

LISMORE HOMES LIMITED

Residential Development Baldoyle GA2

Residential Travel Plan



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APPENDIX 1: SAMPLE RESIDENT TRAVEL QUESTIONNAIRE

SECTION 1: INTRODUCTION

1.1 Residential Travel Plan in Context

A Residential Travel Plan, is a long-term management strategy which identifies a package of measures to encourage an organisation's residents and visitors to use sustainable forms of transport such as walking, cycling and public transport and to reduce dependency on private car single-occupancy use.

By providing for the transportation needs of people and goods in an ordered and planned manner the environmental, economic and social impacts of travel may be greatly reduced.

This Residential Travel Plan has been compiled in accordance with the NTA's Workplace Travel Plans - A Guide for Implementers. This Plan has been prepared in advance of building construction, fit-out and occupation to provide the Residential Travel Coordinator with key information and an orderly structured approach to delivering a suite of residential travel measures which will be detailed in forthcoming chapters. This Plan has been prepared as a Preliminary Residential Travel Plan as exact details of the working and travel patterns of the final occupants are unknown.

1.2 Background

J.B. Barry & Partners Ltd. was commissioned by Lismore Homes Limited to prepare a Residential Travel Plan for the proposed Baldoyle GA2 Residential Development on lands at Stapolin, Baldoyle, Dublin 13. Baldoyle GA2 is a Strategic Housing Development for the construction of 1,007 residential apartments (consisting of 58 no. studio units, 247 no. 1 bedroom units, 94 no. 2 bedroom 3 person units, 563 no. 2 bedroom 4 person units, and 45 no. 3 bedroom units), communal residential community rooms, and a ground floor creche in 16 no. buildings with heights varying from 4 to 12 storeys, basement and surface level car parking, secure bicycle parking, landscaping, water supply connection at Red Arches Road, and all ancillary site development works on a site located in the townland of Stapolin, Baldoyle, Dublin 13.

Refer to Figure 1 below for the location of the proposed development.



Figure 1 – Development Location – (Source: 2020 Google Earth – Annotation by J.B. Barry & Partners)

1.3 Aims and Objectives

The objective of this Residential Travel Plan is to provide a more sustainable approach to the site's transportation requirements and to improve accessibility. In line with the Baldoyle-Stapolin LAP Objective TM 2, the development seeks to put a strong emphasis on sustainable forms of transport.

Adopting this plan will allow the development of managed travel options and more informed travel choices for residents and visitors whilst reducing dependency on private car use associated primarily with commuter travel.

Upon completion and occupation of the development, this Residential Travel Plan will provide the basis for routine examination of the commuting patterns associated with the site into the future.

It is envisaged that occupants of the site will derive the following benefits:

- Healthier commute to work for residents;
- Enhanced wellbeing;
- Reduced resident downtime spent travelling;
- More informed travel options for residents and visitors;
- A reduction in the demand for parking spaces;
- Improved environmental performance;
- On-going liaison with Dublin City Council and public transport providers to maintain, improve and support transportation services to and from the site;
- Promotion of social networks within the development and between various departments on site;
- Reduced congestion around the site;
- Cheaper commutes for residents.

1.4 Methodology

In compiling the plan, reference has been made to the following documents:

- Smarter Travel – A New Transport Policy for Ireland 2009 – 2020, Department of Transport;
- National Cycle Policy Framework 2009;
- The National Spatial Strategy for Ireland 2002 – 2020;
- Dublin City Development Plan 2016-2022;
- Your step by step guide to Travel Plans – Smartertravel, Workplaces;
- NTA Workplace Travel Plans A Guide for Implementers (2012).

An audit of the existing facilities and nearby transportation provision was undertaken for the development site in the course of developing the Residential Travel Plan. The audit considered the quality and availability of the existing facilities and public transport services, including pedestrian facilities, cycle facilities, bus routes, rail links and car parking facilities.

A number of available initiatives were identified, the objectives of which are to reduce the environmental impact of commuter journeys.

1.5 Influencing Resident Travel Patterns

In order to give the strategy a good founding, it will be necessary to fully understand the nature of the trip patterns associated with the operational stage of the proposed development. In order to achieve this, trip movements to and from the site must be examined and assessed for potential future influence.

As this Residential Travel Plan is being prepared as part of a planning application, real trip information such as commuter work locations and associated journey characteristics for residents are as yet unknown.

In the absence of such data, this study has been designed as a framework document, to be supplemented with real trip information following the opening of the development and subject to a suitable 'bedding in' period as the development matures and is integrated into the surrounding area.

Table 1 following lists the likely nature and extent of anticipated traffic movements to and from the proposed development; it also highlights those trips where change is most possible to influence:

Table 1: Nature of traffic movements & ability to influence

Nature of Traffic Movements to Sandymount Avenue	Increasing with Development	Possible to Influence?
Residents commuting to and from work	Yes	Yes
Leisure Related Journeys	Yes	Yes, but more difficult
Deliveries	Yes	Yes, but more difficult
Members of the public/Visitors	Yes	Difficult and impractical

As visitor journeys are difficult to predict and influence, this Residential Travel Plan will focus on commuting journeys for residents. As commuting journeys are by their very nature regular and predictable i.e. they generally happen in the same period every morning and every evening, they will form the focus of the Residential Travel Plan.

