School St / Thomas Court Bawn Estate Renewal

Outline Mobility Management Plan

Dublin City Council

Project number: 60719103
60719103-ACM-XX-XX-RP-TR-00-0002

August 2025

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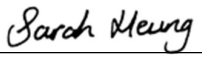			
Sarah Heung Senior Transport Planner	Laura Murphy Principal Transport Consultant	Caroline Brooks Associate Director	Jacqueline Haley Associate Director

Revision History

Revision	Revision date	Details	Authorized	Name	Position
P0.1	17.01.2025	Draft Issue	JH	Jacqueline Haley	Associate Director
P1.0	30.01.2025	Final Issue	JH	Jacqueline Haley	Associate Director
P2.0	21.03.2025	Final Issue 2	JH	Jacqueline Haley	Associate Director
P3.0	08.08.2025	Final Issue 3	MB	Michael Bell	Associate Director

Distribution List

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Prepared for:

Dublin City Council

Prepared by:

Sarah Heung
Senior Transport Planner
E: sarah.heung@aecom.com

AECOM Ireland Limited
1st floor, Montrose House
Carrigaline Road
Douglas, Cork T12 P088
Ireland

T: +353 21 436 5006
F: +353 21 436 5156
aecom.com

Table of Contents

Figures

Tables

1. Introduction

A Mobility Management Plan (MMP), also known as a Travel Plan, is a package of measures aimed at supporting sustainable travel for work and education-related journeys. The plan comprises a package of measures and actions to promote walking, cycling, public transport, carsharing, the use of technology instead of travel, and flexible working practices.

This outline MMP has been prepared to support the proposed development in understanding and managing resident, employee and visitor travel to/from the development site.

This plan sets ambitious targets for the changes in travel patterns/modes to/from the development site. The success of the plan, however, relies on a partnership with Dublin City Council (DCC). Targets set within this MMP are very much dependent on proposed improvements to the transport infrastructure (outlined within Section 3) and can only be achieved in full by their implementation.

Development Proposal Overview

The project, seeking Part 8 planning permission, can be described as follows:

"the redevelopment of the existing School St / Thomas Court Bawn Estate and construction of 124 apartments at School Street/Thomas Court Bawn Estate, Dublin 8. The site is bounded by School Street, Taylor's Lane, Marrowbone Lane and Thomas Court Bawn (opposite Anne Devlin Park), Dublin 8.

The existing 0.653 hectare site currently comprises of 2 no. five-storey housing blocks (School Street Flats (including 38 homes and a community facility at first floor) and Thomas Court Bawn (including 40 homes).

The proposed development, which will be managed by Dublin City Council, comprises of:

- *The demolition of the existing Thomas Court Bawn block, ancillary structures, boundary walls/railings and site clearance works and the renovation of the existing School Street Flats block.*
- *Construction of 124 apartment units in 4 no. apartment blocks (Block A1, Block A2, Block B and Block C) comprising 41 no. 1 bed apartments, 65 no. 2 bed apartments, 18 no. 3 bed apartments.*
    - *Block A1 (facing School Street and Thomas Court Bawn) is 7 storeys with 27 units (27 no. 2-bed units)*
    - *Block A2 (facing School Street and Thomas Court Bawn) is 10 storeys with 35 units (10 no. 1-bed units, 16 no. 2-bed units & 9 no. 3-bed units)*
    - *Block B0 (facing Thomas Court Bawn/Marrowbone Lane) is 5 storeys with 18 units (3 no. 1-bed units, 6 no. 2-bed units & 9 no. 3-bed units)*
    - *Block C (facing Taylor's Lane) is 6 storeys comprising Deep retrofit and extension to the existing School Street Flats block to include an additional floor and modifications to all elevations with 44 units (28 no. 1-bed units, 16 no. 2-bed units)*
- *Provision of a multi-use community facility (including childcare facility) of 151 sq.m. at ground floor of Block A2 with an outdoor play area of 111 sq.m.*
- *218 long stay bicycle parking spaces, and 72 short stay bicycle parking spaces.*
- *9 no. residential car parking spaces on Taylor's Lane and 1 no. motorcycle space; Provision of public and private open spaces with boundary treatments, landscaping, pavements, revision to pedestrian access, public lighting, new public realm connection running north-south along Taylors Lane; upgrade of public realm and street frontage improvements on School Street and Marrowbone Lane/Thomas Court Bawn and 1044 sq.m of communal open space in the new central courtyard;*

- *Construction of new ESB substation and meter rooms, stores, bin and cycle storage, plant rooms, ancillary structures; and*
- *All ancillary roads, site services, development works and necessary enabling works above and below ground."*

MMP Context

This MMP document seeks to address aims five distinct user groups as follows: -

1. **Mobility Management Plan Coordinator** (MMPC) – The Mobility Manager/MMPC will be responsible for implementing and managing this MMP, and subsequent future revisions of the MMP;
2. **Residents** – the residents living in the proposed apartment blocks
3. **Employee** – the employees working in the proposed multi-use community facility;
4. **Visitors** – the visitors of residents or visitors accessing the multi-use community facility; and
5. **DCC Active Travel Officers** who will be eager to ensure that the proposed MMP initiatives are appropriately ambitious, deliverable, and implemented fully.

MMP Objectives and Scope

This MMP will aim to encourage and support more sustainable travel patterns for employee, residents, and visitors. This MMP includes a range of measures, initiatives and targets which seek to reduce the impact of residents, employees and local community visitors whilst also bringing several benefits for the site.

The MMP has the following objectives:

- To implement a sustainable transport strategy for the development.
- To encourage behavioural and attitude changes toward healthy and sustainable travel.
- Improve awareness of the on-site and off-site facilities and transport options that are available for walking, cycling and public transport.
- To optimise use of existing and planned future public transport infrastructure.
- To reduce car dependency and therefore the environmental effects associated with car use such as increased traffic congestion, parking impacts, longer journey times, and noise and air pollution.
- To set and work towards achievable modal split targets based on a package of integrated measures to facilitate travel by sustainable modes.

Report Structure

The remainder of this MMP is structured as follows:

- **Chapter Two** contains Transportation Policies that influence the preparation of this MMP;
- **Chapter Three** describes the receiving environment within and surrounding the site;
- **Chapter Four** summarises the forecast interim mode shares for residents and employees;
- **Chapter Five** outlines the objectives and targets of the MMP;
- **Chapter Six** includes measures and initiatives to be considered;
- **Chapter Seven** describes how the MMP will be managed, monitored and evaluated; and
- **Chapter Eight** provides the Action Plan.

2. Transportation Policy Framework

Overview

This MMP is influenced by a range of National and Local policy documents which advocate a change in travel behaviour in favour of sustainable modes of travel.

These planning policies will inform the MMP strategy for the development that will seek to reduce the number of car journeys and increase journeys by active and sustainable forms of transport. The adoption of the measures and incentives, set out in this MMP, will contribute to a positive sustainable transport environment for prospective residents, employees, and visitors, while adhering to the local and national policies.

Local Policy

Dublin City Development Plan (2022-2028)

The DCC Development Plan came into effect on the 14th of December 2022 and sets out how the city will develop to meet the needs of all residents, workers and visitors.

The aim of the plan is to improve the quality of life for its citizens, and make sure that Dublin City is an attractive place to live, work and visit. The plan's policies and objectives seek to:

- guide growth and development;
- provide a strategy to achieve proper planning; and
- show how sustainable development that meets our needs now and won't compromise future generations will be achieved.

In the context of the proposed development, the following relevant transportation policies and objectives influence the development of this MMP:

- **Transition to More Sustainable Travel Modes (SMTO1)** – "To achieve and monitor a transition to more sustainable travel modes including walking, cycling and public transport over the lifetime of the development plan, in line with the city mode share targets of 26% walking/cycling/micro mobility; 57% public transport (bus/rail/Luas); and 17% private (car/van/HGV/motorcycle)."
- **Improving the Pedestrian Network (SMO2**) – "To improve the pedestrian network and prioritise measures such as the removal of slip lanes, the introduction of tactile paving, ramps, raised tables and kerb dishing at appropriate locations, including pedestrian crossings, street junctions, taxi ranks, bus stops and rail platforms in order to optimise safe accessibility for all users."
- **Cycling Infrastructure and Routes (SMTO8)** – "To improve existing cycleways and bicycle priority measures and cycle parking infrastructure throughout the city and villages, and to create protected cycle lanes, where feasible. Routes within the network will be planned in conjunction with green infrastructure objectives and the National Transport Authority's (NTA's) Cycle Network Plan for the Greater Dublin Area, and the National Cycle Manual, having regard to policies GI2, GI6 and GI8 and objective GI02."
- **Greater Dublin Area Cycle Network Plan (SMTO9)** – "To support the development of a connected cycling network in the city through the implementation of the NTA's Greater Dublin Area Cycle Network Plan, subject to environmental assessment and route feasibility."
- **Cycle Parking Spaces (SMTO12)** – "To provide publicly accessible cycle parking spaces, both standard bicycle spaces and non-standard for adapted and cargo bikes, in the city centre and the urban villages, and near the entrance to all publicly accessible buildings such as schools, hotels, libraries, theatres, churches etc. as required."

Regional Policy

Great Dublin Area Transport Strategy (2022-2042)

The NTA's Transport Strategy for the Greater Dublin Area (GDA) 2022-2042 aims to contribute to the economic, social, and cultural progress of the greater Dublin Area by providing the efficient, effective, and sustainable movement of people and goods – helping to reduce modal share of car-based commuting to a maximum of 45%. To achieve the Strategy's principles, development proposals must:

- Have transport as a key consideration in land use planning: the integration of land use and transport is needed to reduce the need to travel, reduce the distance travelled, reduce the time taken to travel, promote walking and cycling especially within development plans.
- Protect the capacity of the strategic road network.
- Ensure a significant reduction in share of trips taken by car.
- Consider all day travel demand from all groups.
- Provide alternate transport modes to reduce the strain on the M50 as current increase in traffic is unsustainable.

The overall aim of the transport strategy for the GDA is to *"provide a sustainable, accessible and effective transport system for the Greater Dublin Area which meets the region's climate change requirements, serves the needs of urban and rural communities, and supports economic growth".*

The following are the four strategy objectives for the transport strategy:

- *Connected communities and better quality of life:* To enhance the health and quality of life of our society by improving connectivity between people and places, delivering safe and integrated transport options, and increasing opportunities for walking and cycling.
- *An enhanced natural and built environment:* To create a better environment and meet our environmental obligations by transitioning to a clean, low emission transport system, reducing car dependency, and increasing walking, cycling and public transport use.
- *A strong sustainable economy:* To support economic activity and growth by improving the opportunity for people to travel for work or business where and when they need to and facilitating the efficient movement of goods.
- *An inclusive transport system:* To deliver a high quality, equitable and accessible transport system, which caters for the needs of all members of society.

