

MOBILITY MANAGEMENT PLAN

DEVELOPMENT AT EMMET ROAD, DUBLIN 8

Dublin City Council
Project No. B967
28 September 2022



OCSC

O'CONNOR | SUTTON | CRONIN

Multidisciplinary
Consulting Engineers



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1 INTRODUCTION

O'Connor Sutton Cronin & Associates (OCSC) have been commissioned to prepare this plan with respect to the proposed development at a vacant site adjacent to Emmet Road in Dublin 8 as indicatively shown following. The site is in close proximity to the existing Grand Canal, the Luas Red Line and a number of high frequency bus services on Emmet Road.

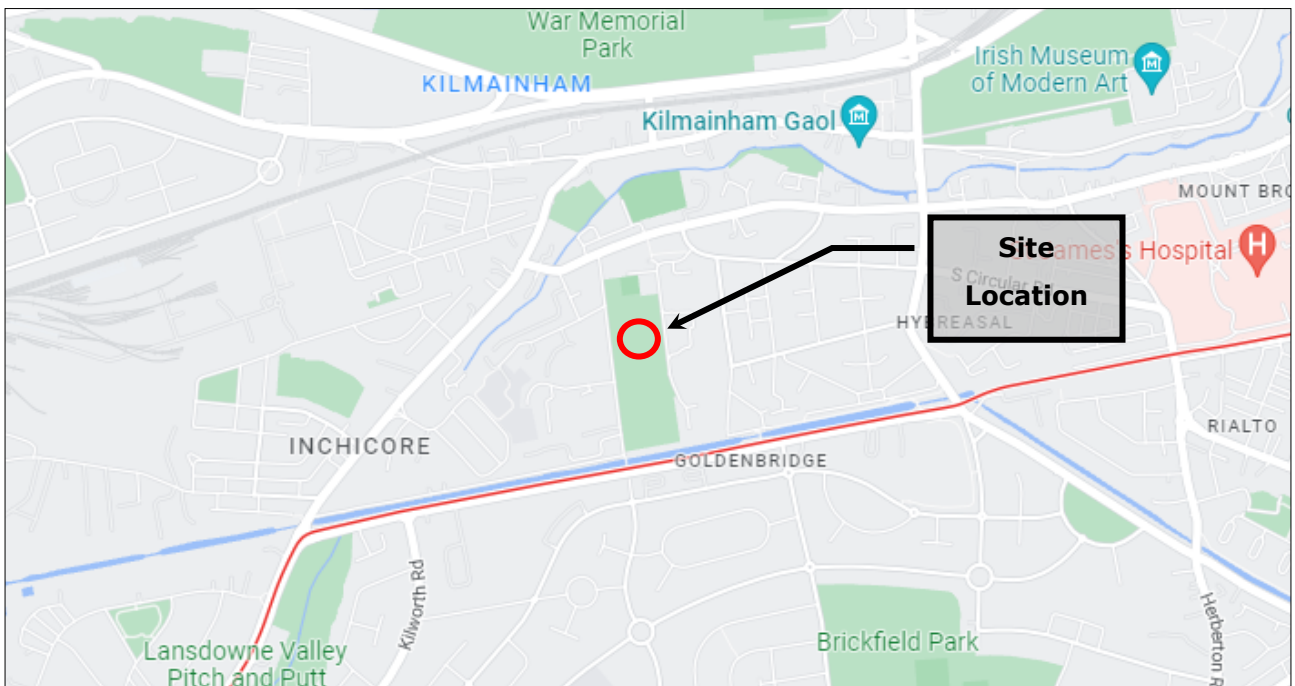


Figure 1: Indicative Site Location Map

Dublin City Council intend to apply for permission for a mixed use development at a site at Emmet Road, Inchicore, Dublin 8. The development has been identified as a flagship pilot project to provide Cost Rental accommodation. This model involves the provision of homes where the rent charge is based on the capital cost of site acquisition.

The proposed scheme consists of a mixed-use development with a strong emphasis on residential units in addition to commercial, retail and community facilities together with all associated infrastructure including roads, footpaths, services, and landscaping.

The development will comprise 578 no. apartments, community facilities (including Library/Community Hub, Creche, Retail/Commercial and Café units), a supermarket, a public plaza fronting onto Emmet Road and the installation of a new watermain c 200m in length along Emmet Road to the junction with Tyrconnell Road/Grattan Crescent. The proposal includes works to a protected structure (8705 - Richmond/Keogh Barracks, relating to rubble stone boundary walls).

A key aspect of the overall development design is based on sustainable living, embracing the highly accessible nature of the site and local amenities to specifically target residents and employees who do not have need for a car. The demand for more sustainable living continues to grow in line with objectives to improve quality of life as well as address significant environmental issues such as climate change, a key contributor to which is burning of fossil fuels created by car based travel. As people are becoming more aware of these issues, which are becoming more and more prominent in day to day life, it is leading to a cultural shift and change in priority for many people who would prefer to lead a more sustainable lifestyle. The proximity of the site to high quality and high frequency public transport options, including both Luas and Dublin Bus services, employment opportunities and common amenities predisposes the development to facilitating this type of person which the development has been designed to embrace.

This Mobility Management Plan is being prepared as a tool to facilitate a more sustainable lifestyle for residents and employees at the site by increasing the attractiveness and practicality of modes of transport other than private car and by reducing the need to travel. This is an outline plan which will be applied separately to the residential and commercial elements by the respective management companies.

The MMP targets set out herein will take account of future potential improvements in sustainable transport infrastructure over and above those currently in operation. In this context, the MMP will set targets into the future which will be flexible and reflective of the maximum achievable modal split at any time dependent on a variety of factors including actual local infrastructure and other facilities available.

2 CONTENT OF THE TRAVEL PLAN

The *Dublin City Council Development Plan 2016 – 2022* provides guidance for the provision and requirements of plans such as this. This is also consistent with the requirements for Mobility Management and Travel Planning as set out in Appendix 5, Section 2.4 of the *Draft Dublin City Development Plan 2022-2028*. In the instance where the occupier is unknown and the development is not existing, as is the case with this development, the applicant is requested to meet the following requirements:

- Submit an estimate of the numbers of residents and employees and their characteristics based on, for example, conditions at similar developments and the extent and floor area types (uses) to be provided;
- Provide a comprehensive outline of public transport services (existing and proposed) available to the future residents and employees;
- Prepare a conceptual plan indicating proposed links (footpaths, traffic routes) from the development to the public transport services – the plan would clearly show the positioning of the building(s) relative to the site boundary and access roads/links;
- Prepare a statement on the nature and extent of facilities that will be considered for provision, and that would serve to encourage walking and cycling;
- Set out the anticipated targets with respect to modal choice;
- Provide an outline of the various schemes that may be appropriate to facilitate a change in travel patterns to and from work.

Thus, based on the above, this report is a statement of the broad objectives in respect of Mobility Management for the site as a whole. The plan sets out targets and objectives along with the mechanisms, including both hard and soft measures, which could be put in place to support modal shift.

At this stage, the plan is intended to be preliminary and will be revised accordingly once more detailed information regarding the final occupiers becomes available. Moving forward from this, the plan will continue to be regularly updated based on experience gained from its implementation and operation.

It is further expected that this plan will be applied separately by the Management Companies/Operators of the respective elements i.e. commercial and residential and that the respective plans will evolve on this basis.

With respect to population estimates, the following average occupation of units has been assumed:

- Studio & 1 Bed – 1.5 residents per unit;
- 2 Bed – 3 residents per unit;
- 3 Bed – 4 residents per unit.

Based on the above, this equates to an overall population of 1,357 residents at the development.

The population of the non-residential uses is estimated at approximately 100 staff on-site at a given time, allowing for factors such as shift work at the larger retail unit.

It is noted that a detailed assessment of the existing public transport network capacity and the associated demand for same created by the proposed development has been carried out and can be found in the Traffic Impact Assessment, submitted under separate cover. The assessment showed that the demand relative to overall capacity was negligible while a survey of existing conditions on separate dates in August and September indicated sufficient capacity to cater for this additional demand.

3 EXISTING PUBLIC TRANSPORT, CYCLE & PEDESTRIAN FACILITIES

RAIL

The site is located within 190m (3 minutes) walk of the Luas Red Line, Drimnagh stop. There are two footbridges over the Grand Canal, one located further east of the canal which offers a more accessible route over the Canal.

Additionally, the site is within 2.1km (25 min) walk of Heuston Station, which connects Dublin City with a vast amount of Irelands rail network including services to Cork, Galway, Limerick, Ennis, Limerick, Waterford, Westport, Ballina and Portlaoise, with numerous interim stops along each route.

