Document Title

Mobility Management Plan

Project

Bluebell Waterways Development, Bluebell, Dublin 12

Client

Land Development Agency (LDA) on behalf of DCC

Job No. H096

2 May 2025

CS CONSULTING
Civil, Structural & Traffic Engineering

DOCUMENT STATUS					
File Location: Job-H096\B_DOCUMENTS\1.0 Planning\1.0 CIVIL ENGINEERING\1.0 REPORTS\Planning\5.0 MMP					
BS 1192	BBWW-CSC-ZZ-XX-RP-C-0005				
Version	**Purpose of Document**	**Author**	**Reviewed by**	**Approved by**	**Issue Date**
P6	Planning	LJ	NB	OS	02.05.2025

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MOBILITY MANAGEMENT PLAN

BLUEBELL WATERWAYS DEVELOPMENT, BLUEBELL, DUBLIN 12

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1.0 INTRODUCTION

Cronin & Sutton Consulting Engineers (CS Consulting) have been commissioned by Land Development Agency (LDA) on behalf of DCC to prepare a Mobility Management Plan (MMP) for Bluebell Waterways development at Bluebell, Dublin 12.

The development shall be supported by an MMP as a suitable mechanism by which the development can maintain a suitable rate of private car use and support the objectives of sustainable development. The final version of the MMP shall be prepared and administered by a Travel Plan Coordinator (see section **6.0**), who shall be appointed for the development following its completion.

1.1 Site Location

The proposed development is in Bluebell, Dublin 12, near Naas Road corridor in West Dublin. The site is in the administrative jurisdiction of Dublin City Council and has a total area of circa 2.9ha.

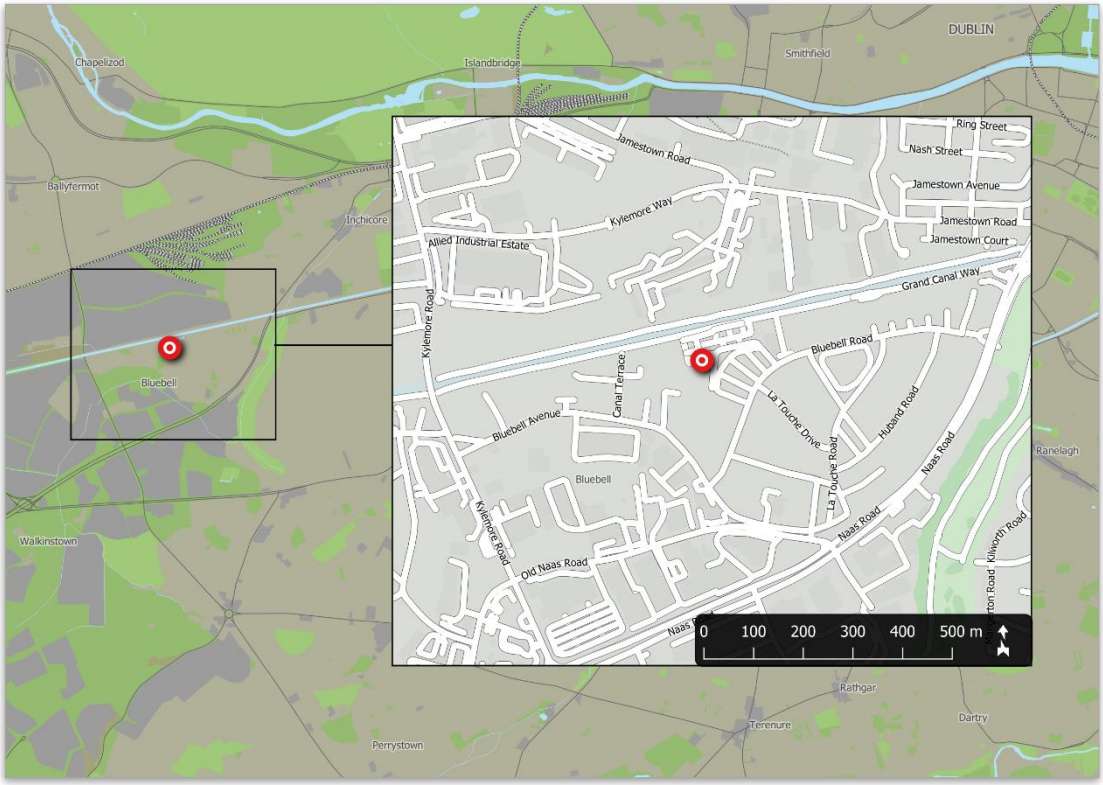

Figure 1 – Location of subject lands
(sources: EPA, OSi, OSM Contributors, Google)

The location of the subject lands is shown in **Figure 1**; their extents and environs are shown in more detail in **Figure 2**.

Figure 2 – Subject lands extents and environs
(sources: NTA, OSi, OSM Contributors, Microsoft)

The development site sits to the south-west of Dublin. It is bordered by Grand Canal and Inchicore to the North, Walkinstown to the South, Kylemore to the West and Drimnagh to the East. The site is located within about five minutes' walk to the Naas Road/Kylemore Road junction, LUAS Red line and future proposed radial and orbital bus routes.

1.2 Existing Site Conditions

The lands within the development site are within the ownership of Dublin City Council (DCC) and comprise of existing Maisonettes, dis-used industrial filter beds, green field, and community facilities. The Maisonettes are currently occupied by DCC tenants, who are proposed to be relocated within the scheme.

1.3 Description of Proposed Development

The proposed development includes for demolition of existing above ground structures on site, including the existing maisonettes and the existing community facility known as the Bungalow (which is being relocated within the site), and the construction of a residential development set out in 5 no. blocks, ranging in height from 5 to 9 storeys to accommodate 383 no. apartments, 3 no. community/cultural units and a crèche.

The primary site access is via a new entrance from Bluebell Road at the junction with La Touche Drive which includes for a new pedestrian crossing, with secondary access for pedestrians and cyclists only, from Bluebell Avenue. Car parking is provided at both below podium level and at surface level with secure bicycle parking for residents, visitors and cargo bikes provided throughout the scheme. Access is provided through the scheme onto the Grand Canal for pedestrians and cyclists.

The development also includes for a centrally landscaped public realm and an area of linear open space along the western corridor of the site which includes a play area, biodiversity planting, relocated allotments and provides access and permeability to the Grand Canal. The proposed application includes all site landscaping works, green roofs, boundary treatments, lighting, servicing, signage, and associated and ancillary works, including site development works above and below ground.

A full description is provided in the Statutory Notices.

2.0 MOBILITY MANAGEMENT PLAN PURPOSE

Mobility Management Plans are developed for the purpose of promoting and enhancing travel via more sustainable modes of transport. They serve to identify travel demand strategies that reduce single occupancy private car travel, which in turn reduces traffic congestion, noise pollution and environmental impacts. Occupants of the development are informed of existing alternatives to the private car and are given the required advice, support, and encouragement to travel in a sustainable way. The Mobility Management Plan also includes reference to proposed future improvements to those transport options already available.

The aim of the Mobility Management Plan is to provide more sustainable transport choices, which lead to a reduction in the need for vehicular journeys, especially by private car. The MMP recognises that not all trips can be taken by sustainable modes and that some motor vehicle trips will still be necessary.

The MMP should be considered as a dynamic process, wherein a package of measures and campaigns is identified, piloted, and then monitored on an ongoing basis. The nature of the plan therefore changes during its implementation: measures that prove successful are retained, while those that are not supported are discarded. It is important that the plan retains the support of users and receives continuous monitoring. Feedback and active management of the plan are required for it to continue to be successful.

