TRANSPORTATION

DBFL CONSULTING ENGINEERS

Document Control

Job Title:	Residential & Mixed-Use Development at Tedcastles, Dún Laoghaire, Co. Dublin
Job Number:	p190057
Report Ref:	190057-DBFL-RP-D-0003
Author:	Patrick McGeough, Enrique Marenco Jimenez
Approved by:	Jane Hennaghan, Kevin Burke.
Date:	November 2021
Distribution:	Clients Design Team
	DBFL Consulting Engineers
	Planning Authority

Revision	Issue Date	Description	Prepared	Reviewed	Approved
1st Draft	07/02/20	For Client Review	PMG	JLH	NF
2nd Draft	21/02/20	For Client Review	PMG	JLH	NF
Final	March 2020	Planning Issue	PMG	JLH	NF
Final	June 2020	Planning Issue	PMG	JLH	NF
Draft	29/06/21	Design Team Review	EMJ	KB	
Final	07/09/2021	Final	JH	KB	NF
Rev A	17/11/2021	Issued for Planning	JH	KB	NF

DBFL Consulting Engineers

Dublin Office
Ormond House
Ormond Quay
Dublin 7

Tel 01 4004000
Fax 01 4004050
Email info@dbfl.ie
Web www.dbfl.ie

Waterford Office
The Atrium
Maritana Gate
Canada Street
Waterford

Tel 051 309500
Email info@dbfl.ie
Web www.dbfl.ie

Cork Office
14 South Mall
Cork

Tel 021 2024538
Email info@dbfl.ie
Web www.dbfl.ie

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CHAPTER 1

Introduction

1.1 BACKGROUND

1.2 STRUCTURE OF REPORT

1.0   INTRODUCTION

1.1   CONTEXT

1.1.1   DBFL Consulting Engineers have compiled this framework Mobility Management Plan as part of the planning application for the proposed residential and mixed-use development on a brownfield site. The site is located on Lands at the former TedCastles site, Old Dunleary Road, Cumberland Street, Dun Leary Hill, Dún Laoghaire, Co. Dublin.

1.1.2   The proposed development at the former Ted Castles site and Dun Leary House (a proposed Protected Structure), Old Dun Leary Road, Cumberland Street and Dun Leary Hill, Dun Laoghaire will consist of:

- The provision of 146 no. apartment units (Build to Rent) and all associated ancillary facilities (including residential amenities) in a building with an overall height ranging from 6 storeys (with set backs from 4th & 5th storey) addressing Dun Leary Hill, to 5 and 8 storeys (with set back from 7th storey) addressing Old Dun Leary Road and 6-7 storeys (with set backs at 8th storey) addressing Cumberland Street.   The proposal provides for private and communal open spaces in the form of balconies and terraces throughout;

- A retail unit (c.290m2) at ground floor level addressing Old Dun Leary Road and Cumberland Street;

- The refurbishment, partial removal and adaptation of a 4 storey building on site known as "Dun Leary House" (a proposed Protected Structure) to provide co-working office suites (c.247m2) at Levels 01,02 and 03. The works will include partial removal of original walls and floors, removal of non original extensions to Dun Leary House, repointing and repair of brickwork and granite fabric, reinstatement of timber sash windows, removal of existing roof, alterations and reinstatement of internal floor layouts, reinstatement of entrance point on Dun Leary Hill, removal of non-original level 00 and linking the existing building to the new development from level 00 to level 03 with the construction of 3 new floors of development (with set back at roof level) above the existing building. It is proposed to repair, reinstate and improve the existing boundary treatment to Dun Leary House;

- Provision of 52 no. car parking spaces in total - 44 no. car parking spaces provided at level 00. At Cumberland Street 11 no. existing on street car parking spaces will be removed and 8 no. on street car parking spaces provided. Provision of 277 bicycle parking spaces (94 no. cycle parking spaces accommodated in bicycle stands and 183 no. long term bicycle parking spaces within a secure storage area) and 4 no. motorbike parking spaces, all at Level 00. A new vehicular entrance/cycle path (off the Old Dun Leary Road), ancillary plant areas, ESB substation and storage areas;

- Extensive hard and soft landscaping throughout, green roof, public lighting, signage, boundary treatments and public realm improvements;

- The demolition of the existing open fronted shed on site and all associated ancillary site services and site development works.

1.1.3   This MMP should be read in conjunction with the accompanying Traffic and Transportation Assessment (TTA) report. The MMP has been prepared to guide the delivery and management of several coordinated initiatives which ultimately seek to encourage sustainable travel practices for all journeys to and from the proposed residential and mixed-use development.

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

- The appointed **Mobility Manager** who will be responsible for implementing and managing the MMP. Should the manager not be overly familiar with the MMP process they will find the process and context information as outlined in Chapter 2 invaluable. The MMP targets and measures introduced in Chapter 5 and Chapter 6 will be coordinated, administered and updated by the appointed Mobility Manager.

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

- The **Residents** of the proposed development who may be unfamiliar with the MMP process. They will find the process and context information as outlined in Chapter 2 invaluable. They may also be interested in the MMP targets and measures introduced in Chapter 5 and Chapter 6.

1.2 BACKGROUND

1.2.1 This Mobility Management Plan (MMP) has been prepared as a Residential MMP to guide the delivery and management of a package of integrated initiatives which seek to encourage sustainable travel practises at the proposed Tedcastles Residential and Mixed-Use development located at Tedcastles, Dun Laoghaire, Co. Dublin. This document aims to expand the awareness of and increase travel options for the residents located at the site. The Plan will be used mainly by the appointed Mobility Manager who will be responsible for implementing and managing the MMP for the benefit of the residents who may be interested in reading this document to see how it directly affects them.

1.2.2 The purpose of the Mobility Management Plan is to:

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

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

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

1.2.3 The aims of the strategy are:

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

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

1.3 STRUCTURE OF REPORT

1.3.1   Following this introduction, Chapter 2 discusses the MMP framework, which includes the definition of a MMP, its objectives as well as the scope and process involved in compiling and implementing such a plan.

1.3.2   The environment within which the proposed residential developments MMP is placed, such as location and local transportation system is outlined in **Chapter 3**.

1.3.3   The MMP context in terms of existing local travel trends is established in **Chapter 4**.

1.3.4   The MMP objectives and adopted targets are established in **Chapter 5**.

1.3.5   In **Chapter 6,** the measures and travel initiatives selected to encourage sustainable travel are discussed. These include Mode Specific Measures, Management Measures, Marketing Measures and Monitoring & Review Measures.

1.3.6   With the objective of establishing the basis for discussions with key stakeholders including the local authority, from which an agreed MMP action plan can be adopted, **Chapter 7** presents a Preliminary Action Plan for the Residential MMP at the subject Tedcastles Site.

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

CHAPTER 2

Mobility Management Plan Framework

2.1   WHAT IS A MOBILITY MANAGEMENT PLAN?

2.2   WHAT IS A RESIDENTIAL MMP?

2.3   WHO IS INVOLVED?

2.4   OBJECTIVES OF A MMP

2.5   MMP PROCESS

2.6   MMP NEXT STEP

2.7   POLICY FRAMEWORK

2.0 MOBILITY MANAGEMENT PLAN FRAMEWORK

2.1 WHAT IS A MOBILITY MANAGEMENT PLAN?

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

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

2.1.3 Whilst the emergence and successful application of 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.

2.2 WHAT IS A RESIDENTIAL MOBILITY MANAGEMENT PLAN?

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

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

2.2.3   Mobility Management Plans to date have mainly focussed on the development of destination MMP's and to encourage travel by sustainable modes for employment and school developments. Destination MMP's focus on a particular journey purpose while a residential MMP is concerned with journeys made from a single origin (home) to multiple and changing destinations.

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

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

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

2.3   WHO IS INVOLVED?

2.3.1   A Residential MMP impacts the following key stakeholders who should all be involved to some degree in the process:

- Local Authority Officers;
- Housing developers;
- Future residents within the development;
- Residents in the community surrounding new housing developments with a MMP; and
- Transport Operators.

2.4   OBJECTIVES OF A MOBILITY MANAGEMENT PLAN

2.4.1   The principal objective of an MMP is to reduce levels of private car use by encouraging people to walk, cycle, use public transport, car share or even reduce the number and length of trips undertaken / required.

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

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

a)   **For the Residents** –

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

b)   **The Local Community** –

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

2.5   MOBILITY MANAGEMENT PLAN PROCESS

2.5.1   Once the decision has been made to produce a MMP, the process of compiling the plan encompasses the 9 principal steps presented in **Graph 2.1** below.

2.5.2   The MMP however remains an 'active' document which continues to evolve and develop during its lifecycle. Accordingly, once the initial nine steps have been successfully completed (including monitoring and reporting

requirements), the process recommences with the identification of new actions and associated targets which instigates the second generation of the MMP. As a result, subsequent generations of the MMP can be incorporated into the management and operation of the residential development for as long as necessary or potentially even for the entire existence of the residential development.
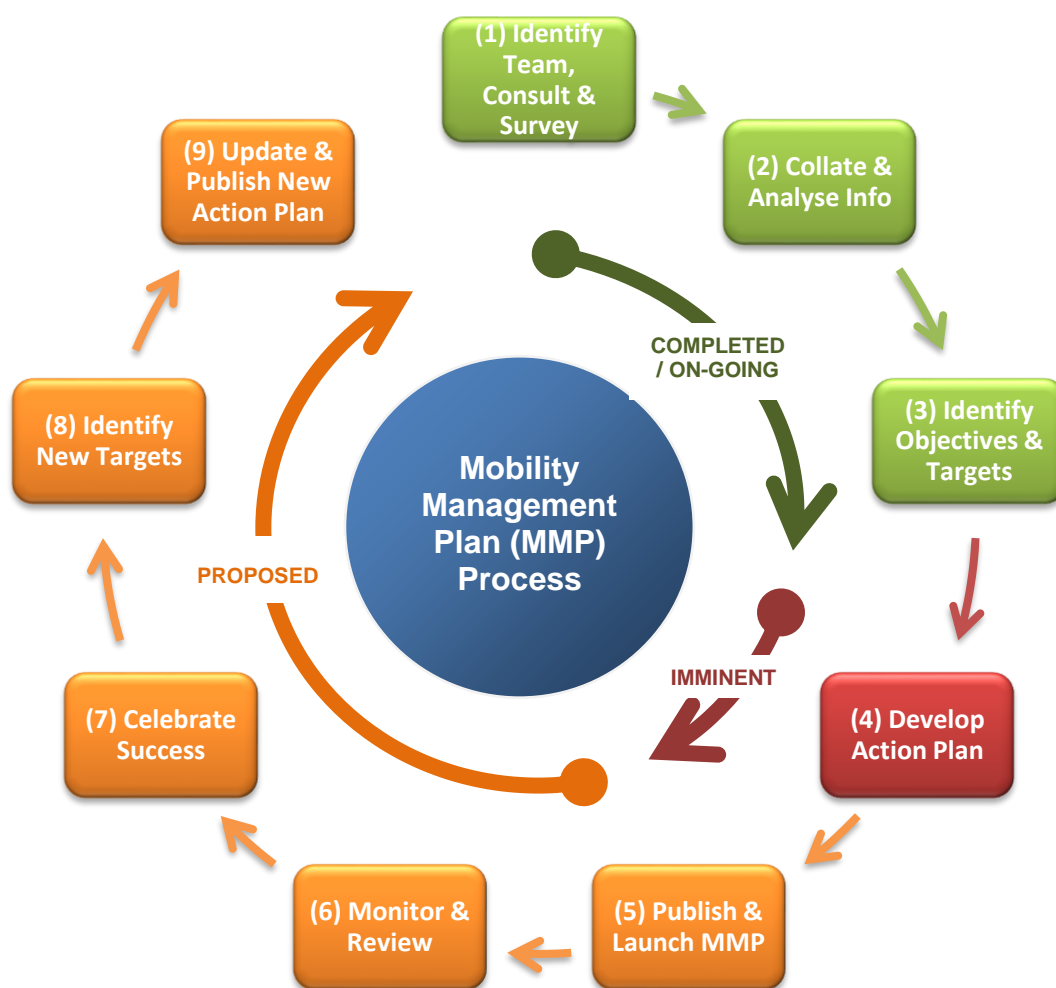
Graph 2.1: MMP Development Process and Status

2.5.3   Once the residential development's specific objectives are identified, "SMART" targets will both assist in defining the specific measures that are included and / or prioritised within the MMP (to reach the objective), and help with the monitoring and evaluation of the level of success achieved by the MMP. SMART targets, which can be agreed with the local authority should be;

S — Specific

Well defined.

Clear to anyone that has a basic knowledge of the project

M — Measurable

Know if the goal is obtainable and how far away completion is

Know when it has been achieved

A — Achievable

Agreement with all the stakeholders what the goals should be

Make sure this is possible for all levels within group

R — Realistic

Within the availability of resources, knowledge and time

T — Time-Bound

Enough time to achieve the goal

Not too much time, this can affect project performance?

2.6   MOBILITY MANAGEMENT PLAN NEXT STEP

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

(a) The subject Tedcastles residential and mixed-use development's specific travel characteristics are outlined and presented to the local authority; and

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

2.6.2   To enable this process to commence it is proposed that this MMP framework document, as compiled by DBFL, is submitted to Dún Laoghaire Rathdown County Council. At the request of the local authority a meeting between the local authority officers and the developers can take place if required with the objective of formally agreeing a MMP action plan and associated targets for the subject residential development as proposed at the Tedcastles Site.

