APPENDICES
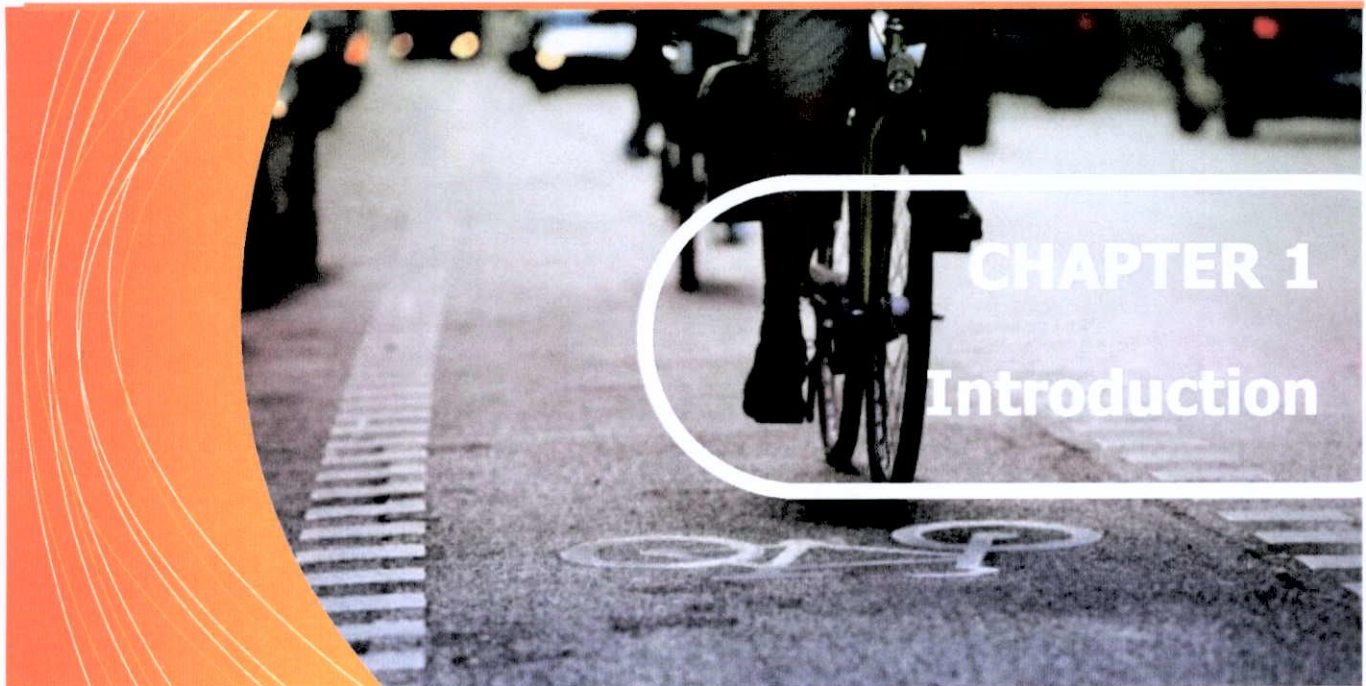
Appendix A   Mode Specific Measures

Appendix B   Management & Monitoring Measures

Appendix C   Marketing & Promotion Measures

CHAPTER 1
Introduction

1.1 **CONTEXT**

1.2 **BACKGROUND**

1.3 **STRUCTURE OF REPORT**

1.0 INTRODUCTION

1.1 CONTEXT

1.1.1 DBFL Consulting Engineers have compiled this framework Mobility Management Plan (MMP) as part of the planning application for a proposed residential development at a site located on the R117 Sandford Road, Dublin 6.

1.1.2 The development will principally consist of: the demolition of 4,883.9 m^2 of existing structures on site, the retention, refurbishment and reuse of Tabor House and the Chapel, and the provision of a 636 No. unit residential development comprising 636 No. Build-to Sell apartments and duplex units (87 No. studios, 227 No. one bed units, 296 No. 2 bed units and 26 No. three bed units) and one 380m^2 crèche.

1.1.3 The development also provides a new access from Milltown Road (which will be the principal vehicular entrance to the site) in addition to utilising the existing access from Sandford Road as a secondary access for emergencies and deliveries; for example new pedestrian access points; pedestrian/bicycle connections through the site; 337 No. car parking spaces (288 No. at basement level and 49 No. at surface level); bicycle parking; bin storage; and all other associated site works above and below ground.

1.1.4 This MMP has been prepared to guide the delivery and management of several coordinated initiatives which ultimately seek to encourage sustainable travel practices for all journeys to and from the proposed residential development.

1.1.5 This framework document aims to inform three distinct audiences as follows;

- The appointed **Mobility Manager** who will be responsible for implementing and managing the MMP. The MMP targets and measures introduced in Chapter 5 and Chapter 6 will be coordinated, administered and updated by the appointed Mobility Manager.

- The **Local Authority Officers** who will be eager to ensure that the MMP initiatives are appropriately ambitious, deliverable and implemented fully. The officers, who will be very familiar with the MMP process, will be predominately interested in the proposed MMP Targets (Chapter 5) and associated measures (Chapter 6).

- The **Residents** of the proposed development who may be unfamiliar with the MMP process. They will find the process and context information as

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

1.2 BACKGROUND

1.2.1 This Mobility Management Plan (MMP) has been prepared to guide the delivery and management of a package of integrated initiatives which seek to encourage sustainable travel practises at the proposed residential development located at the R117 Sandford Road, Dublin 6. This document aims to expand the awareness of and increase travel options and mobility opportunities for the residents located at the site. The Plan will be used mainly by the appointed Mobility Manager who will be responsible for implementing and managing the MMP for the benefits of the residents who may be interested in reading this document to see how it directly affects them.

1.2.2 This Framework MMP has been prepared to guide the delivery and management of a package of integrated initiatives which ultimately seek to encourage sustainable travel practices of all residents and visitors travelling to/from the proposed residential development at Milltown, Dublin 6.

1.2.3 The purpose of the Mobility Management Plan is to:

- Provide a 'manual' and record for the Mobility Manager who will be appointed to oversee the implementation and development of the measures set out in the document,

- A formal record for the local authority in regard to the type, scale and number of initiatives that the MMP initially proposes and subsequently their level of success in subsequent versions of the MMP which remains a 'live' document to be updated at least initially every 2 to 3 years following its implementation, and

- The MMP will seek to provide a long-term strategy for encouraging residents and visitors to reduce their dependency on travelling by car in favour of more sustainable modes of travel.

1.2.4   The aims of the strategy are:

(a) to increase the awareness of residents, staff and visitors to all the transport options available to them and to the potential for travel by more sustainable modes, and

(b) to introduce a package of both 'hard' (physical) and 'soft' (behavioural) measures that will facilitate travel by sustainable modes of travel to/from the subject residential development.

1.3   STRUCTURE OF REPORT

1.3.1   Following this introduction, the MMP framework including the definition of a MMP, its objectives, the scope and process involved in compiling and implementing such a plan is outlined in **Chapter 2**.

1.3.2   The environment within which the proposed residential 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 and 2016 census data 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 development at Milltown.

1.3.7   The main conclusions and recommendations of the MMP are summarised in **Chapter 8**.

CHAPTER 2

Mobility Management Plan Framework

2.0   MOBILITY MANAGEMENT PLAN FRAMEWORK

2.1   WHAT IS A MOBILITY MANAGEMENT PLAN?

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

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

2.1.3   Whilst the emergence and successful application of 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 MOBILITY MANAGEMENT PLAN?

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

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

2.2.3   Mobility Management Plans to date have mainly focused on the development of destination MMPs and to encourage travel by sustainable modes for employment and school developments. Destination MMPs focus on a particular journey purpose

while a residential MMP is concerned with journeys made from a single origin (home) to multiple and changing destinations.

2.2.4   Best Practise guidance is provided in *"Making Residential Travel Plans Work – Good Practice Guidelines For New Development"* published by the Department for Transport (UK) in September 2005 and *"Making Residential Travel Plans Work"* in August 2007. These documents highlight that a Residential MMP will be different to a school or workplace MMP as the pattern of journeys originating at a place of residence is more varied with multiple destinations and different needs and travel choices.

2.2.5   The DfT's (UK) *"Making Residential Travel Plans Work – Good Practice Guidelines"* suggest that the growing interest in residential travel planning is being driven by two factors:

- *"the increased acceptance of travel planning as a legitimate part of the transport planning toolkit and an effective mechanism in helping both to reduce congestion and to promote the use of sustainable modes of transport"*
- *"the pressure for new housing and its transport implications in many parts of the country is driving the need to find new ways of ensuring the development of more sustainable communities"*

2.3   WHO IS INVOLVED?

2.3.1   A Residential MMP impacts the following stakeholders who should all be involved in some form or manner:

- Local Authority Officers;
- Housing developers;
- Future residents at sites that have an MMP;
- Residents in the community surrounding new housing developments with a MMP; and
- Transport Operators.

2.4   OBJECTIVES OF A MOBILITY MANAGEMENT PLAN

2.4.1   The principal objective of an MMP is to reduce levels of private car use in parallel with encouraging people to walk, cycle, use public transport, car share or even reduce the number 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 the Residents –

- Address residents' need for access to a full range of facilities for work, education, 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 a MMP the process of compiling the plan encompasses the 9 principal steps presented in **Graph 2.1** below.

2.5.2   The MMP however remains an 'active' document which continues to evolve and develop during its lifecycle. Accordingly, once the initial nine steps have been successfully completed (including monitoring and reporting requirements), the process recommences with the identification of new actions and associated targets