3.0 EXISTING SITE CONDITIONS

3.1 Pedestrian Accessibility

One of the specific objectives of the Dublin City Development Plan is to implement, at appropriate locations, pedestrian permeability schemes and enhancements.

Existing pedestrian facilities along Bluebell Road, and Bluebell Avenue and all other streets in the vicinity of the development site are in good conditions. Raised footpaths and public lighting are in place on all roads in the vicinity of the subject development. As shown in **Figure 3**, the development site benefits from proximity to the various public transport services, as well as existing car-sharing bases operated by GoCar.

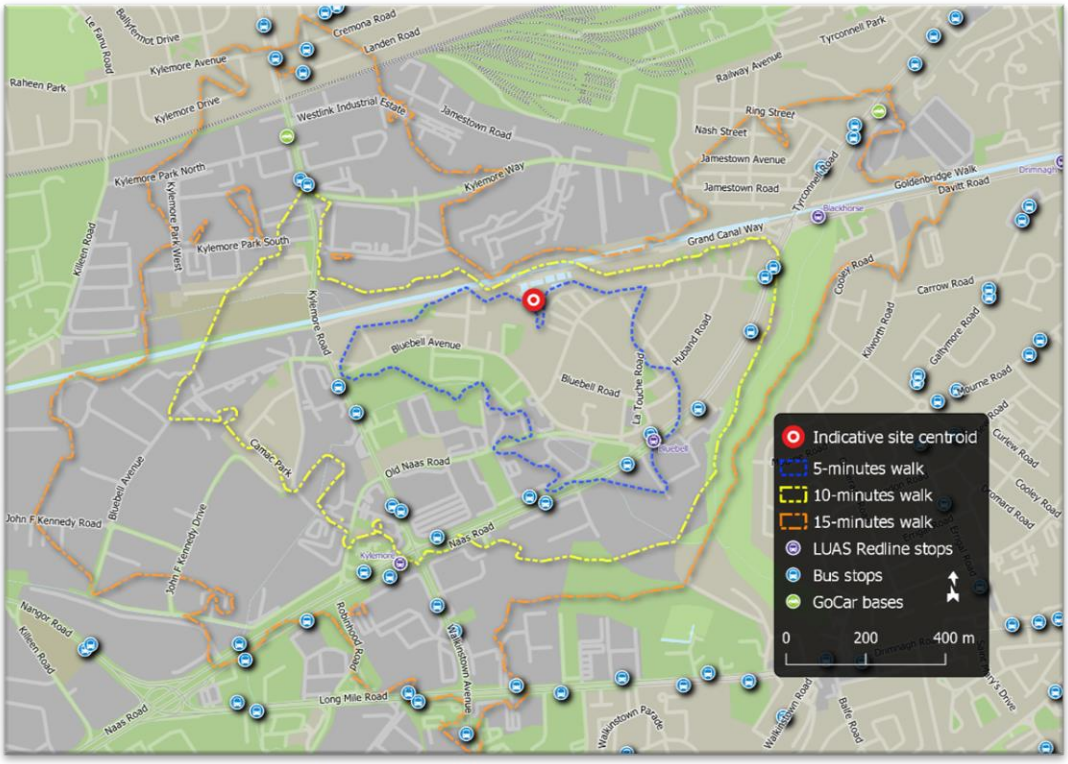

Figure 3 – Walking times and public transport accessibility
(map data and imagery: NTA, GoCar, OSM Contributors, Google, QGIS)

The proposed development site is located within 5 minutes walking distance from Bluebell Redline LUAS stop. In addition, to the Bluebell LUAS stop 2no. bus stops are also located within the 5-minutes' walk. Refer to the sub-sections **3.1.1**and **3.1.2** for more details.

The proposed development site is also located within 15-minute walk of 2no. existing public GoCar bases.

1no. GoCar base located to the north-east of the development, approx. 400m north of Blackhorse Luas stop, and the other GoCar base located to the north-west of the development site approx. 1,050m from the development site along Kylemore Road. These car sharing facilities can be utilised by the residents of the proposed development to reduce the dependency on private car within the development.

3.1.1 Light Rail Services

The Luas light rail network consists of two principal lines, which connect to one another at Abbey Street/Marlborough Street/O'Connell Street in Dublin City Centre.

- LUAS Red Line (E-W) Dublin Docklands to Tallaght/Saggart
- LUAS Green Line (N-S) Broombridge to Bride's Glen

As mentioned previously the development site is located within 5-minutes' walk of Bluebell LUAS Redline stop.

Table 1 – Bluebell Luas Stop Services – 5-minutes' walk from development site

Direction	Destinations	Peak Interval
Eastbound	Dublin Docklands	3-4 min
Westbound	Tallaght/Saggart	3-4 min

In addition, Blackhourse Red line LUAS stop is also located within 10-minutes' walk of the development site.

Table 2 – Blackhorse Luas Stop Services - 10-minutes' walk from development site

Direction	Destinations	Peak Interval
Eastbound	Dublin Docklands	3-4 min
Westbound	Tallaght/Saggart	3-4 min

Light rail services operating to and from these stops connect them directly to The Point in the east (via Dubin city centre) and to Tallaght / Saggart in the west; interchange with the Luas Green Line is possible at Abbey Street. Trams serve the Bluebell LUAS Redline stop and Blackhorse LUAS Redline stop at intervals of approximately 3-4 minutes at peak times.

3.1.2 Bus Services

Bus stops located within a 5-minutes' walk of the development site are served by 3no. Dublin Bus routes (13, 68, and 69), which connects it to Dublin city centre and to Dublin's western and northern suburbs. In addition, there is also 2no. bus stops located 10-

minutes' walk from the development site along Kylemore Road which are served by Goahead bus route 18. See details of these bus routes in **Table 3** below.

Table 3 – Bus Services in the vicinity of the development site

Route No.	Operator	Destinations	Weekday services [1]	Peak Interval
Bus routes within 5-minutes' walk				
13	Dublin Bus	Mountjoy Sq / Grange Castle	81	10 mins
68	Dublin Bus	Newcastle / Greenogue Business Park/ Hawkins St.	22	30 mins
69	Dublin Bus	Hawkins / Rathcoole	22	30 mins
Bus routes within 10-minutes' walk				
S4	Orbital Route	Liffey Valley - Ballyfermot - Crumlin - Milltown - UCD	108	10 mins

3.2 Bicycle Infrastructure

There are no existing bicycle lanes in the close proximity of the development site. The Grand Canal way to the north of the development site is a greenway. Only pedestrians and cyclists can access this greenway. However, it is worth noting that National transport Authority (NTA) are proposing a primary and secondary cycle lane in the close vicinity of the development site (refer sub-section **4.1**).

As shown in **Figure 4**, the proposed development site is within 20-minutes bicycle journey of Dublin City Centre, and is within easy reach of numerous LUAS stops and several railway stations.