2.7   POLICY FRAMEWORK

2.7.1   The MMP for the Tedcastles residential and mixed-use 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 (Dún Laoghaire Rathdown County) eventually arriving at site (or land use) specific policy objectives.
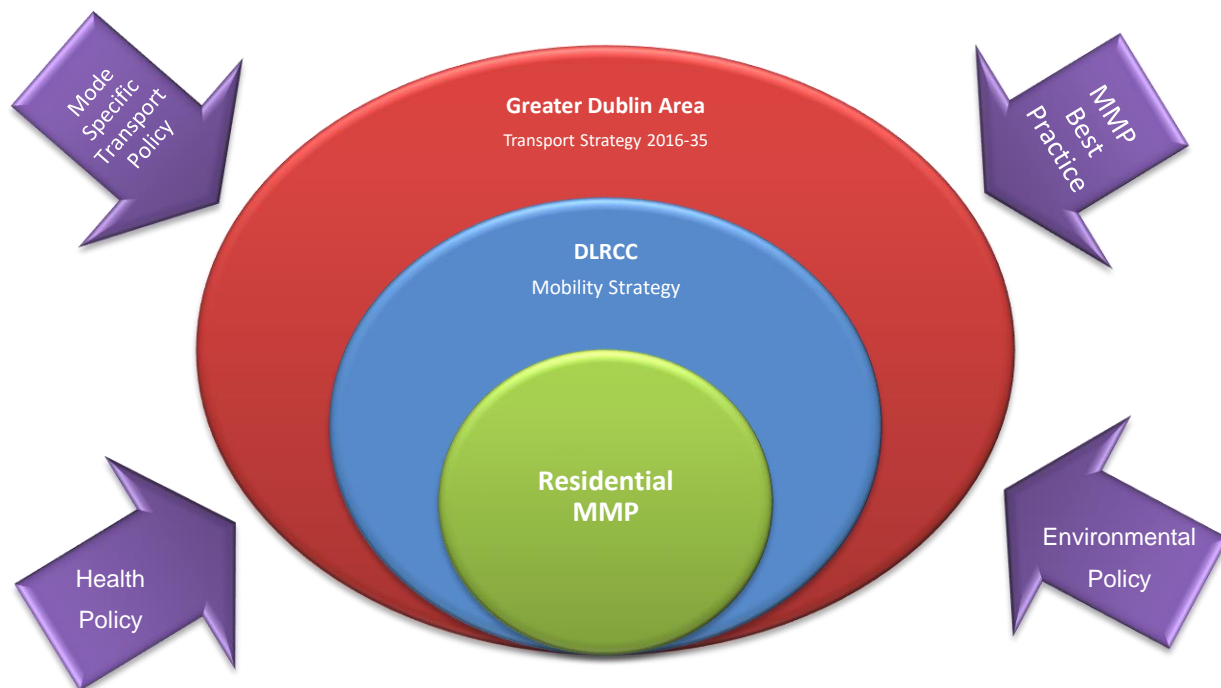
Figure 2.1: Tedcastles MMP Policy Framework and External Influences

National Smarter Travel Policy

2.7.2 Smarter Travel *A Sustainable Transport Future*, was published in February 2009, and represents a new transport policy for Ireland for the period 2009-2020. The policy recognises the vital importance of continued investment in transport to ensure an efficient economy and continued social development, but it also sets out the necessary steps to ensure that people choose more sustainable transport modes such as walking, cycling and public transport.
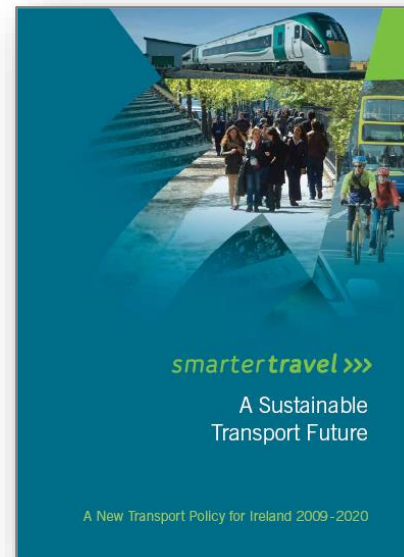
2.7.3 The policy is a direct response to the fact that continued growth in demand for road transport is not sustainable due to the resulting adverse impacts of increasing congestion levels, local air pollution, contribution to global warming, and the additional negative impacts to health through promoting increasingly sedentary lifestyles.

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

- Improve quality of life and accessibility to transport for all and, in particular, for people with reduced mobility and those who may experience isolation due to lack of transport.

- Improve economic competitiveness through maximising the efficiency of the transport system and alleviating congestion and infrastructural bottlenecks.

- Minimise the negative impacts of transport on the local and global environment through reducing localised air pollutants and greenhouse gas emissions.

- Reduce overall travel demand and commuting distances travelled by the private car.

- Improve security of energy supply by reducing dependency on imported fossil fuels.

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

- Actions to reduce distance travelled by private car and encourage smarter travel;

- Actions aimed at ensuring that alternatives to the private car are more widely available;

- Actions aimed at improving the fuel efficiency of motorised transport through improved fleet structure, energy efficient driving and alternative technologies and

- Actions aimed at strengthening institutional arrangements.

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

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

Transport Strategy for the Greater Dublin Area 2016-2035

2.7.8   The Transport Strategy for the Greater Dublin Area 2016-2035 is a document compiled by the National Transport Authority which sets out "*a framework for the planning and delivery of transport infrastructure and services in the Greater Dublin Area (GDA)"* up to 2035.

2.7.9   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".*

2.7.10   The strategy sets out the necessary transport provision for the period up to 2035 to achieve the above objective and to deliver the objectives of the

existing national transport policy, including the mode share target of a maximum of 45% of car-based work commuting established under in *"Smarter Travel – A Sustainable Transport Future"*.

Dún Laoghaire Rathdown County Council Development Plan 2016-2022

2.7.11 The Dun Laoghaire-Rathdown County Council County Development Plan 2016-2022 sets out the policies for sustainable development within the council area for the period up to 2022. The subject site is zoned for residential and open space uses.

2.7.12 *Policy ST20* within the Development Plan states that *"it is Council policy to require the submission of Travel Plans for developments that generate significant trip demand."* It also states that *"plans should seek to reduce reliance on car-based travel and encourage more sustainable modes of transportation over the lifetime of a development."*

CHAPTER 3

Site Description & Existing Conditions

3.0 SITE DESCRIPTION & EXISTING CONDITIONS

3.1 SITE DESCRIPTION

Land Use

3.1.1 The development site is an existing brownfield site which is currently occupied by a warehouse. A dwelling is located within the south western part of the site and its vehicular access is currently located to the north west of the site fronting onto the Old Dunleary Road.

3.1.2 The land is zoned within the Dun Laoghaire Rathdown (DLR) County Development Plan 2016 – 2022 under Zoning Objective NC 'to protect, provide for and-or improve mixed-use neighbourhood centre facilities'.

Location

3.1.3 The proposed development site is located in Dún Laoghaire in County Dublin. The general location of the site is shown in **Figure 3.1** below. The site is located within close proximity to the Dun Laoghaire Town Centre and to the Dun Laoghaire Harbour. The development is located within an area that offers good accessibility in terms of sustainable public transport travel including rail and bus services.

Figure 3.1: Indicative Site Location (Source : www.osi.ie)

3.1.4 The development site is fronted to the north by the N31, Old Dunleary Road. This road provides links to the N31 and N11 National Roads.

3.1.5   **Figure 3.2** indicatively shows the extent of the subject site boundary and neighbouring lands.
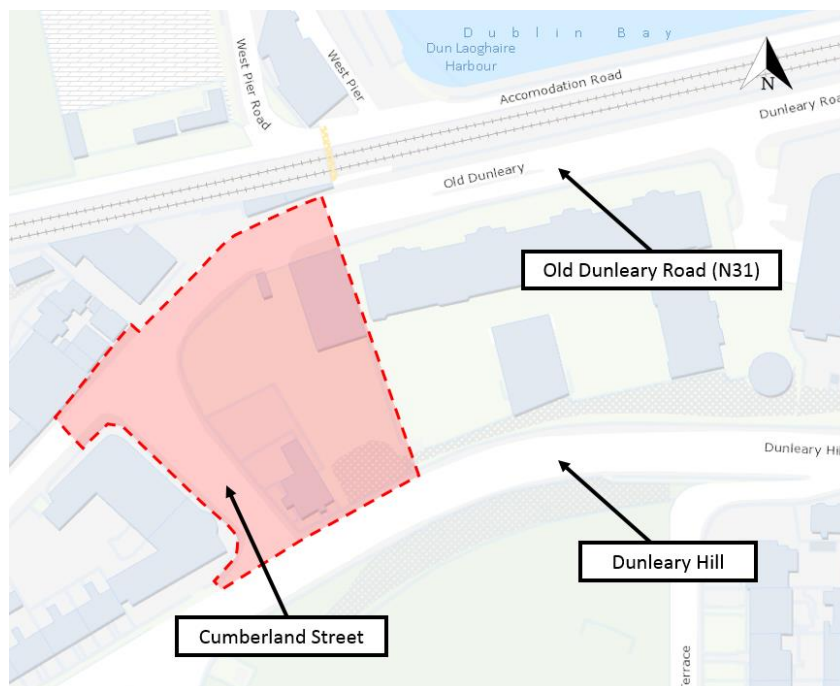
Figure 3.2: Site Boundary (Source: www.osi.ie)

3.2   EXISTING TRANSPORT FACILITIES & SERVICES

Road Network

3.2.1   The proposed development site is bounded to the north by the N31 Old Dunleary Road and to the west and south by Cumberland Street, as shown in **Figure 3.2** above.

3.2.2   Travelling in an eastbound direction along the N31 National Road, the road continues into Dun Laoghaire Town and Harbour. Travelling westbound on the N31 leads towards Blackrock, Booterstown and the N11 National Road, providing further links to the M50 motorway.

3.2.3   The N31 is a one-way single carriageway road in the vicinity of the proposed development site. Due to the recent implementation of the highly-successful Coastal Mobility Route (CMR) in 2020, vehicular movement has been restricted to a westbound lane from Crofton Road in Dun Laoghaire to Newtown Avenue in Monkstown. Near the site, the N31 has a 200m long eastbound lane to give access to the petrol station and the West Pier Campus.

3.2.4   Cumberland Street bounds the development site on the western and southern side. This road, also referenced as the R119, currently has a relatively wide road carriageway, approximately 9m in width. The road is a two-way road and operates with a posted speed limit of 50kph.
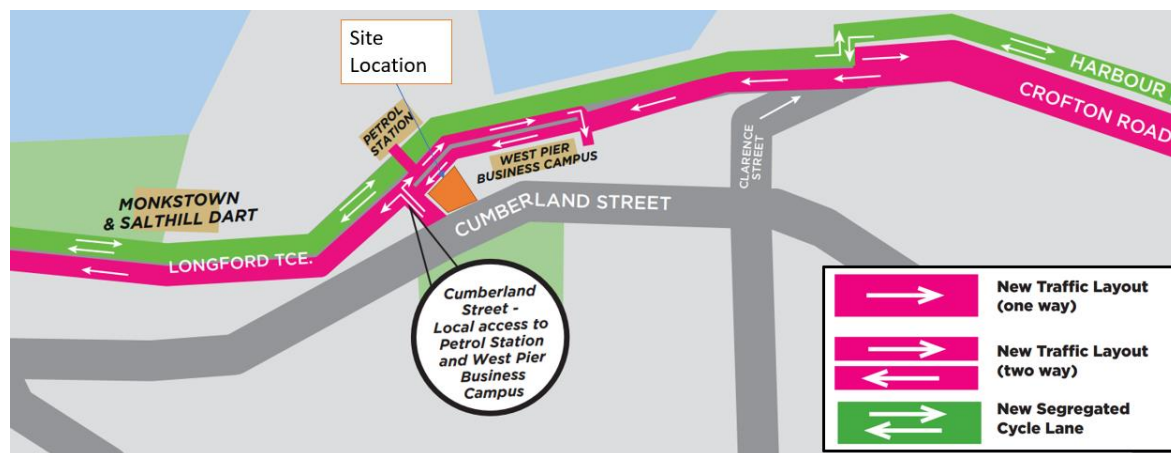
Figure 3.3: Coastal Mobility Route – Traffic Interventions (Source: DLRCC)

Existing Pedestrian Facilities

3.2.5   Footpath facilities are provided along the N31 Old Dunleary Road and Cumberland Street in the vicinity of the subject site. These footpaths are narrow in places. However, with the implementation of the Coastal Mobility Route, traffic has decreased considerably, and the environment is considerably less car dominated.

3.2.6   There are no crossing facilities currently in place for pedestrians at the N31 Old Dunleary Road/Cumberland Street junction. There is a priority crossing located along Cumberland Street at the junction with the R119. This crossing is approximately 20m wide.

3.2.7   The road network in the vicinity of the development, offers good public lighting for pedestrians and cyclists.

Existing Cyclist Facilities

3.2.8   The aforementioned Coastal Mobility Route follows the N31 Old Dunleary Road. Immediately adjacent to this route, in Blackrock Village, several cycle improvements were implemented in Summer 2020, including the reallocation of road space to a cycle track. The whole scheme provides users a high-quality

cycle track linking with different towns in the vicinity (Dun Laoghaire, Monkstown, Glasthule, Dalkey) and with Merrion Road towards Dublin City Centre.

3.2.9   In addition to the new cycle track and as a result of Covid-19, new cycle infrastructure was also installed, including signal-controlled junctions with advanced cycle stages and more cycle parking across the DLR administrative area.

3.2.10   The dockless Bleeperbike cycle hire scheme operates within the vicinity of the site offering connections to Monkstown and Booterstown and further afield to destinations within Dublin City Council and Fingal County Council areas as well as enabling linked in trips with public transport. It is understood that the availability of other micro mobility forms of transport such as sooters are currently awaiting legislation at national government level.

Figure 3.4: Existing Cycle Facilities (Source: GDA Cycle Network Plan)

Public Transport

3.2.11   The development site is located approximately 300m from the entrance to the Salthill & Monkstown train station and is ideally positioned to avail of excellent

transport services in the form of DART and commuter train services. The services run between Greystones/Bray in the south and Malahide/Howth Junction in the north. Connections to commuter rail services to Dundalk, Maynooth and Hazelhatch can be made at a multitude of stations including Grand Canal Dock, Pearse, Connolly and Tara.

3.2.12 The Intercity to Rosslare Europort commuter train provides a service from Wexford to Dublin City Centre and stops at the Dun Laoghaire Train Station, situate approximately 900m east of the development site.

3.2.13 The frequency of DART services was increased to every 10 minutes between 06:50 AM and 8 PM in 2018.

3.2.14 The site is also excellently located to avail of a multitude of existing Dublin Bus and Go Ahead Bus services including the 7 & 7A which stop approximately 25m & 100m from the site on Cumberland Street and De Vesci Terrace respectively. The site is located approximately 250m west of York Road. This is a busy corridor served by the 46A as well as the 63, 75 and 111. Details of existing bus services are provided in Table 2.1 below. These are illustrated in the map in **Figure 3.5**.