National Policy

Project Ireland 2040 (2018): National Planning Framework and National Development Plan

The National Planning Framework (NPF), published in February 2018, is the Government's high-level strategic plan for shaping future growth and development in the country to 2040.

The core aim of the NPF is to avoid the pressure that urban sprawl places on the environment and the negative impacts it can have on the delivery and maintenance of key infrastructure and facilities. The NPF encourages the development of compact, higher density infill and brownfield sites that are well served by existing facilities, amenities, and public transport services.

As a part of Project Ireland 2040, the NPF is accompanied by a 10-year National Development Plan (NDP) which sets the context for each of Ireland's three regional assemblies to develop their Regional Spatial and Economic Strategies taking account of and co-ordinating local County and City Development Plans in a manner that will ensure national, regional, and local plans align.

The National Strategic Outcomes (NSOs) of the NPF are:

- NSO 1 - Compact Growth;
- NSO 2 - Enhanced Regional Accessibility;
- NSO 3 - Strengthened Rural Economies and Communities;
- NSO 4 - Sustainable Mobility;
- NSO 5 - a Strong Economy supported by Enterprise, Innovation and Skills, and
- NSO 8 - Transition to a Low-Carbon and Climate Resilient Society.

The goal of Sustainable Mobility is highlighted within the 'Shared Goals – Our National Strategic Outcomes' section.

In line with Ireland's Climate Change mitigation plan, the plan states that the need to progressively electrify mobility systems, moving away from polluting and carbon intensive propulsion systems to new technologies such as electric vehicles and introduction of electric and hybrid traction systems for public transport fleets. The goal is that by 2040 cities and towns will enjoy a cleaner, quieter environment free of combustion engine driven transport systems.

Revised National Planning Framework, 8 April 2025

The NPF has recently undergone a revision process, resulting in the publication of a new NPF on 8 April 2025. This draft aims to update the original NPF published in 2018 to better align with current government policies and address changes in societal and environmental contexts. Key changes can be summarised as follows:

- *Climate Transition:* The new draft has been updated to reflect the latest Climate Action Plan 2023. This includes ambitious targets for reducing carbon emissions and enhancing sustainability practices across all sectors.
- *Regional Development:* The new draft impresses the importance of balanced regional development, aiming to reduce the concentration of growth in Dublin and spread economic activities more evenly across the country. This involves updated strategies for supporting regional cities and towns.
- *Demographic Changes:* The new draft NPF considers latest demographic data, including the impacts of COVID-19 on commuting patterns and the rise of blended working arrangements. It also incorporates findings from the 2022 Census to update housing demand and supply targets.
- *Digitalisations:* The draft NPF highlights the importance of digital infrastructure to support remote work and economic development, recognising the rapid advancements in digital technologies since 2018.
- *Investment and Prioritisation:* The draft NPF includes a more detailed framework for investment prioritisation, ensuring that infrastructure projects are better aligned with the revised spatial and economic strategies.
- *Implementation and Monitoring:* The draft includes enhanced mechanisms for monitoring and implementing the NPF.

These updates are designed to ensure that the NPF remains relevant and effective in guiding Ireland's development over the coming decades, addressing both new challenges and opportunities.

On 5th November 2024, the Government agreed to progress and publish the draft schedule of amendments to the First Revision to the National Planning Framework (NPF) arising from the public consultation process which took place from 10th July 2024 to 12th September 2024, with the final Revised NPF published on 8 April 2025.

Climate Action Plan (2025) and National Sustainable Mobility Plan (2022)

Transport was responsible for 15.7% of Ireland's greenhouse gas emissions in 2021 and was second only to agriculture in terms of emission share by sector. Road transport accounted for the majority of these emissions, with private cars accounting for 40%. Heavy Goods Vehicles (HGVs) for 18% and Light Goods Vehicles (LGV) for 6.2%

The Climate Action Plan 2025 (CAP25) sets out an ambitious course of action for each sector within Ireland to achieve the targets needed to adhere to the Paris Agreement. For the transport sector, the target is to reduce transport related emissions by 45-50% by 2030, with a significant reduction expected in the latter half of the decade. As set out in the Climate Action Plan, this will require a significant modal shift from car to public transport and active travel, as well as a significant uptake of electric vehicles and increased use of biofuels.

The National Sustainable Mobility Policy, Action Plan 2022 - 2025 published in 2022 supersedes the Smarter Travel, A Sustainable Transport Future (STASTF) – A New Transport Policy for Ireland 2009-2020. It recognises the importance of facilitating behavioural shifts in traveller mode choice towards sustainable modes from private vehicles by improving and expanding safe, accessible, and reliable active and public transport infrastructure across the country.

The accompanying 2025 Action Plan seeks to promote utilisation of sustainable mobility options available that enable the efficient, effective, and sustainable movement of people and goods, contributing to the required 51% reduction in carbon emissions by 2030. The policy aims fall under the following key themes:

- *Safe and Green Mobility* – Expanding infrastructure, zero emissions vehicles and improved safety.
- *People Focused Mobility* – Improving active and sustainable transport accessibility, reallocating road space to prioritise walking and cycling and reviewing public transport service fare structures.
- *Better Integrated Mobility* – Increasing linked-journeys between different modes or services with the delivery of better integrated multimodal transport networks.

TII National Roads – Active Travel Planning Order (2021)

The Transport Infrastructure Ireland (TII) National Roads – Active Planning was published in October 2021 and outlines the national policy and provides guidance on how active travel planning and design principles can be

embedded in all stages of a project from inception through to construction and operation. It highlights the need to create environments where walking, wheeling, and cycling are feasible and attractive options to shift more activity towards more sustainable transport modes.

The publication set out several active travel planning and design principles, which include:

- The provision of active travel infrastructure, or interventions, should create, or contribute to the creation of, coherent walking, wheeling, and cycling networks.
- The provision of active travel infrastructure, or interventions, must be plan-led to maximise opportunities for potential benefits and usage.
- Engagement with appropriate stakeholders, including community groups, is key to successful active travel infrastructure, or intervention, development, and delivery.

Several barriers to accessing active travel are also identified as factors which developers should take into consideration. These include physical barriers such as travel distance, road safety and lack of appropriate infrastructure, and other barriers such as age, health, fitness, and security. All of which should be evaluated to understand why people may not currently use active travel modes.

3. Receiving Environment

Overview

This section of the MMP outlines the existing conditions surrounding the site in relation to the active and sustainable travel infrastructure and services and the local road network. This section also identifies any emerging transport infrastructure improvements which may affect how users and visitors of the development could travel to the site.

Site Location

The site, shown in Figure 3-1, is located approximately 2.5km southwest of Dublin City Centre. The City Centre site benefits from both active and sustainable transport services, including high frequency bus services and active travel infrastructure, facilitating walking, cycling and public transport journeys.

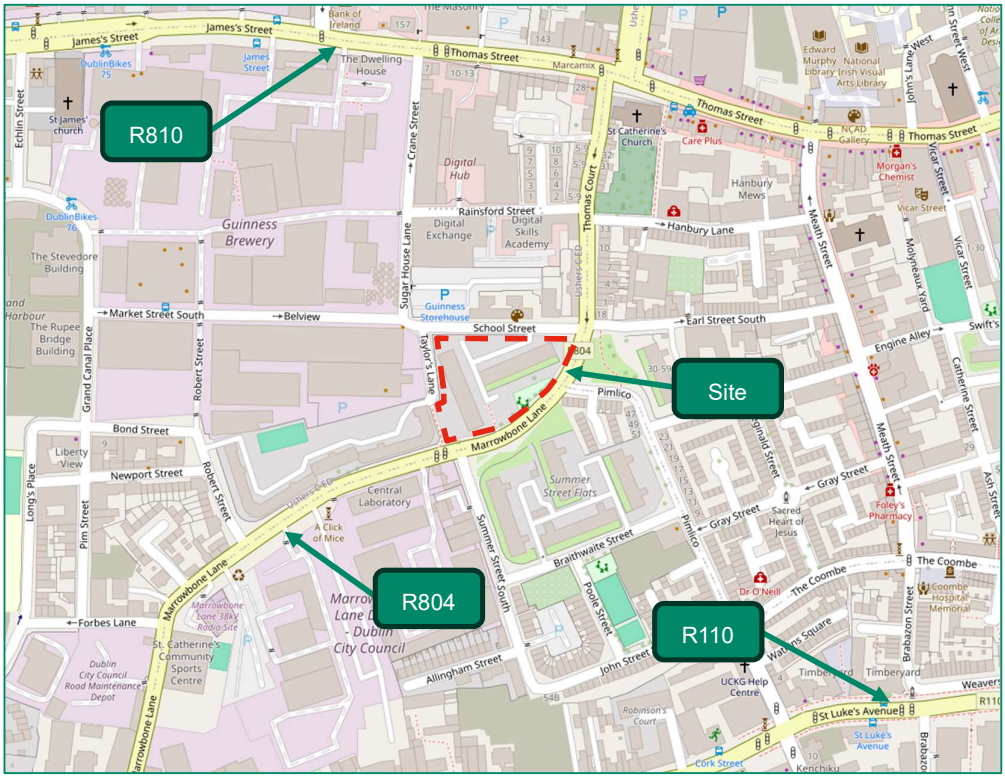

Figure 3-1 - Site Location & Local Context

(Source: https://www.openstreetmap.org/ © OpenStreetMap contributors)

Existing Active & Sustainable Transport Accessibility

Walking

The existing pedestrian infrastructure and environment in proximity of the site that will be used by prospective residents, employees and visitors is described below.

School Street

School Street, to the north of the site, provides footways of approximately 2.5m in width on both sides of the road. Dropped kerbs are provided on each side of the carriageway across Taylor's Lane, facilitating east-west pedestrian movements on School Street. Street lighting is provided along the southern side of the road.

Taylor's Lane

Taylor's Lane is a narrow street which extends for approximately 50m along the western side of the site. Taylor's Lane facilitates vehicular access to the Guinness Enterprise Centre (GEC) site. Footways are provided on both sides of the carriageway and widths vary between 1.2m (eastern side) and 3m (western side). Street lighting is

provided along the eastern side of the road. At the southern end of Taylor's Lane there is a pedestrianised footpath, approximately 3m in width, that connects Taylor's Lane with the R804 Marrowbone Lane.

