

**Proposed Mixed Use Development,  
Santry Avenue, Dublin 9**

**Mobility Management Plan (MMP)**

200060-X-Z-X-XXX-RP-DBFL-CE-0005

**TRANSPORTATION**



DBFL CONSULTING ENGINEERS

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**Mobility Management Plan**

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## **APPENDICES**

- Appendix A**      Mode Specific Measures
- Appendix B**      Management & Monitoring Measures
- Appendix C**      Marketing & Promotion Measures



# CHAPTER 1

## Introduction

WORK

### **1.1 CONTEXT**

### **1.2 BACKGROUND**

### **1.3 STRUCTURE OF REPORT**

## 1.0 INTRODUCTION

### 1.1 CONTEXT

- 1.1.1 DBFL Consulting Engineers have been commissioned to prepare Mobility Management Plane (MMP) in support of a planning application for a mixed-use development on Santry Avenue, Dublin 9.
- 1.1.2 Dwyer Nolan Developments Ltd. intend to apply to An Bord Pleanála for permission for a strategic housing development, on a site of c. 1.5 hectares, located at the junction of Santry Avenue and Swords Road, Santry, Dublin 9. The development site is bounded to the north by Santry Avenue, to the east by Swords Road, to the west by Santry Avenue Industrial Estate, and to the south by the permitted Santry Place development (granted under Dublin City Council Ref's. 2713/17 & 2737/19).
- 1.1.3 The proposed development provides for 350 no. apartments, comprised of 113 no. 1 bed, 218 no. 2 bed, & 19 no. 3 bed dwellings, in 4 no. seven to fourteen storey buildings, over basement level, with 4 no. retail / commercial units, a medical suite / GP Practice unit and a community use unit located at ground floor level facing onto Santry Avenue and Swords Road. A one storey residential amenity unit, facing onto Santry Avenue, is also provided for between Blocks A & D.
- 1.1.4 The development consists of the following:
1. Demolition of the existing building on site i.e. the existing Chadwicks Builders Merchants (c. 4,196.8m<sup>2</sup>).
  2. Construction of 350 no. 1, 2, & 3 bed apartments, retail / commercial and community uses in 4 no. buildings that are subdivided into Blocks A-G as follows:
    - Block A is a 7 to 14 storey block consisting of 59 no. apartments comprised of 26 no. 1 bed, 27 no. 2 bed & 6 no. 3 bed dwellings, with 2 no. commercial/ retail units located on the ground floor (c. 132.4m<sup>2</sup> & 173m<sup>2</sup> respectively). Adjoining same is Block B, which is a 7 storey block consisting of 38 no. apartments comprised of 6 no. 1 bed, 26 no. 2 bed, & 6 no. 3 bed dwellings, with 1 no. commercial/retail unit (c. 162.3m<sup>2</sup>) and 1 no. medical suite / GP practice unit (c. 130.4m<sup>2</sup>) located on the ground floor. Refuse storage areas are also provided for at ground floor level.

- Block C is a 7 storey block consisting of 55 no. apartments comprised of 13 no. 1 bed & 42 no. 2 bed dwellings. Refuse storage areas are provided for at ground floor level. Adjoining same is Block D which is a 7 to 10 storey block consisting of 51 no. apartments comprised of 25 no. 1 bed, 19 no. 2 bed, & 7 no. 3 bed dwellings, with 1 no. commercial unit / café located on the ground floor (c. 163.3m<sup>2</sup>). A refuse storage area is also provided for at ground floor level.
  - Block E is a 7 to 10 storey block consisting of 58 no. apartments comprised of 10 no. 1 bed & 48 no. 2 bed dwellings, with 1 no. community use unit located on the ground floor (c. 188.1m<sup>2</sup>). A refuse storage area, substation, & switchroom are also provided for at ground floor level. Adjoining same is Block F which is a 7 storey block consisting of 55 no. apartments comprised of 13 no. 1 bed & 42 no. 2 bed dwellings. A refuse storage area & bicycle storage area are also provided for at ground floor level.
  - Block G is a 7 storey block consisting of 34 no. apartments comprised of 20 no. 1 bed & 14 no. 2 bed dwellings. A refuse storage area & bicycle storage area are also provided for at ground floor level.
3. Construction of a 1 storey residential amenity unit (c. 187.9m<sup>2</sup>) located between Blocks A & D.
  4. 4) Construction of basement level car parking (c.5,470.8m<sup>2</sup>) accommodating 173 no. car parking spaces & 719 no. bicycle parking spaces. Internal access to the basement level is provided from the cores of Blocks A, B, C, D, E, & F. External vehicular access to the basement level is from the south, between Blocks B & C. 36 no. car parking spaces & 58 no. bicycle parking spaces are also provided for within the site at surface level.
  5. Public open space of c. 1,915m<sup>2</sup> is provided for between Blocks C, D, E, & F. Communal open space of c. 3,122m<sup>2</sup> provided for between (i) Blocks E, F, & G, (ii) Blocks A, B, C, & D, and (iii) in the form of roof gardens located on Blocks A, C, & F and the proposed residential amenity use unit. The development includes for hard and soft landscaping & boundary treatments. Private open spaces are provided as terraces at ground floor level of each block and balconies at all upper levels.
  6. Vehicular access to the development will be via 2 no. existing / permitted access points: (i) on Santry Avenue in the north-west of the site (ii) off Swords Road in the south-east of the site, as permitted under the adjoining Santry Place development (Ref. 2713/17).



- 1.1.5 The application contains a statement setting out how the proposal is consistent with the objectives of the Dublin City Development Plan 2016-2022, and also contains a statement indicating why permission should be granted for the proposed development, having regard to a consideration specified in section 37(2)(b) of the Planning and Development Act, 2000, as amended, notwithstanding that the proposed development materially contravenes a relevant development plan or local area plan other than in relation to the zoning of the land.
- 1.1.6 This MMP has been prepared to guide the delivery and management of several coordinated initiatives which ultimately seek to encourage sustainable travel practices for all journeys to and from the proposed residential accommodation development.
- 1.1.7 This framework document aims to inform two distinct audiences as follows;
- The appointed **Mobility Manager** who will be responsible for implementing and managing the MMP. Should the manager not be overly familiar with the MMP process they will find the process and context information as outlined in Chapter 2 invaluable. The MMP targets and measures introduced in Chapter 5 and Chapter 6 will be coordinated, administered and updated by the appointed Mobility Manager.
  - The **Local Authority Officers** who will be eager to ensure that the MMP initiatives are appropriately ambitious, deliverable and implemented fully. The officers, who will be very familiar with the MMP process, will be predominately interested in the proposed MMP Targets (Chapter 5) and associated measures (Chapter 6).

## **1.2 BACKGROUND**

- 1.2.1 This Mobility Management Plan (MMP) has been prepared to guide the delivery and management of a package of integrated initiatives which seek to encourage sustainable travel practises at the proposed residential development located at Santry Avenue, Dublin 9. This document aims to expand the awareness of and increase travel options for both the residents, visitors and staff at the site and the wider community of Santry Avenue, Santry.

- 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 on Santry Avenue Road.
- 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 residential accommodation 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 residential accommodation development at Santry Avenue.
- 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 a MMP**
- 2.5 MMP Process**
- 2.6 MMP Next Step**
- 2.7 Policy Framework**

## 2.0 MOBILITY MANAGEMENT PLAN FRAMEWORK

### 2.1 WHAT IS A MOBILITY MANAGEMENT PLAN?

2.1.1 The Dublin Transportation Office's (which has been subsumed into the National Transportation Authority (NTA) in December 2009) 2001 publication entitled "*The Route to Sustainable Commuting*" defines an MMP as "... a package of measures put in place by an organisation to encourage and support more sustainable travel patterns ...".

2.1.2 The MMP can be developed for an individual site or group of sites and is designed specially to respond to a range of different site-specific land uses such as business (offices, retail, industrial etc.), residential and schools/ colleges/ universities.

2.1.3 Whilst the emergence and successful application of MMPs have only transpired over the last 15 years in Ireland, other countries have extensive experience in designing, implementing, marketing and monitoring the successful delivery of MMPs. Accordingly, MMPs are also known by a number of other names including;

- Travel Plans,
- Green Travel Plans,
- Sustainable Mobility Plans, or
- Sustainable Commuter Plans.

### 2.2 WHAT IS A RESIDENTIAL DEVELOPMENT MOBILITY MANAGEMENT PLAN?

2.2.1 A Residential Development Mobility Management Plan is a package of measures designed specifically to reduce the number and length of car-based trips, while also encouraging more sustainable forms of travel and reducing the overall need to travel. It sets out objectives and targets to achieve sustainable travel patterns.

2.2.2 A successfully implemented Residential Development MMP can provide reductions in car usage, particularly influencing levels of single-occupancy car travel, with increased trips made by public transport, walking and cycling; and improve road safety and personal security (especially for pedestrians and cyclists).

2.2.3 Mobility Management Plans to date have mainly focussed on the development of destination MMP's and to encourage travel by sustainable modes for employment

and school developments. Destination MMP's focus on a particular journey purpose while a Residential MMP is concerned with journeys made from a single origin (home) to multiple and changing destinations.

## 2.3 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 principle objective of an MMP is to reduce levels of private car use in parallel with encouraging people to walk, cycle, use public transport, car share or even reduce the number of trips undertaken / required.

2.4.2 A comprehensive range of goals, and subsequent complementary secondary level objectives, can be identified with the purpose of achieving the ultimate objective of the MMP. This can be achieved through the delivery of a range of complimentary integrated initiatives which can positively influence travel behaviour and associated travel habits.

2.4.3 The specific objective(s) of an MMP can vary depending upon the organisation, site characteristics and specific land uses which vary with each site. Nevertheless, in the context of this MMP objectives can include;

a) **For Residents** –

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

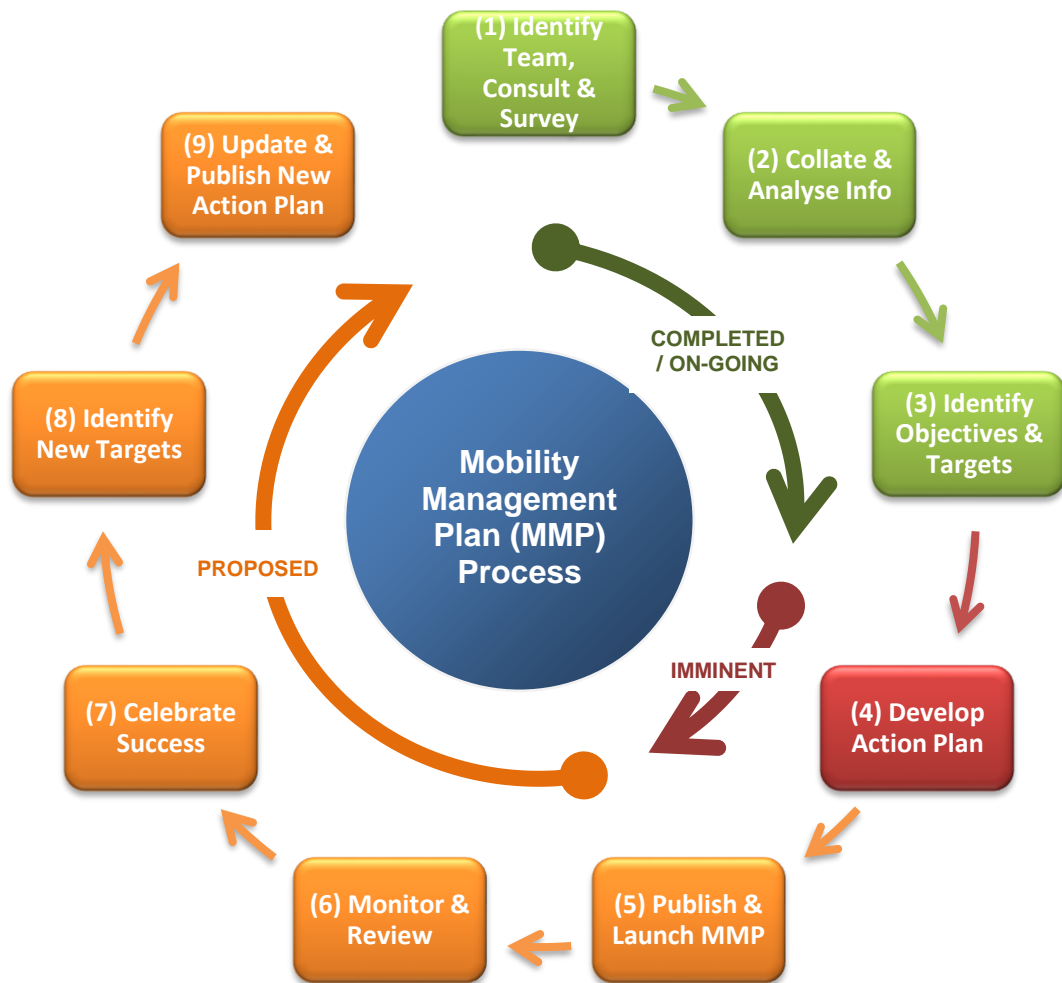
b) **The Local Community** –

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

## **2.5 MOBILITY MANAGEMENT PLAN PROCESS**

2.5.1 Once the decision has been made to produce an MMP the process of compiling the plan encompasses the 9 principle steps presented in graph **in Figure 2.1** below.






2.5.2 The MMP however remains an 'active' document which continues to evolve and develop during its lifecycle. Accordingly, once the initial nine steps have been successfully completed (including monitoring and reporting requirements), the process recommences with the identification of new actions and associated targets which instigates the second generation of the MMP. As a result, subsequent generations of the MMP can be incorporated into the management and operation of the residential development for as long as necessary or potentially even for the entire existence of the development.



