of the Lissywollen South area in Athlone in accordance with the policies and objectives of the Athlone Town Development Plan 2014-2020”.*

2.7.11 Map 4 of the Framework Plan illustrates the Land Use zoning of the lands bounded by the LAP. An extract of Map 1 is provided in **Figure 2.4** below and reveals that the lands on which the subject scheme proposals lies are zoned “Proposed Residential”.



Figure 2.4: Lissywollen Land Use Zoning (extract from Map 4 of the Lissywollen South Framework Plan 2018-2024)

2.7.12 Section 3.6 of the Framework Plan sets out the Access & Movement strategy for the Plan area. It is highlighted that *"It is important that the design of the transport network should reflect urban design qualities and not just traffic considerations - free movement and promoting choice for the user are key*

elements in positive urban design. New routes should connect into existing routes and movement patterns with pedestrian links following established desire lines and short-cuts across the plan area to ensure ease of movement”.

2.7.13 *The main transport related objectives in the Plan are summarised below;*

Lissywollen Avenue (East-West Road Link)

Objective O-AM1: *“To provide a new and extended east west Lissywollen Avenue in the form of an urban boulevard linking and unifying all parts of the plan area.”*

Objective O-AM2: *“To integrate a secondary network of streets with Lissywollen Avenue and the existing street network.”*

North-South Avenue

Objective O-AM3: *“To provide a new North-South Avenue connecting Retreat Road with the Lissywollen Avenue via the Old Rail Trail. Said route shall give priority to buses, cyclists and pedestrians and shall be sited so as not to adversely impact upon the landscape setting of the Marist School”*

Public Transport

Objective O-AM8: *“To provide for a bus service to serve the plan area.”*

Walking & Cycling

Objective O-AM4: *“To promote and support a culture of sustainable travel in conjunction with the local schools and AIT, whilst maximising the user potential of the Old Rail Trail”*

Objective O-AM5: *“To provide an integrated and permeable network of streets with high quality pedestrian and cycle networks, maximising linkages within the area, to the Old Rail Trail and to the wider environs”*

Objective O-AM6: *“To create a network of safe and attractive streets structured around a compact and walkable layout to ensure ease of movement”*

Objective O-AM7: *“To provide for a high quality safe pedestrian and cycle network within the Plan Area with high levels of permeability, passive surveillance and supervision and to ensure that this network will provide*

attractive, legible and direct links to the Town Centre, AIT, the Regional Sports Centre, Bus Stops and the wider environs."

Objective O-AM9: *"To promote the creation of a 5km walking/running circuit within Lissywollen, in the interests of quality of life and promoting healthy communities."*

Objective O-AM14: *"To consider the provision of a Park and Stride facility within the Plan area."*

2.7.14 Map 3 of the Plan highlights the aforementioned objectives as presented in **Figure 2.5** below.

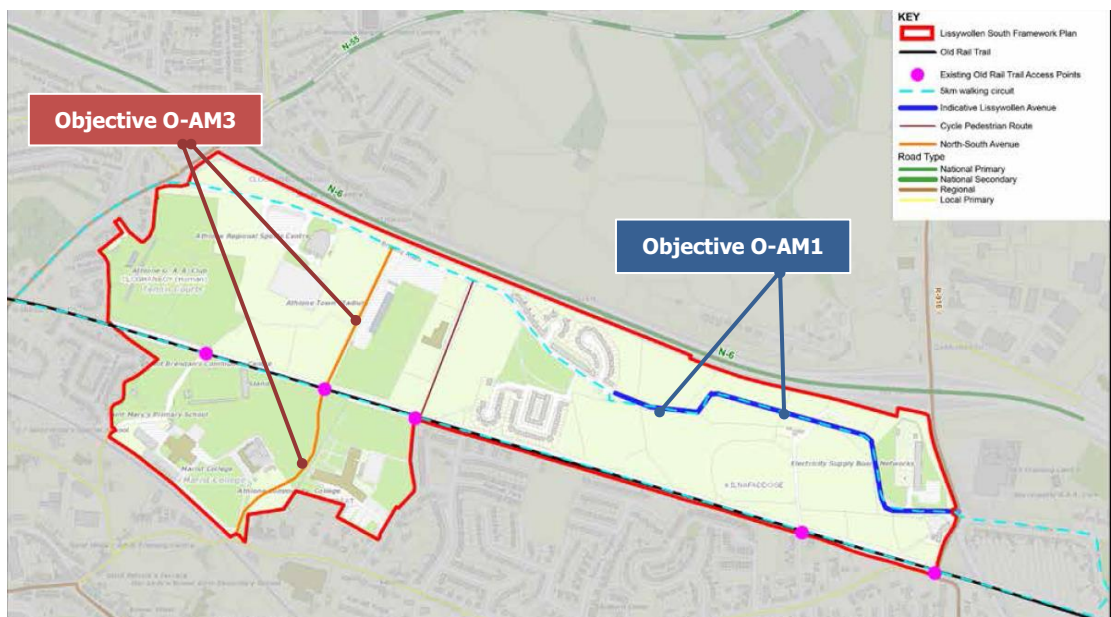


Figure 2.5: Lissywollen Access & Movement Strategy (extract from Map 3 of the Lissywollen South Framework Plan 2018-2024)

Curragh-Lissywollen North LAP 2006

2.7.15 The Curragh-Lissywollen North LAP 2006 aims to;

- *"Provide a coordinated framework for the future development of the lands which are zoned 'Residential', 'Industrial', and 'Educational', 'Light Industrial Technological', and some 'Commercial'.*
- *Determine a distribution road network for the area.*
- *Facilitate development that integrates with the existing northeast area of Athlone's Environs.*

- *Identify the services, infrastructure and amenities required to serve the area”.*

2.7.16 While not directly related to the subject site, the LAP considers the provision of a strategic link *“from the Curragh and Lissywollen North areas into the proposed Cornamaddy residential area to the north and the Lissywollen residential quarter to the south”.*

2.7.17 Map 5 of the LAP presents the “Future Land Use Concept” and illustrates a proposal for a pedestrian / cycle bridge over the N6 linking Northern and Southern Lissywollen.

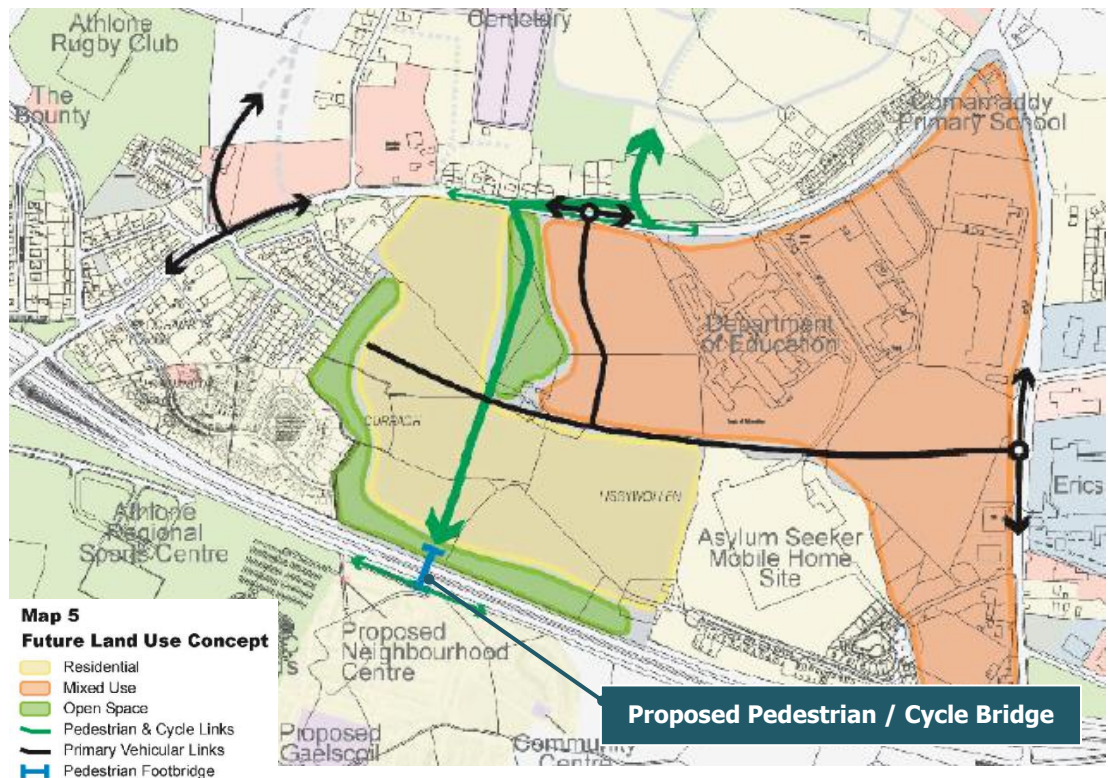


Figure 2.6: Future Land Use Concept (extract from Map 5 of the Curragh-Lissywollen North LAP 2016)



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 approximately 1km to the northeast of Athlone Town Centre. The subject site is generally bounded to the north by the N6 which connects Kinnegad to Galway, while to the south the site is bounded by the Old Rail Trail Greenway which forms part of the Dublin-Galway National Cycle Network. To the west, the site is bounded by Scoil na gCeithre Máistrí primary school and the facilities of the Athlone Regional Sports Centre. The eastern boundary of the site is defined by an old boreen road (Blackberry Lane).
- 3.1.2 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 extent of the subject site boundary and neighbouring lands.



Figure 3.1: Site Location (Reference: Google Maps)



Figure 3.2: Extent of Site Indicative Boundary (Reference: Google Maps)

3.2 PROPOSED DEVELOPMENT

- 3.2.1 The proposals seek permission for the provision of a 576-unit residential development plus 2 no. crèche facilities (321m² & 448m² GFA) and a community hub (101m²) over two parcels of land at Lissywollen, Athlone. The proposed 576 no. residential units comprise 291 no apartment / duplex units and 285 no. housing units.
- 3.2.2 Further details of the development proposals including the site layout and transport network arrangements are illustrated in the architects' scheme layout and engineering drawings as submitted with this planning application. The full development description can also be found in the planning report accompanying the application.

Site Access Arrangements

- 3.2.3 Access to the subject site will be from Ballymahon roundabout (on the R915) to the west via Brawny Road and Garrycastle roundabout (on the R916) to the east. The development proposal includes for road development works and the construction of an east-west access route through the subject site from Ballymahon roundabout (on the R915) to the west to Garrycastle roundabout

(on the R916) to the east. The development proposal provides for pedestrian and cyclist connectivity to Old Rail Trail Greenway to the south.

- 3.2.4 The development proposes 5 no. new formal cycle / pedestrian access points between the masterplan lands and the Old Rail Trail Greenway to the south of the development site subsequently ensuring excellent cycle / pedestrian accessibility.

Pedestrians and Cyclists Infrastructure

- 3.2.5 As introduced above, the subject site will be highly accessible to pedestrians and cyclists. Pedestrians and cyclists will be given priority within the internal site layout to ensure travel desire lines within the site are accommodated providing a good level of service and ensures the risk of vehicle/pedestrian conflict is minimised.
- 3.2.6 There has been a number of consultation meetings undertaken with the existing local residents in parallel with the local authority. The feedback received from these meetings has actively influenced and shaped the design of the proposed development including the locations and alignment of pedestrian/cycle connections through the site with external travel desire lines and the location of formal controlled pedestrian/cycle crossing points at key locations along the main east-west 'Avenue' corridor.
- 3.2.7 Dedicated pedestrian/cycle paths are proposed throughout the site layout providing a traffic free route between the different sections of the development site. Furthermore, pedestrian facilities are proposed on two sides and two-way cycle facilities on one side of the extended Brawny Road corridor.
- 3.2.8 The integration of the proposed masterplans street network with the existing Old Rail Trail Greenway with 5 no. permeable connections, located to the south of the subject site) provided for with the objective of maximising accessibility for walking and cycling journeys.
- 3.2.9 A total of six TOUCAN controlled crossing facilities (Zebra) are proposed along the new east-west spine road each located on key pedestrian / cycle travel desire routes. These formal facilities, supplemented by courtesy crossings, will provide a high degree of permeability with safe crossing points integrating

the residential areas located to the north and south of the new 'Avenue' street corridor.