Marrowbone Lane (R804)

The R804 Marrowbone Lane is provided with footways, varying from 2.5m to 4.5m in width, on both sides of the road. A controlled (signalised) crossing is provided to the southwest of the site, immediately south of Marrowbone Lane's priority junction with Summer Street South. The crossing aligns with the pedestrianised footpath connecting to Taylor's Lane and is provided with dropped kerbs and tactile paving.

There are no controlled or uncontrolled crossings currently provided at the Marrowbone Lane / School Street / Thomas Court / Earl Street South junction to the north of the site. Street lighting is provided on the southeastern side of Marrowbone Lane in proximity of the site.

Accessibility on-foot

Figure 3-2 illustrates the significant area that can be reached within a 20-minute walk of the site. Residents and visitors of the site can access healthcare uses including St James's Hospital and retail uses including Liberty Market, several supermarkets (Lidl, Centra Cork Street, Tesco Express, Spar), cafes, restaurants and bars, recreational and leisure uses within a 20-minute walk of the site.

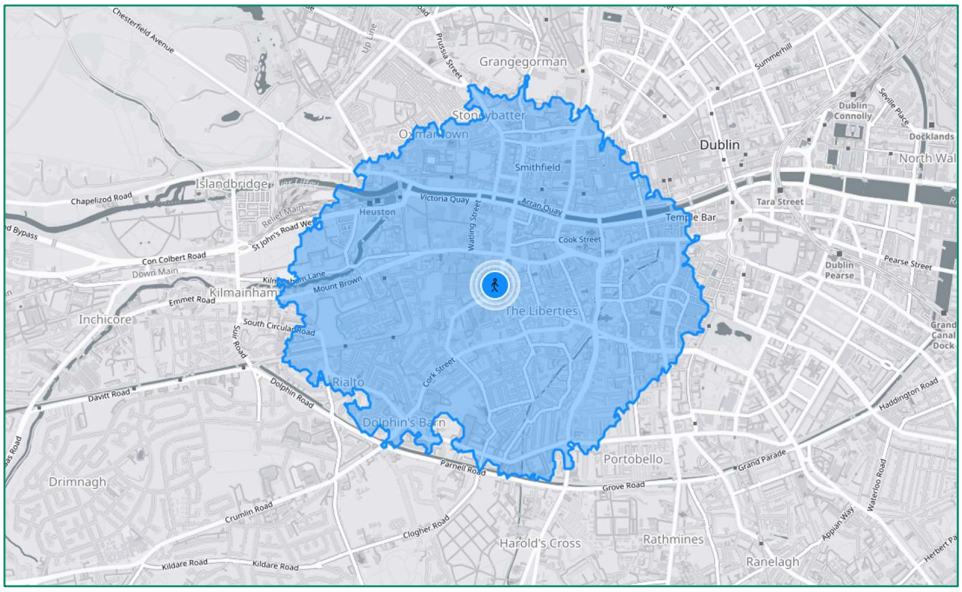

Figure 3-2 - Walking Catchment - 20 Minute Isochrone

(Source: https://app.traveltime.com/ © OpenStreetMap contributors)

Taking into consideration the number of local amenities and facilities that be accessed on foot within a short walk of the site, there is the propensity for future site-users to travel on foot instead of driving/car trips.

Cycling

Existing Cycle Network

Figure 3-3 shows the existing cycle network infrastructure in the site's surrounding area.

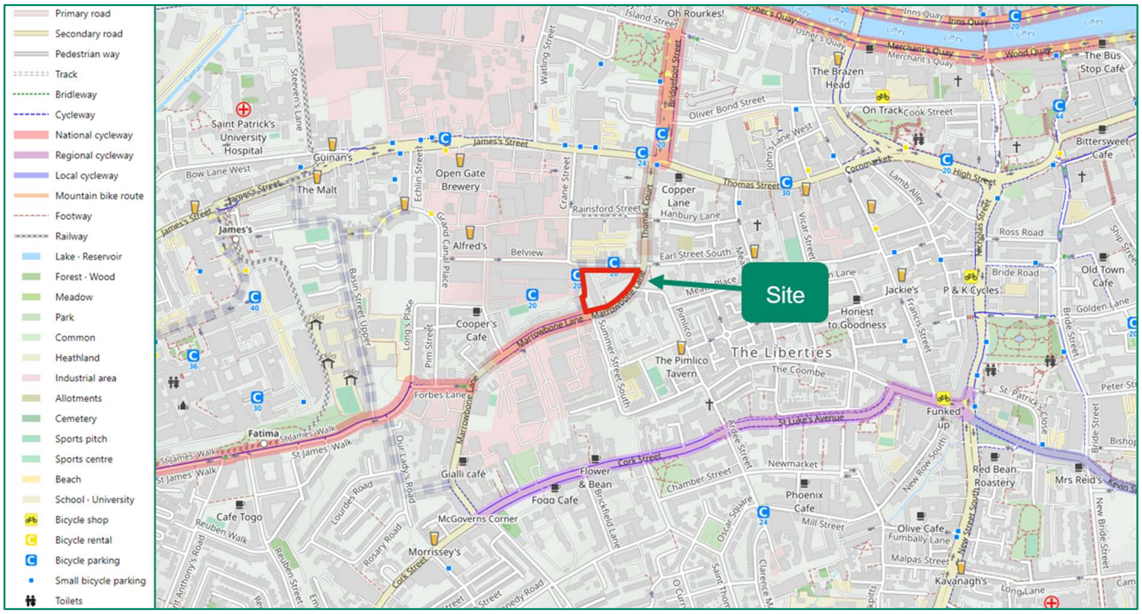

Figure 3-3 - Existing Cycle Network Infrastructure

(Source: https://www.openstreetmap.org/ © OpenStreetMap contributors)

The cycle lane on Marrowbone Lane extends between the Robert Street South / R804 Marrowbone Lane junction and the R804 Marrowbone Lane / School Street / R804 Thomas Court / R804 Earl Street South junction. At end of the cycle lanes, at each location, cyclists are required to transition and share the carriageway with general traffic.

In the vicinity of the site, cycle lanes of 1.5m in width are provided along the R804 Marrowbone Lane in both directions facilitating cycle access towards Dublin City Centre. Figure 3-4 shows the footway widths and cycle lanes on Marrowbone Lane.

Figure 3-4 - Marrowbone Lane's Footways and Cycleways

Source: AECOM site visit photo – 03/10/2023

Bike Share / Docking Stations

The nearest Dublin Bike cycle hire docking station is located approximately 400m (a 5-minute walk) to the west of the site, located on Grand Canal Place. The docking station provides 38 Dublin Bikes for hire.

The site benefits from its proximity to multiple Dublin Bike cycle hire docking stations (including on James Street, Oliver Bond Street and St James Hospital LUAS) which can be reached within a 20-minute walking distance.

Cycle Connectivity

Cycling is growing in popularity and has the potential to replace short-car trips, particularly for trips under 5km. At an average speed of 17km/h this would relate to a journey time of approximately 20 minutes. Figure 3-5 indicates the area accessible from the site within a 20-minute cycle (in blue) from the site.

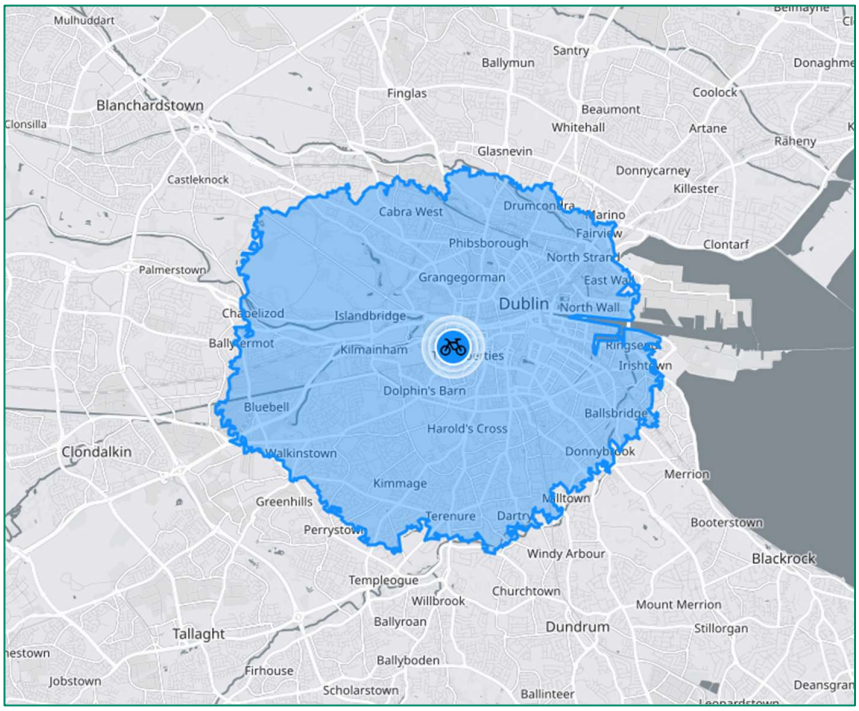

Figure 3-5 - Cycling Catchment - 20-minute cycling isochrone (c. 5km)

(Source: https://app.traveltime.com/ © OpenStreetMap contributors)

Figure 3-5 demonstrates that it is possible to access a significant catchment within a 20-minute cycle from the site, extending to Cabra West, Ringsend, Walkinstown, Ballyfermot, Ballsbridge, Dartry and Terenure.

Public Transport

Bus Network

The site benefits from its proximity to several bus stops, shown in blue in Figure 3-6, providing access to high frequency bus routes, operated by Dublin Bus.