which instigates the second generation of the MMP. As a result, subsequent generations of the MMP can be incorporated into the management and operation of the residential development for as long as necessary or potentially even for the entire existence of the residential development.
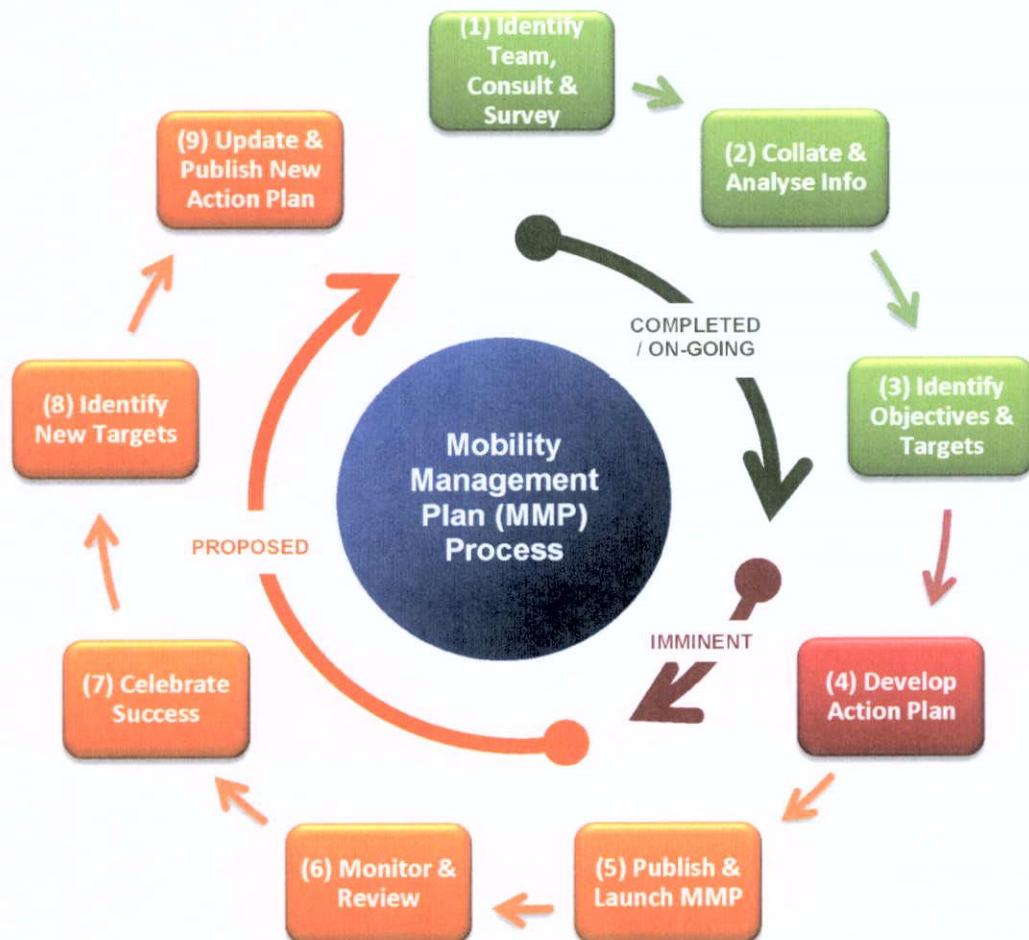

Figure 2.1: MMP Development Process and Status

2.5.3   Once the Residential development's specific objectives are identified "SMART" targets will both assist in defining the specific measures that are included and / or prioritised within the MMP (to reach the objective), and help with the monitoring and evaluation of the level of success achieved by the MMP. SMART targets, which can be agreed with the local authority should be;
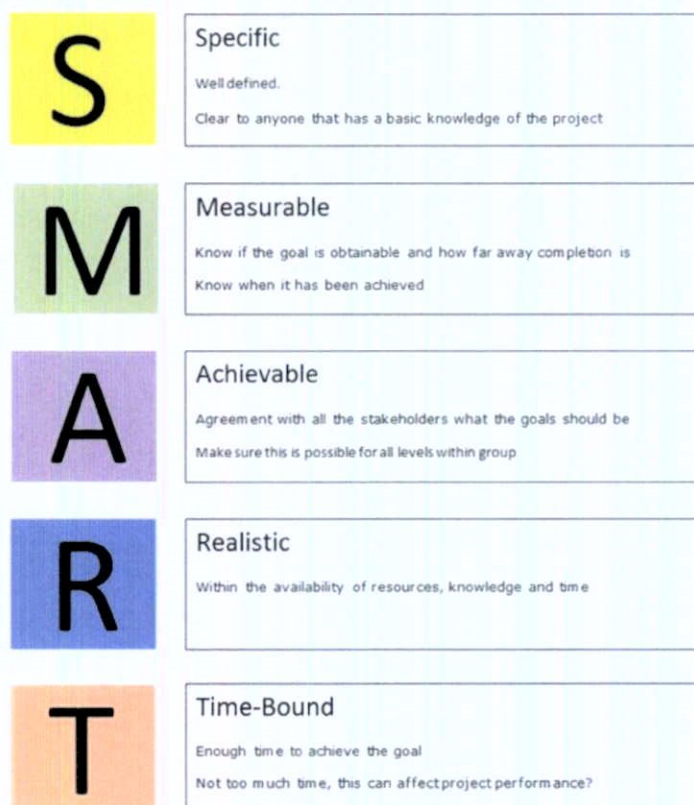
S	**Specific** Well defined. Clear to anyone that has a basic knowledge of the project
M	**Measurable** Know if the goal is obtainable and how far away completion is Know when it has been achieved
A	**Achievable** Agreement with all the stakeholders what the goals should be Make sure this is possible for all levels within group
R	**Realistic** Within the availability of resources, knowledge and time
T	**Time-Bound** Enough time to achieve the goal Not too much time, this can affect project performance?

Figure 2.2: SMART targeting principles

2.6 MOBILITY MANAGEMENT PLAN NEXT STEP

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

(a) the subject residential accommodation 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 framework 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 residential development as proposed at Sandford Road, Dublin 6.

2.7   POLICY FRAMEWORK

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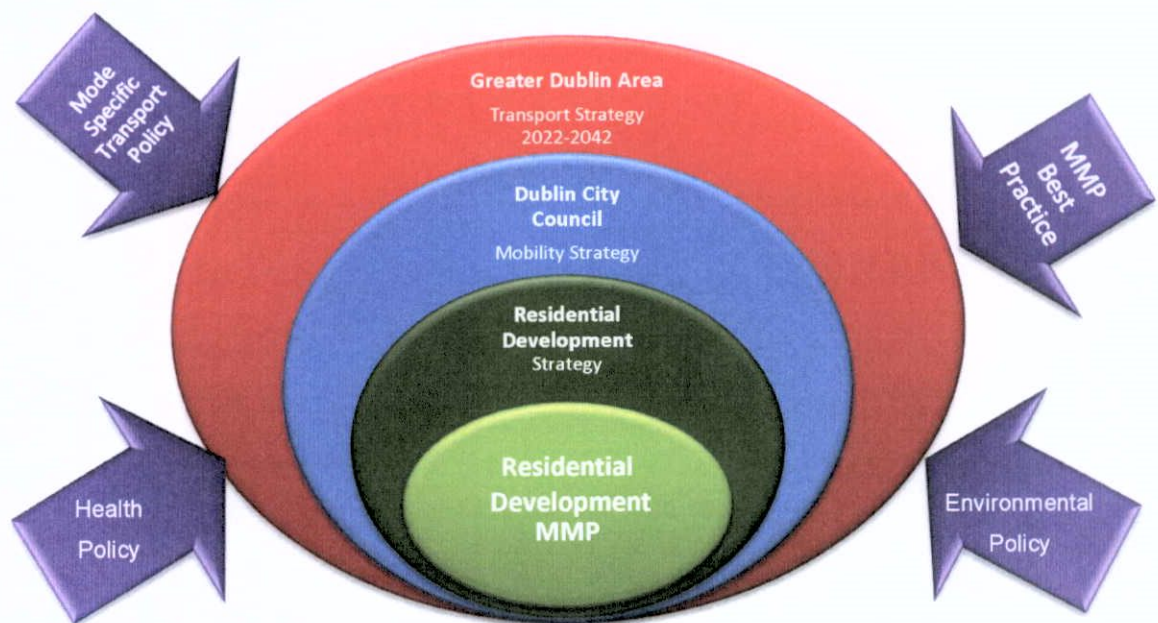

Figure 2.3: MMP Policy Framework and External Influences

National Sustainable Mobility Policy (2022)

2.7.2   This policy sets out a strategic framework to 2030 for active travel and public transport, to support Ireland's overall requirement to achieve a 51% reduction in carbon emissions by 2030.

2.7.3   The target of the policy is to "deliver at least 500,000 additional daily active travel and public transport journeys and a 10% reduction in kilometres driven by fossil fuelled cars by 2030. These are in line with metrics for transport set out in the Climate Action Plan 2021."

2.7.4   The policy will promote four main areas regarding Sustainable Mobility:

- Supporting Safe and Green Mobility
- Supporting People Focused Mobility
- Supporting Better Integrated Mobility
- Improving the Delivery of Sustainable Mobility

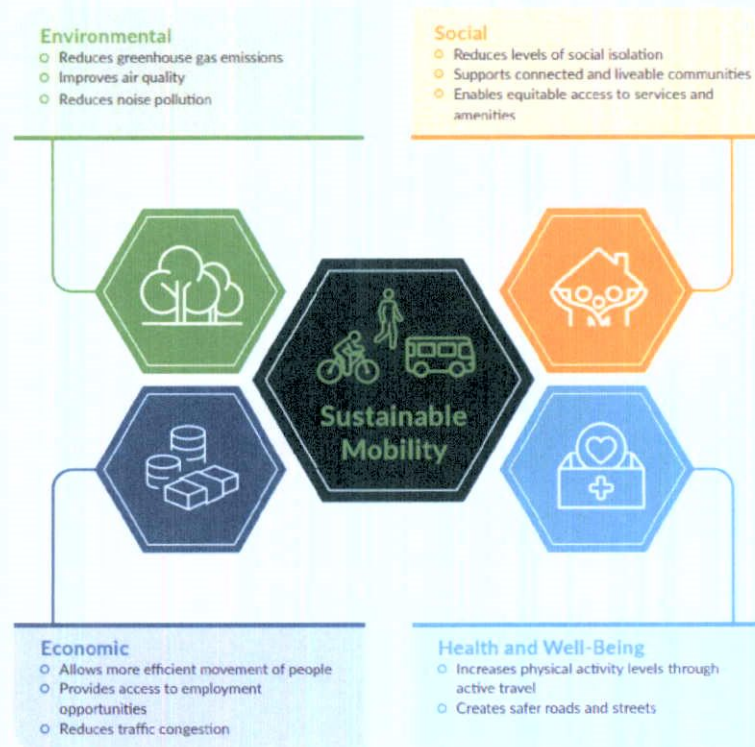2.7.5   The policy also sets out four key areas where benefits can be seen from Sustainable Mobility:

Environmental
- Reduces greenhouse gas emissions
- Improves air quality
- Reduces noise pollution

Social
- Reduces levels of social isolation
- Supports connected and liveable communities
- Enables equitable access to services and amenities

Economic
- Allows more efficient movement of people
- Provides access to employment opportunities
- Reduces traffic congestion

Health and Well-Being
- Increases physical activity levels through active travel
- Creates safer roads and streets

Figure 2.4: Sustainable Mobility Key Areas (Source: Department of Transport)

2.7.6   Goal 4 of the policy "*aims to expand the capacity and availability of sustainable mobility in a regional and rural context. This will be done through the delivery of*

improved active travel infrastructure, expansion of regional bus and rail services and local bus networks, and improved connectivity between different transport modes."

2.7.7   Goal 4 also states: *"Pedestrian enhancement plans will also be developed for the regional growth centres and key towns identified in the NPF and the Regional Spatial and Economic Strategies. Improved walking and cycling infrastructure in towns and villages can support the Town Centre First principle through enabling access to local services by active travel."*

Sustainable Urban Housing: Design Standards for New Apartments – December 2022

2.7.8   This guideline document was produced by the Department of Housing, Planning and Local Government and was updated with the latest version in December 2022. The purpose of this document is to set out standards for apartment developments, mainly in response to circumstances that had arisen whereby some local authority standards were at odds with national guidance.
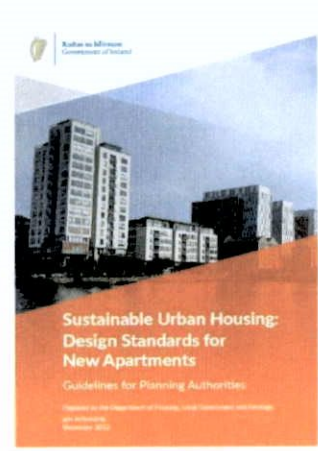
2.7.9   With the demand for housing increasing, this means that there is a need for an absolute minimum of 275,000 new homes in Ireland's cities by 2040. It is therefore critical to ensure that apartment living is an increasingly attractive and desirable housing option for a range of household types and tenures.