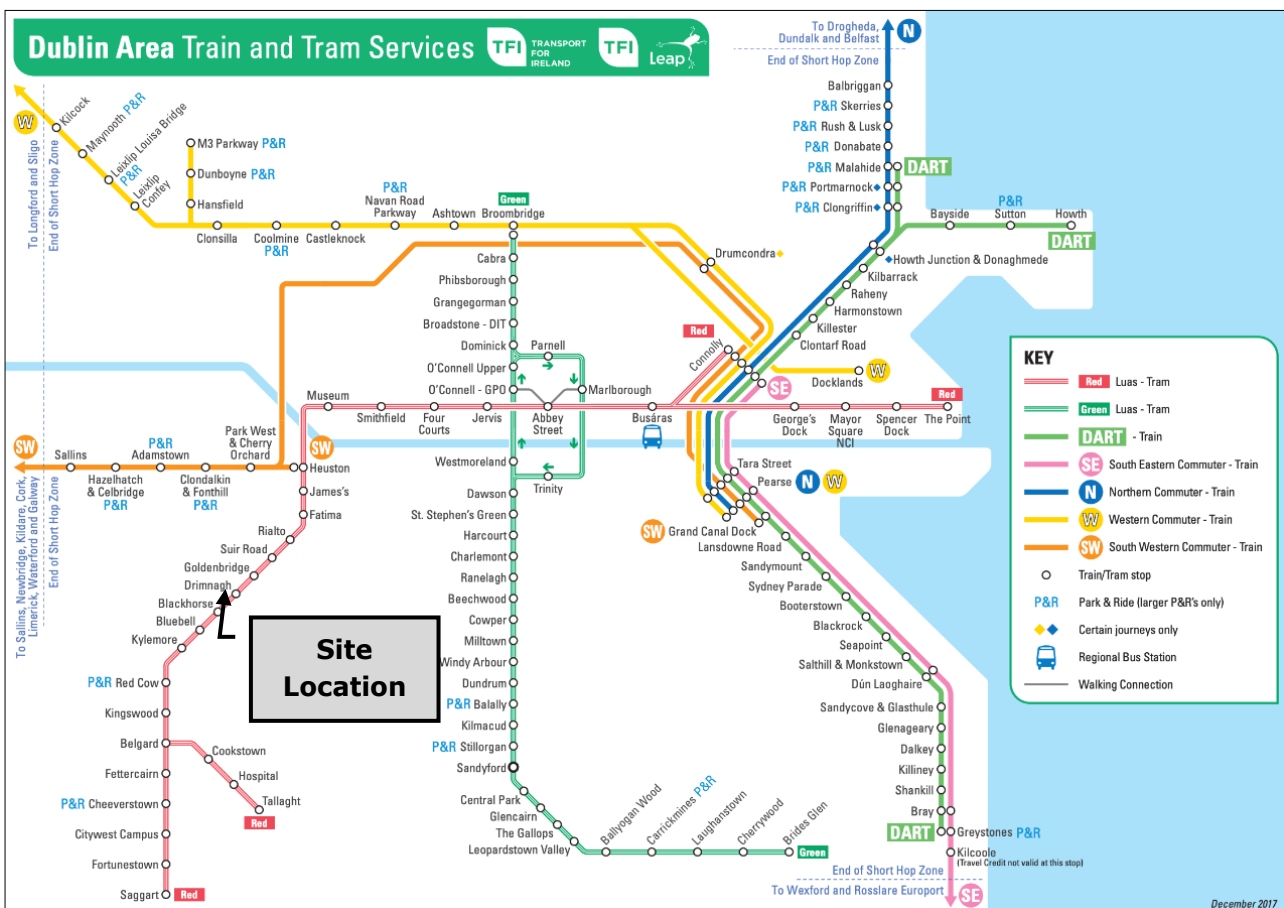


Figure 2: Dublin Rail Network Map

The figure following illustrates the accessibility of the Luas Red Line Drimnagh Stop, via St. Vincent's Street West, the Grand Canal towpath and associated canal bridge.

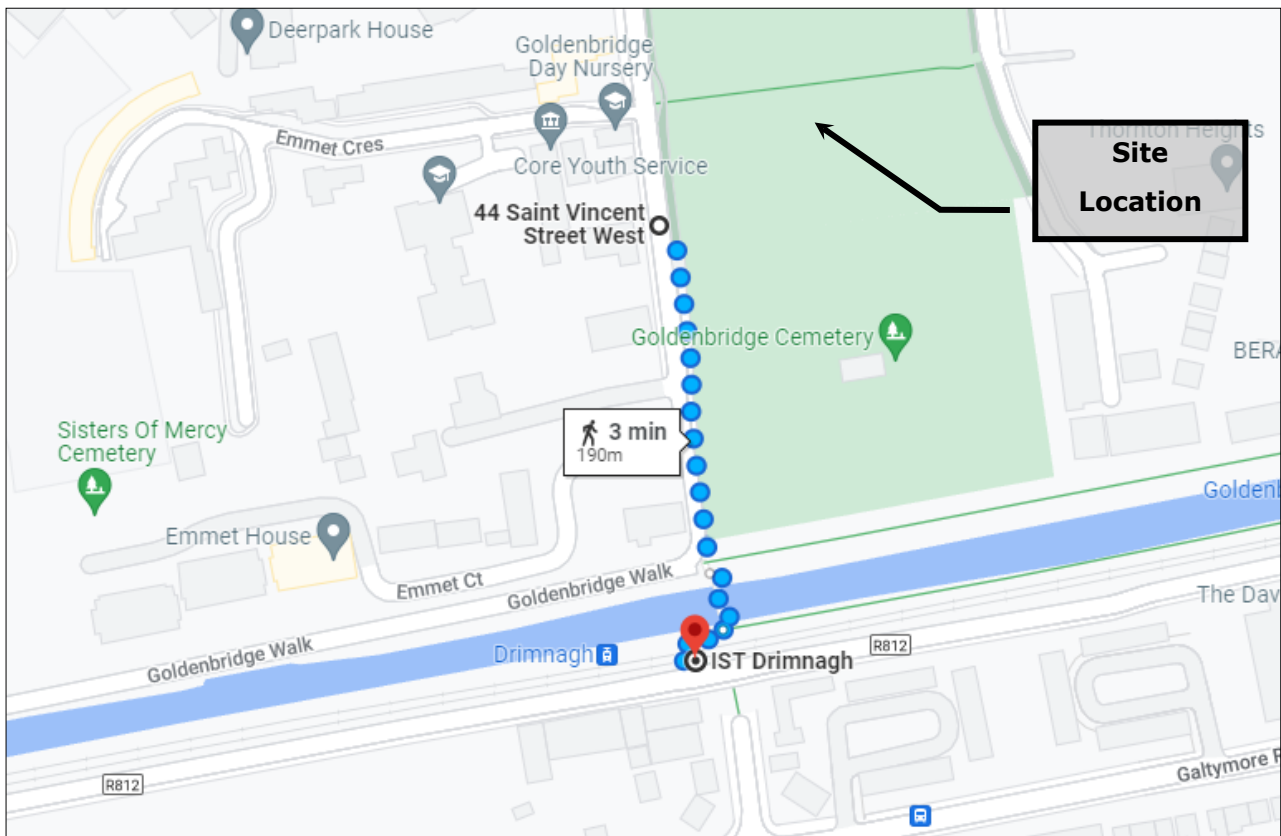


Figure 3: Pedestrian Route to Drimnagh Luas Stop

A more accessible route is available to the nearby Goldenbridge Stop, approximately 350m (4 minutes) from the site boundary, which includes ramped access to the bridge at lower level and so is suitable for all users.

The Luas Red Line links the site to Dublin City Centre and other key locations such as Heuston Station, James's Hospital, Connolly Station, the Red Cow Roundabout and The Point Village via a high frequency/capacity service that operates between Saggart/Tallaght and Connolly/The Point Village.

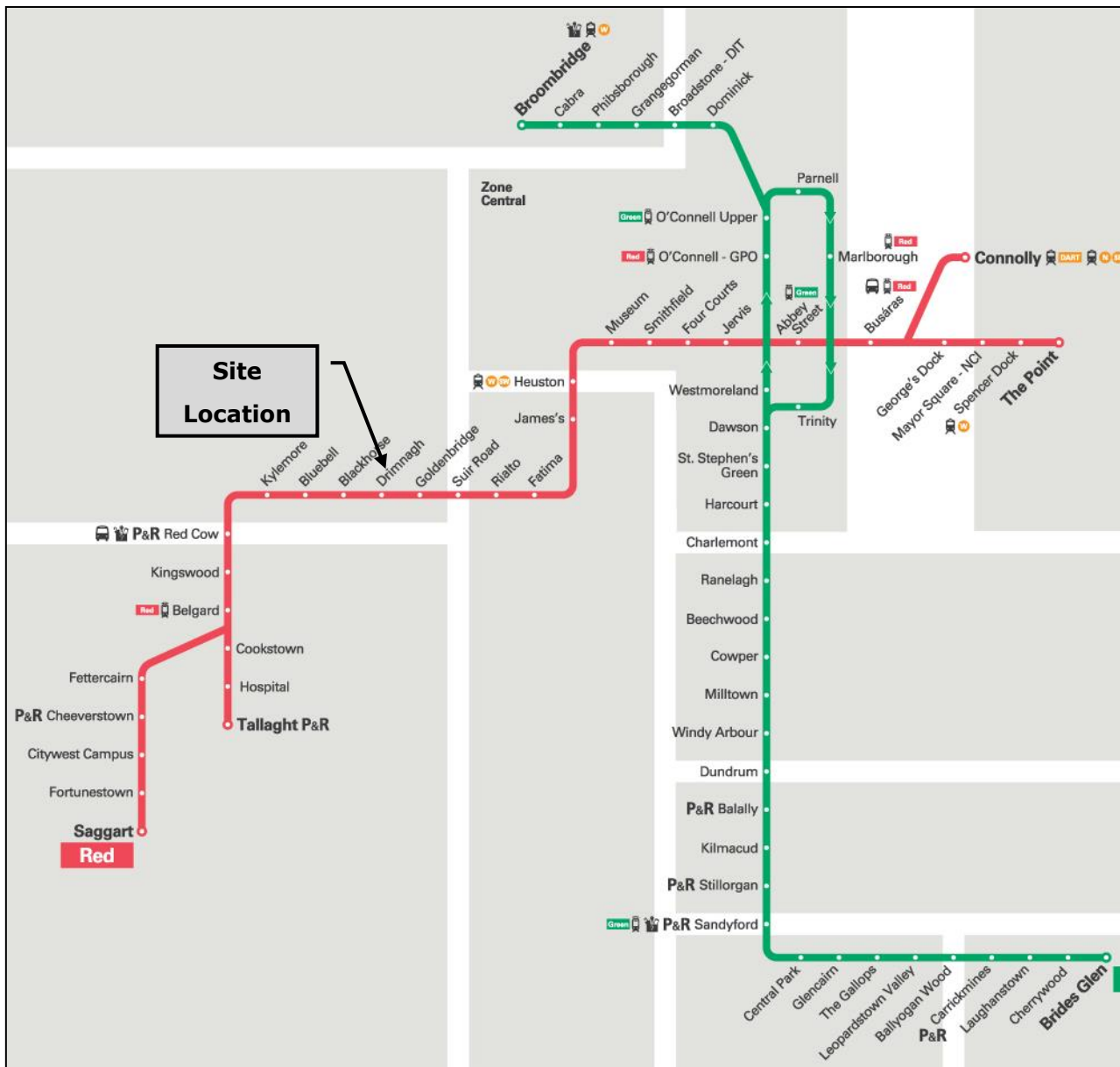


Figure 4: Luas Network Map

Luas trams cooperate on a frequency basis with those for the Drimnagh Stop in the eastbound direction shown following.

