Appendix 4.2 L
Mobility Management Plan

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Proposed Date Centre, Naas, County Kildare

Reference number 2232-SYS-XX-XX-RP-D-0002

23/11/2023

MOBILITY MANAGEMENT PLAN

SYSTRA

PROPOSED DATE CENTRE, NAAS, COUNTY KILDARE

MOBILITY MANAGEMENT PLAN

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1. INTRODUCTION

1.1 General

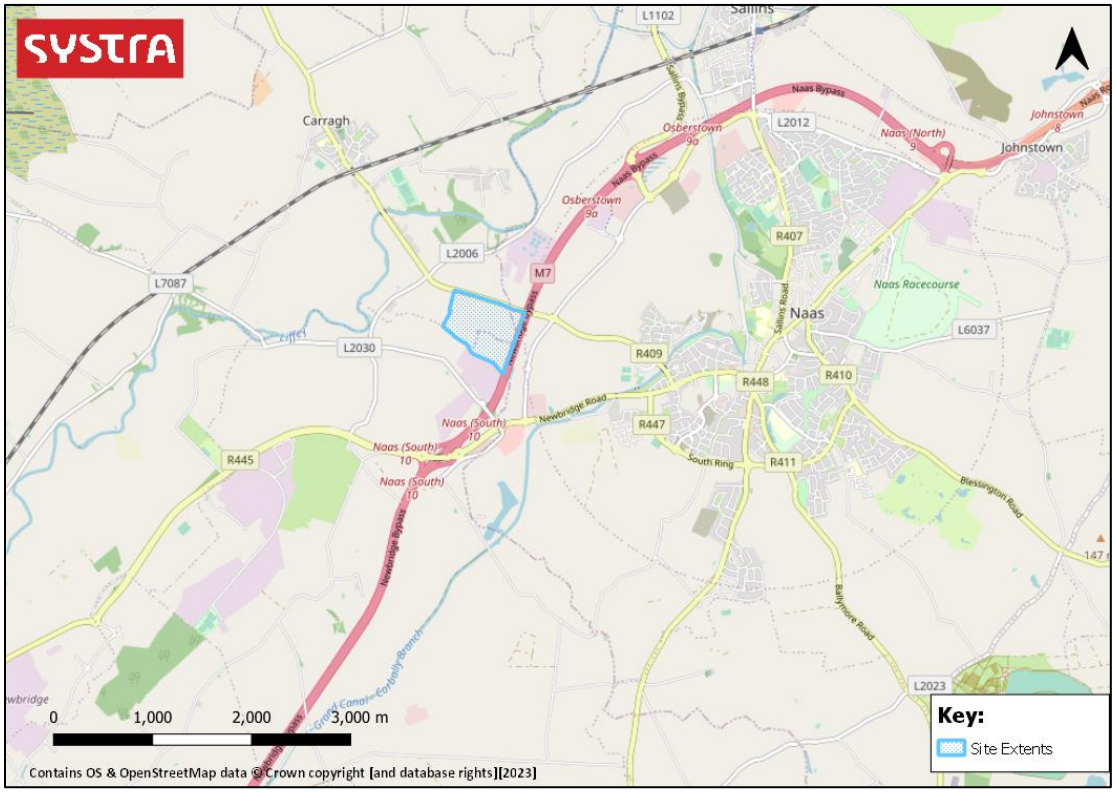
1.1.1 SYSTRA Ltd (SYSTRA) have been appointed by the Applicant to prepare a Mobility Management Plan (MMP) to accompany a Planning Application for a data centre located in Nass, County Kildare.

1.1.2 This report should be read in conjunction with the accompanying Transport & Traffic Assessment (TTA). The MMP is the principal mitigation measure proposed by the TTA to address the anticipated transport impacts of the development.

1.2 Site Overview

1.2.1 The proposed data centre is located to the west of the town of Naas, with the site bound by the M7 to its east, the M7 Business Park to the south, the R409 to the north and agricultural land to the west. The site will be accessed from the R409 along the northern boundary of the site. **Figure 1** illustrates the site red line boundary relative to Naas and the M7.

Figure 1. Site Red Line Boundary



1.2.2 The proposed development comprises 6 no. two storey data centre buildings, an administration / management building, car parking, landscaping and other associated works. The key elements of the proposed development are listed below:

- Site Area – 37Ha;

- Gross Floor Area (GFA) of each data centre building – Approximately 27,261sqm in total;
- GFA of administration / management building – 300sqm; and
- 210 car parking spaces across the campus.

1.3 Mobility Management Plan Approach

1.3.1 This MMP has been prepared to guide the delivery and management of a package of integrated initiatives which seek to encourage and embed sustainable travel choices by employees from the outset of the development's operation.

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

1.3.3 Mobility Management is about improving the development site's access from the outset – by designing for and enabling and promoting sustainable travel options (e.g. walking, car-sharing, cycling and public transport) to residents – and by reducing the need to travel by car to the development. MMPs can also improve the health and wellbeing of residents through the benefits of active travel and reduce the transport-related carbon impact of the development.

1.4 Report Structure

1.4.1 This report sets out the background, context and objectives of the plan, and describes a package of measures to promote and provide for the use of sustainable modes as an alternative to single occupancy car use to the development. A strategy for implementation, target setting and monitoring is also discussed. The report is set out in the following structure:

- Chapter 1: Report Introduction;
- Chapter 2: An Introduction to Mobility Management;
- Chapter 3: Proposed Development;
- Chapter 4: Policy Context;
- Chapter 5: Baseline Site Transport Review;
- Chapter 6: Pre-occupation Baseline Mode Share;
- Chapter 7: MMP Objectives and Targets;
- Chapter 8: MMP Measures;
- Chapter 9: Monitoring and Review;
- Chapter 10: Summary

2. MOBILITY MANAGEMENT CONTEXT

2.1 Summary

2.1.1 Mobility Management is a concept to promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour. Mobility Management is about improving a site's access, by designing for and enabling and promoting sustainable travel options (e.g. walking, cycling and public transport) to residents. The use of Mobility Management is well established in Ireland through the Development Control process and the policy documents set out in Chapter 3. The process involves key stakeholders such as the Local Authority, public transport operators, the developer and future residents.

2.2 Benefits of Mobility Management

2.2.1 Implementing a MMP (or Travel Plan) has the following potential local benefits:

- Promoting alternative uses to the car can result in less congestion and therefore improves safety on local roads by promoting alternatives to the car;
- Reduced highway capacity problems can enable more sustainable travel choices;
- The local environment will be improved from reduced congestion, carbon emissions, pollution and noise;
- Increases opportunities for active healthy travel, such as walking and cycling;
- Reduces demand for parking spaces, enabling land to be put to more cost-effective or commercially beneficial use and freeing space for active travel initiatives; and
- Improved travel choice, quality and affordable access to services for all users.