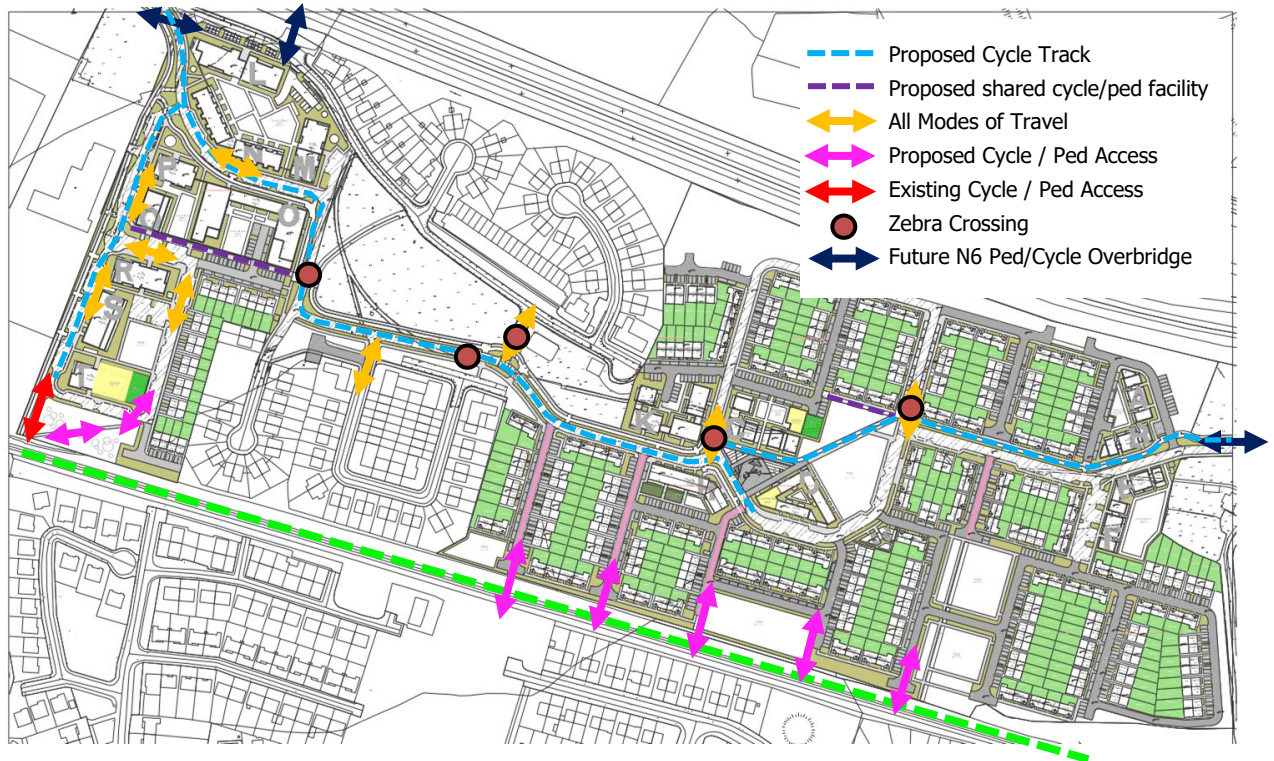


Figure 3.3: Site Layout and Pedestrian/Cycle Accessibility

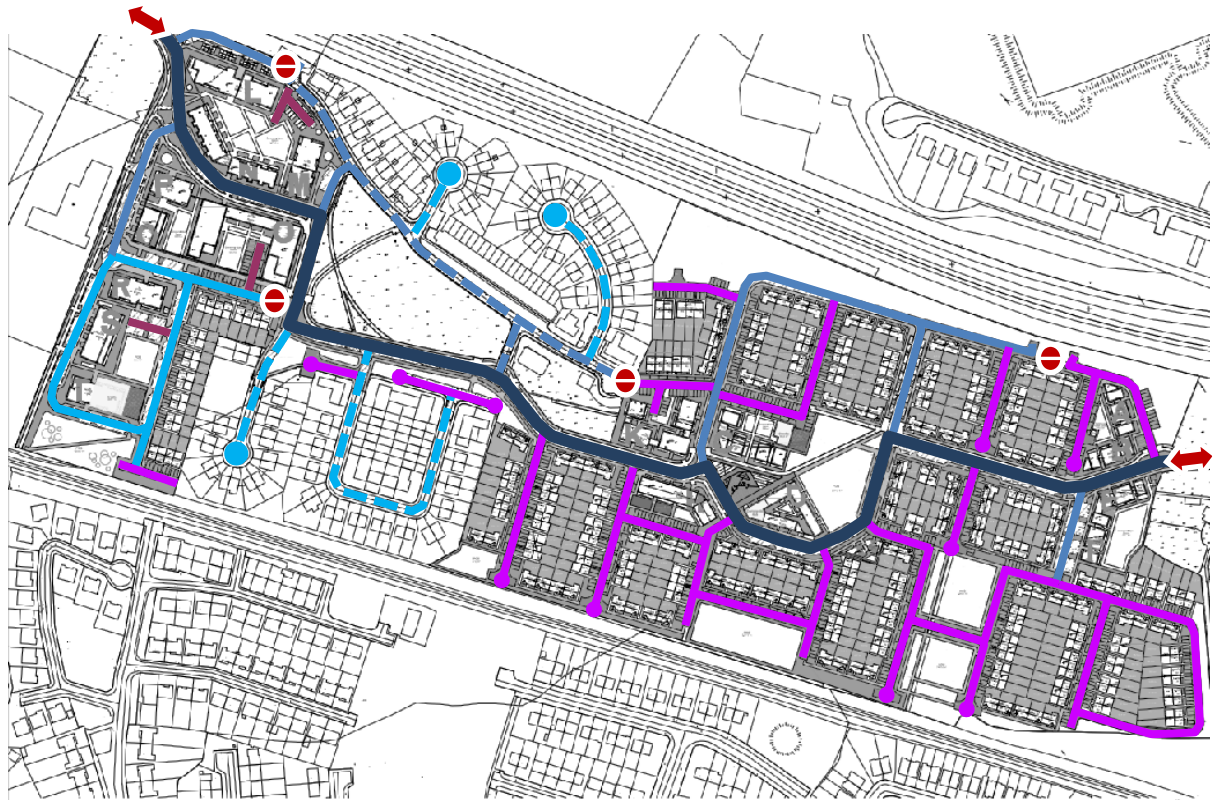
3.2.10 As per the objectives of the Curragh-Lissywollen LAP (to the north) the layout of the subject application has been designed to ensure that the potential for future connections across the N6 (i.e. a pedestrian/cycle overbridge) is maintained.

3.2.11 The planning application also includes for the provision of new bicycle infrastructure off-road along Brawny Road and Blackberry Lane corridors linking the subject development lands with the existing bicycle infrastructure at the R915/east. This new bicycle infrastructure will benefit new residents of the proposed development to access work, leisure and education facilities to the northwest and northeast in addition to providing new sustainable routing opportunities for both existing residents of the area and visitors / patrons of the leisure facilities currently located along Brawny Road.

Internal Road Layout

- 3.2.12 The proposed residential scheme's internal road layout has been designed to respect the principles and guidance outlined within the Design Manual for Urban Roads and Streets (DMURS) 2013 (updated May 2019). The scheme proposals are the outcome of an integrated design approach that seeks to implement a sustainable community connected by well-designed streets which deliver safe, convenient and attractive networks.
- 3.2.13 The adopted design approach incorporates traditional road design along with elements of urban design and landscaping to create lower traffic speeds and thereby facilitate a safer road environment for pedestrians and cyclists. DBFL along with the rest of the design team have interrogated the DMURS principles to ensure that the final layout provides for a package of self-regulating design measures providing a high quality urban extension in proximity to Athlone Town Centre. Further details can be found in the DMURS Compliance Statement enclosed with this application.
- 3.2.14 The proposals incorporate a hierarchy of internal streets which are firmly set within the context of the local Athlone receiving environment. The existing road network in Athlone includes Arterial links such as the N6 to the north, the N55 to the northwest and the N62 and N61 corridor as located to southeast and west of the subject site respectively. Link streets bordering the site, such as R915 Ballymahon Road, and R916 Wash House Road provide the connections between the proposed development, the above Arterial links, and town centre.
- 3.2.15 In contrast, the internal road network within the site, as illustrated in **Figure 3.4** has been designed to deliver a hierarchy of link and local streets that provide appropriate access within / across the proposed new residential communities and the road network external to the site. The movement function and design of each internal street network has sought to respect the different levels of motorised traffic whilst optimising access to/from public transport and prioritising the movement of higher number of pedestrians and cyclists. In parallel the adopted DMURS design philosophy has sought to consider the context / place status of each residential local street in terms of level of connectivity provided, quality of the proposed design, level of

pedestrian / cyclists activity and vulnerable users requirements whilst identifying appropriate 'transition' solutions between different street types.



Street Type 1 : 'The Avenue' (LINK Street) – 30kph Design Speed ...	
Street Type 2 : Primary LOCAL Street – 20kph Design Speed	
Street Type 3 : Secondary LOCAL Street – 20kph Design Speed	
Street Type 4 : Shared Surface 'Homezone' – 20 kph Design Speed	
Street Type 5 : Private Parking Courtyard – 10-15 kph Design Speed	
Existing Street within the area-wide street hierarchy	
Vehicle Access to Development Masterplan Lands	
No Vehicle Through Route (Pedestrians and cyclists only)	

Figure 3.4: Proposed Developments Street Hierarchy

3.2.16 In reference to **Figure 3.4** above the proposed residential scheme's hierarchy of internal streets can be summarised as follows:

- The Avenue – **LINK** Street – this is a 6m wide carriageway with a 30kph design speed through the masterplan development lands. Segregated cycle tracks and footways are proposed to the north and / or south of this **Link** street.

- Primary **LOCAL** Street – these are narrower 5.5m wide streets with a 20kph design speed branching off the aforementioned **Link** street provide access to the new residential areas.
- Secondary **LOCAL** Street – 5.5m wide carriageway with a 20kph design speed.
- ‘Homezone’ – 20kph design speed.
- Private Parking Courtyard – 10-15kph design speed.

3.2.17 The street layout was derived from several factors which include, the distinct shape of the site, boundary conditions and travel desire lines. This has led to the creation of a street network that comprises elements of an orthogonal and organic layout in specific areas. As part of the design and development of the street network, cycle and pedestrian linkages were prioritised around the development to link existing developments. Further details are outlined in the applications DMURS Compatibility Statement.

3.3 EXISTING TRANSPORT FACILITIES & SERVICES

Road Network

3.3.1 The subject development is accessed via Brawny Road. At the western extent of the Brawny Road corridor is the Brawny Road / R915 / N55 / One Mile Round roundabout junction. Travelling in a southbound direction along the R915 provides access to Athlone Town Centre. Travelling northbound from the aforementioned roundabout along the N55 leads to the N6 road corridor and subsequently the strategic M6 motorway. The strategic M6 motorway provides access to destinations including Ballinasloe, Athenry and Galway to the west and Kilbeggan, Tyrrelspass, Kinnegad to the east before joining the M4 motorway leading to Dublin City and intermediate destinations.

3.3.2 Continuing north on the N55 from the N6 interchange leads to destinations including Glasson, Ballymahon, Carrickboy and Edgeworthstown.

Existing Pedestrian and Cycling Facilities

3.3.3 The Old Rail Trail Greenway is located to the south of the development lands and operates in and East-West direction adjacent to the disused rail line. This facility is approximately 40km long and currently operates between the R195

in Athlone (to the west of the development site) and Mullingar to the east. It is easily accessible via a dedicated access link which is positioned along the western boundary of the proposed developments smaller plot. Furthermore, access for pedestrians / cyclists can be gained to Athlone Community College and Our Lady's Bower Secondary School (and subsequently Athlone Town Centre by continuing along Lower Road) via an access on the opposite side of the greenway as illustrated in **Figure 3.4A** and **Figure 3.4B** below.