Monday - Friday				Saturday				Sunday & Bank Holidays			
	Min	Avg	Max		Min	Avg	Max		Min	Avg	Max
05:52-07:00	4	7	20	06:51-10:00	3	9	20	07:21-12:00	6	12	20
07:00-10:00	3	4	6	10:00-16:00	6	6	7	12:00-19:00	5	9	11
10:00-16:00	4	4	6	16:00-19:00	5	6	10	19:00-23:21	10	11	12
16:00-19:00	4	4	6	19:00-00:21	10	11	15				
19:00-00:22	4	11	15								

Figure 5: Luas Drimnagh Stop Eastbound Operating Frequencies

The Luas Red Line also connects with the Green Line via the respective Abbey Street and O'Connell Street stops. This provides access to the expanded Luas network with the Green line operating between Broombridge and Bride's Glen with notable interim stops including St. Stephen's Green, Dundrum and Sandyford.

The connectivity with Heuston and Connolly Stations also provides direct linkage to the wider heavy rail network. This includes Commuter, Intercity and DART services which operate across Dublin, the Greater Dublin Area and the overall country as indicated in the following map.

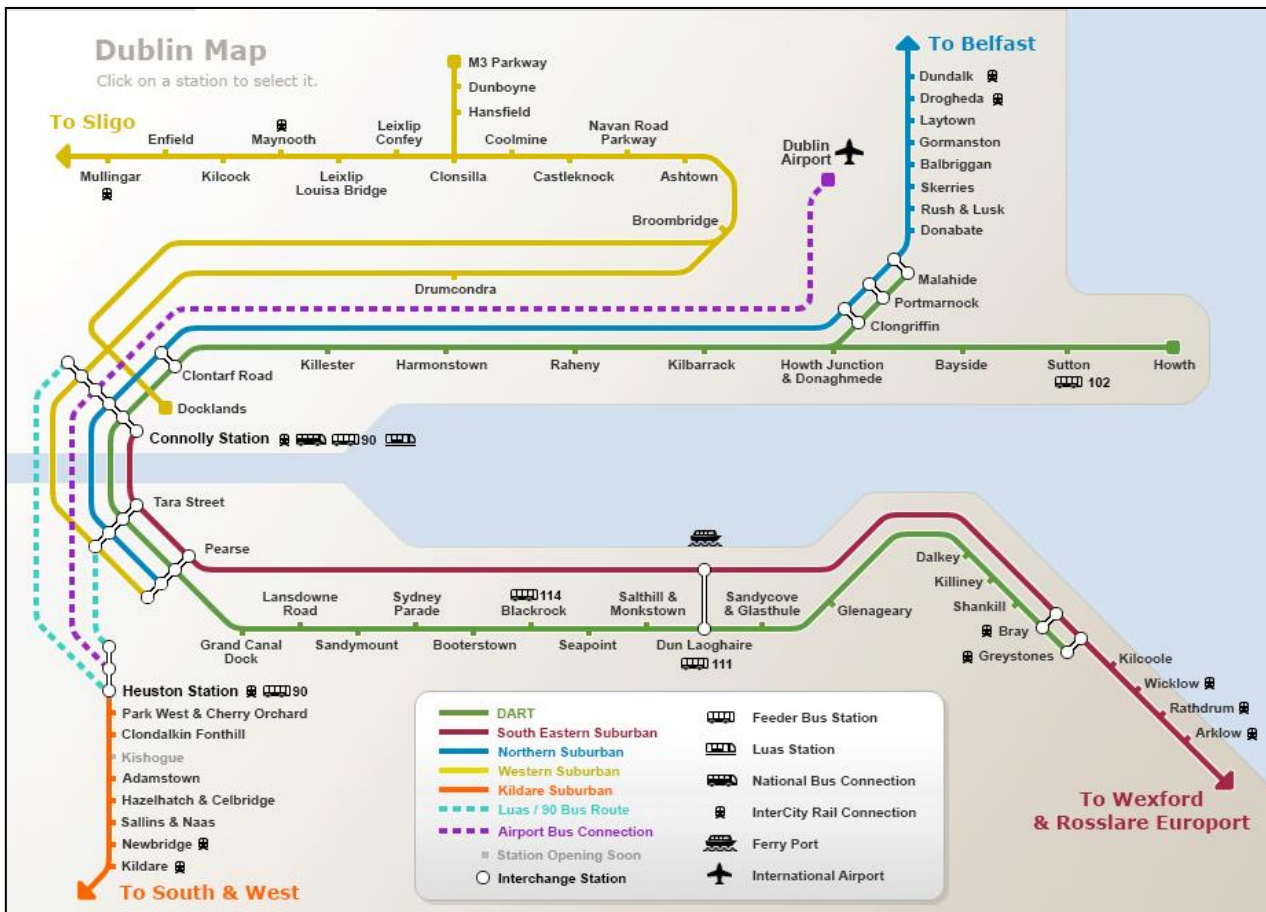


Figure 6: Irish Rail Network Map

More details of rail services at Heuston Rail Station and all other heavy rail services can be found at www.irishrail.ie.

To put the above in context, an indicative isochrone map has been prepared, showing the areas reachable within a 30 minute journey using public transport, which includes both rail and bus, from the development site, as shown following.

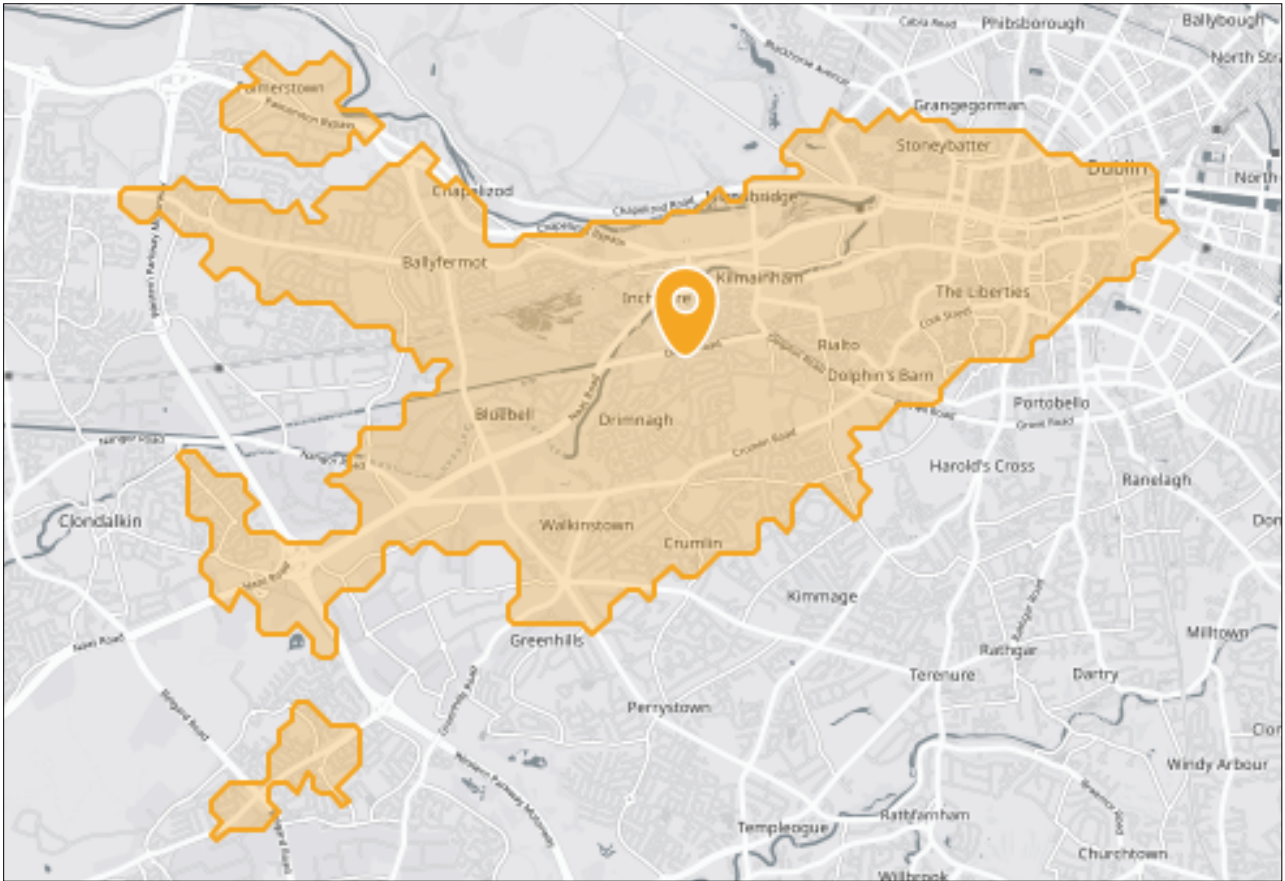


Figure 7: 30 Minute Public Transport Isochrone Map¹

BUS

There are several Dublin Bus services serving stops in the local area within an approximate 200m – 800m (2-10 minute) walk. The service stops are shown in the following figure.