2.3 Mobility Management Plan Objectives

2.3.1 The overarching objectives of the MMP are to reduce levels of private car use by encouraging people to walk, cycle, use public transport, car share. It can also reduce the number and length of trips undertaken / required.

2.3.2 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 a residential MMP, objectives can include:

Employees

- Address employees' need for sustainable access to the employment centre;
- Promote healthy lifestyles and sustainable practices by improving the environment and the routes available for cycling and walking.

The Local Environment

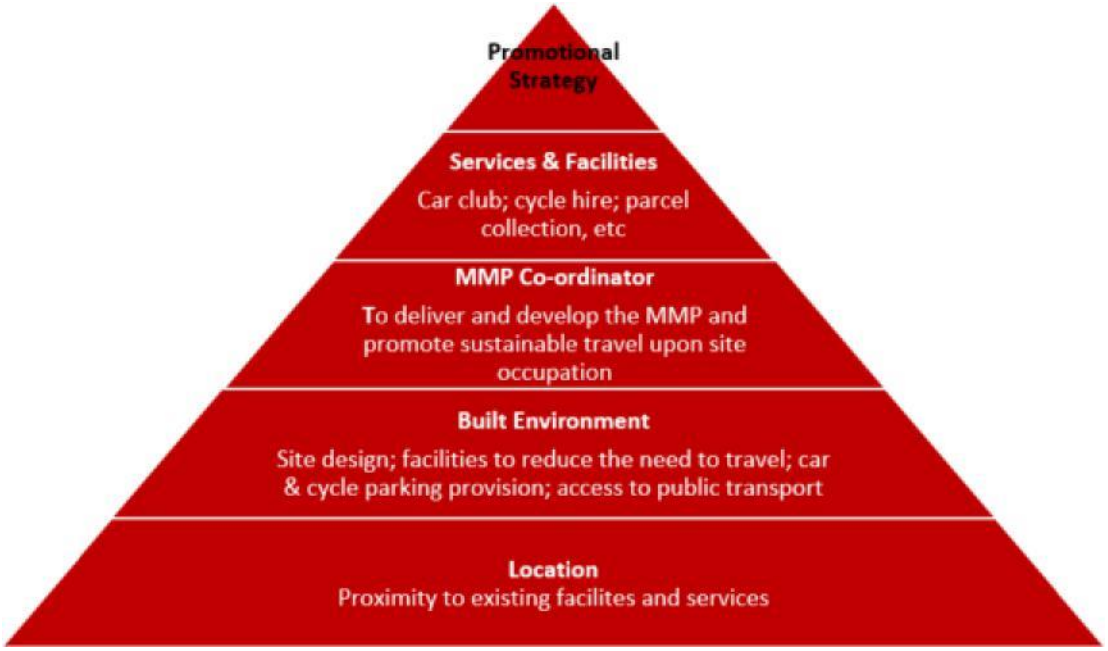
- Make local streets less dangerous, less noisy and less polluted and enhance the viability of public transport;
- Reduce the traffic generated by the development for journeys both within the development and on the external road network;
- Promote equal opportunities by offering wider travel choices;

- Improve personal and wider community health; and
- Reduce air and noise pollution.

2.4 Making Mobility Management Plans Work

2.4.1 A successful MMP will address all aspects of a development that create a need to travel to the employment site. The MMP 'pyramid' below demonstrates how successful plans are built on the firm foundations of location and site design. A MMP should combine hard measures (e.g. cycle parking, routes to bus stops) and soft measures (such as bus taster tickets and personalised journey planning). All measures should be integrated into the design, marketing and occupation of the site – with parking restraint often crucial to the success of the MMP in reducing car use.[1]

Figure 2. The Travel Plan Pyramid



2.4.2 MMPs are evolutionary documents that should be regularly updated. In this way, MMP targets and Action Plans can be reviewed and tailored to take account of ongoing changes in travel patterns. It is therefore intended that this MMP is the starting point of a live process and will be updated on an annual basis or when required by other circumstances. MMP specific objectives should be 'SMART' (Specific, Measurable, Achievable, Realistic and Time-Bound).

3. POLICY CONTEXT

3.1 Policy and Plan Overview

3.1.1 This section provides an overview of the national, regional and local transport and other policy drivers and strategies that underpin the requirements (and benefits) of implementing a Mobility Management Plan for the proposed development. Please also see the accompanying Transport Assessment for a more detailed overview of current transport policy, plans and strategies of relevance to the site.

3.2 National Policy Context

3.2.1 This section provides an overview of the main national policy drivers and strategies that underpin the requirements (and benefits) of implementing a MMP for the data centre development proposed in Naas.

Ireland 2040 Out Plan – National Planning Framework

3.2.2 The **Project Ireland 2040 - National Planning Framework** (NPF) recognises that improvements in connectivity are achievable and are necessary to boost both competitiveness and quality of life. The Ireland 2040 Vision includes the following key elements which have direct relevance to Mobility Management.

- More sustainable choices and options for people, businesses and communities that can positively influence sustainable patterns of living and working.
- The highest possible quality of life for our people and communities, underpinned by high quality, well managed built and natural environments.
- Significant improvement in local and international connectivity that underpins the competitiveness and quality of life of our people, businesses, communities and regions.

3.2.3 The NPF has been developed to deliver the following **National Strategic Outcomes** (as part of the Smart Growth Urban Initiative to achieve sustainable growth) which are pertinent to this report. These are to:

- Improve accessibility to and between centres of mass and scale and provide better integration with their surrounding areas.
- Ensure transition to more sustainable modes of travel (walking, cycling, public transport) and energy consumption (efficiency, renewables) within an urban context.

3.2.4 The NPF seeks to enable people to live closer to where they work, moving away from the current unsustainable trends of increased commuting. It supports more energy efficient development through the location of housing and employment along public transport corridors, where people can choose to use less energy intensive public transport, rather than being dependent on the car.

3.2.5 The Eastern and Midland Regional Assembly (EMRA), through its “Regional Spatial and Economic Strategy”, also supports travel planning. Specifically, through Regional Policy

Objective (RPO) 8.7 which promotes the use of mobility management and travel plans to bring about behaviour change and more sustainable transport use.