2.7.10 These Guidelines apply to all housing developments that include apartments that may be made available for sale, whether for owner occupation or for individual lease.

2.7.11 Cycling provides a flexible, efficient and attractive transport option for urban living and these guidelines require that this transport mode is fully integrated into the design and operation of all new apartment development schemes.

2.7.12 The quantum of car parking or the requirement for any such provision for apartment developments will vary, having regard to the types of location in cities

and towns that may be suitable for apartment development, broadly based on proximity and accessibility criteria. There are three types of locations set out that will determine the level of parking provided. The **Central and/or Accessible Urban Locations** comprise of apartments in more central locations that are well served by public transport. These locations have a default policy for car parking provision to be minimised, substantially reduced or wholly eliminated in certain circumstances. The **Intermediate Urban Locations** comprise of apartments in suburban/urban locations served by public transport or close to town centres or employment areas. These locations require that planning authorities must consider a reduced overall car parking standard and apply an appropriate maximum cap parking standard. The **Peripheral and/or Less Accessible Urban Locations** comprise of apartments located in relatively peripheral or less accessible urban locations, one car parking space per unit, together with an element of visitor parking should generally be required.

2.7.13 The proposed development is considered to be within an *"Central and/or Accessible Urban Location"* as designated within the DHPLG standards, on the basis of proximity to high capacity urban public transport stops such as Beechwood Luas stop, and proximity to employment locations.

2.7.14 For all types of location, where it is sought to eliminate or reduce car parking provision, it is necessary to ensure, where possible, the provision of an appropriate number of drop off, service, visitor parking spaces and parking for the mobility impaired. Provision is also to be made for alternative mobility solutions including facilities for car sharing club vehicles and cycle parking and secure storage.

Transport Strategy for the Greater Dublin Area 2022 – 2042

2.7.15 Following the review of the previous GDA Transport Strategy, an updated strategy has been set out within the Greater Dublin Area Transport Strategy 2022 – 2042 which outlines the framework for transport infrastructure investment over the next two decades.

2.7.16   A number of schemes which have commenced development are intended to be carried forward to completion during the new Transport Strategy timeline. The schemes include; Metrolink, DART+ West, Luas Finglas and the overall expansion of public transport fleets across multiple modes.

2.7.17   The strategy's key objectives include creating the following:

- An Enhanced Natural and Built Environment;

- Connected Communities and Better Quality of Life;

- A Strong Sustainable Economy;

- An Inclusive Transport System.

Dublin City Council Development Plan 2022 - 2028

2.7.18   The Dublin City Development Plan 2022 - 2028 was adopted at a Special Council meeting on the 2nd of November 2022. The plan came into effect on the 14th of December 2022 following amendments resulting from the Stage 3 consultation period.

2.7.19   In the context of the subject proposals, the following are the relevant transport and development policies set out in the plan:

Sustainable Movement & Transport Policies & Objectives

- *SMTO1: To achieve and monitor a transition to more sustainable travel modes including walking, cycling and public transport over the lifetime of the development plan, in line with the city mode share targets of 26% walking/cycling/micro mobility; 57% public transport (bus/rail/LUAS); and 17% private (car/ van/HGV/motorcycle).*

- *SMT 4: To support and encourage intensification and mixed-use development along public transport corridors and to ensure the integration of high quality permeability links and public realm in tandem with the delivery of public transport services, to create attractive, liveable and high quality urban places.*

- *SMTO12: To provide publicly accessible cycle parking spaces, both standard bicycle spaces and non-standard for adapted and cargo bikes, in the city centre and the urban villages, and near the entrance to all publicly accessible buildings such as schools, hotels, libraries, theatres, churches etc. as required.*

- *SMTO13: To prepare, within two years of the adoption of the Plan, a comprehensive guide setting out design standards and requirements for cycle parking in developments.*

- *SMTO14: To promote and facilitate, in co-operation with key agencies and stakeholders, the provision of high density cycle parking facilities, as well as parking for cargo and adapted bicycles at appropriate locations, taking into consideration the NTA's GDA Cycle Network Plan, and Dublin City Council's Public Realm Strategy.*

- *SMT 27: (i) To provide for sustainable levels of car parking and car storage in residential schemes in accordance with development plan car parking standards so as to promote city centre living and reduce the requirement for car parking. (ii) To encourage new ways of addressing the transport needs of residents (such as car clubs and mobility hubs) to reduce the requirement for car parking. (iii) To safeguard the residential parking component in mixed use developments.*

- *SMT 29: To support the expansion of the EV charging network by increasing the provision of designated charging facilities for Electric Vehicles on public land and private developments in partnership with the ESB and other relevant stakeholders; and to support the Dublin Regional EV Parking Strategy.*

Permeability Best Practice Guide (2015)

3.6.1 In 2015 the National Transport Authority (NTA) published the Permeability Best Practice Guide. The guide provides the basis for delivering choice in existing built-up areas by promoting permeability for pedestrians and cyclists. A key element of this is addressing the legacy of severance built into the expansions of towns and cities over recent years.
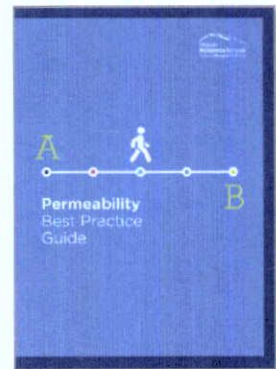
3.6.2 The guide emphasises the importance of creating permeable neighbourhoods, where people can walk/cycle through areas safely and conveniently. This in turn confers a competitive advantage to active modes over the private car. The benefits of creating permeable networks are broadly categorised into the following four areas:

- **Local Economic Well Being:** Tangible economic benefits can be realised by creating neighbourhoods where people can easily access local shops and businesses by walking or cycling. By comparison, neighbourhoods which discourage or prevent short local walking/cycling trips, may result in people getting in their cars and going to out of town centres to avail of a larger range. This can result in a pattern whereby one longer car trip, which caters for a range of purchases, replaces several walking or cycling trips for each purchase.

- **Public Transport:** Relatively simple interventions which make it easier and quicker to access public transport can assist in achieving the NTA's objective of encouraging increased use of public transport. It may also result in reduced journey times and financial savings for users compared to private car travel.

- **Health:** Forms of urban and suburban development which 'design in' opportunities for walking and cycling result in supporting healthy activity and can instill healthy travel patterns into people's daily lives.

- **Community Development & Social Capital:** Creating connected, lively and useable spaces in the local community generate opportunities for day-to-day social interactions, which in turn contribute to a greater sense of community. This can help foster social cohesion, prevent crime and address anti-social behavioral problems. With higher numbers of people moving within residential areas, passive surveillance levels increase and thereby help to change the perception of a place in terms of safety.

3.6.3 The quality of service offered by a network will be influenced by how well the needs of pedestrians and cyclists are catered for, these needs being:

1. **Safety:** Is it safe to walk/cycle from someone's house to their destination?

2. **Coherence:** Is it obvious to the cyclist or pedestrian where to go? Is the route legible?

3. **Directness:** Is the route direct?

4. **Attractiveness:** Does the cycle or walking route attract or deter users by virtue of the impression it gives to passers-by and it is well maintained?

5. **Comfort:** It the route comfortable to walk and cycle on? Is the surface even and consistent?

3.6.4 The concept of filtered permeability is the common theme running throughout the guide. Whereby any trip in a built-up environment should be most direct by walking and cycling, not necessarily by private car. By minimising the distance and time it takes people to walk and cycle encourages travel by these modes relative to the private car.

CHAPTER 3

Proposed Development

3.1 RECEIVING ENVIRONMENT

3.2 PROPOSED DEVELOPMENT

3.0   PROPOSED DEVELOPMENT

3.1   RECEIVING ENVIRONMENT

3.1.1   A full description of the subject site and the local transportation environment (including the local road network, cycle and pedestrian infrastructure and public transport provision and accessibility) is included within the Traffic and Transport Assessment accompanying this Mobility Management Plan.

3.2   PROPOSED DEVELOPMENT

3.2.1   The proposed development site consists of approximately 4.26 hectares of land which currently comprises former institutional buildings associated with the Jesuit Community, located in the southern portion of the subject site.

3.2.2   In summary, the project comprises the development of 636 no. residential apartment units, all of which are build to sell, in addition to one 380m² creche and 2,189m² of community/cultural uses.

3.2.3   With reference to the O'Mahony Pike Architects' drawings included within this planning submission; the development schedule is summarised in **Table 3.1** below.

Unit Type	Description	Quantity	
Apartments	**Build to Sell**	Studio Apartment	87	
		1 Bedroom Apartment	227	
		2 Bedroom Apartment	284	636
		3 Bedroom Apartment	14	
		2 Bedroom Duplex	12	
		3 Bedroom Duplex	12	
Childcare Facility	380m² Crèche	1	-
Community/Cultural	Tabor House	2,189m²	
	The Chapel		
		Total	**636**

Table 3.1: Development Schedule Summary (Source: O'Mahony Pike)

3.2.4   Further details of the development proposals including the site layout (**Figure 3.1**) and site access arrangements are illustrated in the architects' scheme drawings as submitted with this planning application.

3.2.5   Taking into consideration Volume 2 Appendix 1 of the Dublin City Development Plan 2022-2028; and Chapter 4 of *Sustainable Urban Housing: Design Standards For New Apartments Guidelines For Planning Authorities*, it is considered

appropriate a parking provision of 337 car parking spaces is provided, giving a car parking ratio of 0.51 spaces per apartment unit (excludes crèche, community/cultural, taxi and set-down car parking spaces). The provision will include 19 disabled spaces (exceeding 5% standard), 49 no. surface level car parking spaces and 10 no. car share spaces (5 GoCar spaces and 5 development car share spaces for the development-owned car share vehicles). Also, 169 no. e-Car parking spaces (50%) will be provided in accordance within the development basement car park. The total car parking provision for the development is 337 no. spaces, of which 288 will be provided as basement car parking and 49 no. spaces will be at surface level. Of the surface level parking spaces, 2 taxi spaces, 4 set-down spaces, 3 crèche and 3 community/cultural allocated spaces have been identified. The subject site basement layout is shown in **Figure 3.2** below.