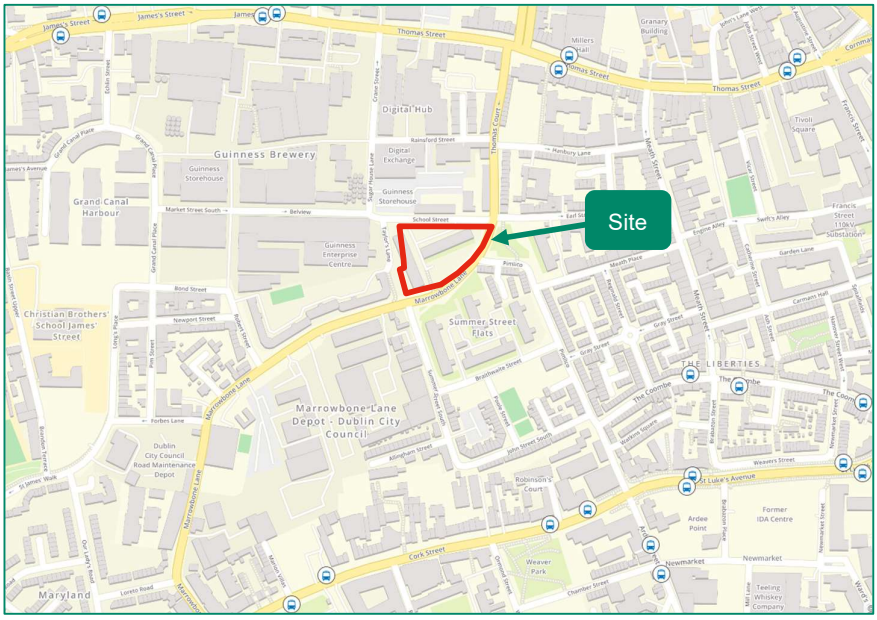

Figure 3-6 - Existing Bus Stops

(Source: https://www.transportforireland.ie/ © OpenStreetMap contributors)

Details of the existing bus service routes, frequencies and bus stop distances from the site are included in Table 3-1

Table 3-1 - Existing Bus Services and Frequencies

Service	Route	Bus Stop Distance (m) (min)	Service Frequency		
			Weekday Peak Hour	Saturday	Sunday
G1	Spencer Dock – Red Cow LUAS	300m (4 min walk)	1 service every 15 min	1 service every 15 min	1 service every 20 min
G2	Spencer Dock – Liffey Valley SC	300m (4 min walk)	1 service every 15 min	1 service every 15 min	1 service every 20 min
S2	Heuston – Sean Moore Road	300m (4 min walk)	1 service every 15 min	1 service every 15 min	1 service every 20 min
13	Harristown – Grange Castle	300m (4 min walk)	1 service every 10 – 15 min	1 service every 15 min	1 service every 15 – 20 min
27	Jobstown – Clare Hall	700m (10 min walk)	1 service every 10 min	1 service every 10 min	1 service every 20 min
56A	Tallaght – Ringsend Rd	700m (10 min walk)	1 service every 1 hour 15 min	1 service every 1 hour 15 min	1 service every 1 hour 15 min
74	Dundrum LUAS – Eden Quay	700m (10 min walk)	1 service every 30 min	1 service every 30 min	1 service every 30 min
77A	Citywest – Ringsend	700m (10 min walk)	1 service every 20 min	1 service every 20 min	1 service every 30 min
123	Marino – Walkinstown (Kilnamanagh Rd)	300m (4 min walk)	1 service every 10 – 20 min	1 service every 15 min	1 service every 20 min
150	Rossmore – Hawkins Street	500m (7 min walk)	1 service every 20 min	1 service every 30 min	1 service every 30 min
151	Foxborough (Balgaddy Rd) – Docklands (East Rd)	700m (10 min walk)	1 service every 20 min	1 service every 20 min	1 service every 30 min

Source: https://www.transportforireland.ie/

Light Rail Network

The Fatima LUAS stop, on the LUAS Red Line, is situated approximately 750m (a 10-minute walk) to the southwest of the site. The LUAS Red Line connects Saggart and Tallaght in the west to The Point in Dublin Docklands in the east.

Figure 3-7 shows the location of the Fatima LUAS stop in relation to the subject site and Table 3-2~~Table 3-2~~ shows the Red Line frequencies during weekday peak, weekday off-peak and Saturday periods.

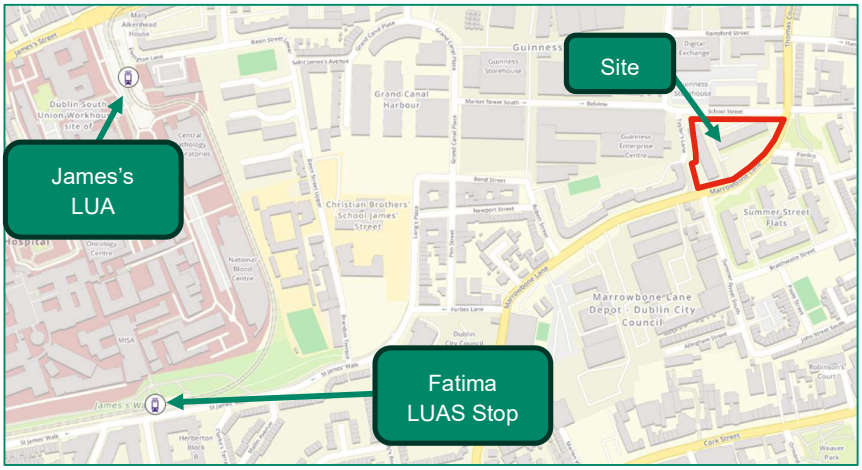

Figure 3-7 - Existing Luas Stops

(Source: https://www.transportforireland.ie/ © OpenStreetMap contributors)

Table 3-2 - LUAS Red Line Frequencies

Time Periods	EB Frequency (avg.)	WB Frequency (avg.)
Weekday AM Peak (07:00-10:00)	every 3-4 min	every 3-4 min
Weekday PM Peak (16:00-19:00)	every 3-4 min	every 3-4 min
Weekday Off Peak (10:00-16:00)	every 3-5 min	every 3-5 min
Saturday	every 6-7 min	every 6-7 min

EB – Eastbound towards The Point
WB – Westbound towards Tallaght and Saggart
Source: https://www.transportforireland.ie/

Table 3-2 shows that the LUAS Red Line is a high frequency route with more than 14 trams per hour, per direction on weekdays, and has capacity to accommodate the varying demand during peak commuter periods.

Heavy Rail Network

The closest railway station to the site is the Heuston Train Station located 1.4km (20-minute walk) northwest of the site. Figure 3-8 shows the site's location in relation to Heuston Train Station.

Heuston Station is the terminal stop for the part of the Southwestern Commuter service which provides frequent rail services west towards Galway, Limerick, Waterford, and Cork.

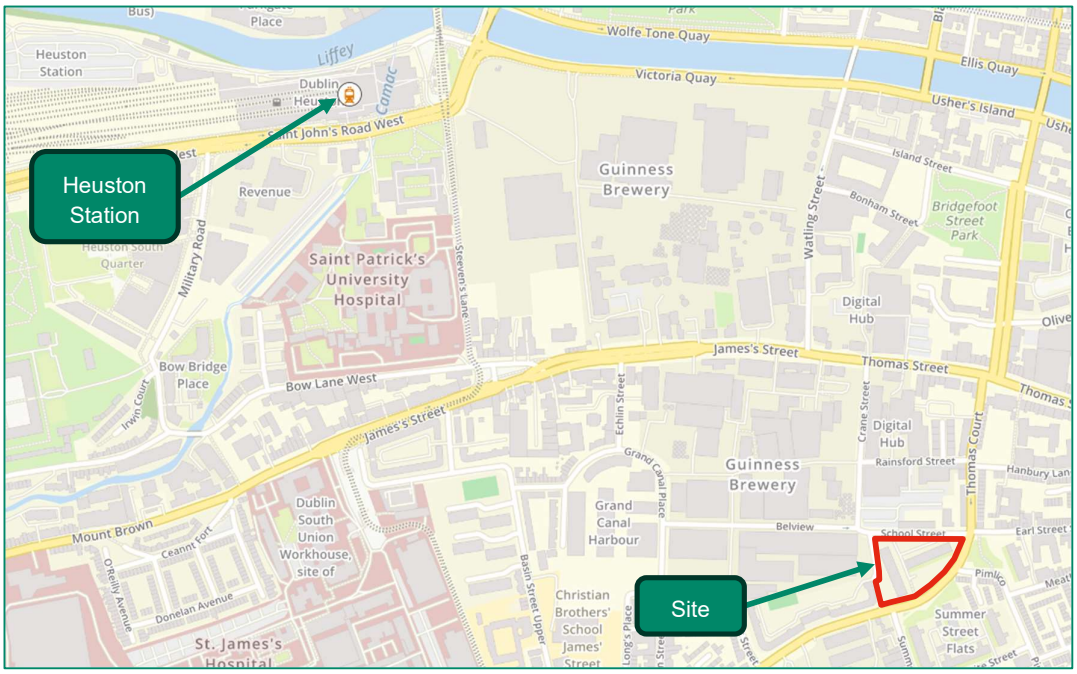

Figure 3-8 - Existing Railway Station

(Source: https://www.transportforireland.ie/ © OpenStreetMap contributors)

Public Transport Accessibility

Figure 3-9 indicates a 30-minute public transport journey time catchment from the site, during the morning weekday peak hour.

Figure 3-5 shows that a larger catchment area can be accessed in a shorter cycle journey time (20-minutes) when compared with the areas that can be accessed within 30-minutes via public transport services, shown in Figure 3-9.

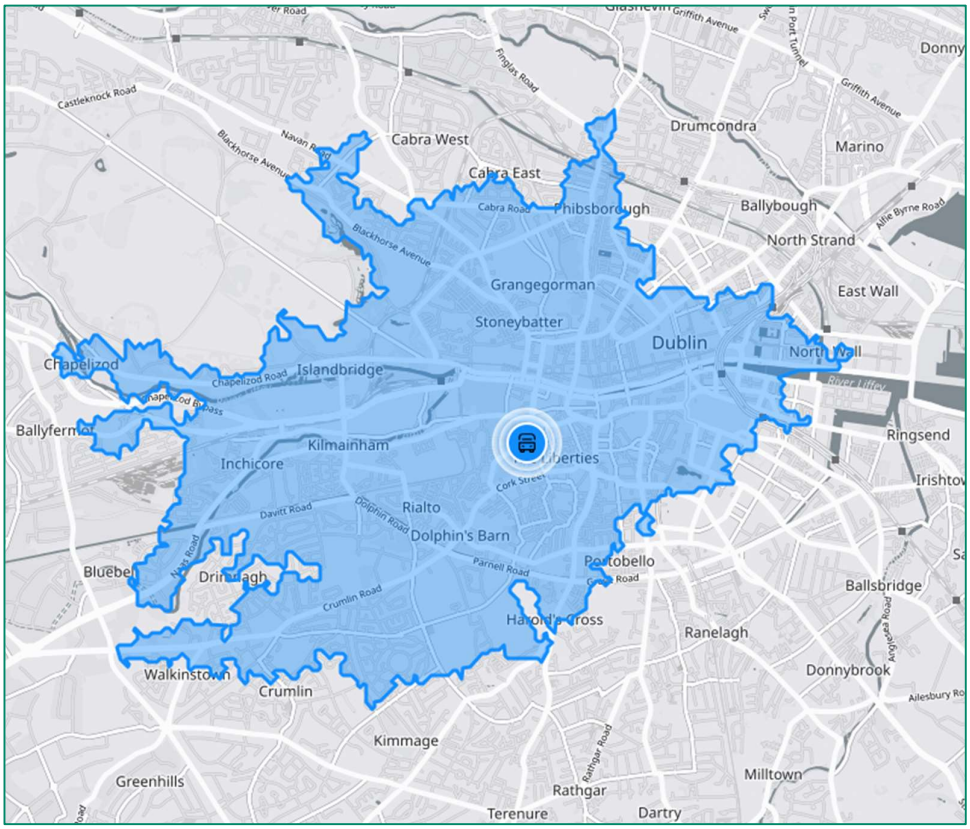

Figure 3-9 - Public Transport Catchment - 30 Minute Isochrone

(Source: https://app.traveltime.com/ © OpenStreetMap contributors)

Car Share / Car Club

Whilst it is anticipated that commuting will generally be undertaken on foot, cycle or public transport, existing car club/car share cars provide an alternative means of travel for existing and prospective residents, encouraging car-free and/or car-lite lifestyles.