National Sustainable Mobility Policy (2022)

3.2.6 The new National Sustainable Mobility Policy sets out a strategic framework to 2030 for active travel (walking and cycling) and public transport journeys to help Ireland meet its climate obligations. It is accompanied by an Action Plan to 2025 which contains actions to improve and expand sustainable mobility options across the country by providing safe, green, accessible and efficient alternatives to car journeys. It also includes demand management and behavioural change measures to manage daily travel demand more efficiently and to reduce journeys taken by car.

3.2.7 In line with the Climate Action Plan 2021, the policy targets 500,000 additional daily active travel and public transport journeys and a 10% reduction in vehicle kilometres by fossil fuelled cars by 2030.

3.2.8 The policy aims to make it easier for people to choose walking, cycling and use public transport daily instead of having to use a petrol or diesel car under the following key themes:

- Safe and Green mobility
  - Expanding walking, cycling and public transport infrastructure across the country
  - Moving the public transport fleet to low and zero emission vehicles
  - Improving the safety of walking, cycling and public transport networks
- People focused mobility
  - Making walking, cycling and public transport more accessible for all users – including those with reduced mobility, disabilities and the elderly
  - Introducing a more attractive fare structure
  - Reallocating road space to prioritise walking, cycling and public transport
- Better integrated mobility
  - Adopting a transport-orientated approach to housing development to place new housing close to public transport
  - Making it easier to switch between walking, bike, bus and rail

Climate Action Plan (2023)

3.2.9 The Climate Action Plan (CAP) 2023 (Government of Ireland 2023) is the second update to Irelands CAP 2019 and was launched on the 21st December 2022. The CAP is a roadmap to deliver a halving of Irelands emissions by 2030.

3.2.10 The plan implements the carbon budgets and sectoral emissions ceilings and sets out a roadmap for taking decisive action to halve our emissions by 2030, and reach net zero no later than 2050, as committed to in the Programme for Government. CAP23 sets out how Ireland

can accelerate the actions that are required to respond to the climate crisis, putting climate solutions at the centre of Ireland's social and economic development.

3.2.11 The transport sector has an aim of a 50% reduction in emissions by 2030. The 'Avoid' (reduce or avoid the need for travel – land use planning), 'Shift' (Shift to more environmentally friendly modes – public transport, active travel), 'Improve' (Improve the energy efficiency of vehicle technology- vehicle efficiency, clean fuels) approaches have been adopted to help achieve these targets. It also aims to:

- Reduce the total distance driven across all journeys by 20%.
- Ensure that walking, cycling and public transport account for 50% of all journeys.

3.2.12 Of relevance to the Proposed Development, CAP23 seeks to:

- TR/23/14 – 'Promote widespread, consistent and accelerated implementation of the Design Manual for Urban Road and Streets to ensure improved placemaking and accessibility, including delivery of 10-Minute Towns and 15-Minute Cities;' and
- TR/23/29 – 'Advance roll-out of 1,000 km walking/cycling infrastructure.'

The National Cycle Manual, 2011

3.2.13 The National Cycling Manual is focused on encouraging more people to cycle and providing for cycling in a stress free and safe environment. The Manual embraces the Principles of Sustainable Safety to offer a safe traffic environment for all road users including cyclists, and offers guidance on integrating the bike in the design of urban areas. It challenges planners and engineers to incorporate cycling within transport networks more proactively.

3.2.14 These principles and design guidelines have been considered in the design of the proposed development and measures identified within this MMP.

Get Ireland Active – The National Physical Activity Plan (NPAP), 2016

3.2.15 Another key policy driver for the encouragement of active, healthy commuting trips is the Get Ireland Active – National Physical Activity Plan. Launched in 2016, this plan recognises that physical inactivity is a demonstrated clear risk to health and wellbeing in Ireland.

3.2.16 The NPAP is about creating increased opportunities for people to be active in ways which fit in to their everyday lives and which suit individual needs, circumstances and interests, and to remove the barriers which people face to being active – by encouraging a supportive environment where physical activity becomes normal.

3.2.17 The NPAP focuses on the use of the natural and built environment. It recognises that promoting active transport is the most practical and sustainable way to increase physical activity as part of people's everyday routine. It specifically identifies the role of walking or cycling for utility transport as a means to increase people's physical activity levels.

3.2.18 In accordance with the Plan, this MMP includes measures that promote the health benefits of active travel to users of the Proposed Development.

3.3 Local Policy

Naas Local Area Plan 2021 – 2027

3.3.1 Within the Naas Local Area Plan 2021-2027, the area in which the proposed development is located is designated for the 'Data Centre' land use. The document further states that:

> *"These lands are identified exclusively for Data Centres, to ensure the location of these types of proposals are controlled proximate to service areas of the county. The Council will not consider any alternative use on these lands, other than those associated with Data Centres (Objective EDO 1.12)."*

3.3.2 'Objective EDO 1.12' noted within the above excerpt taken from the Naas Local Area Plan 2021-2027 is contained within 'Policy ED 1 – Enterprise and Economic Development' states the following:

> *"Facilitate the location of Data Centre development on land designated P: Data Centre at Caragh Road South and Jigginstown for the identified land use only subject to appropriate environmental assessments, heat mapping, transport impact assessments and consideration of the cumulative impact on the electricity network supply capacity and targeted reductions in greenhouse gas emissions."*

4. EXISTING SITE CONDITIONS

4.1 Site Location

4.1.1 The proposed data centre is located to the west of the town of Naas, with the site bound by the M7 to its east, the M7 Business Park to the south, the R409 to the north and agricultural land to the west. The site will be accessed from the R409 along the northern boundary of the site.

4.2 Pedestrian and Cyclist Infrastructure

4.2.1 On the R409 along the north boundary of the site there is no existing pedestrian infrastructure. Footways are provided on both sides of the R409 approximately 100m east of the M7 boundary of the site, which then connects to a network of pedestrian and cycle ways travelling along the R409 and R445 Millennium Park Road towards the town of Naas and surrounding commercial areas respectively.

4.2.2 Travelling north, east and south from the R409 / R445 roundabout to the east of the M7, shared pedestrian/cycle paths are provided on both sides of each of the roads. These paths are segregated from the road carriageway by verges and bollards, and street lighting is provided along their entirety. **Figure 3** illustrates the general characteristics of the R409 travelling towards Naas.

Figure 3. General Characteristics of R409 (Travelling Towards Naas)

4.2.3 In order to provide appropriate pedestrian and cyclist access to the proposed development, it is recognised that it would be advantageous to continue the existing footways provided on the R409 across the M7 and along the frontage of the site.