[1] Average number of services per day in each direction, Monday-Friday

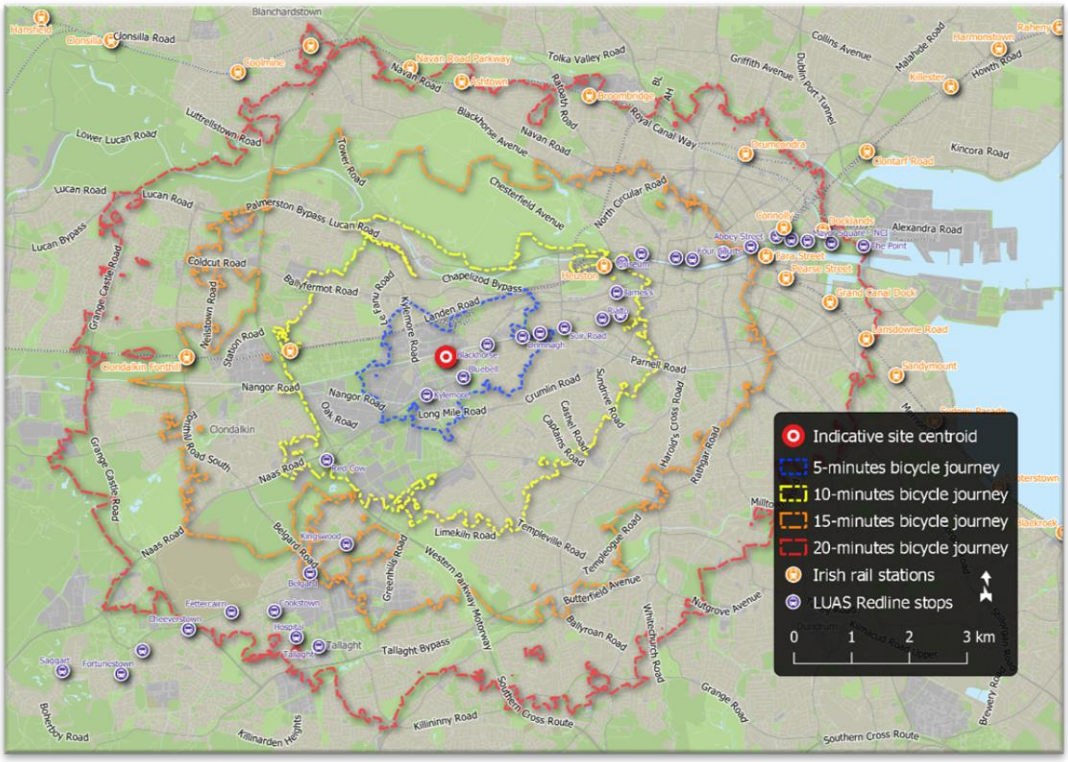

Figure 4 – Bicycle journey times and public transport facilities
(map data and imagery: NTA, OSM Contributors, Google, QGIS)

3.2.1 Train Services

As shown in the **Figure 4** above, Heuston Railway Station is located within 10-minutes bicycle journey from the development site. Heuston railway station is also 8no. redline Luas stops away from Bluebell redline Luas Stop, which is within 5-minutes walking distance from the development site.

Intercity rail services operating to and from Heuston railway station connect the development directly to many towns and cities as Cork, Waterford, Galway, and Limerick. A Commuter service also terminates at Heuston Station, serving commuter towns to the south-east of Dublin. See **Table 4** below for more details.

Table 4 – Heuston Railway Services

Operator	Destinations	Weekday services [2]	Peak Interval
Irish Rail	Heuston/ Cork (Direct)	15	60 mins
Irish Rail	Heuston/ Galway	13	120 mins
Irish Rail	Heuston / Limerick and Ennis	17	60 mins
Irish Rail	Heuston / Limerick via Nenagh	2	n/a
Irish Rail	Heuston / Waterford	10	180 mins
Irish Rail	Heuston / Westport and Ballina	4	n/a
Irish Rail	Dublin Heuston / Portlaoise	58	10 mins

4.0 PROPOSED FUTURE INFRASTRUCTURAL IMPROVEMENTS

4.1 NTA Cycle Network

As part of the Cycle Network Plan for the Greater Dublin Area, administered by the National Transport Authority, it is proposed that a primary cycle route 7B and a Greenway N10 (Grand Canal Greenway) be implemented along Grand Canal Way to the north of the development site. It is also proposed to implement a secondary cycle lane 7D along Naas Road in the vicinity of the development site. These future cycle routes provide easy access to the city centre. No further information is available at present regarding the delivery timeframe or detailed design of these proposed cycle network improvements. See **Figure 5** below. The proposed development shall be designed to accommodate future access to this link.

[2] Average number of services per day in each direction, Monday-Friday

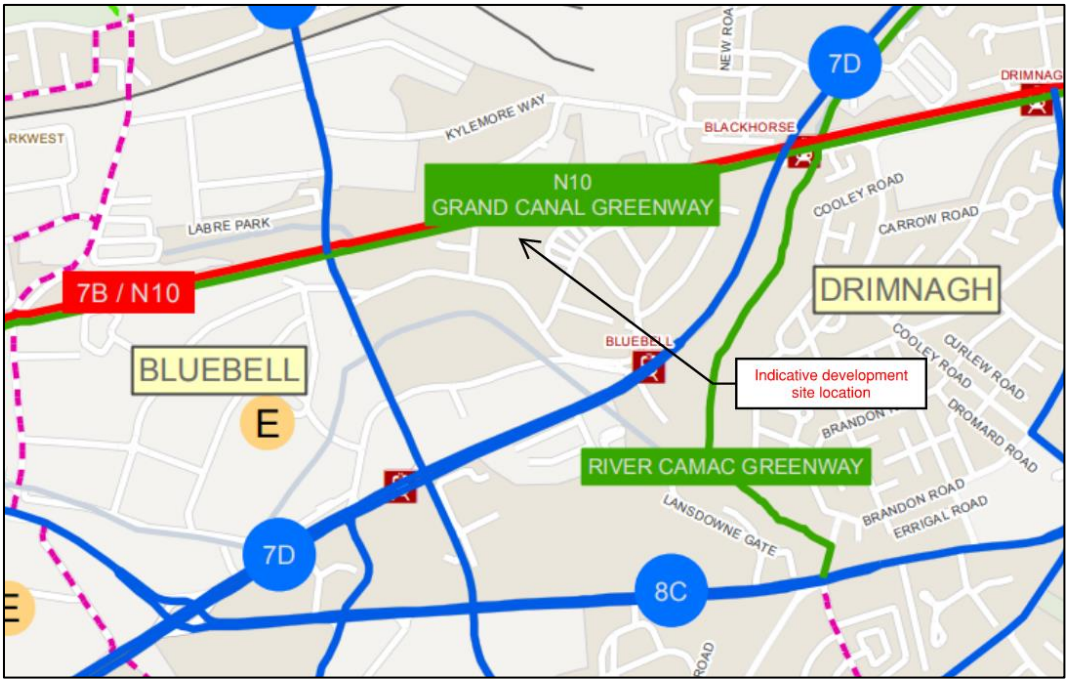

Figure 5 – Proposed Cycle Network
(map data & imagery: OSI, OSM Contributors, Google)

4.2 BusConnects

Under the NTA BusConnects project, other city bound route 58 (Rathcoole - City Centre - Dublin Port) is proposed to run along Naas Road in the vicinity of the development site and shall have a midday frequency of approx. 60 minutes, while D Spine bus routes shall run along Long Mile Road and Naas Road with a midday frequency of 4-minutes. Orbital route S4 (Liffey Valley - Ballyfermot - Crumlin - Milltown - UCD) is also proposed to run along Long Mile Road and Kylemore Road with mid-day frequencies of 10-15 minutes. Please refer to **Figure 6** below.