Car club members can book cars online or via an app for durations of as little as an hour. They then unlock the car with their phone or a membership card; the keys are in the car, with fuel, insurance and city parking all included. The benefits of such car sharing services include:

- Aids the reduction of cars on the road and therefore traffic congestion, noise and air pollution;
- Has the potential to free up land traditionally used for private parking spaces;
- Encourages and potentially increases use of public transport, walking and cycling as the need for car ownership is reduced;
- Car sharing allows those who cannot afford a car the opportunity to drive, encouraging social inclusivity; and
- Car club replaces approximately 20-25 private car parking spaces.

There are six existing GoCar hire stations located within 600m of the site, which is considered to be sufficient to serve and accommodate the future potential demand generated from the proposed redevelopment site. Each vehicle can replace up to 20 private cars[1]. The nearest GoCar spaces and their respective distances from the site are set out in Table 3-3.

[1] https://www.gocar.ie/developmentinfo/#:~:text=Residential%20%26%20Commercial%20Developments-,If%20you%20want%20to%20reduce%20parking%20requirements%20while%20planning%20a,replaces%20approximately%2020%20private%20cars.

Table 3-3 - Go Car Locations

Go Car Location	Distance (m) from Site
Marrowbone Lane	190m
Braithwaite Street	220m
The Coombe	500m
James Street	550m
John Street West (off Thomas Stret, Dublin 8)	600m
Cork Street (opposite Lidl)	600m

Source: https://www.gocar.ie/

There are five existing YUKO hire stations located within 550m of the site. YUKO provide a similar car club service to GoCar. Booking a car can be completed through the website or their app. All rented cars must be returned to the car club cars designated location. The nearest YUKO cars spaces and their respective distances from the site are set out in Table 3-4.

Table 3-4 - YUKO Locations

Yuko Location	Distance (m) from Site
School Street	0m
Rainsford Street	180m
Cork Street	450m
The Coombe	550m

Source: https://www.yuko.ie/

Baseline Traffic Conditions

Existing Road Network

School Street

School Street is a two-way single carriageway road running in an east-west direction along the northern boundary of the subject site. A traffic calming measure is provided in the form of a single speed hump is present at the eastern end of the road. Street lighting is present along the southern side of the carriageway.

On the northern side of the road, to the west of the existing site access, there is dedicated cycle parking with a total of 10 Sheffield stands equating to 20 parking spaces for bicycles. There are also 10 pay and display car parking spaces on the northern side of the road. Double yellow lines restrictions are provided along the southern side of the road. Figure 3-10 shows the existing on-street car parking, cycle parking and double yellow line (no stopping/parking at any time) restrictions on School Street.

Figure 3-10 - School Street

Source: AECOM site photo – 03/10/2023

Marrowbone Lane (R804)

Marrowbone Lane (R804) is a two-way single lane carriageway road with cycle lanes provided in each direction. The road is situated on the southeastern boundary of the subject site and has a junction with School Street / Earl Street South and Thomas Court at its northern end. Speed calming measures (speed humps) are provided at

various intervals along the length of Marrowbone Lane and a signalised pedestrian crossing is provided to the south of the Marrowbone Lane priority junction with Summer Street South.

Taylor's Lane

Taylor's Lane is a two-way cul-de-sac road, situated to the west of the subject site. 2 pay and display on-street parking and 10 Sheffield stands facilitating parking for 20 bicycles is provided on the western side of Taylor's Lane. The GEC has a vehicular access serving an on-site car park at the southern end of Taylor's Lane. Double yellow line restrictions are in place along the length of the eastern side of Taylor's Lane. Figure 3-11 shows the on-street cycle parking, pay and display parking and parking restrictions (double yellow lines) on Taylor's Lane.

Figure 3-11 - Taylor's Lane

Source: AECOM site photo – 03/10/2023

Emerging Transport Infrastructure and Improvements

The NTA Transport Strategy for the GDA, 2022-2042 sets out the framework for investment in transport infrastructure and services to 2042. The site's surrounding area is set to experience improved active and sustainable transport connectivity and accessibility through the delivery of the planned GDA Cycle Network Scheme improvements and BusConnects Dublin.

Cycle Network

The GDA Cycle Network Plan will provide a substantial update and expansion of the previous "GDA Cycle Network Plan", which is dated 2013. This major cycling expansion programme is already underway and will continue to deliver many of the priority routes of the planned cycle network.

Figure 3-12 shows the Dublin City Centre section of the GDA Cycle Network Plan where the site is situated.

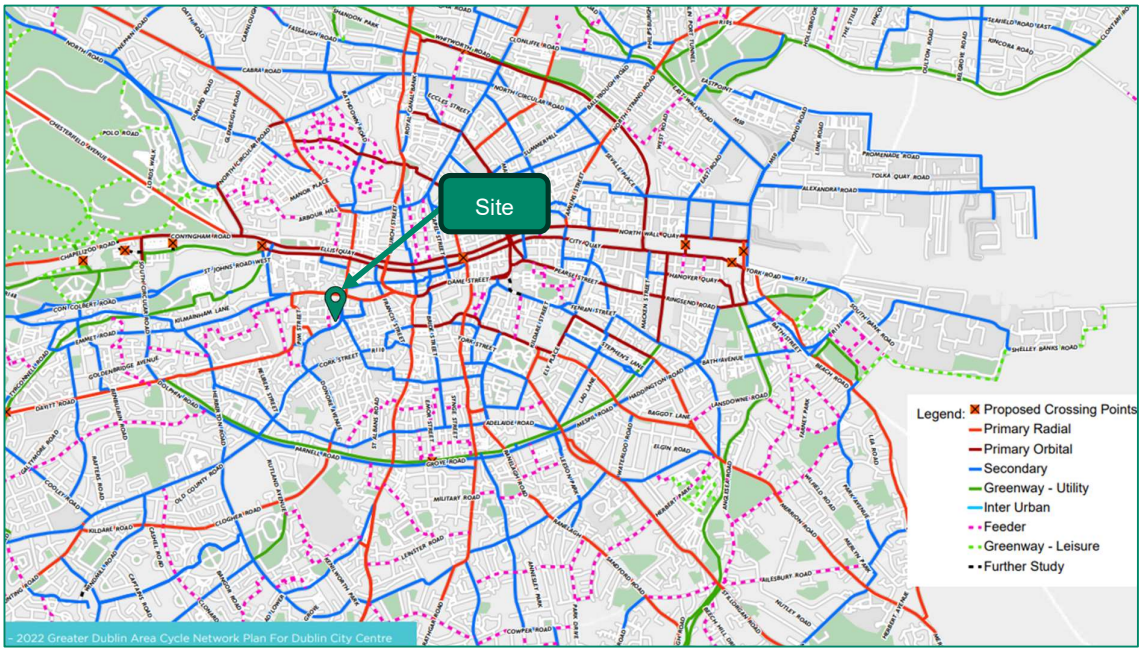

Figure 3-12 - Cycle Network Plan

(Source: https://www.dublincity.ie/sites/default/files/2024-04/draft-dublin-city-centre-transport-plan-2023.pdf / © OpenStreetMap contributors)

The R804 Marrowbone Lane, to the east of the site is identified as a secondary cycle route, while School Street and Taylor's Lane identify as feeder cycle routes. Dedicated cycle lanes are already provided in each direction on the R804 Marrowbone Lane.

BusConnects

BusConnects, an ongoing public transport infrastructure programme, managed by the NTA has already implemented new services and network improvements and plans to continue to deliver improvements to the bus network across Dublin into 2024.

The BusConnects scheme comprises a strategy to overhaul the network with new bus routes throughout the city and develop continuous bus lanes and bus corridors across Dublin. The benefits will include improved bus service frequency and reliability, whilst also providing cycling priority along key corridors. Improvement initiatives include bus and cycle lane infrastructure, network redesign, cashless payment systems, new bus stops and shelters, zero emissions fleet, new park and ride services and a fare restructure.

Figure 3-13 shows the proposed BusConnects routes in the vicinity of the site.