¹ Source: www.traveltime.com

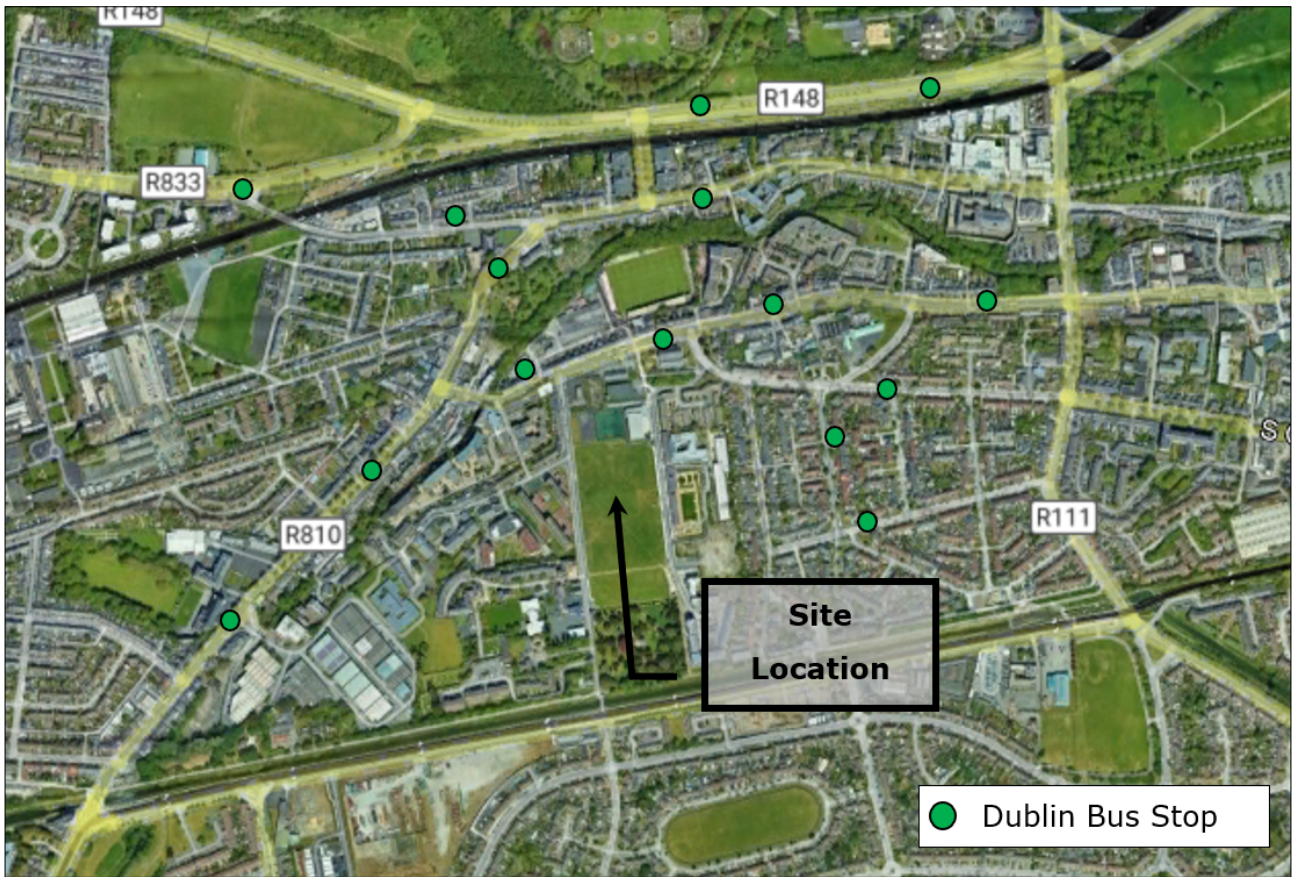


Figure 8: Existing Bus Facilities

These stops are served by a variety of bus routes which are summarised in the following table which indicates the routes and associated frequency of service.

Route	Description	Peak Frequency	Off-Peak Frequency
13	Harristown – Grange Castle	10 mins	15 mins
40	Charlestown Shopping Centre – Liffey Valley Shopping Centre	10 mins	20 mins
51D	Aston Quay – Clondalkin	1 daily	-
52	Ringsend Road – Leixlip Intel	1 hour	-
68/a	Hawkins St – Newcastle	30 mins	1 hr
69	Hawkins St – Rathcoole	1 hour	-
79/a	Aston Quay – Spiddal Park / Parkwest	10/15 mins	20 mins
C1	Adamstown – Sandymount	8 mins	30/60 mins
C2	Adamstown – Sandymount	8/15 mins	30/60 mins
C3	Maynooth – Ringsend	30 mins	60 mins
C4	Celbridge – Ringsend	30 mins	60 mins
P29	Adamstown Station – Ringsend Road	8 per day	-
x25	UCD – Maynooth	5 per day	-
x26	Maynooth – Leeson Street Lower	3 per day	-
x27	Celbridge to UCD	5 per day	-
x28	Salesian College – UCD Belfield	5 per day	-
x30	Lucan (Dodsboro) – UCD	6 per day	-
x31	River Forest – Earlsfort Terrace	6 per day	-
x32	Hewlett Packard – Earlsfort Terrace	4 per day	-

Table 1: Local Dublin Bus Services

More details of these bus services including full timetables and route maps can be found at www.dublinbus.ie.

CYCLE

The existing cycle infrastructure across Dublin was surveyed by the National Transport Authority (NTA) in the preparation of the Greater Dublin Area Cycle Network Plan. The

existing facilities in the local area, as extracted from this mapping, are highlighted following.

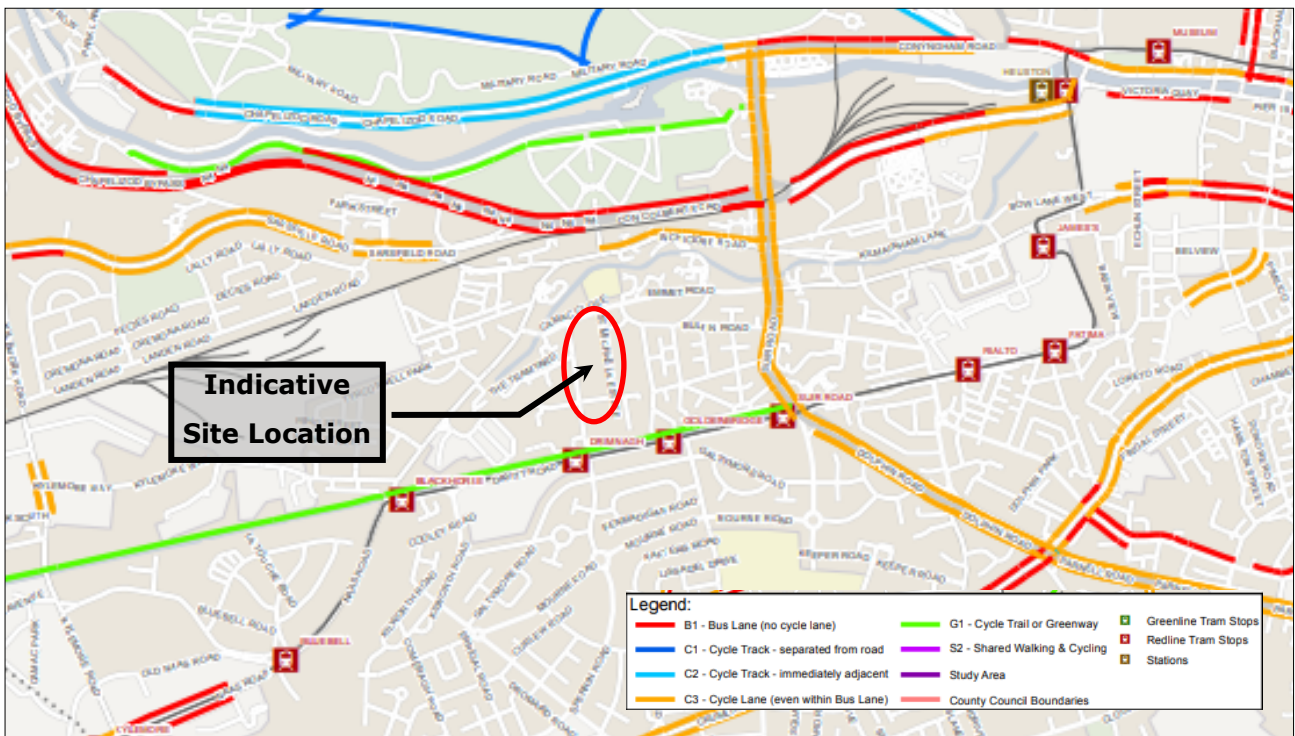


Figure 9: Existing Cycle Infrastructure in Local Area

Relative to the development site, the nearest cycle infrastructure is an existing cycle trail approximately 100m south of the site which runs east to west along the Grand Canal, located just south of the development site. This in turn connects to an existing cycle track on Dolphin Road and Suir Road, both of which link to the wider cycle network throughout the city.

To put the above in context, an indicative isochrone map has been prepared showing the areas reachable within a 30 minute cycle journey from the development site, as shown following.



Figure 10: 30 Minute Cycle Isochrone Map²

PEDESTRIAN

In term of pedestrian access, the existing footpaths on the nearby public road are well-lit and in good condition. There are dedicated pedestrian crossing facilities in the wider area including drop kerb crossing facilities at the minor junctions along Bulfin Road and St Vincent's Way. Additionally, there are signalised crossing facilities along Emmet Road and both major junctions at each end of Emmet Road.