Route No.		Direction	Mon - Fri	Sat	Sun
			Frequency (No. services)		
Dublin Bus	7	From Mountjoy Sq. to Brides Glen Luas	38	34	26
		From Brides Glen Luas to Mountjoy Sq.	36	33	23
	7a	From Mountjoy Sq. to Loughlinstown	36	34	26
		From Loughlinstown to Mountjoy Sq.	36	34	24
	46a	From Phoenix Park to Dún Laoghaire	10 mins	15 mins	15 mins
		From Dún Laoghaire to Phoenix Park	10 mins	15 mins	15 mins
Go Ahead Bus	59	From Killiney to Dún Laoghaire Station	17	17	16
		From Dún Laoghaire Station to Killiney	17	17	16
	63	From Dún Laoghaire Station to Kilternan Village	35	34	30
		From Kilternan Village to Dún Laoghaire Station	34	34	30
	75	From Tallaght to Dún Laoghaire	37	34	30
		From Dún Laoghaire to Tallaght	38	34	29
	111	From Dalkey to Brides Glen	19	19	15
		From Brides Glen to Dalkey	18	18	15

Table 3.1: Bus Services (Frequency - Minutes)

Figure 3.5: Map of Bus Services – (Source: BusConnects)

3.2.15 Under the Network Redesign element of BusConnects, weekday midday frequencies for route number 7 will be as frequent as every 10 - 15 minutes; the E2 branch of the E spine and route numbers 222 and 225 will also benefit from the same bus frequency. The S8 route, linking the site to Sandyford and Tallaght, will have a frequency of a bus coming every 20 – 25 minutes. Other routes serving the site, such as the 211, 221 and 229 will operate with a half hourly or hourly frequency.

Car Sharing

3.2.16 GoCar operate a number of car club bases within easy walking distance of the site including dedicated bays at the Salthill and Monkstown car park, Crofton Road, Dun Laoghaire car park and Alma Road, Blackrock. Yuko Car sharing also has two bases at Crofton Road and another one at Windsor Terrace.

3.3 PROPOSED SITE ACCESS

Vehicles

3.3.1 The subject site will benefit from 1 no. vehicular access location onto the local road network via the N31 Old Dunleary Road. This site access will form a three-arm priority junction with the N31 Old Dunleary Road.

3.3.2 This priority-controlled access junction complies with DMURS sight line requirement for a 50kph road of 49m in both directions, with sight line drawings being displayed in **Figure 3.6** below, also shown in further detail on DBFL Drawing 190057-1102.

Figure 3.6: Vehicular Site Access Sight Line Drawing

Pedestrians and Cyclists

3.3.3 There are a number of road and junction upgrades proposed to improve pedestrian facilities surrounding the subject site. These include improved footpaths within the vicinity of the site on the N31 and Cumberland Street. The existing N31/Cumberland Street priority junction is proposed to be converted to a signal-controlled junction with improved footpaths and signalised pedestrian crossings on all arms.

3.3.4 Pedestrians and cyclists will access the development via the main vehicular access off the N31 Old Dunleary Road. A cycle path will be provided on the

western side of the car parking access that will accommodate cyclists through the car park to the proposed 277 space cycle parking area.

3.3.5   There are also 32 no. visitor cycle parking spaces proposed along the upgraded public realm pedestrian infrastructure. The proposed access for vehicles, pedestrians and cyclists is displayed in **Figure 3.7**.

Figure 3.7: Proposed Access Location

3.4   FUTURE FACILITIES

Cycle Network Proposals

3.4.1   The subject site lies within the Greater Dublin Area Cycle Network Plan Zone 7 under "*Dublin South Central*" as outlined within the Greater Dublin Area Cycle Network Plan (2013). The sector covers "*UCD Belfield Campus, Mount Merrion and the coastal strip which forms the boundary with Dublin South East sector in the east, to the Dun Laoghaire-Rathdown and South Dublin County boundary to the west and to the Dublin Mountains to the south*".

3.4.2   **Figure 3.8** below indicates the proposed cycle routes in the vicinity of the site in accordance with the National Transport Authority's *"Greater Dublin Area Cycle Network Plan".*

3.4.3   Some of the routes shown in **Figure 3.8** have been implemented. **Route 13E** corresponds with the Coastal Mobility Route finished in 2020. **Primary Route 13** is currently a cycle lane shared with bus along Merrion Road. The enhancement of this route will provide a safe and rapid link with Dublin City Centre. **Primary Route S05** will link with different towns and villages across South Dublin, including Dún Laoghaire, Monkstown, Stillorgan and Dundrum. Currently this route is complete only in few sections.

Figure 3.8: Proposed Cycle Routes (Source: GDA Cycle Network Map**)**

Public Transport Proposals

3.4.4   Currently, Iarnród Éireann is undertaking the DART+ Programme, which includes the project DART+ Coastal South. This extends from Greystones to Dublin Conolly and includes an upgrade of the infrastructure to improve capacity. At Conolly, the scheme will link with DART+ Coastal North, which includes the expansion from Malahide to Drogheda, and DART+ West towards Maynooth and M3 Parkway.
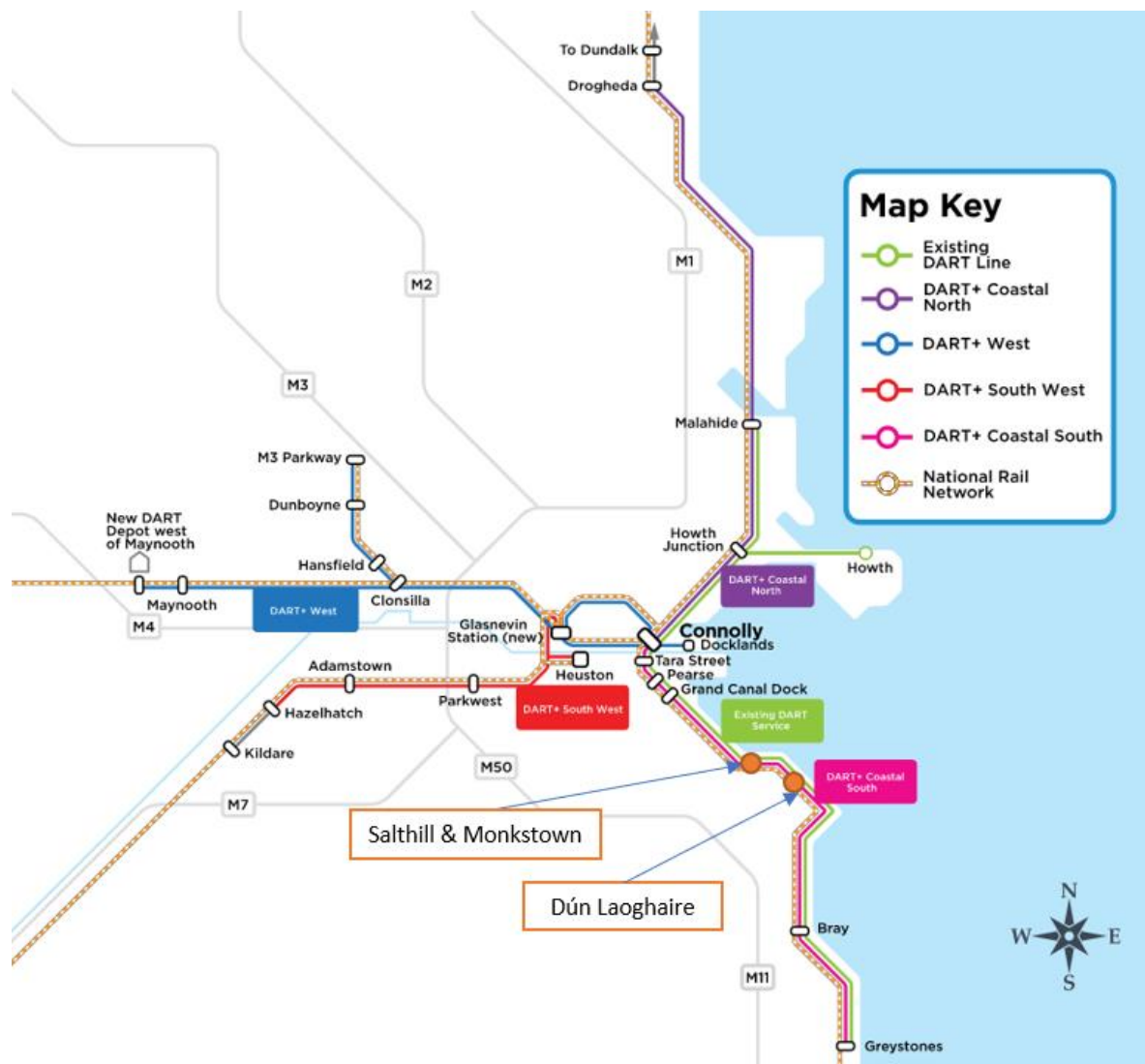
Figure 3.9: Proposed DART+ Network (Source: DART+)

3.4.5   The Dublin Bus routes which act to service this area are subject to changes with the NTA's BusConnects proposals. Under the Network Redesign element of Bus Connects, weekday midday frequencies for route number 7 will be as frequent as every 10 - 15 minutes; the **E2** branch of the E spine, the **B3** branch of the B spine and route numbers **222** and **225** will also benefit from the same bus frequency.

3.4.6   The **S8** route, linking the site to Sandyford and Tallaght, will have a frequency of every 20 – 25 minutes. Other routes serving the site, such as the **211**, **221** and **227** will operate with a 30-minute or 60-minute frequency.

Figure 3.10: Proposed BusConnects Routes (Source: BusConnects)

3.4.7   Whilst the above enhancements to bus services are being proposed as part of the network redesign element of Bus Connects, the Core Bus Corridors strand of the initiative will provide for enhanced frequency and reliability of bus services along the Blackrock to Merrion Core Bus Corridor. This will have a pronounced positive impact on services such as route number 7 which serves the site directly and proposes to provide services every 10 – 15 minutes.

3.4.8   This redesign also includes for several services which run to Dun Laoghaire as a primary destination, with BusConnects maps showing Dun Laoghaire train station as a likely destination for bus services. This is conveniently located close to the proposed site, approximately 900m east of the site.

3.5   PROPOSED DEVELOPMENT

3.5.1   The proposals seek permission for a proposed residential and mixed-use development on a brownfield site located on Lands at the former TedCastles site, Old Dunleary Road, Cumberland Street, Dun Leary Hill, Dún Laoghaire, Co. Dublin.

3.5.2   The proposed development provides for a Build To Rent (BTR) scheme with overall heights ranging from 6 storeys (with set backs from 5th storey) addressing Dun Leary Hill to 5 to 8 storeys (with set backs from 5th)

addressing Old Dun Leary Road, with the development comprising of 146 apartment units (with a mix of 34 no. studio, 77 no. 1 bed units and 35 no. 2 bed units) and extensive residential amenity facilities (c. 459 sqm) throughout the proposed development.

3.5.3   As detailed in **Table 3.2** below, the proposed development contains a total of 146 no. apartments across two apartment blocks.

3.5.4   The proposed residential units comprise a mix of studio, 1 bed and 2 bed apartments as summarised in **Table 3.2** below. Further details of the development proposals including the site layout and transport network arrangements are illustrated in the architect's scheme layout and the engineering drawings as submitted with this planning application.

Unit Type	Description	Quantity
Apartments	Studio Apartment	34
	One Bedroom Apartment	77
	Two Bedroom Apartment (3P)	4
	Two Bedroom Apartment (4P)	31
Total Apartment Units		146
Atrium Amenity	Atrium Amenity	1
Commercial	Commercial Premises	1
Residential Amenity	Residential Amenity	2

Table 3.2: Proposed Development Schedule Summary

CHAPTER 4

Commuter Trends & Transport Needs

4.1   INTRODUCTION

4.2   SUBJECT SITE PROPOSED MODAL SPLIT

4.0   COMMUTER TRENDS & TRANSPORT NEEDS

4.1   INTRODUCTION

4.1.1   It is important where feasible to establish travel trends and area specific transport needs when initially developing a MMP. The subject site is located within a primarily residential area although there are other land uses nearby within walking distances such as schools, retail, employment and leisure. 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. For this development, predicted modal split patterns have been compared against both the Greater Dublin Area travel trends as well as the travel trends data for similar developments proximate to the Tedcastles Site, as found within CSO's SAPMAP for Small Area Populations.

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 below (source: National Household Travel Survey 2018): -
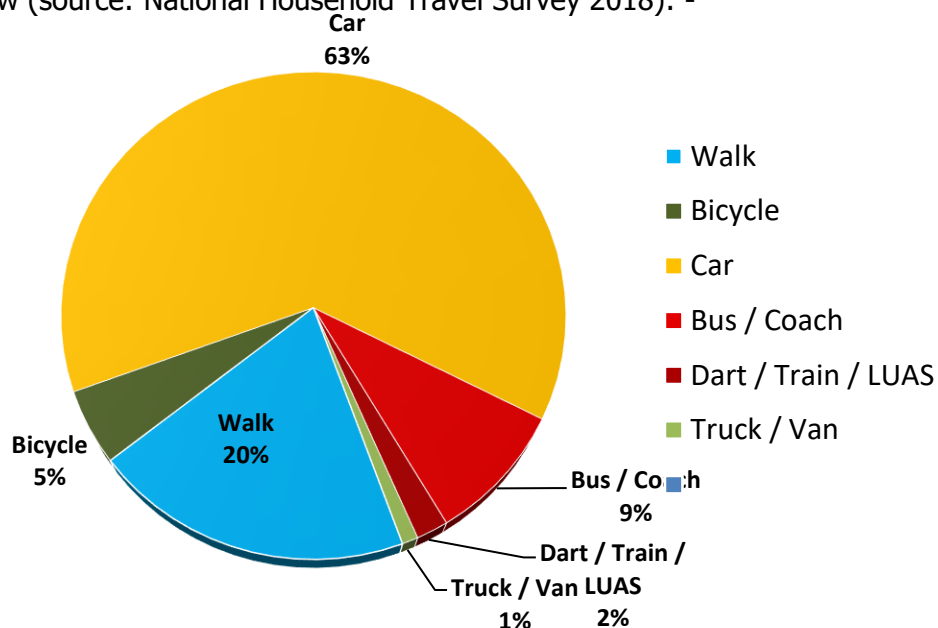
Figure 4.1: Current Modal Split in Greater Dublin Area (source: www.nationaltransport.ie)

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 GDA modal splits across various trip purposes are illustrated on the pie charts contained within **Appendix A** of this document.

Trip Purpose/ Mode	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%
Cycle	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
(source: www.nationaltransport.ie)

4.1.5   As the Greater Dublin Area Modal Split provides data over a very widespread and populous area, the Central Statistics Office's SAPMAP (Small Areas Population Map) data has also been investigated to determine the travel trends within the local vicinity of the subject Tedcastles development site. SAPMAP is an interactive mapping tool that allows users to pinpoint a location on the map and access 2016 census data related to that area.