The setting of realistic and achievable modal split targets is vital if all or any of the measures are to be successful. The targets need to be attainable and most importantly correspond with the site's goals i.e. supporting and enhancing the primary business objectives of the organisations involved.

1.6 Planning and Transportation Context

The framework for the Residential Travel Plan is formed by a number of planning and development documents. These documents have served to provide strategic guidance in the development of this Workplace/Residential Travel Plan, a synopsis of each document is outlined below.

1.6.1 National Policies

Smarter Travel – A New Transport Policy for Ireland 2009 – 2020

The Smarter Travel Document outlines a vision and identifies key actions to reverse the current predominant trend of car use over other modes by 2020. It proposes a number of measures including infrastructure investment in sustainable transport, spatial planning policies, and importantly on providing viable alternatives to the car. The policy recognises the vital importance of continued investment in transport to ensure an efficient economy and continued social development and sets out the necessary steps to ensure that people choose more sustainable transport modes such as walking, cycling and public transport.

The policy is a response to the fact that continued growth in demand for road transport is not sustainable and will lead to further congestion, further local air pollution, contribute to global warming, and result in negative impacts to health through promoting increasingly sedentary lifestyles. The policy sets a target to reduce car based commuting from 65% to 45% by 2020. The aims of the document includes:

- Improve quality of life and accessibility to 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.

To achieve these aims a total of 49 specific actions were identified, 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 car are more widely available, mainly through a radically improved public transport service and through investment in cycling and walking;
- Actions aimed at improving the fuel efficiency of motorised transport;
- Actions aimed at strengthening institutional arrangements.

National Cycle Policy Framework 2009 - 2020

The National Cycle Framework Strategy, which stemmed from the Smarter Travel policy, provides a framework for a common, integrated basis for the long-term development and implementation of cycling policies among various sectors and levels of government. It outlines 19 specific objectives and identifies 109 actions relating to cycling and places emphasis on promoting and integrating cycle networks.

National Planning Framework - Project Ireland 2040

The National Planning Framework (NPF) sets out the strategic planning framework for the future development of Ireland. It recognises that in order to sustain Dublin's role as the engine of the economy, it advocates the physical consolidation of Dublin, supported by effective land-use and transportation policies as an essential requirement for a competitive Dublin.

The framework places particular emphasis on the physical consolidation of Dublin City. This necessitates the sustainable development of all vacant, derelict, and under-used lands with a focus on areas close to public transport corridors as well as areas of under-utilised physical and social infrastructure. There is also an emphasis in the NPF on supporting the city's capacity for employment and innovation and achieving intensification without compromising amenity or environmental quality.

NTA Transportation Strategy for Greater Dublin Area 2016 - 2035

The Draft Transportation Strategy Plan 2016-2035 sets out the National Transport Authority's Strategic Transport Plan for Greater Dublin Area (GDA) for the period up to 2035 (the Strategy). This strategy provides a framework for the planning and delivery of transport infrastructure and services in the Greater Dublin Area (GDA) over the next two decades. The Strategy's role is to establish the essential policies and measures required to support the Greater Dublin Area in meeting its full potential and increasing sustainable transport use.

The Transportation Strategy also proposes changes in the management and operation of the existing transport network to optimise and fully exploit the use of existing transport infrastructure.

1.6.2 Local Policies

Fingal County Development Plan (2017 - 2023)

The Fingal County Development Plan 2017-2023 identifies the requirement for all major traffic generating developments to prepare a Mobility Management Plan.

Greater Dublin Area Cycle Network Plan

The National Transport Authority's (NTA) Greater Dublin Area (GDA) Cycle Network Plan identifies and determines in a consistent, clear and logical manner a number of cycle networks within the GDA. These cycle networks include the Urban Cycle Network at the Primary, Secondary and Feeder level, the Inter-

Urban Cycle Network linking the relevant sections of the Urban Network, and the Green Route Network being cycle routes developed predominately for tourist, recreational and leisure purposes.

Baldoyle-Stapolin Local Area Plan (2013 - 2019) extended

The Baldoyle-Stapolin Local Area Plan lands are located on the southern boundary of Fingal where they meet the administrative area of Dublin City along the Dublin – Belfast railway. The Local Area Plan outlines the vision for Baldoyle-Stapolin, which is to create a place to live that is appealing, distinctive and sustainable, with minimal impact on the surrounding environment and the coast.

SECTION 2: SITE ASSESSMENT

2.1 Site Location

The proposed development site is located in Stapolin townland, Baldoyle North, Dublin 13 as shown in Figure 2 below.



Figure 2 – Site Location Plan (Source: 2020 Google Earth – Annotation by J.B. Barry & Partners)

The subject site is located to the west of Coast Road and to the north of Grange Road. Access to the site will be gained via Red Arches Road to the South and Longfield Road to the East respectively. Refer to the planning application documentation and architect's plans for a more detailed description of the proposed development and the positioning of the buildings relative to the site boundary and access roads/links.

2.2 Local Transport Audit

An audit of the existing facilities and nearby transport was undertaken for the development site in the course of developing the Residential Travel Plan. The site of the proposed development is located adjacent to Clongriffin Train station. Additionally, the proposed development is located close to a number of bus routes. The audit considered the quality and availability of the existing facilities and public transport services.

These public transport facilities in the area surrounding the Baldoyle GA2 Residential Development are detailed below.