3.2.6   The development provides 1,391 no. bicycle parking spaces on site at a ratio of 1.4 spaces per bedroom, 1,034 no. spaces are covered and secured long stay spaces for residential use and 318 no. spaces are short stay spaces for visitors to the development. Additionally, there are 5 no. cargo bike spaces to be provided. A total of 11 no. cycle parking spaces have also been provided for employees and visitors of the on-site crèche and 23 no. cycle spaces are set aside for the site's community/cultural uses. Of the cycle parking provision, 11 no. spaces are provided as cargo bicycle spaces, 5 of these spaces are provided at basement level with the remaining 6 no. spaces available at surface level. The total cycle parking provision is in excess of the DCC development management standards. Included within the generous cycle parking provision are 10 no. BLEEPER bikes which will be positioned within the proposed development; 'BLEEPER bike' is a stationless bike sharing scheme. This increased level of cycle parking is intended to encourage and support a positive modal shift away from a dependency on car travel.

Figure 3.1: Subject Site Layout

Figure 3.2: Subject Site Basement Layout

3.2.7   A full description of the proposed development characteristics is included within the
Traffic and Transport Assessment, with additional detail on the internal operations
within the subject site included in the Parking Management Strategy accompanying
this Mobility Management Plan.

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 in developing an MMP. The site is located within an area comprising of primarily residential houses with the neighbourhood centre facilities being in close proximity. It is necessary to predict the nature of the proposed traffic to / from the site and investigate whether it is possible to influence the modal split of the commuters from the proposed development.

4.1.2 Varying demographic profiles that have an immediate impact on the traffic network are commuters commuting to / from home as well as other journeys such as school pick up / drop off and shopping trips. These can have their trip patterns influenced. Visitors are more difficult to influence in their trip patterns as they can be unpredictable.

Dublin City Area Context

4.1.3 The modal split for the proposed development would be compared against the modal split for the Dublin City Area. The Dublin City Area is described as the region within the boundary of Dublin City Council. The current modal split for the Dublin City Area is indicated in **Figure 4.1** below (source: National Household Travel Survey 2017): -
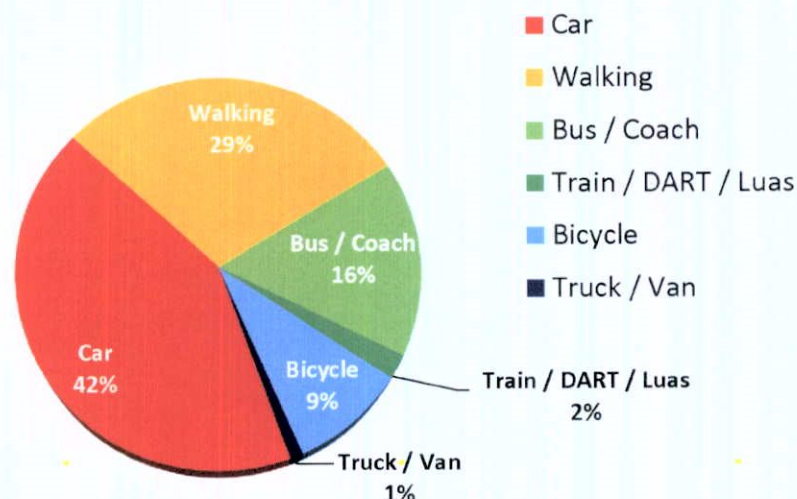

Figure 4.1: Current Modal Split in Greater Dublin Area (Source: NTA)

4.1.4   The above modal split data has been investigated further with **Table 4.1** below summarising the modal split based on the types of trips undertaken (i.e. shopping, leisure, work, education etc.) by purpose of trip:

	Truck/Van	DART/Train/ Luas	Bus/Coach	Car	Cycle	Walk
Work/Business	3 %	2 %	20 %	43 %	13 %	19 %
Education	0 %	1 %	19 %	26 %	6 %	47 %
Shopping	0 %	1 %	11 %	48 %	3 %	36 %
Social	0 %	4 %	15 %	40 %	10 %	30 %
Return Home	0 %	3 %	15 %	43 %	10 %	29 %
Personal	0 %	0 %	6 %	42 %	6 %	46 %

Table 4.1: Purpose of Trip based on Modal Split in Dublin City Area

(Source: NTA)

Local Study Area Context

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

4.1.6   **Figure 4.2** below illustrates the seven small areas, composed of residential apartments, in the vicinity of the subject site. The CSO SAPMAP means of travel statistics from these seven sites will be used to predict modal split targets for the proposed residential development. These sites best represent the development's future travel trends prior to the positive influence of the MMP initiatives, detailed within this MMP.
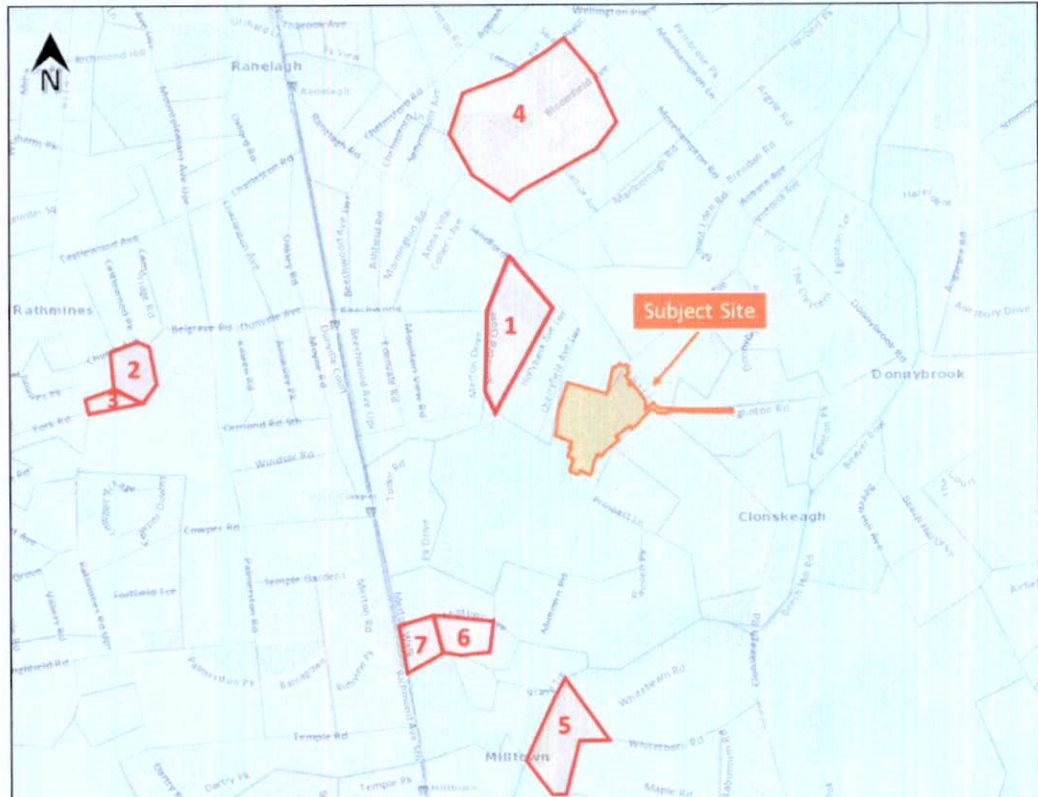
Figure 4.2: Locations of Census Small Areas Reviewed (Source: CSO)

- *Modal Split*

4.1.7   The 2016 Census data for the modes of travel used within the Small Areas was assessed; the locations of these small areas relative to the proposed development are shown in **Figure 4.2** above.

4.1.8   The assessment reveals that travel by car is the predominant mode of transport with 31% driving a private vehicle and 4% travelling as car passengers. Walking and cycling is the second most prominent mode of transport with a modal share of 27% and 11% respectively. All commuting journeys made by LUAS and Bus within the assessed areas form modal shares of 13% and 7% respectively. **Figure 4.3** below depicts the modal split within the area.

4.1.9   The existing modal split for the Census Small Areas reviewed shows an 11% negative difference in car use as compared with the current modal split in the Greater Dublin Area. The assessed areas also show an 11% positive difference in the use of the LUAS as a transport mode, as compared with the Dublin City Area modal split due to the close proximity of the LUAS Green Line. In summary, the

subject site is ideally located to reduce demand for private vehicle use and encouraging the use of more sustainable transport modes.
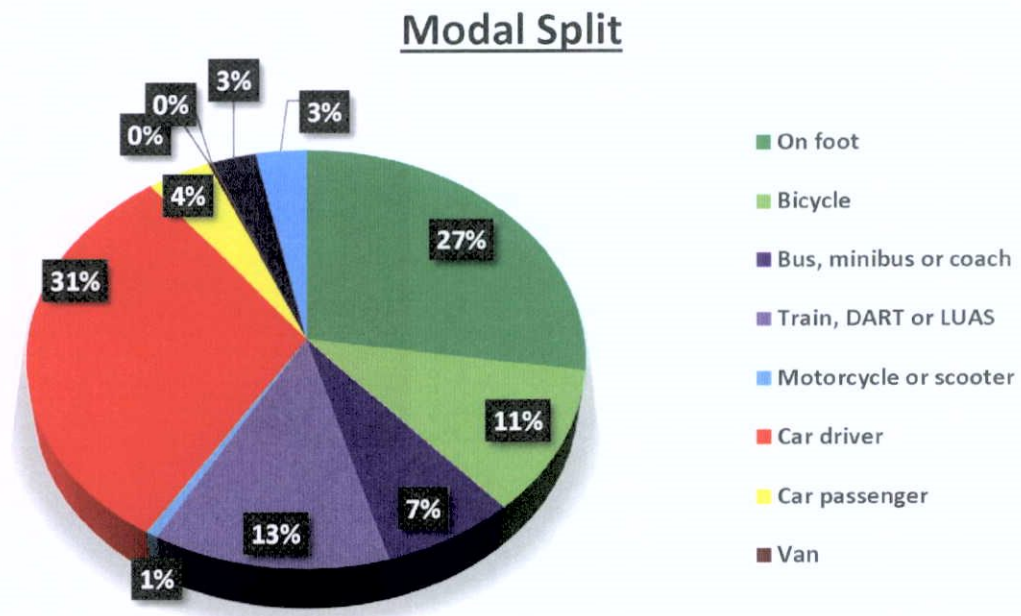
Modal Split

Figure 4.3: Existing Modal Split (Source: CSO)

4.2   SUBJECT SITE PROPOSED MODAL SPLIT

4.2.1   It is considered that an appropriate aim of the MMP would be to reduce the level of single occupancy car trips from the subject site and promote sustainable modes of travel. The key target of this MMP will therefore be to achieve a modal split reflective of 2016 census data, as observed in the tables and figures above, which reduces the number of car-based trips generated by the development and supplements these trips through the use of sustainable modes of transport. Accordingly, an overall minimisation of the number of single car trips undertaken may be achieved. The MMP would subsequently seek to transfer this previous 'car' based trips onto the following modes / travel options:

- LUAS
- Cycle
- Bus
- Bicycle Sharing
- Car Sharing

CHAPTER 5
Objectives & Targets

5.1   INTRODUCTION

5.2   MMP OBJECTIVES

5.3   MMP ACTIONS & TARGETS

5.0 OBJECTIVES & TARGETS

5.1 INTRODUCTION

5.1.1 In order to measure the ongoing success of the Mobility Management Plan and its various measures it is important that a series of objectives are set in conjunction to a range of associated targets. The proposed objectives and targets are set out in this section of the MMP.