4.1.6   A number of residential developments close to the subject site were analysed to establish current commuter trends in the area of Monkstown/Dun Laoghaire. This analysis will form the basis of the initial travel characteristics that could be generated by the proposed residential development at the Tedcastles Site.

4.1.7   **Figure 4.2** below illustrates the areas selected for this analysis. These residential sites were selected due to their proximity to the subject site and as such best represents the development's future travel trends prior to the positive influence of the MMP initiative detailed within this MMP.
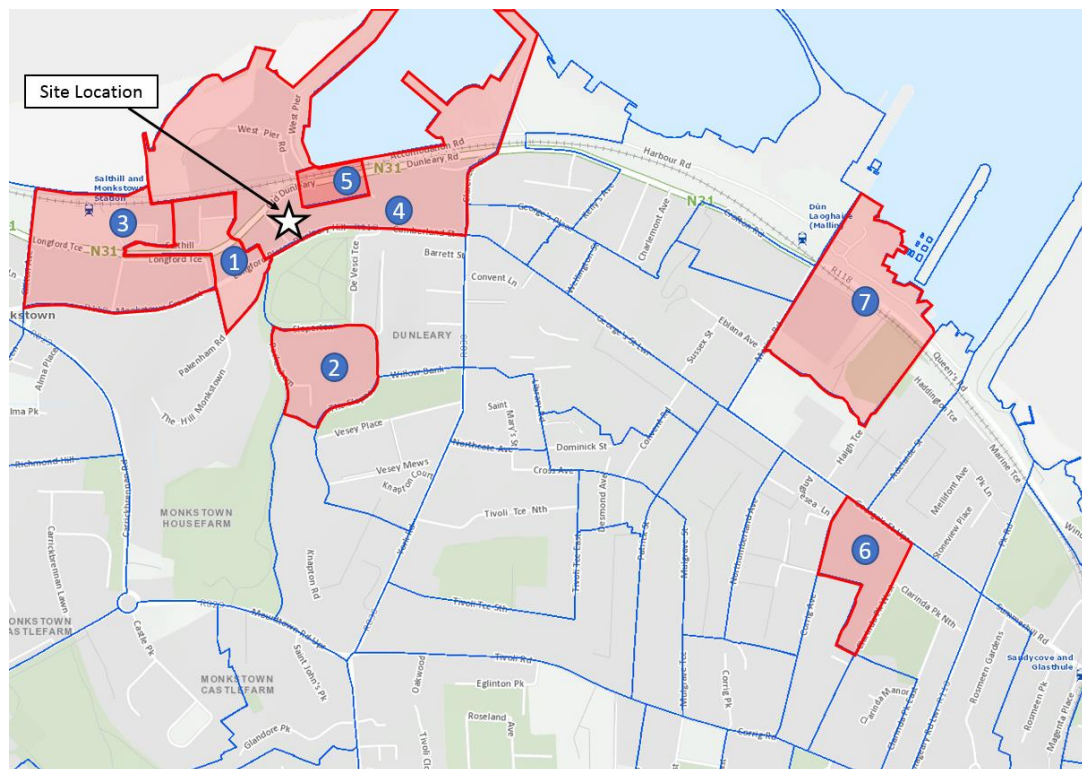
Figure 4.2: Residential Areas of Interest for Trend Analysis (source:

http://census.cso.ie/sapmap/)

4.1.8   The summary of the data for the aforementioned 7 selected sites have been
summarised and illustrated in the following **Graph 4.1**.
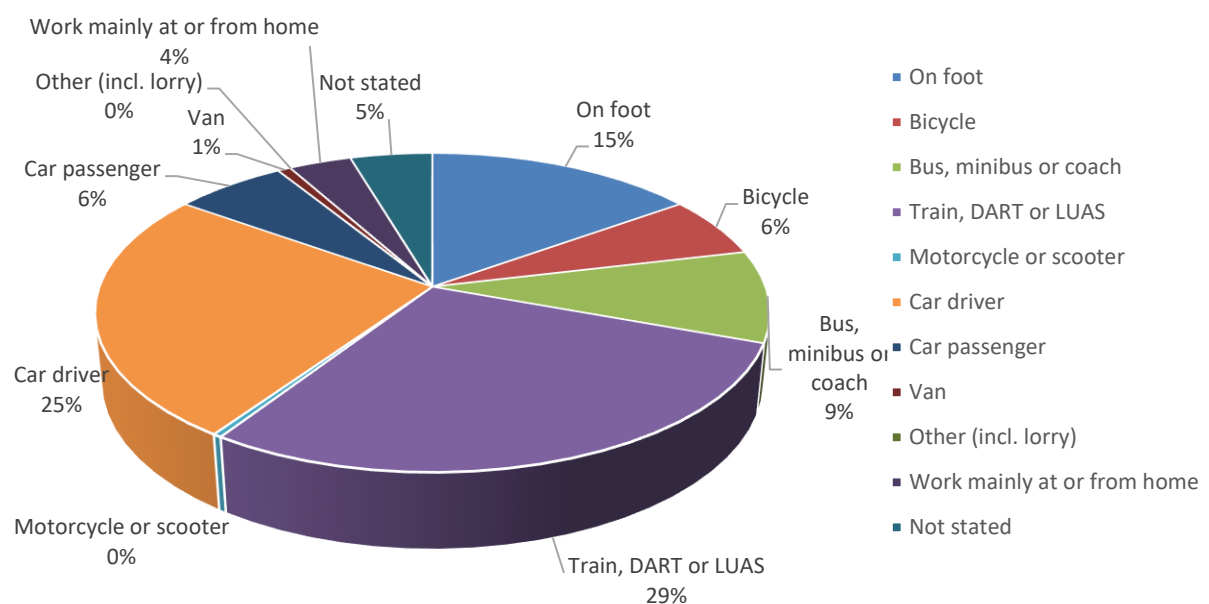
Graph 4.1: Current (2016) Modal Split for Existing Residential

Developments (Dún Laoghaire area, *Source: cso.ie***)**

4.1.9 Rail based public transport forms the most utilised mode of travel with 29% of commuters in the area opting to use the train or DART. The car accounts for 25%.

4.1.10 Approximately 9% of residents in the adopted local study area use the bus as a mode of transport to travel to / from school or work.

4.1.11 Walking and cycling are viable modes of transport for those who will work close to the residential development however, the analysis reveals that only 6% of the study area population choose cycling as a mode of sustainable transport while 15% travel on foot.

4.1.12 Within the surrounding area analysed, sustainable modes of transport accounted for 59% of trips undertaken for employment and educational purposes.

4.2 SUBJECT SITE PROPOSED MODAL SPLIT

4.2.1 It is considered that an appropriate aim of the MMP would be to reduce the level of single occupancy car trips from the subject site and promote the utilisation of sustainable modes of travel. The key target of this MMP will therefore be to reduce single occupancy car use from the subject site from 25% (existing Dún Laoghaire area) to 23% at Opening Year (assuming a worst case scenario of all 44 car parking spaces being used for commuting purposes) to 19% over the development build-out period (up to the 2037 Horizon Year). This equates to a reduction of single occupancy vehicle trips being undertaken from the Tedcastles Site by 15%. 'The Essential Guide to Travel Planning' (DfT (UK) 2008) states that *"good travel plans have succeeded in cutting the number of people driving to work by 15%."*

4.2.2 The MMP would subsequently seek to transfer this previous 'car' based trips onto the following modes / travel options:

- DART;
- Bus;
- Cycle;
- Walking; and
- Car Sharing.

4.2.3 The following chapter sets out the initial targets for the site.

CHAPTER 5

Objectives & Targets

5.1 INTRODUCTION

5.2 MMP OBJECTIVES

5.3 MMP ACTIONS & TARGETS

5.0   OBJECTIVES & TARGETS

5.1   INTRODUCTION

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

5.2   MMP OBJECTIVES

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

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

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

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

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

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

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

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

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

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

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

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

- Routeing, timetable and ticketing information for bus and train services;

- The location and most convenient routes to / from local services (e.g. shops, medical facilities and schools etc.);

- 'Safe routes to school' literature;

- Cost data comparing public transport and private car journeys; and,

- The health benefits of walking and cycling to include safety advice.

5.2.4   Without such information, residents may choose the easiest option available to them which is often perceived to be the car, even if from a cost and duration of journey perspective this may not always be the case.

5.2.5   Similarly, if a resident is unaware of the availability of service and proximity of local shops and facilities, they may choose to travel a greater distance than necessary in order to access a service.

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

- Consider the needs of residents in relation to accessing facilities for employment, education, health, leisure, recreation and shopping purposes, including identifying local amenities available that reduce the need to travel longer distances;

- Reduce the vehicular traffic generated by the development to a lower level of car trips than that predicted within the Traffic and Transport Assessment; and

- Develop good urban design by ensuring permeability of the development to neighbouring areas and provision of cycle facilities including storage.

5.3   MMP ACTIONS & TARGETS

5.3.1   Targets are important as they give the MMP direction from its inception, providing measurable goals. When setting site-specific targets, it is important that they are 'SMART' (Specific, Measurable, Achievable, Realistic and Time-bound) in order that the outcome can be quantified and an assessment of what the MMP has or will achieve can be made.

5.3.2   Since the overall aim of the MMP is to reduce 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 35% occupancy. These questionnaires will establish the baseline travel data for the subject site.

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

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

A2 - Provision of a 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 35% of the residential units are occupied;

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

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

T1 - To support the development of the Tedcastles site as a sustainable community;

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

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

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

T5 – Achieve the identified modal split travel targets (Reference Section 4.2)

5.3.5   The above targets will be achieved by introducing an integrated package of measures that focus on promoting travel to and from the subject site by sustainable modes of transport as a viable alternative to the private car. These means and supporting strategies will seek to encourage residents and visitors to consider lower carbon travel alternatives in everyday journeys.

5.3.6   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 residential development. These targets will be reviewed within six months of the baseline travel survey of residents being completed. This baseline data will provide a better understanding about what is achievable and what measures best suit the subject site.

5.3.7   The interim mode split targets for the subject site are set out in **Table 5.1**. These targets are based on CSO 2016 census data, as recorded at adjoining residential areas as previously introduced in **Chapter 4**.

Mode of Travel	Local Area Mode Split (Census, 2016)	Opening Year (2023)	1st Year Target (2024)	MMP 5-year Target (2028)
On Foot	15%	16%	16%	18%
Bicycle	6%	8%	9%	10%
Bus/Minibus/Coach	9%	10%	10%	12%
Train/DART/LUAS	29%	29%	30%	30%
Motorcycle/Scooter	0%	0%	0%	1%
Car Driver	25%	23%	23%	19%
Car Passenger	6%	6%	6%	6%
Van	1%	1%	1%	1%
Work mainly at/from home	4%	6%	6%	6%
Not Stated	5%	5%	5%	5%

Table 5.1 Interim Mode Share Targets for Tedcastles Development

5.3.8   The above targets are intended to be both realistic and aspirational as to act as a motivation for the MMP in general whilst remains attainable.

5.3.9   The rationale underpinning the above targets is as follows;

- An anticipated increase in cycling mode share as a result of ongoing improvements to Dundrum, Sandyford and other key employment and educational destinations in the wider Dublin Area.

- An anticipated increase in public transport as a result of planned investment in the BusConnects Dublin and DART Expansion program.

- More walking trips due to a projected increase in employment within Dun Laoghaire town centre.

- A decrease in car mode share due to the availability of alternatives means and a lower parking standard.

- An increase in the availability of shared Mobility as a Service (MaaS) systems that will not impact on mode share directly but will enable linked trips with public transport.

5.3.10   These targets are subject to ongoing revision following the completion of the baseline surveys (and subsequent surveys) once the site is occupied and the input of the MMP's key stakeholders is secured.

5.3.11   The *Sustainable Mobility Policy reports (2020) (Public Consultation),* published by *The Department for Transport, Tourism and Sport,* make note of several important statistics and trends for travel practices across the country, many of which support the modal split trends predicted in **Table 5.1** above. The report states, "Looking at the long-term, there has been growth of 14% in the use of public transport over the last 30 years or so. Almost half of all journeys made within the Dublin canals during the morning rush hour are by public transport, while for the wider county 21% of work journeys are by public transport. Beyond commuting, 13.1% of all journeys in Dublin were taken by public transport in 2016."

5.3.12   The report also offers an insight into the travel trends within Dublin City and County, noting the growth of public transport and its growth in popularity amongst commuters from 2010 onwards, reporting, "The number of people travelling into Dublin city centre by public transport during morning rush hour increased by 35% between 2010 and 2018; this increase includes a rise of 5% between 2017 and 2018 alone. It is also notable that over half (52.6%) of those entering Dublin city centre during the morning peak used public transport according to the 2018 survey whereas car use declined to a low of 28.3% (2018) from 40% (2010)."