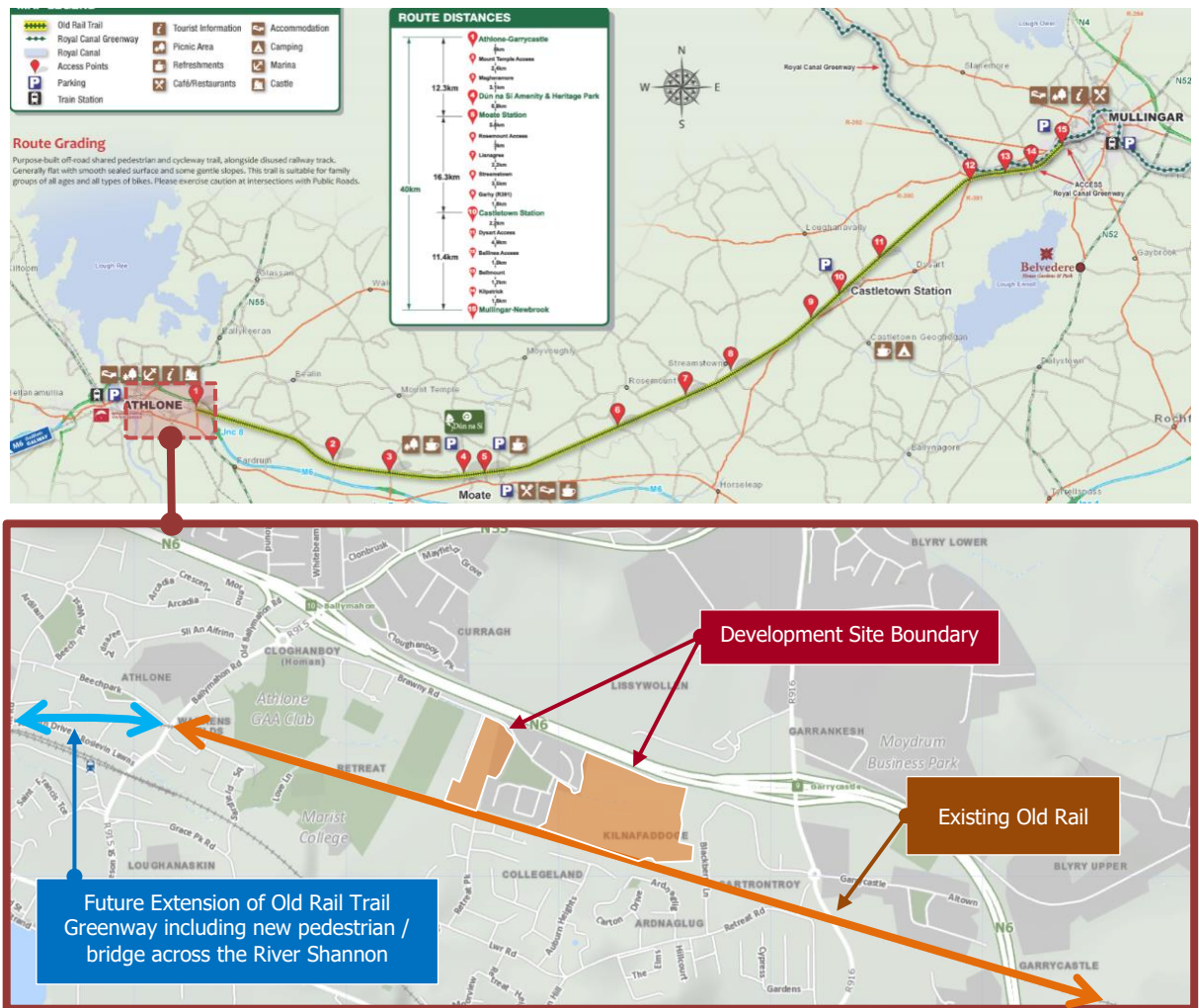


Figure 3.4A: Old Rail Trail Greenway



Figure 3.4B: Existing Formal Access to / from the Old Rail Trail Greenway

3.3.4 Brawny Road, which provides a connection between the R915 and the subject site benefits from good quality footways on both sides of the corridor and benefits from traffic calming measures including speed tables at a number of junctions and intermediate locations along the link as illustrated in **Figure 3.5** below.

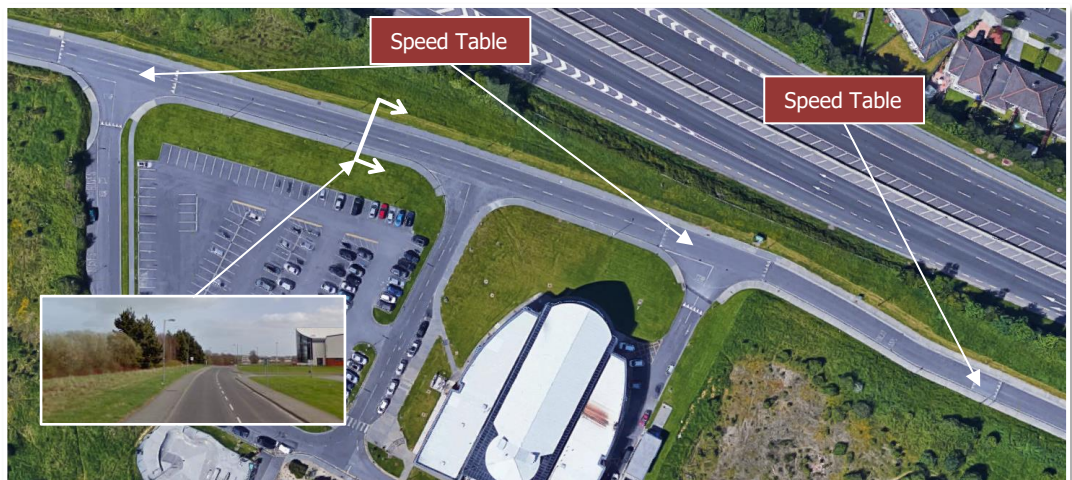


Figure 3.5: Pedestrian Facilities and Traffic Calming Measures along Brawny Road

3.3.5 On all approaches to the Brawny Road / R915 / N55 / One Mile Round roundabout junction, as located at the western extent of Brawny Road, dedicated pedestrian footways are available on both sides of the corridors in addition to dedicated cycle tracks on all arms along the immediate approaches to the roundabout (**Figure 3.6**).

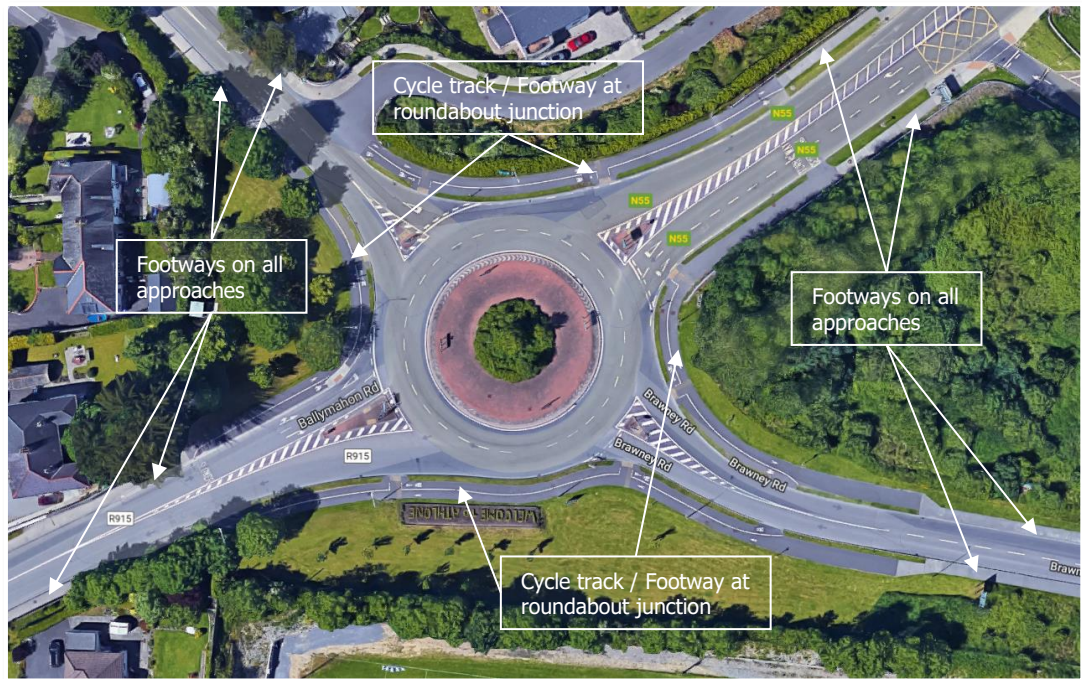


Figure 3.6: Pedestrian and Cycle Facilities at Brawny Road / R915 / N55 / One Mile Round Roundabout

Public Transport – Bus

3.3.6 The subject site benefits from good public transport accessibility levels. Bus Eireann operates 2 number town services (A1 and A2) both of which operate between Monksland and Greggan but along different routes. Both the A1 and A2 services are within walking distance of the subject site with the nearest interchanges located approximately 600m (A2) and 750m (A1) walking distance from the site as detailed in **Figure 3.7** below. Furthermore, 3 no. 'local link' services are accessible at Athlone Institute of Technology as located approximately 1.6km from the subject site. These 'local link' services provide access to destinations including Moate, Roscrea, Shannonbridge, Pollagh and Kilcormac. A summary of the aforementioned bus services is presented in **Table 3.1** below.

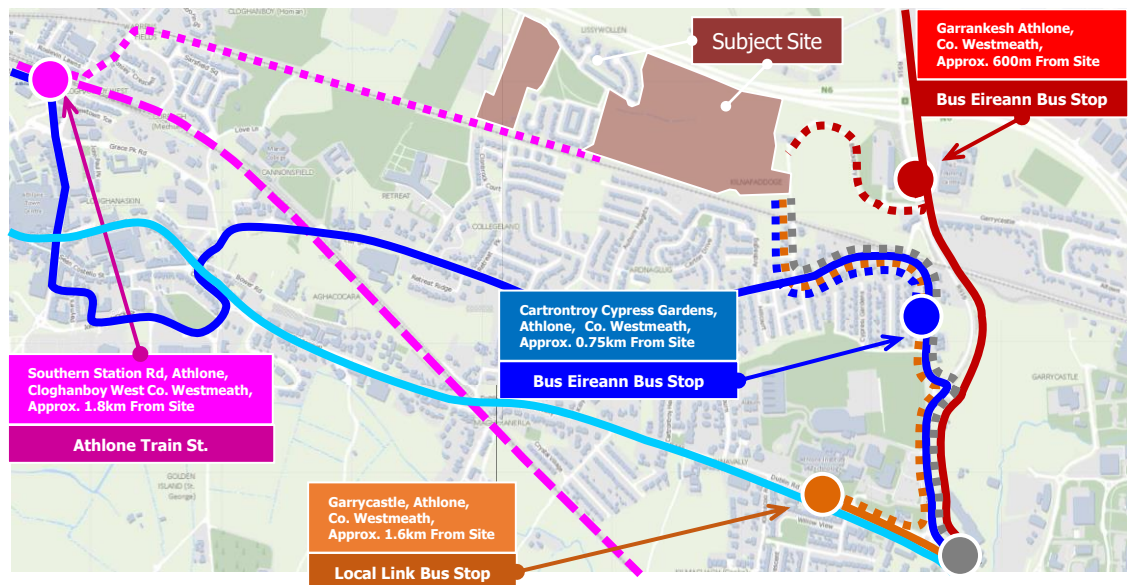
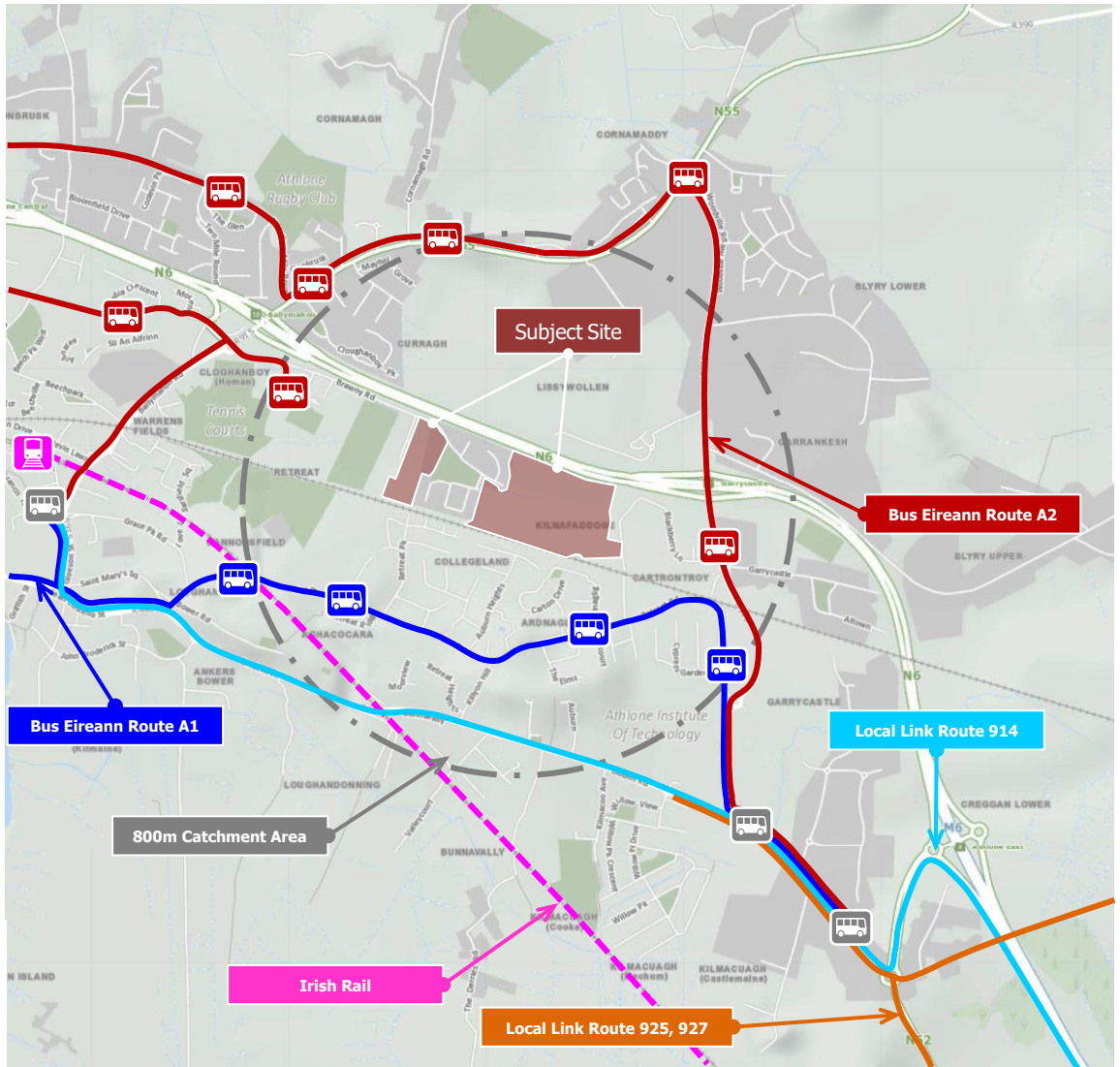