Also relevant to travel by foot are the variety of employment opportunities, commercial and leisure amenities within walking distance of the site. These are summarised as follows:

² Source: www.traveltime.com

- The site is immediately bordered and in close proximity to considerable areas of employment in the extensively developed surrounding lands to the east and west, including Inchicore Village itself as well as extensive commercial and industrial uses to the west which includes employment centres such as the Irish Rail Inchicore Works;
- The nearby St James's Hospital is approximately 1.6 km (21) minute walk from the development site but also accessible via the Luas Red Line;
- There are several moderate to retail units within walking distance of the site. These include a supermarket on Spa Road, approximately 120m (1 minutes) walk away and another on Tyrconnell Road, approximately 180m (2 minutes) walk away. The proposed development also includes a supermarket as well as 4 no. retail units;
- There are a number of leisure and fitness amenities within close proximity including a gym in Drimnagh (300m away) and another in Kilmainham (950m away);
- There are several restaurants and cafes within a short walking distance including on the South Circular Road, Bulfin Road, Emmet Road and Tyrconnell Road, all within a 750m walking distance. The proposed development also includes a café unit;
- There are numerous ATMs within the local area and a credit union located just 2 minutes away, situated on Tyrconnell Road. The closest major bank branch is an AIB located in Drimnagh, which is a 2km (24 minute) walk away;
- Bluebell is located approximately 25 minutes walking distance and 6 minutes cycling distance from the development site which provides access to several convenience shops/supermarkets, restaurants/cafes, gyms, schools and various community facilities. It is also accessible via the Luas Red Line;
- Kilmainham is located approximately 12 minutes walking distance and 5 minutes cycling distance from the development site which provides access to several convenience shops/supermarkets, restaurants/cafes, gyms, schools and various community facilities;
- Dublin City Centre is located approximately less than 3.3km (40 minutes) walking distance and 10 minutes cycling distance from the development site which provides access to several head offices, convenience shops/supermarkets, clothing/department stores restaurants/cafes, gyms, schools, public transport hubs and various community facilities;
- Dolphins Barn is located approximately 24 minutes walking distance and 7 minutes cycling distance from the development site which provides access to several

convenience shops/supermarkets, restaurants/cafes, gyms, schools and various community facilities;

- There are several schools and childcare facilities within an approximate 1km walking distance;
- The proximity of public transport infrastructure, in particular the Luas, and bus makes the site readily accessible to areas of employment, residential areas, commercial and leisure amenities in Dublin City and other areas along the respective routes;
- There are a wide number of residential areas and developments within reasonable walking and cycling distance of the development site which is particularly relevant for future employees at the development.

To put the above in context, an indicative isochrone map has been prepared showing the areas reachable within a 10, 20, 30 minute walking journey from the development site, as shown following.

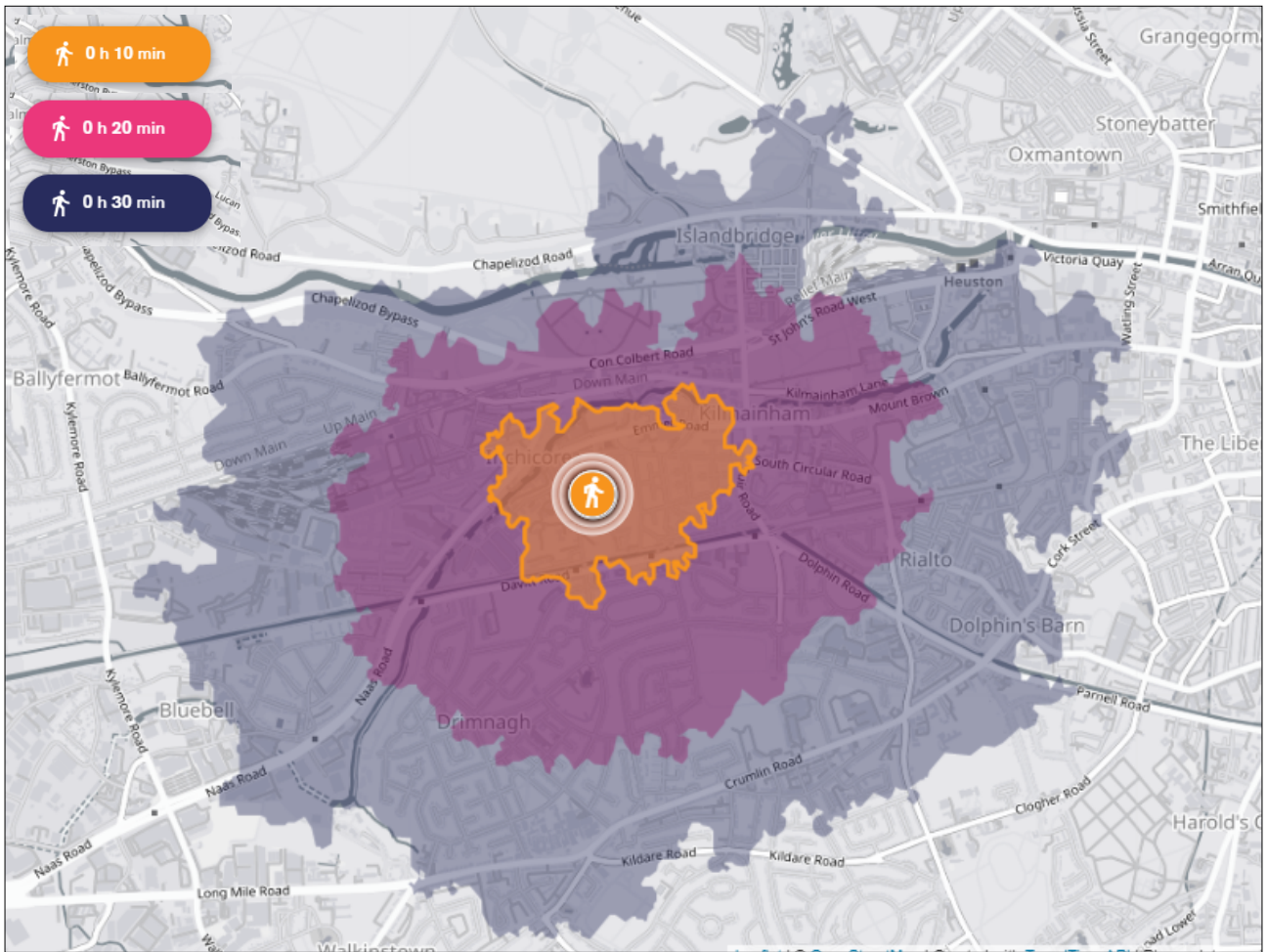


Figure 11: Walking Isochrone Map³

³ Source: www.traveltime.com

4 FUTURE PUBLIC TRANSPORT, CYCLE & PEDESTRIAN FACILITIES

BUSCONNECTS

BusConnects aims to overhaul the current bus system in the Dublin region by building a network of next generation bus corridors on the busiest routes to make bus journeys faster, more predictable and more reliable. It will see a revision to the overall network to increase efficiency and quality of service. An extract of the current network plans as issued in September 2020 is shown following.

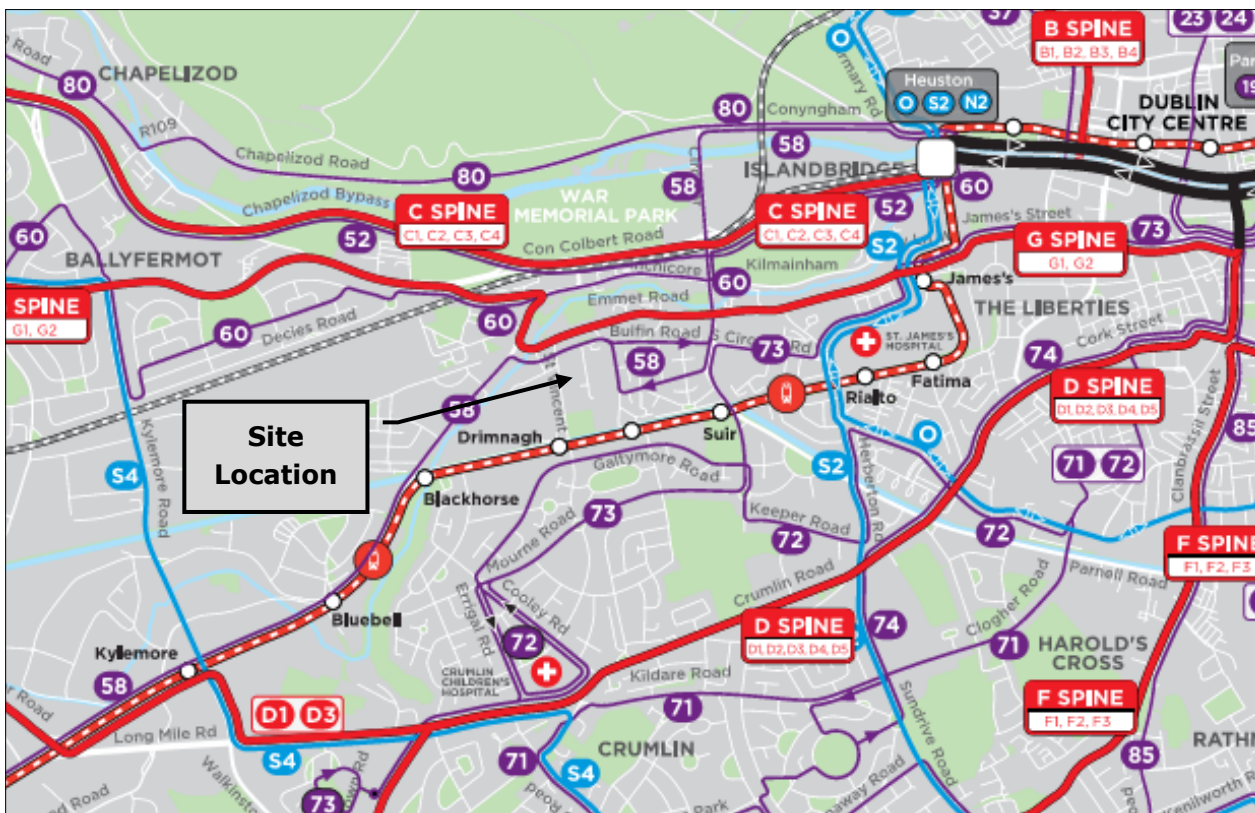


Figure 12: BusConnects Map

Relative to the development site, the proposed Route 58, Route 60 and Route 73 will operate in close proximity to the development site and provide direct access key locations such as Rathcoole, Dublin Port, City Centre, Marino, Walkinstown and Spencer Dock. The estimated frequencies of routes 58 and 60 are 60 minutes, while Route 73 has a frequency of 15 minutes.