CHAPTER 6
MMP Measures

6.1   INTRODUCTION

6.2   MODE SPECIFIC MEASURES

6.3   MANAGEMENT & MONITORING MEASURES

6.4   MARKETING & PROMOTION MEASURES

6.0   MMP MEASURES

6.1   INTRODUCTION

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

6.1.2   The 5 tier Travel Plan Pyramid below has been developed to illustrate the key elements of a successful Mobility Management Plan. (Reference: *Good Practice Guidelines: Delivering Travel Plans through the Planning System*, DfT (UK), 2009)
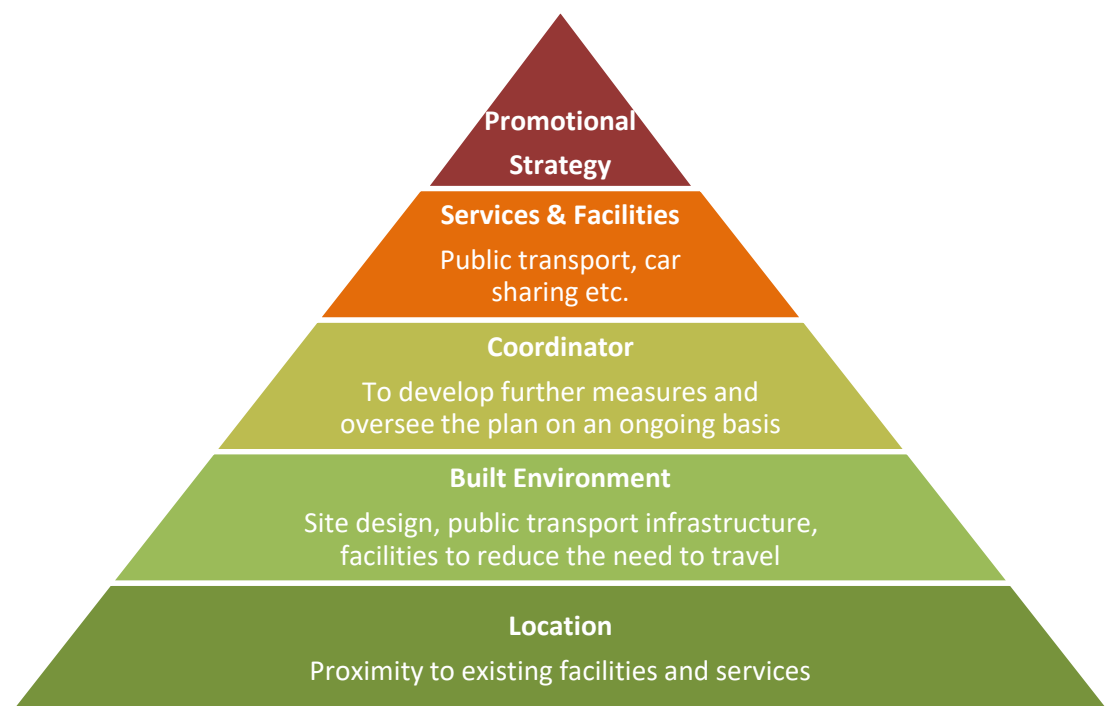
6.1.3   Accordingly, the Tedcastles MMP is organised as a series of integrated sub-strategies covering the different modes of travel and associated management and awareness related issues to all modes.
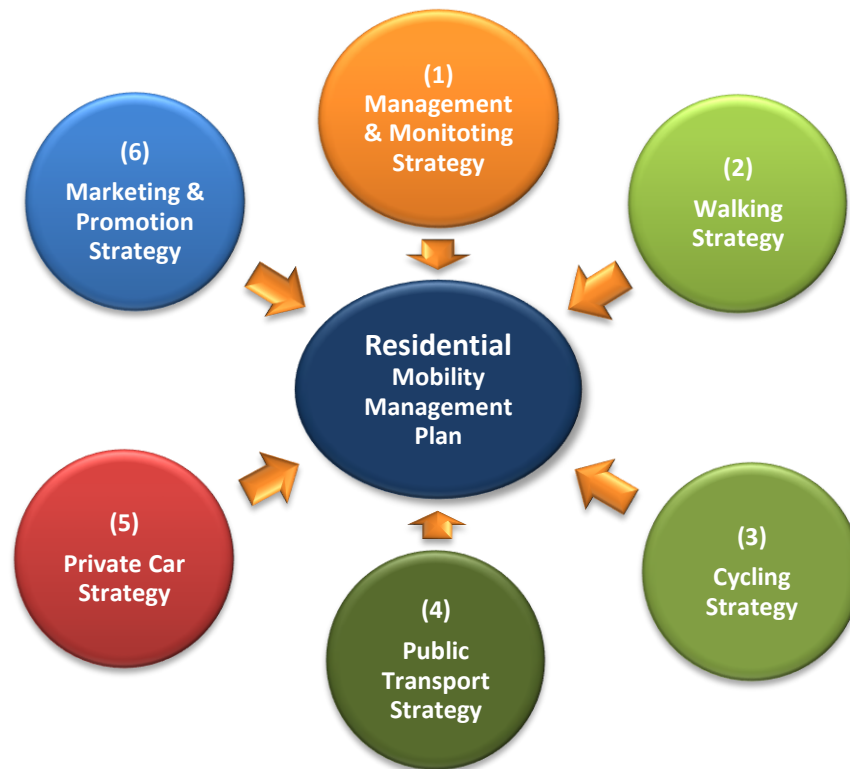
Figure 6.1 Tedcastles Site MMP Action Plan Strategies

6.2   MODE SPECIFIC MEASURES

6.2.1   The following initiatives could be promoted to enable the objectives to be fulfilled, to encourage the best choice of travel other than private car.

   a) Walking - provision of facilities
   b) Cycling – discounted cycle purchase, bike service workshops, cycle training
   c) Public Transport (Bus, Rail) – discounted travel tickets
   d) Private Car Strategy including car sharing and car clubs

6.3   MANAGEMENT & MONITORING MEASURES

6.3.1   Ensuring the success of a Mobility Management Plan, defining a management structure is critical to its effective implementation. Therefore, a Mobility Manager must be appointed, and a Resident's Group should be established if possible. This will ensure the ongoing success of the MMP.

6.3.2   A programme of monitoring has been designed to generate information by which the success of the MMP can be evaluated. This will be the responsibility of the Mobility Manager.

6.3.3   The MMP information will be reviewed and updated regularly. This is achieved by research into the travel options and liaising with the residents to determine the most appropriate and useful information to communicate. The Mobility Manager will also be responsible for managing the annual review of the MMP including the surveys to be undertaken by the residents.

6.4   MARKETING & PROMOTION MEASURES

6.4.1   The Mobility Manager will be involved in the promotion of the MMP and to make residents aware of its existence.

6.4.2   The most important and cost-effective measure to be introduced as part of this MMP is the 'Welcome Travel Pack', which will be issued to all new residents of the site when they move in.

6.4.3   The Pack will contain information about all modes of transport available for journeys to and from the site. It includes information related to journeys to a number of local destinations which are considered to be key to residents. These include local shops, schools, health facilities, bus stops and rail stops within the area of the Tedcastles Site.

6.4.4   Information within the Pack will include details of the listed destinations and the services and facilities they offer. In addition, contact details of the Mobility Manager will be provided. The Pack will also give details of safe pedestrian and cycle routes from the site, fare and timetable information for public transport.

6.4.5   A simple cost-benefit analysis of public transport versus the use of the private car will also be set out in the Travel Pack. This, along with all of the information contained within the Pack will be available prior to occupation and will be reviewed annually and updated as necessary.

CHAPTER 7

Preliminary Action Plan

7.0 PRELIMINARY ACTION PLAN

7.1 OVERVIEW

7.1.1 The coordinated application of the following 6 integrated sub-strategies ensures that the success of the MMP will be a product of the sum of all sub-strategies.

7.1.2 The following sections consider each specific sub-strategy within which details of the proposed actions are identified for the period of this plan. The proposed timescale of each MMP initiative is categorised as follows;

- Completed,
- Short Term (1 year),
- Medium Term (3 years), and;
- Long Term (5 years).

7.2 MANAGEMENT AND MONITORING STRATEGY

MMP Management

7.2.1 The development, implementation and coordination of the MMP in the short, medium and long term require management support and resources if it is to be successful in achieving its long-term aspirations and targets. Funding for many of the specific actions will need to be assigned appropriate budgets. Where full funding is not available from internal sources, external funding sources will be investigated. Some of the measures may in the longer-term result in cost savings. The role of management will also actively seek a partnership approach with other organisations as part of the continued development of the MMP.

MMP Monitoring

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

- To demonstrate that the various targets are being achieved (or not met, at which point the measures being used should be reviewed) as people only value what they can measure and relate to,

- To ensure that the MMP continues to receive the support of residents and management,

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

7.2.3   To ensure that the MMP is responsive to emerging opportunities and operational requirements, the status of the principal management and monitoring focused initiatives of the Tedcastles Residential and Mixed Use MMP are outlined in **Table 7.1** below.

Table 7.1 Preliminary Schedule of MMP Management & Monitoring Initiatives

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

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

7.2.4   The identified Management and Monitoring strategy promotes a total of 21 measures. The implementation schedules of these measures are outlined in **Graph 7.1** below.
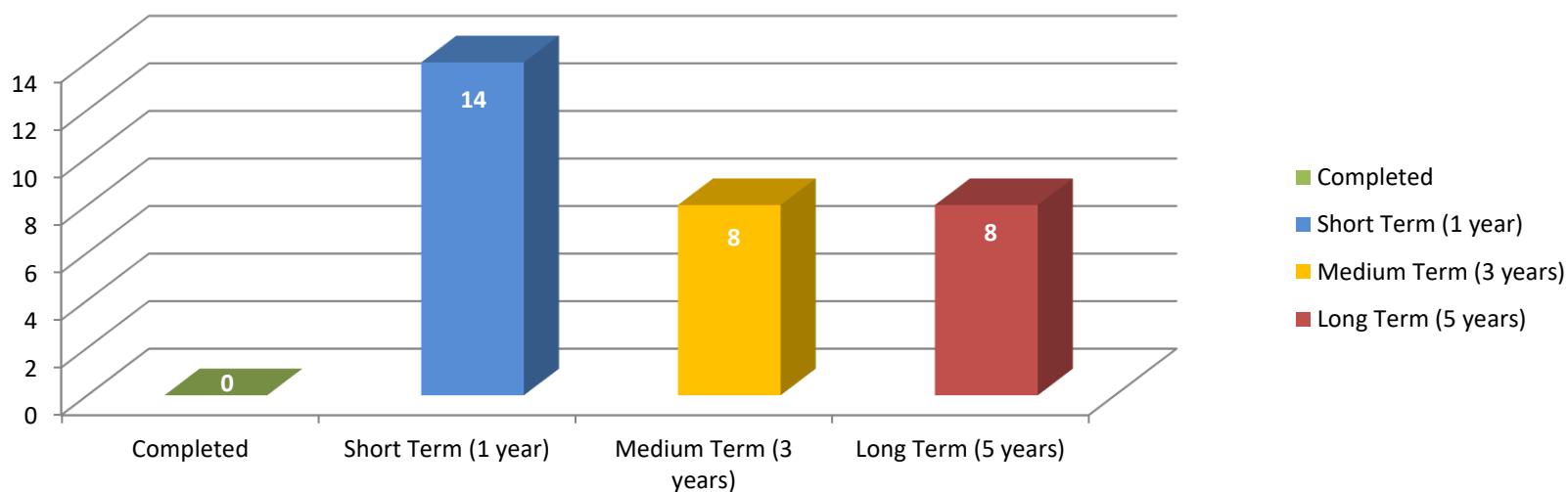
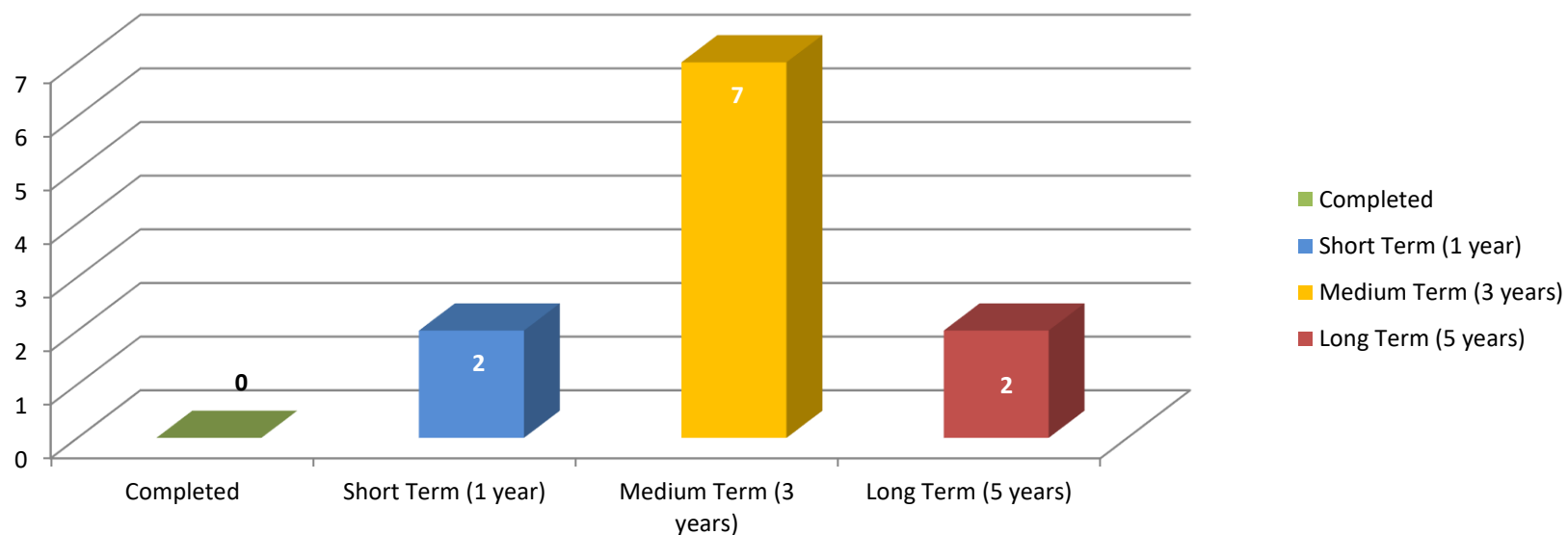**Graph 7.1 Roll-out of MMP's Management & Monitoring Initiatives**

7.3   WALKING STRATEGY

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

Table 7.2 Preliminary Schedule of MMP's Walking Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
WS 1	Develop a 'Walking' Accessibility Sheet for the site	-	✓	-	-	MPC	
WS 2	Explore the opportunity of creating a calendar of 'Walking' Events and incentives: • WS 2a - Walk to work / school week • WS 2b - Walk on Wednesdays • WS 2c - Pedestrian Training • WS 2d - Travel diary with incentive / awards scheme • WS 2e – Coordinated with PT events	- - - - -	- - - - -	✓ ✓ ✓ ✓ ✓	- - - - -	MPC	
WS 3	Investigate the potential benefit and uptake of setting up a 'buddying' scheme to address personal security issues of walking: • WS 3a - Commuters • WS 3b - School children	- -	- -	✓ ✓	- -	MPC	
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	- -	- -	- -	✓ ✓	MPC, DLR	
WS 5	Develop a 'Walking' Fact Sheet	-	✓	-	-	MPC	