Figure 3.7: Public Transport Connectivity – Local Bus Services

Provider	Route	Description	Mon-Fri	Sat	Sun
Bus Eireann	A1	Monksland – Creggan Court	27	24	12
		Creggan Court – Monksland	27	25	12
	A2	Monksland – Creggan Court	26	24	12
		Creggan Court – Monksland	25	23	11
Local Link	907	Roscrea - Moate	1	-	-
		Moate - Roscrea	2	-	-
	914	Shannonbridge - Athlone	-	1	-
		Athlone - Shannonbridge	-	1	-
	1925 (a)	Pollagh - Athlone	1	-	-
		Athlone – Kilcormac	2	-	-

Table 3.1: No of Local Bus Services per day

3.3.7 Three no. regional bus services serve Athlone including Bus Eireann services 70 and 73 which is accessible at Athlone Bus Station (2km from subject site) and Citylink service 763 as accessible at AIT (1.6km from subject site). Bus Eireann route 70 operates between Galway and Dundalk whilst route 73 operates between Waterford / Carlow and Longford. The Citylink 763 service operates between Galway and Dublin Airport. A summary of the aforementioned bus services is presented in **Figure 3.8** and **Table 3.2** below.

Provider	Route	Description	Mon-Fri	Sat	Sun
Bus Eireann	70	Galway / Athlone – Dundalk	4	3	2
		Dundalk – Galway / Athlone	4	3	2
	73	Waterford / Carlow – Longford	2	2	2
		Longford – Waterford	2	2	1
Citylink	763	Galway - Dublin Airport	8	8	8
		Dublin Airport – Galway	8	8	8

Table 3.2: No of Regional Bus Services per day

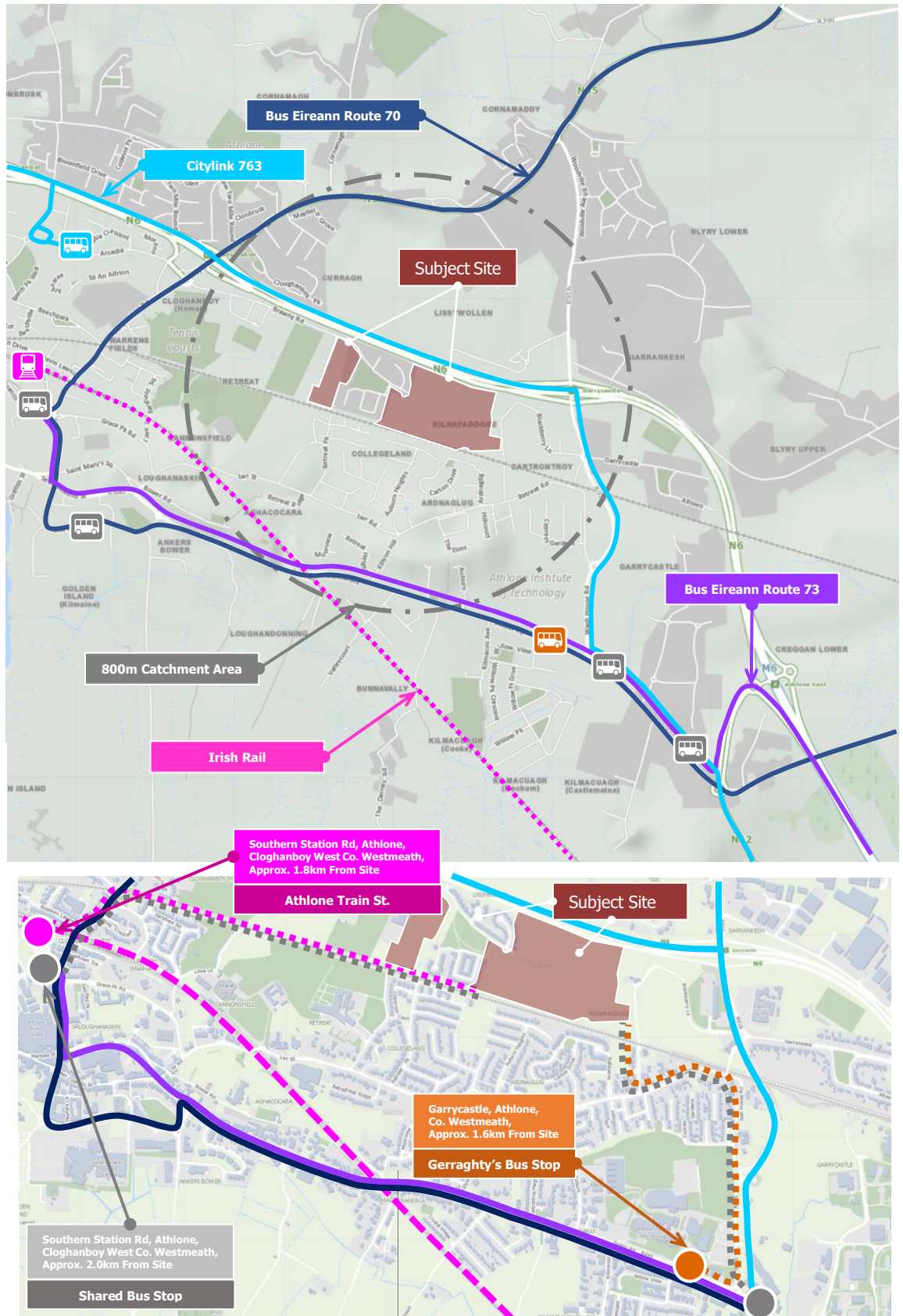


Figure 3.8: Public Transport Connectivity – Regional Services

Public Transport – Rail

3.3.8 Athlone train station is located approximately 2km from the subject site via the R915 (by all modes) and 1.4km away via the Old rail Trail Greenway (pedestrian / cyclists).

3.3.9 This station is serviced by 2 no. rail services including;

- Dublin Heuston to / from Galway, and
- Dublin Heuston to / from Westport and Ballina

3.3.10 A summary of the aforementioned services are presented in **Table 3.3** below.

Destination	Mon – Thur	Fri	Sat	Sun
Dublin to Galway	10	10	10	6
Galway to Dublin	11	11	9	6
Dublin to Westport and Ballina	4	5	4	4
Westport and Ballina to Dublin	5	5	5	4

Table 3.3: Athlone Train Station Services



Figure 3.9: Rail Network

3.4 LOCAL AMENITIES

3.4.1 As illustrated in **Figure 3.10**, the proposed development site is well placed in terms of the availability of and access to local amenities. There are 6

number primary schools and 4 no. post primary schools within 5km of the subject site. Athlone IT is located only 1.5km to the southeast. The subject site benefits from good access to local retail and leisure facilities including Athlone Regional Sports Complex located only 550m to the west along Brawny Road. Furthermore, the subject development site is well places to benefit from local employment opportunities at Blyry Industrial estate to the northeast and Monksland Industrial Park / Daneswell Business Park / Westpoint Business Park located to the west via the N6/M6.

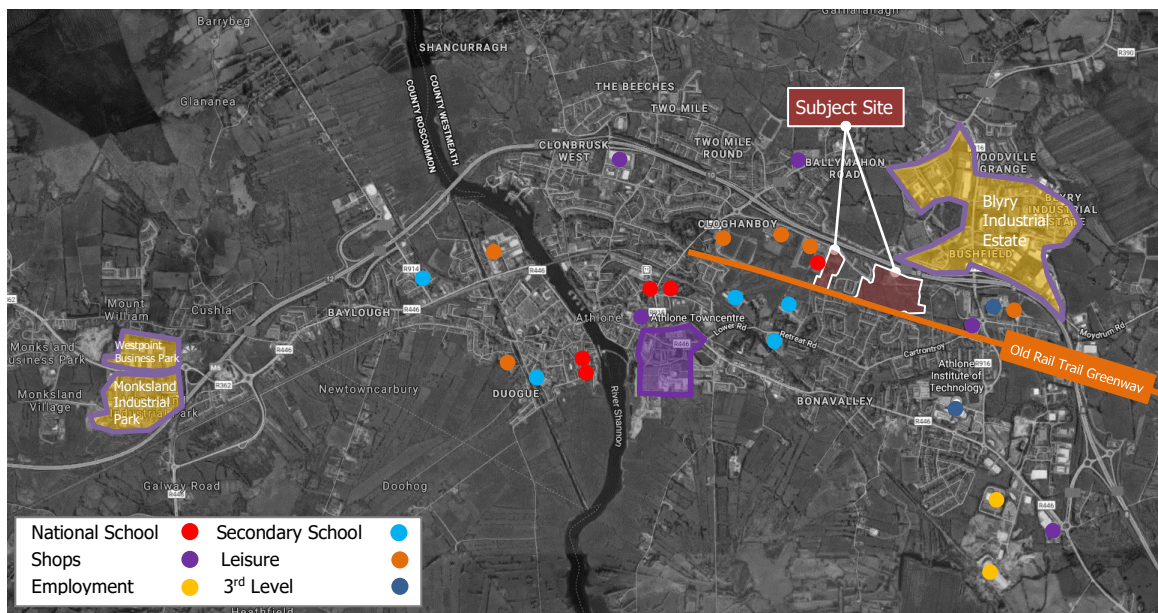


Figure 3.10: Local Amenities

3.5 PROPOSED TRANSPORT FACILITIES

Cycle / Walking Proposals

- 3.5.1 It is an objective of the Athlone Town Development Plan 2014-2020 (O-WC16) *"To provide a walking/cycling route from the Athlone Mullingar railway line in Athlone, to the River Shannon, via a new bridge over the Shannon to the west bank and onwards to the Roscommon County boundary, with the potential to connect to Athlone Castle and southwards around the town".*
- 3.5.2 The Westmeath County Council proposed extension of the Old Rail Trail Greenway as far as the River Shannon is expected to be operational within the next 12 months (i.e. by August 2021). The future pedestrian / cycle bridge over the River Shannon within the next 3-4 years (funded by the NTA).

- 3.5.3 Another objective of the development plan is *"To provide north-south pedestrian and cycle linkages between Curragh-Lissywollen and Lissywollen South/Retreat, to overcome barriers to access and movement created by the N6 and rail lines"*.

Public Transport Proposals - Bus

- 3.5.4 Bus services are considered a *"key player in offering an alternative to the private car"* within the development plan. The provision of a Quality Bus Corridor is considered to be a possibility within Athlone Town in the future.
- 3.5.5 In compliance with the objectives of the Lissywollen South Framework Plan 2018-2024, the proposed development caters for an east-west access route through the subject site connecting the R915 (to the west) to the (R916) to the east. This east-west avenue has been designed to facilitate the existing local bus route A2 to extend eastwards into the subject development lands beyond its existing extents at Athlone Regional Sports Centre (Reference **Section 4.3** for more details).

Public Transport Proposals - Rail

- 3.5.6 The development plan highlights the potential for the reopening of the rail link between Athlone and Mullingar and acknowledges that *"would serve to further strengthen public transport interconnectivity by connecting the Galway/Mayo rail line with the Sligo rail line and potentially provide an additional line option for the Galway-Dublin service. This would also facilitate greater accessibility to Athlone and connectivity within the county and also on a national level providing improved cross linkages, with services to the two main stations in the capital and enabling increases on the Galway Dublin rail line. The Councils are committed to supporting and facilitating the re-opening of the Athlone to Mullingar rail line"*.