Figure 3 – Transport links in the vicinity of the development location (source Google Maps, annotation by JB Barry & Partners)

2.2.1 Walking

In general, there is good pedestrian access provided to the Baldoyle GA2 Residential Development from and the wider surrounding area. Footpaths are provided along Red Arches Road which service the subject site. Both the Coast Road Roundabout and Grange Road signalised junction are provided with pedestrian and cyclist facilities which link footpath lanes on the external road network with similar facilities within the Stapolin Village development. These pedestrian routes are attractive, being separated from the carriageway by a full height kerb, public lighting is good and dropped kerbs are generally provided.

2.2.2 DART Rail Service

The main Dublin-Belfast railway line bounds the site to the west. The line caters for DART services to and from Malahide to the north and Greystones, Bray and all Dublin stations to the south as well as a limited number of Northern Commuter services to and from Drogheda and Dundalk. At peak times, services run approx. once every 15 minutes linking the site with Dublin city centre. Clongriffin DART station, opened to the public in April 2010 is located approximately 500m from the GA2 development site. This equates to an approximate 7mins walk from the development to the train.

The Dublin Commuter Train Service's operating service is between 06:00 and 00:00 and has a frequency of 4-11 minutes per route from 08:00 to 20:00 and 15-21 minutes per route outside of these times

2.2.3 Cycling

In general, the proposed development is very well catered for in terms of facilities for cyclists. Both the Coast Road Roundabout and Grange Road signalised junction are provided with cyclist facilities which link footpaths and cycle lanes on the external road network with similar facilities within the broader Baldoyle/Stapolin development.

Longfield Road and Red Arches Road are provided with separate dedicated off road cycle lanes which tie-in seamlessly with cycle facilities at both junctions.

Within the development site, the road layout design and traffic management measures ensure low vehicle speeds are maintained on development roads providing a safe environment for cyclists to travel. High quality pedestrian footpaths of minimum width 2.0 metres are provided on both sides of all development roads which provide good pedestrian linkage with all parts of the development and to existing external footpaths on the surrounding road network.

The site layout has been designed to ensure swift easy access for residents and workers to new on-site public transport nodes such as the train station and bus stop facilities. In the vicinity of the subject development access points, cycle facilities are in place on many roads on the surrounding road network as shown in NTA Greater Dublin Area Cycle Network Plan (**Figure 4** below).



Figure 4 – Off Road Cycle Lanes (source Google Maps, annotation by JB Barry & Partners)

2.2.4 Public Transport

Existing Public Transport

The proposed development is well situated next to high-quality existing public transport services. The main Dublin-Belfast railway line bounds the site to the west. The line caters for DART services to and from Malahide to the north and Greystones, Bray and all Dublin stations to the south as well as a limited number of Northern Commuter services to and from Drogheda and Dundalk. At peak times, services run approx. once every 15 minutes linking the site with Dublin city centre. Clongriffin DART station, opened to the public in April 2010 is located approximately 500m from the GA2 development site.

In addition, the following Dublin Bus Routes currently service the study area:

- 102 - Dublin Airport to Sutton station via Coast Road & Baldoyle
- 15- Clongriffin to Ballyclen Road

Phase 1 of the new BusConnects network launched on 27th June with the introduction of H-Spine (H1, H2, H3, H9) and Route 6 (all operated by Dublin Bus). The following BusConnects Routes currently service the study area:

- H1- Baldoye to City Centre
- H2- Malahide to City Centre

Bus stops are located along Grange Road on both upstream sides of the signal-controlled junction with Grange Rise/Longfield Road and regular bus services operate along the Malahide Quality Bus Corridor, Coast Road and other roads in the vicinity of the site as shown in Figure 5.