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

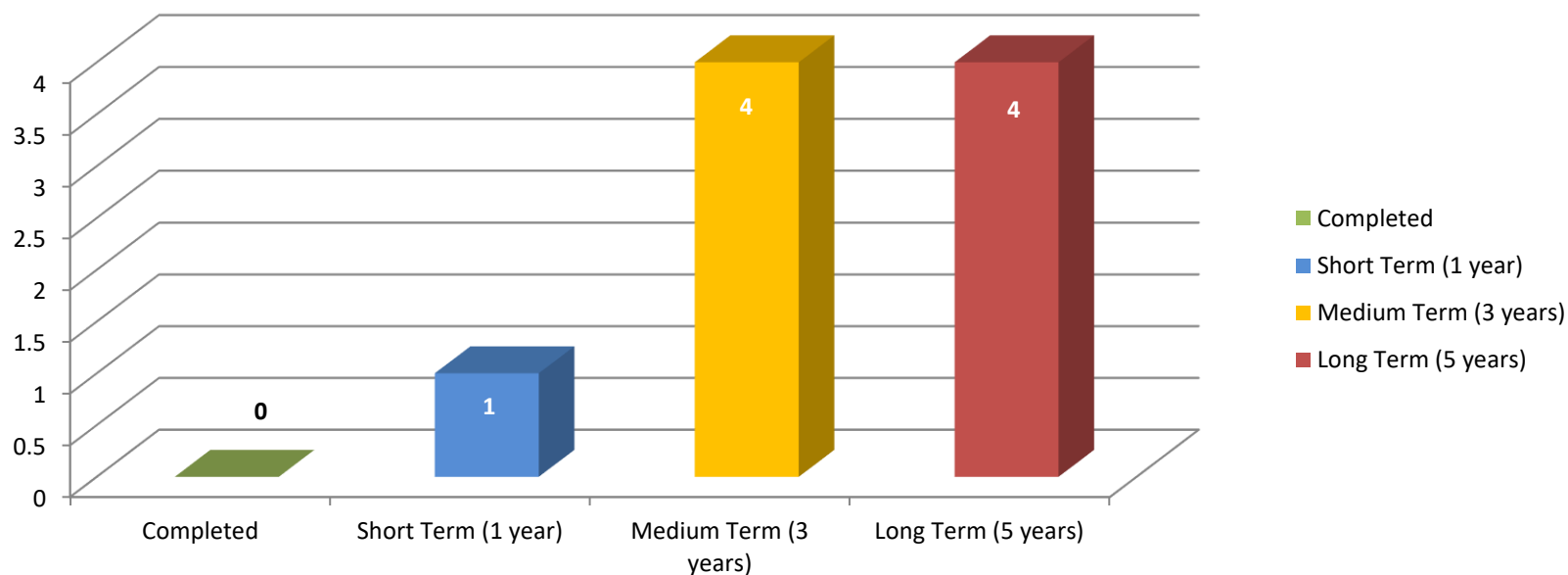**Graph 7.2 Roll-out of MMP's Walking Initiatives**

7.4   CYCLING STRATEGY

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

Table 7.3 Preliminary Schedule of MMP's Cycling Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
CS 1	Investigate the potential benefit and uptake of setting up a 'buddying' scheme to address personal security issues associated with cycling	-	-	✓	-	MPC	
CS 2	Explore the opportunity of establishing a Bike Users Group	-	-	-	✓	MPC	
CS 3	Develop a 'Cycling' Accessibility Sheet for the site	-	✓	-	-	MPC	
CS 4	Explore the opportunity of creating a calendar of 'Cycling' Events and incentives	-	-	✓	-	MPC	
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	-	-	-	✓	MPC	
CS 6	Investigate the potential demand for providing cycle training	-	-	-	✓	MPC	
CS 7	Explore the potential for launching a Travel Diary incentive / awards scheme	-	-	-	✓	MPC	
CS 8	Examine the opportunity and potential benefits and uptake of Bike service / maintenance workshops	-	-	✓	-	MPC	
CS 9	Market / Publicise the potential availability of employer operated discounted cycle purchase incentives	-	-	✓	-	MPC	

7.4.2   The MMP's Cycling Strategy promotes a total of 9 measures. The preliminary implementation schedule of these cycling initiatives is outlined in **Graph 7.3** below.

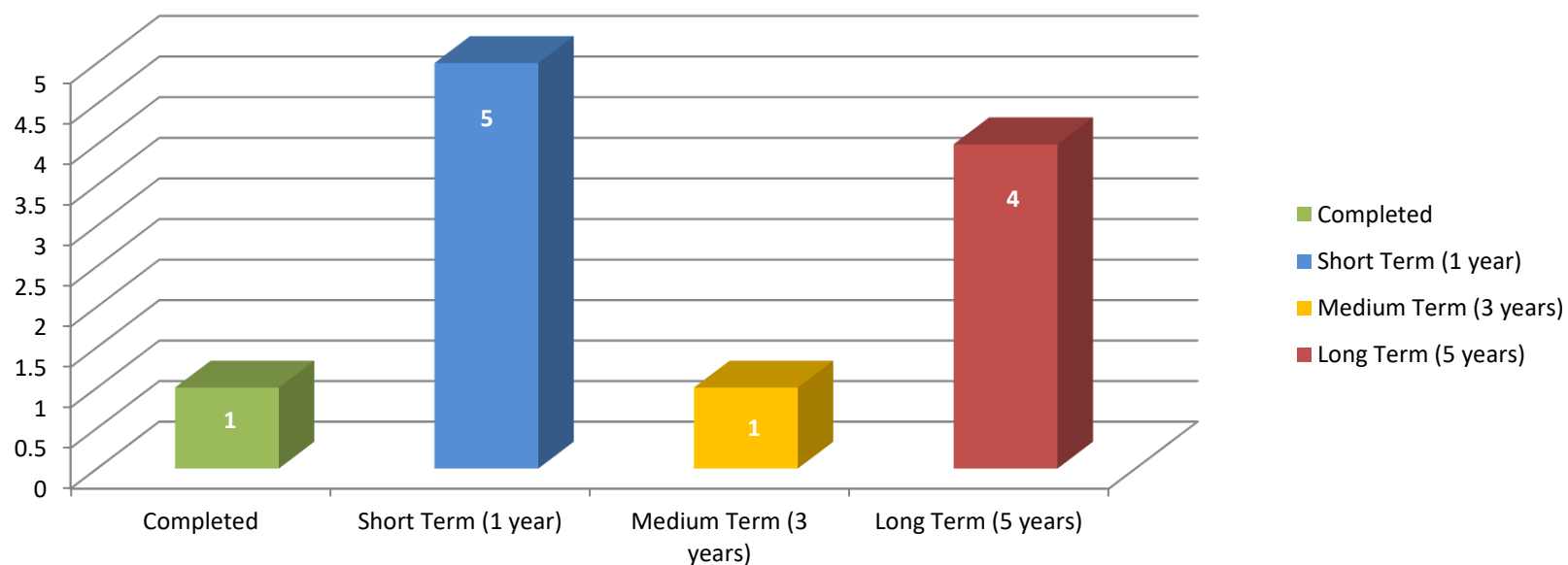**Graph 7.3 Roll-out of MMP's Cycling Initiatives**

7.5 PUBLIC TRANSPORT STRATEGY

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

Table 7.4 Preliminary Schedule of MMP's Public Transport Initiatives

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

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

**Graph 7.4 Roll-out of MMP's Public Transport Initiatives**

7.6   PRIVATE CAR STRATEGY

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

Table 7.5 Preliminary Schedule of MMP's Private Car Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
PCS 1	Investigate the benefits of developing a 'Car' Fact Sheet	-	✓	-	-	MPC	-
PCS 2	Explore the opportunities of encouraging informal arrangements between residents for 'shared' travel to work practices	-	-	✓	-	MPC	
PCS 3	Encourage use of existing formal car sharing website (www.carsharing.ie)	-	✓	-	-	MPC	
PCS 4	Explore the opportunities of informal arrangements between residents for travel to school / college	-	-	✓	-	MPC	
PCS 5	Determine the suitability / potential / benefits of a local Car Club scheme	-	✓	-	-	MPC	-

7.6.2   The MMP's Private Car Strategy promotes a total of 5 measures. The preliminary implementation schedule of these private car focused initiatives is outlined in **Graph 7.5** below.
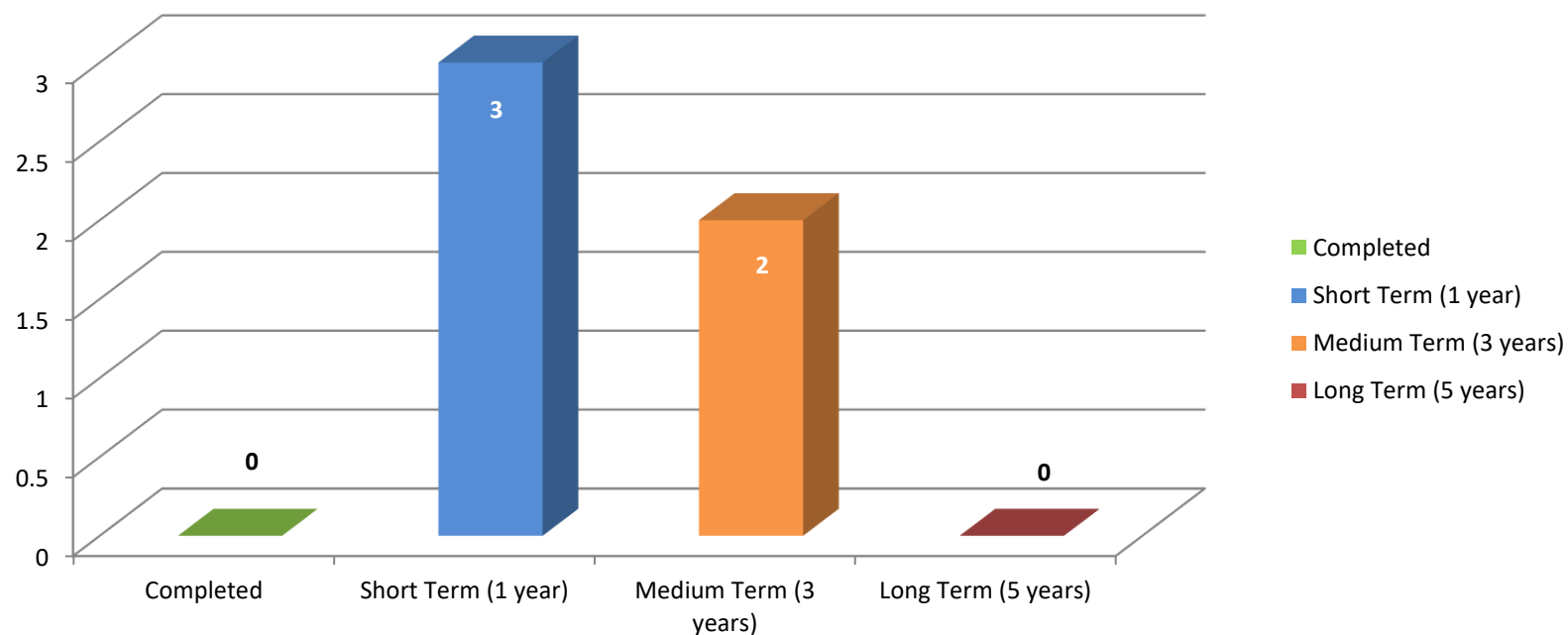
Graph 7.5 Roll-out of MMP's private Car Initiatives

7.7   MARKETING AND PROMOTION STRATEGY

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

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

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

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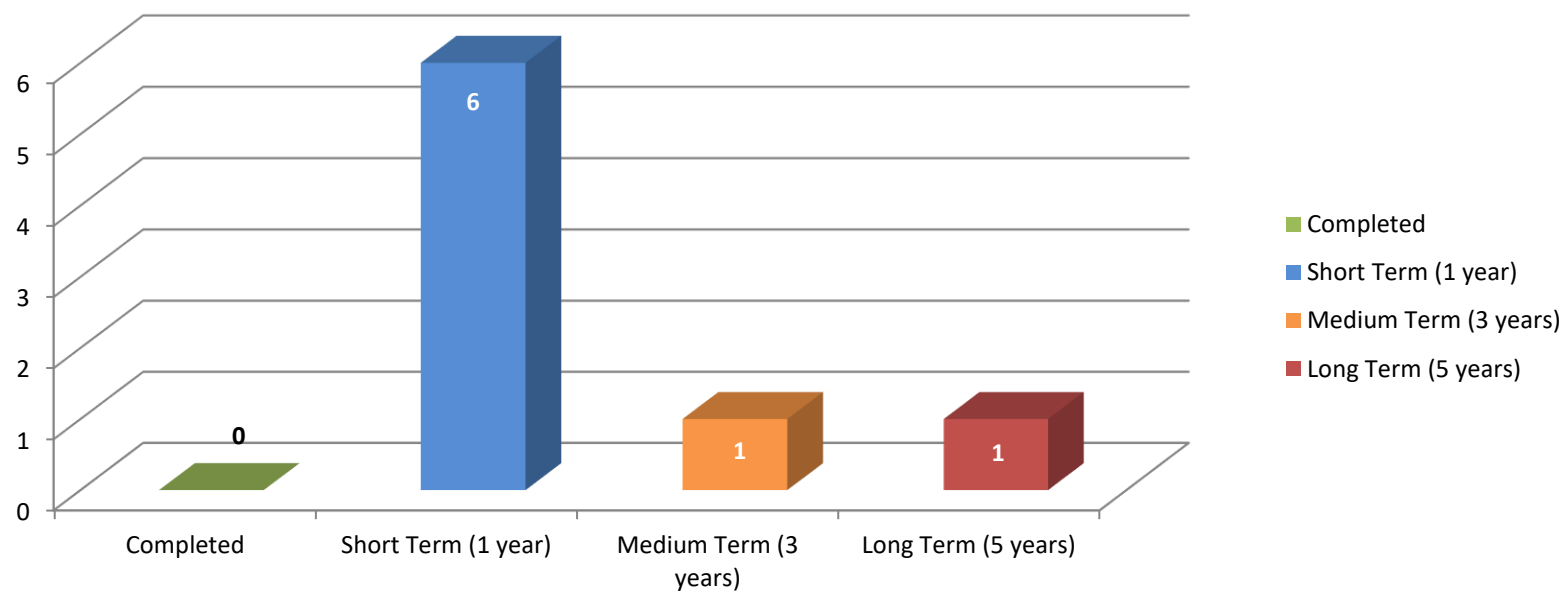
Graph 7.6 Roll-out of MMP's Marketing & Promotion Initiatives

CHAPTER 8

Summary & Conclusion

8.1   SUMMARY

8.0   SUMMARY AND CONCLUSIONS

8.1   SUMMARY

8.1.1   This Mobility Management Plan has been prepared in support of a planning application for the proposed residential and mixed-use development on a brownfield site located on Lands at the former TedCastles site, Old Dunleary Road, Cumberland Street, Dun Leary Hill, Dún Laoghaire, Co. Dublin. The proposal is for a residential development comprising 146 residential apartments.