Road Infrastructure Proposals

- 3.5.7 A new link road is proposed to the east of Athlone Town known as the Loughandonning Link Road and will provide a local road link between The Creggan LAP lands and Athlone Town Centre.
- 3.5.8 The Westmeath County Council proposed North / South link between Brawny Road and Retreat Road, once implemented sometime in the future, will *"give*

priority to buses, cyclists and pedestrians and shall be sited so as not to adversely impact upon the landscape setting of the Marist School ".



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 in close proximity to employment, retail and leisure opportunities at Lissywollen and currently surrounded by residential developments with other amenities including educational facilities within walking distance.
- 4.1.2 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.
- 4.1.3 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.
- 4.1.4 In general, the current modal split for the Athlone area is indicated in the **Figures 4.1** and **4.2** below.

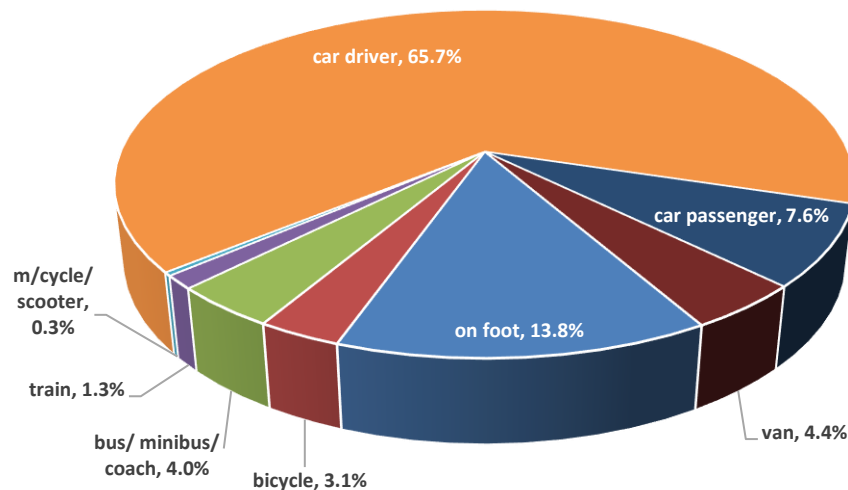


Figure 4.1: Current Modal Split in Athlone Area (2016) – Travel to Work

(source: www.census.cso.ie/sapmap/ – 2016 census data)

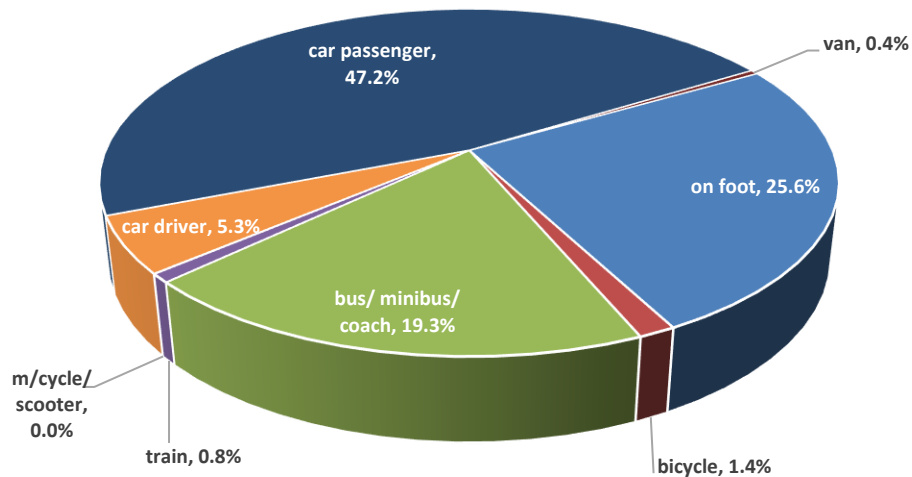


Figure 4.2: Current Modal Split in Athlone Area (2016) – Travel to School/College (source: www.census.cso.ie/sapmap/ – 2016 census data)

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.

4.2.2 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
- Train
- Walking, and
- Car Sharing



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 residents, visitors and staff 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, visitors and staff 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;
- (i) Promote healthy lifestyles and sustainable, vibrant local communities; and
- (j) In light of the current Covid-19 pandemic and its impact on working practices and in particular the increase in the proportion of the working population working from home, promote residents to investigate the potential with their employer to work from home if that profession allows for all or part of their working week.

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:

- Route, timetable and ticketing information for bus and train services;
- The location and most convenient routes to / from local services (e.g. shops, medical facilities and schools etc.);
- Cost data comparing public transport and private car journeys; and,
- The health benefits of walking and cycling to include safety advice.

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 option available to them which is often perceived to be the car, even if from a cost and duration of journey perspective this may not be the case.

5.2.6 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.

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

- Consider the needs of residents and staff in relation to accessing facilities for education, health, leisure, recreation and shopping purposes, including identifying local amenities available that reduce the need to travel longer distances; and
- Develop good urban design by ensuring permeability of the development to neighbouring areas and provision of cycle facilities including storage.

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**) for the development's management company are set out below:

A1 – The appointment of a Mobility Manager;

A2 – Potential 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 90% of the residential units are occupied;

A5 – To Establish Car Parking Strategy/Plan

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

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

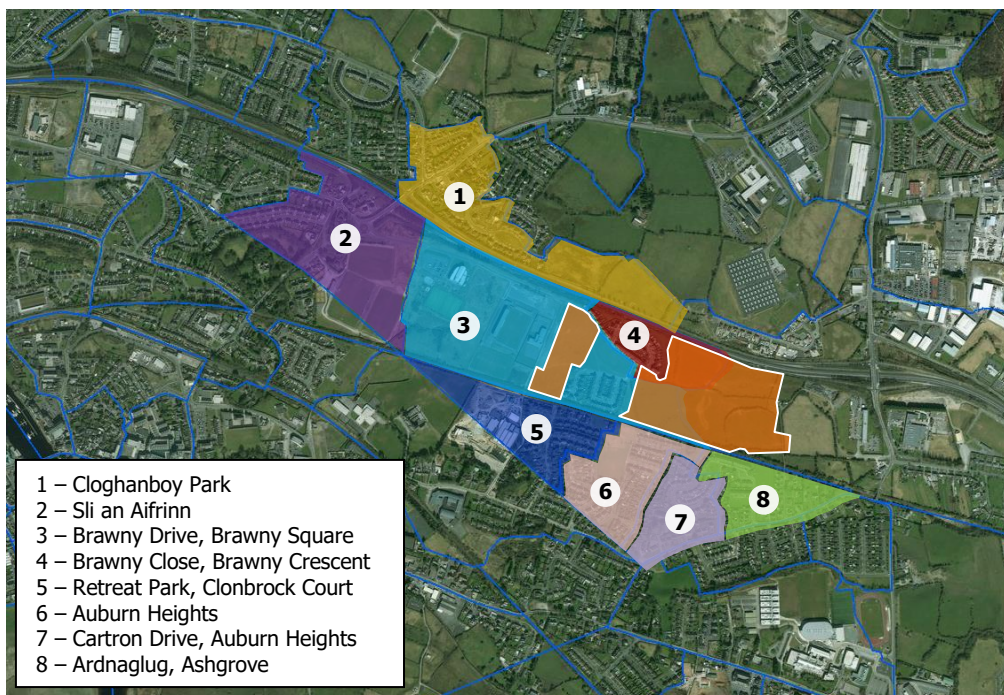


Figure 5.1: 2016 CSO SAPMAP Surrounding Small Areas

5.3.7 The local residential areas analysed include the following:

- 3 – Brawny Drive, Brawny Square, also includes the subject site
- 4 – Brawny Close, Brawny Crescent, also includes the subject site

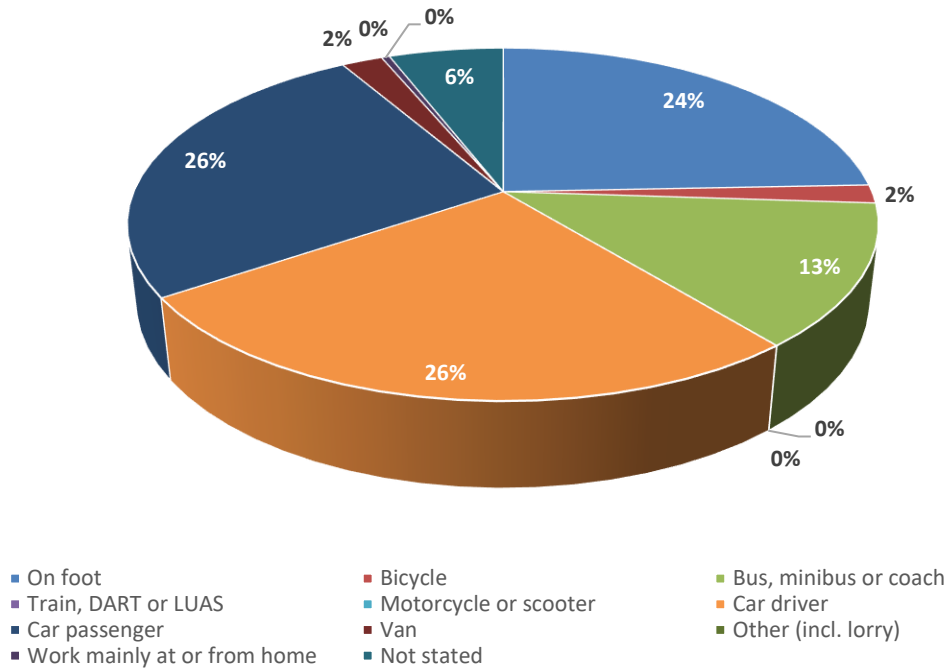


Figure 5.2: Current Modal Split for Existing Developments (Areas 3 & 4) Surrounding the Subject Site

5.3.8 **Figure 5.2** 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.

5.3.9 **Figure 5.3** and **Figure 5.4** below illustrates the MMP 1st Year Target and 5-year Modal Split Target respectively, which have been set out for the proposed development site.

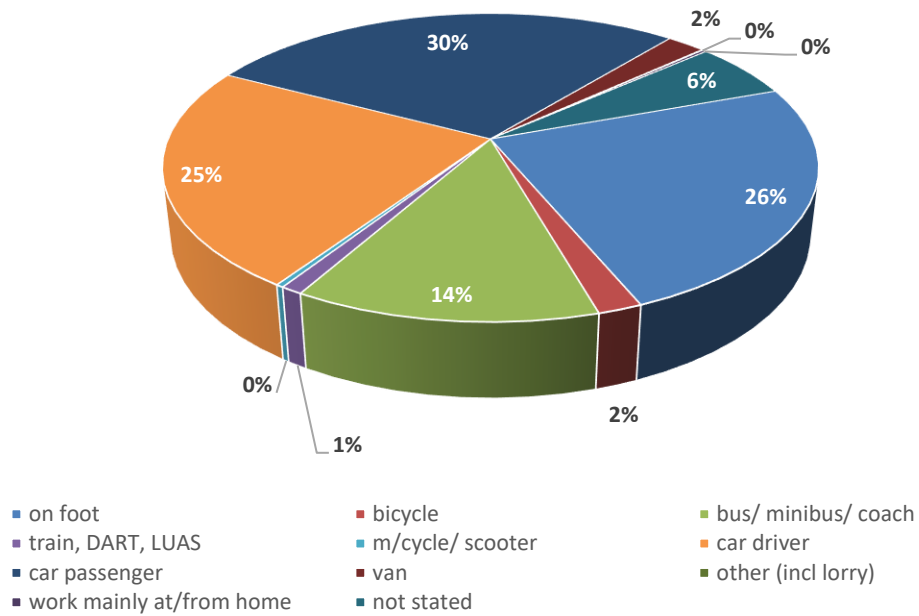


Figure 5.3: MMP 1st Year Modal Split Target

5.3.10 **Figure 5.3** shows a slight adjustment from base travel trends observed in **Figure 5.4**, with the strategy in place to create a modal split shift towards more sustainable options such as walking, cycling, trains and buses for trips undertaken to work, school and college. Bus 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.”