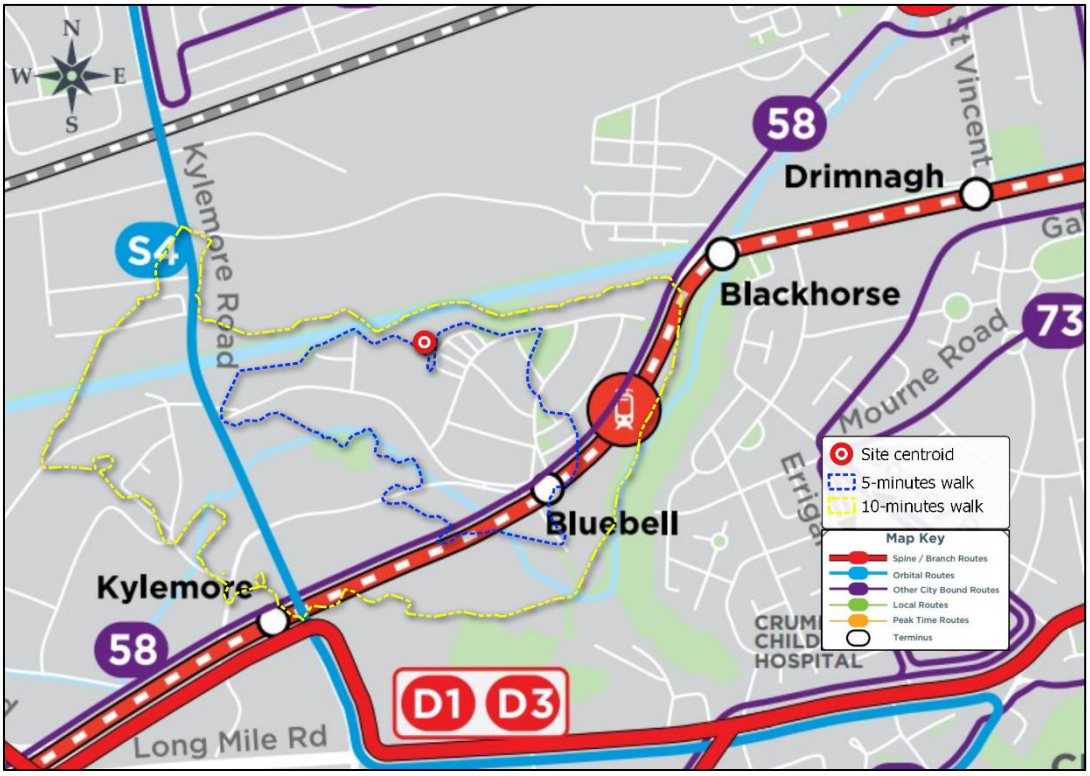

Figure 6 – Dublin Bus Connects proposals
(map data & imagery: OSI, OSM Contributors, Google)

Details of these future bus routes proposals are given in **Table 5** below.

Table 5 – BusConnects Proposals in the vicinity of the development site

Route No.	Route Type	Destinations	Weekday services [3]	Peak Interval
Bus route proposals within 5-minutes' walk				
58	Other City Bound Route	Rathcoole - City Centre - Dublin Port	18	60 mins
Bus route proposals within 10-minutes' walk				
S4	Orbital Route	Liffey Valley - Ballyfermot - Crumlin - Milltown - UCD	108	10 mins
Bus routes proposals approx. 20-minutes' walk				
D1	Spine/ Branch Routes	Clongriffin - City Centre - Grange Castle	72	15 mins
D3	Spine/ Branch Routes	Clongriffin - City Centre - Clondalkin	72	15 mins

[3] Average number of services per day in each direction, Monday-Friday

4.3 MetroLink

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

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

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

While not serving the site directly, the Bluebell Luas Red Line which is within 5-minutes' walk of the development site shall provide suitable links from the development site to the city centre metro stations, especially O' Connell Street station. Thus, the new Metro service will provide high quality access between the site and Dublin City, Dublin Airport and as far as Swords.

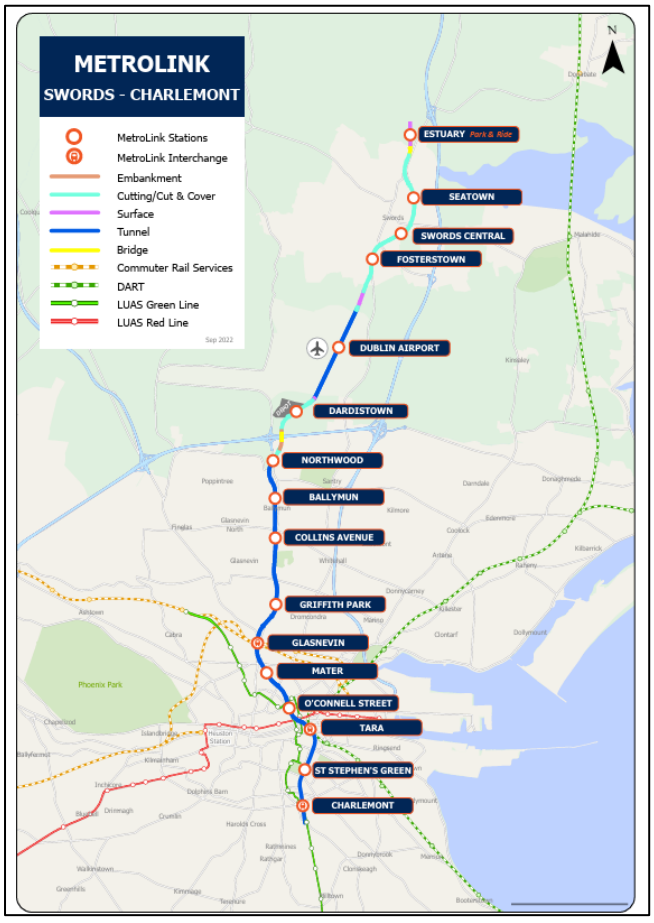

Figure 7 – MetroLink Route Map
(map data & imagery: MetroLink, Google)