Additionally, the proposed G Spine fronts onto the development site. The G spine offers routes from Ballyfermot to the Docklands via the City Centre at 6-8 minute frequencies during peak

times. Furthermore, C spine is within reasonable walking distance. This also represents one of the Core Bus Corridors proposed as part of BusConnects which sets out extensive bus lane and cycle infrastructure upgrades along the route to improve reliability, consistency and overall quality of service.

A planning application has been lodged to An Bord Pleanála on the 15th of July 2022 for the Liffey Valley to City Centre Core Bus Corridor, with construction estimated to take up to 30 months for the overall route while the Emmet Road section is expected to be completed within 18 months meaning. As a result, a realistic estimation for completion is mid-2025.

METROLINK

MetroLink is a high capacity, high-frequency heavy rail line running from Swords to Charlemont, linking Dublin Airport, Irish Rail, DART, Dublin Bus and Luas services, creating fully integrated public transport in the Greater Dublin Area.

As well as linking major transport hubs, MetroLink will connect key destinations including Ballymun, the Mater Hospital, the Rotunda Hospital, Dublin City University and Trinity College Dublin. Much of the 19-kilometre route will run underground, an exciting innovation for Irish public transport.

MetroLink will carry up to 50 million passengers annually, cutting journey times from Swords to the city centre to 25 minutes.

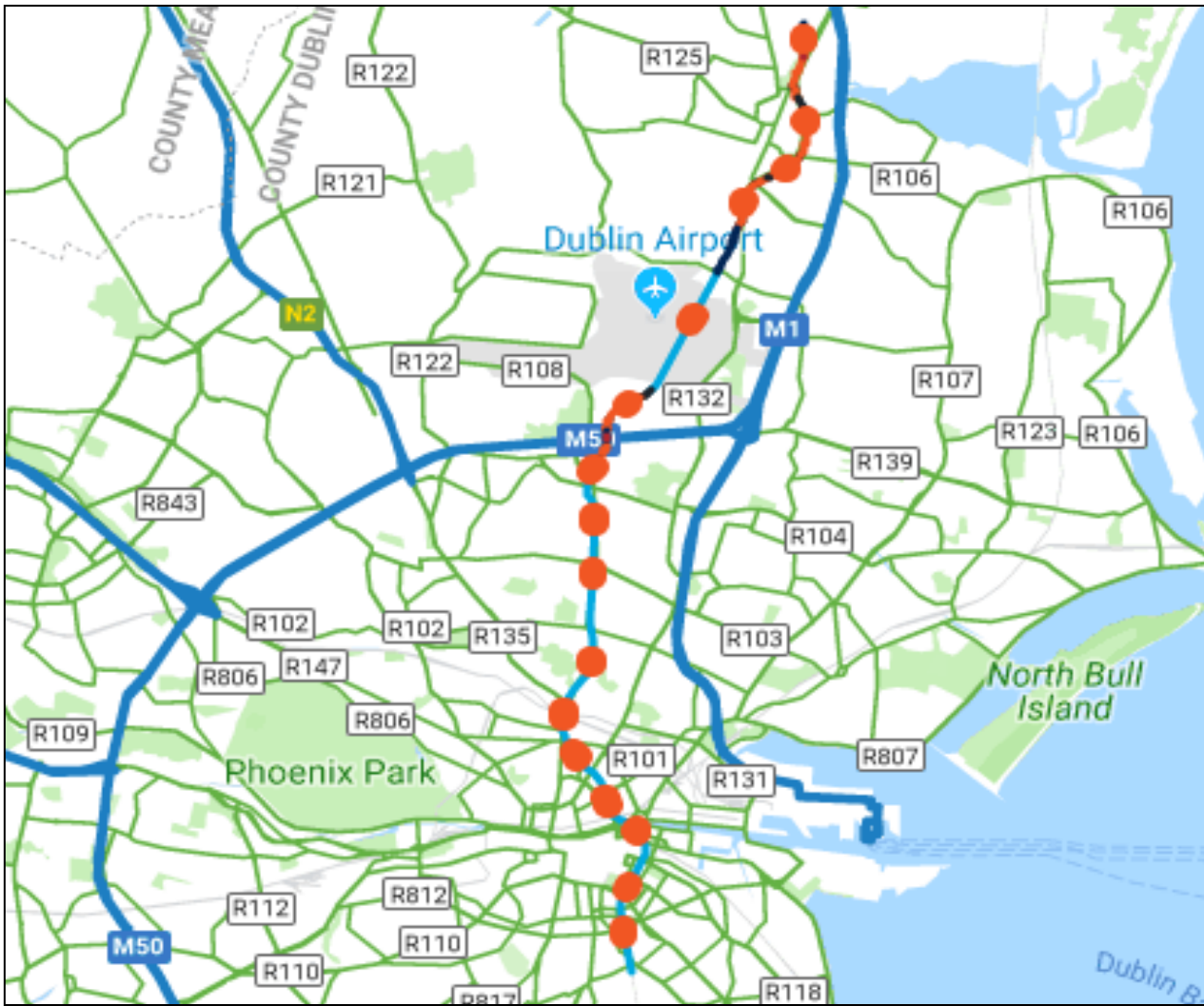


Figure 13: MetroLink Map

While not serving the site directly, the Luas Red Line and frequent bus corridors will provide suitable links from the development site to the city centre metro stations. Thus, the new Metro service will provide high quality access between the site and Dublin City, Dublin Airport and as far as Swords.

DART + PROGRAMME

The DART+ Programme consists of a series of proposals that aim to modernise and improve the existing rail services in the Greater Dublin Area (GDA). It will provide a sustainable, electrified, reliable and more frequent rail service, improving capacity on rail corridors serving Dublin. The current DART network is 50km long, extending from Malahide/ Howth to Greystones. The DART+ programme will increase the length of the DART network to 150km of railway corridor through

the electrification and upgrade of existing lines transforming commuter train travel in the Greater Dublin Area (GDA). The DART+ Programme also includes the purchase of new train fleet.

As set out in the below map, the DART+ Programme will deliver frequent, modern, electrified services between Dublin City Centre (Connolly and Spencer Dock) to:

- Maynooth and M3 Parkway;
- Hazelhatch and Celbridge;
- Drogheda; and
- Greystones

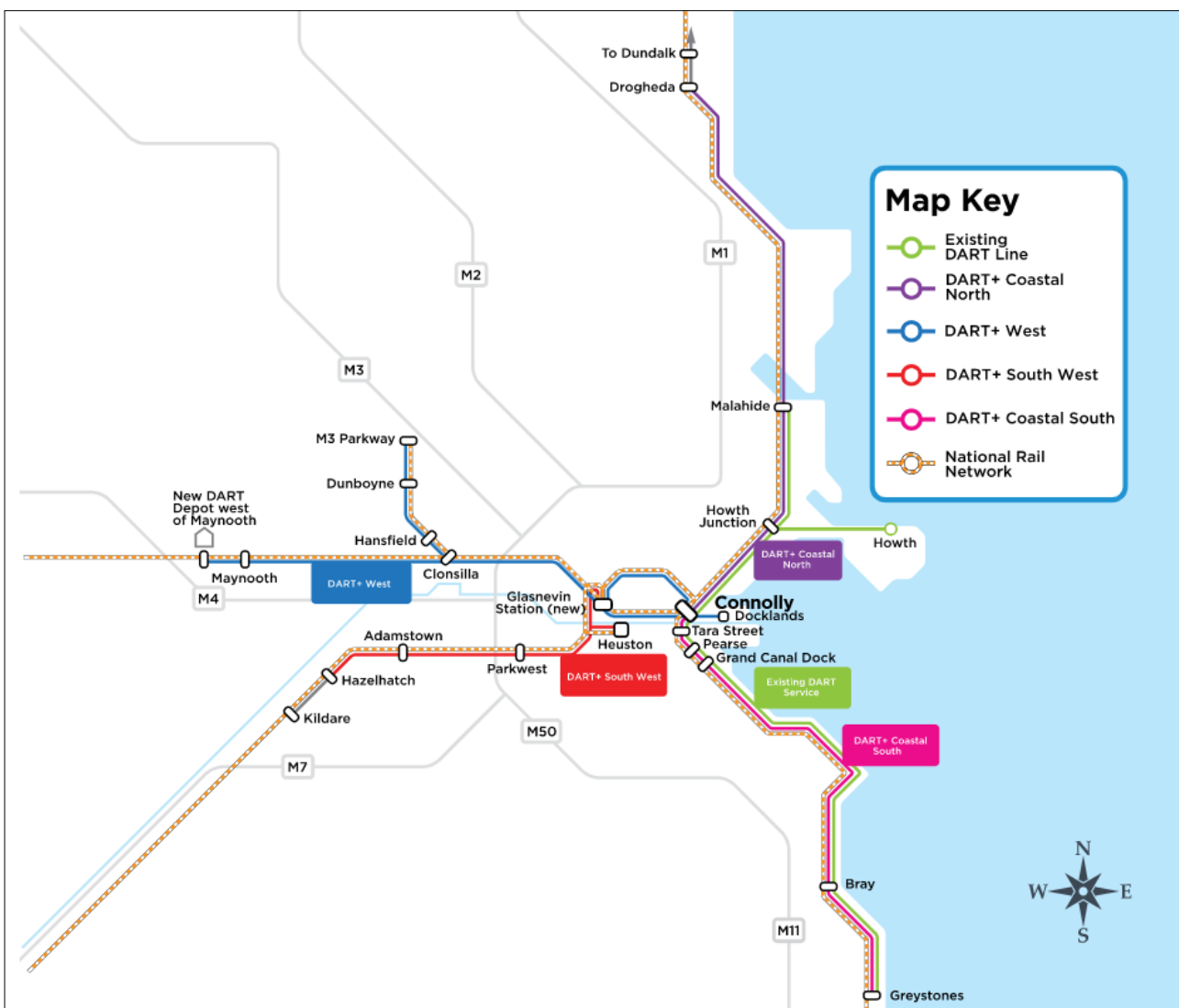


Figure 14: Dart + Programme

The Dart+ South West programme is most relevant to the project given the proximity of Heuston Station. This project involves the completion of four tracking from Park West & Cherry Orchard Station to Heuston Station, extending the works completed on the route in 2009 and delivery of a new Heuston West Station. The route for the Dart+ South West Programme is illustrated in the figure following.