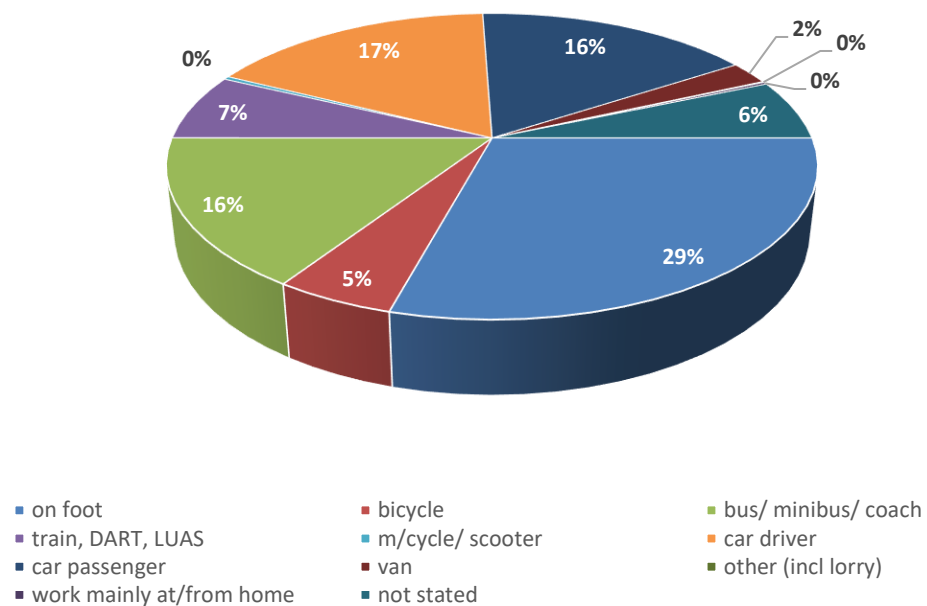


Figure 5.4: MMP 5-Year Modal Split Target

- 5.3.11 **Figure 5.4** above presents 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 SmarterTravel 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.
- 5.3.12 **Table 5.1** below outlines Census 2016 Local Area Mode Split along with the proposed target modal splits as referenced above.
- 5.3.13 These 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.

Mode of Travel	Local Area Mode Split (Census, 2016)	MMP 1 st Year Target (2021)	MMP 5-year Target (2026)
On Foot	24%	25%	29%
Bicycle	2%	4%	9%
Bus/Minibus/Coach	13%	14%	17%
Train	0%	1%	1%
Motorcycle/Scooter	0%	1%	1%
Car Driver	27%	24%	17%
Car Passenger	26%	23%	16%
Van	2%	2%	2%
Other (incl. lorry)	0%	0%	0%
Work mainly at/from home	0%	2%	2%
Not Stated	6%	6%	6%

Table 5.1: MMP Year 1 and Year 5 Targets

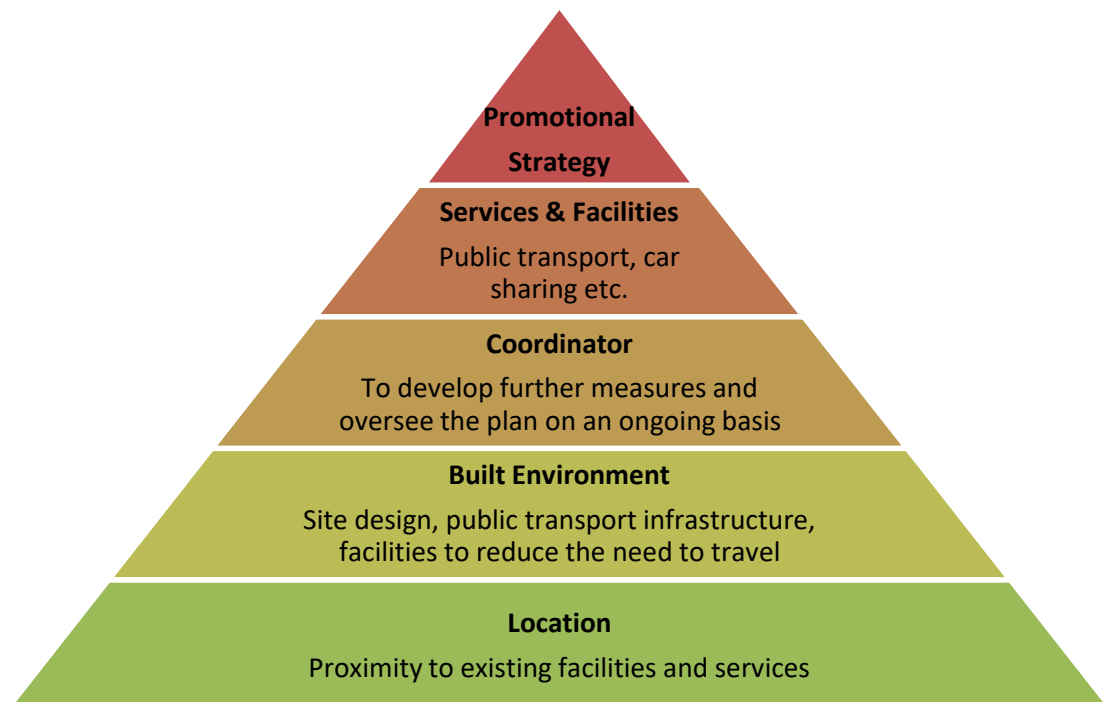


- 6.1 INTRODUCTION**
- 6.2 MODE SPECIFIC MEASURES**
- 6.3 MANAGEMENT & MONITORING MEASURES**
- 6.4 MARKETING & PROMOTION MEASURES**

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 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 development.

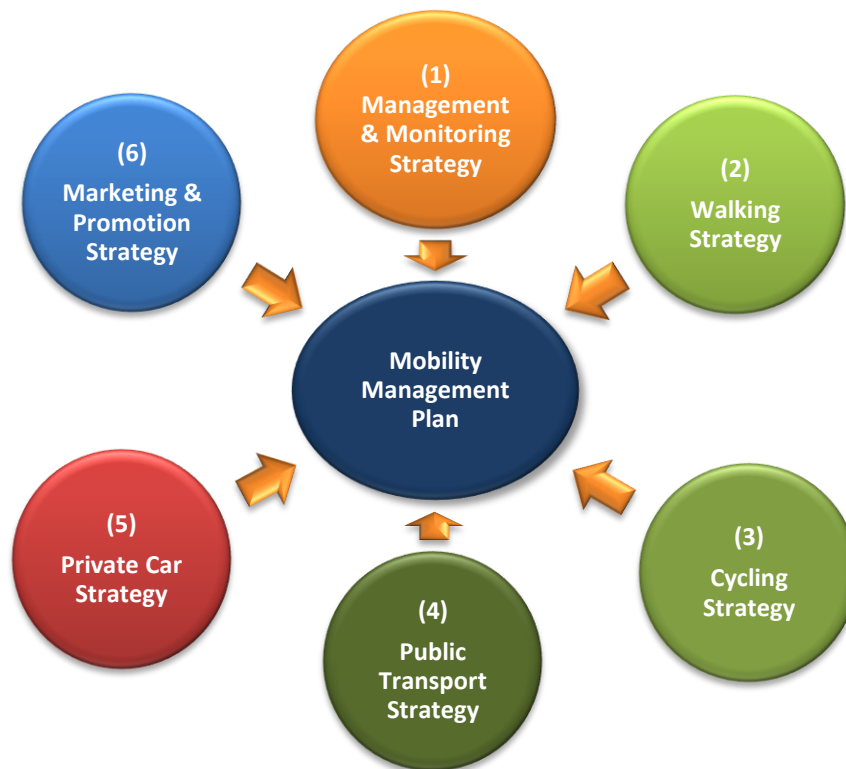


Figure 6.1: MMP Action Plan Strategies

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.
- b) Cycling – Upgraded cycle lanes, discounted cycle purchase, bike service workshops, cycle training, Bleeper Bike provision;
- c) Public Transport (Bus) – discounted travel tickets
- 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 residents of the development.
- 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 colleges, local shops, health facilities, and bus stops within the local area.
- 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 from the site, 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.
- 6.4.6 The methods of the marketing measures are set out in **Appendix C** of this document.



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 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 are 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 (Senior Management)	-	✓	-	-		
MMS 5	Establish MMP 'Charter' and confirm senior management support for:	-	✓	-	-		
	MMS 4a – MMP memorandum of understanding		✓	-	-		
	MMS 4b – Identify and agree MMP objectives		✓	✓	✓		
	MMS 4c – Review and establish MMP targets						
MMS 6	In partnership with Local Authority review funding opportunities and potential budgets for:	-	✓	-	-		
	MMS 5a – Setting up and launching MMP		✓	-	-		
	MMS 5b – Annual MMP management costs		-	✓	✓		
	MMS 5c – Participation in calendar of events		-	✓	✓		
	MMS 5d – MMP incentives		-	✓	-		
	MMS 5e – MMP facilities		✓	-	-		
	MMS 5f – MMP training requirements						
MMS 7	Establish 'External' engagement contacts and collaboration programme.	-	✓	-	-		

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

7.2.4 The identified Management and Monitoring strategy promotes a total of 22 measures. The implementation schedules of these measures are outlined in the graph in **Figure 7.1** below.

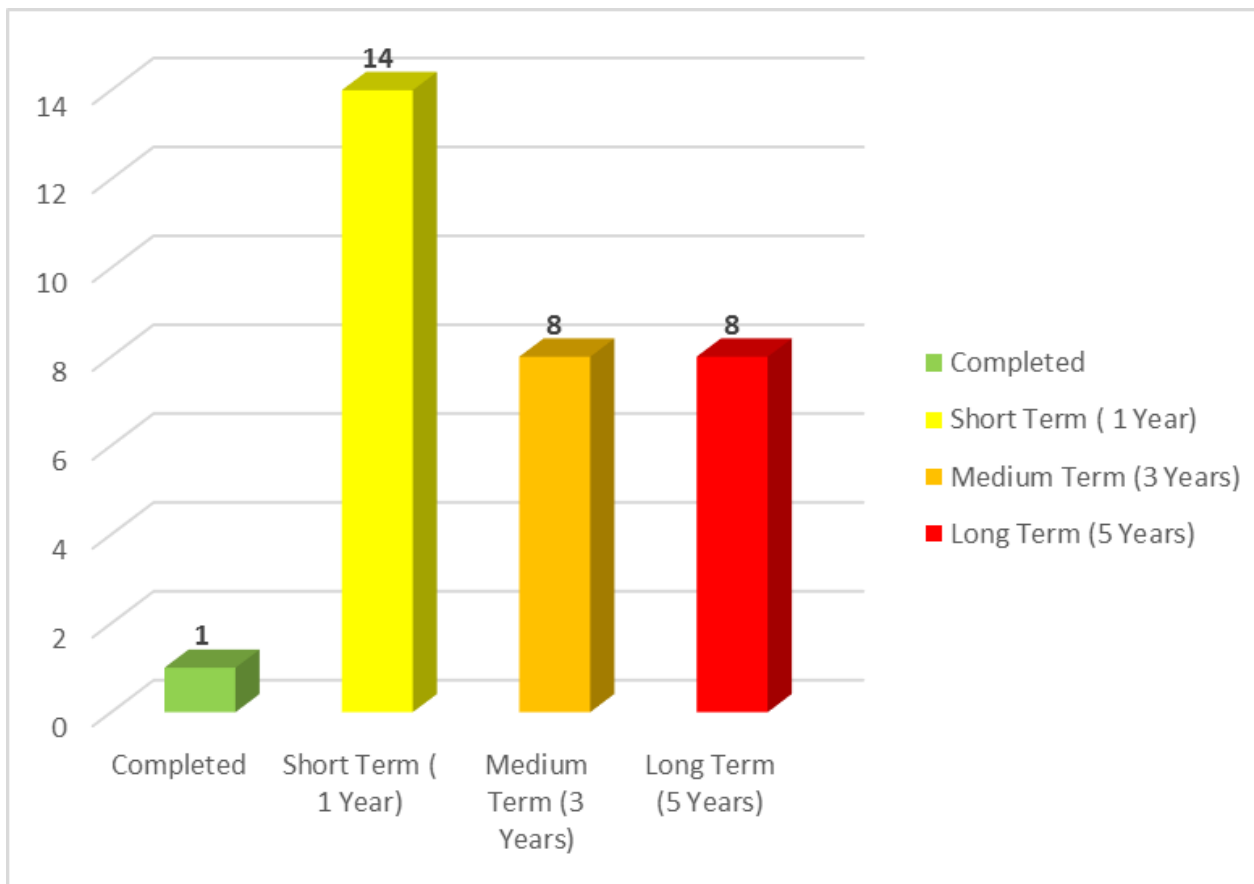


Figure 7.1 Roll-out of MMP's Management & Monitoring Initiatives

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	-	-	-	✓		
	WS 2b - Pedestrian Training	-	-	-	✓		
	WS 2c - Travel diary with incentive / awards scheme	-	-	-	✓		
WS 3	Set up a 'buddying' scheme to address any personal security issues of walking.	-	-	✓	-		
	WS 3a - Residents	-	-	✓	-		
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.