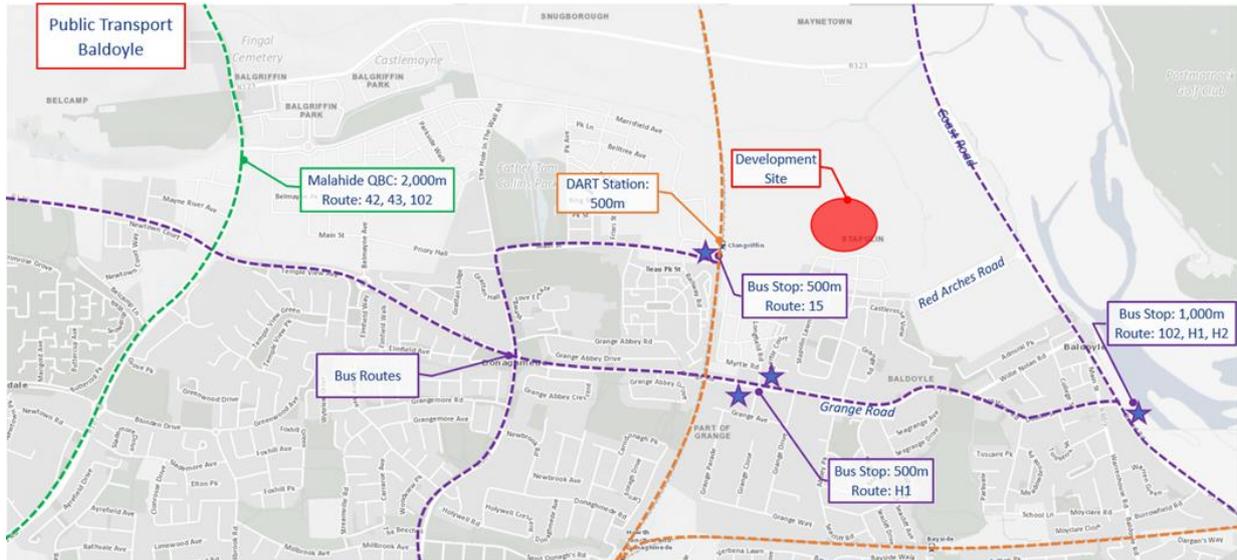


Figure 5: Public Transport Baldoye

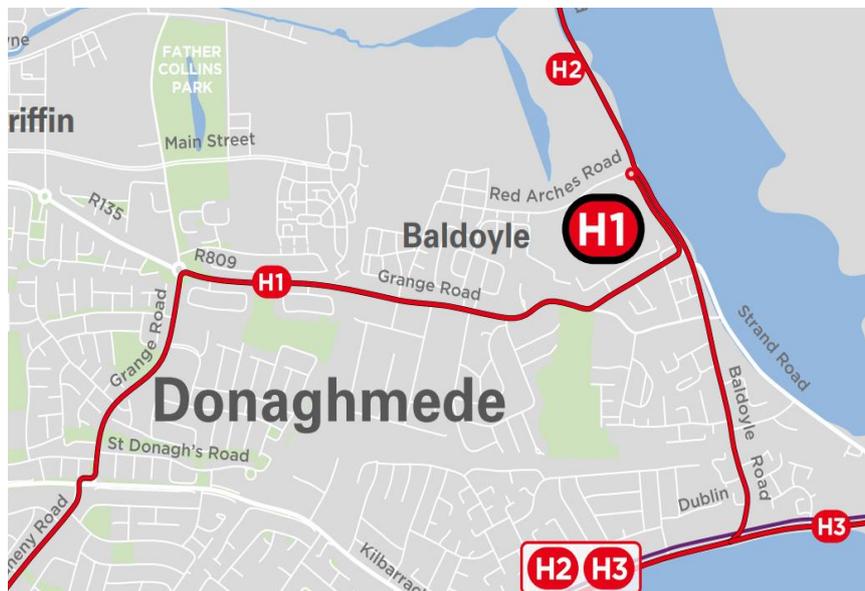


Figure 6: Phase 1 of the new BusConnects network as per www.busconnects.ie

Proposed Transport Proposals

Bus Connects proposes 16 No. Core Bus Corridors extending radially from Dublin City Centre to the surrounding suburbs. Bus Connects also proposes to introduce numerous new bus routes in close proximity to the development. Figure 7 taken from the latest Bus Connects proposal illustrates proposed new routes in the vicinity of the proposed development. The proposed Clongriffin to City Centre Core Bus Corridor (CBC) shown in Figure 7 is planned to originate at Clongriffin DART Station. This CBC scheme will deliver a public transport service with higher speeds and quality of service than traditional bus services. Such enhancements will be achieved by improved road infrastructure, the provision of appropriate vehicles, rapid and frequent operations.



Figure 7: Proposed Bus Connects Routes beside Baldoyle as per www.busconnects.ie

As discussed above, in line with the Baldoyle-Stapolin LAP Objective TM 4, the development is ideally placed to facilitate enhanced patronage and efficient utilisation of public transport and promote walking and cycling.

SECTION 3: BASELINE INFORMATION

3.1 Existing Travel Pattern – Travel Survey

A Residential Travel Plan encourages residents as well as visitors to use sustainable forms of transport such as walking, cycling and public transport.

In order to gauge change in favour of more sustainable travel, it is essential to establish current practices, behaviours and costs, as well as identifying opportunities for change or action. This can be done by conducting a “Resident Travel Survey”.

A full residents surveys should be carried out after the first year of operation post development completion to establish real trip information and initial modal splits.

3.2 Visitor Journeys

Visitor trips associated with the development are dissimilar to commuter trips in that they tend to occur on a random nature, with greater variance in origin, destination and timing. The average car-based visitor trips will tend to be spread across the day. Influencing visitor trips associated with the development is difficult and impractical, however a number of measures can be executed to reduce visitor trips by car.

SECTION 4: ACTION PLAN

4.1 Commuter Journeys and Initiatives

Commuter journeys by their very nature usually occur between the same two points (home and work) and at regular times. The successful implementation of the Residential Travel Plan will provide the development with a number of advantages, which include:

- Improved environmental performance;
- Improved social networks between residents;
- Improved health and well-being for those residents using active transport modes;
- Reduced demand for car parking spaces;
- Improved corporate image and social responsibility.

The following subsections detail the available initiatives to reduce the environmental impact of commuter journeys. In the future, when the proposed development is occupied, resident travel surveys can be undertaken to gauge more accurate results. When surveys are conducted, it will be clear which modes of transport are in need of attention and which initiatives get priority.

4.1.1 Walking

On the basis that 3km is considered an acceptable walking distance. Residents could therefore be expected to walk within an area encompassed by Figure 8 below. On average it only takes 10-12 minutes to walk 1 km, therefore the maximum journey time would be 30-36 minutes. Figure 8 illustrates the areas encompassed by a 10, 20 and 30 minute's walk from the proposed development.