4.4 DART+ Programme

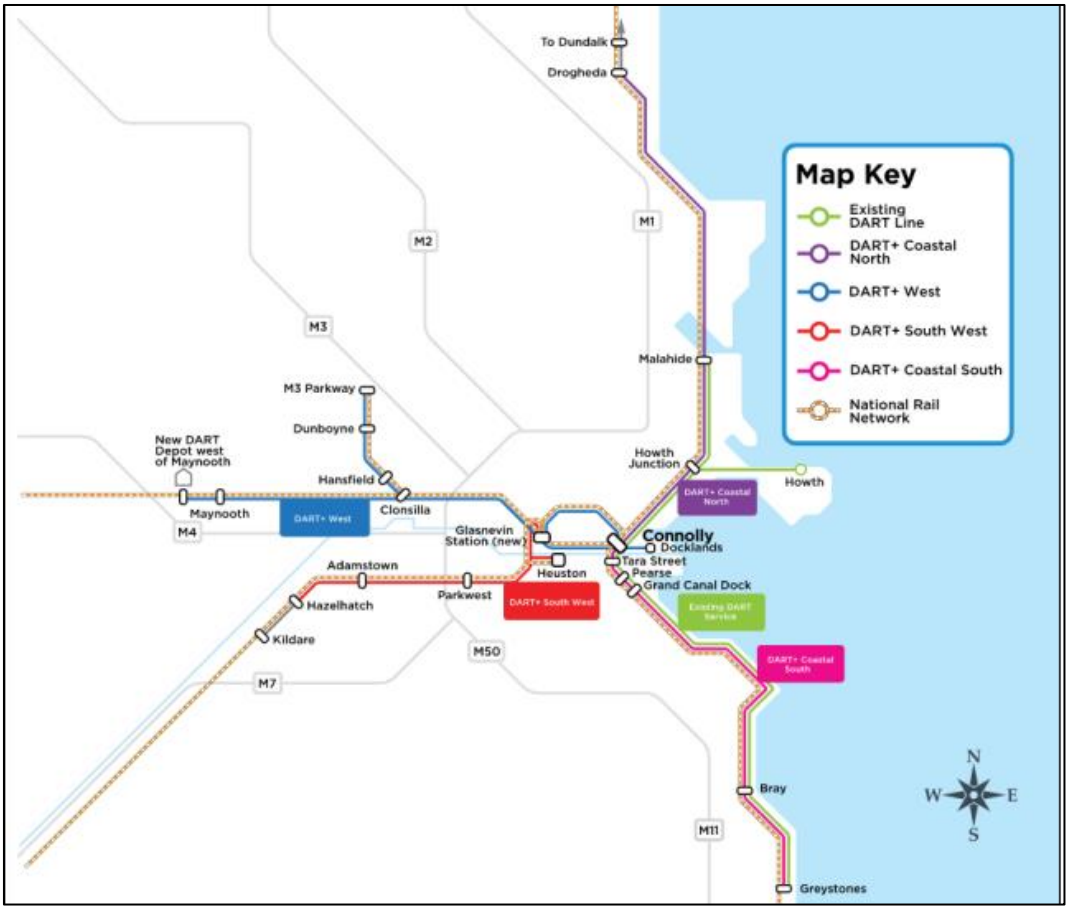

Figure 8 – DART+ Programme map
(map data & imagery: DART+, Google)

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

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

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

- Greystones

Given the connectivity of the site to the rail wider network via the Bluebell Luas red Line located within 5-minutes' walk of the subject site, all parts of the DART+ programme will be of benefit to the proposed development site.

4.5 Local Authority Development Plan

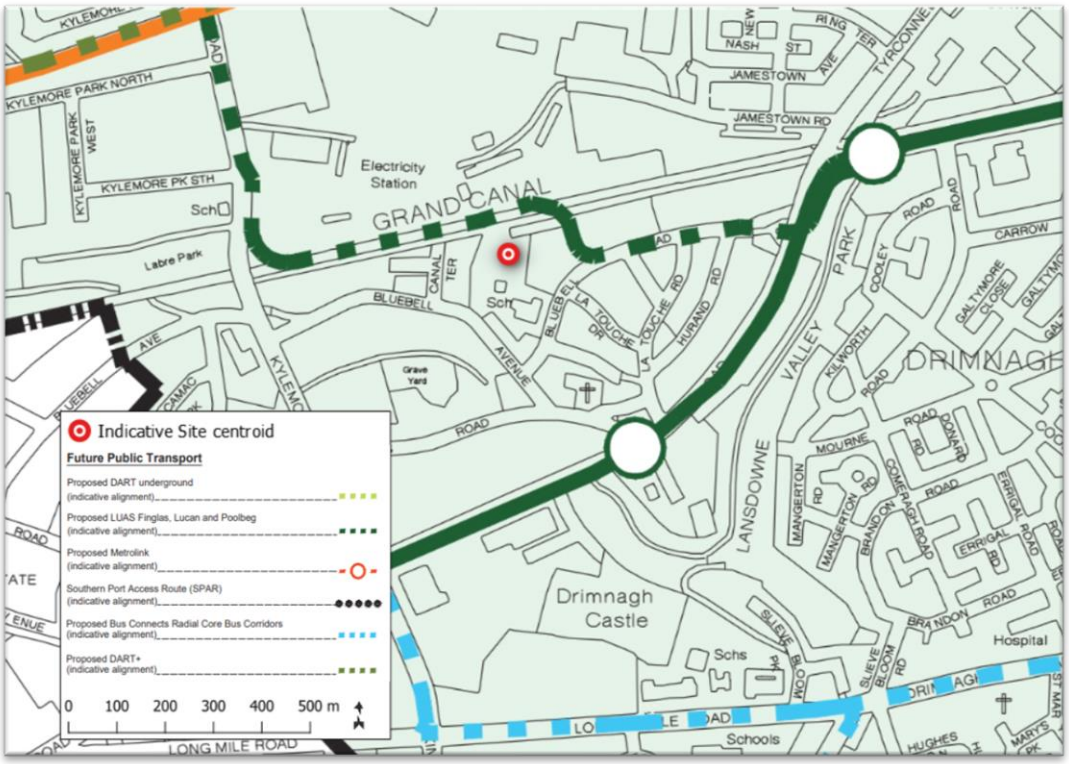

Figure 9 – Extract of Map J from DCC Development Plan 2022-2028
(map data and imagery: DCC, QGIS)

DCC Development Plan 2022-2028 indicates a possible Lucan LUAS light rail line traversing the development site along the south-eastern boundary (Bluebell Road) as shown in **Figure 9** above. This option of LUAS line has been prioritized for the design of the proposed development.

4.6 City Edge Project: Strategic Framework

The City Edge Project: strategic Framework studies was carried out on behalf of DCC and SDCC in August 2022. This strategic framework covers majority of the areas along the western boundary of the Dublin City including Naas Road, Ballymount and Park West areas.

As per this strategic framework it is proposed to provide a new link off-street/ greenway along Bluebell Avenue in the close proximity of the development site. It is also proposed to upgrade

the existing Grand Canal Way into a link off-street/ greenway, which shall run along the norther boundary of the development site.