**Figure 2.1: MMP Development Process and Status**

2.5.3 Once the Santry Avenue 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;



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

## 2.6 MOBILITY MANAGEMENT PLAN NEXT STEP

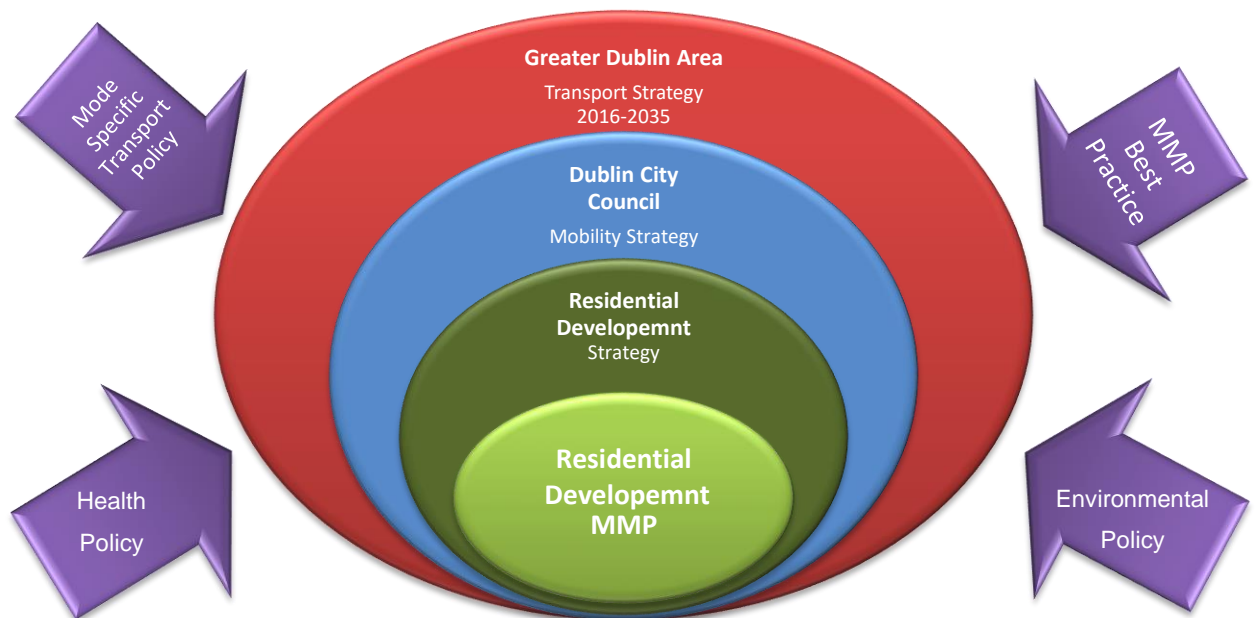
2.6.1 In the context of the Santry Avenue development's operational framework, the local receiving environment and the identification of the Preliminary Action Plan this document should form the basis by which;

- (a) the subject residential development's specific travel characteristics are outlined and presented to the local authority, and
- (b) through a partnership approach between the developers and the local planning authority, the Preliminary Action Plan is explored and re-examined with the objective of reaching agreement upon the MMP's measures and subsequently the adoption of an 'agreed' MMP Action Plan with targets, initiatives, timescales, responsibilities and resources clearly outlined and approved by both parties.

2.6.2 To enable this process to commence it is proposed that this MMP document, as compiled by DBFL is submitted to Dublin City Council. At the request of the local authority a meeting between the local authority officers and the developers can take place if required with the objective of formally agreeing an MMP action plan and associated targets for the subject development as proposed at the Santry Avenue Development Site.

## 2.7 POLICY FRAMEWORK

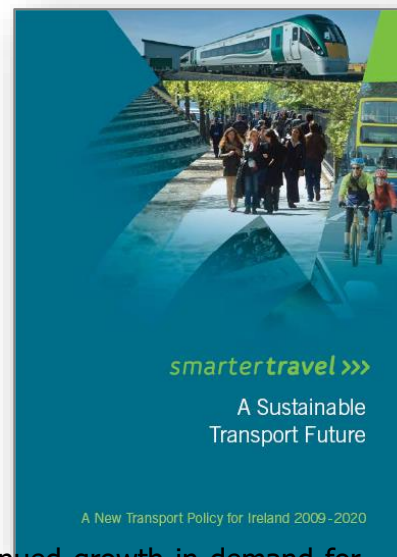
2.7.1 The MMP for the Santry Avenue Residential Development is supported by comprehensive transport policy hierarchy in addition to being influenced directly / indirectly by other policy themes (e.g. environmental, health etc.) which generate a range of complementary policy instruments in addition to demands and pressures that clearly necessitate a change in existing travel behaviour. Commencing at EU level and subsequently transferred into national policy and regulations in Ireland the hierarchy continues from regional (Greater Dublin Area) to sub-region (Dublin City Council) and eventually arriving at site (or land use) specific policy objectives.



**Figure 2.1: MMP Policy Framework and External Influences**

### ***National Smarter Travel Policy***

2.7.2 *'Smarter Travel - A Sustainable Transport Future'*, was published in February 2009, and represents a new transport policy for Ireland for the period 2009-2020. The policy recognises the vital importance of continued investment in transport to ensure an efficient economy and continued social development, but it also sets out the necessary steps to ensure that people choose more sustainable transport modes such as walking, cycling and public transport.



2.7.3 The policy is a direct response to the fact that continued growth in demand for road transport is not sustainable due to the resulting adverse impacts of increasing congestion levels, local air pollution, contribution to global warming, and the additional negative impacts to health through promoting increasingly sedentary lifestyles.

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

- Improve quality of life and accessibility to transport for all and, in particular, for people with reduced mobility and those who may experience isolation due to lack of transport.
- Improve economic competitiveness through maximising the efficiency of the transport system and alleviating congestion and infrastructural bottlenecks.
- Minimise the negative impacts of transport on the local and global environment through reducing localised air pollutants and greenhouse gas emissions.
- Reduce overall travel demand and commuting distances travelled by the private car.
- Improve security of energy supply by reducing dependency on imported fossil fuels.

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

- Actions to reduce distance travelled by private car and encourage smarter travel,
- Actions aimed at ensuring that alternatives to the private car are more widely available,
- Actions aimed at improving the fuel efficiency of motorised transport through improved fleet structure, energy efficient driving and alternative technologies, and
- Actions aimed at strengthening institutional arrangements.

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

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

### ***Transport Strategy for the Greater Dublin Area***

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

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



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

2.7.9 The strategy acknowledges that there will be only limited enhancements to road capacity; accordingly some measure of travel demand management (TDM) will be required in the form of (a) Control measures (b) Fiscal measures and (c) Other Complementary measures. One of the most important initiatives that are classified under the theme of Other Complementary measures are Mobility Management Plans.

***Dublin City Council Development Plan 2016-2022***

2.7.10 Adopted in 2016 and covering the period up to 2022 the *Dublin City Council Development Plan* establishes the regulatory framework against which all development in the county takes place. In both the authority's transportation objectives and development standards the objectives and subsequent thresholds for the requirements of MMPs are clearly detailed. Policy *MT13* entitled states;  
  
*"To promote best practise mobility management and travel planning to balance car use to capacity and provide for necessary mobility via sustainable transport modes."*



**3.1 SITE DESCRIPTION**

**3.2 PROPOSED DEVELOPMENT**

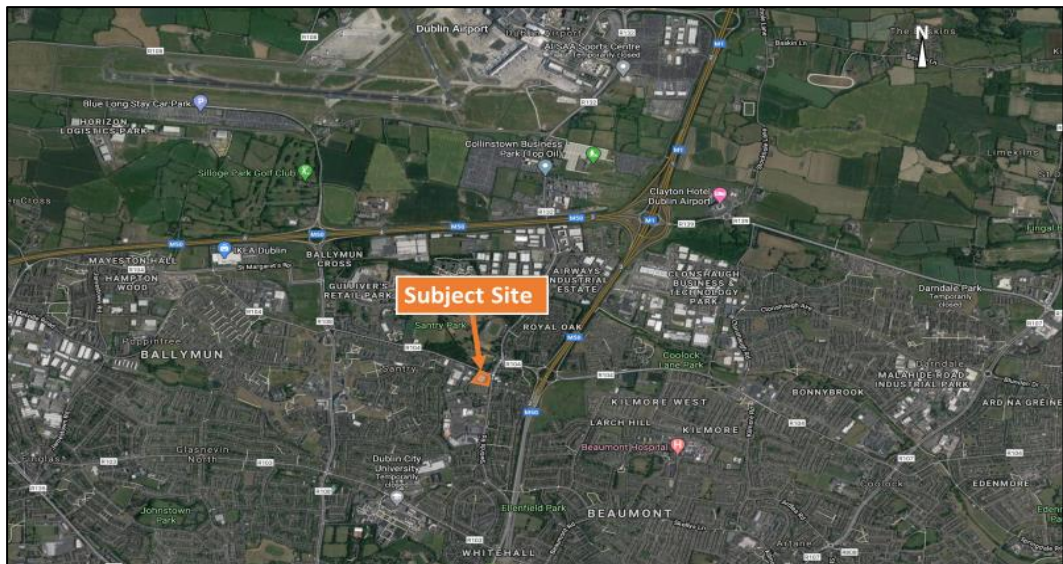
**3.3 EXISTING TRANSPORT FACILITIES & SERVICES**

**3.4 PROPOSED TRANSPORT FACILITIES**

## 3.0 SITE DESCRIPTION & EXISTING CONDITIONS

### 3.1 SITE DESCRIPTION

- 3.1.1 The subject site is currently being used as a builders merchants (Chadwicks) comprising 4196.8 m<sup>2</sup> of existing buildings and stores. The site is located within Dublin City Council (DCC) development plan boundary and designated as both land use zoning Objective Z3 – “To provide for and improve neighbourhood facilities.” And zoning objective Z6 – “To provide for the creation and protection of enterprise and facilitate opportunities for employment creation”. The site has an approximate area of 1.49 hectares. The existing structures (4196.8 m<sup>2</sup>) on the site will be demolished as part of the planning proposals.
- 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** shows the extent of the subject development plot. The site is bounded by the R132 Swords Road on its eastern boundary, the Santry Avenue on northern boundary and predominantly residential and commercial developments on its southern and western boundary.



**Figure 3.1: Site Location** (Reference: [www.google.ie/maps](http://www.google.ie/maps))



**Figure 3.2: Site Boundary** (Reference: <http://maps.osi.ie>)

## 3.2 CURRENT APPLICATION PROPOSALS

### *Development Schedule*

- 3.2.1 The subject proposals seek planning permission to demolish the existing Chadwicks premises and construct 350 no. residential Apartment units across 4 no. blocks (i.e. A/B, C/D, E/F & G) with a total of 209 car parking spaces and 777 cycle parking spaces. In addition to the residential element of the development, 4 no. small commercial units, 1 no. medical suite/GP practice and community amenity are also proposed to be provided on ground floor levels.
- 3.2.2 The development schedule of the proposed residential development comprises of the following:
- 4 no. retail/commercial spaces with total GFA of 631m<sup>2</sup> (2 no. units in Block A, 1 no. unit in Block B and 1 no. unit in Block D) and also 1 no. Medical Suite/GP Practice (130.4 m<sup>2</sup>) within Block B.
  - 350 no. apartments (113 no. 1-bed, 218 no. 2-bed and 19 no. 3-bed); • Ancillary resident facilities such as communal open space, roof terraces, resident lounges, concierge, meeting rooms, laundry etc.
  - 2 no. vehicular access points i) On Santry Avenue and ii) off Swords Road as permitted under the adjoining development at Santry Place;
  - A total of 209 no. car parking spaces (173 no. within basement and 36 no. on surface including 4 GoCar spaces).



- A total of 777 no. bicycle spaces comprising of 719 no. long term (719 spaces within basement) and 58 no. short term on surface level.

3.2.3 The development will also comprise the closure of the site's existing vehicle access on Santry Avenue and the demolition of Chadwicks building and construction of associated infrastructure including landscaped shared surface courtyard, footpaths, and associated services as referred to in the various Architectural and Engineering drawings that accompany the application.

### Vehicle and Pedestrian Accesses

3.2.4 The proposed development will be accessed by both vehicles and pedestrians via the R104 Santry Avenue as located in the Site's north western corner as well as Swords Road to the southeast of the site as being accommodated by the neighbouring permitted scheme proposals 2737/19. **Figure 3.3** overleaf illustrates site layout and locations of the site accesses.



**Figure 3.3 : Proposed Site Layout and Access Arrangement**

### 3.3 EXISTING TRANSPORT FACILITIES & SERVICES

#### Road Network

- 3.3.1 The subject site is adjacent to the R132 Swords Road corridor and will have site accesses on both the R132 Swords Road and R104 Santry Avenue. Travelling northbound from the subject site, the R132 Swords Road continues towards Swords and Balbriggan to the north and also allows access to the M50/M1 motorway via Junction No. 2.
- 3.3.2 Travelling southbound from the subject site along the R132 Swords Road access is provided to Whitehall, Drumcondra and southwards to Dublin City Centre via the N1 corridor.
- 3.3.3 Travelling east along the R104 corridor, the R104 Santry Avenue joins the R132 Swords Road whereas travelling westwards it connects the site with Ballymun and Finglas as well as M50 via Junction 4 at Ballymun.
- 3.3.4 **Figure 3.4** illustrates the key road network in the vicinity of the subject site.



**Figure 3.4: Key Road Network**

### Existing Pedestrian Facilities

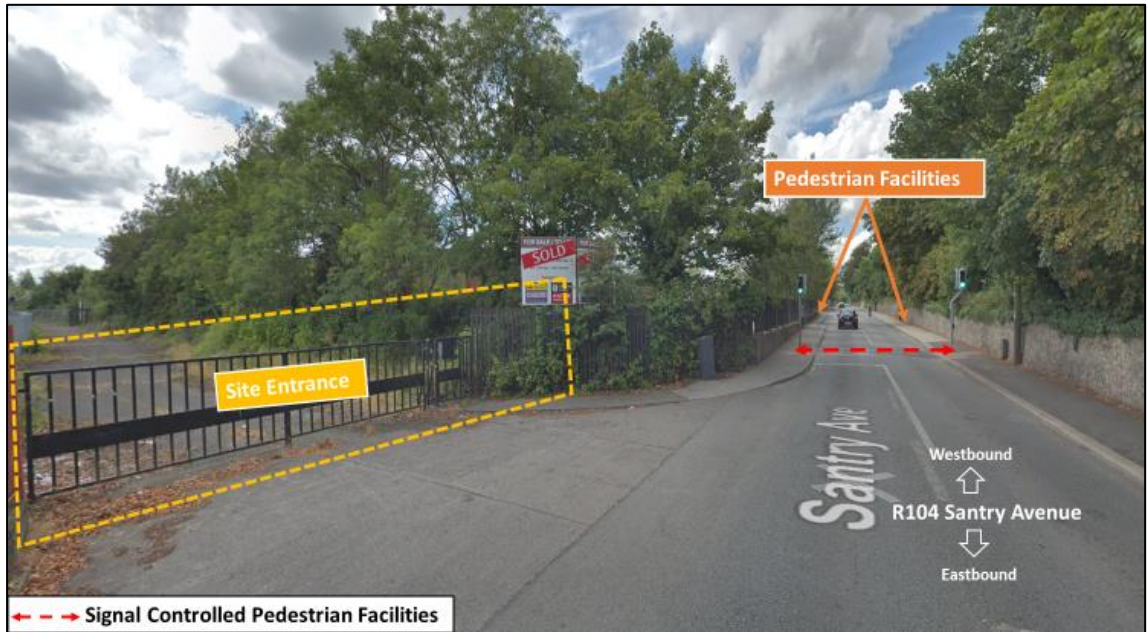
3.3.5 The R132 Swords Road is subject to a speed limit of 50kph with street lighting available on both sides of the road. In the vicinity of the subject site pedestrians can benefit from the provision of footways on both sides of the carriageway, in addition to the pedestrian crossing facilities provided as part of the traffic signal controls at the R132 Swords Rd / R104 Santry Avenue Junction. **Figures 3.5 to 3.8** illustrate pedestrians' facilities in vicinity of the site