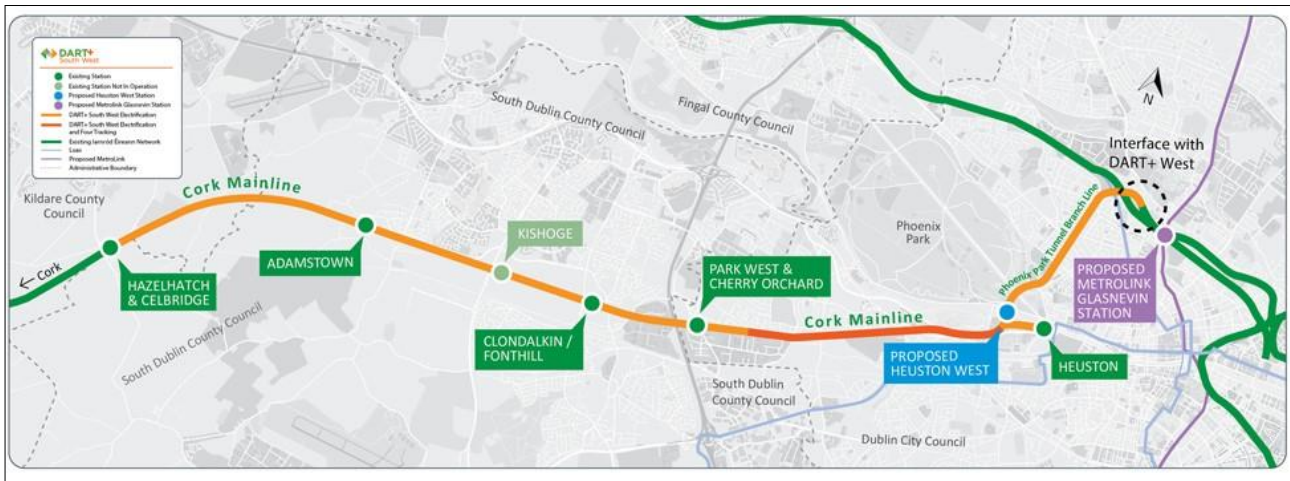


Figure 15: Dart + Programme South West

However, given the connectivity of the site to the rail wider network, all parts of the DART+ programme will be of benefit to the proposed development site and includes for 40Km of electrification and re-signalling of the Maynooth and M3 Parkway lines to the city centre with additional features such as capacity enhancements at Connolly Station which is linked via the Luas Red Line and new electric DART carriages.

The Railway Order application for DART+ West was submitted on 29th July 2022.

The full details of Dart+ programme can be seen at www.irishrail.ie.

GREATER DUBLIN AREA CYCLE NETWORK PLAN

Published by the National Transport Authority (NTA) in December 2013, this cycle network plan sets out several additional cycle route proposals which focus on improvement and extension of the cycle network across Dublin. The proposals for the local area are shown below.

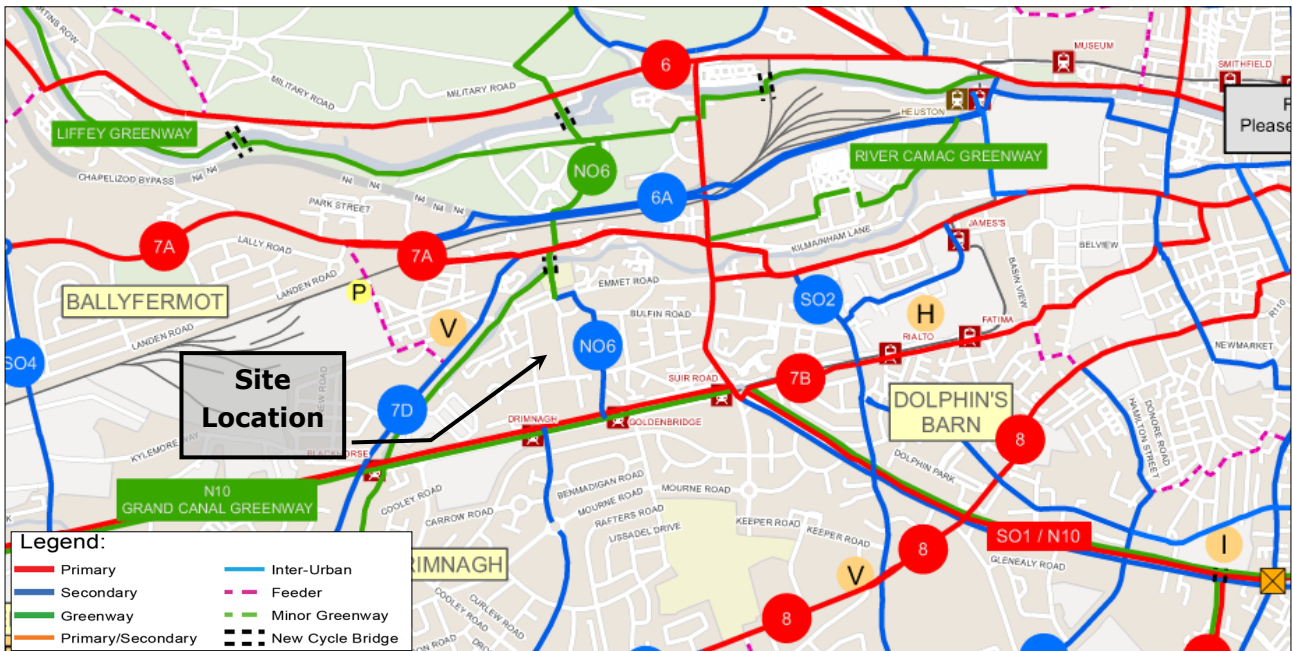


Figure 16: Proposed Future GDA Cycle Network

In addition to the proposed section of the Camac Greenway (Inchicore to Kilmainham) and the Grand Canal Greenway, Primary Routes 7 A&B will run in close proximity to the proposed development and will link Dublin west to the city centre. Additionally, a secondary cycle route is proposed (NO6), connecting Phoenix Park, Kilmainham and Ashtown, via the River Tolka and Grand Canal Greenways.

Overall, the future cycle facilities will provide a more connective and safer cycle network within the local area.

DRAFT GREATER DUBLIN AREA TRANSPORT STRATEGY 2022-2042

The aforementioned measures outlined formed part of the current Greater Dublin Area Transport Strategy which is in the process of being updated, with a draft version of same released for public consultation. As with the current iteration, this strategy sets forth a number of key proposals with respect to transport infrastructure including:

- Commitment to BusConnects project including revised bus networks, core bus corridors, improved fleet etc.;
- Allowance for Luas Extensions to Bray, Poolbeg, Finglas and Lucan;
- Additional improvements to existing rail servicing including level of priority, stop upgrades etc.;

- Commitment to MetroLink projects;
- Commitment to the DART+ programme and other heavy rail improvements;
- Improved pedestrian infrastructure including footpaths, crossings and wayfinding information;
- Commitment to the GDA Cycle Network Plan delivery;
- Improved cycle facilities including parking, sharing schemes, electric bike facilities, interaction with public transport, personal mobility devices etc.

The above are relevant through the site as a result of the connectivity provided by the Luas Red Line and local bus services to the overall transport network as well as further improvements to the cycle and pedestrian infrastructure both locally and in the wider area which will facilitate increased multi-modal trips.

5 OBJECTIVES OF THE TRAVEL PLAN

As noted previously, having regard to the design of the development, its highly accessible location, proximity to employment areas and amenities predisposes it a low base level of car usage. Nevertheless, this MMP sets out targets and objectives along with the mechanisms, including both hard and soft measures, which could be put in place to further support a positive modal shift.

Thus, the objectives of this MMP are as follows:

- To further reduce the dependence on the private car as a means of travel for commuters;
- To further discourage the use of the private car in those circumstances where car use does occur;
- To facilitate a reduced level of car ownership at the development;
- To increase and facilitate the number of people choosing to walk, cycle or travel by public transport to/from the development;
- To appoint a Mobility Manager/s to oversee the implementation of the plan, act as a point of feedback and ultimately update the plan on a continual basis through experience gained;
- To work closely with the Local Authority, the National Transport Authority, Irish Rail, Dublin Bus, Transport Infrastructure Ireland and Bus Éireann in a partnership model to promote an increased uptake in public transport.

At this stage, the plan is intended to be preliminary and will be revised accordingly once the development is occupied. Moving forward from this, the plan will continue to be regularly updated based on experience gained from its implementation and operation, through ongoing consultation with the residents and employees.

PARKING PROVISION

The car parking provision for the development is summarised in the following table.