4.2.4 The Applicant would be willing to work with KCC to improve pedestrian and cycling infrastructure, where feasible, along the R409. This would include engaging with TII through KCC.

4.3 Public Transport

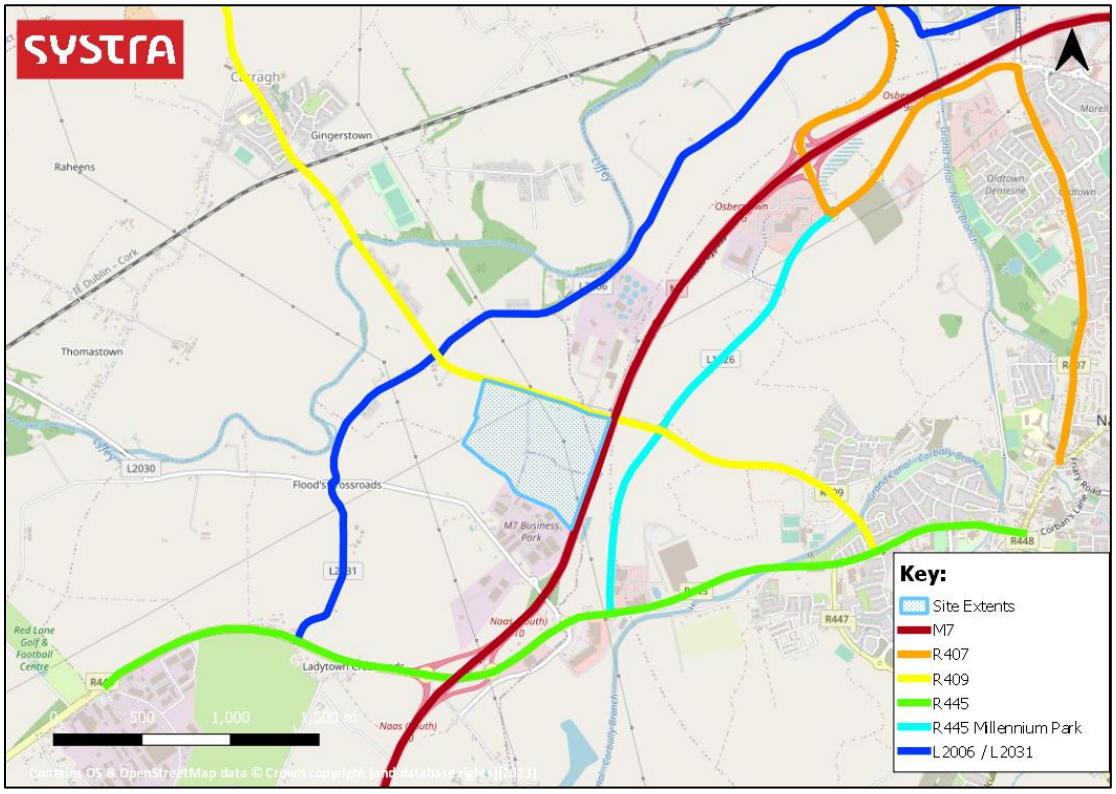
4.3.1 The nearest bus stops to the site are located approximately 1.8km to the southeast along the R445 at Newhall Retail Park. The bus stops around Newhall Retail Park provide half hourly services between Kildare/Newbridge and Dublin City Centre (126 Go-Ahead service), and half hourly services between Kildare/Portlaoise and Maudlings/Dublin Airport (726 Dublin Coach service). There is also a 2-3 hourly service between Newbridge and Sallins Train Station (821 TFI Local Link service) which passes by the site along the R409 but does not have any nearby designated stops.

4.3.2 The nearest train station is located at Sallins & Naas, approximately 4.5km to the northeast of the site. An approximate half hourly service to/from Dublin Heuston is provided, with these services originating/continuing from either Newbridge or Portlaoise. Bus services between the train station and Naas are also available (Services 123 and 126) which allows for linked public transport journeys.

4.4 Surrounding Road Network

4.4.1 This section provides a brief summary of the surrounding road network, while a more extensive investigation will be undertaken in the emerging TA. **Figure 4** illustrates the key routes of the surrounding road network.

Figure 4. Surrounding Road Network



R409

4.4.2 The proposed development will be accessed from the R409, along the north boundary of the site. The R409 travels in a generally east to west direction, providing access to Naas Town Centre to the east of the site, and towards the villages of Caragh and Blackwood to the west. The R409 comprises a single carriageway, with one lane running in each direction and with a 60km/h speed limit in place in the vicinity of the site.

M7

4.4.3 Aligned to the immediate east of the site, the M7 motorway connects Limerick in the southwest to Dublin in the northeast. The M7 provides access to a number of major settlements to the southwest of Dublin including Naas, Newbridge, Kildare and Portlaoise.

4.4.4 The M7 can be accessed from the site via two recently developed junctions at Millennium Park and the Sallins Bypass to the northeast (Junction 9a), and Newhall Retail Park to the south (Junction 10). Both junctions can be accessed via the R409, then the R445 Millennium Park either north or south, and are equidistant distance from the site (2.5km).

5. DEVELOPMENT PROPOSALS

5.1 Overview

5.1.1 The proposed development comprises 6 no. two storey data centre buildings, an administration / management building, car parking, landscaping and other associated works. The key elements of the proposed development are:

- Site Area – 37Ha;
- Gross Floor Area (GFA) of each data centre building – 27,625sqm (165,750sqm in total);
- GFA of administration / management building – 300sqm; and
- 210 car parking spaces across the campus.

5.1.2 An indicative layout of the proposed development is illustrated by **Figure 5**, detailing the location of each data centre building and associated car parking.