**Figure 3.5: Pedestrians facilities on Swords Road**



**Figure 3.6: Pedestrian Crossing at Swords Road/Santry Avenue Junction**



**Figure 3.7: Pedestrian Facilities at Santry Avenue**

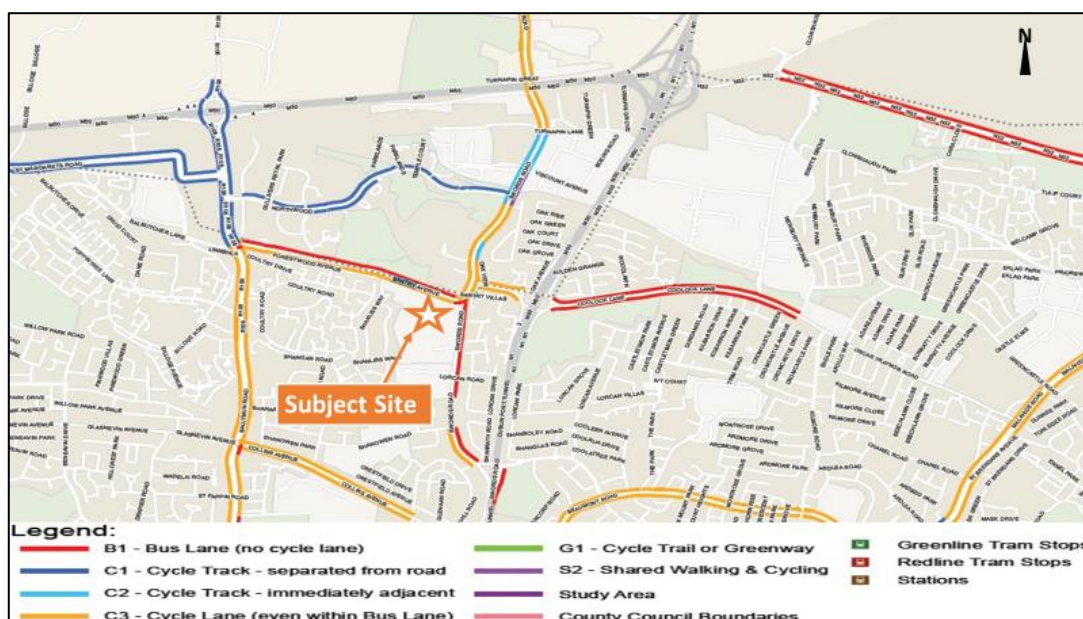
3.3.6 The R104 Santry Avenue is subject to a speed limit of 50kph with street lights on one side of the road. Footpaths are provided on both sides of the road with signal-controlled pedestrian crossing (60m to the west of the existing Chadwicks Access) in close proximity of the subject site exiting entrance, in addition to the pedestrian crossing provided at Swords Road/Santry Avenue Junction



**Figure 3.8: Pedestrian Facilities within context of the Subject site**

### **Cycle Environment**

- 3.3.7 Cycle lanes are provided on both sides of R132 Swords Road corridor north of the Swords Road/ Santry Avenue signalised junction whereas no dedicated cycle facilities are currently provided towards the south of the junction along the R132 corridor. However, southbound cyclists along the R132 Swords Road corridor can benefit from the use of a bus lane though, whilst northbound cyclists along this corridor must share the road carriageway with vehicular traffic.
- 3.3.8 Currently cycle facilities are not provided along R104 Santry Avenue. There are a variety of other cycle facilities available on the routes leading to the subject site area as illustrated in **Figure 3.9** (extract from GDA Cycle Network Plan).



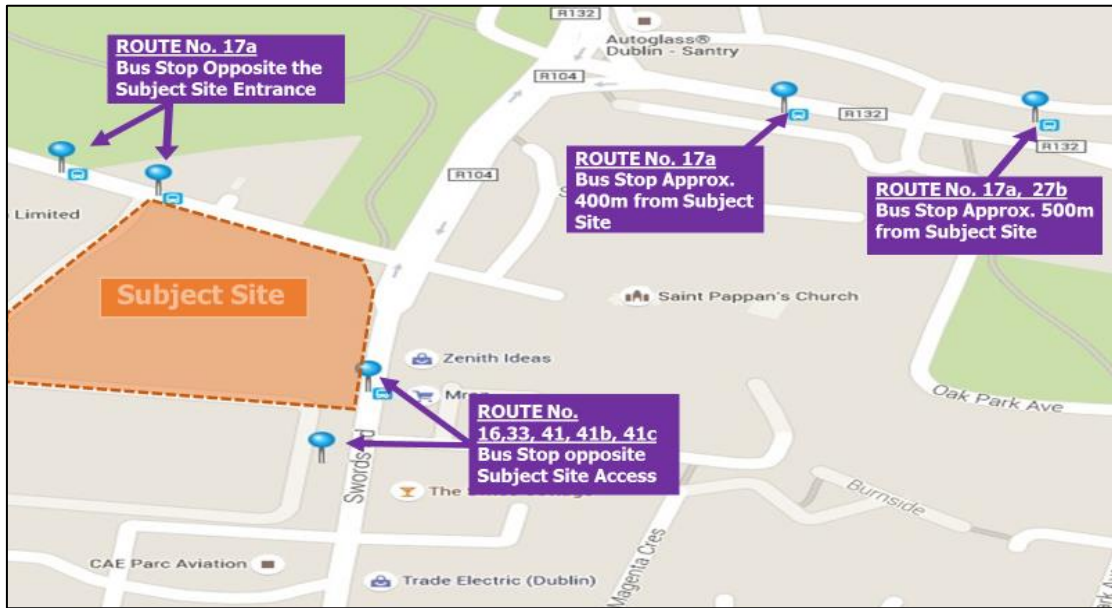
**Figure 3.9: Existing Cycle Facilities (Source: Sheet E3 GDA Cycle Network Plan)**

### **Public Transport – Bus**

- 3.3.9 The subject site benefits from excellent public transport accessibility levels. Dublin Bus operates route numbers 16, 33, 41, 41a, 41b and 41c along the R132 Swords Road corridor, travelling in both directions providing links to Dublin City Centre and Ballinteer to the south and Swords to the north. Further, Dublin Bus Route 27b operates along the R132 Road corridor (to the north east of the subject site) providing links to/from Dublin City Centre and Harristown. The Go-Ahead Ireland bus Route 17a operates along R104 Santry Avenue providing links to/from Blanchardstown and Kilbarrack.

3.3.10 All of the above routes are highly accessible with the closest interchange opportunities being within approximately 5m (Routes 17a, 16, 33, 41a, 41b, 41c) of the subject site whilst route numbers 27b are accessible being within 500m of the subject development site as detailed further in **Figure 3.10** below.

3.3.11 These both Dublin Bus and Go-Ahead Ireland operated bus services operate on a daily basis and offer relatively frequent schedules as summarised in **Table 3.2** below.



**Figure 3.10: Existing Dublin Bus Routes and Local Interchanges**

3.3.12 **Figure 3.11** illustrates bus services opportunities in the area and the frequency available for each route on a neutral weekday.



**Figure 3.11: Existing Bus Route Frequencies** (Source: [www.busconnect.ie](http://www.busconnect.ie))

3.3.13 These Dublin Bus operated bus services operate on a daily basis and offer relatively frequent schedules as summarised in **Table 3.2** below.

Route No.	Route	Monday – Friday	Sat	Sun
16	Dublin Airport – Ballinteer (Kingston)	12-20	12-20	20
17a	Blanchardstown Centre-Kilbarrack	15-25	20-30	30
27b	Eden Quay - Harristown	10-30	10-25	15-25
33	Lower Abbey St - Balbriggan	20-30	60	60
41	Lower Abbey St – Swords Manor	15-20	20	30
41a/b	Lower Abbey St - Rolestown	5 services per day	5 services per day	3 services per day
41c	Lower Abbey St – Swords Manor	20	20	20

**Table 3.1: Dublin Bus Routes Serving the Site (Frequency – minutes) -**

(source [www.dublinbus.ie](http://www.dublinbus.ie))

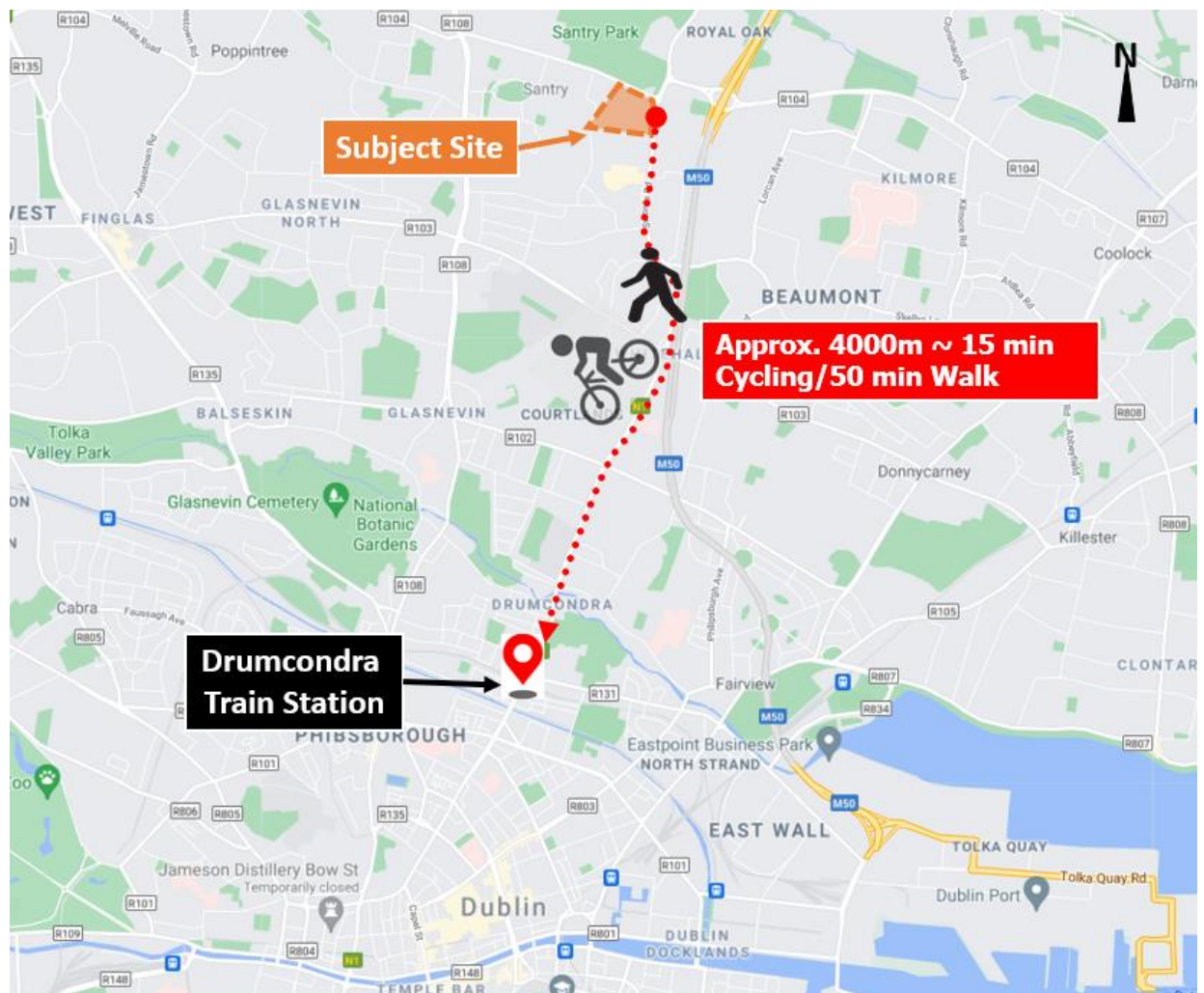
### Public Transport – Heavy Rail

3.3.14 The subject development site is located approximately 4km walking (15 cycling) distance to the north of Drumcondra Railway Station. The station is located approximately 1.5km north of Dublin city centre and serves the following routes;

- Dublin Connolly-Sligo,
- Dublin-Maynooth, Longford and M3 Parkway
- Grand Canal Dock and Dublin Heuston – Portlaoise

3.3.15 The is operation Monday to Sunday from 07:00hrs -23:30hrs and it is highly accessible.

3.3.16 **Figure 3.12** below illustrates rail interchange opportunities.



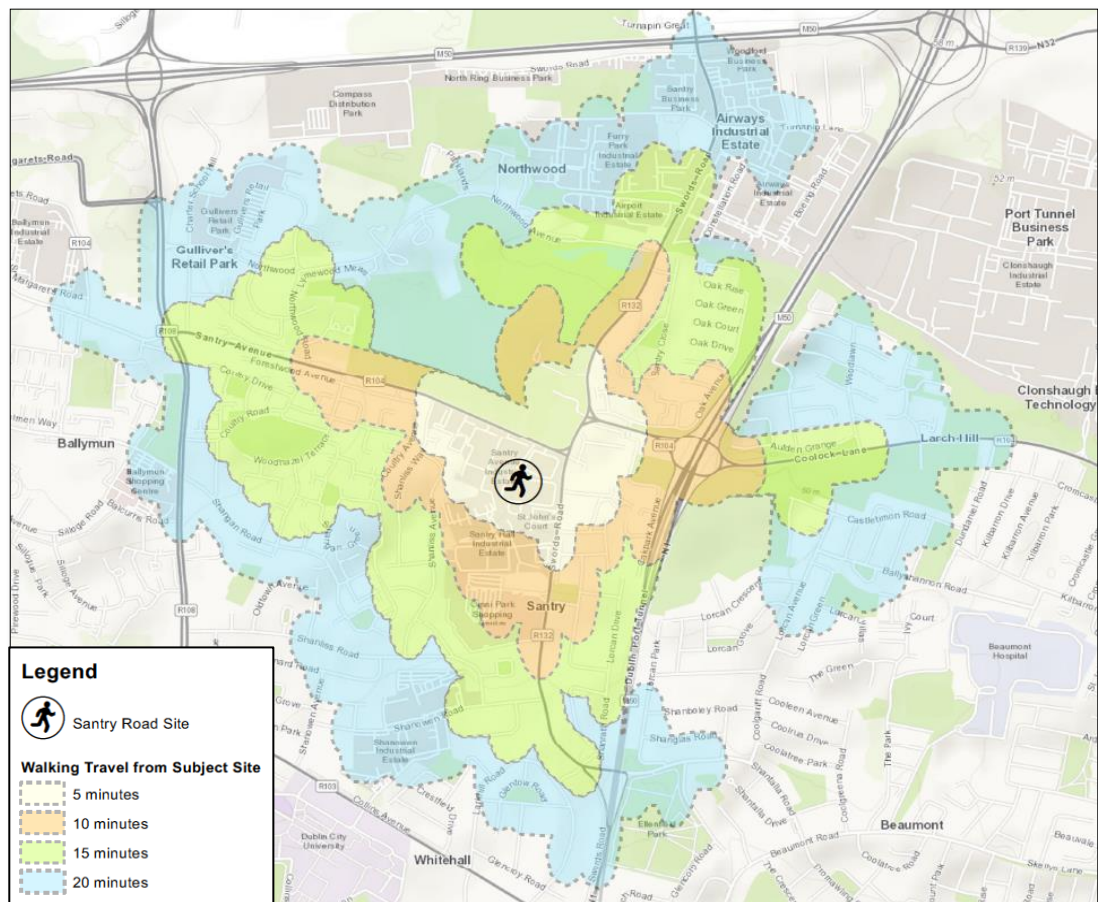
**Figure 3.12: Nearest Train Station**



### 3.4 SITE ACCESSIBILITY

3.4.1 The site’s location within the urban fabric of Dublin City means that it avails of a vast and dense network of walkable streets, catered by adequate footpaths and pedestrian crossings. The previous section outlines the surrounding pedestrian environment relative to the subject site. **Figure 3.13** illustrates walking travel time catchment areas from the subject site.