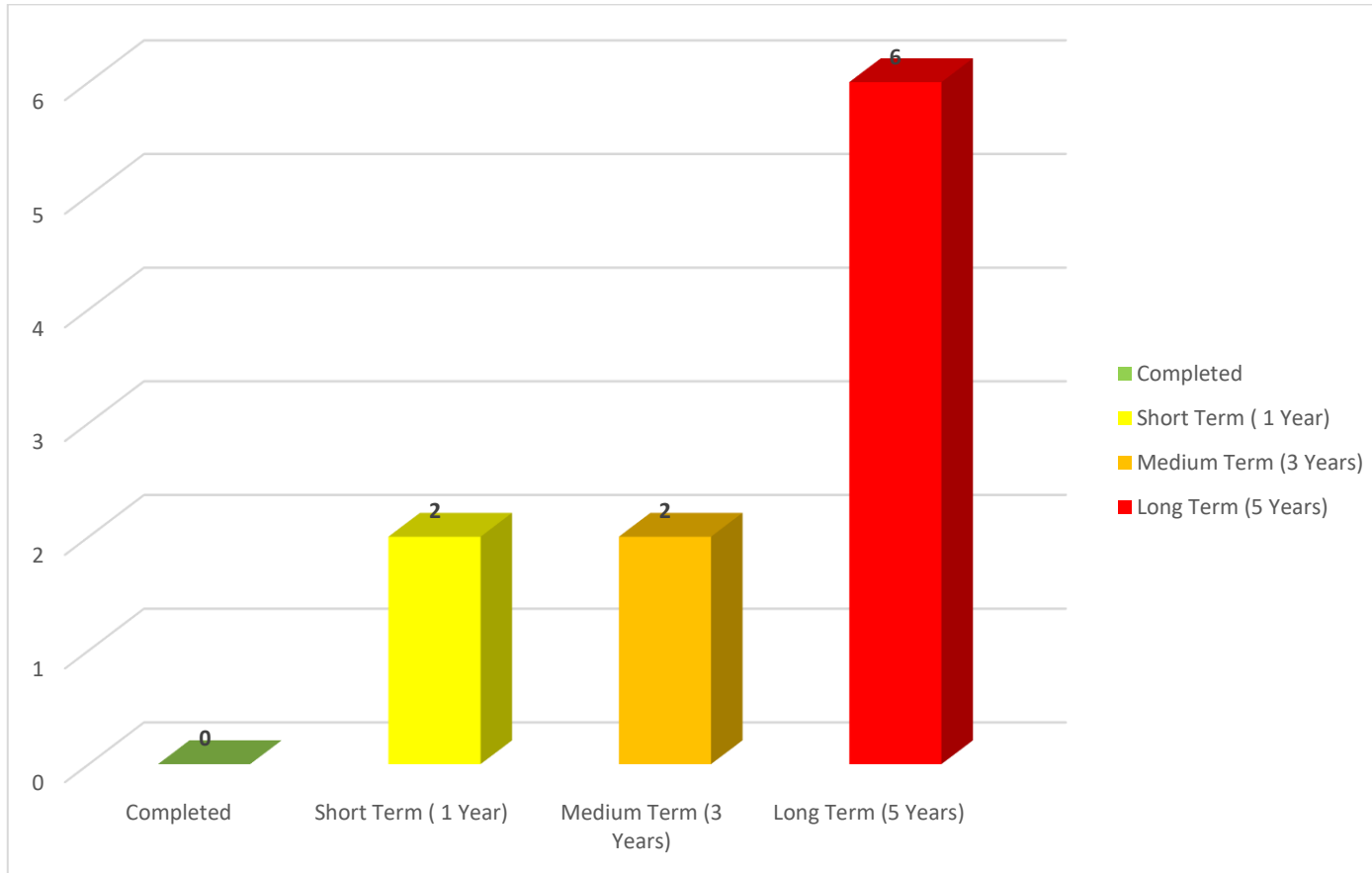


Figure 7.2 Roll-out of MMP’s Walking Initiatives

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	-	-	✓	-		
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.

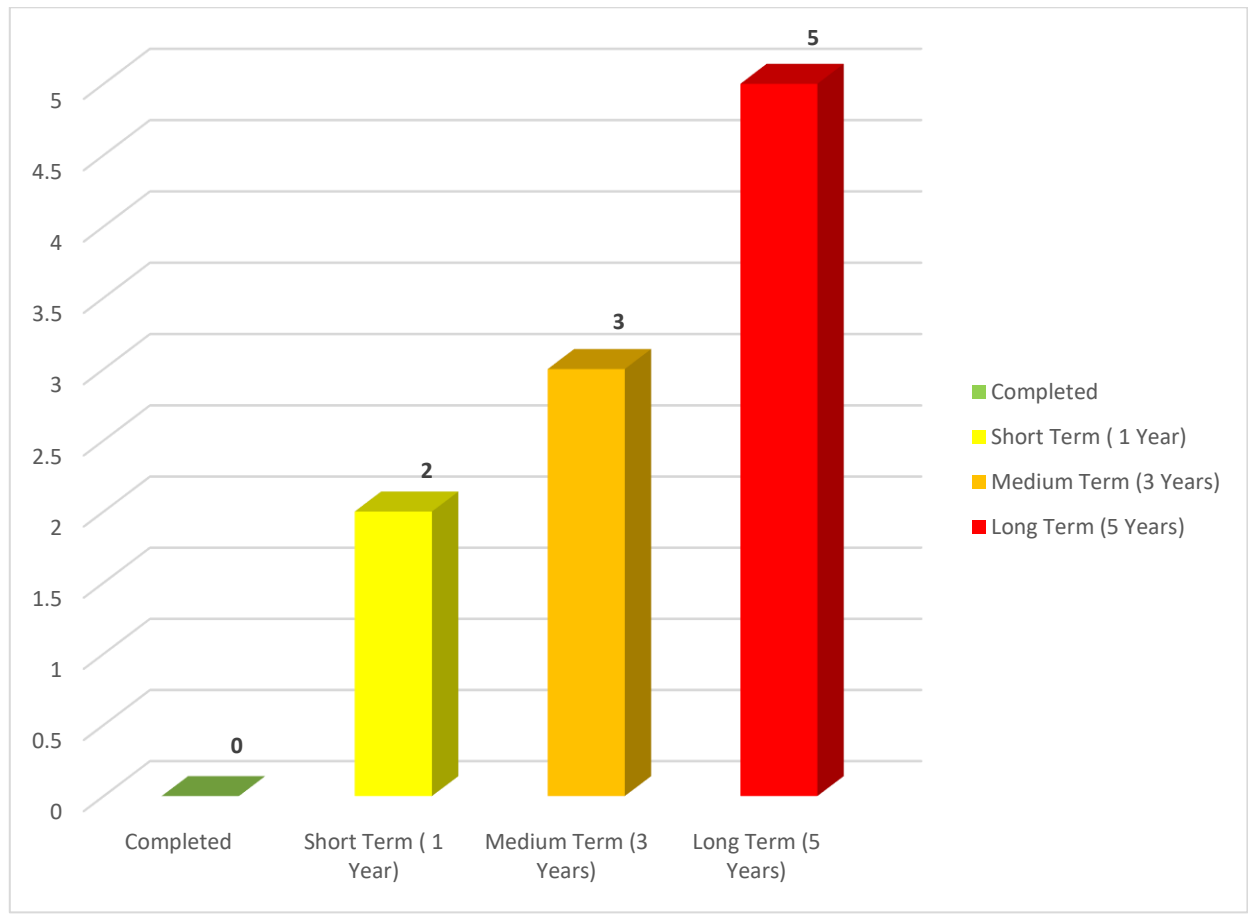


Figure 7.3 Roll-out of MMP's Cycling Initiatives

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.

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 & Bus Eireann and the local authority, ensure all local bus stops display up to date timetables, fare and route information	-	-	✓	-		
PTS 8	Encourage the use / initiatives for buses where feasible for a range of different travel purposes	-	✓	-	-		
PTS 9	Promote the availability of the TaxSaver scheme for staff	-	✓	-	-		
PTS 10	Explore the potential of a Travel Diary with incentive / awards scheme	-	-	-	✓		

Table 7.4 Preliminary Schedule of MMP's Public Transport Initiatives

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

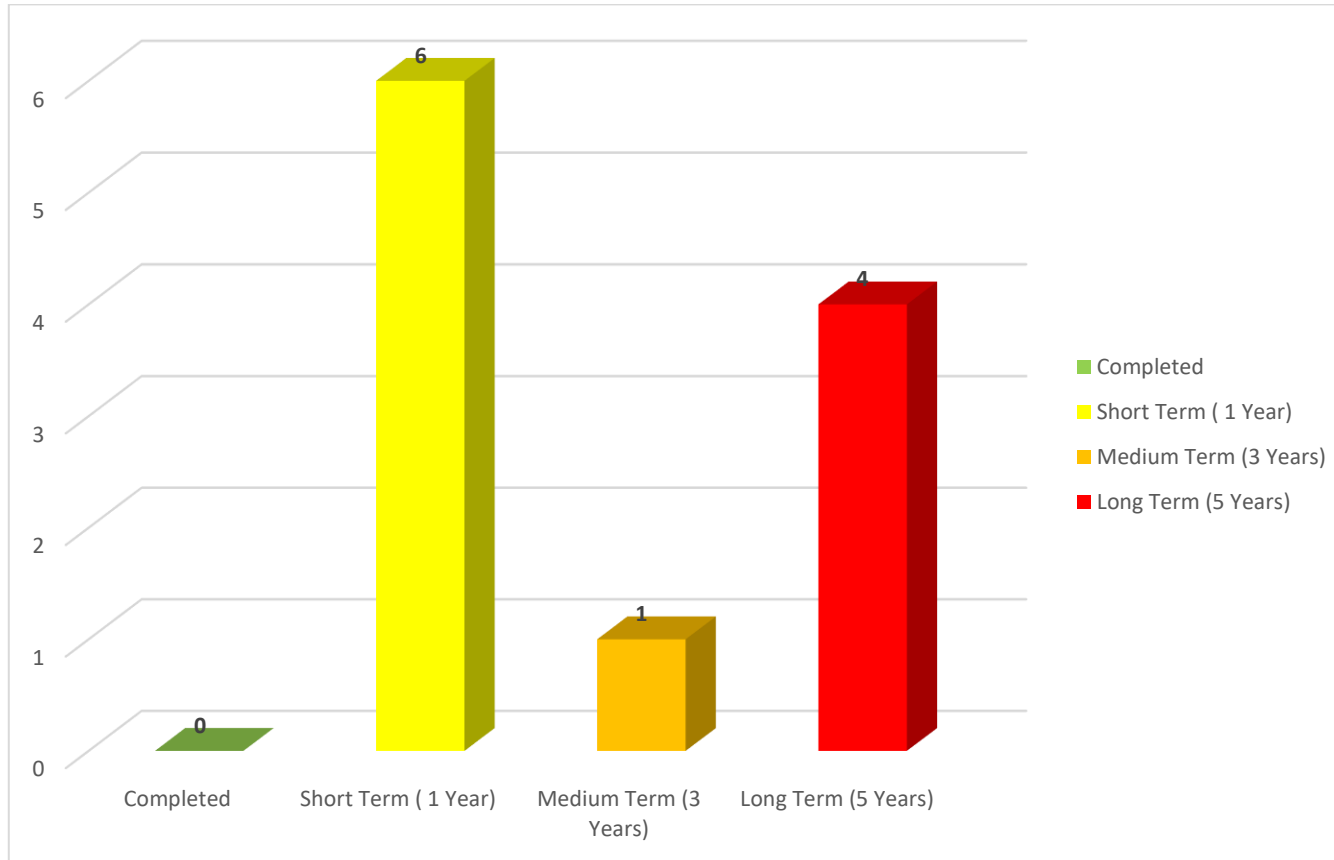


Figure 7.4 Roll-out of MMP's Public Transport Initiatives

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.

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	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.