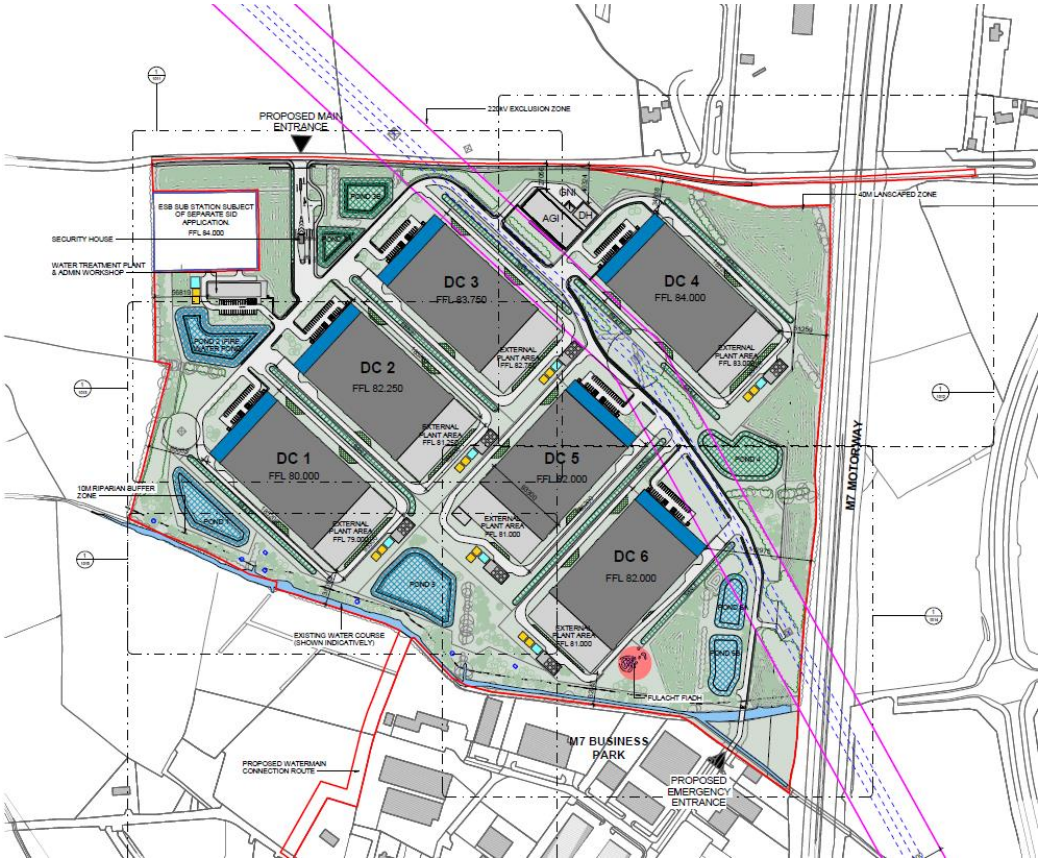


Figure 5. Indicative Site Layout

5.2 Site Access

5.2.1 The main site located towards the north-western corner of the site. Access will be achieved from the R409 via a new priority junction.

5.2.2 A secondary, emergency access will also be provided at the south-eastern corner of the site, accessed through the M7 Business Park via the Newbridge Road / M7 Business Park roundabout.

5.3 Car Parking

5.3.1 The current Kildare County Development Plan (2023-2029) does not set out appropriate car parking standards for the bespoke land use of the proposed development. However and as stated previously, this site is specifically designated for the land use of 'Data Centres' within the Naas Local Area Plan.

5.4 It is proposed that, of the 27,261sqm of each proposed data centre building, 4,800sqm of this will be assigned as office / admin space. When considering the six data centre buildings and the additional administration / management building's GFAs, this would equate to 29,100sqm of total office / admin GFA across the campus.

5.5 Car parking standards for an 'Office Park' land use set out within the current Kildare County Development Plan state a maximum parking limit of 1 space per 50sqm (where the GFA exceeds 1,500sqm). Applying this standard to the assigned use of office / admin space across the campus would equate to a maximum car parking level of 582 car parking spaces.

5.6 Based on the bespoke operational requirements of the data centre, it is proposed to provide 30 car parking spaces at each of the six data centre buildings, with an additional 30 car parking spaces located at the administration / management building. This equates to a total of 210 car parking spaces across the proposed development, which is well within the maximum parking level set out by the 'Office Park' standards within the current Kildare County Development Plan.

5.7 Of the 30 parking spaces that will be provide at each unit and the administration / management building, two will be designated for disabled use only, while nine will be for EV charging only.

5.8 Pedestrian and Cycle Facilities

5.8.1 In order to provide appropriate pedestrian and cyclist access to the proposed development, the applicant will upgrade active travel infrastructure on the R409. Full details of the proposed works are included on drawings 2232-DOB-ZZ-ZZ-DR-C-1600 (See **Appendix B of SYSTRA Report 232-SYS-XX-XX-RP-D-0002)**. Key aspects of the proposed improved VRU works along the R409 are as follows:

- Transition of the existing cycle path and footpath to a single 2.0m wide 'off-road' shared surface, which maintains existing carriageway widths on the bridge structure in accordance with TII Transition zone detail (CC-SCD-05106).
- The 2.0m shared surface crossing the bridge structure shall transition to a separated 1.8m off road cycle path and 2.0m footpath on the west side of the bridge once clear of the existing traffic barrier restrictions. This arrangement shall continue along the R409 for the extent of the proposed development boundary.

- The proposed arrangement shall be constructed to allow for a 3.0m wide bus stop carriageway where the proposed cycle track shall transition to a 1.8m 'on-road' arrangement for the extent of the bus stop as indicated below.
- A proposed shared surface shall be proposed at the main site entrance to facilitate all VRU's travelling to and from the site.
- The road will be provided with public lighting and full details of this are included in this application.
- New roadside drainage will be provided along the southern section of the road where new kerbs are to be installed as part of the proposed improvement works.

Cycling Parking

5.8.2 The Kildare County Development Plan does not outline appropriate cycle parking standards for this bespoke land use type. In the context of land uses which are accounted for in this document, the *Warehousing* land use seems most appropriate given much of the floorspace within the development proposals will not be utilised by employees, but instead will hold the computing infrastructure of the data centre.

5.8.3 The parking standards relating to Warehousing stipulate a rate of 1 stand per 1000m2 which would equate to 27 stands. With 1 stand being 5 cycle parking bays, the provision of 29 stands would result in 135 being required.

5.8.4 It is understood that 225 staff are anticipated to be employed by the proposed development. With 135 cycle parking spaces being required, ~60% of staff would have a dedicated cycle parking space. As will be demonstrated in Section 5, the established travel mode share of the ward within which the development is located is very car dependent - 92.7% of the population are single occupancy car users in travel to work to education.

5.8.5 That being said, the developer should ensure that a reasonable provision of cycle facilities are provided at the proposed development to encourage active travel trips to the development. As such, the development will incorporate a total of 104 cycle spaces, with 16 provided per Data Centre building – which equates to cycle parking for 57% of permanent staff at each Data Centre – and 8 spaces provided at the administration building.

5.9 Public Transport

5.9.1 The proposed pedestrian and cycle infrastructure on the R409 will be accompanied the provision of a bus stop adjacent to the proposed development – approximately 100m east of the vehicular access junction. This stop will be constructed in accordance with *Kneeling Bus Option 1* (National Cycle Manual p. 164) whereby the cycle lane runs along the carriageway side of the bus layby, with no deflection for cyclists.