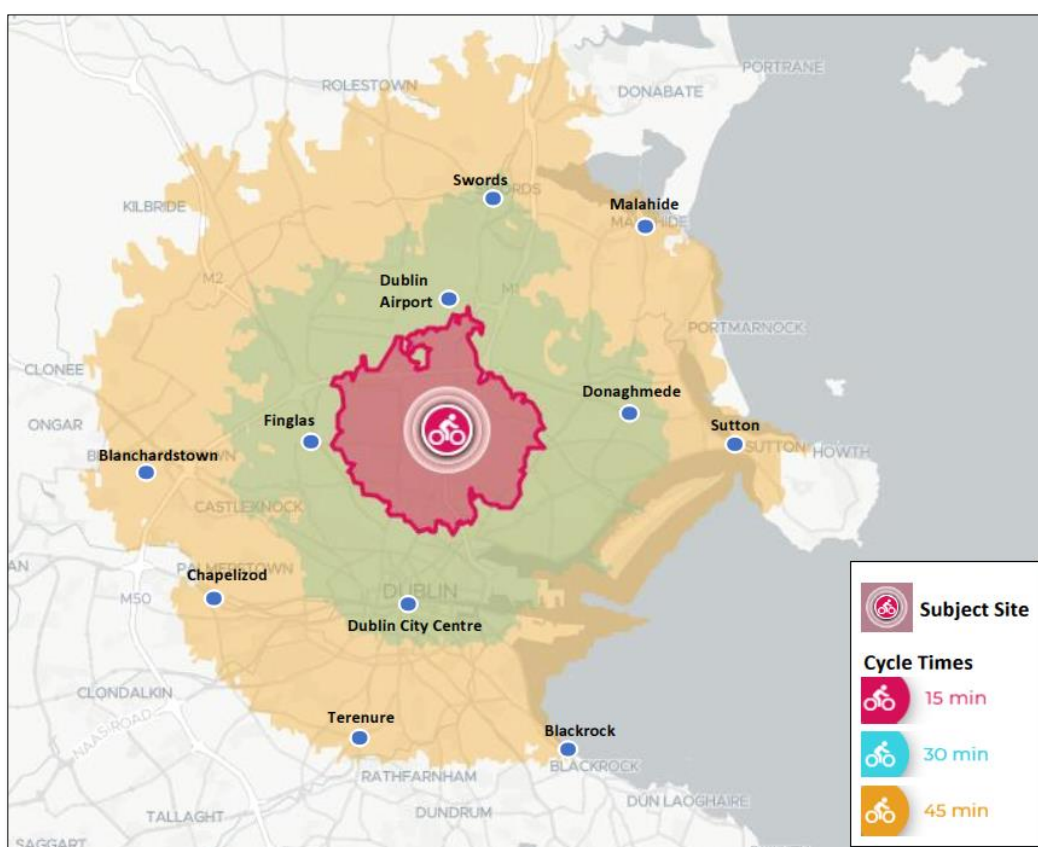
3.4.2 As seen in **Figure 3.13** pedestrians from the site greatly benefit from footpaths along the R132 Swords Road and R104 Santry Road corridors, as well as routes through Santry Park. In relation to permeability, pedestrians experience severance from the M50 & N1 road corridors and poor connections and linkages between established low-density residential areas sandwiched between Santry and Ballymun. Nevertheless, within the 10-minutes walking time catchment, pedestrians from the site are able to reach Santry Shopping Centre and cross over the M50 & N1 corridor to access Kilmore. Within the 20-minute walking time catchment, pedestrians are able to access Ballymun centre, industrial estates in Northwood and just stops short of Dublin City University.



**Figure 3.13: Pedestrian Accessibility (Walking Time from Site)**

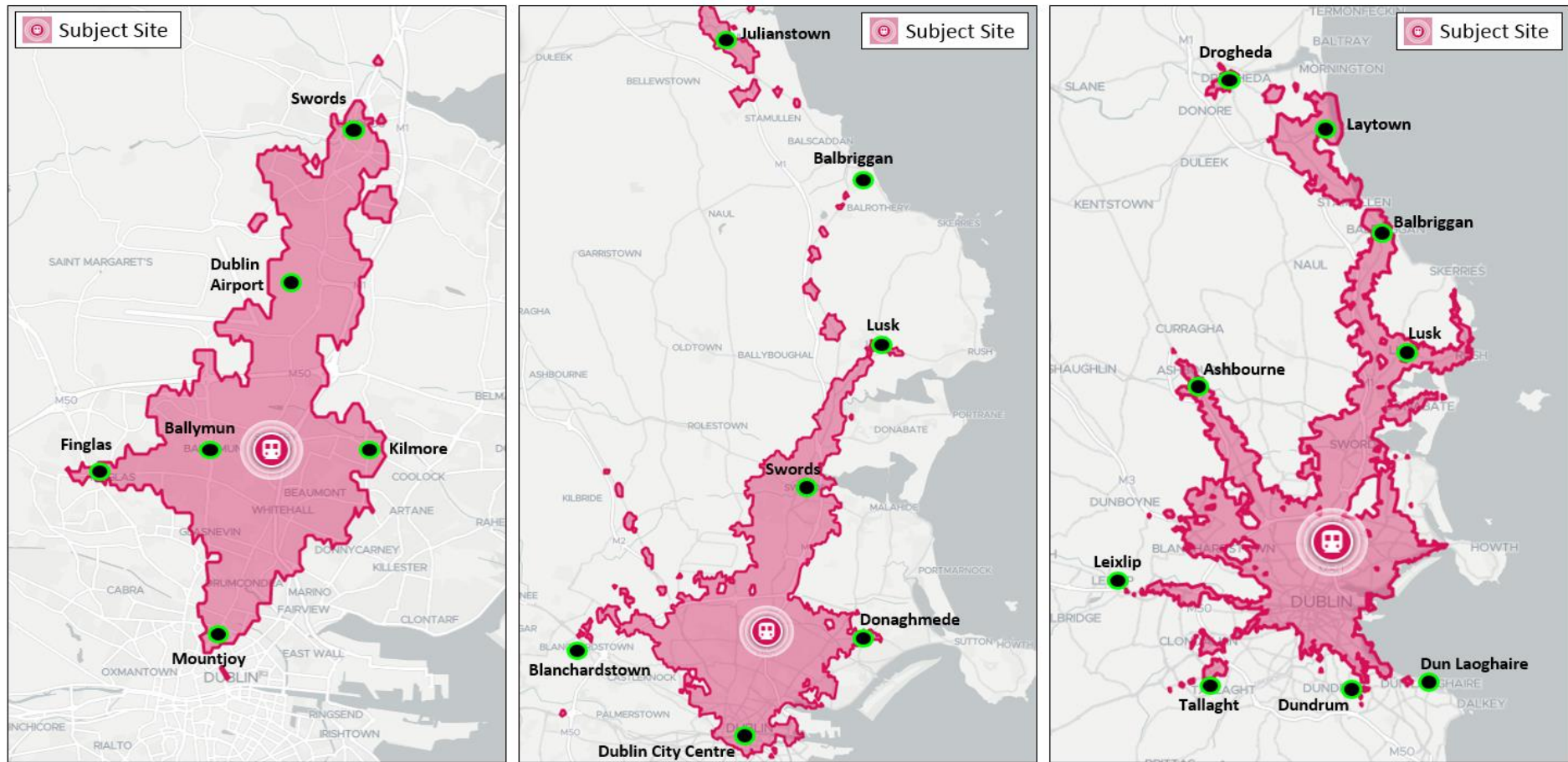
3.4.3 The site is very accessible by bicycle within a network of cyclable streets and dedicated cycle facilities in the vicinity of the site. The previous section outlines the surrounding bicycle environment relative to the subject site. **Figure 3.14** illustrates cycle travel time catchment areas reachable from the subject site.

3.4.4 As seen in **Figure 3.14** cyclists from the site can travel to Finglas, Dublin Airport, Swords, Donaghmede and most of Dublin City Centre within 30-minutes. Within a 45-minutes cycle time catchment, cyclists from the subject site can travel as far as Blanchardstown, Chapelizod, Terenure, Blackrock, Malahide and just short of Howth.



**Figure 3.14: Bicycle Accessibility (Cycle Time from Site)** (Source: [www.app.traveltimeplatform.com](http://www.app.traveltimeplatform.com))

3.4.5 Regarding public transport accessibility, the subject site benefits from an excellent range of bus services in close proximity to the site as outlined in the previous section. **Figure 3.15** illustrates analysis of public transport catchment areas from the site. Areas such as Swords, Dublin Airport, Ballymun, Finglas, Kilmore and the northern edge of Dublin City Centre are within a 30-minute transit and walking time catchment from the site. Catchments for transit and walking times within 45-minutes and 60-minutes from the site are also illustrated in **Figure 3.15**.



**Figure 3.15: Public Transport Accessibility (Public Transit and Walking Time from Site)** (Source: [www.app.traveltimeplatform.com](http://www.app.traveltimeplatform.com))

### 3.5 PROPOSED TRANSPORT FACILITIES

#### *Cycle Network Proposals*

- 3.5.1 In December 2013, the NTA published the report entitled **Greater Dublin Area Cycle Network Plan**. The report summarises the findings of a comprehensive body of work detailing a proposed Cycle Network incorporating Urban, Inter-urban and Green route networks covering the six county council areas that together form the defined Greater Dublin Area (GDA).
- 3.5.2 The subject site lies within the “Dublin North Central Sector” as outlined within the Greater Dublin Area Cycle Network Plan (2013). The sector “extends between the Malahide Road to the east, the M50 motorway to the north, Finglas to the west and the North Circular Road to the South”.
- 3.5.3 In the vicinity of the subject site the following route addition is proposed in addition to those indicated on **Figure 3.16**:
- **Primary Radial Route 2A**: “Swords via Drumcondra, Whitehall and Santry”, runs directly adjacent to the proposed development site.
  - **Secondary Orbital Route NO5**: “from Donaghmede to Ballymun on Kilbarrack Road, Tonlegee Road, Oscar Traynor Road, Coolock Lane and Santry Avenue”; and
  - **Santry River Greenway**: “from the back of Northside Shopping Centre to Northwood at Santry via a series of public parks and open spaces” with minor greenway links from Santry Avenue and Swords Road through Santry Demesne as located to the north of the subject site.
- 3.5.4 The implementation of the above cycle infrastructure schemes by the local authority will be subject to further design, public consultation, approval, and importantly availability of funding and resources.
- 3.5.5 The proposed cycle facilities along with the existing pedestrians and cycle facilities and linkages within a radius of 2000m are illustrated in a separate **Drawing No. 200060-9001** submitted with the Planning Application Package.



**Figure 3.16: GDA Cycle Network Plan Proposals** (Extract of Sheet N3)

3.5.6 The delivery of the GDA Cycle Network Plan in parallel with the level of service objectives outlined within the National Cycle Manual will result in a significant enhancement to the local and strategic cycle network which will benefit residents, staff and visitors travelling to and from the proposed development on the subject site.

**Bus Connects**

3.5.7 BusConnects is an initiative launched by the National Transport Authority with the aim of overhauling the bus system in the Dublin Region. This initiative includes review of bus services, the definition of a core bus network which comprises radial, orbital and regional core bus corridors. It also includes enhancements to ticketing and fare systems as well as transition to a new low emission vehicle fleet.

3.5.8 This initiative in the short-term proposes to implement a redesign of the existing bus network. The fundamental changes to the network expected would be as follows:

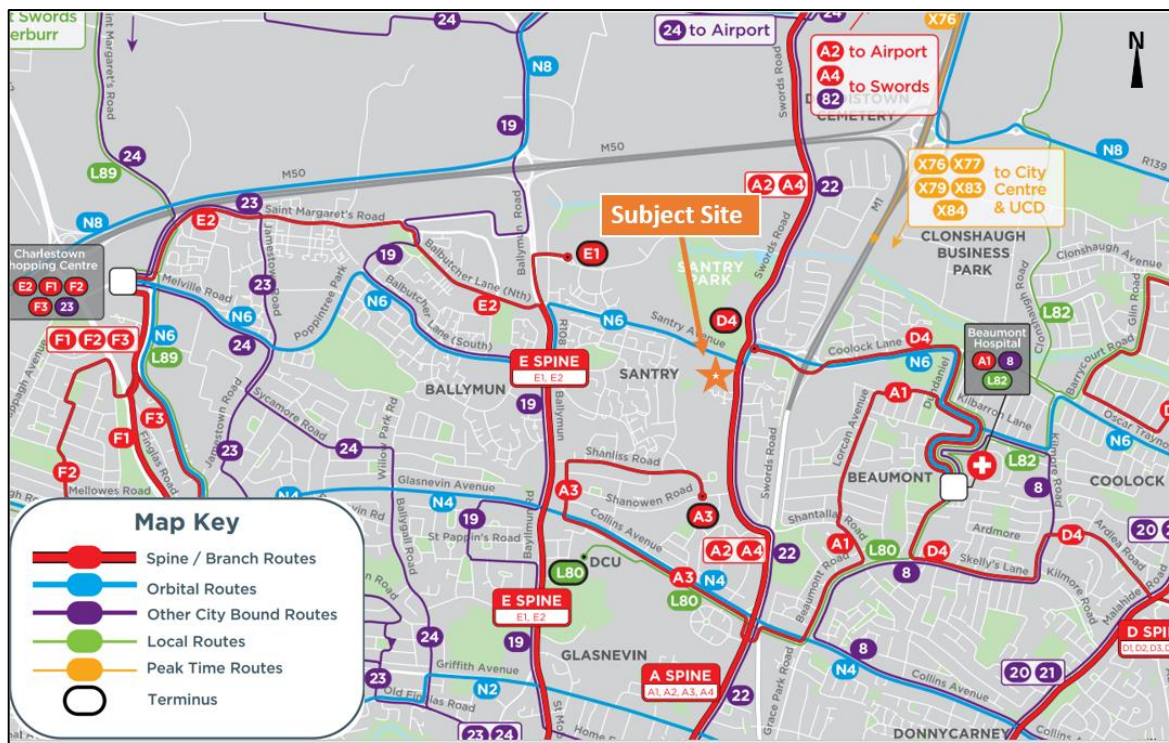
- Increasing the overall amount of bus services. Providing new and frequent orbital services connecting more outer parts of the city together;

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

3.5.9 The proposed development site is also ideally located to benefit from the enhanced accessibility levels that will be delivered by the BusConnects. The subject site will be directly serviced by the following BusConnects proposed routes;

- **Route A2/A4:** will run adjacent to the subject site along the Swords Road and will serve the site with frequency of every 12 minutes in peak period. **A2** will connect the subject site to Airport, City Centre, Ballinteer and Dundrum whereas **A4** connect the site to Swords, City Centre and Nutgrove.
- **Route 22:** will run adjacent to the subject site along the Swords Road and will serve Glen Ellan Road, River Valley and City Centre with a frequency of every 15 minutes.
- **Route N6:** will run along Santry Avenue just opposite the site entrance, with a proposed frequency of 10 minutes. The route provides a connection to **Spine Route E** located within approximately 1.2km west of the site and the future Metrolink stop on Ballymun Road. It also connects the site to Finglas, Santry, Coolock and Donaghmede.