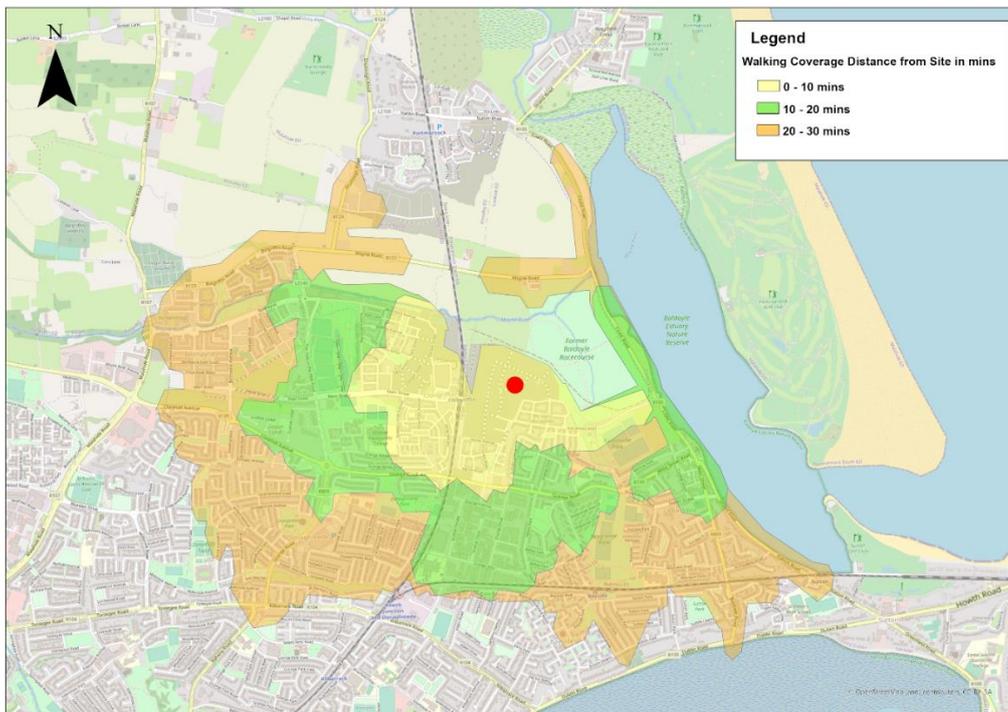


Figure 8: Walking Area of Influence

Initiatives such as the development of a support forum whereby any localised problems can be discussed, with the aim of pursuing corrective action from the local authority may encourage walking amongst residents.

4.1.2 Cycling

Cycling is a feasible mode of transport for those living within 8-10km from the development. Cyclists could therefore be expected to travel from within an area encompassed by Figure 9 below. Greater distances

however could be expected from cycle enthusiasts and regular cyclists. On average it takes 4-5 minutes to cycle 1 kilometre.

Increases in cycling numbers could be expected to correlate with the continued sustainability drive by Central Government. Figure 9 illustrates the areas encompassed by a 10, 20 and 30 minute's cycle from the proposed development.

The Government led initiative "Bike to Work" scheme allows employers to purchase a bicycle and safety equipment up to the value of €1,250/€1,500. Most residents can then use a salary sacrifice to pay for the bike, allowing them to save up to 52% on the retail price of the bike and safety equipment. Employers benefit by making PRSI savings of 10.75%, as well as a reduced parking demand, a fitter and healthier workforce and improved environmental image.

Initiatives such as the development of a support forum whereby any localised problems can be discussed, with the aim of pursuing corrective action from the local authority may encourage cycling amongst residents.

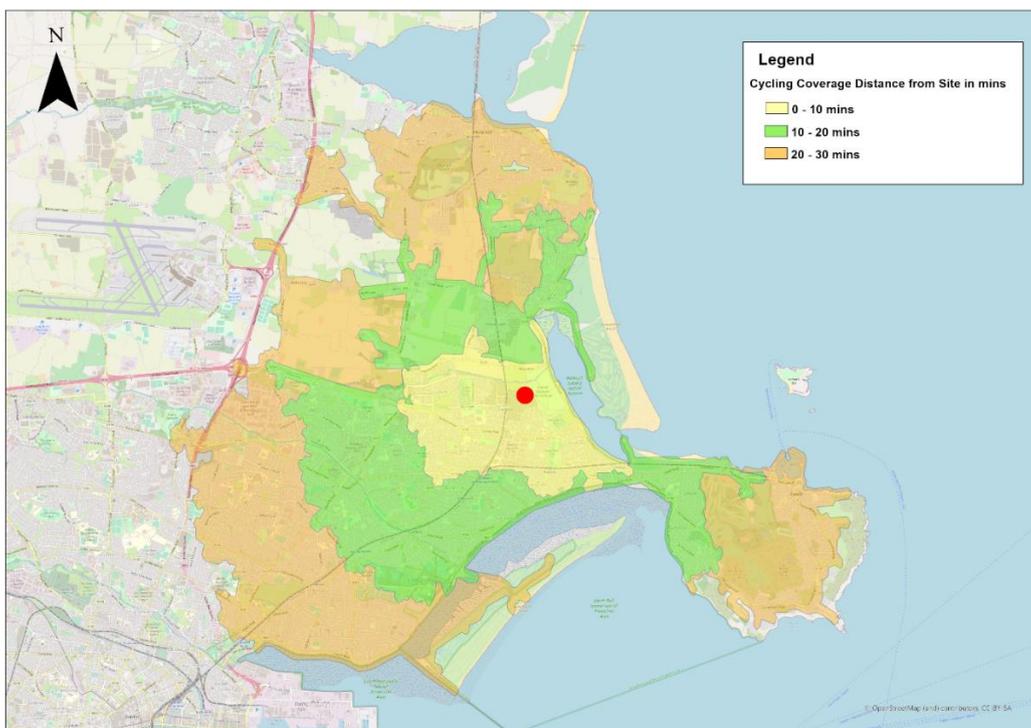


Figure 9: Cycling Area of Influence

A high level of facilities for cyclists at the development plays a major role in the attraction of cycling as a mode for commuting. Secure cycle parking facilities will be provided to allow the safe storage of bicycles.