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

8.1.3   DBFL Consulting Engineers have compiled this framework MMP as the basis for discussions between the developers and planning officers from Dún Laoghaire Rathdown County Council. Through these scoping discussions the preferred strategy (and supporting measures and targets) will emerge with the resulting MMP detailing the agreed approach, actions and targets.

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

8.1.5   The identified preliminary action plan promotes a total of 65 initiatives across 6 sub strategy themes as presented in the Pie Chart below.

Graph 8.1 Tedcastles Residential Development: MMP Initiatives by Strategy

8.1.6   The implementation schedule of identified 65 MMP initiatives is outlined in **Graph 8.1** below. A total of 1 initiative (or 1.4%) of the action plan have already been completed, with a further 31 initiatives (or 41.9%) to be implemented within 1 year of the residential development being occupied.
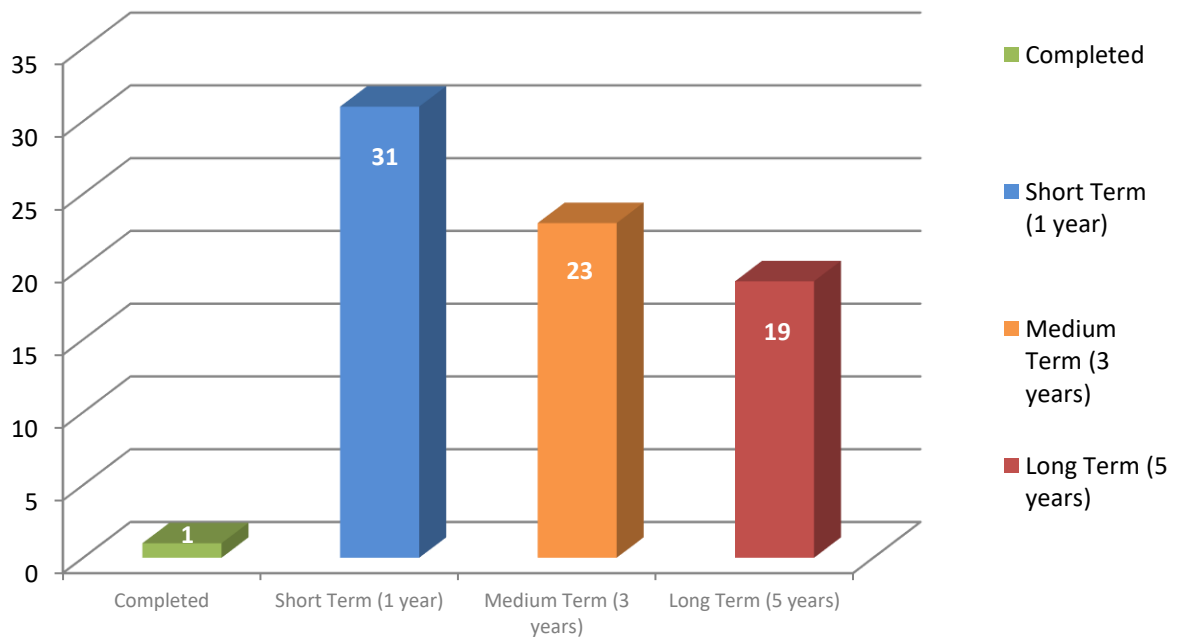
Graph 8.1 Roll-out of MMP's Initiatives

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

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

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

APPENDICES

Appendix A

Purpose of Trip based on Trend Modes in Greater Dublin Area

Chart A1: Purpose of Trip made For Work/Business

Truck/Van 2%
DART/Train 3%
Bus/Coach 12%
Walking 11%
Cycle 7%
Car 65%

Legend:
- Truck/Van
- DART/Train
- Bus/Coach
- Car
- Cycle
- Walking
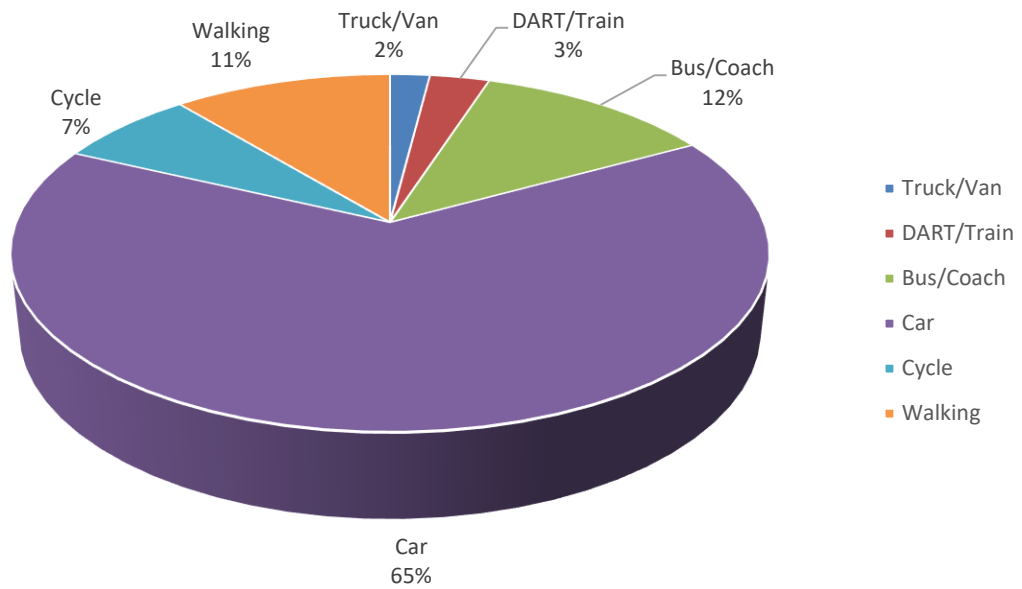
Chart A2: Purpose of Trip made For Education

DART/Train 0%
Truck/Van 0%
Bus/Coach 10%
Walking 23%
Cycle 4%
Car 63%

Legend:
- Truck/Van
- DART/Train
- Bus/Coach
- Car
- Cycle
- Walking
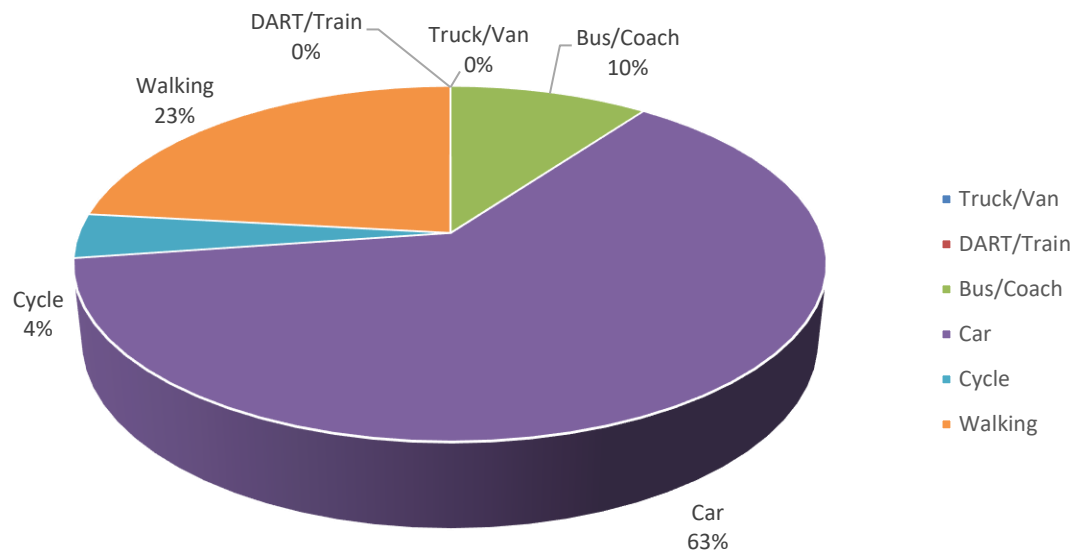
Chart A3: Modal Split for Shopping Purposes

- Truck/Van 0%
- DART/Train 1%
- Bus/Coach 7%
- Walking 25%
- Cycle 1%
- Car 66%

Legend:
- Truck/Van
- DART/Train
- Bus/Coach
- Car
- Cycle
- Walking
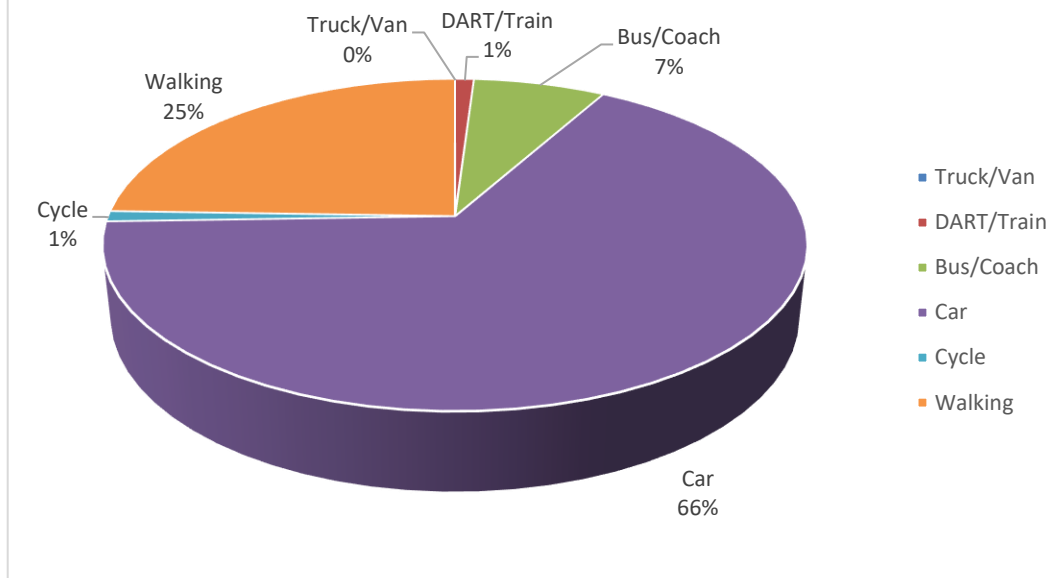
Chart A4: Modal Split for Social Purposes

- Truck/Van 0%
- DART/Train 2%
- Bus/Coach 7%
- Walking 22%
- Cycle 5%
- Car 64%

Legend:
- Truck/Van
- DART/Train
- Bus/Coach
- Car
- Cycle
- Walking
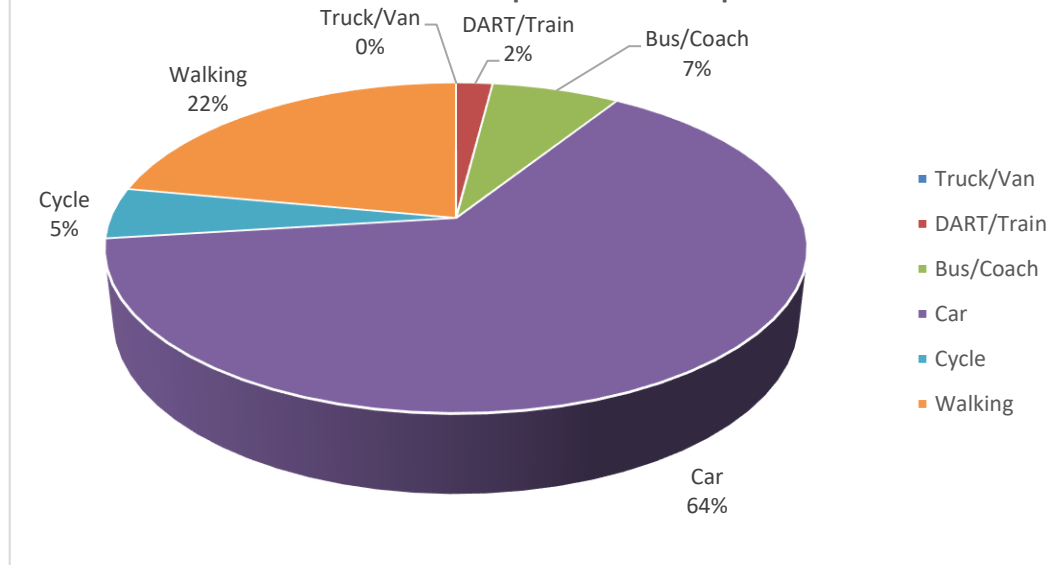
Chart A5: Modal Split for Returning Home

Truck/Van 1%
DART/Train 2%
Bus/Coach 9%
Walking 20%
Cycle 5%
Car 63%

Legend:
- Truck/Van
- DART/Train
- Bus/Coach
- Car
- Cycle
- Walking
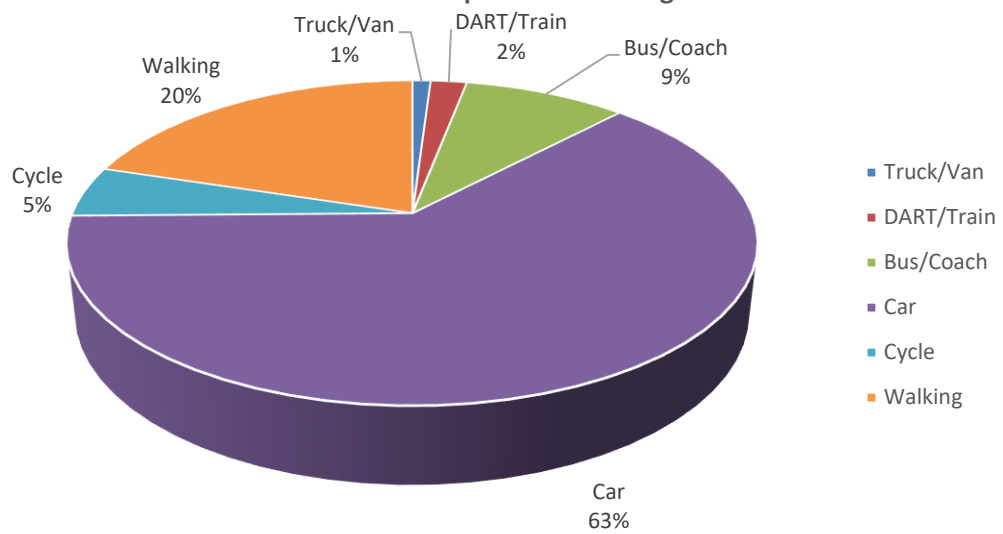
Chart A6: Modal Split for Personal Purposes