3.5.10 **Figure 3.17** illustrates bus services opportunities in the area and the frequency available for each route on a neutral weekday from the BusConnect redesign



**Figure 3.17: Proposed Bus Network** (Source: [www.busconnect.ie](http://www.busconnect.ie))

3.5.11 The Bus Network Redesign is the first step in a series of transformative changes to Dublin’s bus network over the coming years. However, the next steps in this initiative is the improved infrastructural and operation of the proposed Bus network which includes:

- Building a network of “next generation” bus corridors on the busiest bus lines to make bus journeys faster, predictable and reliable;
- Developing a state-of-the-art ticketing system using credit and debit cards or mobile phones to link with payment accounts and making payment much more convenient;
- Implementing a cashless payment system to vastly speed up passenger boarding times;
- A simpler fare structure, allowing seamless movement between different bus services without financial penalty;
- New bus stops with better signage and information and increasing the provision of additional bus shelters; and
- Transitioning to a new bus fleet using low-emission vehicle technologies.

3.5.12 **Figures 3.18** and **3.19** illustrates the bus radial and orbital infrastructural corridors to be implemented as part of the BusConnect initiative. In relation to the subject site, the proposed development lies immediately adjacent to radial Core Bus Corridor (CBC) of Swords to the City Centre (A Spine) where bus journey time is anticipated to be 40 minutes along the entire route once constructed. Further the Ballymun City Centre Core Bus Corridor (E Spine) is also located within approximately 1.2km west of the subject site.



**Figure 2.18: BusConnects Radial Bus Corridor**

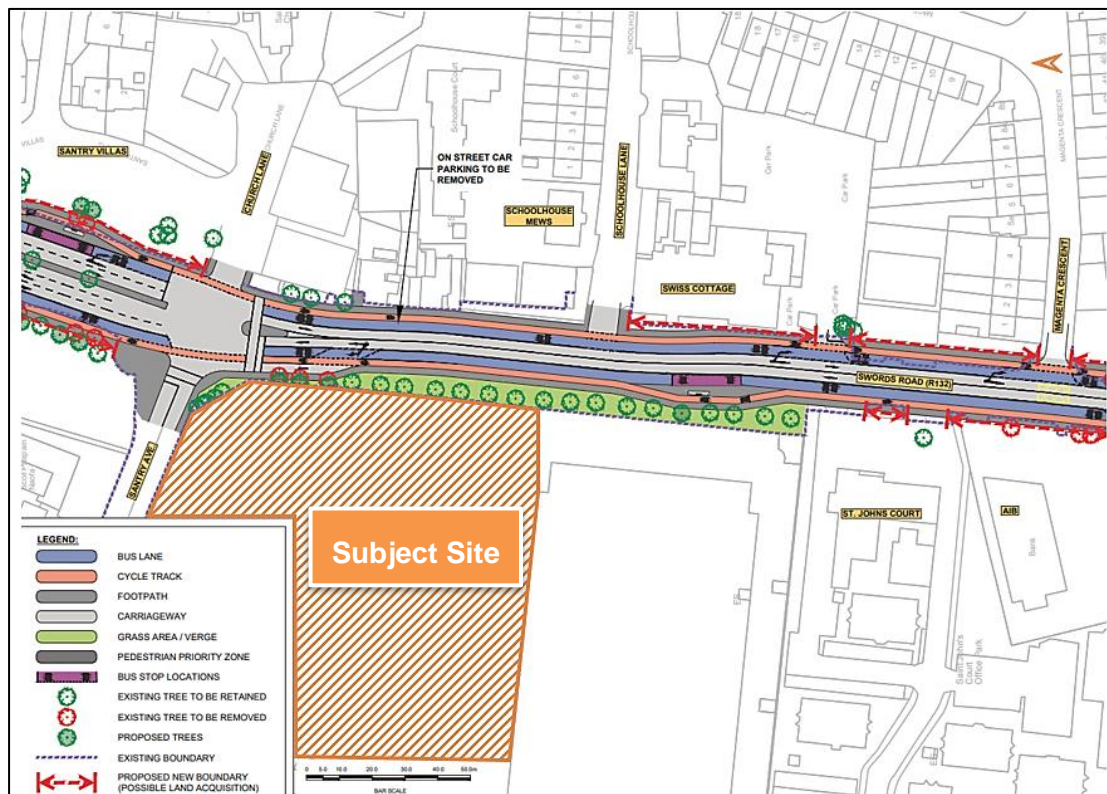


**Figure 2.19: BusConnects Orbital Bus Corridor**



3.5.13 As noted, the development site is located directly adjacent to the Swords to City Centre corridor, as shown in **Figure 3.19** above. In order to accommodate proposals along the Swords Road in the vicinity of the development, the NTA have established that localised road widening is necessary.

3.5.14 **Figure 3.20** below an extract of Map 19 Emerging Preferred Route of Bus Connects Swords-City Centre Corridor illustrates that the site does not cause any hindrance to the proposed corridor. It also shows improved pedestrian and Cycle facilities as well as new bus stop that will be provided adjacent to the proposed site entrance along Swords Road (as being delivered by the neighbouring permitted scheme (Ref. 2713/17 and subsequently 2737/19).



**Figure 3.20: Swords-City Centre Corridor, Extracted from Map 19 Emerging Preferred Route (Source: www.busconnects.com)**

3.5.15 The subject site will benefit from enhanced levels of accessibility and mobility offered by NTA Bus Connects proposals. Bus Connects will also offer improved cycle and walking facilities surrounding the site in addition to the efficient and high frequency bus service and connectivity.

### MetroLink

- 3.5.16 The MetroLink project is an urban high capacity rail service connecting Swords, Dublin Airport, City Centre and Charlemont with a journey time of approximately 20 mins (between O’Connell St and Dublin Airport) and offering a frequency of up to 30 trains per hour per direction.
- 3.5.17 The proposed route for the MetroLink near the site is indicated in **Figure 3.21** with the closest interchanges Northwood and Ballymun both located within approximately 1.6km from to the entrance of the subject site.



**Figure 3.21: Proposed MetroLink Stops near the subject site**

(Source: [www.metrolink.ie](http://www.metrolink.ie))

- 3.5.18 A separate **Drawing No. 200060-9003** is submitted with the Planning Application Package illustrating the Existing Transportation facilities and Linkages within 2000m radius of the subject site



## CHAPTER 4

### Commuter Trends & Transport Needs

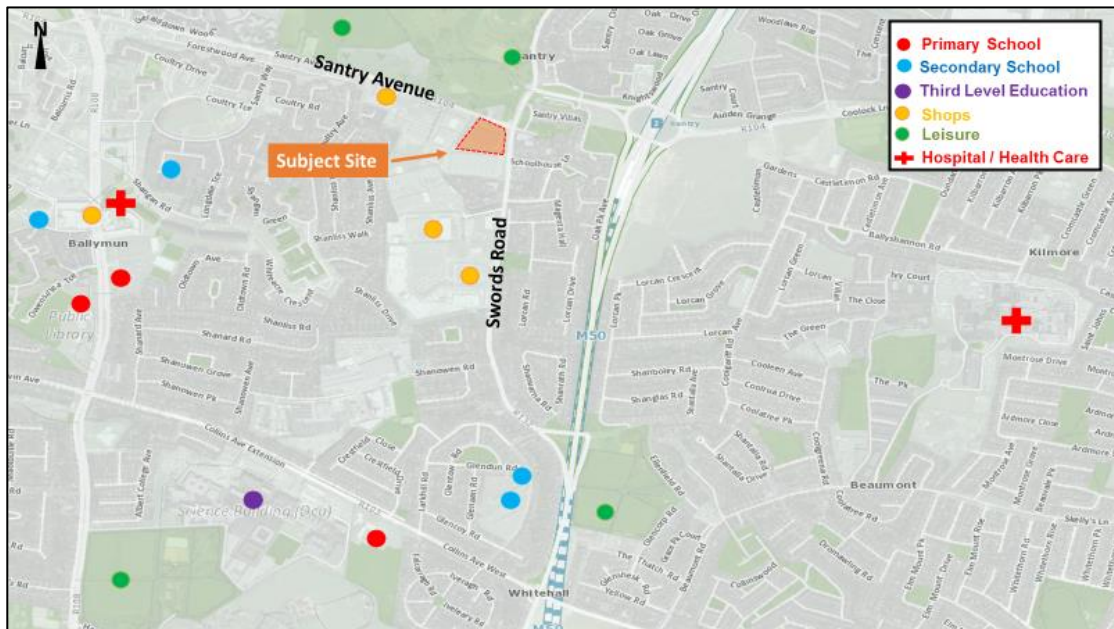
#### 4.1 INTRODUCTION

#### 4.2 SUBJECT SITE PROPOSED MODAL SPLIT

## 4.0 COMMUTER TRENDS & TRANSPORT NEEDS

### 4.1 INTRODUCTION

4.1.1 It is important to establish baseline trends and area specific transport needs when initially developing an MMP. The subject site is located within a primarily residential area although there are other complementary land uses nearby such as Omni Shopping Centre within approximately 450m, Morton Stadium within 500m, Dublin City University and Trinity Comprehensive Secondary School within approximately 2km. Beaumont Hospital is also within approximately 3km. **Figure 4.1** below illustrates the subject site local amenities.

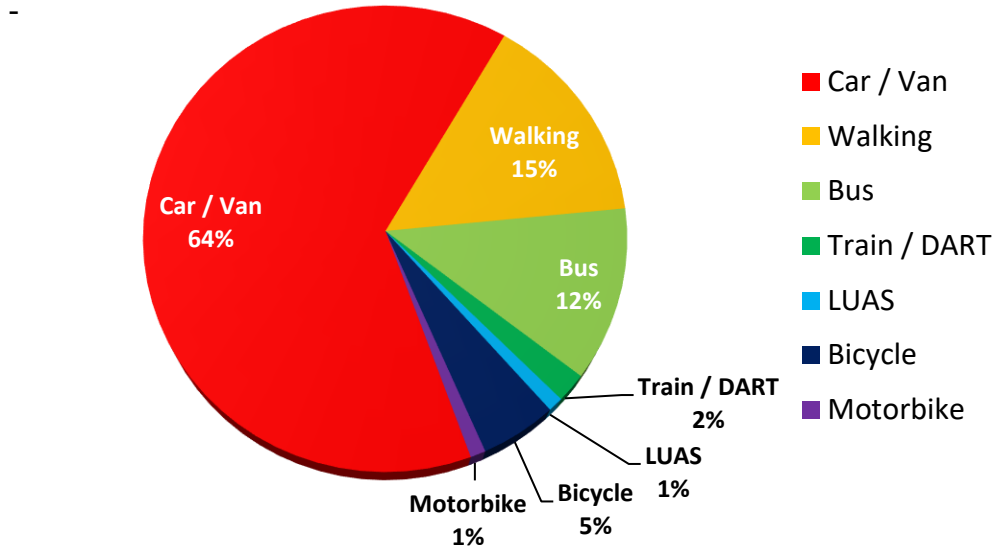


**Figure 4.1: Subject Site Local Amenities**

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 Greater Dublin Area is indicated in the figure below (based on the latest National Household Travel Survey 2012):



**Figure 4.2: Current Modal Split in Greater Dublin Area Based on the Latest National Travel Survey 2012** (source: [www.nationaltransport.ie](http://www.nationaltransport.ie))

4.1.5 The above modal split data has been investigated further with **Table 4.1** below summarising the modal split based on the types of trips undertaken (i.e. shopping, leisure, work, education etc.). The above data reflects existing trip-based information for residential households.