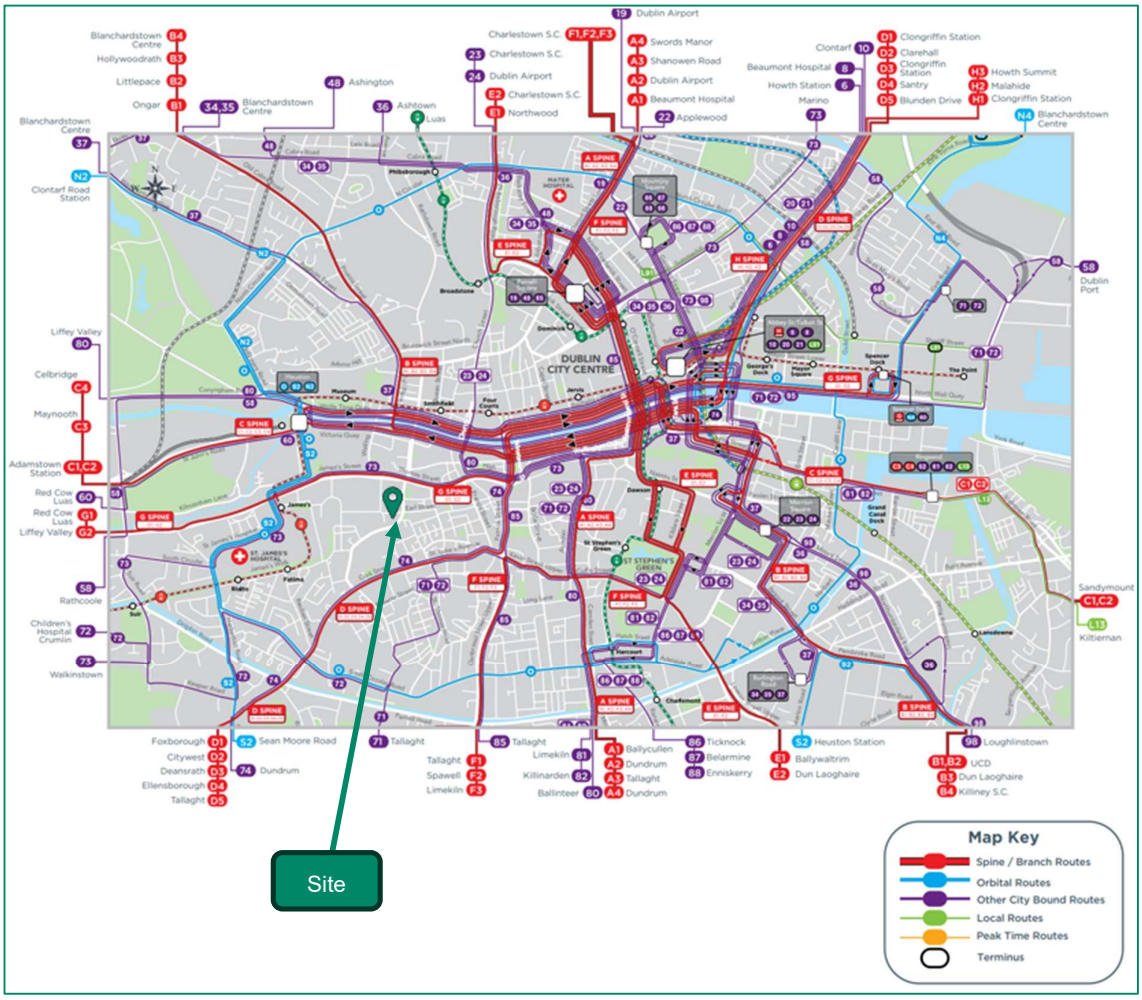

Figure 3-13 - BusConnects - Dublin City Centre

Source: https://busconnects.ie/cities/dublin/

The BusConnects scheme includes 12 radial corridors (Spines) into Dublin City Centre. The site is situated within 300m of the Liffey Valley to City Centre Scheme and 500m of the Tallaght/Clondalkin to City Centre Scheme. The Liffey Valley to City Centre Scheme is approximately 9km in length.

As shown in Figure 3-13, the Liffey Valley to City Centre Scheme 'Spine G' which includes bus routes G1 and G2, will increase public transport accessibility and inter-service connectivity for users of the site. The frequency of these routes, and other routes accessible from Thomas Street to the north of the site are set out in Table 3-1.

Marrowbone Lane Active Travel Scheme

Marrowbone Lane has benefitted from upgraded cycle infrastructure provision as a part of DCC's Marrowbone Lane Active Travel Scheme, which forms part of DCC's wider Kilmainham to Thomas Street Cycle Route proposal.

The Marrowbone Lane Active Travel Scheme is an interim scheme that has been constructed prior to the delivery of the permanent Kilmainham to Thomas Street Walking & Cycling Scheme. It is understood, at the time of writing this report, that the permanent scheme is at preliminary design stage, intended to be delivered in the near future, subject to funding.

Figure 3-14 shows the interim scheme, which is now constructed/complete, and has been considered when developing the proposals for the redevelopment of the School Street and Thomas Court Bawn site.

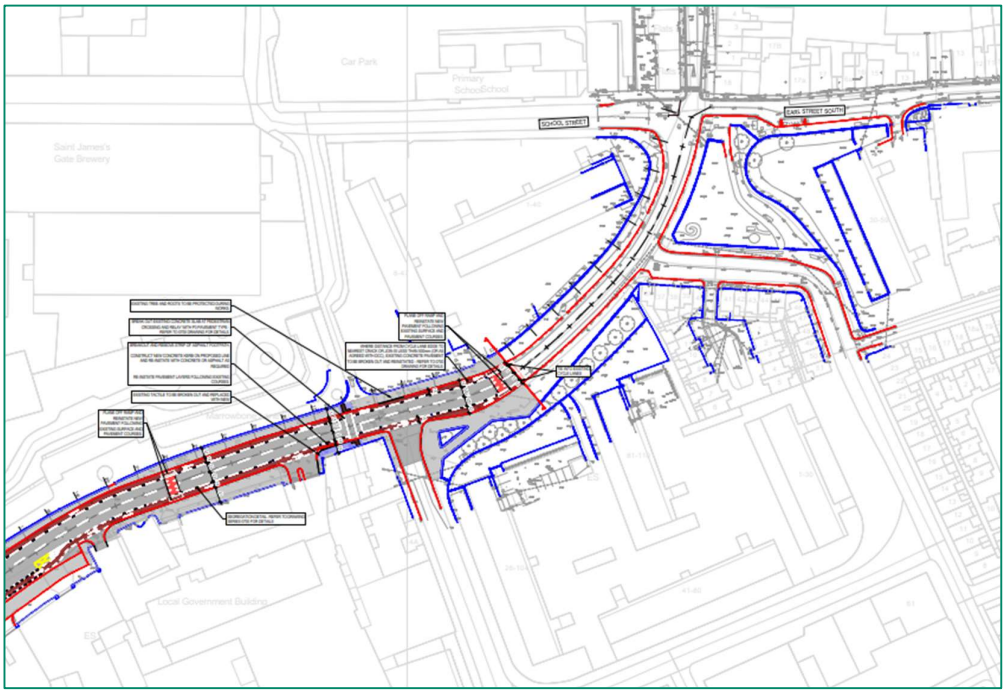

Figure 3-14 - DBFL Drawing, Marrowbone Lane Active Travel Scheme (interim scheme)

Source: *https://www.dublincity.ie/sites/default/files/2023-10/Drawing%204%20-%20Marrowbone%20Lane.pdf*

4. Forecast Mode Share

Overview

In lieu of existing site travel surveys, the travel mode share for prospective residents and employees has been forecast using 2022 method of travel Census data for the area the site is situated within.

It is important where feasible to establish travel trends and area specific transport needs when initially developing an MMP. The subject development site is located close to industrial areas within other land uses nearby within walking distances such as retail, health and employment. It is necessary to predict the nature of the proposed traffic to and from the proposed development site and to investigate whether it is possible to influence the modal split of the commuters from the proposed development.

Varying demographic profiles that have an immediate impact on the traffic network are commuters travelling 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. While the travel habits of visitors are also expected to be influenced by measures adopted under the MMP, these are more difficult to monitor.

The National Household Travel Survey (2022) data for Dublin demonstrates that car is less dominant as a mode of transport in Dublin City and Suburbs than nationally, with just over half of trips taken by those living in Dublin City and Suburbs involved taking a car at 53%. The data shows high proportions of walking trips (31%) followed by bus/coach at 7%, cycling at 5% and Train/Dart/Luas at 2%.

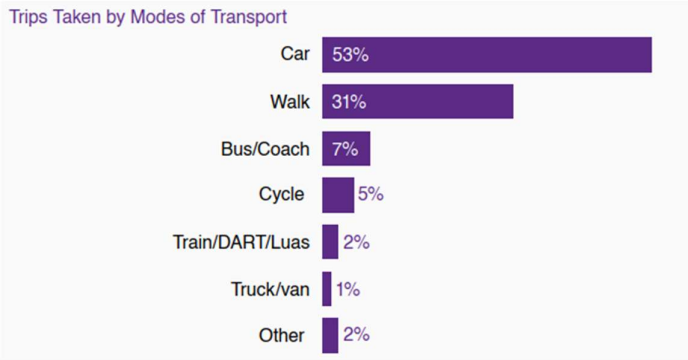

Figure 4-1 – Current Modal Split in Dublin City and Suburbs

Source: National Household Travel Survey 2022

The above modal split data has been investigated further, and Figure 4-2 below summarises the modal split based on the types of trips undertaken (i.e. shopping, leisure, work, education etc.) by purpose of trip:

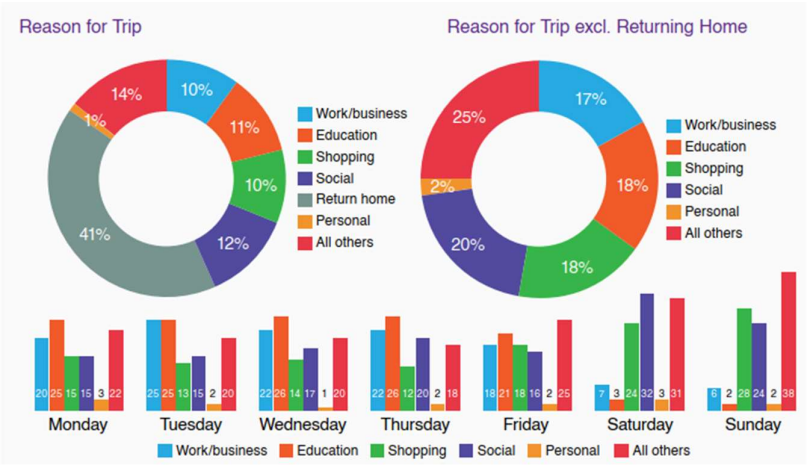

Figure 4-2 – Reason for Trip: Dublin City and Suburbs

Source: National Household Travel Survey 2022

An extract of DCC's current and target mode shares for 2019 and 2028 respectively from the Dublin City Development Plan 2022-2028 is shown in Figure 4-3.

Table 8-1: Current and Target Mode Share

Current Mode Share (2019) *	Target Mode Share 2028
Walking 11%	Walking 13%
Cycling 6%	Cycling/Micro Mobility 13%
Public Transport (bus, rail, Luas) 54%	Public Transport (bus, rail, Luas) 57%**
Private Vehicles (car, taxi, goods, motorcycles) 29%	Private Vehicles (car, taxi, goods, motorcycles) 17%

*Current mode share figures are based on the NTA/DCC Canal Cordon Counts (November 2019) and present a picture of the modes of travel used by people travelling across the

Figure 4-3 – DCC's Current and Target Mode Share

Source: Dublin City Development Plan 2022-2028

Resident and Employee Travel

The Central Statistics Office's SAPMAP (Small Areas Population Map) data has also been investigated to determine the travel trends at the site area. SAPMAP is an interactive mapping tool that allows users to pinpoint a location on the map and access 2022 census data related to that area.