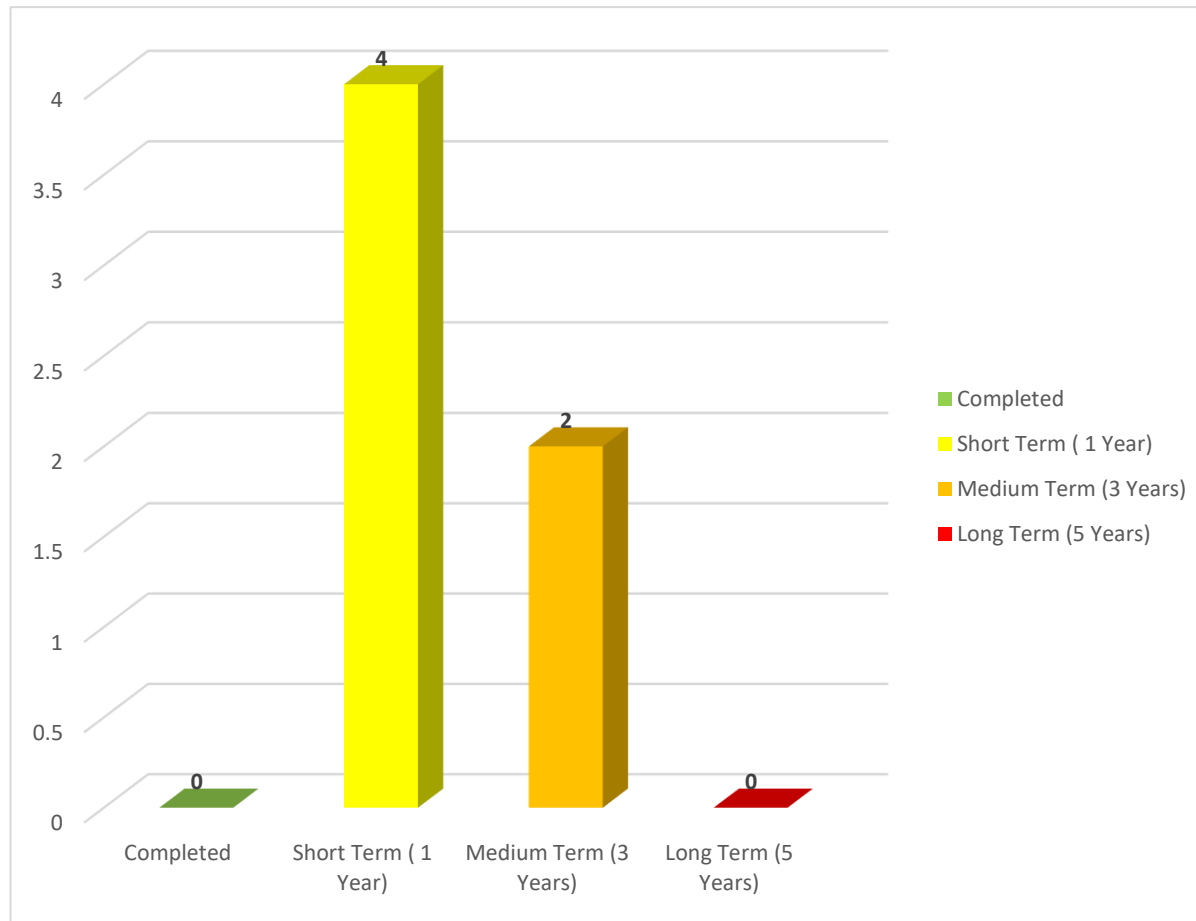


Figure 7.5 Roll-out of MMP's private Car Initiatives

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, reducing the need to travel by raising awareness of work from home opportunities, 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	-	✓	-	-		
MPS 9	Develop and distribute a list of criterium that, if met, could warrant further investigation into the potential for work from home opportunities for all or part of the working week	-	✓	-	-		

7.7.2 The preliminary Marketing and Promotion sub-strategy promotes a total of 9 measures. The implementation schedule of these measures is outlined in the graph in **Figure 7.6** below.

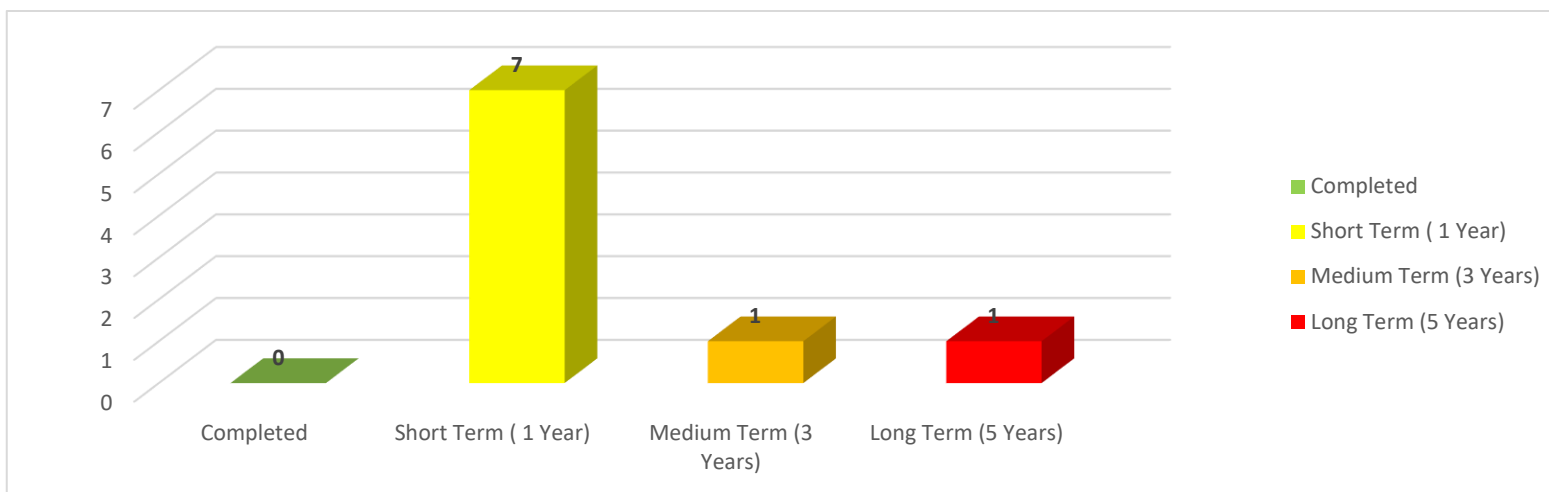


Figure 7.6 Roll-out of MMP's Marketing & Promotion Initiatives



8.1 SUMMARY

8.0 SUMMARY AND CONCLUSIONS

8.1 SUMMARY

- 8.1.1 DBFL Consulting Engineers (DBFL) have been commissioned by Alanna Roadbridge Developments Ltd. to prepare a Mobility Management Plan (MMP) for a proposed Strategic Housing Development in Lissywollen, Athlone, Co. Westmeath.
- 8.1.2 The proposal seek permission for the provision of 576 no. residential dwellings and 2 no. creche facilities (214m² and 362m² GFA) and a community hub (101m²). The residential dwellings comprise 246 no. apartment units, 45 no. duplex units and 285 no. houses.
- 8.1.3 Further details of the development proposals, including the site layout drawing, are illustrated in the architects' scheme drawings and detailed in the Planning Report submitted with this planning application.
- 8.1.4 DBFL Consulting Engineers have compiled this MMP as the basis for discussions between the developers and planning officers from Westmeath County Council. Through these scoping discussions the preferred strategy (and supporting measures and targets) will emerge with the resulting MMP detailing the agreed approach, actions and targets.
- 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 promoted a total of 68 initiatives across 6 sub strategy themes as presented in **Figure 8.1** below.

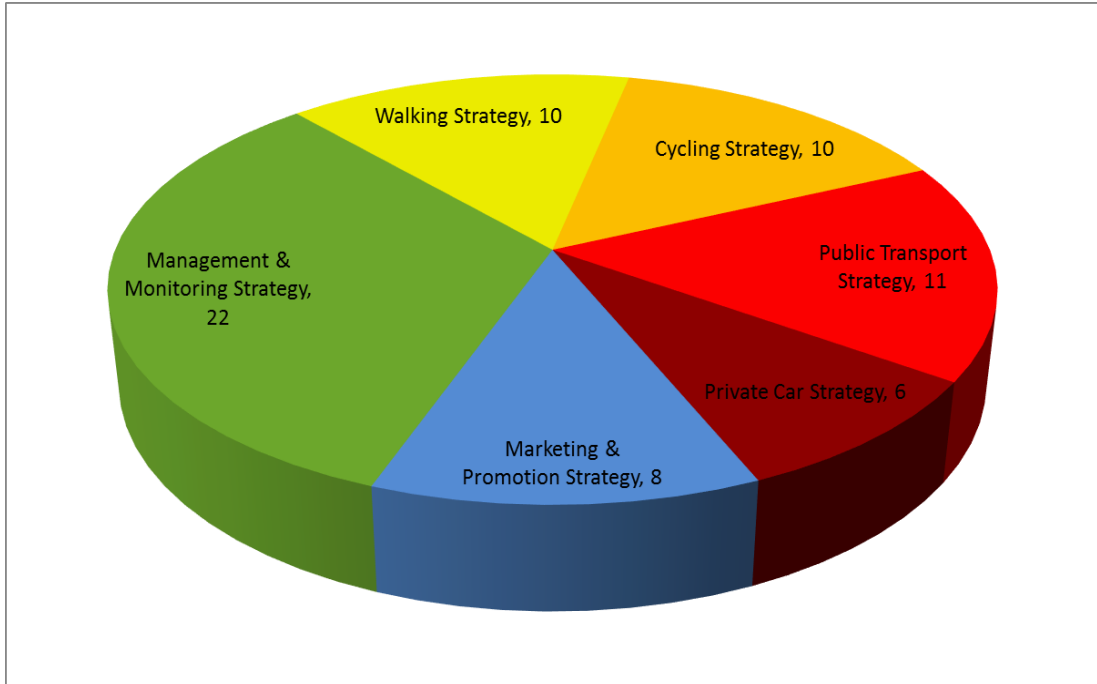


Figure 8.1 MMP Sub Strategy Themes & Initiatives

8.1.7 The implementation schedule of identified 68 MMP initiatives is outlined in the graph in **Figure 8.2** below. A total of 1 initiative of the action plan has already been completed, with a further 34 initiatives (or 51%) to be implemented within 1 year of the residential development being occupied.

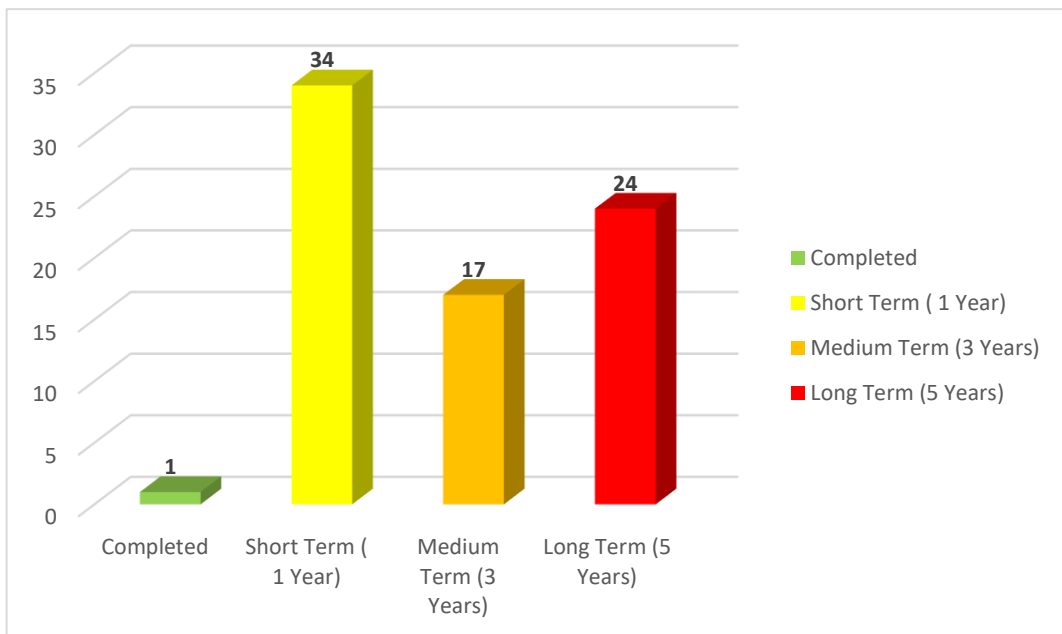


Figure 8.2 Roll-out of MMP's Initiatives

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 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 Ireland's 'gateway' cities have experienced significant growth in recent years. The service 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 Bus Eireann services with bus routes passing through the subject site. The bus stops are located in very close proximity the site with frequent services operating daily. The subject site will be serviced by a number of regional bus services 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 significant number of bicycle parking spaces are proposed within the development to accommodate residents, visitors and staff to the site.

A1.21 The on-site cycle facilities will be linked to the existing and proposed off-site cycle routes. Also, improved cycle infrastructure is proposed under the NTA and local authority greenroute 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
- 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 could therefore be appointed by the management company. 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 A 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 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 Town 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 residency within the development. 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' can be produced and approved either prior to first occupation or soon after with staff 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. Bus Eireann),
- 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 could be created focusing upon providing appropriate, up-to-date information on sustainable travel options for accessing the development site.

C1.4.2 This website could 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 Bus Eireann) to encourage residents to plan their journeys using sustainable transport.

C1.5 Smart Device Travel App

C1.5.1 A Travel App could also 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