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

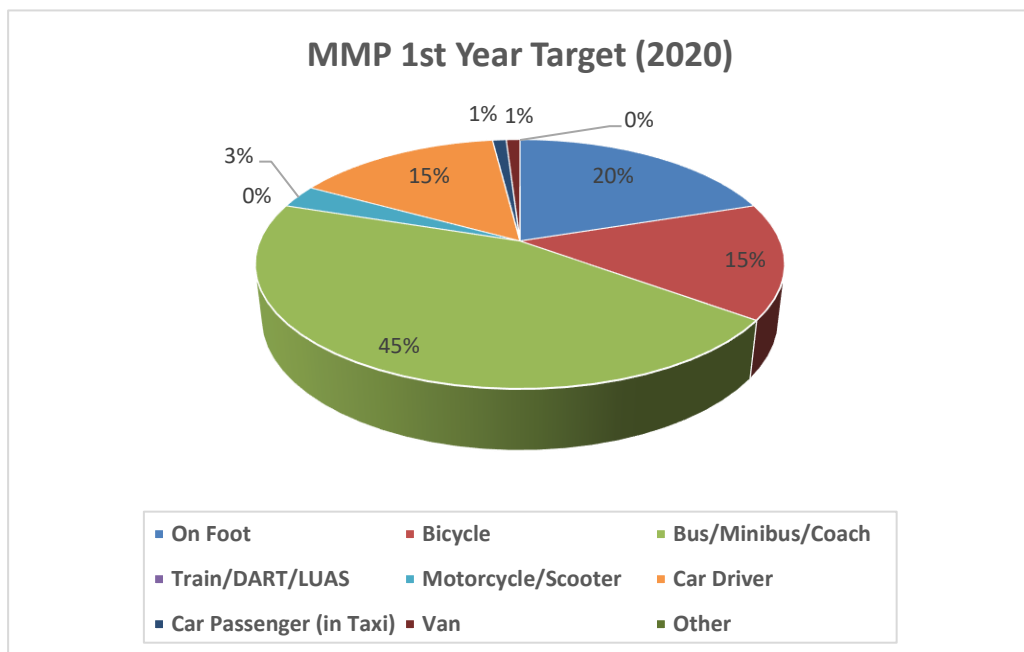
**Table 4.1: Purpose of Trip based on Modal Split in Greater Dublin Area** (source: [www.nationaltransport.ie](http://www.nationaltransport.ie))

## 4.2 SUBJECT SITE PROPOSED MODAL SPLIT

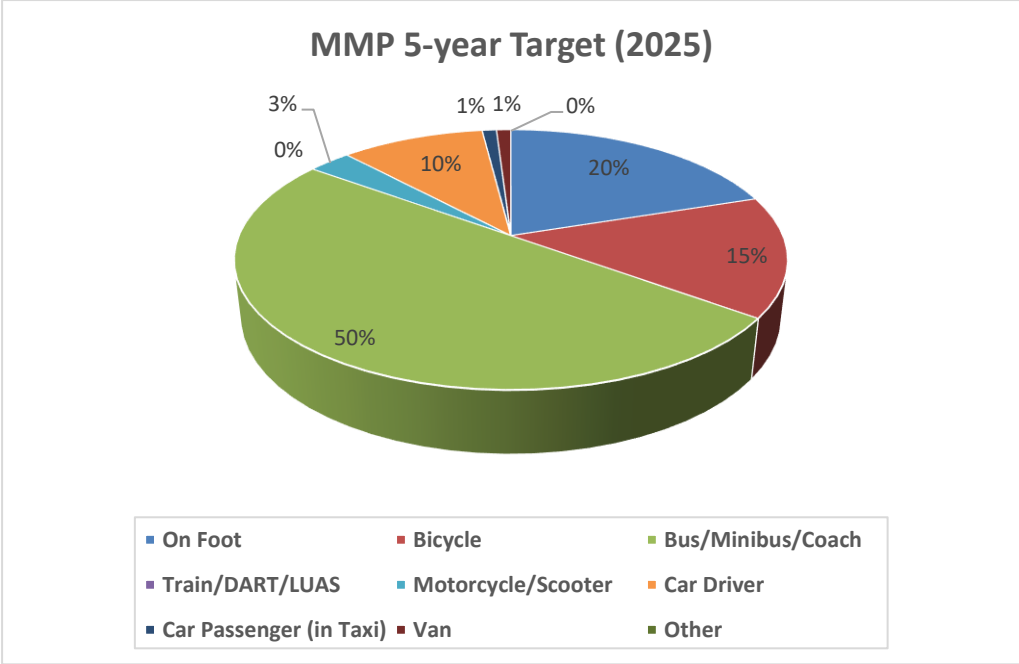
4.2.1 It is considered that an appropriate aim of the MMP would be to minimise the level of car trips from the subject site and promote sustainable modes of travel. As the subject site being Core Bus Corridor, the key target of this MMP will therefore achieve a modal split of 90% of all trips (residents, staff, servicing traffic, visitors) undertaken by sustainable modes of travel. The MMP would subsequently seek to transfer any potential 'car' based trips onto the following modes / travel options:

- Bus
- Cycle
- Walking, and
- Car Sharing

**Figure 4.6 - 4.7** below illustrates the MMP 1<sup>st</sup> Year Target and 5-year Modal Split Target set out for the proposed development site.



**Figure 4.6: MMP 1<sup>st</sup> Year Modal Split Target**



**Figure 4.7: MMP 5-Year Modal Split Target**



**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 principle 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) Make all residents, visitors and staff aware of the sustainable transport options available to them;
- (c) Encourage the use of sustainable modes of transport;
- (d) Encourage the most efficient use of cars and other vehicles;
- (e) Reduce any transport impacts of the development on the local community;
- (f) Promote walking and cycling as a health benefit to residents and staff;
- (g) Managing the ongoing development and delivery of the Mobility Management Plan with future residents;
- (h) Promoting smarter education and living practices that reduce the need to travel overall; and
- (i) Promote healthy lifestyles and sustainable, vibrant local communities.

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

- Routeing, 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 Sharing Schemes such as GoCar
- 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**) are set out below:

**A1** – The appointment of a Mobility Manager prior to occupation of the site;

**A2** – Provision of an MMP website and app that includes information on all travel opportunities from the site that is made available to all residents prior to site occupation;

**A3** – In consultation with key stakeholders including the local authority, continually develop, implement, monitor, evaluate and review the progress of the MMP towards achieving the targets;

**A4** – To undertake a baseline travel survey when 90% of the accommodation 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. The BRT Scheme will be actively managed by highly skilled management company who will monitor the developments modal splits and implement corrective measures where required.

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. The interim mode split targets for the subject site are set out in **Table 5.1**.

Mode of Travel	1 <sup>st</sup> Year Target (2020)	MMP 5-year Target (2025)
<b>On Foot</b>	20%	20%
<b>Bicycle</b>	15%	15%
<b>Bus/Minibus/Coach</b>	45%	50%
<b>Train/DART/LUAS</b>	0%	0%
<b>Motorcycle/Scooter</b>	3%	3%
<b>Car Driver</b>	15%	10%
<b>Car Passenger (in Taxi)</b>	1%	1%
<b>Van</b>	1%	1%
<b>Other</b>	0%	0%

**Table 5.1 Interim Mode Share Targets for the Student Accommodation development**

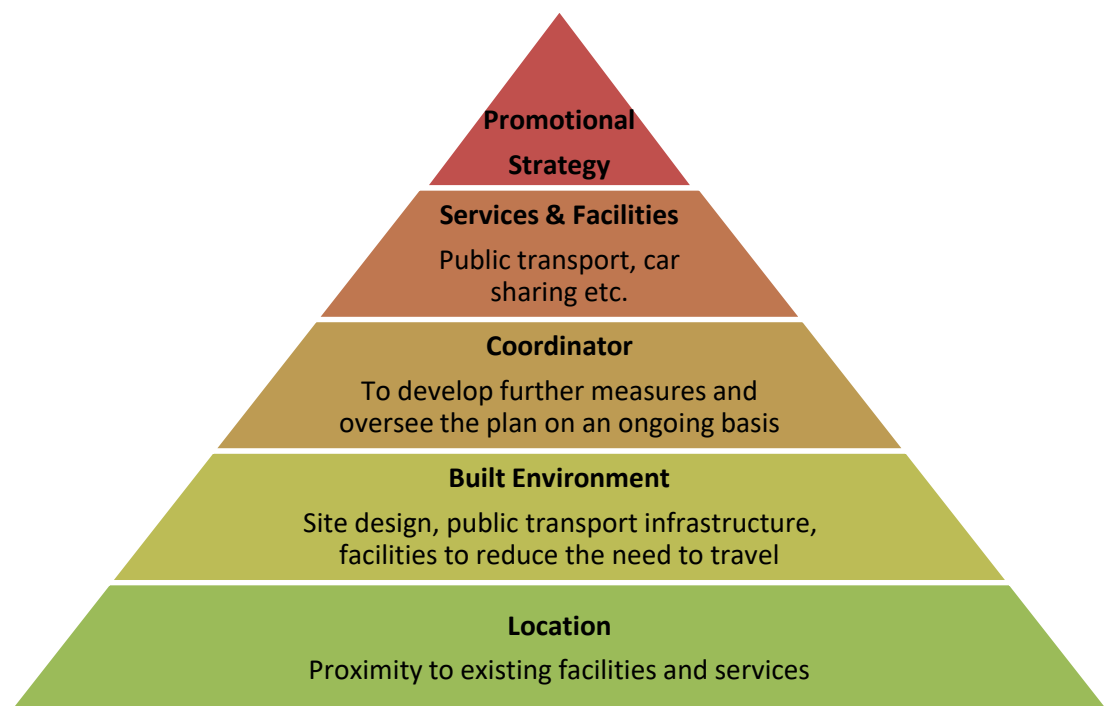
5.3.6 The above targets are intended to be both realistic and aspirational and to act as a motivation for the MMP in general whilst remaining attainable. These targets are subject to ongoing revision following the completion of the baseline surveys (and subsequent surveys) once the site is occupied and the input of the MMP’s key stakeholders.

## 6.0 MMP MEASURES

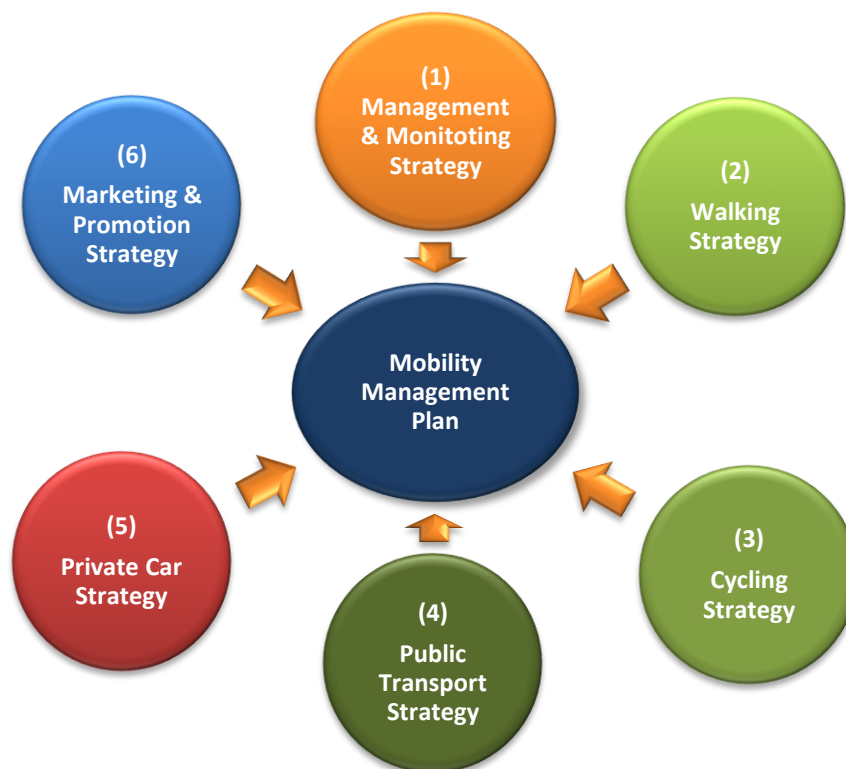
### 6.1 INTRODUCTION

6.1.1 Mobility Management Plans have a wide range of possible “hard” and “soft” tools from which to choose from with the objective of influencing travel choices. The following section introduces potential strategy measures that could be considered at the subject residential development. The range of initiatives discussed here is by no means exhaustive, but is indicative of the kind of measures available and the processes and resources required to implement them.

6.1.2 The 5 tier Travel Plan Pyramid below has been developed to illustrate the key elements of a successful Mobility Management Plan. (Reference: *Good Practice Guidelines: Delivering Travel Plans through the Planning System*, DfT (UK), 2009)



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



**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 of facilities
- b) Cycling – discounted cycle purchase, bike service workshops, cycle training, Bleeper Bike provision;
- c) Public Transport (Bus) – discounted travel tickets
- d) The Car Parking Management Strategy including car sharing and car clubs (Go Car)

6.2.2 These mode specific measures are discussed in more detail in **Appendix A** which is appended with this document. A Parking Strategy Report has also been produced and should be referenced for further detail on the Parking Management Strategy.

## **6.3 MANAGEMENT & MONITORING MEASURES**

6.3.1 In order to ensure the success of a Mobility Management Plan, defining a Management Structure is critical to its effective implementation. Therefore, a

Mobility Manager must be appointed. This will ensure the ongoing success of the MMP.

- 6.3.2 A programme of monitoring has been designed to generate information by which the success of the MMP can be evaluated. This will be the responsibility of the Mobility Manager.
- 6.3.3 The MMP information will be reviewed and updated regularly. This is achieved by research into the travel options and liaising with the residents to determine the most appropriate and useful information to communicate. The Mobility Manager will also be responsible for managing the annual review of the MMP including the surveys to be undertaken by the residents.
- 6.3.4 Details of these measures can be found in **Appendix B** of this document.

## **6.4 MARKETING & PROMOTION MEASURES**

- 6.4.1 The Mobility Manager will be involved in the promotion of the MMP and to make residents aware of its existence.
- 6.4.2 The most important and cost-effective measure to be introduced as part of this MMP is the 'Welcome Travel Pack', which will be issued to all new residents of the site when they move in.
- 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*

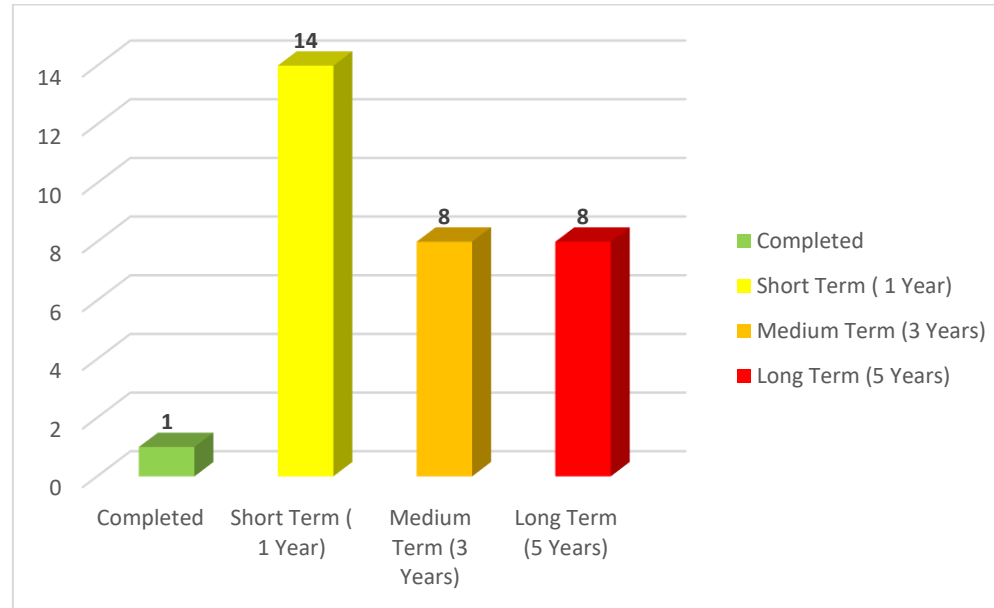
- 7.2.2 It is essential that the continued rollout and subsequent impact of the MMP initiatives is monitored on a regular basis for the following principle reasons;
- To demonstrate that the various targets are being achieved (or not met, at which point the measures being used should be reviewed) as 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 principle 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 31 measures. The implementation schedules of these measures are outlined in the graph in **Figure 7.1** below.