4.1.3 Public Transport

Initiatives to encourage increased use of public transport are detailed in the following sub-sections.

The DART provides a high frequency service between Baldoyle and Dublin city centre. Following the connection of the Green and Red LUAS lines there is a large increase in the catchment area of the city centre DART stations at Tara Street and Pearse Station.

Public Transport Residential Travel Measures

To secure patronage within the development for public transport the following measures will be set in motion by the Residential Travel Coordinator:

- Identify those residents who are within the catchment areas for specific bus and Rail services;

- Generate a site-specific leaflet showing all public transport routes;
- Contact those employees (of the Creche) and residents identified as potential public transport users and assist them in compiling a personalised journey plan;
- Investigate the provision of screens in the common areas of the development which live-stream real time travel information for Dublin Commuter Train Service, BusConnects and Dublin Bus departures on Stapolin Lands.

Incentives for the promotion of public transport include:

- Promotion of a more environmentally friendly way to travel to work; and
- Better public transport services to the site as demand grows.

4.1.4 Car Parking Management Strategy

Journeys made by residents are difficult to influence because of variations in the quality and quantity of alternative modes to various locations. The proposed Baldoyle GA2 Residential Development is well serviced by public transport and active travel modes such as walking and cycling, and restrictions on car-parking within the development will limit residents' access to cars with a resultant reduced dependency on private cars for trips. The main elements which will form part of the car-parking management strategy are:

- Reduced car-parking provision; and
- Access to a car sharing scheme.

Car Parking Provision

As per the apartment standards, it is proposed that car parking will be reduced due to the exceptional public transport and cycle facilities in the area. Table 3 summarises the car parking and cycle parking proposed to be provided within the development. The majority of car parking will be provided in the basement areas. The basement car parking provision of 605 spaces equates to 0.6 car parking spaces per residential unit, with 124 additional visitor car parking spaces available on the surface. Bicycle parking provision amounts to a total of 1,754 surface residential cycle parking spaces (1 space per room) and 500 surface visitor cycle parking spaces (one space per two units). A creche set-down area has also been provided and 14 no. additional car parking spaces are allocated adjacent to the creche area at ground level to facilitate staff parking, short duration parking and childcare facility pickup / drop off.

Table 3: Car and Bicycle Parking

	Land Use	Parking Provided	Ratio
Car Parking	Residential Units	605 Basement Car Parking Spaces	0.6 spaces per residential unit
		124 Surface/Visitor Car Parking Spaces	1 space per 8 residential units
	Creche Facility	14 Surface Short-term/Drop-off Car Parking Spaces	1 space per 58m ²
Cycle Parking	Residential Units	1,754 Surface Residential Cycle Parking Spaces	1 bicycle space per residential bedroom
		500 Surface Visitor Cycle Parking Spaces	1 bicycle space per 2 residential units

Car Sharing Facility

Table 3 above notes that 605 car parking spaces are present in the basement areas, all allocated to residents. The Management Company will set aside a number of these car parking spaces and allocate them to a private car sharing company which will enable residents to avail of car sharing services. The benefits of such car sharing services include:

- reduces the number of cars on the road and therefore traffic congestion, noise and air pollution;
- frees up land traditionally used for private parking spaces but which may not be used;
- increases the use of public transport, walking and cycling as the need for car ownership is reduced; and
- car sharing allows those who cannot afford a car the opportunity to drive, encouraging social inclusivity.

Car Parking Management Plan

In line with the Baldoyle-Stapolin LAP Objective TM28, it is understood that car parking management and control often forms the most practical and effective method of encouraging modal shift. Access to the underground residential car parking will be regulated by means of barrier controlled systems, meaning residents only will be able to gain access by way of a key card/fob. It is proposed that the majority of on street visitor car parking will be taken in charge by the Local Authority. However, a number of on street parking spaces including the creche parking will remain under control of the management company. The management company will implement suitable measures to prevent unauthorised use of these spaces. The management company will further develop the Car Park Management Plan for the proper management of car parking to include all of the above.

4.2 Visitor Related Journeys

4.2.1 Background

Visitor trips associated with the development are dissimilar to commuter trips in that they tend to occur on a random nature, with greater variance in origin, destination and timing. Influencing visitor trips is both difficult and impractical.

Trip savings associated with visitor journeys should focus on providing a high level of information pertinent to public transport alternatives.

The following subsections detail the available initiatives to reduce the impact induced by work related visitor trips.

4.2.2 Site Travel and Access Information

Patronage for sustainable transport modes to and from site can be maximized by providing guidance and clear information to potential users on existing availability. This should include details of bus services, car sharing incentives, potential walking catchments and provision for motorcycle and facilities on site including parking facilities.