6. AIMS, OBJECTIVES AND TARGETS

6.1 General

6.1.1 In order to measure the ongoing success of the MMP and its various measures, it is important that a series of targets and objectives are established at the outset.

6.1.2 As this is a pre-occupation MMP, it is expected that the final targets of the MMP will be taken forward upon site occupation. As such, the pre-occupation baseline targets noted below should be at this time considered as guidance until post–occupation baseline surveys are undertaken

6.2 Aims and Objectives

6.2.1 The overall aim of the MMP is for the Proposed Development is to minimise the proportion of single occupancy vehicle trips generated, in favour of sustainable transport trips. This includes staff based commuter trips, which have a great influence on traffic congestion during weekday AM and PM peak periods. Visitor trips form an essential part of the Proposed Development and therefore have also been considered.

6.2.2 A number of objectives have been established to assist in achieving the overarching aim:

- To improve the travel options for staff and visitors;
- To raise awareness of sustainable 'smarter travel' modes available to all Site users, including staff and visitors;
- To reduce the number of single occupancy car trips made to and from the Site through the promotion of alternative modes of travel;
- To promote health, social and economic benefits of sustainable travel; and
- To minimise and manage car use.

6.2.3 The aim and objectives above align with overall policy requirements, as highlighted in Section 2 of this report.

6.3 Pre-Occupation Baseline Mode Share

6.3.1 To ensure a representative mode share of the area, mode split data has been identified from the specific 'Workplace Zones' when interpreting the question of 'Population aged 5 years and over by means of travel to work, school or college'. Whilst it is acknowledged the Census question interpreted does not specifically ask about workplaces, there are no schools or colleges located within the specified zones selected for this analysis.

6.3.2 The resultant mode split is indicated in **Table 1** below.

Table 1. 2016 Ireland Census Transport Mode Share

MODE OF TRANSPORT	PERCENTAGE SHARE
Walking	0.8%
Cycling	0.8%
Public Transport	2.0%
Vehicle Passenger	3.7%
Vehicle Driver	92.7%

Note: discrepancies due to rounding

6.3.3 As noted above, vehicle drivers (single occupancy) account for the highest proportion of travellers within the Dunboyne area, at 92.7%. This is followed by vehicle passengers, at 3.7%. Active travel modes account for 3.6% of trips – 2% public transport, 0.8% walking and 0.8% cycling.

6.4 Targets

6.4.1 Targets are measurable goals by which the progress of the MMP will be assessed. Targets are essential for monitoring progress and success of the MMP. Targets should be 'SMART' – Specific, Measurable, Achievable, Realistic and Time-bound in order for the outcome of the MMP to be quantified.

6.4.2 Since the overall aim of the MMP is to reduce reliance upon the private car, it is appropriate to set a target which relates to this aim. The targets set are related to decreasing the single occupancy car use mode share and increasing sustainable travel modes.

6.4.3 **Table 2** below represents the indicative baseline mode share targets for staff and the subsequent post-occupation targets, in years three and five of occupancy of the proposed development. As stated earlier, these baseline results are indicative, and it is recommended that a travel survey is taken within six months of occupation to set a new baseline mode share.

Table 2. Staff Travel Mode Split % Targets

TIMESCALE	SINGLE-OCCUPANCY VEHCILE USE	PUBLIC TRANSPORT MODES	ACTIVE TRAVEL MODES	CAR SHARING
Indicative Baseline (Year 1) - 2025	92.7%	2.0%	3.6%	3.7%
Post-Occupation (Year 3) - 2028	80.0%	6.0%	6.5%	7.5%
Post-Occupation (Year 5) - 2030	65.0%	11%	15%	9.0%

6.4.4 The targets show that the MMP will aim to promote sustainable travel, with a target of decrease single occupancy vehicle use to 65% in Year 5. The reasons for setting these targets by Year 5 of occupancy of the Proposed Development are:

- High quality cycling infrastructure, with 8 cycle parking spaces proposed for staff and visitors at each Data Centre within the Proposed Development;
- The development of further masterplan lands by 2030, including residential and retail elements to promote linked active travel trips, supported by dedicated pedestrian and cycling infrastructure ; and
- Management and monitoring of car parking spaces, with encouragement to use alternative modes through the measures noted within this MMP.

6.4.5 Between years 2025 and 2040, the vehicle mode split has been reduced by a total of 12 percentage points and therefore a target 5% reduction in five years as set out above is appropriate. The decrease in mode split between 2025 and 2040 is based on the NTA, Transport Strategy for the Greater Dublin Area 2022-2042, Strategy Development and Modeling Report (November 2021), with the most significant improvement being the extension of the rail line from Dunboyne to Navan. It is noted that the masterplan lands lie within the metropolitan area. Annex 4 in this document presents modelling outputs, with the following noted in relation to the Phase 3, preferred strategy (page 259):

> 'The metropolitan area car mode share (excluding the M25) reduces by…..approximately 12 percentage points in the strategy scenario, when compared to the baseline year of 2016.'

6.4.6 The final mode share targets over a three and five-year period will be set once the Post-Occupation baseline mode share is known, which will be obtained through the baseline travel surveys.

7. MMP MEASURES

7.1 Overview

7.1.1 This section of the report outlines the measures and incentives that will be promoted on Proposed Development to encourage all users to actively choose sustainable travel wherever practical.

7.2 Development Design / Location

7.2.1 The development is being designed with sustainable transport in mind. A high level of on-site infrastructure is proposed which includes secure cycle parking and high quality pedestrian / cycle links through the development to connect with the external transport network. Links externally to the Proposed Development are being improved, the applicant will provide a 2m wide segregated cycle path and pathway along the southern side of the R409 (Caragh Road) between the proposed vehicular access junction and the existing shared pathway located on the western side of the bridge over the M7. A 2m shared surface will be provided over the M7.

7.2.2 The proposed pedestrian and cycle infrastructure on the R409 will be accompanied the provision of a bus stop adjacent to the proposed development – approximately 100m east of the vehicular access junction.

7.3 Mobility Manager

7.3.1 A Mobility Manager (MM) will be assigned by the Applicant prior to occupation of the Site. The MM will be responsible for the implementation, administration and monitoring of the MMP. The MM will be the first point of contact for staff and visitors for all matters regarding travel to and from site.

7.3.2 The remit of the MM includes the following:

- To develop and oversee the implementation of the initiatives outlined in the plan;
- Monitor the progress of the plan;
- To encourage and market the plan;
- Promote the social, economic and environmental benefits of sustainable travel, including journey sharing, car sharing, and local cycle walking schemes and events; and
- Provide sustainable travel information including available bus, rail services, as well as walking and cycling maps.

7.4 Personalised Travel Planning

7.4.1 Personal Travel Planning (PTP) is a well-established and proven method that encourages people to make more sustainable travel choices. Typically using motivational interviewing techniques, it seeks to overcome the habitual use of the car, enabling more journeys to be made on foot, bike, public transport or in shared cars. This is achieved through the provision of tailored information, incentives and motivation directly to individuals to help them voluntarily make more informed travel choices.

7.4.2 The tools and techniques to encourage people to travel sustainably include:

- One-to-one conversations, either at the face-to face or by telephone, between individuals and trained field officers to encourage and motivate a change in behaviour;
- The provision of information and support on how to travel sustainably, for example, maps or guides about the local bus network, walking and cycling routes, and bike training/maintenance classes.

7.4.3 A successful PTP approach can deliver:

- Reduced congestion and reduce car use;
- Individual health improvements through increased walking and cycling;
- Greater use of public transport;
- Better air quality and reduce traffic noise;
- More use of local services by staff;
- Support sustainable economic growth by reducing peak hour congestion;
- Encourage more active lifestyles to address health and well-being issues; and
- Promote environmentally responsible travel choices and carbon reduction by helping reduce individual carbon footprints.

7.5 Information and Promotion

7.5.1 Travel information for staff and visitors is essential to achieve an awareness of sustainable travel options which are available in the local area.

Accessible Travel Information and Facility Awareness On-Site

7.5.2 The MM should ensure that there is a location for travel information to be displayed, such as notice boards near the retail stores entrances and in staff areas. The display should include information regarding:

- Recommended cycling and walking routes that link the development externally and internally;
- Location of cycle parking facilities on-site;
- Bus/ rail timetable information, stops locations and approximate walking times to the stops; and
- Posters highlighting health benefits and cost benefits of travelling sustainably.

7.5.3 Building management staff should be supported and made aware of the importance of understanding the range of travel options available to / from the Site (so that they can then advise others), they should know as a minimum:

- Key bus services serving the Site and the location of the nearest bus stops; and
- Phone number/web address for relevant online information.

7.5.4 It is important that new staff establish sustainable travel habits to the development from the beginning. During the recruitment process, it should be made clear to applicants that there are different options available to access the development.

7.5.5 The MM should provide a simple checklist of all useful information relating to sustainable transport and this will be provided to new staff as part of their induction process. The staff manual should also be updated to provide guidance on travelling sustainably to the Site and to include any new incentive measures that are introduced at the Site to encourage staff to travel sustainably.

7.6 Pedestrian Measures

7.6.1 There is proposed to be a number of internal pedestrian routes within the masterplan lands, allowing access to the Site, alongside dedicated pedestrian access points. These are key to encourage walking to and from the Site.

7.6.2 Ideas such as Walk to Work Week can be implanted, encouraging workers to travel on foot for a week, helping to encourage a permanent modal shift. The MM will encourage retail staff to uptake of Walk to Work Week Commuter Challenge.

7.7 Cycling Measures

7.7.1 The Proposed Development will comprise 16 cycle parking spaces at each Data Centre, which equates to 57% of occupants having a cycle parking space.

7.7.2 It is important that the MM encourages staff and visitors to make use of the existing facilities and further encourages cycling to the site. A range of measures should therefore be offered which include various information and incentive based measures as well as physical improvements, as detailed below:

- Where available, the provision of local cycling maps, and cycling times to key destinations
- The provision of basic on-site cycle tools and equipment (e.g. hand pump, puncture repair kit etc.) in addition to the facilities already available;
- Setting up a bicycle users group (BUG) to encourage regular cyclists, should demand prove sufficient. This could include cycle training and road safety training;
- Explore the possibility of introducing a “cycle to work” scheme for staff (further details provided below);
- A route database which would allow cyclists to team up for journeys;
- Provide a guaranteed lift home should the cyclist become ill or in the event of an emergency; and
- Investigate the provision of “free breakfasts” for cyclists or other incentive schemes such as recording the miles covered by commuting cyclists.

Cycle-to-Work Scheme

7.7.3 To promote healthier journeys to work and to reduce environmental pollution, the government has introduced an annual tax exemption, which allows employers to loan cycles and cyclists' safety equipment to employees as a tax-free benefit. The cycle – to-work scheme should be advertised and promoted; information can be found here:

https://www.revenue.ie/en/jobs-and-pensions/taxation-of-employer-benefits/cycle-to-work-scheme.aspx

7.8 Public Transport Measures

7.8.1 The measures to increase public transport use should focus on the promotion of existing facilities but also look for opportunities to make improvements to better suit the needs of the staff and visitors. Measures should include:

- Provision of bus timetables of local bus services, including maps of routes and locations of bus stops near the development (to be displayed notice boards and masterplan lands website); and
- Engage in discussions with the local bus operators to explore where improvements to the bus service routes and timetables can be made to better serve the staff and visitors.

7.9 Managing Car Use

7.9.1 The on-site car park should be regularly monitored, as part of the travel surveys. It is noted that the current parking provision on-site is in line with KCC standards.

7.9.2 Measures such as posters in communal areas and communication should be introduced on an ongoing basis to inform and remind staff about the alternative modes of transport that are available to access the development.

7.9.3 The MM will create resources which will be made available to staff and visitors highlighting the economic and environmental impact of private car use. Use of EV charging spaces and accessible spaces should be regularly monitored and increased if necessary.

Car Sharing

7.9.4 Car-sharing is perhaps the most attractive alternative to single occupancy vehicle travel because of its door to door directness and convenience. The main benefit of car-sharing is that each person, other than the driver, in the car could equate to a vehicle trip removed from the road.

7.9.5 The main disadvantage is that it requires a degree of commitment to a common schedule. Car-sharing can be implemented by most organisations, although there are certain criteria which can make them more successful, these include:

- Consistent work hours;
- Residential concentrations of employees;
- High percentage of employees with commutes longer than 10 miles, or 20 minutes; and
- High percentage of employees with low to moderate salaries.

7.9.6 Measures to encourage car-sharing for staff at the development include:

- An employee database of staff willing to car-share;
- Provide basic scheme guidance to staff, laying down ground rules regarding charging for lifts, the importance of timekeeping, procedures for the eventuality of illness etc.; and
- Provide a guaranteed lift home, should the driver fall ill or in an emergency – an employer can pay the cost of the journey home in these circumstances and there will be no tax to pay.

7.9.7 It is noted that it would be possible to set up a lift share scheme within the body of an existing service that provides a free-to-use web service. Providers are able to personalise the service to specific users and we would recommend that this is explored as an option.

7.9.8 The MM can also explore the provision of a car club scheme on Site, as an alternative to car sharing. This will allow rental of a vehicle for occasional vehicle travel, whilst allowing predominant travel via sustainable modes.

7.10 Reducing the Need to Travel

7.10.1 Working from home can be promoted for non-store front staff where appropriate to reduce the overall number of trips on the local road network.

7.10.2 Teleconferencing will be promoted to all staff on Site, as an alternative to face-to-face meetings, where the journey time is of a length that it is impractical to walk or cycle. This measure will ensure that unnecessary vehicle trips are reduced and maximise workable time. It will also discourage visitor travel to the Site further reducing trips outside of the peak hours.

8. MONITORING STRATEGY

8.1 General

8.1.1 This section sets out the monitoring strategy for the MMP. The monitoring strategy is important for assessing how effectively the MMP has been in achieving its aim, objectives and targets. It can help identify measures that are not meeting objectives and reallocate resources accordingly. An MMP is a continuous and evolving document requiring monitoring, review and revision to ensure that it remains relevant.

8.2 Travel Survey

8.2.1 A staff and visitor travel questionnaire should be undertaken to monitor the mode share patterns within the first six months following occupation of the Proposed Development. This will inform the baseline travel patterns (currently indicative), and subsequently future targets.

8.2.2 Further monitoring of targets will take place by the MM in years three and five of occupation to adjust any targets assumed, and in order to assess the change in modal split. These surveys should take place in the same month as the year one monitoring in order to ensure consistency.

1.1.1 Monitoring results will be analysed to enable the following:

- Measurement of the success of the MMP, enabling focused improvement on areas that have not achieved the desired modal shift, via appropriate revisions to the MMP measures;
- Identification of early success stories of the MMP, which can help to encourage further participation and build momentum for sustainable travel;
- Ensuring that changing travel patterns are considered and that the MMP measures can be updated to reflect the needs of employees; and
- Allowing targets which have been set too low or unrealistically high to be readjusted.

8.3 Reporting

8.3.1 The results of the travel survey, and findings from the ongoing monitoring activities, should be provided in monitoring reports.

8.3.2 In the event that initial targets set out in the MMP are not met, this will not be seen a failure, rather as a calibration exercise for future target setting and an MMP measures review.

9. ACTION PLAN

9.1 Action Plan

9.1.1 The MMP Implementation Action Plan set out in **Table 3** provides details of the pre-occupation initiatives that form part of this MMP. It includes details of those responsible for each action and the date it is due to be implemented. **Table 4** details the Action Plan for post-occupation.

Table 3. Pre-Occupation Action Plan

MODE	ACTIVITY		RESPONSIBILITY
	MEASURE	TASK	
All	Mobility Manager (MM)	Identify and appoint an MM to carry forward all tasks within the Action Plan.	Building Management / the Applicant
Cycling	Cycle Parking	Provide cycle parking for staff and visitors.	Building Management / the Applicant

Table 4. Post-Occupation Action Plan

MODE	ACTIVITY		WHEN	RESPONSIBILITY
	MEASURE	TASK		
All	Staff Travel Inductions	MM to arrange staff travel induction for all new staff members to outline the MMP and associated measures. Make staff aware of the Cycle to Work scheme.	Upon staff occupation	MM
All	Information and Promotion	Develop and update display and notice boards with relevant sustainable travel routes and information.	Throughout Year	MM
All	Travel Events	MM to promote and organise travel events for staff including Walk to Work week/ cycle breakfasts.	Throughout Year	MM

MODE	ACTIVITY		WHEN	RESPONSIBILITY
	MEASURE	TASK		
All	Personalised Travel Planning	Offer and aid those staff who would like personalised travel planning.	Throughout Year	MM
All	Promote Sustainable Travel	MM to ensure staff and visitors are aware of appropriate contact details and websites which provide information on access to the Site by sustainable modes. Contact local bus operators to discuss improvements to services.	Throughout Year	MM
Vehicle	Car Sharing	Develop a database for carsharing among staff and explore using the car sharing platform.	Throughout Year	MM
Vehicle	Car Clubs	MM to explore allowing car club provision on Site.	After 6 months of occupation	MM
Vehicle	EV & Accessible Parking Monitoring	MM to monitor level of EV bays / charging points being used and accessible parking being used, and add new spaces if required.	Throughout Year	MM
All	Baseline Travel Survey	Undertake baseline travel survey within six months of occupation / opening of the Proposed Development. Update of MMP based on this survey.	Anticipated 2026	MM
All	Future Year Monitoring	Undertake monitoring as outlined in the Monitoring Strategy, including full bi-annual travel surveys.	Monitoring reports prepared bi-annually; travel surveys to be undertaken in Years 1, 3 and 5.	MM

10. SUMMARY AND CONCLUSIONS

10.1 Summary

10.1.1 SYSTRA Ltd (SYSTRA) have been appointed by the Applicant to prepare a Mobility Management Plan (MMP) to accompany a Planning Application for a data centre located in Nass, County Kildare.

10.1.2 This report should be read in conjunction with the accompanying Transport & Traffic Assessment (TTA). The MMP is the principal mitigation measure proposed by the TTA to address the anticipated transport impacts of the development.

10.1.3 This MMP has been prepared to promote sustainable travel choices and reduce reliance on private car, associated with staff and visitor trips to the Proposed Development. This MMP should be read in conjunction with the Transport Impact Assessment that has been prepared for the Proposed Development.

10.1.4 This MMP has been written in accordance with policy requirements, by seeking to ensure promotion of sustainable transport to and from the Site.

10.1.5 A package of measure has been noted to ensure that targets can be met. The measure include the appointment of a Mobility Manager, a staff induction containing sustainable travel information, marketing and promotion of travel event, provision of personalised travel planning and monitoring / surveys.

10.1.6 As the MMP is a continuous and evolving document it requires monitoring, review and revision to ensure that it remains relevant. Baseline monitoring surveys should be undertaken within 6 months of occupation, with this MMP being updated as a result. Future year travel surveys will be undertaken to assess progress.

10.2 Conclusion

10.2.1 In conclusion, this MMP provides a mechanism for influencing the travel behaviour of workers and visitors of the Site, with a focus on encouraging sustainable travel modes, in particular walking and cycling.

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