5.2 MMP OBJECTIVES

5.2.1 The overall aim of this MMP is to reduce the dependency on the use of the private car by increasing residents' awareness to the other travel alternatives available.

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

(a) Reduce private car use by encouraging people to walk, cycle, use public transport, car club share or even reduce the number of trips undertaken / required;

(b) Make all residents aware of the sustainable transport options available to them;

(c) Encourage the use of sustainable modes of transport;

(d) Encourage the most efficient use of cars and other vehicles;

(e) Reduce any transport impacts of the development on the local community;

(f) Promote walking and cycling as a health benefit to residents;

(g) Managing the ongoing development and delivery of the Mobility Management Plan with future residents;

(h) Promoting smarter working and living practices that reduce the need to travel overall; and

(i) Promote healthy lifestyles and sustainable, vibrant local communities.

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

- 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.);
- Safe routes to school literature;
- Provision of live information for Dublin Bus at the reception;
- Provision of a free telephone service for calling a taxi, and information regarding taxi ordering apps;
- Cost data comparing public transport and private car journeys; and,
- The health benefits of walking and cycling to include safety advice.

5.2.4 Without such information, 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.

5.2.5 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.

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

- Consider the needs of residents 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 a portal to the MMP on a website for the development that includes information on all travel opportunities from the site that is made available to all residents prior to site occupation;

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

>   **A4** – To undertake a baseline travel survey when 90% of the residential units are occupied;

>   **A5** – To update modal split targets which can be reviewed once the baseline travel characteristics are established.

5.3.4   The Mobility Management Plan's principal targets (T) are set out below:

>   **T1** – To support the development of the Sandford lands as a sustainable community;

>   **T2** – To provide sustainability in all ways including cost, health and environment – reducing the impact on traffic congestion and air quality;

>   **T3** – To achieve a 95% resident awareness of the MMP and its aims and objectives;

>   **T4** – To facilitate and encourage greater use of sustainable transport modes (walking, cycling, public transport) in preference to the use of the private car;

>   **T5** – Achieve the identified modal split travel targets.

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 subject development by sustainable modes of transport as a viable alternative to the private car. These means and supporting strategies will seek to encourage residents and visitors to consider lower carbon travel alternatives in everyday journeys.

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

Mode of Travel	1st Year Target (2026)	MMP 5 - year Target (2031)
On Foot	30%	30%
Bicycle	13%	15%
Bus/Minibus/Coach	9%	11%
Train/DART/LUAS	14%	17%
Car Driver	25%	19%
Car Passenger	4%	3%
Work from Home/Other	5%	5%

Table 5.1: Mode Share Targets for Sandford Development

5.3.7   The above targets are intended to be both realistic and aspirational as 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.

5.3.8   The data shown previously in **Chapter 4**, has been considered to determine the most likely travel trends for this development and thus generated an accurate prediction for modal splits, shown in **Table 5.1** above, and predicted trips from existing census data; this information displays the existing sustainable baseline. These goals have been set with an overall goal of delivering a sustainable development, and with the vision of setting attainable yet ambitious targets to ensure measurable success for this mobility management plan.
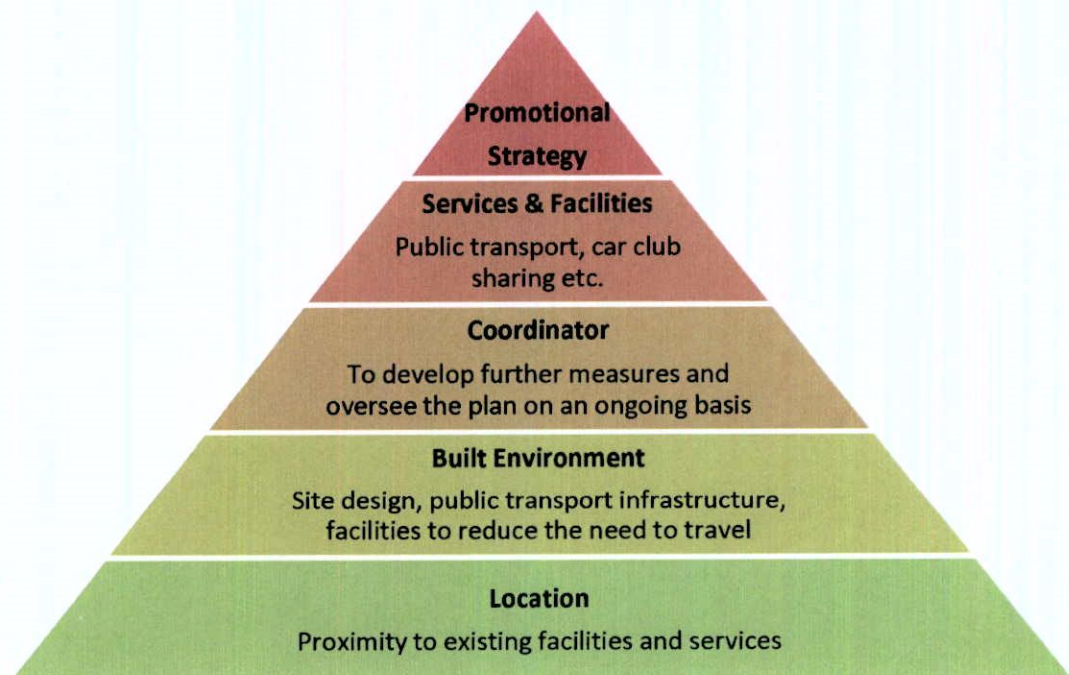
CHAPTER 6

MMP Measures

6.0 MMP MEASURES

6.1 INTRODUCTION

6.1.1 Mobility management plans have a wide range of possible "hard" and "soft" tools from which to choose from with the objective of influencing travel choices. The following section introduces potential strategy measures that could be considered at the subject 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)

Promotional Strategy

Services & Facilities
Public transport, car club sharing etc.

Coordinator
To develop further measures and oversee the plan on an ongoing basis

Built Environment
Site design, public transport infrastructure, facilities to reduce the need to travel

Location
Proximity to existing facilities and services

6.1.3 Accordingly, the Residential 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.
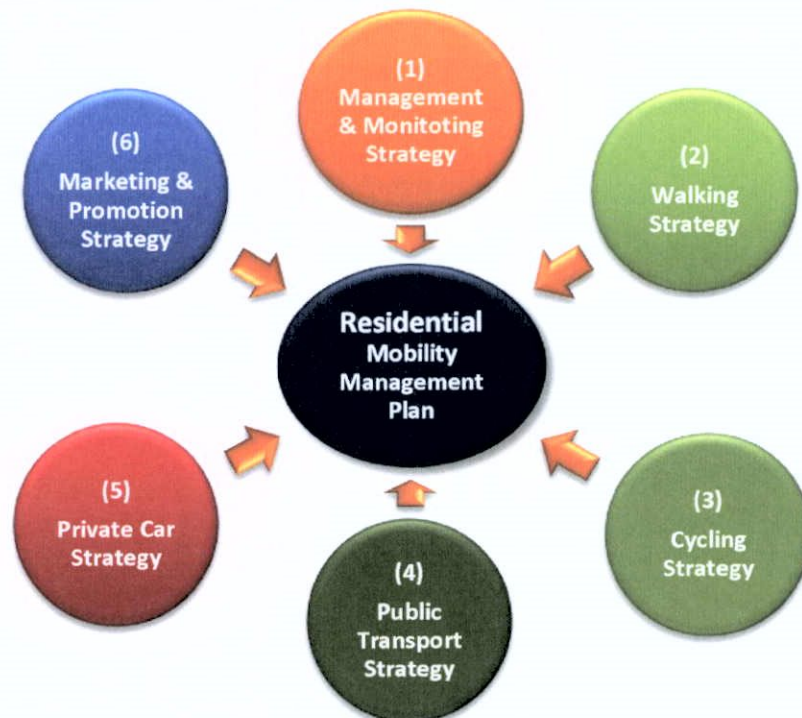
Figure 6.1: MMP Action Plan Strategies

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
 c) Public Transport (Bus, Luas) – discounted travel tickets
 d) Private Car Strategy including car sharing and car clubs

6.2.2 These mode specific measures are discussed in more detail in **Appendix A** which is appended with this document.
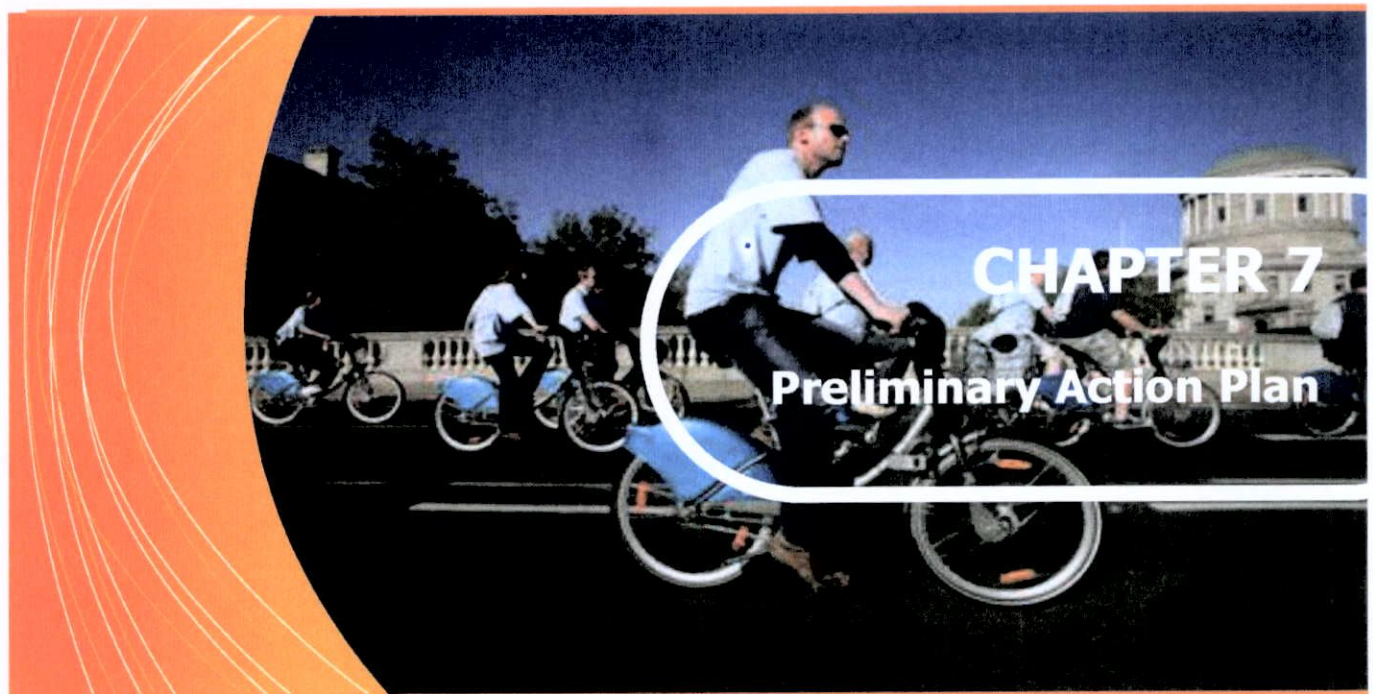
6.3 MANAGEMENT & MONITORING MEASURES

6.3.1 Ensuring the success of a Mobility Management Plan, defining a management structure is critical to its effective implementation. Therefore, a Mobility Manager must be appointed and a Resident's Group should be established. 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 both bus stops and Luas 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.