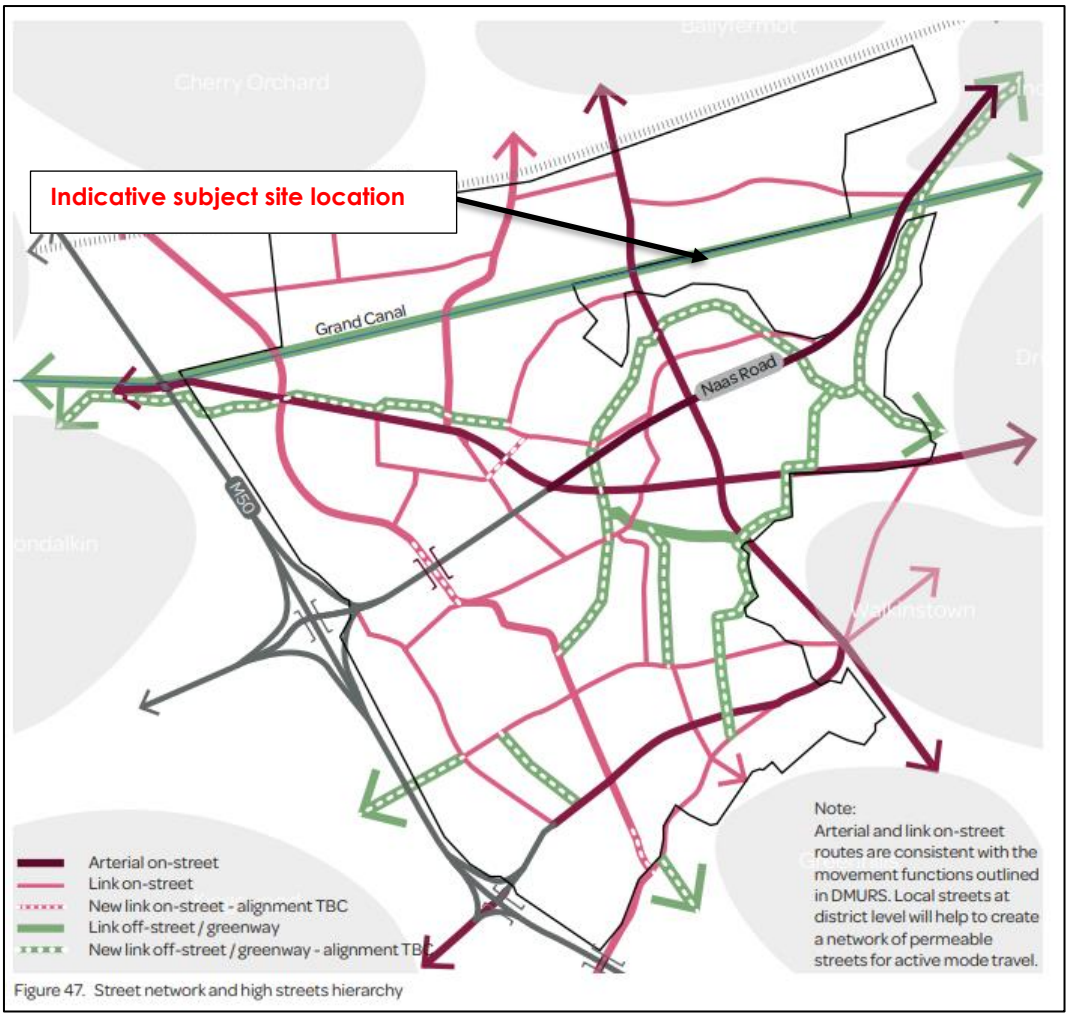

Figure 10 – Extract of Figure 47 from City Edge Project: Strategic Framework

This study also indicates that a new railway line is proposed in close proximity of the development site, which shall run parallel to the Grand Canal. **Figure 11** below shows the indicative route of the proposed railway line. The proposed Kylemore Station shall be the closest railway station to the proposed development.

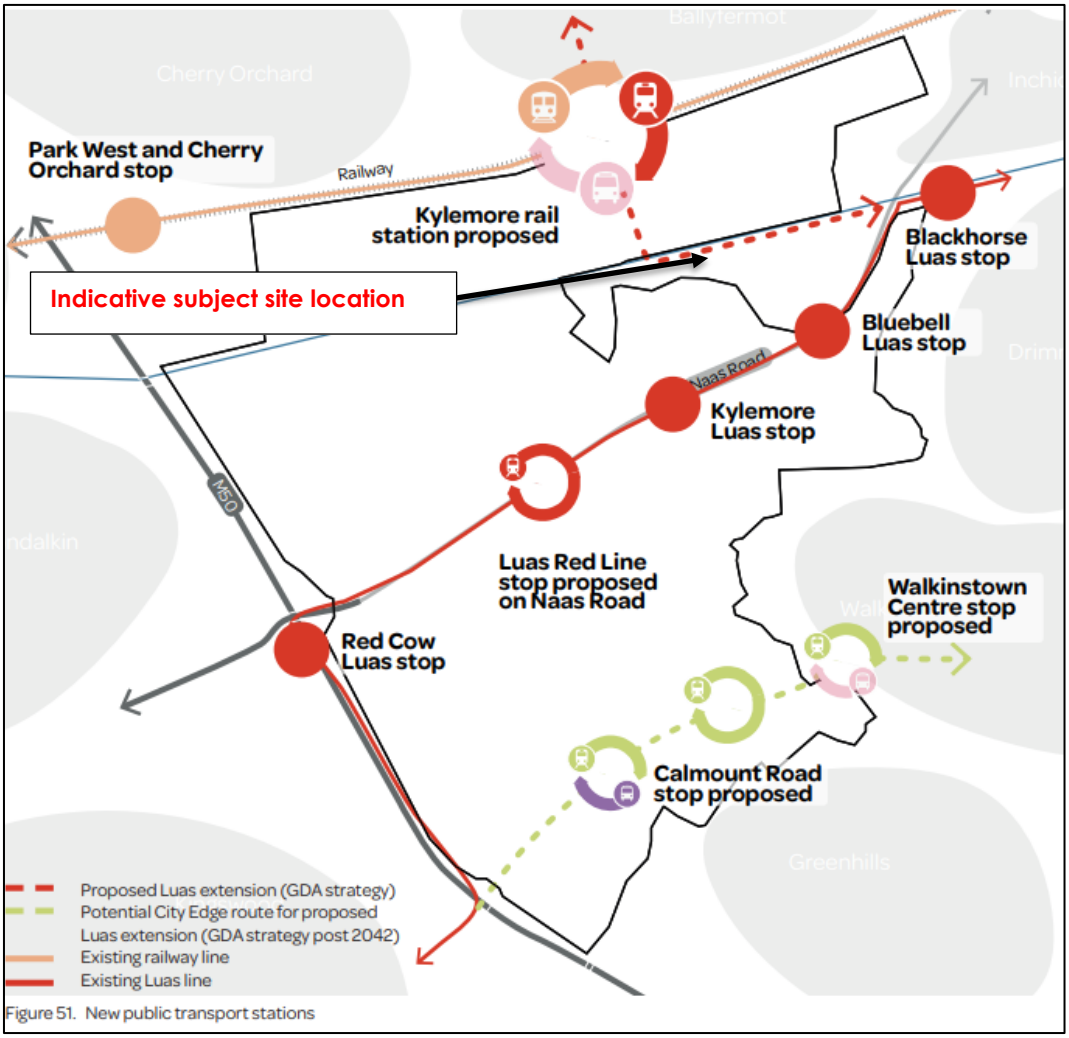

Figure 11 – Extract of Figure 51 from City Edge Project: Strategic Framework

The strategic Framework of the City Edge Project also indicates that the proposed development lies in between the proposed Naas Road district to the south and proposed Kylemore district to the north.

5.0 CONTENT OF THE MOBILITY MANAGEMENT PLAN

The Mobility Management Plan is a management tool that brings together transport, development staff and residents and site management issues in a coordinated manner. This report sets out the objectives and specific measures required to establish an effective Mobility Management Plan.

This Plan's aim is to provide more sustainable transport choices that will allow the lowest possible proportion of journeys to/from the site to be made by single-occupant private cars.

The Plan sets out specific targets and objectives, including measures to be implemented to establish an effective modal shift in transport to and from the development. The Plan will

require regular monitoring to develop an effective implementation of mobility management measures.

Within Ireland, travel demand management is becoming well established through the initiatives and strategies identified in the document *A Platform for Change*, which was published by the Dublin Transportation Office (DTO) in 2001. Within this document, the first steps for travel demand management in Ireland are described as seeking "*to reduce the growth in the demand for travel while maintaining economic progress, [through measures] designed to encourage a transfer of trips to sustainable modes*".

Building on the policies set forth in *A Platform for Change*, further progress in the Irish context was made with the publication of the document *Smarter Travel: A Sustainable Future – A New Transport Policy for Ireland 2009-2020* and, more recently, the publication of the *Transport Strategy for the Greater Dublin Area 2016-2035*. Within these documents, numerous actions have been proposed which aim to foster improved sustainable travel habits for Ireland.