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

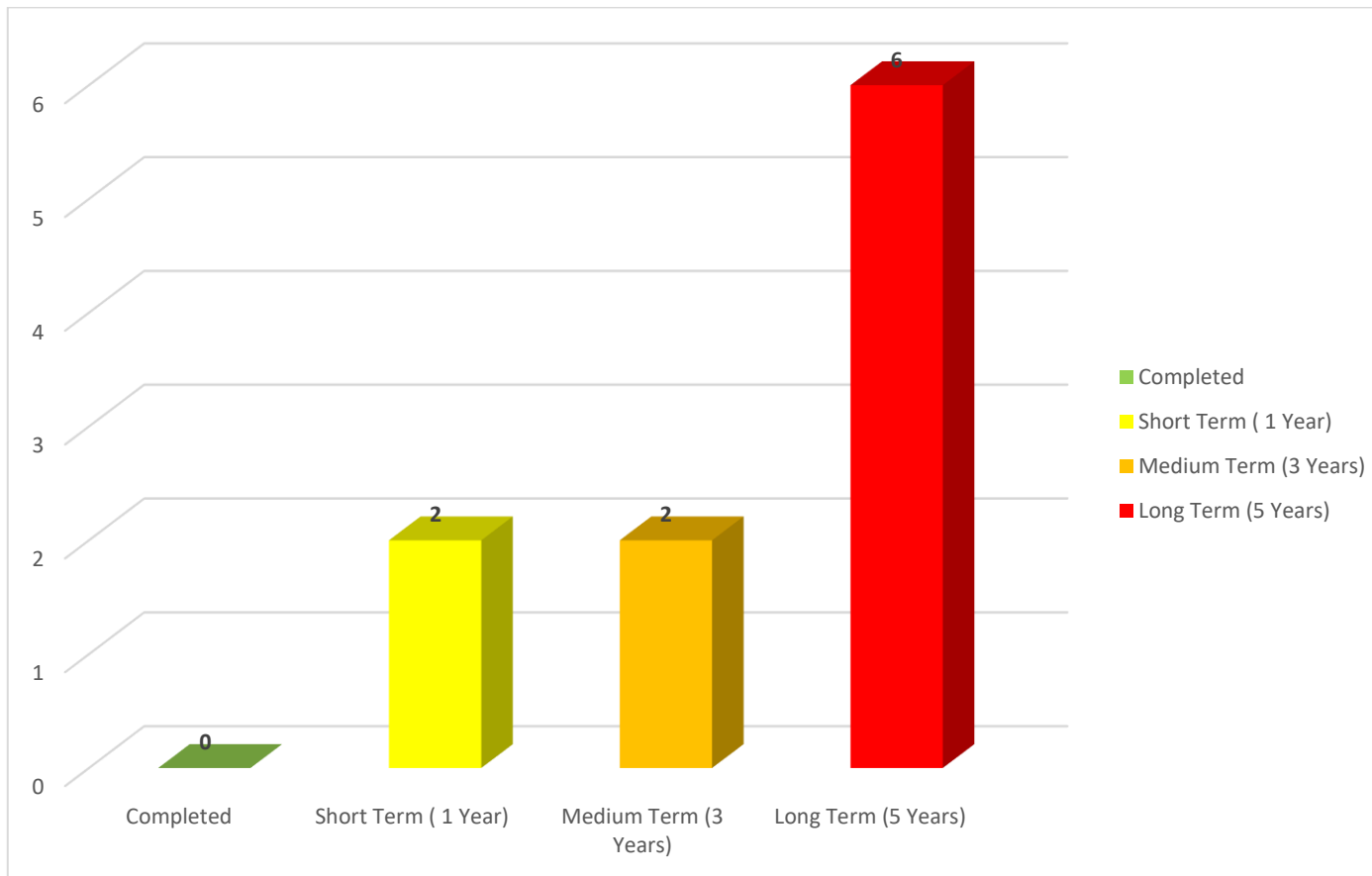
### 7.3 WALKING STRATEGY

7.3.1 The status and preliminary scheduling of the principle 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 personal security issues of walking.	-	-	✓	-		
	• WS 3a - Residents • WS 3b - Staff	-	-	✓	-		
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

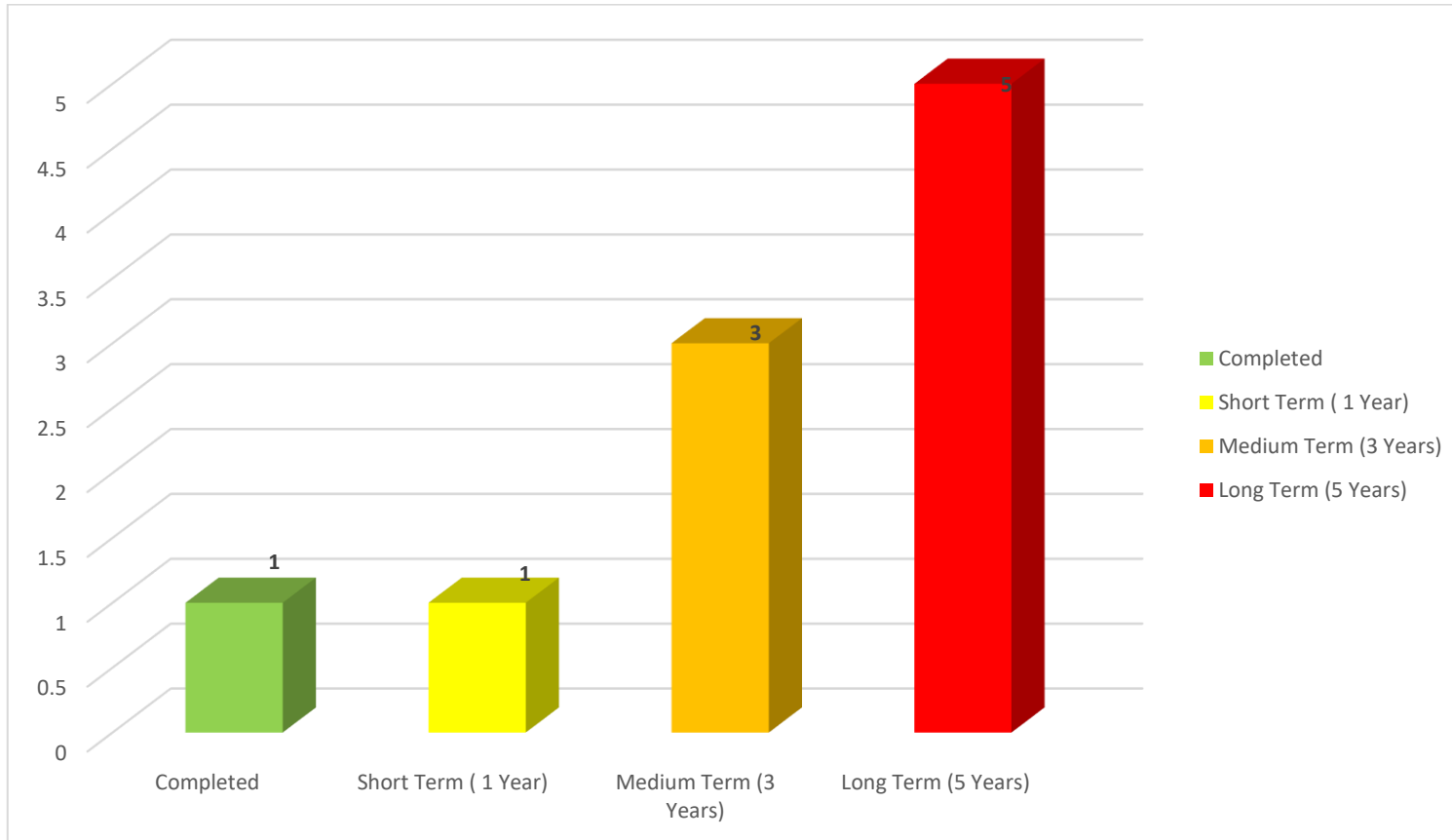
7.4.1 The status and preliminary scheduling of the principle cycling focused initiatives of the MMP are outlined in **Table 7.3** below.

**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**

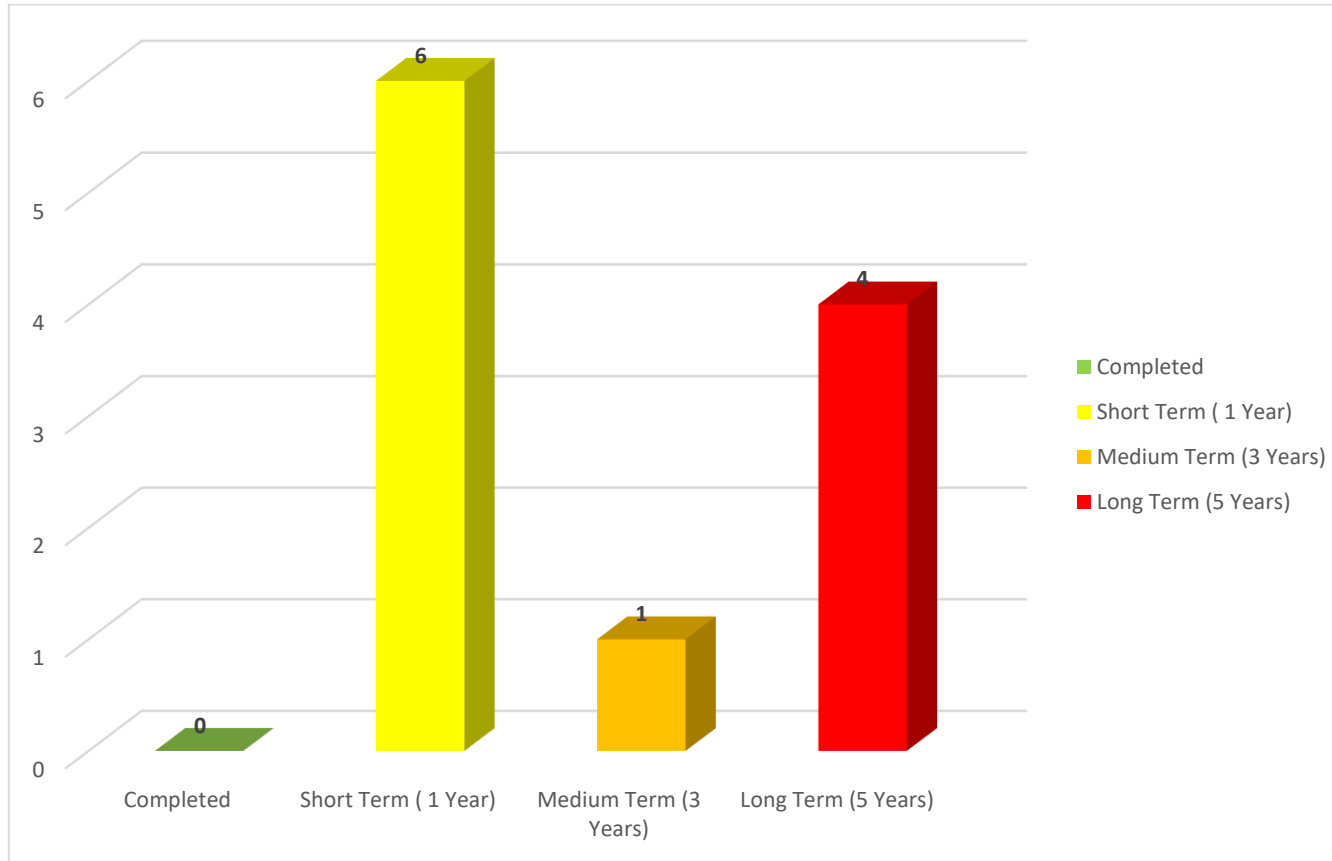
## 7.5 PUBLIC TRANSPORT STRATEGY

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

**Table 7.4 Preliminary Schedule of MMP's Public Transport Initiatives**

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
PTS 1	Explore the opportunities of; <ul style="list-style-type: none"> <li>PTS 1a - maintaining the existing bus services</li> <li>PTS 1b - Enhancing the catchment of these services</li> </ul>	-	✓	-	-		
		-	-	-	✓		
PTS 2	Investigate the option to enable residents & Staff to purchase both annual and monthly TaxSaver tickets on a monthly basis	-	✓	-	-		
PTS 3	Establish a Public Transport Users Group	-	-	-	✓		
PTS 4	Develop a 'Public Transport' Accessibility Sheet for the site	-	✓	-	-		
PTS 5	Develop a 'Public Transport' Fact Sheet	-	✓	-	-		
PTS 6	Create a calendar of 'Public Transport' Events and incentives	-	-	-	✓		
PTS 7	In partnership with NTA & Dublin Bus and the local authority, ensure all local bus stops display up to date timetables, fare and route information	-	-	✓	-		
PTS 8	Encourage the use / initiatives for buses where feasible for a range of different travel purposes	-	✓	-	-		
PTS 9	Promote the availability of the TaxSaver scheme for staff	-	✓	-	-		
PTS 10	Travel diary with incentive / awards scheme	-	-	-	✓		

7.5.2 The identified Public Transport strategy promotes a total of 11 measures. The implementation schedule of these measures is outlined in 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 principle 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 staff for travel to work	-	-	✓	-		
PCS 4	Encourage use of formal car sharing website ( <a href="http://www.carsharing.ie">www.carsharing.ie</a> )	-	✓	-	-		
PCS 5	Explore the opportunities of informal arrangements between residents for travel to college/work	-	-	✓	-		
PCS 6	Disseminate information about GoCar.ie	✓	-	-	-		-

7.6.2 The MMP’s Private Car Strategy promotes a total of 6 measures. The preliminary implementation schedule of these private car focused initiatives is outlined in the **graph in Figure 7.5** below.