CHAPTER 7

Preliminary Action Plan

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. The proposed management company is fully committed to the implementation, management and monitoring of the MMP. Some of the measures may in the longer-term result in cost savings. The role of management will also actively seek a partnership approach with other organisations as part of the continued development of the MMP.

MMP Monitoring

7.2.2 It is essential that the continued rollout and subsequent impact of the MMP initiatives is monitored on a regular basis for the following principal reasons;

- To demonstrate that the various targets are being achieved (or not met, at which point the measures being used should be reviewed) as people only value what they can measure and relate to,
- To ensure that the MMP continues to receive the support of the building complex's 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   To ensure that the MMP is responsive to emerging opportunities and operational requirements, the status of the principal management and monitoring focused initiatives of the Residential MMP are outlined in **Table 7.1** below.

Table 7.1: Preliminary Schedule of MMP Management & Monitoring Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 years)		
MMS 1	Appointment of a Mobility Manager	-	✓	-	-		
MMS 2	Establish MMP Steering Group and meeting / reporting arrangements	-	✓	-	-		
MMS 3	Nominate MMP 'Champion' and role (Management)	✓	-	-	-		
MMS 4	Establish MMP 'Charter' and confirm management support for;						
	MMS 4a – MMP memorandum of understanding	-	✓	-	-		
	MMS 4b – Identify and agree MMP objectives	-	✓	-	-		
	MMS 4c – Review and establish MMP targets	-	✓	✓	✓		
MMS 5	In partnership with Local Authority review funding opportunities and potential budgets for;						
	MMS 5a – Setting up and launching MMP	-	✓	-	-		
	MMS 5b – Annual MMP management costs	-	✓	-	-		
	MMS 5c – Participation in calendar of events	-	-	✓	✓		
	MMS 5d – MMP incentives	-	-	✓	✓		
	MMS 5e – MMP facilities	-	-	✓	-		
	MMS 5f – MMP training requirements	-	✓	-	-		
MMS 6	Establish 'External' engagement contacts and collaboration programme.	-	✓	-	-		
MMS 7	Agree Monitoring and Reporting Programme with respect to;						
	MMS 7a – Resident Travel Surveys	-	✓	-	✓		
	MMS 7b – Roll out / uptake of MMP initiatives	-	-	✓	✓		
	MMS 7c – MMP Budgets	-	✓	✓	✓		
	MMS 7d – MMP performance (Key Performance Indicators - KPIs)	-	✓	-	-		
MMS 8	Facilitate the establishment and operation of mode specific 'user' groups (e.g. walking, cycling etc.)	-	-	✓	-		

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

7.2.4 The identified Management and Monitoring strategy promotes a total of 30 measures. The implementation schedules of these measures are outlined in **Graph 7.1** below.
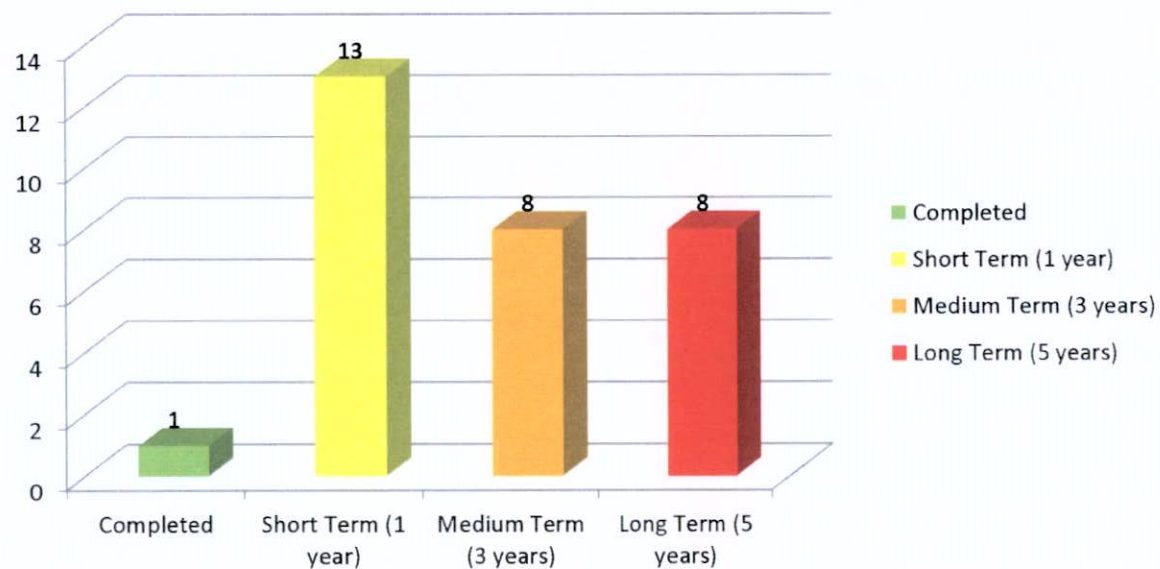
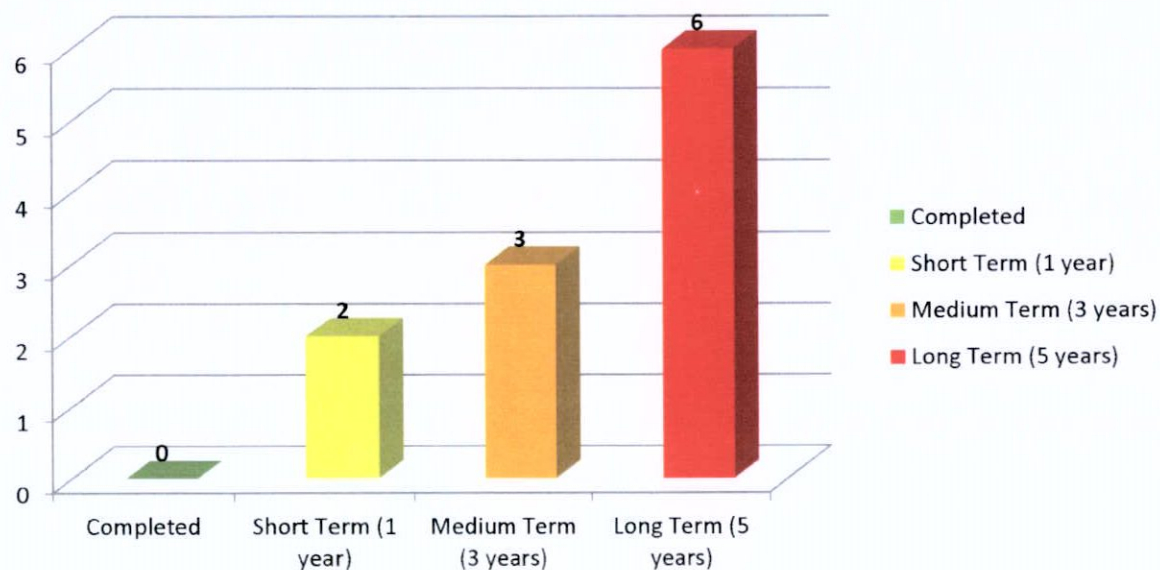**Graph 7.1: Roll-out of MMP's Management & Monitoring Initiatives**

7.3   WALKING STRATEGY

7.3.1   The status and preliminary scheduling of the principal walking focused initiatives of the MMP are outlined in the **Table 7.2** below.

Table 7.2: Preliminary Schedule of MMP's Walking Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
WS 1	Develop a 'Walking' Accessibility Sheet for the site.	-	✓	-	-		
WS 2	Explore the opportunity of creating a calendar of 'Walking' Events and incentives: WS 2a - Walk to work / school week WS 2b - Walk on Wednesdays WS 2c - Pedestrian Training WS 2d - Travel diary with incentive / awards scheme WS 2e – Coordinated with PT events	- - - - -	- - - - -	✓ ✓ ✓ - -	✓ ✓ ✓ ✓ ✓		
WS 3	Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet walking and accessibility requirements for External routes to key off-site destinations	-	-	-	✓		
WS 4	Develop a 'Walking' Fact Sheet	-	✓	-	-		

7.3.2   The MMP's Walking Strategy promotes a total of 11 measures. The preliminary implementation schedule of these walking initiatives is outlined in **Graph 7.2** below.

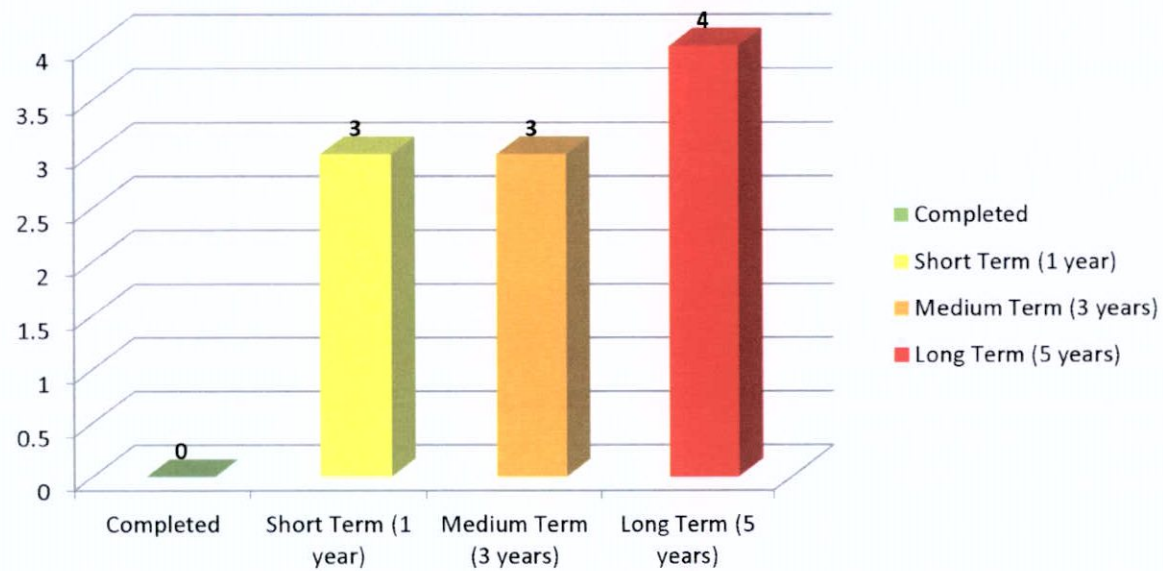**Graph 7.2: Roll-out of MMP's Walking Initiatives**

7.4 CYCLING STRATEGY

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

Table 7.3: Preliminary Schedule of MMP's Cycling Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
CS 1	Investigate the potential benefit and uptake of setting up a scheme to address personal security issues associated with cycling	-	-	-	✓		
CS 2	Explore the opportunity of establishing a Bike Users Group	-	✓	-	-		
CS 3	Develop a 'Cycling' Accessibility Sheet for the site	-	✓	-	-		
CS 4	Explore the opportunity of creating a calendar of 'Cycling' Events and incentives	-	-	✓	-		
CS 5	Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet cycling requirements for external routes to key off-site destinations	-	-	-	✓		
CS 6	Investigate the potential demand for providing cycle training	-	-	-	✓		
CS 7	Explore the potential for launching a Travel Diary incentive / awards scheme	-	-	-	✓		
CS 8	Examine the opportunity and potential benefits and uptake of Bike service / maintenance workshops	-	-	✓	-		
CS 9	Market / Publicise the potential availability of employer operated discounted cycle purchase incentives	-	-	✓	-		
CS 10	Including Bicycle Sharing Stands on the Development such as Bleeperbike	-	✓	-	-		

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 **Graph 7.3** below.