An effective Mobility Management Plan should be informed by and founded upon the following:

- A travel survey of development users, to establish the origins and destinations of trips to and from the development;
- An outline of specific schemes/measures implemented to discourage car-dependent transport to and from the site;
- Any comments/suggestions on travel that have been offered by development users;
- A set of targets, to be set out in accordance with approved guideline documents;
- An outline of the specific schemes that the development plans to make available to its users, in order to encourage the desired travel patterns to and from the site. These might include, for example: cycle facilities, public transport subsidies, walking groups, cycle groups, communication and consultation, etc.

The Mobility Management Plan for the subject development follows the above guidelines. The success of the Plan depends on the co-operation of all parties; the appointment of a co-ordinator and a steering group is vital for the success of the Plan. This Mobility Management Plan will need to be reviewed on a regular basis by the steering group, with updates implemented as improvements to the transport network in the vicinity of the development site are carried out.

The objectives of the Mobility Management Plan for the proposed development are as follows:

- To encourage/increase the use of public transport, walking and cycling for residents, workers and visitors and to facilitate travel by bicycle, bus and train.
- To reduce the overall number of single occupant vehicles trips for journeys to work and work-related travel.
- To integrate mobility management into the development decisions, policies and practices to work closely with governing bodies on means and use of transport services around the vicinity of the development site.
- To provide information and have resources readily available to increase awareness and continue education on sustainable modes of travel for both residents and visitors to the development.

5.1 Objective 1

To encourage/increase the use of public transport, walking and cycling for staff and visitors/members and for work-related travel and to facilitate travel by bicycle, bus, LUAS and train.

The encouragement and increased use of other modes of transport which are less damaging to the environment in terms of congestion and emissions is directly linked to the reduction in car use. Through the encouragement of these alternatives to the car it is hoped that their mode share will increase. Public transport, pedestrian and cycling facilities are present in the area of the site with frequent Dublin Bus Route services offer an alternative to the private car in many cases. Facilities are constantly improving with the ongoing implementation of different strategies and projects such as the LUAS Cross-city service connection (completed in 2017), the Metrolink, and the DART Underground.

Apart from the environmental benefits, the use of more sustainable modes of transport reports the following benefits to the individuals:

- Savings in personal costs. Walking is free, cycling does not incur any fuel costs and buying a bicycle or using public transport is cheaper and can benefit from Government's tax incentives.
- Health benefits. Levels of fitness and wellbeing increase with the practice of exercise, which is directly related to walking and cycling. The use of public transport avoids the stress of driving, traffic congestion, seeking parking spaces, etc.

5.2 Objective 2

To reduce the overall number of single occupant vehicles trips for journeys to work and work-related travel.

The reduction in vehicle use is a key objective of the MMP. Car use reduces air quality and local amenity while impacting on road safety, which in turn has social and economic disadvantages.

This objective is targeted specifically at the reduction of car use to and from the development. The objective is achievable through measures designed at reducing the need for travel and encouraging a modal shift away from the private car.

5.3 Objective 3

To integrate mobility management into the development decisions, policies and practices and to work closely with governing bodies on means and use of transport services around the vicinity of the development site.

Mobility management and sustainable transport cannot be addressed in isolation, but as part of a more general approach towards the development of a sustainable organisation whose functions deliver significant benefits to the community and the environment together with economic savings. Regular communication with the local authorities on further improving facilities in and around the vicinity of the development can establish good policies and practices when developing decisions within the MMP.

In addition, the Local Authorities require Mobility Management Plans for developments which the planning authority may consider generate significant trip demand.

5.4 Objective 4

To provide information and have resources readily available to increase awareness and continue education on sustainable modes of travel for both staff and visitors/members to the development.

The MMP has a significant role to play in the provision of information and resources to people both within the development and the wider community. Information should be made readily available, and the benefits of sustainable travel should be widely promoted throughout the development when completed. Information positioned correctly can influence attitude which in turn can influence behaviour.

6.0 INITIAL TARGETS OF THE MOBILITY MANAGEMENT PLAN

6.1 Population Groups

Journeys to and from the development shall be made primarily by three distinct population groups: residents, staff and visitors. The targets set under the Mobility Management Plan shall be limited to residents, as this is the only group that is expected to make both frequent and regular trips to and from the site. While the travel habits of visitors are expected also to be influenced by measures adopted under the Plan, these are more difficult to monitor.

6.2 Census Data Model Splits

Table 6 – CSO 2022 Census Data – Existing Modal Splits

Transport Mode	Small Areas (overnight residents)	
	SA 268079002 only	SA 268079002 + adjacent
Driving a Car or Van	25%	20%
Passenger in a Car	10%	11%
Bicycle	3%	4%
Motorcycle	1%	0%
Bus	10%	12%
Train or Tram	11%	11%
Walking	22%	14%
Other / Work from Home	7%	4%
Not Stated	11%	24%

To establish indicative baseline modal splits for the development site, reference has therefore been made to CSO data derived from the 2022 census. These data are in the form of Small Area Population Statistics (SAPS), which give modal splits for overnight residents' trips to places of work or study.

The development site is located in census Small Area no. 268079002. The census modal splits for this Small Area, as well as for the adjacent areas, are given in **Table 6**.

6.3 Development Modal Splits

Table 7 gives both the assumed starting modal splits and the suggested initial Residential Travel Plan targets to be set in pursuance of the objectives defined in Section 5.0. The assumed

starting modal splits have been informed primarily by CSO census data from the year 2022, as previously described.

Table 7 – Initial Target Modal Splits for Development Occupants		
Mode	Assumed Starting Proportion of Trips	Suggested Initial MMP Targets
Driving a Car	8%	4%
Passenger in a Car	1%	1%
Bicycle	8%	14%
Motorcycle	1%	1%
Bus	12%	10%
Train or Tram	7%	17%
Walking	40%	45%
Work From Home	23%	8%
TOTAL	100%	100%

Once the development is completed and occupied, the true initial modal splits should be established by means of a travel survey and the initial Mobility Management Plan targets should be amended by the Travel Plan Coordinator, if appropriate. These targets should be reappraised at regular intervals thereafter as part of the periodic Plan review process.

6.4 Implementation Timeframe

The duration of the first phase of the Mobility Management Plan, during which the initial target modal splits shall be pursued, will be decided by the Travel Plan Coordinator once the development is operational. A phase duration of 2 years is suggested, after which time the first Plan review may be conducted and the initial targets revised, if appropriate.

6.5 Plan Monitoring and Review

As part of on-going monitoring and review, the percentage shares of individual modes such as walking, cycling and public transport will be monitored to understand how successful implementation of targeted programs have been.

The targets set will require ongoing work and commitment from the development as a whole, without which they will not be achieved. It is recognised that some people will be easier to convert to alternative modes of transport than others, and that the more that is done to facilitate the use of those alternatives, the more they will be used. As it has already been

noted, a Mobility Management Plan is an ongoing process and targets that are achieved should be replaced by further targets.

7.0 MOBILITY MANAGEMENT MEASURES

The measures identified are a mixture of policies and incentives designed to both encourage changes in travel behaviour and restrict the use of private cars. The measures are designed to be implemented over a period of time, allowing costs to be spread and ensuring policies and incentives are implemented together.

While little may be observed in terms of travel behaviour in the short term, as implementation gains momentum so will the impact in terms of travel behaviour.

The mobility management measures in the plan can be grouped under the following headings:

- Marketing and Communications
- Walking & Cycling
- Public Transport
- Car Sharing
- Implementation / Consultation / Monitoring

7.1 Marketing & Communications

The education of residents and visitors on the mobility plan initiatives and the importance of contribution is extremely important. The services available must be communicated in a consistent and continuous manner to sustain behaviour change.