Use	No. Spaces
Residential	20
Residential Car Share	30
Commercial/Community/Retail	54
Goldenbridge Cemetery	2

Table 2: Car Parking Provision

As can be seen, for the residential development, it is proposed to provide a total of 50 no. car parking spaces, with allocation of 30 no. spaces to car club vehicles and the remaining 20 no. spaces assigned based on a case by case basis that will be flexible based on the needs of tenants. This includes 3 no. accessible parking spaces while 10% of the spaces will provide electric vehicle charging points.

For the commercial, retail and community elements, it is proposed to provide 54 no. car parking spaces, of which 3 no. spaces are accessible. Again, 10% of the spaces will provide electric vehicle charging points.

Taking into consideration the highly accessible nature of the site and its proximity to key public transport infrastructure, it is an objective of this MMP is to continue to limit the level of car parking required for the proposed development while encouraging residents and employees to travel by more sustainable modes of transport and promote the use of car club vehicles for infrequent trips where car based travel is necessary.

The cycle parking provision for the development is summarised in the following table.

Use	No. Spaces
Residential	920
Residential Visitor	289
Commercial/Community/Retail	76

Table 3: Cycle Parking Provision

A total of 1,209 no. bicycle spaces are provided for the proposed residential uses, 920 no. spaces for residents and 289 no. visitor spaces. A further 76 no. spaces are provided for the commercial, community and retail elements. It is an objective to maintain this high level of cycle parking provision to ensure an associated high modal share.

CAR TRAVEL, OWNERSHIP & OCCUPANCY

It is an objective of this MMP to facilitate a reduction in the need to travel by car and, where travel by car does occur, to increase the numbers travelling as a passenger. It is also an objective to facilitate a reduced level of car ownership and usage at the development as part of the overall strategy to ensure a positive modal shift and cultural change towards more sustainable means of travel.

BUS

As noted in Section 3, there are multiple bus routes serving stops in the vicinity of the development site. It is an objective of this plan to increase awareness of these services and encourage their use as a viable and convenient alternative to private car travel where possible. It is also an objective to inform residents and employees about any changes to these services and any new services that come on line.

RAIL

The nearby Luas service at Drimnagh provides direct access to a number of residential and commercial areas in Dublin.

It is an objective of this plan to increase awareness of existing and future services and encourage their use as a viable, convenient alternative to travel by private car wherever possible. It is also an objective to inform residents and employees about any changes to these services and any new services that come on line.

CYCLING / WALKING

There is good quality pedestrian and cycle infrastructure in the vicinity of the proposed development with further improvements planned in the future. It is an objective of this plan to promote cycling/walking as viable means of transport and to facilitate their use wherever possible.

MODAL SPLIT

There is no information available regarding the travel habits of the ultimate occupier of the development as they are currently unknown. A number of assumptions have been made in order to set up the preliminary modal split targets for the operational stage based on the available data for the area from the 2016 Census while also taking into consideration the proposed parking strategy at the development. A conservative allowance has also been made for an increase in the portion of people who will choose to work from home as a long term impact of the recent pandemic which has confirmed the viability of this approach for many workers. The targets set out below are for the overall development.

Mode	Modal Share
Walking	26%
Bicycle	17%
Bus	30%
Rail	19%
Work From Home	5%
Car Driver	2%
Car Passenger	1%

Table 4: Modal Share Targets

It is noted that the detailed travel survey is planned to carry out after 6 months once the development is occupied to facilitate a more accurate analysis of resident and commercial travel patterns at the site. These results will be used to update the aforementioned targets as well as tailor them to the different uses.

6 SPECIFIC MEASURES

In order to achieve the objectives and modal split targets set out in *Section 5*, a number of specific measures are proposed to be put in place.

MANAGEMENT AND CO-ORDINATION

A Mobility Manager/Travel Co-ordinator will be appointed at the development, with a separate appointment expected for the residential and commercial/community uses. The duties of the Mobility Manager/s will include inter alia:

- Conducting surveys at regular intervals once the development is completed and operational. These surveys will provide detailed and up-to-date information on travel habits which can be used to develop new strategies that encourage travel by alternate modes;
- Implementation of various schemes/plans aimed at encouraging the uptake of more sustainable means of travel;
- Acting as an information point;
- Negotiating with public transport companies and other service providers;
- Setting up and administering registers for particular measures such as taxis if the need arises;
- Branding of the plan;
- Ongoing promotion and marketing of the plan through various mediums;
- Evaluation and adaptation of the plan in the light of experience.

CAR SHARING

The Mobility Manager will ensure that car sharing will be promoted throughout the development via schemes such as establishing a car sharing database or encouraging the use of existing car sharing services. Residents and employees will be able to avail of this service in order to get in contact with other people who are travelling to and from similar destinations with the aim of sharing the costs and increasing the number of people travelling as passengers.

In addition, it is proposed to provide 30 no. car club vehicles at the development for use by the residents.

CAR OWNERSHIP & USAGE

It is a core design principle of the development to limit the provision of car parking at the development to facilitate a demographic of residents and employees who has reduced demand for car parking and, by association, car usage. A comprehensive car parking strategy has been prepared to facilitate this and is submitted under separate cover.

Of the car parking spaces proposed, 30 no. are to be dedicated to use by car club vehicles only to serve residents and employees at the development. Car club vehicles are not suitable for commuting trips due to the associated cost and instead retain access to a vehicle for essential purposes. This in turn facilitates a reduced level of car ownership at the development and, by association, a reduction in the prevalence of car based travel.

BUS USE

The Mobility Manager will encourage and facilitate the use of the numerous existing bus facilities operating in the local area and any future services that may come on-stream.

Timetables and information on routes, ticket prices etc. will be kept on hand at all times and made available to residents and employees. The Mobility Manager will also promote and distribute information on any special tickets available such as tax-saver tickets, integrated ticket systems etc. on an ongoing basis. All information will be updated on a regular basis, with residents and employees being informed of any changes/disruptions to services.

The Mobility Manager will also keep in contact with all bus service providers working in the area with the aim of improving/creating new services locally where possible. Furthermore, the possibility of having local service providers set up on-site at various times in order to promote their services and any special offers available will also be investigated.

RAIL USE

The Mobility Manager will keep information on hand at all times regarding ticket prices, frequency of services, routes etc. for all existing services. Again, information on any ticket offers such as tax-saver tickets, integrated ticket systems etc. will be made available and promoted on an

ongoing basis. All information will continue to be updated regularly, with residents and employees being informed of any changes/disruptions to services or any new services which may come on line.

As with the other public transport services, the Mobility Manager will keep in contact with all rail service providers working in the area with the aim of improving/promoting these services where possible. The possibility of having these local service providers set up on-site at various times in order to promote their services and any special offers available will also be investigated.

CYCLE/PEDESTRIAN FACILITIES

The site Mobility Manager will continue to promote cycling through various schemes and promotions which may include:

- 'Bike to Work';
- Cycle safety training;
- Use of the proposed bike repair unit at the site to check/repair residents;
- Discounts on bikes and accessories from various stores;
- Provision of high visibility vests.

The Mobility Manager will also investigate the possibility of setting up a 'buddy' cycle database, where people choosing to begin cycling to and from work can get in touch and travel with more experienced cyclists with the aim of increasing confidence and safety. Further schemes such as the Cycle to Work Scheme will also be continually promoted at the development.

Similarly, walking will also be promoted through various schemes such as encouraging participation in the Pedometer Challenge in the workplace, as part of the Smarter Travel Work Place programme.

The potential for a bike rental scheme to be set up on-site will be investigated which will further compliment the aforementioned proposed cycle repair facility on the site. Examples of successful schemes include BleeperBikes which use existing publicly accessible cycle parking to facilitate access to cycling without the need to own a bicycle.

USE OF TECHNOLOGY

Recent advancements in technology present a number of additional opportunities in relation to encouraging a positive modal shift. As part of this MMP, residents and employees at the completed development will be informed of a variety of potentially useful tools including the following:

- *The NTA Journey Planner* – Available on the NTA website and as a downloadable app, the journey planner provides a comprehensive list of travel options available from any origin/destination point in the country. Most notably, this is not limited to a single mode of travel and includes routes which consider multiple modes and multiple public transport services while also providing details such as journey times and distances for each option;
- *Public Transport Providers* – Each of the major public transport providers, including Dublin Bus, Bus Éireann and Irish Rail, now have their own dedicated app that can be downloaded to a smartphone and/or tablet. These contain detailed information on all services offered including timetables and also allow for real time up-dates on changes or disruptions to services;
- *RealTime Ireland* – An application available for download to smartphones and tablets, this app provides real time arrival and departure listings for a range of public transport options from major rail stations to individual bus stops. This app also links with the aforementioned NTA Journey Planner to provide a comprehensive travel planning tool.

The above are just a few examples of the services available which would be of significant use in promoting more sustainable means of transport. The availability of such services will be promoted amongst residents and employees alike on a regular basis and information on any new services that become available will also be provided.

BUDGET

It is envisioned that the duties of the Mobility Manager will be incorporated into the duties of the Management Team for the development.

With regard to the hard measures proposed, including the provision of cycle parking, these will be included as part of the construction costs for the development. Maintenance of these facilities will also come under the general maintenance budget and are not expected to involve significant cost.

In relation to soft measures, a major aspect will be the provision of information, the majority of which can be distributed digitally while also being provided on general bulletin boards within the

communal areas. Outside of this, the Management Company will be committed to ensuring that adequate funding is available to carry out the measures outlined in this MMP and any others that may be identified as the plan evolves in light of experience.

SUMMARY

The design of the development, its highly accessible location, proximity to employment & residential areas and local amenities and the target demographic to which it will be marketed predisposes it to a low base level of car usage. The objectives and measures set out in this plan will allow this development objective to be achieved and further facilitate travel by public transport, by bike or by foot as a preferred alternative to travel by private car for the vast majority of residents and employees.

7 VERIFICATION

This report was compiled and verified by:

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