The School Street site was analysed to establish current commuter trends in the area. This analysis will form the basis of the initial travel characteristics that could be generated by the proposed development and best represents the development's future travel trends.

Figure 4-4 illustrates the analysis of the census data. It highlights the trend in modes used by the residents when travelling to work.

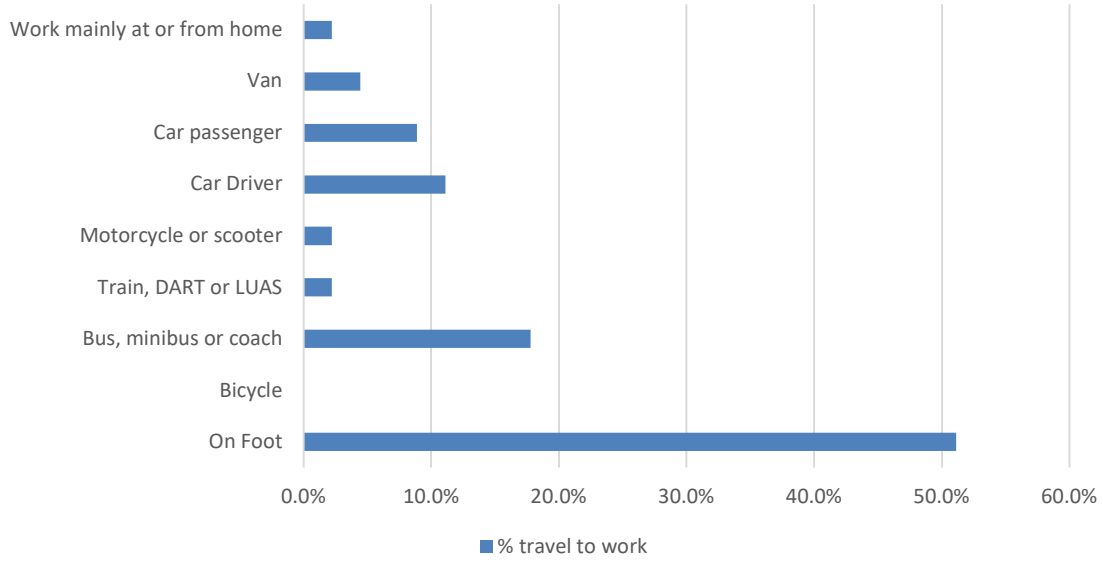

Figure 4-4 - Current (2022) Modal Split for the Existing Residential Development

Source: www.cso.ie

The above figure indicates that walking was the primary mode of transportation in the study area at approximately 53% in 2022. Almost 18% of residents in the study area use public transport (such as bus, train, DART or LUAS) to travel to/from education or work.

The private vehicle forms the next most utilised mode of travel with 10% of commuters (travelling as car/van driver) in the area with 18% of the resident's car sharing/travelling as a passenger.

At present no residents (0%) in the area the existing site is located in travel by bicycle and low numbers (1%) of residents' work from home.

Car Ownership & Usage

In order to gain an understanding of the likely initial demand for residential car parking at the subject development the current demand for car parking across the surrounding area has been reviewed using 2022 Central Statistics Office (CSO) data and 2022 CSO SAPMAP (Small Area Population map).

Based on CSO data there were a total of 70 residential units which include 70 apartments in this area. The CSO data for households with no car are presented in Table 4-1.

Table 4-1 – Car Ownership (2022 CSO data)

Small area ref	No. Apartments	No. Households with No Car	% Households with No Car	Equivalent Rate of Parking Required (Space/Unit)
A268150016	70	47	66.7%	0.33

It should also be considered that whilst households own a car, they may not avail of their car for commuting purposes and may use their vehicle infrequently. Using a vehicle for commuting purposes could also be hindered by a commuter's destination, for example, does their place of work have restricted car parking allocation in force. Therefore, in order to assess the level of daily use for commuters who drive their vehicle to work, the 2022 CSO data was again reviewed for the modal split for people travelling to Work, School or College. The results of this assessment are detailed in Table 4-2 below.

Table 4-2 – Percentage of Commuters that use their Vehicle (2022 CSO data)

Small area ref	No. of Commuters	% Households with No Car	No. of Commuters that Drive	% Commuters that Drive
A268150016	91	66.7%	10	0.11

Table 4-2 outlines that whilst level of car ownership within the area assessed is an average of 33%, the percentage of commuters that use their vehicle to drive to work, college or school is lower at an average of 11%. This highlights that although residents may own vehicles within this area, a high proportion of them avail of other, more sustainable, modes of travel for commuting purposes.

The proposed car-lite development will provide 9 car parking spaces, managed through DCC's residential parking permit system, and zero parking for the multi-use community facility, which will directly reduce the proportion of travel by car modes. The targets set in the next chapter will seek to further reduce car modes and increase the number of residents, employees and visitors travelling by active and sustainable travel modes.

5. MMP Objectives and Targets

Overview

To measure the ongoing success of the MMP 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.

Objectives

The key objective is to encourage sustainable travel by resident and employees of the development site as well as minimising traffic generation.

The overall objective of this MMP is to encourage and support more sustainable travel patterns for both residents and employees and accordingly reduce the dependency on the use of the private car by improving awareness of the facilities and transport options that are available for walking, cycling and public transport.

To achieve the above principal objective, several sub-objectives have been set out as follows: -

- **Reduce private car use by:**
  - Encouraging car club use to support car-lite lifestyles;
  - Encouraging the most efficient use of cars/vehicles for business travel purposes (employee); and
  - Promoting business practices that reduce the need to travel overall for employee.
- **Increase the attractiveness and use of cycling by:**
  - Raising awareness of active travel infrastructure in proximity to the site; and
  - Raising awareness of the on-site cycle parking available to users.
- **Encourage healthy and active travel lifestyles by:**
  - Promoting walking and cycling as a health benefit to residents, visitors and employees; and
  - Raising awareness of sustainable modes of transport and the options available to residents, employees, and visitors of the development site.
- **Manage the ongoing development and delivery of the MMP with new residents/employees/visitors.**

The above sub-objectives can be achieved through the integrated provision of a range of initiatives. Measures include the dissemination of important information regarding: -

- Timetable and routing information for public transport services;
- Safe routes to the development site information/literature;
- Cost comparison data of public transport and private car journeys; and
- The health benefits to be gained from walking and cycling, including the provision safety advice

Targets

The MMP objectives should be measurable using targets. Targets will enable the success of the MMP and allow it to be continually monitored. All MMP targets will be SMART (Specific; Measurable; Achievable; Realistic and Time-Bound). Therefore, appropriate SMART targets are proposed by type as follows:

- 'Aim' type targets are those which relate to outcomes achieved through implementation of measures; and
- 'Action' type targets are physical actions that can be achieved by a set date (e.g. appointing a Travel Plan Co-ordinator).

Aim Type Targets – Residents and Employees

Given the development provides low car parking provision and is located within a highly accessible area, residents are expected to naturally travel to and from the site using sustainable modes of transport. It is therefore proposed that the target will focus primarily on increasing the portion of travel by bus, train and bicycle.

The mode shift targets for residents and employees of the multi-use community facility are shown in Table 5-1.

Table 5-1 - Interim Modal Split Targets – Residents and Employees

Means of Travel	2022 Census Data Mode Share %	DCC Target Mode Share 2028	GDA Transport Strategy Targets by 2035	MMP Year 1 Target	MMP Year 5 Target	Target Rationale
On foot	51%	13%	10%	52%	53%	The walking mode share is already considered high, so targets will seek to continue to increase this.
Bicycle	0%	13%	10%	2%	5%	The target seeks to increase cycling which will be supported by the on-site cycle parking provisions proposed and existing and emerging cycle infrastructure adjacent to the site. The combined walking and cycle mode share will exceed DCC and GDA targets.
Bus, minibus, coach	18%	57%	35%	21%	30%	Due to the site's proximity to the emerging BusConnects routes, there could be a greater incentive for residents, employees, and visitors to rely on sustainable forms of transport as opposed to private vehicle trips
Train, DART, or LUAS	2%			4%		
Motorcycle or scooter	2%	17%	45%	2%	1%	The proposed 9 on-site spaces will lead to a reduction in car and motorcycle travel and car passenger travel is expected to result in a shift to active and sustainable forms of travel.
Car driver	11%			7%	4%	
Car passenger	9%			8%	3%	
Van	4%			4%	4%	No target is set for van-users, as van-use is expected for employment/work
Work from home	2%	/	/	/	/	As working from home does not generate commuter travel during peak periods, no target is set for residents that work from home.

The interim targets, shown in Table 5-1, will be reviewed after the initial travel surveys have been undertaken and specific percentage reductions identified against each travel mode.

Action Type Targets – Development

The following action-type targets are set:

- Appointment of a MMPC by Facilities/Building Management prior to occupation of the development.
- The MMPC shall produce a Travel Leaflet promoting alternative modes of transport to be distributed electronically to all residents / employees.
- Provide cycle parking spaces.
- The MMPC shall promote to occupiers the benefits of offering cycle to work schemes to employees.
- The MMPC shall organise a cycle to work week to promote cycling.
- The MMPC shall promote to occupiers (residents and employees) the benefits of flexible working practices.
- The MMPC shall undertake travel surveys at years one, three and five after initial occupation.

Should the targets not be achieved, additional measures over and above those outlined in this MMP should be considered to get the MMP back on track.

The primary purpose of the MMP is to minimise the traffic impact of the development proposals, through promoting and incentivising more sustainable modes. The MMP will aim to maximise the level of residents and employees

who can use other sustainable means to travel to reduce car ownership and the subsequent proportion of single occupancy car journeys.

6. Measures and Initiatives

Approach

The section outlines the potential measures and initiatives to encourage sustainable travel among residents, employees and visitors to achieve the objectives set out in this MMP.

The key to the development of an appropriate Mobility Management Strategy is the employment of a two-pronged approach incorporating soft and hard measures:

- *Soft measures* incorporate the promotion/marketing of sustainable travel initiatives/ facilities/ improvements to sustainable modes of travel, effectively opening transport options for travel to the development site.
- *Hard measures* incorporate provision of infrastructure such as cycle parking, showers, changing facilities, lockers, car parking management and other parking arrangements.