Communications will include promotional initiatives and activities aimed at informing the residents, workers and visitors of the existing and proposed transport networks. Such initiatives and activities will include:

- Promoting the MMP through Internal Communication and external avenues.
- Develop an Access Map to show public transport facility locations and highlight safe walking and cycling routes. In addition to this the establishment of Travel Information Points at dedicated on-site locations to make residents and visitors aware of the mode choices available in and around the development site. The travel information points should be conspicuously located at the reception areas and provide travel and mobility information such as maps, public transport routes and timetables, leaflets, etc.
- Preparing a formalised Sustainable Travel Information Pack, which is to be provided to all new development residents. The Pack will contain all the information relating to the

Mobility Management Plan, including the Mobility Access Map and the locations of cycle parking, etc.

- Develop a digital Travel Information Point for the development to provide details of travel choice to the site linking to appropriate external websites for visitors to the development.

7.2 Walking & Cycling

7.2.1 Safe Walking and Cycling Routes

All pertinent safe walking and cycling routes should be identified within a radius of at least 5km around the development site. These routes will be selected with regard to:

- Availability of footpaths and cycle paths
- Safety at crossings
- Signage
- Lighting

7.2.2 Bicycle Parking, Umbrellas, and Bicycle Repair Kit Facility

- It should be ensured that bicycle parking for development residents and visitors is secure, easily accessible, and sufficiently sheltered.
- Loan umbrellas should be provided at apartment reception areas for visitors.
- A bicycle toolkit (containing puncture repair equipment, pump, etc. for use in emergencies) should be maintained at each apartment reception area and made available to all bicycle users.

7.3 Public Transport

The proposed measures intend to promote the use of public transport.

7.3.1 Service Information

It must be ensured that the information supplied in the development Access Map, Sustainable Travel Pack and Travel Information Points includes the location of stops, routes, timetables, walking times to main public transport facilities, etc. Changes and improvements to public transport provision must be publicised as well.

7.3.2 Promotion of Tickets and Passes

Residents should be provided with information on advantageous public transport fare options, including the Taxsaver scheme and the TfI Leap Card.

7.3.3 Multi-Modal Trip Support

Development users should be offered specific advice on combining public transport with other modes of transport, for instance travelling by bicycle between a bus stop or railway station and their home or workplace. In particular, information should be provided on the conditions under which standard or folding bicycles may be carried on bus and train services.

7.4 Private Car

The following measures shall be implemented to encourage a modal shift away from the private car:

- Information shall be shared on the impacts of the use of private cars.
- The website (www.carsharing.ie) shall be promoted to development residents to promote car sharing.
- Residents should be encouraged to explore informal car-pooling opportunities with other development residents.
- The proposed car share scheme shall be promoted, along with external car share schemes available in the area.

7.5 Residential Car Share Scheme

A residential car sharing club shall be established within the development, allowing residents the common use of a small vehicle pool based permanently within the site. Private cars are parked for the vast majority of the time, whereas shared cars are in use far more frequently and therefore make more efficient use of parking spaces: a single shared car may make as many trips in a day as 20no. private cars.

Within the subject development, it is intended to provide 4no. shared cars spaces. Assuming one shared car to be equivalent in usage to 20no. private cars, these 4no. shared car parking spaces may therefore be considered to reduce parking demand for the development by the equivalent of 76no. spaces.

7.6 Implementation / Consultation / Monitoring

The Mobility Management Plan is a document that evolves over time and depends upon ongoing implementation, management and monitoring. Its successful implementation requires organisational support, an internal Travel Plan Coordinator, and financial resourcing.

To implement the Mobility Management Plan, the following inputs are required:

- Management support and commitment;
- A Travel Plan Coordinator to oversee the Plan;
- A Steering Group to oversee the Plan;
- Working Groups on various related issues;
- Consultations with development users and external organisations.

To secure effective results from any initial sustainable travel investment, it is imperative to obtain the agreement of all the stakeholders and the support of external partners, such as the Local Authority, public transport operators, etc.

The Mobility Management Plan will be managed by a Travel Plan Coordinator with the clear mandate to implement and evolve the Plan. The Travel Coordinator will also be best suited to monitor the results of the Plan. This role may for example be performed by a member of the development owner's management team.

Travel surveys of development occupants (and of visitors, if practicable) should be repeated annually, to monitor the initial success of the Mobility Management Plan and to gain a better understanding of travel habits. These survey results can also serve as a sustainable travel performance benchmark to indicate how the Mobility Management Plan is performing in comparison to previous years and against the sustainable travel targets initially outlined in the plan.

8.0 SUMMARY

The proposed development site is located at Bluebell, Dublin 12. The proposed development site is located in a prime location and in close proximity to existing high-quality bus and LUAS services that connect the development to Dublin city centre. It is therefore an objective under this Mobility Management Plan that a reduced proportion of the trips generated by this development be made by private car.

8.1 Mobility Management Measures

The following Mobility Management measures are suggested for implementation under the Mobility Management Plan:

8.1.1 General

- Put in place a formal Mobility Management Plan.
- Appoint a Travel Plan Coordinator.
- Create an Access Map.

- Provide travel information to development occupants, in the form of Sustainable Travel Welcome Packs and a travel hub website.
- Monitor the operation of the plan by development occupants, by carrying out travel surveys.
- Revise and update the plan as required.

8.1.2 Residential Car Share Scheme

A residential car sharing club shall be established within the development, allowing residents the exclusive use of a small vehicle pool based permanently within the development.

8.1.3 Walking and Cycling

- Identify safe walking and cycling routes.
- Provide secure and attractive cycle parking and ancillary facilities for cyclists and pedestrians.

8.1.4 Public Transport

- Provide information on locations of stops, routes, timetables, walking times to main public transport facilities, etc.
- Provide specific advice on multi-modal trip planning.

APPENDIX A
LINKS TO RELEVANT GUIDANCE DOCUMENTS CONCERNING MOBILITY MANAGEMENT

Appendix 15 – Useful Links and Resources

Please note that the National Transport is not making recommendations for any of the suppliers listed below, and your organisation will find other suppliers beyond the list given below. The links listed are just to give a flavour of the type of products/ services that are available.

Workplace Travel Plans
- www.smartertravelworkplaces.ie
- www.ways2work.bitc.org.uk

Sustainable Travel
- www.smartertravel.ie
- www.sustrans.org.uk
- www.nationaltransport.ie
- www.dttas.ie
- www.eltis.org
- www.mobilityweek.eu

Getting Active
- www.getirelandactive.ie

Public Transport Information
- www.transportforireland.ie
- www.taxsaver.ie

Cycle to Work Scheme
- www.revenue.ie

Walking challenges
- www.pedometerchallenge.ie
- www.irishheart.ie

Cycling
- www.cyclechallenge.ie
- www.dublinbikes.ie
- www.irishcycling.com

Cycle to Work scheme
- www.revenue.ie
- www.bikescheme.ie

Designing and Planning for Cycling
- www.cyclemanual.ie
- Transport for London Workplace Cycle Parking Guide
- See p16 for technical guidance on space allocations for cycle parking
- http://www.tfl.gov.uk/assets/downloads/businessandpartners/Workplace-Cycle-Parking-Guide.pdf

Walking/ Cycling Routes
- www.mapmyride.com
- www.mapmyrun.com

Car Sharing
- www.carsharing.ie

Misc.
- Copenhagen Cycle Chic - Bikes, style and Copenhagen

CS CONSULTING

Civil, Structural & Traffic Engineering