Truck/Van 0%
DART/Train 1%
Bus/Coach 5%
Walking 47%
Car 44%
Cycle 3%

Legend:
- Truck/Van
- DART/Train
- Bus/Coach
- Car
- Cycle
- Walking

Chart A7: Modal Split for Other Purposes

Cycle 4%

Walking 7%

Truck/Van 0%

DART/Train 2%

Bus/Coach 4%

Car 83%

- Truck/Van
- DART/Train
- Bus/Coach
- Car
- Cycle
- Walking
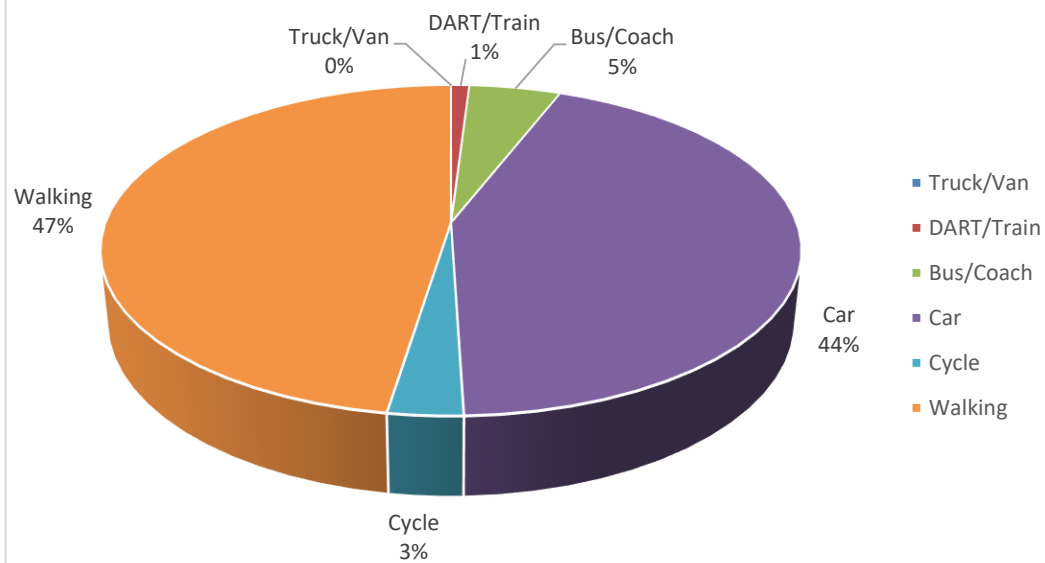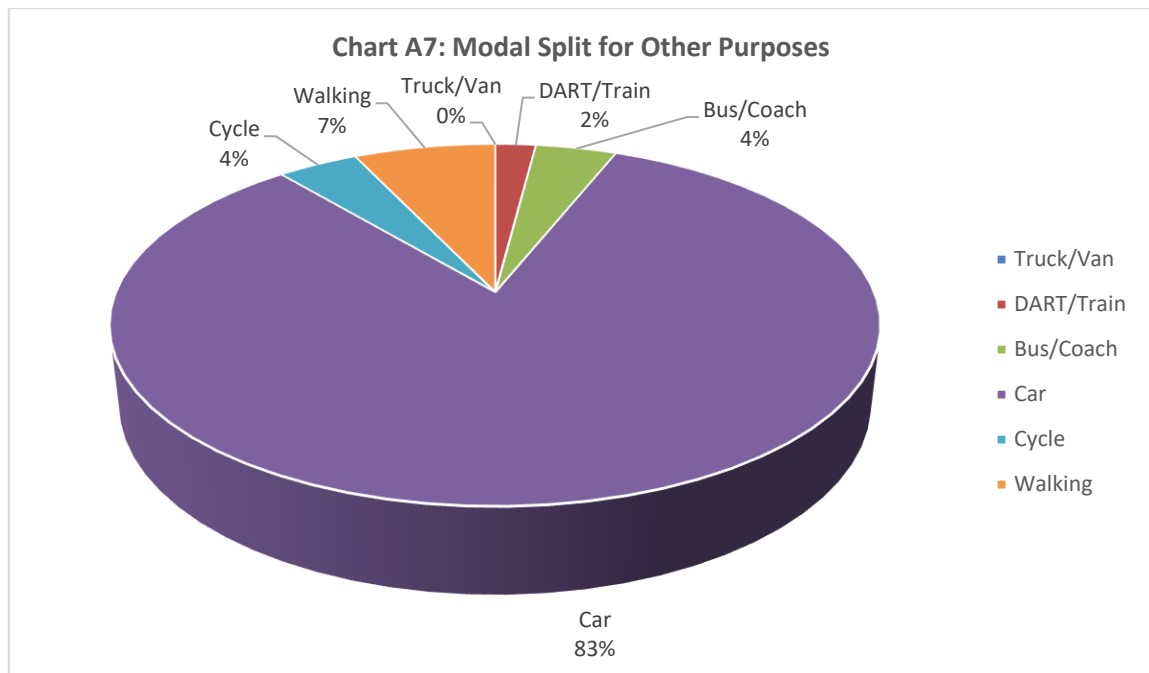
Appendix B

Mode Specific Measures

B1.0   MODE SPECIFIC MEASURES

Car Usage - Parking Management Strategy

B1.1   A Parking Management Strategy will be prepared by the development management to manage the daily usage of the 44 no. car parking spaces provided as part of the development. The parking strategy is founded on the principles that none of the residential units will be allocated a parking space as part of the rental agreement for the property.

B1.2   Aside from the dedicated GoCar space, the remaining spaces will be available for tenants to rent on a need's basis. The cost associated with the parking spaces is expected to be in the region of €100 – 150 per month which is specified at such a rate so as to discourage the use of the private vehicle unless necessary and to encourage the uptake of more sustainable modes such as walking, cycling and public transport for which there are excellent opportunities within and directly adjacent to the development site.

B1.3   The parking spaces will be allocated on a 'first come, first served' basis in terms of paying the prescribed fee. Access to the car park will be strictly controlled by a combination of barriers and shutters. Entry will be facilitated by coded entry and/or number plate recognition which will permit registered vehicles only to enter.

Car Usage - Car Sharing

B1.4   Car sharing is also known as lift-sharing, car-pooling or ride-sharing. Car sharing offers people a cost effective and a more sustainable way of travelling by car when other forms of transport are not viable.

B1.5   Car sharing schemes encourage individuals to share private vehicles for particular journeys. Car sharing can be both formal and informal. Informal car sharing operates between individuals and neighbours and formal car sharing is defined by a more elaborate approach to trip matching, often focussed on the commuting journey.

B1.6   Car sharing would reduce a number of car trips and participants will meet other members in the community. A National Car Sharing database is now available at www.carsharing.ie. It is an all-island service for the public and is free of charge to use.

B1.7   The benefits of car sharing:

- reduces transport costs

- reduces the number of cars on the road which results in less pollution, less congestion and fewer parking issues

- reduces the need for a private car

B1.8   The residential development's community website would have a section dedicated to the car share scheme and the residents would have an option to register. To encourage take up of the car sharing, the MMP Coordinator would host events to introduce prospective car sharers to each other and would help 'break the ice' as it is always more likely that people will share, particularly for the journey 'home', with somebody that they have met rather than a complete stranger.

Car Usage - Car Club

B1.9   Car Clubs are membership-based schemes providing shared cars for hire. A Car Club can play an important role in reducing costs, congestion and environmental impact. Members have flexible access to the hire of a vehicle. Vehicles are parked in reserved parking spaces close to homes, town centres or workplaces and can be used and paid for on an hourly rate, daily or weekly basis. Individuals can join a car club or an organisation may have a corporate package with one of the car club providers.

B1.10   Car sharing clubs in Dublin have experienced significant growth in recent years. The facility allows members' access to a shared car in the local area for an hourly fee. This facility could be an attractive option for those who choose to start walking or cycling to work but may require access to a car at short notice. There may be potential to encourage one of the car sharing clubs to establish a shared car at the residential development. Residents and visitors can obtain further information at www.gocar.ie. The benefits of such car sharing services include;

- the reduction of the number of cars on the road and therefore traffic congestion, noise and air pollution;

- minimising the demand for car parking and freeing up land traditionally used for private parking spaces, but which may not be used;

- increasing use of public transport, walking and cycling as the need for car ownership is reduced; and

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

Public Transport - Buses

B1.11   The residential development will be well served by Dublin Bus services with bus routes passing the subject site on the R119 Cumberland Street. The bus stops are located in very close proximity with the closest DublinBus stop at only 200m from the subject site with frequent inbound services operating daily.

Public Transport - DART

B1.12   The DART rail service serves the area with the Salthill & Monkstown stop 350m to the south of the subject site. The DART Line runs between Greystones/Bray in the south and Malahide/Howth Junction in the north serving Dun Laoghaire and Dublin city centre.

B1.13   Encouraging the residents to use public transport starts with awareness and promotion. People's perceptions of public transport may be based on outdated experiences, or even on hearsay. Marketing information can be effective in selling the public transport service to them.

B1.14   As well as providing information, part of the aim is to positively brand public transport, pointing out its advantages and attempting to reduce people's negative associations. The outcome of this is the importance of not encouraging people onto poor public transport, where negative experiences may further reinforce car preferences.

B1.15   The use of information points within the development is an effective method of increasing awareness among residents about public transport options. These 'points' are usually information stands containing the latest bus and rail timetables, route maps and other promotional material. The development's website can also be a conduit for this information, and can incorporate links to the bus operators' websites and the Luas website.

B1.16   A public transport information service can be offered to residents in which they have opportunity to register to receive public transport timetables for their preferred routes by email or text. Members are sent new timetables as they become available.

B1.17   Financial incentives for staff can be an effective tool in the promotion of public transport use. This can be done through the provision of low interest or interest-free loans for the purchase of public transport season tickets where applicable (discounted season tickets etc.).

Walking

B1.18   The development has been designed to ensure that the development is permeable with a number of access points / gateways to facilitate walking through the site. The feasibility of measures that promote walking will be influenced by factors such as the safety and ease of walking to and from the site and the age profile of commuters. Generally speaking a distance of up to 4km is considered reasonable for walking. This distance is only indicative but can help to define target groups.

B1.19   The health benefits of walking are a key element in promoting Mobility Management Plans. Walking improves cardiovascular fitness and burns calories. Walking will also increase your muscle tone, boost metabolism, ease stress, raise energy levels and improve sleep, which combined can also help with weight loss. Regular walking can also reduce the risk of coronary heart disease, diabetes, strokes, high blood pressure, cancer, osteoporosis and arthritis.

B1.20   Walking will mainly be self-promoting and initiatives should focus on making people aware of the routes available to them. A map showing the walking routes should be prepared and placed at key locations within the development. These could be stand-alone signs or maps on notice boards. This information would also be available on the community website.

B1.21   It is important to ensure that pedestrians are safe and are satisfied with the facilities available and their maintenance. It should be noted that: -

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

Cycling

B1.22   The residential development is well located for cycling journeys and this mode of travel should be encouraged with the provision of a wide range of routes within the development and new links to existing and future major routes in the local area. A

distance of up to 10km is considered reasonable for cycling. This distance is only indicative but can help to define target groups.

B1.23   The on-site cycle facilities will be linked to the existing off-site cycle routes.

B1.24   As with many measures relating to cycling, the aim is a mixture of support, through incentives and facilities, and encouragement, through information and marketing. Incentives and facilities at both trip origin and destination / place of work, education, worship etc. can include some of the following. The MMP will highlight that many of these are available at trip end destinations:

- the provision of "pool" bicycles for short distance travel
- the provision of well-located high-quality cycle parking facilities
- storage, changing and shower facilities for cyclists

Appendix C

Management & Monitoring Measures

C1.0   MANAGEMENT & MONITORING MEASURES

C1.1   Introduction

C1.1.1   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.

C1.2   Management Structure & Roles

C1.2.1   The appointment of a Mobility Manger / Group is critical to the success of the MMP. The BTR Scheme will be managed by a highly skilled management company, who will oversee and ensure a successful MMP.

C1.2.2   For the MMP to be successful it is essential that all residents take ownership of it. Therefore, as the development is being built out and the community becomes established it will become increasingly important for management responsibility to be supplemented by the local community residing at the subject development.

Mobility Manager

C1.2.3   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.

C1.2.4   A MMP needs to be monitored, co-ordinated and marketed on a regular basis to ensure that it meets its objectives and its targets are achievable and realistic. The Mobility Manager is appointed to ensure the success of this plan. The primary duties of the Mobility Manager are:

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

C1.2.5   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

C1.2.6   As the development approaches full occupation; residents of the development will be invited to form a Residents Group.

C1.3   Monitoring

C1.3.1   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.

C1.3.2   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.

C1.3.3   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.

C1.3.4   The survey would be in the form of a questionnaire that residents would complete. Communication of the Travel Survey will be through letters in the post or email. This letter will inform all residents of how to complete the survey online. Residents can also request a paper copy of the survey to be filled out by hand rather than electronically. However, the online method would be the preferred channel. The survey will include questions to allow the monitoring of the particular targets that have been set in the MMP.

C1.3.5   It is essential that the residents see the results of the survey and review their own travel patterns against the typical data. Therefore, the results should be available on the community website.

C1.3.6   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.

C1.3.7   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.

C1.3.8   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 D

Marketing & Promotion Measures

D1.0   MARKETING MEASURES

D1.1   Raising Awareness, Marketing & Promotion

D1.1.1   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.

D1.1.2   Promotion would start with the marketing of the residential 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 Dublin Bus and Luas to the various Employment Areas, City Centre and other links are also an attractive feature for encouraging sustainable travel for future residents.

D1.1.3   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

D1.2   Sustainable Travel Pack

D1.2.1   Promotion of sustainable travel will continue when residents take up occupation of their new accommodation. 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.

D1.2.2   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, Luas),

- Local taxi information,
- Car 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.

D1.2.3   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 and rail routes and timetables;
- New residents to the development should be informed about travel options;
- Ensure the residential development is included as a key destination on journey planning apps.

D1.3   Personalised Travel Plan

D1.3.1   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.

D1.3.2   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.

D1.3.3   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.

D1.4   Online Website

D1.4.1   A dedicated online website for the residential development may be created and will focus on providing appropriate, up-to-date information on sustainable travel options for accessing the development site.

D1.4.2   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 and Luas so as to encourage residents to plan their journeys using sustainable transport.

D1.5   Smart Device Travel App

D1.5.1   A Travel App could 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 both buses and the Luas.
- Interactive map showing users current location and highlighting local points of interest (e.g. closest bus stop)
- Pedometer for walkers