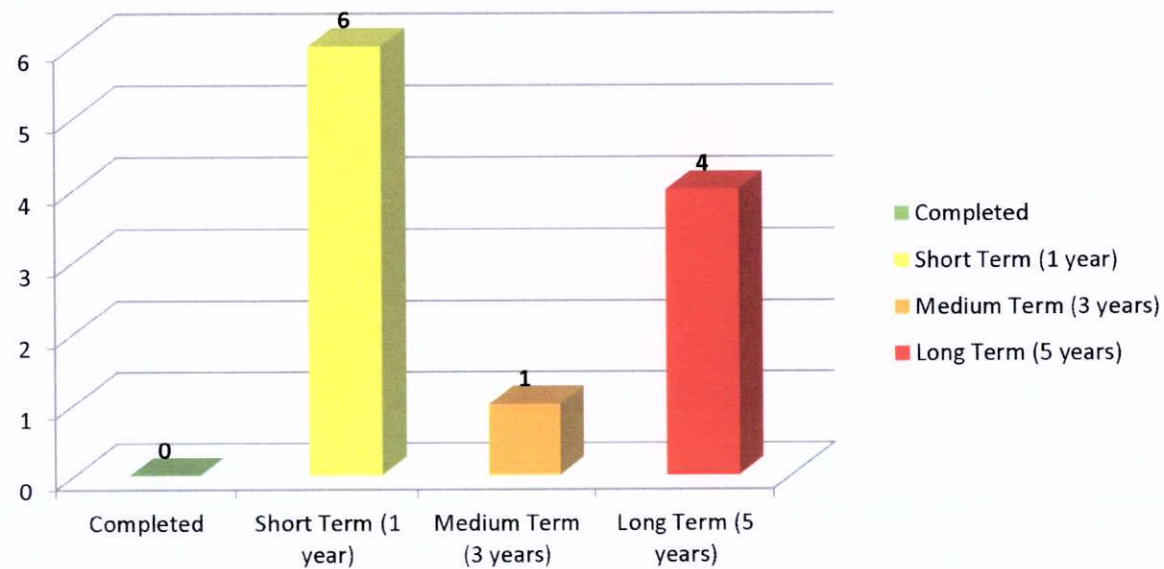**Graph 7.3: Roll-out of MMP's Cycling Initiatives**

7.5   PUBLIC TRANSPORT STRATEGY

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

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

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
PTS 1	Explore the opportunities of; PTS 1a - maintaining the existing bus services PTS 1b - Enhancing the catchment of these services	- -	✓ -	- -	- ✓		
PTS 2	Market / Publicise the potential for residents through their employers to purchase both annual and monthly TaxSaver tickets	-	✓	-	-		
PTS 3	Investigate the potential benefits of establishing a Public Transport Users Group	-	-	-	✓		
PTS 4	Develop a 'Public Transport' Accessibility Sheet for the site	-	✓	-	-		
PTS 5	Compile and disseminate a 'Public Transport' Fact Sheet	-	✓	-	-		
PTS 6	Explore the opportunity of implementing a calendar of 'Public Transport' Events and incentives	-	-	-	✓		
PTS 7	In partnership with Dublin Bus / LUAS and local authority ensure all local bus / Luas interchanges display up to date timetables, fare and route information	-	-	✓	-		
PTS 8	Encourage the use / initiatives for buses / LUAS where feasible for a range of different travel purposes	-	✓	-	-		
PTS 9	Promote the availability of the TaxSaver scheme	-	✓	-	-		
PTS 10	Explore the potential of a Travel Diary incentive / awards scheme	-	✓	-	-		

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

Graph 7.4: Roll-out of MMP's Public Transport Initiatives
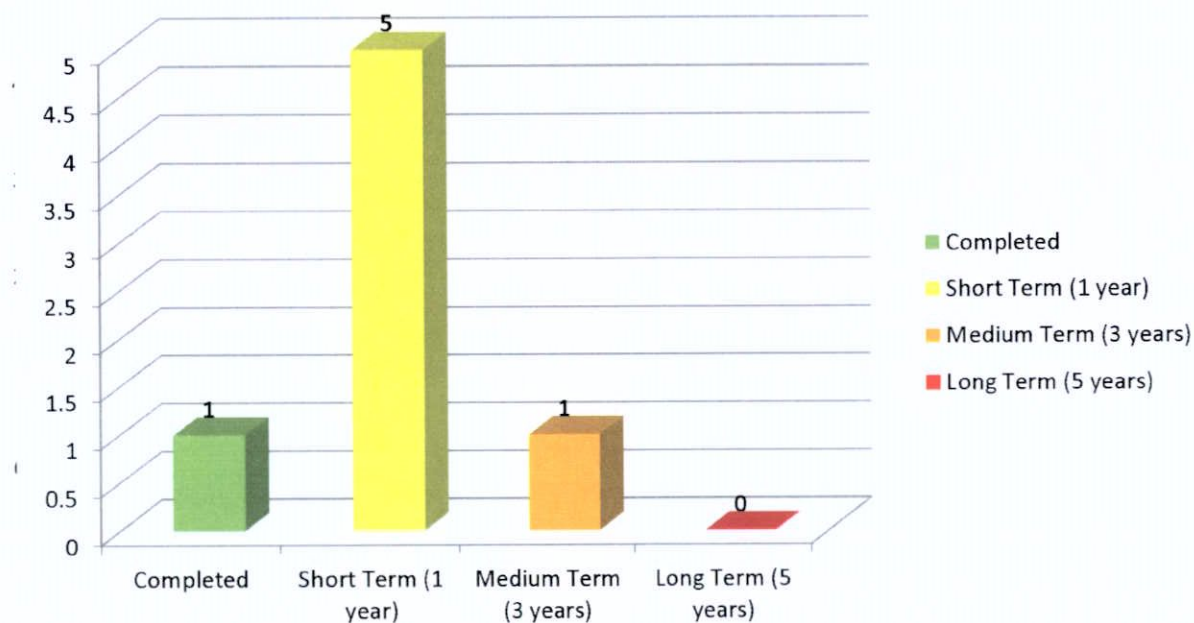
7.6 PRIVATE CAR STRATEGY

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

Table 7.5: Preliminary Schedule of MMP's Private Car Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
PCS 1	Investigate the benefits of developing a 'Car' Fact Sheet	-	✓	-	-		
PCS 2	Develop a Parking Management Strategy	✓	-	-	-		
PCS 3	Explore the opportunities of encouraging informal arrangements between residents for 'shared' travel to work practices	-	-	✓	-		
PCS 4	Encourage use of formal car sharing website (www.carsharing.ie)	-	✓	-	-		
PCS 5	Disseminate information about GoCar.ie	-	✓	-	-		
PCS 6	Establish a Car Sharing Club, using GoCar, to promote an alternative to private cars	-	✓	-	-		

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 **Graph 7.5** below.

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

7.7 MARKETING AND PROMOTION STRATEGY

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

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

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

7.7.2   The preliminary Marketing and Promotion sub-strategy promotes a total of 8 measures. The implementation schedule of these measures is outlined in **Graph 7.6** below.
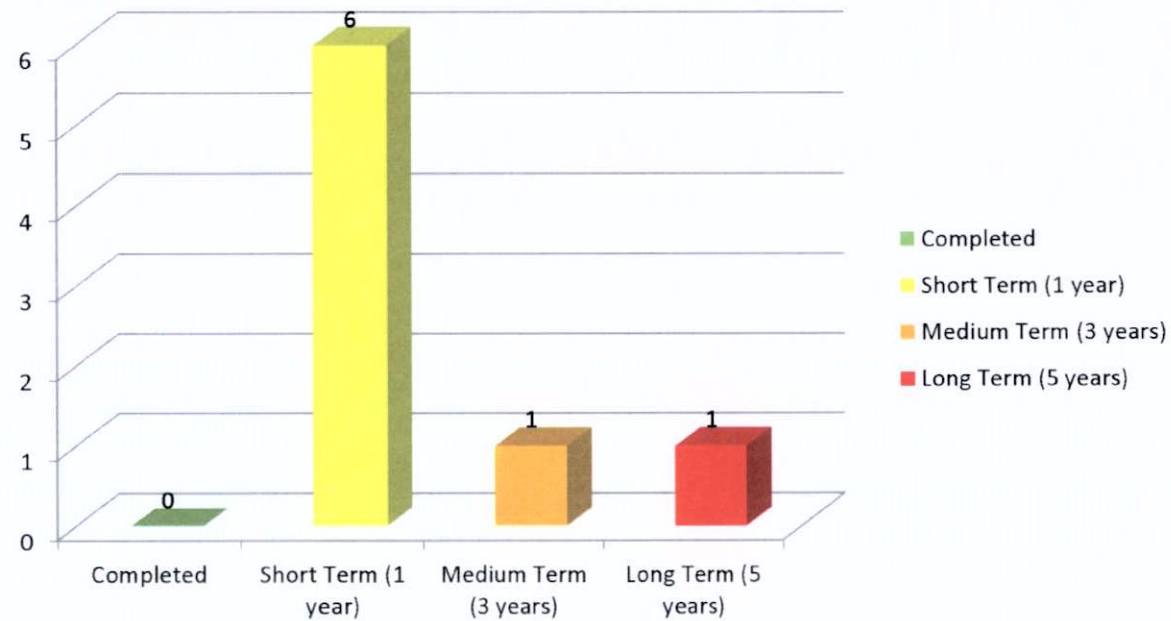
Graph 7.6: Roll-out of MMP's Marketing & Promotion Initiatives
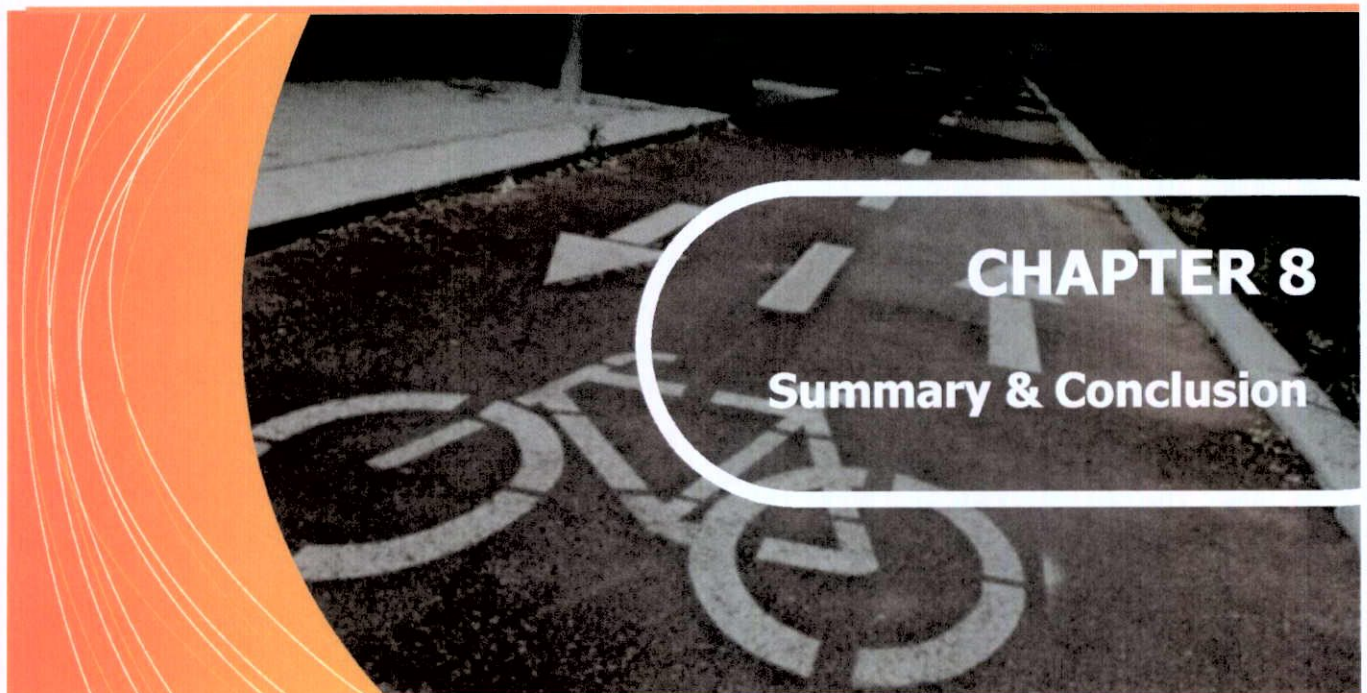
CHAPTER 8