This information could be disseminated by:

- Providing a link on an associated web site to inform residents and visitors how to get to and from the development.
- Providing a central notice board in public area which is kept regularly up to date.
- Providing a travel information leaflet which can be sent to, residents and potential visitors.

Incentives for providing site specific travel and access information include:

- Reducing the number of visitors and residents who drive to and from the site.
- Improved perception of access to the site.
- Improved corporate environmental image.

4.2.3 Deliveries

In terms of mobility management, delivery related trips do not form a significant proportion of the sites trip generation. However, deliveries should be managed to ensure that they occur outside of peak network hours.

SECTION 5: IMPLEMENTING THE PLAN

5.1 Realistic Targets

The setting of realistic targets and a sustained approach to the promotion of the Residential Travel Plan is vital if all or any of the measures are to be successful. The objectives and benefits of the Plan to both the individual and the organisation should be made clear and broadcast during the full lifecycle of the Plan.

The implementation of this Residential Travel Plan will involve the upfront investment of resources. As well as reviewing objectives and initiatives regularly, it is equally important to measure results. This ensures that the targets are realistic and are being met and most importantly they correspond with the site's goals.

5.2 Modal Split Targets

Modal split targets need to be attainable and most importantly correspond with the site's goals i.e. supporting and enhancing the lives of the residents involved.

As this Residential Travel Plan is being prepared in support of a planning application, real trip information such as commuter work location and associated journey characteristics for residents are yet unknown. As noted previously, in the absence of such data this study has been designed as a Preliminary Residential Travel Plan and is to be supplemented with real trip information following the occupation of the development. Real trip information will be established via a Travel Survey (an example questionnaire is attached in Appendix 1) undertaken as part of the Detailed Residential Travel Plan.

The target modal splits for Baldoyle GA2 Residential Development are identified in Table 4 below.

Table 4: Strategy Initiative Summary & Target Modal Split

	Initiative	Impact on Delivery	Difficulty in Delivering	Target Modal Split (After the First 12 Months)
Residents Commuter Journeys And Initiatives	Driving	High	Medium	30%
	Cycling	Medium	Medium	12%
	Walking	Medium	Medium	10%
	Bus	High	Low	20%
	Train	High	Low	27%
	Other	Low	High	1%
Promoting the MMP	Marketing the plan	High	Low	Driven by Residential Travel Coordinator
	Measuring Success	High	Low	Annual Resident Survey

5.3 Residential Travel Coordinator

The key objective of this Residential Travel Plan is to ensure that the traffic impacts associated with the operation of the proposed development are minimised. Achieving this objective will result in a wide array of benefits for the individual stakeholders.

The first action should be the appointment of a Residential Travel Coordinator by the Management Company for the development. While a full-time mobility manager could be justified for a large-scale commercial development, the costs associated with the appointment would not be viable for a development of this nature.

As residents are the focus of the plan; their involvement must be sought from the outset. To this end, the Residential Travel Coordinator should be assisted and supported by residents. This will serve to spread the workload and also give members a valuable input into the operation of the plan.

To further support the Residential Travel Coordinator, management will ensure that the Residential Travel Coordinator has sufficient time to carry out his/her duties that the powers of decision making are bestowed upon him or her along with a suitable budget and programme for implementation.

The primary responsibilities of the Residential Travel Coordinator are detailed in the following subsections.

5.4 Promoting the Residential Travel Plan

One of the objectives of the Residential Travel Plan is to make living in the Baldoyle GA2 Development as attractive as possible for residents. Improving environmental performance, offering better services and helping residents save money all provide strong incentives for attracting potential residents.

The Residential Travel Coordinator will be made responsible for the continued marketing of the Plan. Highlighting individual 'champions' who have reduced their car use can carry a strong message.

As well as promoting the Plan, the Residential Travel Coordinator will be responsible for carrying out routine resident surveys to assist in updating the Residential Travel Plan. Promotional material regardless of its quality is only as good as its distribution network; material incentives assist greatly in introducing people to alternative modes of commuting.

Statistically speaking, in encouraging individuals to test alternative modes of transport, some will always return to their usual mode whilst others will undoubtedly make changes for the better.

5.5 Monitoring and Review

To ensure that the initiatives designed to achieve the Plan's objectives are on track to achieve their targets, the travel patterns of the residents and visitors on site should be examined on a regular basis. Measuring the plans success is important as:

- It allows the benefits of the plan to be broadcast to all stakeholders.
- It identifies ways in which certain measures should be adjusted to suit needs.
- In displaying benefits, resident's participation is further encouraged

As well as continuous marketing of the Residential Travel Plan, the Residential Travel Coordinator will commission a residential travel survey every year. Firstly, to establish a baseline for the existing travel pattern and then to evaluate the success of the plan. The manager will re-adjust targets which have been set too low, or more importantly targets which have been set to unreasonably high levels and are therefore not being fully realised.

As commuter needs change on a regular basis, it is important that any residential travel measures are constantly reviewed and adjusted to reflect the needs of the end user. Failing to meet initial targets should not be seen as a failure. Instead, emphasis should be placed on the fact that the first 12 to 24 months of operation should be used as a calibration exercise for target setting.

By its very nature, transportation is prejudiced by a myriad of externalities and influencing factors, the majority of which are beyond the ability of current traffic simulation technology.