**Figure 7.5 Roll-out of MMP’s private Car Initiatives**

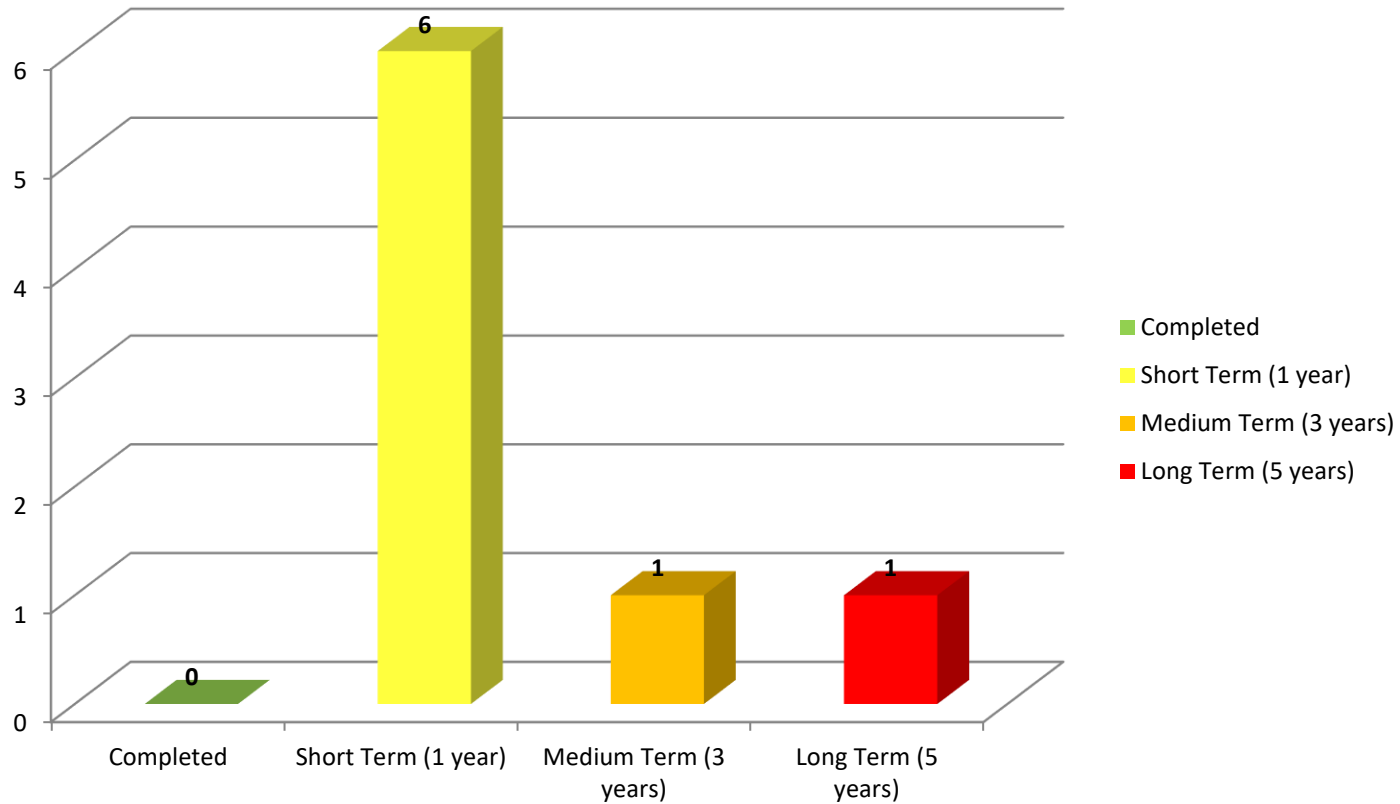
## 7.7 MARKETING AND PROMOTION STRATEGY

7.7.1 Increasingly referenced as the 'softer' form of initiatives, the provision of detailed information, raising awareness and promotion of the MMP and its measures is imperative to its success. The strategy involves the marketing and communication of the benefits of alternative active and more sustainable travel, increasing awareness of the adverse impacts of travel and transport on the environment, health and communities (local and nationally), by identifying ways in which individuals can make a difference will be an important element of the MMP. The Marketing and Promotion strategy also supports a number of the other interdependent MMP sub-strategies.

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

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
MPS 1	Develop a marketing plan for the MMP	-	✓	-	-		
MPS 2	Compile formal 'Sustainable Travel' induction package or 'Welcome Travel Pack' for each resident	-	✓	-	-		
MPS 3	Develop and introduce a dedicated MMP website	-	✓	-	-		
MPS 4	Develop an Events calendar with 3 to 4 events per year and a supporting promotion strategy to market each event	-	-	✓	-		
MPS 5	Incorporate section / report success etc. of MMP process in local newsletters and other information dissemination initiatives	-	-	-	✓		
MPS 6	As part of Induction Meeting with residents and staff introduce the MMP, its objectives and recommended travel practices	-	✓	-	-		
MPS 7	Develop MMP App to enhance access to MMP information and events	-	✓	-	-		
MPS 8	Investigate the opportunity for an MMP annual newsletter for distribution to all residents	-	✓	-	-		

7.7.2 The preliminary Marketing and Promotion sub-strategy promotes a total of 8 measures. The implementation schedule of these measures is outlined in the graph in **Figure 7.6** below.



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



## CHAPTER 8

### Summary & Conclusion

#### 8.1 SUMMARY



# 8.0 SUMMARY AND CONCLUSIONS

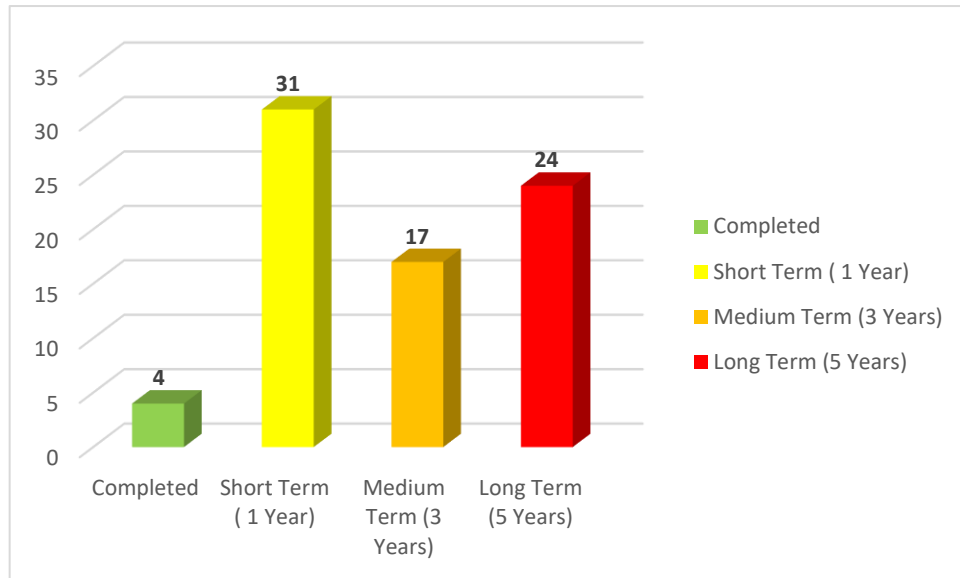
## 8.1 SUMMARY

- 8.1.1 This Mobility Management Plan has been prepared in support of a planning application for a mixed use development on Santry Avenue, Dublin 9.
- 8.1.2 The proposals seek permission for the demolition of the existing on-site Chadwicks buildings, closure of the Chadwicks sites existing vehicle access on Santry Avenue and associated works; and the provision of 350 no. residential apartments (and residential amenity space), 4 no. small commercial / retail units (631m2 ) and a medical suite/GP practice (130.4m2 ) at ground floor level, and associated site development and landscaped works
- 8.1.3 This MMP focuses primarily on how residents and visitors can be encouraged to use sustainable means of transport to and from the site.
- 8.1.4 DBFL Consulting Engineers have compiled this MMP as the basis for discussions between the developers and planning officers from Dublin City Council. Through these scoping discussions the preferred strategy (and supporting measures and targets) will emerge with the resulting MMP detailing the agreed approach, actions and targets.
- 8.1.5 The measures proposed in this document will not only benefit the residents but will also help to mitigate any transport impacts of the development on the wider local community.
- 8.1.6 The identified preliminary action plan promotes a total of 65 initiatives across 6 sub strategy themes as presented in the Pie Chart below.



### **Figure 8.1 MMP Sub Strategy Themes & Initiatives**

8.1.7 The implementation schedule of identified 65 MMP initiatives is outlined in the **graph in Figure 8.1** below. A total of 4 initiatives (or 5%) of the action plan have already been completed, with a further 31 initiatives (or 41%) to be implemented within 1 year of the residential development being occupied.



**Graph 8.1 Roll-out of MMP's Initiatives**

8.1.8 In the context of the subject residential development's operational framework, the local receiving environment and the identification of the Preliminary Action Plan as summarised previously, this document seeks to form the basis by which;

- The specific travel characteristics for the proposed residential development are outlined and presented to the local authority, and
- Through a partnership approach between the developers and the local planning authority, the Preliminary Action Plan is explored and re-examined with the objective of reaching agreement upon the MMP's measures and subsequently the adoption of an 'agreed' MMP Action Plan with specific targets, initiatives, timescales, responsibilities and resources clearly outlined and approved by both parties.

# Appendices

# Appendix A

## Mode Specific Measures

## **A1.0 Mode Specific Measures**

### ***Parking Management Strategy***

- A1.1 Parking Management Strategy has been prepared to manage the daily usage of the 213no. Car Parking spaces provided as part of the development. The Parking strategy is founded on the principles that none of the residential units will be allocated a parking space as part of the rental agreement for the property.
- A1.2 Aside from the 2 GoCar Spaces, the remaining spaces will be available for tenants to rent on a need's basis. The cost associated with the parking spaces is expected to be in the region of €100 – 150 per month which is specified at such a rate so as to discourage the use of the private vehicle unless necessary and to encourage the uptake of more sustainable modes such as walking cycling and public transport for which there are excellent opportunities within and directly adjacent to the development site.
- A1.2 The parking spaces will be allocated on a 'first come, first served' basis in terms of paying the prescribed fee. Access to the car park will be strictly controlled by a combination of barriers and shutters. Entry will be facilitated by coded entry and/or number plate recognition which will permit registered vehicles only to enter.

### ***Car Usage - Car Sharing***

- A1.3 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.
- A1.4 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.
- A1.5 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](http://www.carsharing.ie). It is an all-island service for the public and is free of charge to use.
- A1.6 The benefits of car sharing:

- 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

A1.7 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***

A1.8 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.

B1.7 Car sharing clubs in Dublin have experienced significant growth in recent years. The facility allows members' access to a shared car in the local area for an hourly fee. This facility could be an attractive option for those who choose to start walking or cycling to work but may require access to a car at short notice. It is noted that there is a provision for 4 Car Club spaces within the proposed development to cater for residents. Residents can obtain further information at [www.gocar.ie](http://www.gocar.ie). Consultation has been taken place with Go Car who are committed to operating the facility at the development site.

#### ***Public Transport - Buses***

A1.8 The proposed development will be well served by Dublin Bus services with bus routes passing the subject site on Swords Road. The bus stops are located in very close proximity with the closest bus stop just opposite the subject site with frequent services operating daily. The subject site is adjacent to the

proposed Bus Connects Swords to City Centre route which will provide enhanced levels of accessibility and mobility, In order to accommodate proposals along the Swords Road in the vicinity of the development, road widening is necessary. Upon consultation with the NTA with regard to this widening, the site layout plan has been designed to accommodate these future proposals.

### ***Walking***

- A1.9 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.
- A1.10 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.
- A1.11 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.
- A1.12 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*

- A1.13 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.
- A1.14 The on-site cycle facilities will be linked to the existing off-site cycle routes. Also, improved cycle infrastructure will be provided as part of the Bus Connects Scheme.
- A1.15 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 will therefore be appointed prior to first occupation of the site. The Mobility Manager will be employed full-time and therefore be available full-time, but their role as a Mobility Manager will be part-time (i.e. he / she will be employed for other work in addition to mobility management). Their role will include leading the implementation, monitoring and review of the Plan.

B1.2.4 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 and staff on the Mobility Management Plan initiatives and the importance of contribution are very important. The services available to the residents must be communicated in a consistent and continuous manner to sustain behavioral change.

C1.1.2 Promotion would start with the marketing of the proposed development. The sustainable location of the development and the high-quality infrastructure provision for walking and cycling will be a prominent feature. The high-quality links provided by public transport to the City Centre and other links are also an attractive feature for encouraging sustainable travel for future residents.

C1.1.3 Communications will include promotional initiatives and activities aimed at informing the residents of all relevant external bodies of the existing and proposed transport networks. Such initiatives will include, but not limited to:

- Internal communications channels
- Advertising – local press and media
- Publicity – promotion of benefits

### **C1.2 Sustainable Travel Pack**

C1.2.1 Promotion of sustainable travel will continue when residents take up occupation of their new office. A 'Welcome Pack' can be provided which will include maps and timetable information for walking, cycling and public transport journeys. It will also include information on a range of incentives to encourage take up of public transport and cycling etc.

C1.2.2 The 'Welcome Pack' will be produced and approved prior to first occupation and staff will be trained in the contents of the information contained. The 'Welcome Pack' will include:

- A covering letter explaining the purpose of the 'Welcome Pack' and contact details of the Mobility Manager,
- An overview of the Mobility Management Plan,
- Maps for walking, cycling and public transport,
- Timetables for public transport (i.e. Dublin Bus),

- Local taxi information,
- Car sharing and Bike Sharing schemes information,
- Information on reducing the demand for travel,
- Sustainable travel voucher to encourage walking, cycling and public transport, and
- Pedometer pack with information on the health benefits of walking.

C1.2.3 Increasing awareness of alternative modes to car use and the benefits is a central component of mobility management. In particular, residents should be made aware of the benefits of active travel modes including health and financial benefits. Key actions might include:

- Establishing a clear brand concept for green / smarter travel to and from the site. This should be incorporated in all communication with the residents regarding commuting to and from the site;
- Provide a central information point for residents in relation to travel options, this should be a physical point within the development but should also be made available on the internet. The latter could also include information on bus routes and timetables;
- New residents to the development should be informed about travel options;
- Ensure the development is included as a key destination on journey planning apps.

### **C1.3 Personalised Travel Plan**

C1.3.1 An advisory leaflet will be provided in the 'Welcome Pack' to explain to new residents the sustainable transport options available in the MMP and that if they wish they may contact the Mobility Manager directly to discuss specific travel needs. The Mobility Manager will then use the information discussed to prepare a 'Personal Travel Plan' for that resident free of charge. The Personal Travel Plan will be based on individual lifestyles and in light of the available transport options for stated everyday journeys.

C1.3.2 This process will allow residents to consider how they currently travel and promote alternative methods for their journeys to work, school and when accessing other local amenities. Personalised journey planning will also enable residents who might not otherwise use public transport realise there are local services available that can suit their needs.

C1.3.3 The Mobility Manager is responsible for promoting the availability of this measure and residents will be encouraged to contact the Mobility Manager if they have any specific sustainable travel related queries.

C1.3.4 Additionally, the site developers will equip all residences with broadband compatible connection points, to enable residents to access to broadband services, which will help facilitate access to MMP information.

#### **C1.4 Online Website**

C1.4.1 A dedicated online website for the development can be created and will focus on providing appropriate, up-to-date information on sustainable travel options for accessing the development site.

C1.4.2 This website will act as a 'one-stop-shop' for the dissemination of site-wide sustainable travel information to residents, as well as acting as a source of information for visitors. Information on the website will include details of local public transport routes, local amenities and facilities, walking and cycle maps and a link to online car sharing opportunities. The website will also provide links to other websites such as Dublin Bus so as to encourage residents to plan their journeys using sustainable transport.

#### **C1.5 Smart Device Travel App**

C1.5.1 A Travel App can be developed for the residents at the development as well as visitors travelling to the site. This smart device app will enable all users to gain instant access to travel information. This may include:

- Timetables, location of stops, route information, fares, and real-time information for buses.
- Interactive map showing users current location and highlighting local points of interest (e.g. closest bus stop)
- Pedometer for walkers