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 the development of 636 no. residential apartment units, one 380m² creche and 2,189m² of community/cultural uses at the R117 Sandford Road, Dublin 6. This MMP focuses primarily on how residents and visitors can be encouraged to use sustainable means of transport to and from the site. The subject site will be actively managed by a highly experienced management company with the focus of bringing in and supporting sustainable modes of transport and discouraging private car journeys to/from the site.

8.1.2 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.

8.1.3 The measures proposed in this document will not only benefit the residents but will also help to mitigate any potential transport impacts of the development on the wider local community.

8.1.4 The identified preliminary action plan promotes a total of 76 initiatives across 6 sub strategy themes as presented in the Pie Chart below.
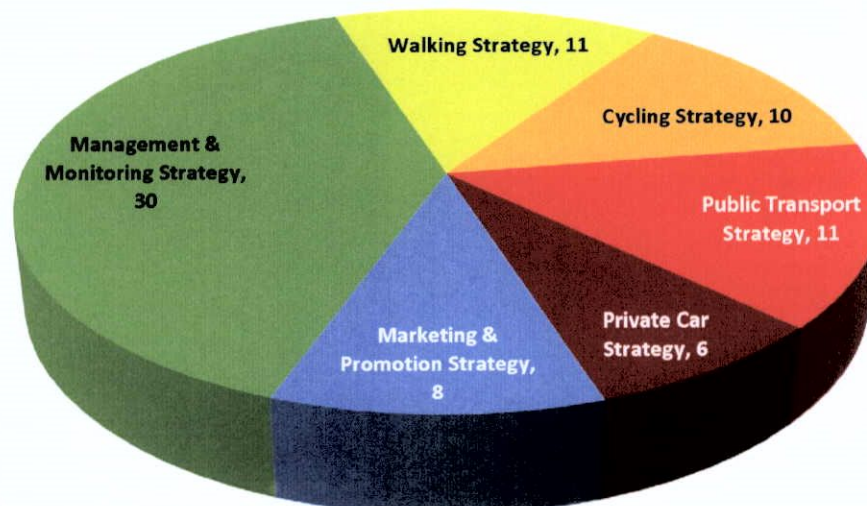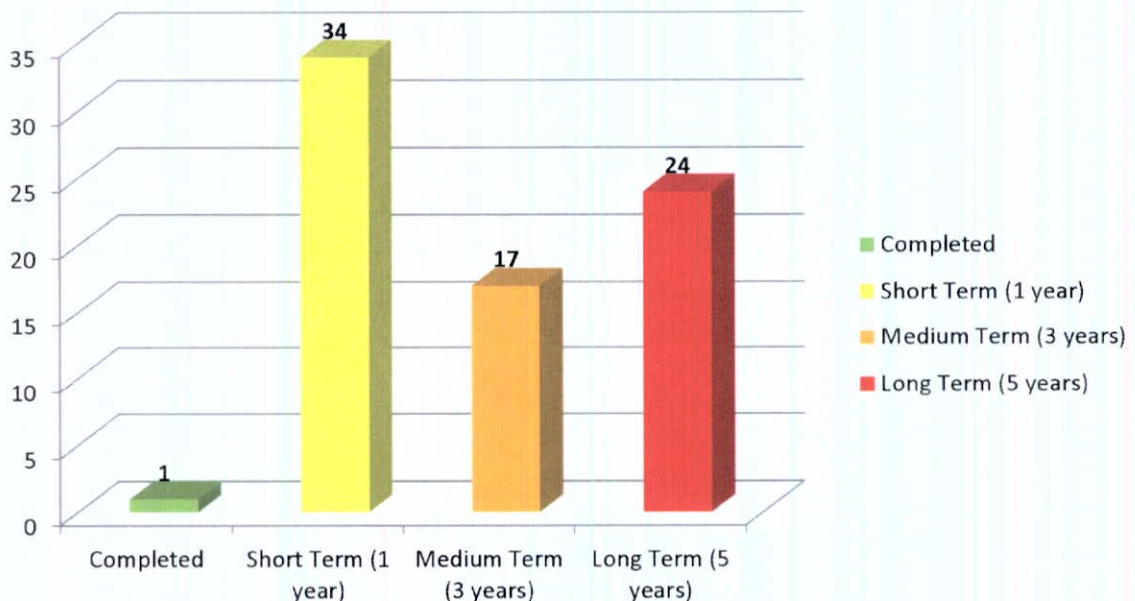

Figure 8.1: MMP Sub Strategy Themes & Initiatives

8.1.5   The implementation schedule of identified 76 MMP initiatives is outlined in **Graph 8.1** below. One of the initiatives of the action plan has been completed, with 34 initiatives (or 44%) planned to be implemented within 1 year of the residential development being occupied.

Graph 8.1: Roll-out of MMP's Initiatives

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

- the specific travel characteristics for the proposed residential development are outlined and presented to the local authority, and

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

Appendices

Appendix A

Mode Specific Measures

A1.0   MODE SPECIFIC MEASURES

Car Usage - Parking Management Strategy

A1.1   A Parking Management Strategy has been prepared by DBFL to manage
the daily usage of the 337 no. 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 property contract.

A1.2   Aside from the GoCar, crèche and taxi and set-down 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.

A1.3   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

A1.4   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.

A1.5   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.

A1.6   Car sharing would reduce a number of car trips and participants will
meet other members in the community. A National Car Sharing database is now
available at www.carsharing.ie. It is an all-island service for the public and is free of
charge to use.

A1.7   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

A1.8   The residential development's community website would have a section dedicated to the car share scheme and the 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.

Car Usage - Car Club

A1.9   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 or an organisation may have a corporate package with one of the car club providers.

A1.10   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. A GoCar Letter of Intent has been issued to guarantee the establish 5 no. GoCars at the residential development. Additionally, the development will provide 5 no. development-owned vehicles for use as car sharing vehicles. Residents and visitors can obtain further information at www.gocar.ie. The benefits of such car sharing services include;

- the reduction of the number of cars on the road and therefore traffic congestion, noise and air pollution;
- minimising the demand for car parking and freeing up land traditionally used for private parking spaces, but which may not be used;
- increasing use of public transport, walking and cycling as the need for car ownership is reduced; and

- car sharing allows those who cannot afford a car the opportunity to drive, encouraging social inclusivity.

Public Transport - Buses

A1.11   The residential development will be well served by Dublin Bus services with bus routes passing the subject site on the R117 Sandford Road. The bus stops are located in very close proximity with the closest Dublin Bus stop at only 80m from the subject site with frequent inbound services operating daily.

Public Transport - Luas

A1.12   The LUAS Green Line serves the area with the Beechwood stop 1 km to the west of the subject site. The Ranelagh and Cowper LUAS stops are equally accessible from the subject site. The Green Line runs from Brides Glen to Broombridge serving Sandyford and Dundrum as well as the city centre. The subject site will also benefit from the improved connectivity by the LUAS Cross City service.

A1.13   Encouraging the residents to use public transport starts with awareness and promotion. People's perceptions of public transport may be based on outdated experiences, or even on hearsay. Marketing information can be effective in selling the public transport service to them.

A1.14   As well as providing information, part of the aim is to positively brand public transport, pointing out its advantages and attempting to reduce people's negative associations. The outcome of this is the importance of not encouraging people onto poor public transport, where negative experiences may further reinforce car preferences.

A1.15   The use of information points within the development is an effective method of increasing awareness among residents about public transport options. These 'points' are usually information stands containing the latest bus and rail timetables, route maps and other promotional material. The development's website can also be a conduit for this information, and can incorporate links to the bus operators' websites and the Luas website.

A1.16   A public transport information service can be offered to residents in which they have opportunity to register to receive public transport timetables for their

preferred routes by email or text. Members are sent new timetables as they become available.

A1.17   Financial incentives for staff can be an effective tool in the promotion of public transport use. This can be done through the provision of low interest or interest-free loans for the purchase of public transport season tickets where applicable (discounted season tickets etc.).

Walking

A1.18   The development has been designed to ensure that the development is permeable with a number of access points / gateways to facilitate 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 4km is considered reasonable for walking. This distance is only indicative but can help to define target groups.

A1.19   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.

A1.20   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.

A1.21   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, and the world's first form of travel.
- 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

A1.22   The residential 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.

A1.23   The on-site cycle facilities will be linked to the existing off-site cycle routes.

A1.24   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 in the form of the on-site 'BLEEPER bike' scheme;

- the provision of well-located high-quality cycle parking facilities including cargo bicycle parking at surface and basement level; and

- 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 Manger / Group is critical to the success of the MMP. The site will be managed by a highly experienced management company, who will oversee and ensure a successful MMP.

B1.2.2   For the MMP to be successful it is essential that all residents 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 the local community residing at the subject 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 its 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.

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; residents of 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 90% occupation 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 all 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 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