Both elements of this approach are required to achieve a successful result.

Residential Measures

Hard Measures

Physical aspects of the design of the development will influence travel patterns from the outset. The hard engineering measures that will be incorporated into the design of the site prior to occupation will be funded by the developer.

Site Layout and Permeability

Substantial new landscaped public realm is proposed, catering for new pedestrian routes along key desire lines and providing access to each of the on-site buildings.

The pedestrian environment will be of high quality with the provision of attractive public open spaces; well-maintained and legible routes; lighting; signage and the use of quality materials. Pedestrians will feel safe and secure within the site, with a mixture of uses providing activity both day and night, thus providing active and passive surveillance.

The development has been designed to maximise active and passive surveillance/frontages. Significant new public realm would be provided that is designed in respect of future pedestrian movement and would provide a high-quality setting and environment.

Cycle Parking Provision

A total of 218 long stay cycle parking spaces, and 72 short stay (visitor) cycle parking spaces will be available for residents and their visitors. The 72 short-stay provision includes cargo bike parking spaces which will be provided in the on-site public realm.

Car-lite Development

The residential development will be a low-car/car-lite development and will deliver 9 on-site car parking spaces and 1 motorcycle parking space for residents holding a residential parking permit for the site.

Soft Measures

Travel Pack

Residents will be provided with a Travel Pack upon first occupation. The key role of the Travel Pack is to raise awareness of sustainable travel opportunities and initiatives available to occupants, including:

- Promotion of local sustainable travel networks, including:
  - local cycle routes.
  - bus services.
  - LUAS services.
  - train services.

  - car club cars nearby.

- Links to relevant public transport travel information websites (such as the TFI journey planner) will be provided.
- Promotion of local amenities: The Travel Pack will include the locations of many of the nearby key amenities and will encourage trips by foot.
- Promotion of the cycle parking: Making residents aware of the cycle parking which is available to them.
- Promotion of health benefits associated with alternative modes of transport: The Travel Pack will provide details of the health benefits associated with walking and cycling regularly.
- Information on on-site car club provision and links to nearby car club operators and instructions on how to hire a car club car.
- Details of carbon foot-printing: provision of information to raise awareness of the environmental and cost-saving benefits associated with sustainable travel and reducing car usage.
- Promotion of key services and facilities: Full details of the key services and facilities provided by the Travel Plan will be included in the Travel Pack, including:
  - electric vehicle charging point locations;
  - on-site cycle parking stores and areas;
  - the availability of the personalised journey planning service;
  - the availability of broadband internet and the benefits of home working; and
  - nearby delivery lockers (i.e., An Post/other delivery operator lockers/hubs).

Communal Notice Boards

Notice boards providing travel information to residents of the site will be placed in communal entrance lobbies.

Maps of the immediate local area will be displayed on the notice boards identifying locations of cycle parking and public transport service access points. The notice boards will also be used to inform residents of any new travel initiatives or events organised by the MMPC.

Workplace Measures

Hard Measures

Cycle Parking Provision

Sheffield stands will be provided within the on-site public realm and available for short-stay (visitor) use by all users of the development.

Car-Free Development

No parking is proposed for the multi-use community facility. Therefore, the child-care facility will not encourage travel by private car.

Soft Measures

The location of the site, its design and proximity to public transport services within the surrounding area should create the conditions to make sustainable travel choices a natural option. However, it is also recognised that a communication strategy is key to the success of the MMP. Details of elements of the communication strategy are set out below.

Travel Leaflet/Pack

Travel Leaflets would be made available electronically to tenants to distribute to their employees. The leaflet would be produced by the MMPC.

A key role of the Travel Leaflet would also be to raise awareness of the sustainable travel initiatives being implemented through the MMP including:

- **Access initiatives:**

  - A high-quality map showing walking, cycling and public transport routes to/from the development site, together with the locations of key local facilities such as shops, services and restaurants – all of which will be accessible on foot.
  - Additional sources of further information such as TFI's Journey Planner/Leap's website and digital applications could also be provided.

- **Promotion of key services and facilities:** Details of the key services and facilities such as the location and access arrangements for cycle parking and maintenance facilities.
- **Promotion of membership to local cycling groups**.
- **Promotion of employee initiatives:** Details of the Cycle to Work Schemes.
- **Promotion of off-peak travel:** The Travel Leaflet could contain information regarding the benefit of off-peak travel, especially avoiding public transport services at the busiest times.
- The Travel Leaflet could also invite those persons wishing to raise specific transport-related matters to engage in discussions with the MMPC.
- A copy of the Travel Leaflet could be available electronically via the TPC and will be updated regularly.

Employee Notice Boards

Notice boards providing travel information to employees and visitors will be placed in prominent entrance locations.

The notice boards will include information such as locations of on-site mobility hub, cycle parking, public transport provisions, and upcoming travel initiatives or events organised by the MMPC.

Occupier Websites

Individual occupiers (multi-use community facility) could be provided with transport information (from the MMPC) that could be displayed on their websites to illustrate the public transport accessibility of the site for prospective visitors.

Information on the website/social media pages will also include that the multi-use community facility has zero parking on-site/in proximity will advise parents/guardians to plan their journey prior to travelling and will provide options on how to travel to the site.

7. Management, Implementation and Monitoring

Overview

This section outlines details about the MMPC and how the MMP will be implemented, monitored and evaluated.

Management

It is intended that a MMPC will be appointed at the School Street development who will promote all aspects of the MMP. The MMPC will be responsible for implementing and managing the MMP process. The role of the MMPC will be as follows:

- Setting up relevant Steering or Implementation Groups & coordinating their activities;
- Coordinating the resident and employee travel surveys and analysis;
- Developing the travel Action Plan to promote walking, cycling, public transport, car-sharing, technological alternatives to travel, flexible working practices and more sustainable business travel;
- Presenting a business case for the MMP, making the case to undertake this work;
- Designing communication/marketing strategies to promote the MMP;
- Organising and coordinating events in the travel Action Plan;
- Acting as a point of contact for external stakeholders (e.g. the National Transport Authority);
- Development of relevant policies in conjunction with HR/ Facilities/ IT etc. e.g. carsharing policy, Smart Working Policy;
- Monitoring relevant indicators and updating the Action Plan as required;
- On-going promotion of the MMP; and
- Publicising success and reporting to stakeholders.

Implementation

This MMP seeks to ensure that sustainability is at the heart of travel provision and travel behaviour of residents and employees of the proposed development. The degree to which the measures and initiatives contained within this MMP influence travel behaviour will be determined by how it is implemented. These are a number of areas which can be targeted in order to maximise the impact.

Travel behaviours are determined at an early stage and once people settle into a routine it is difficult to alter. Therefore, it is imperative that every effort is made to alter people's decisions at the earliest possible opportunity. New residents and employees will be provided with induction/welcome packs including travel information, as well as information provided on-site and online.

An implementation date will be agreed with DCC once the MMP has been approved.

Monitoring

As the MMP is a living document, continuous monitoring and ongoing management is required to assess the effectiveness of the measures and initiatives introduced.

Periodic monitoring will assess whether the stated targets as set out in **Section 5** are met. This will play an important role in reviewing and re-setting targets by ensuring that on-going observation takes place. It is recommended that annual reviews are undertaken to review travel patterns, and whether the measures are supporting modal shift from private car to more sustainable modes.

The MMPC will:

- Meet with DCC's Active Travel Officers within a period of 1 year following implementation of the MMP thereafter every 12 months to assess and review progress of the Plan and agree objectives for the next 12 months, and
- Prepare and submit to senior management an annual Monitoring Report.

8. Action Plan

The Action Plan sets out tasks, timescales, and responsibility to ensure that the objectives and targets of this residential MMP are achieved. The Action Plan for different modes that will serve the entire site (residents and employees) are shown in Tables 8-1 to 8-4.

Table 8-1 - Action Plan – Cycling

Action	Timescales (within X months of implementation of MMP)	Responsibility
Set up a 'buddying' scheme to address personal security issues of cycling	Within 3 months	MMPC
Establish a Bike Users Group	Within 1 month	MMPC
Develop a 'Cycling' Accessibility Sheet for the site	Within 1 month	MMPC
Create a calendar of 'Cycling' Events and incentives	Within 3 months	MMPC
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	Within 9 months	MMPC
Provide cycle training	Within 6 months	MMPC
Travel diary with incentive / awards scheme	Within 6 months	MMPC
Bike service / maintenance workshops	Within 6 months	MMPC
Private bike-share service for residents of the development	Within 3 months	MMPC
Including Bicycle Sharing Stands on the Development such as Bleeperbike	Within 9 months	MMPC

Table 8-2 - Action Plan – Walking

Action	Timescales (within X months of implementation of MMP)	Responsibility
Develop a 'Walking' Accessibility Sheet for the site	Within 1 month	MMPC
Promote walking through organised walking events.	Within 6 months	MMPC
Participate in an annual Team Walking Event (e.g. Smarter Travel Workplaces Partner Pedometer Challenge, or the Irish Heart Foundation's Step Challenge).	Within 6 months	MMPC
Awareness campaigns (health benefits etc).	Within 3 months	MMPC

Table 8-3 - Action Plan – Public Transport

Action	Timescales	Responsibility
Publicise details of public transport facilities (e.g. stops/routes, walking distances).	Immediate effect	MMPC
Publicise Real Time Passenger Information apps and websites.	Immediate effect	MMPC
Promote Tax Saver monthly and annual commuter tickets for public transport.	Immediate effect	MMPC
Publicise the national Journey Planner available on www.transportforireland.ie.	Immediate effect	MMPC
Publicise LEAP travel cards.	Immediate effect	MMPC

Table 8-4 - Action Plan – Car Sharing

Action	Timescales	Responsibility
Publicise nearby car sharing schemes.	Within 3 months	MMPC
Develop a car sharing policy including incentives for car sharing (i.e., reduced membership cost).	Within 3 months	MMPC
Hold coffee mornings for potential car sharers to find out what is involved and how to join.	Within 3 months	MMPC
Raffle a car service, petrol vouchers, travel mugs, etc. for car sharers every quarter.	Within 3 months	MMPC

9. Conclusions

This MMP offers a target driven, structured way of managing travel demand at the proposed development. The realising of the targets set by the plan is dependent on continued monitoring and management. This MMP represents a commitment by DCC to the implementation of the initiatives outlined.

The targets set however, are also very much dependent on planned improvements to transport infrastructure and can only be achieved by their implementation.