SECTION 6: CONCLUSION AND RECOMMENDATIONS

With congestion becoming an ever-increasing problem in Ireland and acknowledging that providing more road network capacity is an un-sustainable option, managing transportation demand at source using mobility management measures remains an attractive, low cost and viable option.

A Residential Travel Plan is not a one-off event, more so it is an on-going iterative process. This report forms a framework and provides guidance for its potential success. The collection of commuter data, and on-going monitoring and reviewing of the initiatives set out within the plan will form a far greater part of the Residential Travel Plan itself.

In developing this Residential Travel Plan, an audit of the existing facilities and nearby transportation provision was undertaken. It was established that high quality public transport services are readily available in the immediate site locality. Provision for pedestrians is also good, however existing provision for cyclists is poor. This will improve with the continued investment in road, cycle and pedestrian infrastructure in the area and the development of the Greater Dublin Area Cycle Network Plan.

Car parking control often forms the most practical and effective method of control in a Residential Travel Plan. Existing parking provision is limited, and space allocation is to be strictly managed.

An Action Plan has been prepared and a number of travel initiatives proposed, the objective of which is to reduce the environmental impact of resident journeys. These initiatives include participation in car sharing schemes, incentives to encourage walking, and provision of facilities for cyclists, including secure bicycle parking.

A well working Residential Travel Plan will require extensive marketing and an on-going commitment of resources. The need for the Plan and its targets will be clearly set out and be fully transparent to all residents. The measures set out in the 'Strategy Initiative Summary Table' (Chapter 5) should form the basis of a sound, realistic Residential Travel Plan.

Critical to the Residential Travel Plan's success will be the appointment of the Residential Travel Coordinator. The Residential Travel Coordinator will be the main driving force behind the Plan and he/she will be given total responsibility for the Plan, be granted the authority and time to execute the Plan and be provided with sufficient funds to realise the Plan's success.

It is recommended that the Residential Travel Plan is set in motion simultaneously with the initial occupation of the development. The plan should be designed to grow with the site, as its occupancy increases towards full capacity.

Following completion of the development and full resident occupation, real trip information and modal split data for the site will be established via a resident travel survey, forming the basis of the Category 2 Residential Travel Plan.

Preliminary targets should be reviewed and adjusted as required. Failing to meet initial targets should not be seen as failure, as the preliminary 12 to 18 months of the plan should be viewed as a calibration exercise for target setting.

Appendix 1: SAMPLE RESIDENT TRAVEL QUESTIONNAIRE

Dear Resident,

RE: RESIDENT TRAVEL PLAN MEMBER QUESTIONNAIRE

Following the occupation of the Baldoyle GA2 Residential Development, a Residential Travel Plan must be prepared. The primary aim of the Residential Travel Plan will be to encourage more sustainable modes of transport where possible and reduce the number of car journeys.

The first step in the Residential Travel Plan process is to ascertain the current travel patterns for employees. In order to achieve this, a questionnaire has been designed to assess the methods used by you to travel to and from work.

The attached questionnaire asks a few short questions associated with how you travel to and from work. This questionnaire will take approximately 5 minutes to complete.

In addition, the last question provides you with the opportunity to provide your comments and observations associated with the delivery of the improvements to access work and also the Residential Travel Plan.

As a resident, your inputs and support are vital to the successful implementation of a Residential Travel Plan. On this basis, your observations are welcomed and will be thoroughly considered.

Please return your completed questionnaire to:

no later than

Thank you for your consideration and support.

Yours sincerely,

.....

1. Name:

Forename:

Surname:

2. Please indicate where you are employed:

.....

3. What is your work address?

Work Address:

.....

.....

4. How far is your home from work?

Km

5. How long does your journey currently take?

Morning journey - home to work:

	Minutes
--	---------

Evening journey – work to home:

	Minutes
--	---------

6. How do you normally travel to work in the morning? (Please tick the most appropriate, or state other)

	Drive (alone)
	Drive (shared with other staff)
	Bus
	Dublin Commuter Train Service
	LUAS
	Walk
	Cycle
	Taxi

Other, please state:

7. How do you normally travel home from work in the evening? (Please tick the most appropriate, or state other)

	Drive (alone)
	Drive (shared with other staff)
	Bus
	Dublin Commuter Train Service
	Walk
	Cycle
	Taxi

Other, please state:

8. Would you consider other modes of transport for your journey between home and work? (Please tick the most appropriate, or state other)

	Drive (alone)
	Drive (shared with other staff)
	Bus
	Dublin Commuter Train Service
	Walk
	Cycle
	Taxi

Other, please state:

**9. Which factors are most important to you for selecting how you travel to work?
(select up to 3)**

	Trip Time
	Security
	Convenience
	Cost
	Health
	Reliability
	Flexibility

Other, please state:

10. What currently prevents you travelling to and from work using the method you have identified in Question 8?

.....

11. Describe your typical working pattern

	Full-time, standard hours (eg 8am-4pm or 9pm -5pm)
	Part-time (eg 9am to 1pm)
	Shift work
	Full-time, irregular hours
	Part-time, irregular hours

Other, please state:

12. What time do you normally start work?

.....

13. What time do you normally finish work?

.....

14. Are your start and finish times flexible?

	No flexibility
	1 or 2 times per week
	3 or 4 times per week
	Whenever I wish

Other, please state:

