

Project

**De La Salle Strategic Housing Development,
Ballyfermot Road, Dublin 10**

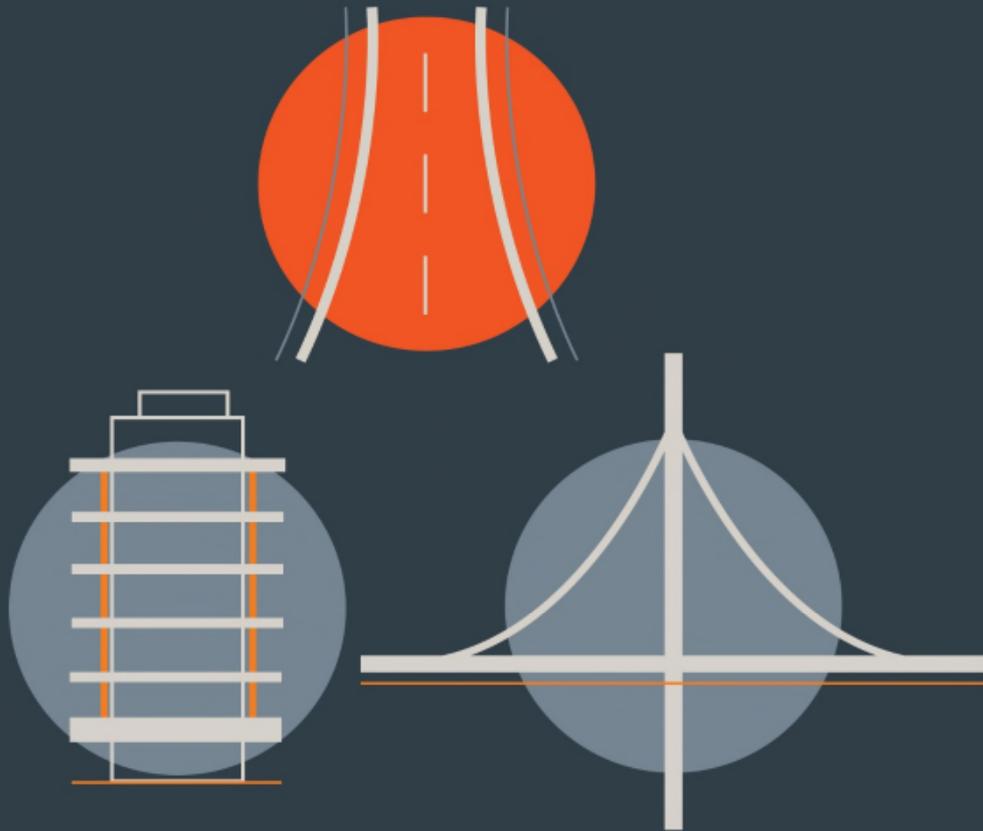
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1.0 INTRODUCTION

1.1 BACKGROUND

- 1.1.1 This Mobility Management Plan (MMP) has been prepared to guide the delivery and management of several initiatives to encourage sustainable travel practices at the proposed strategic housing development on the grounds of the former De La Salle National School, Ballyfermot Road, Ballyfermot, Dublin 10. This document aims to expand the awareness of and increase the use of sustainable travel options at the site and the wider community of Ballyfermot.
- 1.1.2 The purpose of this MMP is to provide a mechanism to support and promote sustainable travel for residents and visitors travelling to and from the proposed development. A MMP is a management tool designed to encourage people to rethink their travel choices and requirements in order to minimise the adverse impacts of a development on the environment. This is achieved by setting out a strategy to eliminate barriers which may prevent users of the site from using sustainable travel modes, significantly reducing single occupancy car use, and promoting more travel by active modes (i.e. walking and cycling).
- 1.1.3 If designed well, the implementation of an MMP can provide economic, environmental, social and health benefits. It can lead to a decrease in the proportion of users reaching the site by private car and an increase in the proportion reaching the site by sustainable modes, including walking, cycling and public transport.
- 1.1.4 There are several secondary area-wide benefits to having a robust MMP. These include but are not limited to;
- Increasing accessibility to a site while reducing congestion.
 - Reducing the number of single occupancy cars on the transport network;
 - Improving local air pollution, reducing greenhouse gases and noise;
 - Increasing business efficiency and equality;
 - Reducing the carbon footprint of the organisation/development;

- Reducing the traffic impact on the local highway network;
- Reducing adverse impacts on local residents and businesses; and
- Improving the health and wellbeing of the workforce through the formation of active travel patterns.

1.2 CONSISTENCY WITH POLICY FRAMEWORKS

1.1.5 This outline MMP is supporting at national, regional and local policy frameworks as follows;

- Ireland 2040: National Planning Framework (NPF)
- Smarter Travel: A Sustainable Transport Future – A New Transport Policy for Ireland 2009-2020
- Greater Dublin Area Transport Strategy 2016-2035
- Draft Transport Strategy for the Greater Dublin Area 2022-2042
- Dublin City Development Plan 2016-2022

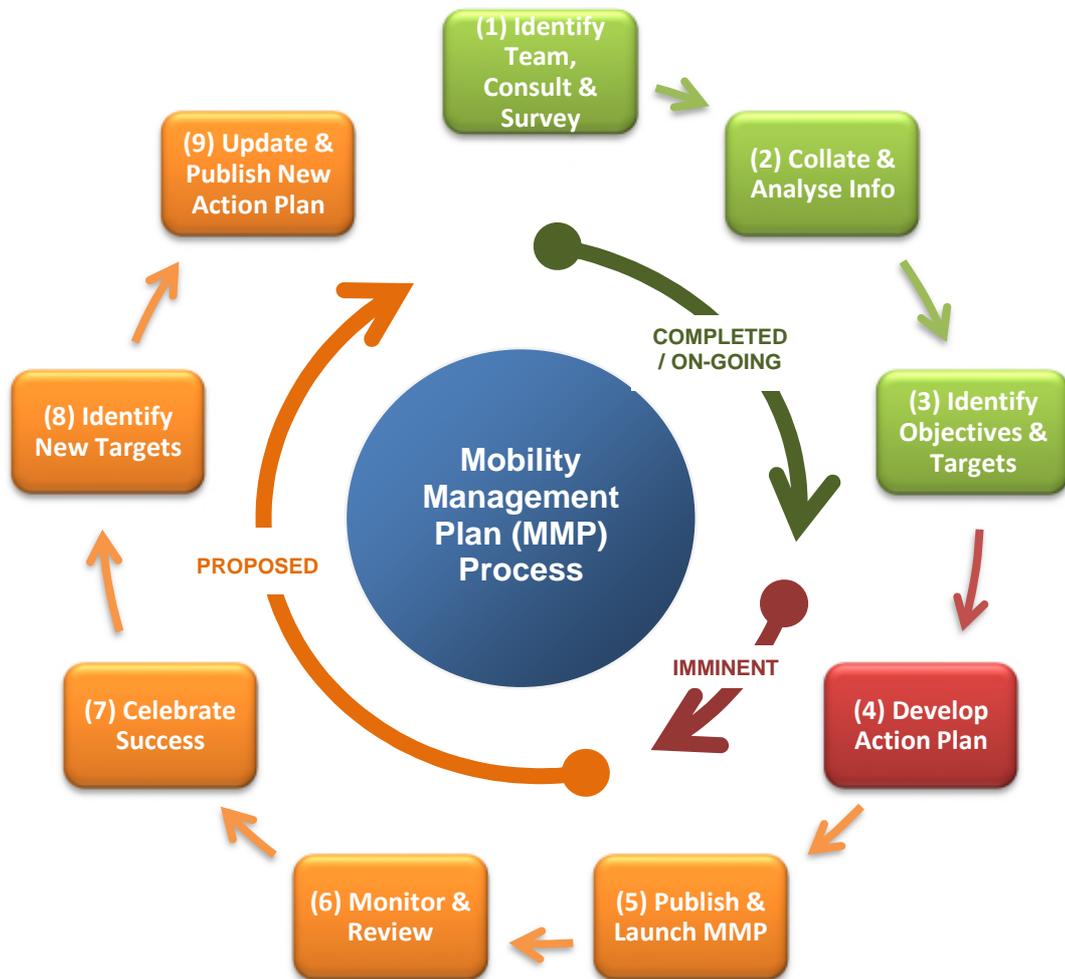
1.2.1 This Framework MMP has been prepared to guide the delivery and management of several coordinated initiatives which ultimately seek to encourage sustainable travel practices for all journeys to and from the proposed strategic housing development. This MMP should be reviewed in reference to the Traffic and Transport Assessment submitted as part of the proposed strategic housing development's planning application.

1.3 PROPOSED METHODOLOGY

1.3.1 Once the decision has been made to produce a MMP the process of compiling the plan encompasses the 9 principal steps presented in **Graph 1.1** below.

1.3.2 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 development for as long as necessary or potentially even for the entire existence of the strategic housing development.



Graph 2.1: MMP Development Process and Status

1.3.3 Once the 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;



- 1.3.4 The full MMP will set-out a robust set of measures and targets. The full MMP will contain a more evidence-based package of measures to complement those set out here is expected to be submitted / agreed with the local authority upon receipt of a grant of permission. These measures and targets will be reported on annual basis and are expected to be subject to regular monitoring by Dublin City Council.

1.4 STRUCTURE OF REPORT

- 1.4.1 Following this introduction, the MMP's purpose and objectives, and its context with National, Regional and Local Level policy frameworks are outlined in **Chapter 2**.
- 1.4.2 A summary of the site audit and proposed measures are established in **Chapter 3**.
- 1.4.3 In **Chapter 4** the MMP soft measures and marketing proposals are discussed.
- 1.4.4 The main conclusions and recommendations of the MMP are summarised in **Chapter 5**.

2.0 MOBILITY MANAGEMENT PLAN FRAMEWORK

2.1 WHAT IS A MOBILITY MANAGEMENT PLAN (MMP)?

2.1.1 The National Transport Authority (NTA) 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 A 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 residential MMP's has only transpired over the last decade in Ireland, other countries have extensive experience in designing, implementing, marketing and monitoring the successful delivery of MMP's. Accordingly, MMP's are also known by a number of other names including;

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

2.1.4 A Destination Mobility Management Plan is a package of measures designed to (i) reduce the number and length of car trips attracted to a development, in parallel with also (ii) encouraging more sustainable forms of travel and (iii) reducing the overall need to travel. It sets out objectives and targets to achieve sustainable travel patterns.

2.1.5 A successfully implemented Destination 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).

2.1.6 Mobility Management Plans to date have mainly focussed on the development of destination MMP's and to encourage travel by sustainable modes for employment and school developments. Destination MMP's focus on a particular journey's purpose while a residential MMP is concerned with

journeys made from a single origin (home) to multiple and changing destinations.

2.1.7 The Department for Transport's (DfT) (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"*

2.2 POLICY FRAMEWORK

2.2.1 The MMP for the proposed strategic housing development is supported by a 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) eventually arriving at the site (or land use) specific policy objectives.

2.2.2 A summary of the National, regional and local policy frameworks that will impact on this MMP is outlined in **Figure 2.1** below.

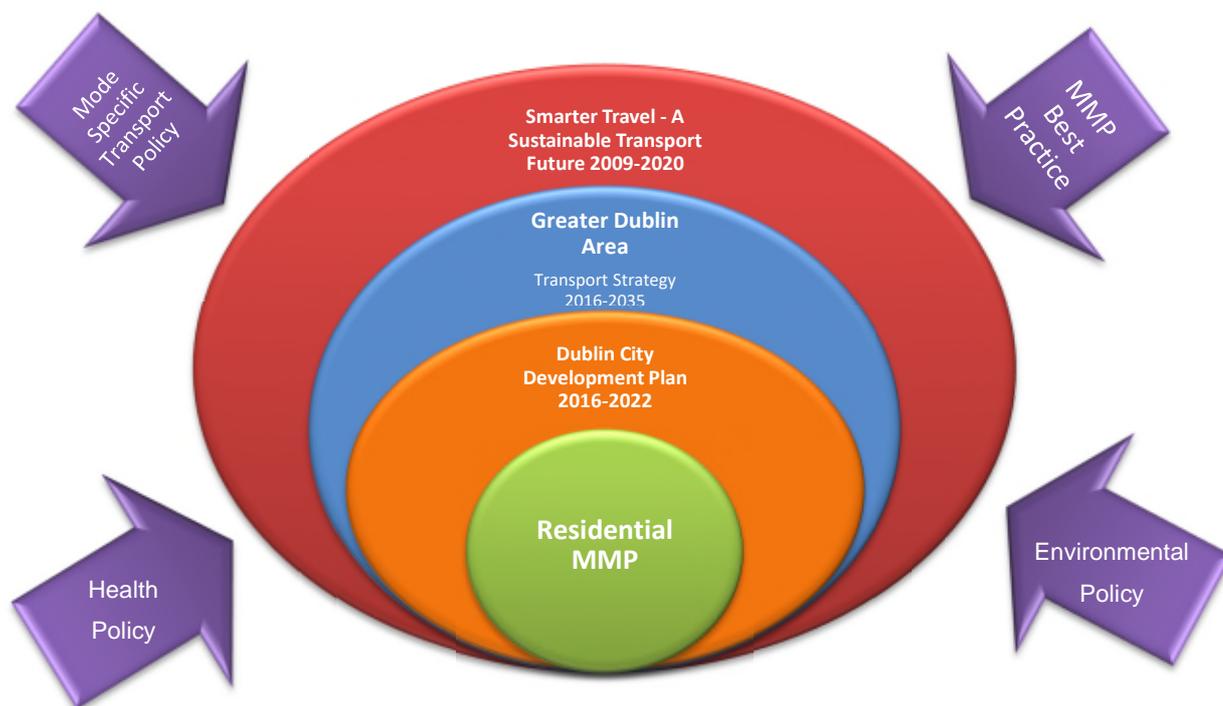
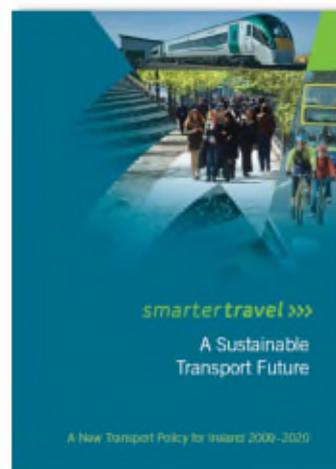


Figure 2.1: De La Salle Lands MMP Policy Framework and External Influences

Smarter Travel – A Sustainable Transport Future (2009)

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



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

2.2.5 The following five key goals form the basis of the Smarter Travel policy document.

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

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

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

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

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

Transport Strategy for the Greater Dublin Area 2016-2035

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

- Economic objectives by reducing delays and improving journey time reliability;
- Social objectives by improving safety, reducing travel related stress and reducing the adverse impacts of traffic on neighbourhoods; and
- Environmental objectives by giving priority to those means of travel that are less damaging to our natural and built environments.



2.2.10 The purpose of the strategy is *"To contribute to the economic, social and cultural progress of the Greater Dublin Area by providing for the efficient, effective and sustainable movement of people and goods"*.

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

Draft Transport Strategy for the Greater Dublin Area 2022-2042

2.2.12 The draft Transport Strategy for the Greater Dublin Area 2022-2042 as compiled by the National Transport Authority sets out the Strategic Transport Plan for the Greater Dublin Area for the period up to 2042.



2.2.13 The strategy aims to improve and expand the existing transport network to meet future travel demands through a number of goals for 2042, including:

- 63% Increase in numbers using public transport;
- Reduce car mode share from 58% (in 2016) to 49%;
- 69% reduction in CO2 emissions.

2.2.14 The purpose of the NTA's Strategy is to: *"To provide a sustainable, accessible and effective transport system for the Greater Dublin Area which meets the region's climate change requirements, serves the needs of urban and rural communities, and supports economic growth"*

2.2.15 The Strategy sets out a clear hierarchy of transport users, commencing with the sustainable modes of travel such as walking, cycling and public transport users at the very top of the hierarchy. The Strategy adopts the general principle that these users (priority to pedestrians) should have their safety and convenience needs considered first and that the hierarchy is applied where a large share of travel is (or could be) made by walking, cycling and public transport.

2.2.16 The document also aims to prioritise cyclists due to its great potential to *"replace trips by private car, most specifically for short to medium distance trips, but increasingly for longer trips as e-bikes extend the range of this mode."*

Sustainable Urban Housing: Design Standards For New Apartments

2.2.17 This guideline document was produced by the Department of Housing, Planning and Local Government (DHPLG) (December 2020). The purpose of this document is to set out standards for apartment development, mainly in response to circumstances that had arisen whereby some local authority standards were at odds with national guidance.



2.2.18 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.

- 2.2.19 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. They also apply to housing developments that include apartments that are built specifically for rental purposes, whether as *'Build To Rent'* or as *'shared accommodation'*.
- 2.2.20 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.
- 2.2.21 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.
- 2.2.22 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, cycle parking and secure cycle storage.

Dublin City Development Plan 2016-2022

- 2.2.23 The Dublin City Development Plan sets out a new approach to meet the needs and aspirations of citizens of Dublin and the country, not only for the 6-year life of the plan, but for the long term. This approach is based on the principles of sustainability and resilience on social, economic and environmental fronts.
- 2.2.24 The Development Plans strategic approach in response to the challenges facing the economy of the city and its role as the national and regional economic engine are as follows:



- Developing enterprise, particularly in the services sector which is the critical sector for the city;
- Developing academic medical centres providing excellence in research, care and teaching in the medical and health sectors;
- Promoting the development of the three innovation corridors identified in the Economic Development Action Plan for the Dublin City Region;
- Improving the general attractiveness of a city for people and investors as a key part of maintaining competitiveness and creating a vibrant place that attracts and retains creative people within the city; and
- Providing appropriate office and commercial spaces as the workplaces for the new knowledge and services economy and enables the city to compete as an attractive location internationally.

2.2.25 The Development Plan also states that it is the policy of Dublin City Council:

- *"To promote and enhance the city's competitiveness and address deficits, to improve the business environment so that existing jobs are supported and employment generated and be creative and practical in its responses to present economic challenges."*
- *"To recognise the crucial need for the planning and sustainable development system to be agile and responsive in the face of challenging and rapidly changing circumstances."*
- *"Dublin City Council will promote sustainable development by balancing complex sets of economic, environmental or social goals in planning decisions."*

2.2.26 The Dublin City Council Development Plan 2016-2022 states the following objectives:

- *"To examine the need and opportunity for new development and financing models that will allow desirable developments to go ahead in the short-term while ensuring that the optimum development of the site will be achieved in stages."*
- *"To examine how key economic generators could have greater*

spin-off benefits for their surrounding areas and to actively promote their development.”

Multimodal Policies & Objectives

2.2.27 A range of multimodal policies and objectives are outlined in the development plan to facilitate safe and sustainable modes of transport, including the following;

*“**MT3:** To support and facilitate the development of an integrated public transport network with efficient interchange between transport modes, serving the existing and future needs of the city in association with relevant transport providers, agencies and stakeholders.”*

*“**MT4:** To promote and facilitate the provision of Metro, all heavy elements of the DART Expansion Programme including DART Underground (rail interconnector), the electrification of existing lines, the expansion of Luas, and improvements to the bus network in order to achieve strategic transport objectives.”*

*“**MT5:** To work with the relevant transport providers, agencies and stakeholders to facilitate the integration of active travel (walking, cycling etc.) with public transport, thereby making it easier for people to access and use the public transport system.”*

*“**MT04:** To support improvements to the city’s bus network and related services to encourage greater usage of public transport in accordance with the objectives of the NTA’s strategy and the government’s ‘Smarter Travel’ document.”*

*“**MT05:** (i) To facilitate and support measures proposed by transport agencies to enhance capacity on existing public transport lines and services, to provide/ improve interchange facilities and provide new infrastructure.”*

Promoting Active Travel: Cycling & Walking

*“**MT7:** To improve the city’s environment for walking and cycling through the implementation of improvements to thoroughfares and*

junctions and also through the development of new and safe routes, including the provision of foot and cycle bridges.”

“MT8: *To work with, and actively promote, initiatives by relevant agencies and stakeholders such as An Taisce’s ‘Green Schools’ initiative and the NTAs Smarter Travel Unit, to promote active travel in schools and communities, recognising the health and social benefits of walking and cycling as well as the environmental benefits.”*

“MT9: *To promote Bike and Ride at public transport hubs by providing secure, dry, bike parking facilities.”*

“MT10: *To provide 30kph speed limits and traffic calmed areas at appropriate locations throughout the city and subject to stakeholder consultation.”*

“MT11: *To continue to promote improved permeability for both cyclists and pedestrians in existing urban areas in line with the National Transport Authority’s document “Permeability – a best practice guide.”*

Cycling Objectives

“MTO8: *To promote and facilitate, in co-operation with key agencies and stakeholders, the provision of high density cycle parking facilities at appropriate locations, taking into consideration (inter alia) the NTAs Cycle Network Plan, Dublin City Centre Cycle Parking Strategy, and Dublin City Council’s Public Realm Strategy.”*

“MTO9: *To develop, within the lifetime of this plan, the Strategic Cycle Network for Dublin city - connecting key city centre destinations to the wider city and the national cycle network, and to implement the NTA’s Greater Dublin Area Cycle Network Plan.”*

“MTO10: *To improve existing cycleways and bicycle priority measures throughout the city, and to create guarded cycle lanes, where appropriate and feasible.”*

“MTO12: *That developers will agree to fund the provision of a shared bike station near large developments, as community gain.”*

“MT014: *To review availability of bicycle parking facilities at neighbourhood centres with a view to addressing any shortfall through provision of Sheffield-type bicycle parking in the immediate vicinity as required.*

“MT015: *To provide Sheffield Stand type parking near the entrance to all publicly accessible buildings such as schools, hotels, libraries, theatres, churches etc.”*

Walking Policy and Objectives

“MT12: *To improve the pedestrian environment and promote the development of a network of pedestrian routes which link residential areas with recreational, educational and employment destinations to create a pedestrian environment that is safe and accessible to all.”*

“MT018: *To develop a high-quality pedestrian environment at new public transport interchanges and to consider the needs of pedestrians in the design of all infrastructure projects.”*

“MT021: *To avail of opportunities to increase footpath widths particularly within the city centre where appropriate.”*

Car Parking

“MT14: *To minimise loss of on-street car parking, whilst recognizing that some loss of spaces is required for, or in relation to, sustainable transport provision, access to new developments, or public realm improvements.”*

“MT17: *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.”*

“MT18: *To encourage new ways of addressing the parking needs of residents (such as car clubs) to reduce the requirement for car parking.”*

“MT19: *To safeguard the residential parking component in mixed-use developments.”*

Accessibility for All

"MT23: *To improve facilities and encourage relevant transport agencies/transport providers to provide for the needs of people with mobility impairment and/or disabilities including the elderly and parents with children."*

"MTO48: *To provide on- and off-street disabled driver parking bays in excess of minimum requirements where appropriate."*

"MTO49: *To prioritise the introduction of tactile paving, ramps and kerb dishing at appropriate locations."*

3.0 PROPOSED DEVELOPMENT & SITE AUDIT

3.1 SITE DESCRIPTION

3.1.1 The former De La Salle development site is located adjoining Ballyfermot District Centre and lies approximately only 5.0km west of Dublin City Centre. The site lies between Ballyfermot Road (R833) to the south and Chapelizod Bypass (R148) to the north. The development site is located in close proximity to existing residential settlements along Ballyfermot Rd, including Thomond Rd, Garryowen Rd and The Steeples as well as the open green space Markiewicz Park to the south. The River Liffey is situated to north of the site and runs parallel to the R148 Chapelizod Bypass which forms the site's northern boundary. Phoenix Park is located a short distance to the north and is approximately 2km walking distance from the subject site.

3.1.2 St. Raphael's National School, St. Gabriel's Primary School and St. Michael's National School are all located within walking distance from the site and are situated to the west of the subject site. The development site currently benefits from three no. vehicular access points with the first located to the west on Lynch's Lane off Ballyfermot Road, and the two others located directly on Ballyfermot Road to the south.

3.1.3 The general location of the subject site in the context of the surrounding road network and the neighbouring suburbs is illustrated in **Figure 3.1** below.

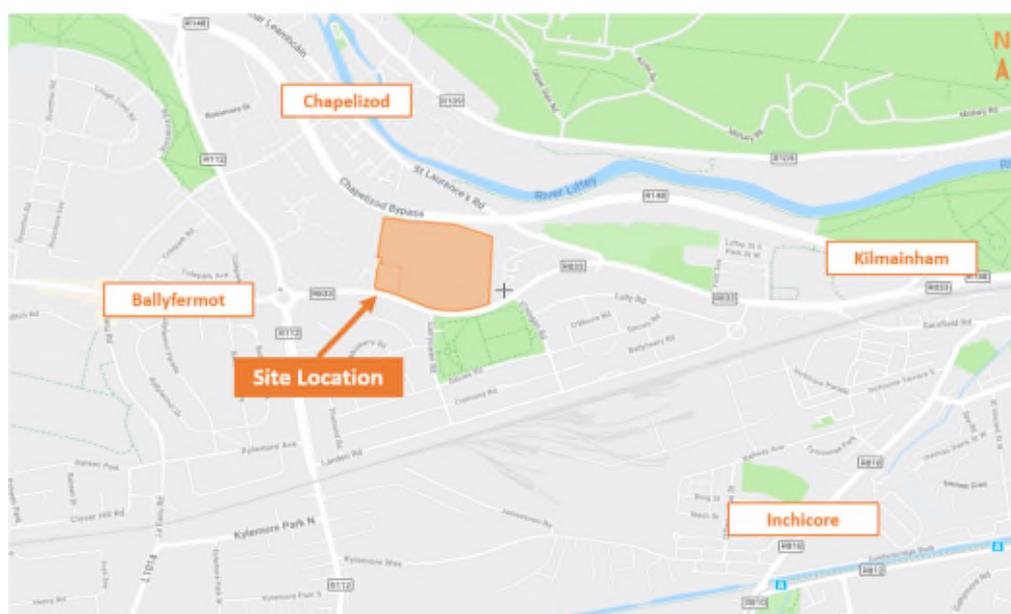


Figure 3.1: Site Location (Source: Google Maps)

3.2 PROPOSED DEVELOPMENT

Overview

3.2.1 The subject development proposals seek permission for a proposed Strategic Housing Development (SHD) on a site of c. 8.3 hectares located at the grounds of the former De La Salle National School, Ballyfermot Road, Ballyfermot, Dublin 10. The proposed development includes for the demolition of existing buildings on site, save for the retention of a Protected Structure on the site i.e. the De La Salle National School central classroom block (RPS Ref No. 8784). The development includes for the renovation and change of use of the 2 storey Protected Structure from previous educational use to (a) proposed childcare use on the ground & first floor and (b) community use on the ground floor; and seeks permission for the relocation of the principal paired entrance gate piers on Ballyfermot Road inwards (northwards) to the site. The development consists of the construction of 927 no. apartments & duplex / triplex units comprised of 325 no. one bed, 538 no. two bed, & 64 no. three bed dwellings, 1 no. commercial unit and 1 no. retail / café unit in 8 no. blocks (Blocks A-H) ranging in height from 2 to 13 storeys, and caters for communal open spaces, including roof gardens, undercroft, basement & surface car parking. A summary of the proposed development schedule is presented in **Table 3.1** below.

Unit Type	Description	Total (unit No. / GFA)
Apartments	1-bedroom	324
	2-bedroom	522
	3-bedroom	25
Total no. of Apartments		871
Duplexes	1-bedroom	1
	2-bedroom	16
	3-bedroom	38
Total no. of Duplexes		55
Triplexes	3-bedroom	1
Total no. of Triplexes		1
Total Residential Units		927
Creche	Creche	1005 m ²
Commercial Unit	Commercial Unit	107 m ²
Retail/Café	Retail/Café	71 m ²

Table 3.1: Proposed Development Schedule

Parking Provision

Cycle Parking

3.2.2 In order to determine the appropriate level of cycle parking provision for the proposed development, reference has been made to both:

- (i) The DCC Development Plan 2016-2022 Standards, and
- (ii) The DHPLG's Sustainable Urban Housing: Design Standards For New Apartments (December 2020).

3.2.3 The corresponding cycle parking standards for residential developments are detailed in **Table 3.2** below.

Parking Type (Duration)	Units (No. of Bedrooms)	DCC Standard (Zone 3)	DCC Requirement	DHPLG Standard	DHPLG Requirement
Long Stay	927 Units (1,593 Bedrooms)	1 per unit	927	1 space per bedroom	1593
Short Stay		Decided on a case by case	TBC	1 space per 2 units	464
Total Residential Cycle Parking Required			927+		2057

Table 3.2: Residential Cycle Parking Standards and Requirements

3.2.4 In reference to Table 16.2 of the DCC Development Plan 2016-2022 the non-residential cycle parking requirements are summarised in **Table 3.3** below.

Land Use	Size	DCC Standard		DCC Requirement	
		Long Stay	Short Stay	Long Stay	Short Stay
Retail/ Café	71m ²	1 per 200 sq.m	Decided on a case by case	0	TBC
Crèche	1005m ²	n/a		n/a	
Commercial	107m ²	1 per 200 sq.m		1	
Total Non-residential Cycle Parking Required				1	TBC

Table 3.3: Non-Residential Cycle Parking Standards and Requirements

3.2.5 The scheme provides for a total of 2411 standard cycle parking spaces and 18 no. cargo bike spaces resulting in a total cycle parking provision of 2429

spaces which represents a significant surplus in comparison to the Development Plan requirement (2016-2022).

Car Parking

3.2.6 Considering the sites proximity to the town centre and the proposal of the CBC along the front of the site, the proposed development could be identified as being “Central and/or Accessible Urban Location” in reference to the DHPLG guidance.

3.2.7 According to the Dublin City Council, the car parking guidelines contained within the Development Plan requires a total maximum of 1,392 no. car parking spaces within the subject site. According to DHPLG’s guidelines, the document highlights that the default policy for car parking provision in new apartment dwellings is to be “**minimised, substantially reduced or wholly eliminated in certain circumstances.**” **Table 3.4** below provides a summary of the proposed vehicle parking provision.

Land Use	No. of Units/ GFA	Proposed Development	DCC Development Plan Requirement	DHPLG Requirement
Apartments	927	639	1391	"...minimised, substantially reduced or wholly eliminated..."
Crèche	1005m ²	-	n/a	n/a
Commercial	107m ²	-	1	n/a
Retail/ Café	71m ²	-	0	n/a
Total		639	1392	-

Table 3.4: Comparison of Vehicle Parking Requirements & Provision

3.2.8 The proposed development layout design provides a total of 639 no. residential car parking spaces including dedicated disabled, EV charging, visitor and GoCar spaces.

3.2.9 The 639 no. car parking spaces comprise 130 no. residential car parking spaces at surface level, 230 no. residential car parking spaces at undercroft level and 279 no. residential car parking spaces at basement level.

3.2.10 In addition to the above, 19 no. car parking spaces are provided at surface level adjacent to the playing pitches and 13 no. car parking spaces provided along Lynch’s Lane. A further 16 no. car parking spaces are proposed at basement level within Block H for staff at the future school facility. These additional surface level car parking space could perform multi-purpose parking including the following :-

- Playing pitches;
- Apartment visitors;
- Creche and future school set-down; and
- Customers to the proposed non-residential land uses.

3.3 PEDESTRIAN ENVIRONMENT

3.3.1 In the immediate vicinity of the proposed development site, pedestrians benefit from facilities such as footways along both sides of Ballyfermot Road (R833). Street lighting is also provided only on the southern side of the R833 Ballyfermot Road (**Figure 3.2**). R833 also contains a number of refuge islands across the frontage of the subject site as well as delineating bollards along the cycle lane located on the northern side of the Ballyfermot Road corridor.

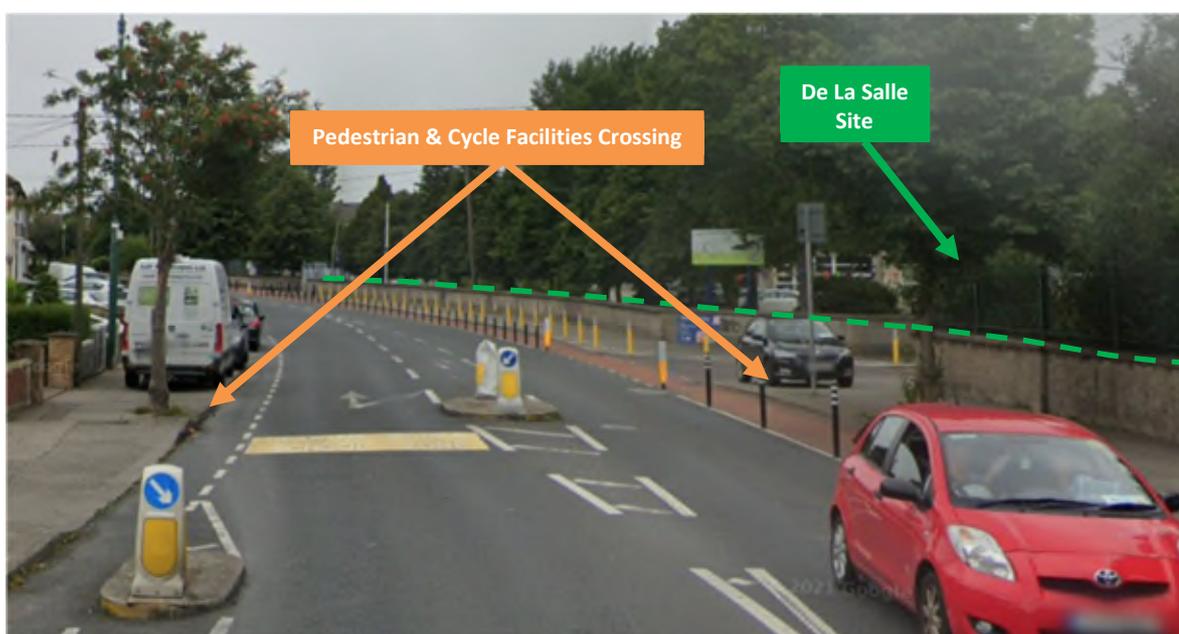


Figure 3.2: View of Ballyfermot Rd (R833) Looking East at Lynch's Lane

- 3.3.2 There are currently two signal controlled pedestrian crossings on the R833 Ballyfermot Road in close proximity to the subject site, one of which is located at the existing gated entrance of the former De La Salle Ballyfermot NS buildings (**Figure 3.3**) and the second being located approximately 50m east of the R833/R112 Roundabout.
- 3.3.3 Kylemore Road (R112) contains footways along both sides of the road on both north and southbound routes. Street lighting on R112 when heading north is

intermittent on some sections while R112 southbound benefits from street lighting on both sides of the corridor. The R112 heading southbound also contains two minor parallel roads on either side of Kylemore Rd corridor that only serve the local Kylemore residential dwellings.



Figure 3.3: View of Ballyfermot Rd (R833) Looking East

3.3.4 **Figure 3.4** below presents the extent of pedestrian catchments accessible from the subject site for different walking times ranging from 5 minutes to 20 minutes. Within 5-minutes walking distance, a number of nearby bus stops are accessible. In 10 to 15 minutes of walking time, a comprehensive number of retail (Tesco and Spar) and services are available in Ballyfermot, west of the subject site can be accessed, as well as Aldi to the south. Ballyfermot Leisure Centre to the west and Liffey Gaels GAA Club to the east can be accessed within a 20 minute walk.

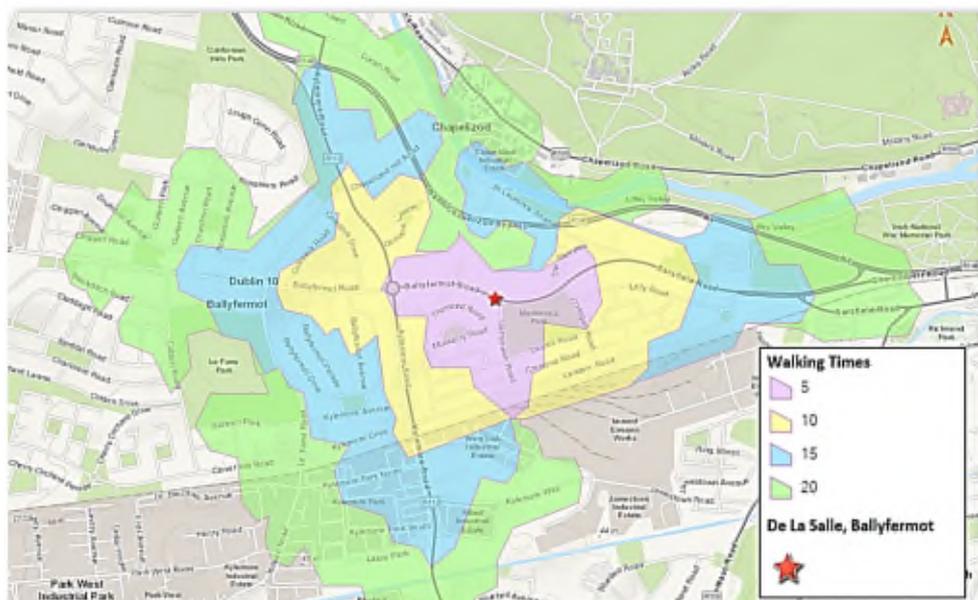


Figure 3.4: Pedestrian Accessibility (Walking Time from Site) (Source: ArcGIS)

3.4 CYCLING ENVIRONMENT

3.4.1 In terms of existing cycling facilities surrounding the site, cyclists benefit from cycle lanes on both sides of the R833 carriageway. The cycle lanes vary in nature as there is an advisory westbound cycle lane leading towards Ballyfermot Roundabout (**Figure 3.5: Left Figure**) while the eastbound cycle lane leading towards Kilmainham is mandatory with protective flexible bollards in place (**Figure 3.5: Right Figure**). Cyclists travelling west on the advisory lane currently have to share a bus lane over the last 120m on the approach to the roundabout junction.



Figure 3.5: Existing Cycling Facilities on Ballyfermot Rd (R833)

3.4.2 There are also a variety of other cycle facilities available on the wider catchment as illustrated in the extract from the Greater Dublin Area (GDA) Existing Cycle Network Plan as shown in **Figure 3.6**. The wider existing pedestrian and cycle linkages surrounding the subject site offer good quality permeability and connectivity to surrounding areas by bicycle.

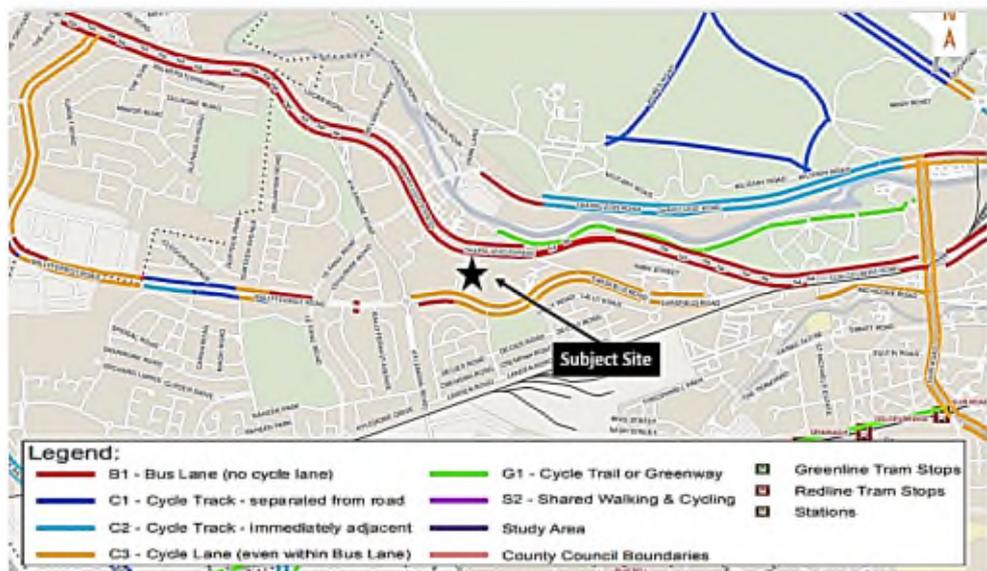


Figure 3.6: Existing Cycle Facilities (Source: Sheet E5 GDA Cycle Network Plan)

- 3.4.3 The subject site is already highly accessible by bicycle via a network of dedicated cycle infrastructure in the vicinity of Ballyfermot. The previous section outlines the existing local bicycle environment relative to the subject site. **Figure 3.7** below illustrates cycle travel time catchment areas from the subject site.
- 3.4.4 In **15 minutes** of cycling, a significant number of nearby neighbourhood centres and their employment/educational facilities are accessible including Bluebell, Chapelizod, Inchicore, Kilmainham, Palmerstown and Park West amongst others.
- 3.4.5 In **30 minutes** of cycling, Blanchardstown, Clondalkin, Dublin City Centre, Kimmage, Portobello and Tallaght are accessible.
- 3.4.6 In **45 minutes** of cycling areas such as Ballsbridge and Clontarf in the east, Finglas and Santry in the north and Saggart in the south are all accessible from the subject site.

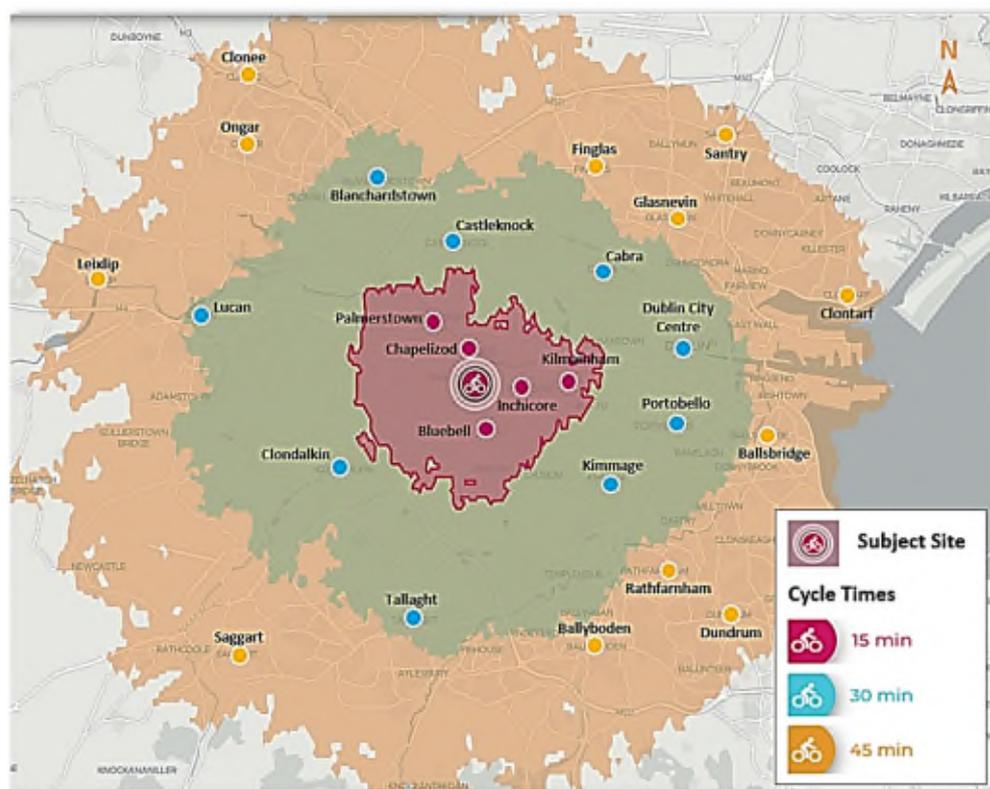


Figure 3.7: Bicycle Accessibility (Cycle Time from DLS Site) (Source: TravelTime platform)

- 3.4.7 Whilst the benefits of the sites location and design have been previously demonstrated to facilitate the establishment of a '15-minute' sustainable

urban community, the additional comprehensive range of employment, retail and leisure opportunities available within a 15-20 minute cycle time reinforce the sustainable credentials of the development proposals where the need of a private car is greatly diminished.

3.5 PUBLIC TRANSPORT

3.5.1 A comprehensive range of local bus services, operated by *Dublin Bus*, *Go Ahead* and *Express Bus* are already available at the subject site. As illustrated in **Figure 3.8** below, there are a number of key public transport bus services within walking distance of the proposed site development. The bus stops served by these services within the vicinity of the development site are all within 500 metres of the proposed development. The bus routes currently serving the site operate along the following three corridors;

- **Ballyfermot Road (R833) (40, 860, 25N).**
- **Kylemore Road (R112) (North) (76, 76A).**
- **Kylemore Road (R112) (South) (18, 79, 79A)**
- **Ballyfermot Road (R833) (West) (18, 40, 76, 79, 79A).**

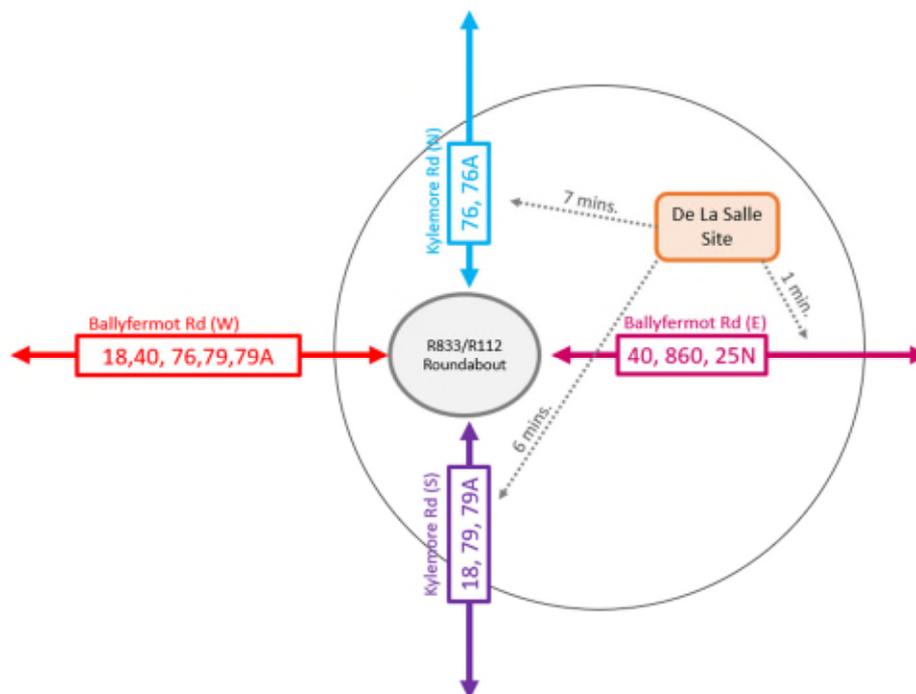


Figure 3.8: Existing Local Bus Services in Walking Distance of the DLS Site

3.5.2 There are eight bus services that operate close to the subject site with the

nearest bus stop being less than 150m walk and located on the Ballyfermot Rd (R833) at Markievicz Park. This stop (no. 2714) is served by *Dublin Bus* Route 40 and travels in both directions along the corridor. This service connects Liffey Valley Shopping Centre in Clondalkin to Charlestown Shopping Centre in Finglas via the city centre. Route 25N which is a Nitelink Service also travels past the subject site and operates exclusively between 00:00 to 04:00 on Saturdays.

3.5.3 A second bus stop (no. 2712) located adjacent to St. Gabriel’s Primary School on the R833 is served by Express Bus 860 and provides a link between Aston Quay in Dublin City Centre and Park West. **Figure 3.9** below shows the existing *Dublin Bus* routes and its corresponding frequency that surround the subject site.



Figure 3.9: Existing Dublin Bus Routes and Frequency (Source: busconnects)

3.5.4 Bus stop 2700 on Kylemore Road (R112) served by *Go-Ahead* Route number 18 and *Dublin Bus* Route numbers 79 and 79A. Route number 18 provides frequent services between Palmerstown and Crumlin while the latter services operate between Aston Quay to Spiddal Park in Cherry Orchard and Park West.

3.5.5 *Go-Ahead* Bus also operates Route numbers 76 and 76A at Convent Lawns on the R112 travelling northbound and subsequently westwards on the R833. The 76 Route provides services between Tallaght and Glenaulin while 76A operates between Tallaght and Blanchardstown. *Express Bus* provides Route number 860 at Kylemore Rd and Ballyfermot Rd operating between Park West

Plaza south-west of the site and Westmoreland in Dublin City Centre.

3.5.6 **Figure 3.10** below presents the closest bus stops located within convenient walking distance of the subject site whilst **Table 3.1** provides a summary of the services and corresponding frequencies of the bus routes serving the development site’s immediate location.



Figure 3.10: Existing Bus Stops Within the De La Salle Site

Operator	Route No.	Route Origin - Destination	Mon – Fri	Sat	Sun
Dublin Bus	25N	Westmoreland St. to Adamstown	60 ¹	60	-
		Adamstown to Westmoreland St.	-	-	-
Dublin Bus	40	Charlestown SC to Liffey Valley SC	10-15	10-15	15-30
		Liffey Valley SC to Charlestown SC	10-15	10-15	15-30
Express Bus	860	Park West to Westmoreland	30-60 ²	-	-
		Aston Quay to Park West	20-55 ²	-	-
Go-Ahead	76	Tallaght (The Square) to Glenaulin	22-25	20	20
		Glenaulin to Tallaght (The Square)	22-25	20	20
Go-Ahead	76A	Tallaght (The Square) to Blanchardstown SC	55-60 ³	-	-
		Blanchardstown SC to Tallaght (The Square)	53-72 ³	-	-
Go-Ahead	18	Sandymount to Palmerstown Village	18-22	20-30	20-30
		Palmerstown Village to Sandymount	15-20	20-30	20-30
Dublin Bus	79	Aston Quay to Spiddal Park	20-30	30-40	40
		Spiddal Park to Aston Quay	30	30	40
Dublin Bus	79A	Aston Quay to Park West	25-30	30	40
		Park West to Aston Quay	25-30	30	40

¹ Operates on Friday only

² Operates during Peak Hour Times: 07:05-09:55 and 16:30-18:40 at Bus Stop 2712

³ Operates during Peak Hour Times: 06:20-10:40 and 15:00-19:21 at Ballyfermot Community Civic Centre

Table 3.1: De La Salle, Ballyfermot Bus Service Frequencies (In Minutes)

3.5.7 The geographical catchments of these existing services is presented in schematic format in **Figure 3.11**.

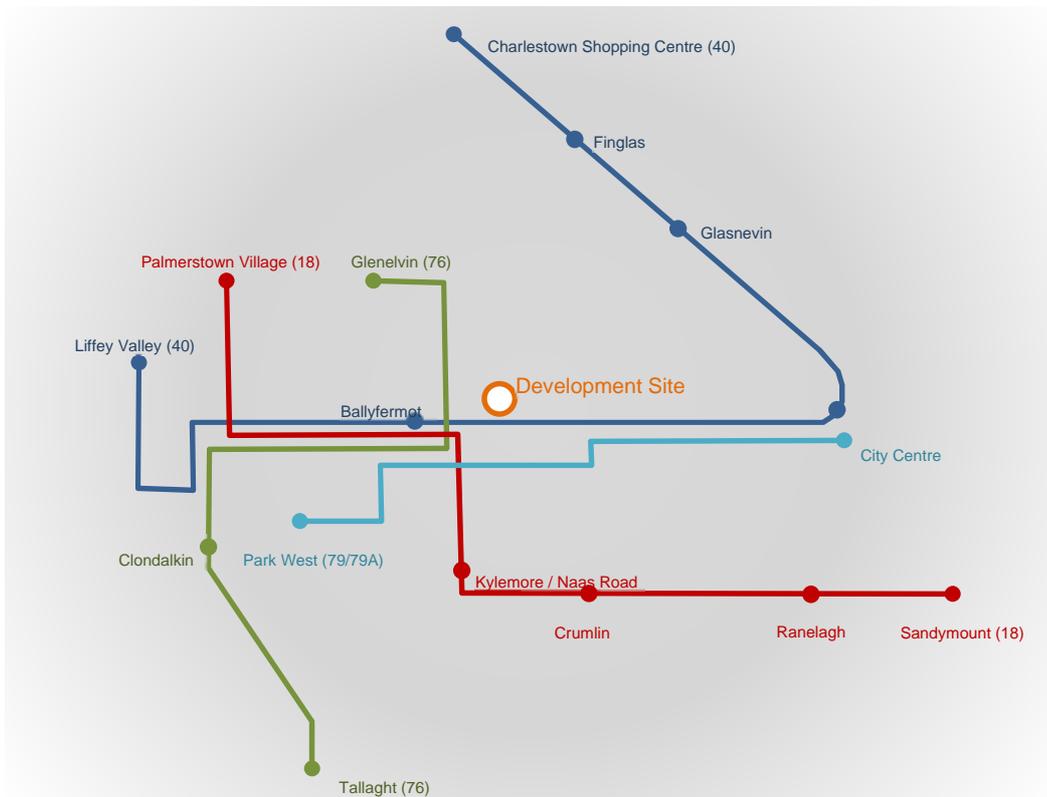


Figure 3.11: Existing Bus Service Catchment

Public Transport – LUAS

3.5.8 The development site is situated less than 3km from the Luas Red Line, with the closest *RED LINE* stop (Kylemore) being 2.2km from the subject site (approx. 27 minute walking distance). The Luas Red Line provides excellent connectivity to the southwest of the city including the areas of Saggart and Tallaght in addition to Dublin City Centre to the northeast.

3.5.9 In addition to serving the city centre the service continues eastwards providing access to Busáras central coach station, Connolly Railway Station and the Docklands area including The Point. Luas operates with an average frequency of 3-4 minutes and the operating hours for the first and last tram from Kylemore are shown below in **Table 3.2** and **3.3**.

LUAS RED LINE	Monday - Friday	Saturday	Sun & Bank Holidays
First Tram	06:06	07:06	07:33
Last Tram	01:05	01:05	00:03

Table 3.2: Kylemore - Westbound Towards Saggart or Tallaght

LUAS RED LINE	Monday - Friday	Saturday	Sun & Bank Holidays
First Tram	05:33	06:12	07:02
Last Tram	00:16	00:16	23:16

Table 3.3: Kylemore - Eastbound Towards Connolly or The Point

3.5.10 The LUAS provides transfer opportunities to other suburban rail services including the LUAS Green Line, DART services and regional Commuter services as illustrated in **Figure 3.12** below.



Figure 3.12: Dublin Rail Network (Source: www.dublinpublictransport.ie)

Public Transport – Heavy Rail

3.5.11 The closest railway station to the development site is Park West & Cherry Orchard Station, located approximately 3.4km south-west of the subject site while Heuston Station is located approximately 3.5km east of the proposed development.

3.5.12 In addition to Regional Site rail (Commuter) services along the Kildare mainline (accessing destination such as Parkwest, Adamstown and Sallins), Intercity train services are available from Heuston including destinations of Galway, Cork, Waterford Ballina, Westport, Limerick and Tralee as well as intermediate stations along these strategic routes as shown in **Figure 3.13** below.



Figure 3.13: Intercity Rail Map (Source: www.irishrail.ie)

Public Transport & Walking

1.1.6 Regarding public transport accessibility, the subject site currently benefits from a notable range of bus services is in close proximity to the site as outlined in the previous section. In order to obtain realistic journey times, the following maps give travel times during AM peak time hours, in this case 08:00 on a Tuesday. **Figure 3.14** below illustrates an analysis of public transport catchment areas accessible from the site within a **30-minute** transit and walking timeframe. Areas such as Chapelizod, Walkinstown, Rialto, The Liberties and Dublin City Centre are easily accessible from the subject site within 30 minutes.

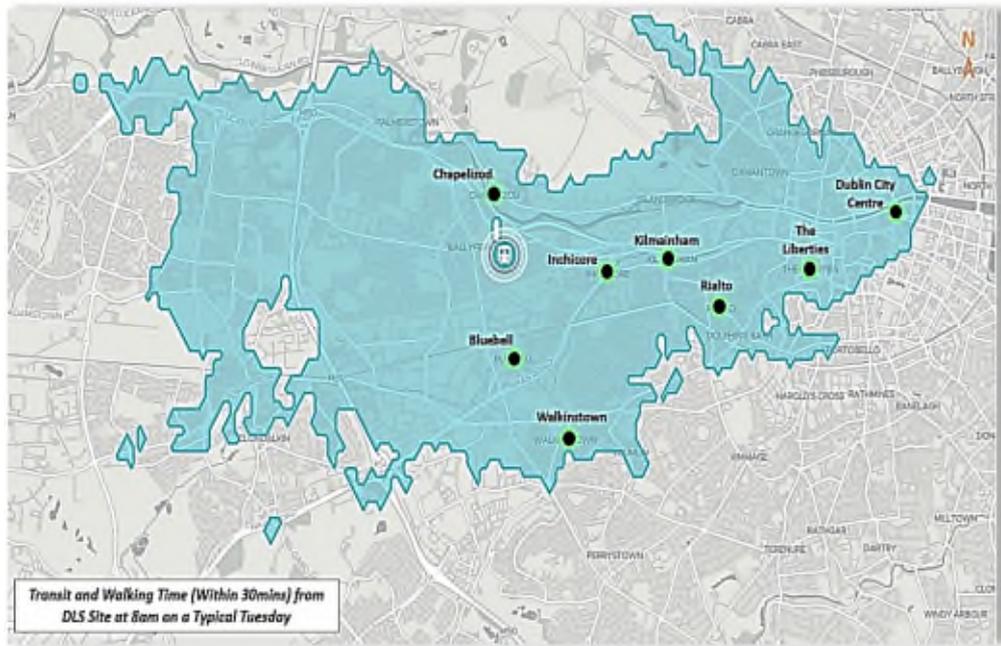


Figure 3.14: Public Transport Accessibility – 30-Minutes (Public Transit and Walking Time from DLS Site) (Source: TravelTime platform)

3.5.13 The catchment for transit and walking times within a **45-minute** timeframe from the site is illustrated in **Figure 3.15** below. Blanchardstown, Fairview, Ringsend, and Lucan among other Dublin neighbourhoods can be reached with 45 minutes.

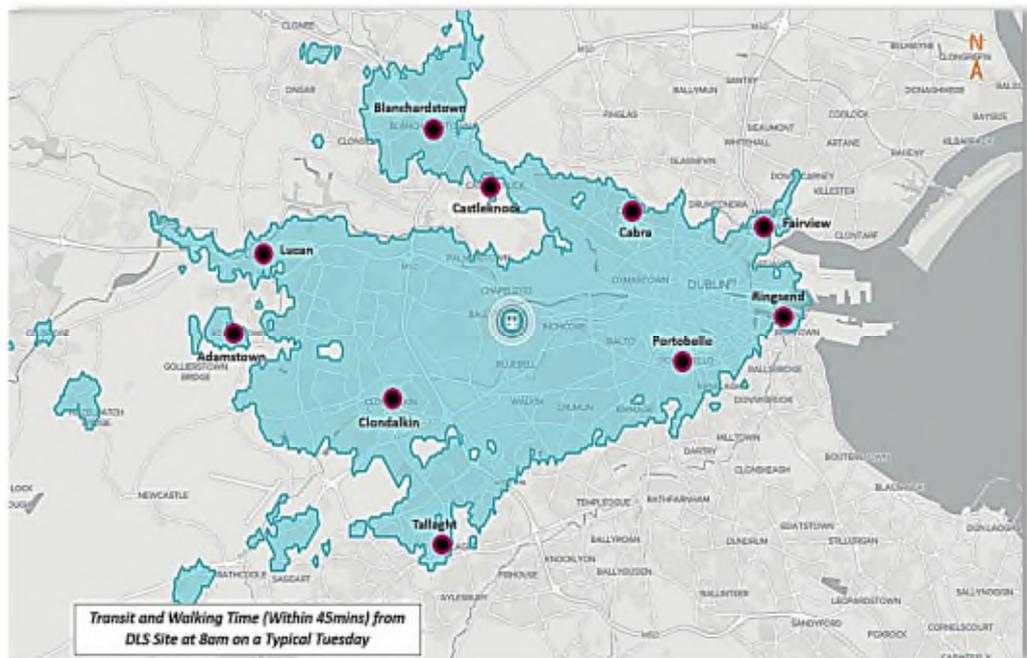


Figure 3.15: Public Transport Accessibility – 45-Minutes (Public Transit and Walking Time from DLS Site) (Source: TravelTime platform)

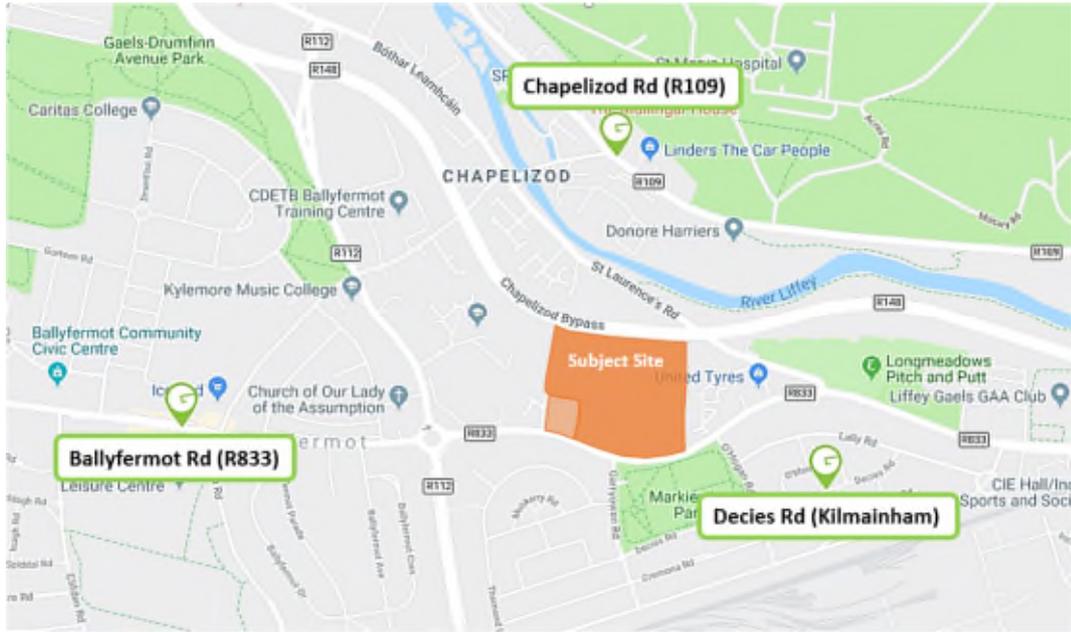


Figure 3.17: Existing GoCar Locations (Source: www.gocar.ie)

4.0 COMMUTER TRENDS, OBJECTIVES & TARGETS

4.1 INTRODUCTION

- 4.1.1 It is important where feasible to establish travel trends and area specific transport needs when initially developing an MMP. The subject site is located within walking distance of amenities such as schools, retail, health, employment and leisure. It is necessary to predict the nature of the proposed traffic to and from the subject site and to 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.
- 4.1.3 The current modal split for the Greater Dublin Area is indicated in the **Figure 4.1** below (source: National Household Travel Survey 2017, published in December 2018 by the National Transport Authority): -

Trends in Modes Used in Greater Dublin area

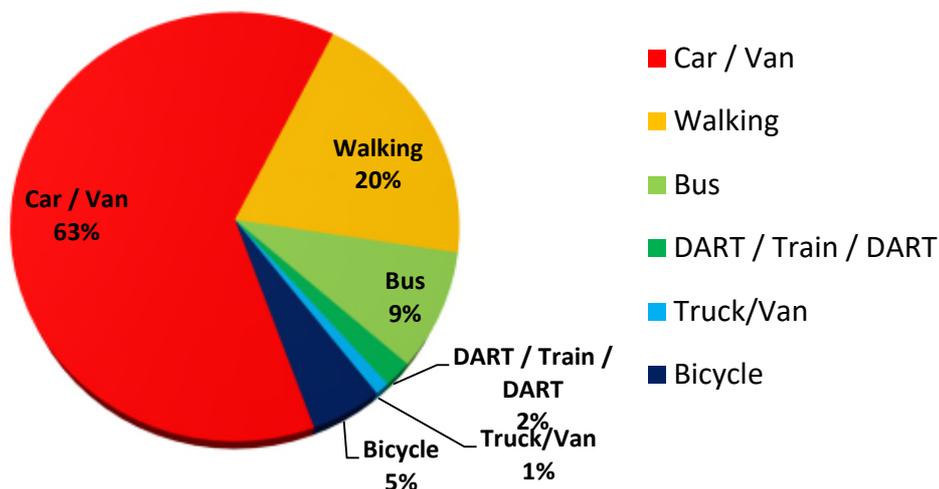


Figure 4.1: Current Modal Split in Greater Dublin Area (2017)

(source: www.nationaltransport.ie)

- 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.). The above data reflects existing trip-based information for residential households.

	Work / Business	Education	Shopping	Social	Return home	Personal	Other
Truck/Van	2%	0%	0%	0%	1%	0%	0%
DART/Train/LUAS	3%	0%	1%	2%	2%	1%	2%
Bus/Coach	12%	10%	7%	7%	9%	5%	4%
Car	65%	62%	65%	64%	62%	44%	82%
Bicycle	7%	4%	1%	5%	5%	3%	4%
Walk	11%	23%	24%	22%	20%	48%	7%

Table 4.1: Purpose of Trip based on Modal Split in Greater Dublin Area (2017) (source: www.nationaltransport.ie)

4.2 PROPOSED DEVELOPMENT MODAL SPLIT

- 4.2.1 In order to develop an understanding for the existing travel trends within the area of the subject development site, the Central Statistics Office’s SAPMAP (Small Areas Population Map) data has been investigated to determine what the travel trends are within the local vicinity of the subject 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. This data illustrates how residents within the surrounding residential estates commute to work/school or college.
- 4.2.2 A number of residential areas close to the subject site were analysed to establish current commuter trends in the area. This analysis will form the basis of the initial travel characteristics that could be generated by the proposed development.
- 4.2.3 **Figure 4.2** illustrates the areas selected for this analysis. These sites were selected due to their proximity to the subject site. The area’s best represents the development’s future travel trends prior to the positive influence of the MMP initiative detailed within this MMP. From this, indicative travel trends may be identified to determine how the subject development may impact the surrounding transport network in terms of development trips and modal splits.



Figure 4.2: 2016 CSO Small Areas of Interest for Trend Analysis

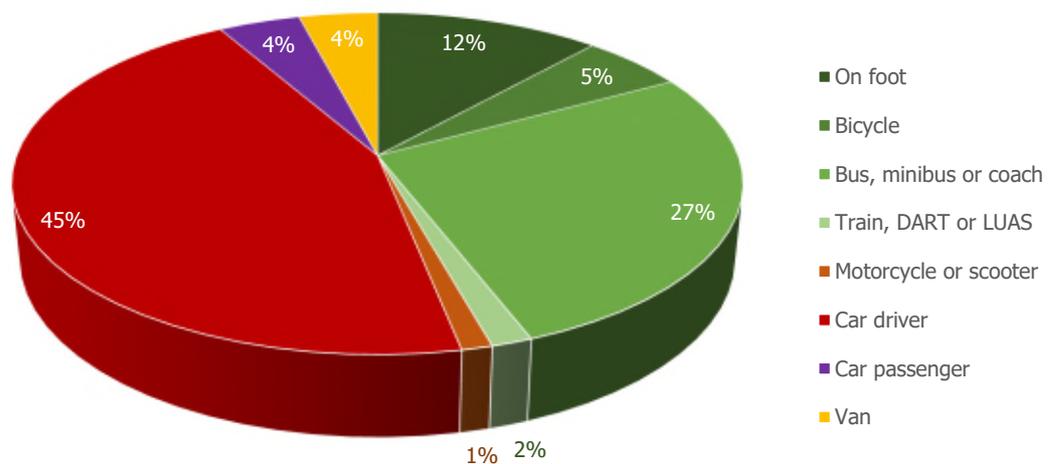


Figure 4.3: CSO Small Areas Map for Modal Split Generation

4.2.4 **Figure 4.3** above highlights the existing travel trends within the CSO Small Areas shown in **Figure 4.2**. This graph shows the overall travel trends for trips both to Work and to School/College combined. The modal split observed shows that a high percentage of trips are currently undertaken by sustainable travel modes (46% by active travel or public transport), which helps form a baseline for sustainable travel trends to be based upon.

4.2.5 **Figure 4.3** above indicates that the car was the primary mode of transportation in the study area at 49% (45% travelling as car driver and 4%

as a car passenger) in 2016. The next most utilised mode of travel after car travel was travel by bus with 27% whilst walking was the next most common mode of travel accounting for 12% of trips. Cycling accounts for 5% whilst travel by rail accounts for 2%.

4.3 OBJECTIVES & TARGETS

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

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

- (a) Minimise private car use by encouraging people to walk, cycle, use public transport, car share;
- (b) Raise awareness amongst all residents to 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;
- (g) Managing the ongoing development and delivery of the Mobility Management Plan with future residents;
- (h) Promoting smarter education and living practices that reduce the need to travel overall; and
- (i) Promote healthy lifestyles and sustainable, vibrant local communities.

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

- Routeing, timetable and ticketing information for bus and rail services;
- The location and most convenient routes to / from local services (e.g. shops, medical facilities and schools etc.);
- Safe routes to home information / literature;
- Cost data comparing public transport and private car journeys; and
- The health benefits of walking and cycling to include safety advice.

4.3.4 While 'harder' measures include:

- Car Parking Provision and Management Strategy
- Car Pooling
- Bike Rental Schemes

4.3.5 Without such information, some people may choose the perceived easier option available to them which is often assumed to be the car, even if from the cost and duration of a journey perspective this may not be the case. 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.

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

- To increase the awareness of the mobility management schemes available to all occupants;
- Promote increased usage of sustainable modes of transport;
- 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.

4.4 MMP ACTIONS & TARGETS

4.4.1 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.

4.4.2 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.

4.4.3 The Mobility Management Plan's initial actions (**A**) are set out below:

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

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

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

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

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

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

T1 – To support the residential development as a sustainable development;

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

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

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

T5 – Achieve the identified modal split travel targets.

4.4.5 The above targets will be achieved by introducing an integrated package of measures that focus on promoting travel to and from the proposed development by sustainable modes of transport as a viable alternative to the private car. These means and supporting strategies will seek to encourage

residents and visitors to consider lower carbon travel alternatives in everyday journeys.

4.4.6 It is important to establish baseline trends and the resident’s transport needs in developing a MMP. 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.

4.4.7 Baseline surveys cannot be collated at this time as the scheme does not physically exist. Nevertheless, interim mode share MMP targets have been identified for the first year after initial occupation of the proposed development. These targets will be reviewed within six months of the baseline travel survey being completed. This baseline data will provide a better understanding about what is achievable and what measures best suit the subject site

4.4.8 **Figure 4.4** and **Figure 4.5** below illustrates the MMP 1st Year Target and 5-year Modal Split Target respectively, which have been set out for the proposed development site.

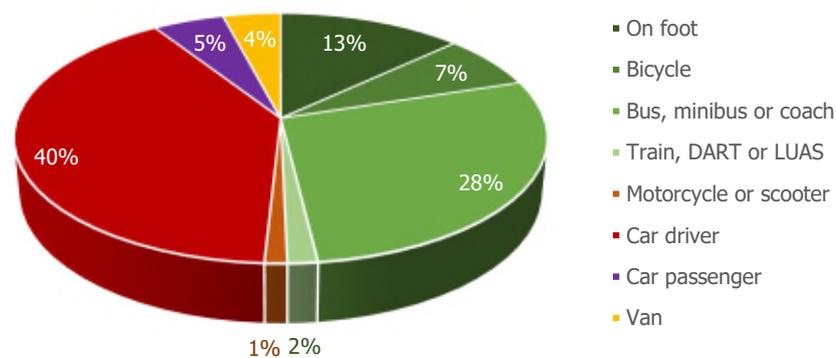


Figure 4.4: MMP 1st Year Modal Split Target

4.4.9 **Figure 4.4** reveals a slight adjustment from base travel trends observed in **Figure 4.3**, with the strategy in place to create a modal split shift towards more sustainable options such as walking and cycling for trips undertaken to work, school and college.

4.4.10 **Figure 4.5** below reveals a modal split which moves further away from private car reliance for trips, and aims to further reduce car-based trips undertaken, in accordance with *Smarter Travel* policies. These trips are

supplemented with public transport trips, walking and cycle trips, as upgrades and changes to these networks are likely to have been undertaken in this future scenario, facilitating the residents to take up these modes of transport more comfortably.

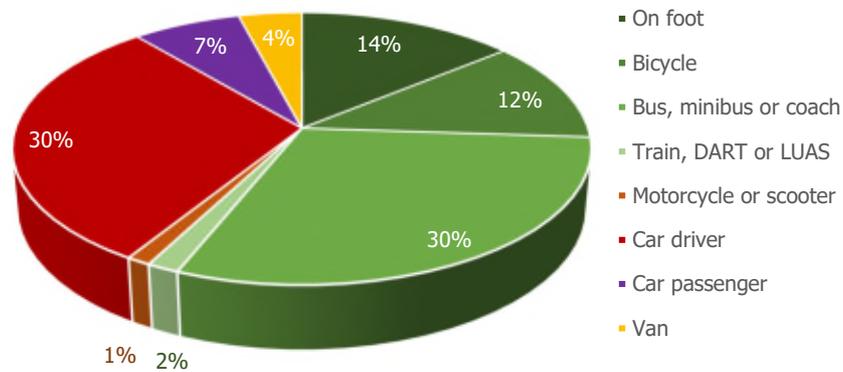


Figure 4.6: MMP 5-Year Modal Split Target

4.4.11 **Table 4.2** outlines the proposed target modal splits as referenced above.

Mode of Travel	Local Area Mode Split (Census, 2016)	MMP 1 st Year Target (2024)	MMP 5-year Target (2029)
On Foot	12%	13%	14%
Bicycle	5%	7%	12%
Bus/Minibus/Coach	27%	28%	30%
Train/DART/LUAS	2%	2%	2%
Motorcycle/Scooter	1%	1%	1%
Car Driver	45%	40%	30%
Car Passenger	4%	5%	7%
Van	4%	4%	4%

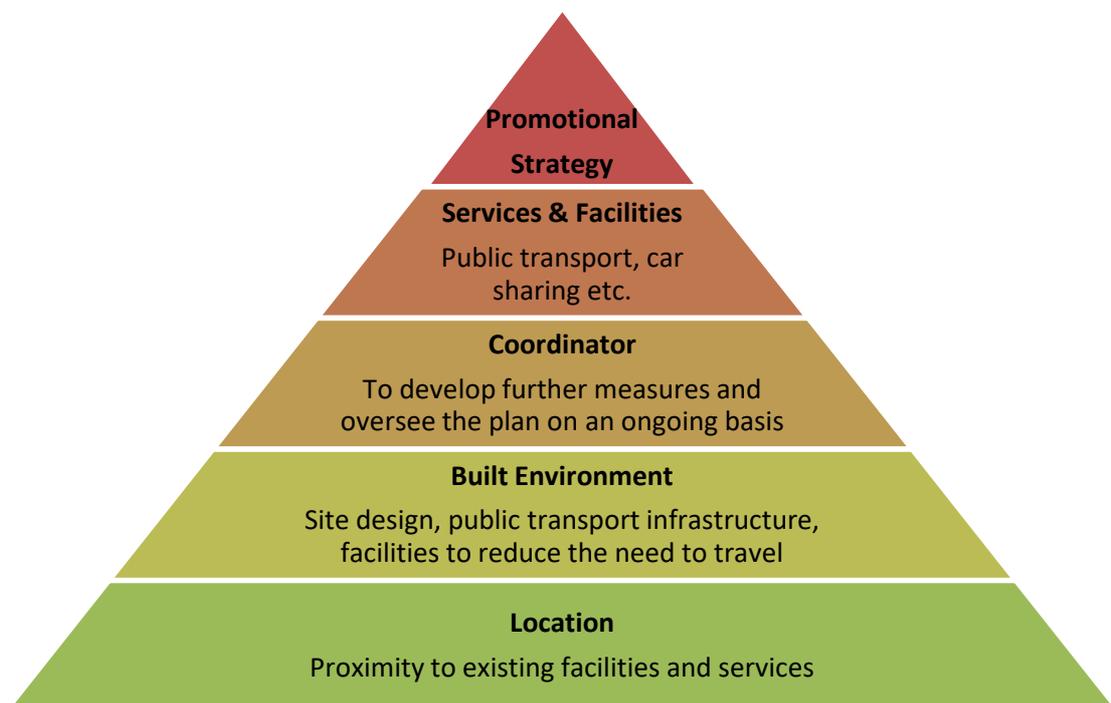
Table 4.2: MMP Year 1 and Year 5 Targets

5.0 MMP MEASURES

5.1 INTRODUCTION

5.1.1 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.

5.1.2 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)



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

5.1.4 Shown in **Figure 5.1** is the Action Plan Strategies to be set out for the proposed residential and commercial development.

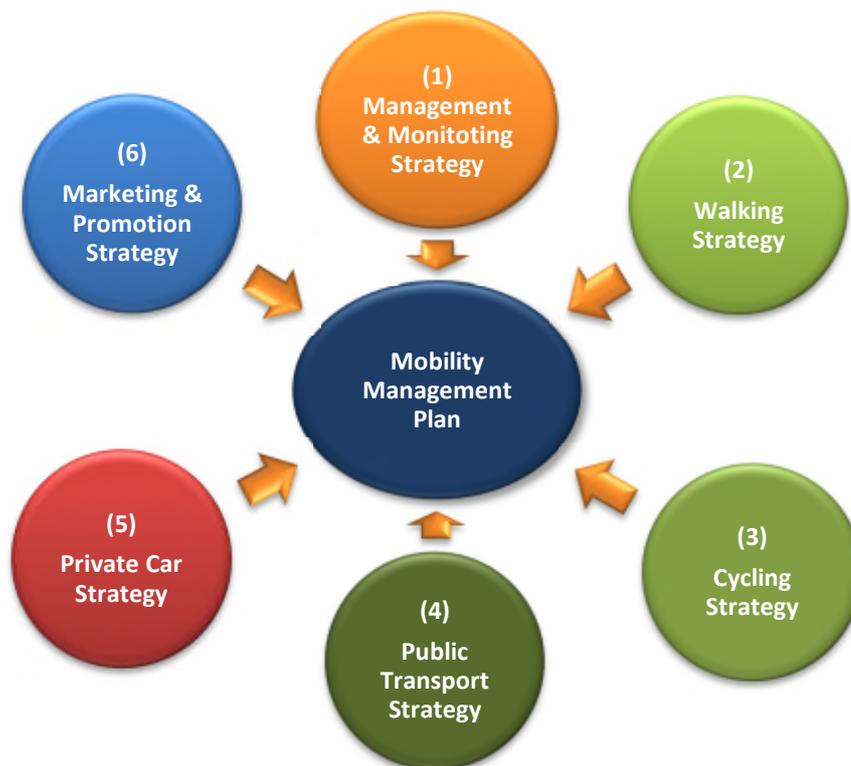


Figure 5.1: MMP Action Plan Strategies

5.2 MODE SPECIFIC MEASURES

5.2.1 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 improved facilities.
- b) Cycling – Discounted cycle purchase, bike service workshops, cycle training;
- c) Public Transport (Bus) – discounted travel tickets; and
- d) Private Car Strategy including car sharing and car club

5.2.2 These mode specific measures are discussed in more detail in **Appendix A** which is appended with this document.

5.2.3 In order to ensure the success of a Mobility Management Plan, defining a **Management Structure** is critical to its effective implementation. Therefore, a Mobility Manager must be appointed. This will ensure the ongoing success of the MMP.

- 5.2.4 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.
- 5.2.5 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.
- 5.2.6 Details of these measures can be found in **Appendix B** of this document.

5.3 MARKETING & PROMOTIONAL MEASURES

- 5.3.1 The Mobility Manager will be involved in the promotion of the MMP and to make residents aware of its existence.
- 5.3.2 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. 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 public transport interchanges within the local area.
- 5.3.3 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.
- 5.3.4 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 opening of the development and will be reviewed annually and updated, as necessary.
- 5.3.5 The methods of the marketing measures are set out in **Appendix C** of this document.

6.0 PRELIMINARY ACTION PLAN

6.1 OVERVIEW

6.1.1 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. 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 is categorised as Completed, Short Term (1 year), Medium Term (3 years) or Long Term (5 years).

6.2 MANAGEMENT AND MONITORING STRATEGY

MMP Management

6.2.1 The development, implementation and coordination of the MMP in the short, medium and long term require management support and resources if it is to be successful in achieving its long-term aspirations and targets. Funding for many of the specific actions will need to be assigned appropriate budgets. Some of the measures may in the longer-term result in cost savings. The role of management will also actively seek a partnership approach with other organisations as part of the continued development of the MMP.

MMP Monitoring

6.2.2 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 residents and management,
- To show that both financial and resource input is being utilised to maximum effect.

6.2.3 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 subject MMP are outlined in **Table 6.1** below. The identified Management and Monitoring strategy promotes a total of 21 measures.

Table 6.1 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 for the overall site	-	✓	-	-		
MMS 2	Establish MMP Steering Group and meeting / reporting arrangements	-	✓	-	-		
MMS 3	Nominate MMP 'Champion' and role (Senior Management)	-	✓	-	-		
MMS 4	Establish MMP 'Charter' and confirm senior management support for: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> MMS 7a – Resident Travel Surveys MMS 7b – Roll out / uptake of MMP initiatives MMS 7c – MMP Budgets MMS 7d – MMP performance (KPI's) 	-	✓ - ✓ ✓	- ✓ ✓ -	✓ ✓ ✓ -		
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' within each organisation for each mode specific 'user' group (e.g. walking, cycling, public transport etc.)	-	-	-	✓		
MMS 11	A Sustainable Travel Pack to be provided to new residents	-	✓	✓	-		

6.3 WALKING STRATEGY

6.3.1 The status and preliminary scheduling of the principal walking focused initiatives of the Residential MMP are outlined in **Table 6.2** below.

Table 6.2 Preliminary Schedule of MMP’s Walking Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
WS 1	Develop a 'Walking' Accessibility Sheet for the site.	-	✓	-	-		
WS 2	Create a calendar of 'Walking' Events and incentives.						
	• WS 2a – Walk to 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	Set up a 'buddying' scheme to address personal security issues of walking.	-	-	✓	-		
WS 4	Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet walking and accessibility requirements for;	-	-	-	✓		
	• WS 4a - Internal routes on-site	-	-	-	✓		
	• WS 4b - External routes to key off-site destinations	-	-	-	✓		
WS 5	Develop a 'Walking' Fact Sheet	-	✓	-	-		

6.3.2 The MMP’s Walking Strategy promotes a total of 10 measures.

6.4 CYCLING STRATEGY

6.4.1 The status and preliminary scheduling of the principal cycling focused initiatives of the Residential MMP are outlined in **Table 6.3** below.

Table 6.3 Preliminary Schedule of MMP’s Cycling Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
CS 1	Set up a 'buddying' scheme to address personal security issues of cycling	-	-	-	✓		
CS 2	Establish a Bike Users Group	-	-	-	✓		
CS 3	Develop a 'Cycling' Accessibility Sheet for the site	-	✓	-	-		
CS 4	Create a calendar of 'Cycling' Events and incentives	-	-	✓	-		
CS 5	Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet cycling requirements for external routes to key off-site destinations	-	-	-	✓		
CS 6	Provide cycle training	-	-	-	✓		
CS 7	Travel diary with incentive / awards scheme	-	-	-	✓		
CS 8	Bike service / maintenance workshops	-	-	✓	-		
CS 9	Discounted cycle purchase incentives	-	-	✓	-		

6.4.2 The MMP’s Cycling Strategy promotes a total of 9 measures.

6.5 PUBLIC TRANSPORT STRATEGY

6.5.1 The status and preliminary scheduling of the principal public transport focused initiatives of the Residential MMP are outlined in **Table 6.4** below.

Table 6.4 Preliminary Schedule of MMP’s Public Transport Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
PTS 1	Explore the opportunities of; <ul style="list-style-type: none"> PTS 1a – maintaining the existing bus services PTS 1b – enhancing the catchment of these services 	✓ -	- -	- -	- ✓		
PTS 2	Investigate the option to enable residents through their employers to purchase both annual and monthly TaxSaver tickets	-	✓	-	-		
PTS 3	Establish a Public Transport Users Group	-	-	-	✓		
PTS 4	Develop a 'Public Transport' Accessibility Sheet for the site	-	✓	-	-		
PTS 5	Develop a 'Public Transport' Fact Sheet	-	✓	-	-		
PTS 6	Create a calendar of 'Public Transport' Events and incentives	-	-	-	✓		
PTS 7	In partnership with 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 for staff	-	✓	-	-		
PTS 10	Travel diary with incentive / awards scheme	-	-	-	✓		

6.5.2 The identified Public Transport strategy promotes a total of 11 measures.

6.6 PRIVATE CAR STRATEGY

6.6.1 The identified action plan and preliminary scheduling of the principal private car focused initiatives of the Residential MMP are outlined in **Table 6.5** below.

Table 6.5 Preliminary Schedule of MMP’s Private Car Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
PCS 1	Develop a ‘Car’ Fact Sheet	-	✓	-	-		-
PCS 2	Explore the opportunities of encouraging informal arrangements between residents for ‘shared’ travel to work practices	-	-	✓	-		
PCS 3	Encourage use of existing formal car sharing website (www.carsharing.ie)	-	✓	-	-		
PCS 5	Determine the opportunities of informal arrangements between residents for travel to school/college	-	-	✓	-		-
PCS 6	Determine the suitability/potential/benefits of a local Car Club scheme	-	✓	-	-		

6.6.2 The MMP’s Private Car Strategy promotes a total of 5 measures.

6.7 MARKETING AND PROMOTION STRATEGY

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

Table 6.6 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	Develop and introduce a dedicated MMP website	-	✓	-	-		
MPS 4	Develop 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 or notice boards 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	Develop 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	-	✓	-	-		

6.7.2 The preliminary Marketing and Promotion sub-strategy promotes a total of 8 measures.

7.0 CONCLUSIONS

7.1 SUMMARY

7.1.1 DBFL Consulting Engineers (DBFL) has been commissioned by Dwyer Nolan Developments to prepare a Mobility Management Plan (MMP) for a proposed Strategic Housing Development on a site at the De La Salle lands in Ballyfermot, Dublin 10.

7.1.2 This MMP focuses primarily on how residents and visitors can be encouraged to use sustainable means of transport to and from the site.

7.1.3 This outline MMP provides an overview of the process that the Residential Mobility Plan will undergo. Based on an initial assessment on the site's location and public transport connectivity an Opening Year (in 2023) mode share has been estimated as follows.

- Walk 12%
- Cycle 5%
- Bus/Coach 27%
- Train/DART/LUAS 2%
- Motorcycle 1%
- Single occupancy car travel 45%
- Car-pooling/sharing 4%
- Van 4%

7.1.4 It is envisaged that the incidence of single-car occupancy will fall in future years as planned improvements to the pedestrian, cycle and public transport environment are realised. In the short run, there is likely to be gains in car-pooling and sharing as teaching patterns are established.

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

7.1.6 In the event of a successful application and subject to planning conditions, the development will be constructed as indicated in the planning submission to include cycle parking, drop-off areas, EV Charging Point provision and pedestrian and cycle access infrastructure. This will help embed sustainable travel patterns from the outset.

7.1.7 In the context of the subject 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 strategic housing 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

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Appendix A

Mode Specific Measures

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A1.0 Mode Specific Measures

Car Usage - Car Sharing

- A1.1 Car sharing is also known as lift-sharing, car-pooling or ridesharing. Car sharing offers people a cost effective and a more sustainable way of travelling by car when other forms of transport are not viable.
- A1.2 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.
- A1.3 Car sharing has the aim of reducing the number of car trips made and participants have the opportunity to meet other members in the community. A National Car Sharing database is now available at www.carsharing.ie. It is an all-island service for the public and is free of charge to use.
- A1.4 The benefits of car sharing are as follows:
- 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
- A1.5 The proposed development website would have a section dedicated to the car share scheme and the staff / residents would have an option to register. To encourage take up of the car sharing, the MMP Coordinator would host events to introduce prospective car sharers to each other and would help 'break the ice' as it is always more likely that people will share, particularly for the journey 'home', with somebody that they have met rather than a complete stranger. This option would be more applicable to the residents, staff and visitors of the proposed development.

Car Usage - Car Club

- A1.6 Car Clubs are membership-based schemes providing shared cars for hire. A Car Club can play an important role in reducing costs, congestion and environmental impact. Members have flexible access to the hire of a vehicle. Vehicles are parked in reserved parking spaces close to homes, town centres or workplaces and can be used and paid for on an hourly rate, daily or weekly basis. Individuals can join a car club;

alternatively, an organisation may have a corporate package with one of the car club providers.

- A1.7 Car sharing clubs in Dublin have experienced significant growth in recent years. The facility allows members' access to a shared car in the local area for an hourly fee. This facility could be an attractive option for those who choose to start walking or cycling to work but may require access to a car at short notice. Residents can obtain further information at www.gocar.ie and also www.yuko.ie.

Public Transport - Buses

- A1.8 The proposed development will be served by Dublin Bus services, with bus routes available along Blackglen Road as well as BusConnects proposals for new routes which are proposed to pass the subject site along Blackglen Road and will provide enhanced levels of accessibility and mobility. At Present, the bus stops are located in close proximity with the closest bus stops offering the subject site services operating daily.

Walking

- A1.15 The development has been designed to ensure that there are a number of access points / gateways to facilitate permeable walking through the site. The feasibility of measures that promote walking will be influenced by factors such as the safety and ease of walking to and from the site and the age profile of commuters. Generally speaking, a distance of up to 3km is considered reasonable for walking. This distance is only indicative but can help to define target groups.
- A1.16 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.
- A1.17 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.
- A1.18 It is important to ensure that pedestrians are safe and are satisfied with the facilities available and their maintenance. It should be noted that: -

- Walking is truly the most-sustainable form of transportation.
- All trips, regardless of mode, both begin and end on foot.
- Walking needs to have a greater level of priority in most cities, like walk-signal times, safer well-lit / marked crosswalks and pedestrian zones.
- Walking is an easy mode of travel for distances under 2km. Most people are prepared to walk between 800m to 1km to a train station or bus stop.

Cycling

- A1.19 The proposed development is well located for cycling journeys and this mode of travel should be encouraged with the provision of a wide range of routes within the development and new links to existing and future major routes in the local area. A distance of up to 10km is considered reasonable for cycling. This distance is only indicative but can help to define target groups.
- A1.20 A total of 142 cycle spaces are proposed within the development to accommodate residents and visitors to the site.
- A1.21 The on-site cycle facilities will be linked to the existing off-site cycle routes. Also, improved cycle infrastructure is proposed under the Greater Dublin Area Cycle Network Plan routes which runs in close proximity to this site.
- A1.22 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 and Bleeper bikes for example serving the site
 - the provision of well-located high-quality cycle parking facilities
 - storage, changing and shower facilities for cyclists

Appendix B

Management & Monitoring Measures

B1.0 MANAGEMENT & MONITORING MEASURES

B1.1 Introduction

B1.1.1 For the Mobility Management Plan to be successful, it is important that it is organised and managed well. The success of the Mobility Management Plan will also be subject to ongoing monitoring.

B1.2 Management Structure & Roles

B1.2.1 The appointment of a Mobility Manager / Group is critical to the success of the MMP.

B1.2.2 For the MMP to be successful it is essential that residents and staff take ownership of it. Therefore, as the development is being built out and the community becomes established it will become increasingly important for management responsibility to be supplemented by residents who will be residing at the proposed development.

Mobility Manager

B1.2.3 A Mobility Manager will therefore be appointed prior to first occupation of the site. The Mobility Manager will be employed full-time and therefore be available full-time, but their role as a Mobility Manager will be part-time (i.e. he / she will be employed for other work in addition to mobility management). Their role will include leading the implementation, monitoring and review of the Plan.

B1.2.4 An MMP needs to be monitored, co-ordinated and marketed on a regular basis to ensure that it meets its objectives and that targets are achievable and realistic. The Mobility Manager is appointed to ensure the success of this plan. The primary duties of the Mobility Manager are:

- To develop and oversee the implementation of the initiatives outlined in the plan;
- To monitor progress of the plan;
- To promote and market the plan;
- To manage public transport discount fare schemes, cycle promotion schemes and events; and
- To provide "travel advice and information" to residents and staff.

B1.2.5 To promote and manage the shift towards high level, public transport use, the MMP should be monitored, developed, promoted and managed by the Mobility Manager.

The Mobility Manager should encourage and promote the measures mentioned within this report to the commuters of the development.

Residents Group

B1.2.6 As the development approaches full occupation, individuals residing in the development will be invited to form a Residents Group.

B1.3 Monitoring

B1.3.1 Baseline conditions will be established as early as possible following the first occupations of the development. Following the baseline survey, annual surveys will be undertaken until the development is fully occupied. By this time, it is expected that the travel patterns will have been established. A review of the trends in the MMP results would then be used to identify whether further monitoring is required.

B1.3.2 The Mobility Manager will be responsible for undertaking the monitoring, the processing of results and the production of the reports with the results of the findings.

B1.3.3 The monitoring will take place in the form of Travel Surveys. These will be carried out on the same day every year. It is recommended that the timing of the Travel Survey should take place in a neutral time of year i.e. Spring or Autumn.

B1.3.4 The survey would be in the form of a questionnaire that residents would complete. Communication of the Travel Survey will be through letters in the post or email. This letter will inform residents of how to complete the survey online. Residents can also request a paper copy of the survey to be filled out by hand rather than electronically. However, the online method would be the preferred channel. The survey will include questions to allow the monitoring of the particular targets that have been set in the MMP.

B1.3.5 It is essential that the residents see the results of the survey and review their own travel patterns against the typical data. Therefore, the results should be available on the resident's community website.

B1.3.6 The Mobility Manager will be responsible for the preparation of the annual monitoring reports. The objective of the review will be to assess the success of the MMP and to identify potential for future improvement.

B1.3.7 An important part of the review would be to revise information relating to public transport, cycling and walking routes to ensure that it is relevant and up-to-date. This is critical if residents are going to be able to rely on information when making travel choices.

B1.3.8 The annual reports will also include a review of where targets are being met and also identify potential changes to the measures implemented by the plan where targets are not being met. Specific short-term targets will be considered and agreed to ensure progress towards the overall target. Targets will also be revised to ensure that they remain appropriate and challenging.

Appendix C

Marketing & Promotion Measures

C1.0 MARKETING MEASURES

C1.1 Raising Awareness, Marketing & Promotion

C1.1.1 The education of residents on the Mobility Management Plan initiatives and the importance of contribution are very important. The services available to the residents must be communicated in a consistent and continuous manner to sustain behavioural change.

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

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

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

C1.2 Sustainable Travel Pack

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

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

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

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

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

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

C1.3 Personalised Travel Plan

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

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

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

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

C1.4 Online Website

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

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

C1.5 Smart Device Travel App

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

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