

SANDYFORD BUSINESS DISTRICT Area Wide Mobility Management Plan

www.sandyfordsmartertravel.ie



What is a Mobility Management Plan?

A workplace Mobility Management Plan is a long-term management strategy employed by an organisation that seeks to promote and deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed and acted on. Many actions are low cost with effective Mobility Management Plans reducing car use by up to 18% resulting in cost and time saving for organisations and employees (National Transport Authority, Step by Step Guide to Travel Plans, 2011).

Why do we need a Mobility Management Plan?

The Sandyford Business District consists of six areas, the Sandyford Business Estate, the Stillorgan Business Estate, Central Park, South County Business Park, Legionaries of Christ and Leopardstown Park Hospital. The area has grown considerably in the last 10 years and now consists of a mixture of land uses including offices, residential, retail and light industrial. It is also recognised as a centre for high-tech innovative industries.

Significant mixed-use development is planned over the medium to longer term that will generate considerable additional traffic to the area, as outlined in the Sandyford Urban Framework Plan 2011-2016. Dún Laoghaire-Rathdown County Council needs practical on-going solutions to prevent the inevitable traffic congestion and associated problems that will occur if we fail to manage traffic entering and exiting the Sandyford Business District.

An Area Wide Mobility Management Plan is seen as a key part of the solution that will help to retain the area's continuing vitality and viability as your place of work, improve your journey to and from work and positively respond to Government transport policies. This document summarises the key elements of the Area Wide Mobility Management Plan. It will play a part in ensuring the continuing success of the Sandyford Business District. Some of the Business District occupiers already have their own Mobility Management Plan. This Plan is intended to complement individual Business District occupiers' Mobility Management Plans.

The Area Wide Mobility Management Plan is not anti-car. It's about making people think about whether the alternatives to travel to work are realistic and usable and possibly trying them now and again, for at least some journeys every week. It is also about working towards providing improved transport choices for people working in the area. In the UK, for example, many Business Parks have found Mobility Management Plans to be effective in dealing with transport issues on an ongoing basis and at the same time reducing travel costs and improving the health of employees.

What are the benefits?

Mobility Management Plans can and do bring many benefits:

For employees

- » Increased on-site amenities such as showers and cycle parking.
- » Improved health through more walking and cycling.
- » Cost and time savings by using cheaper travel modes.
- » Reduced stress through flexible working and increased journey time reliability.
- » Improved quality of life.

For organisations

- » Reduced absenteeism, support of staff retention and recruitment.
- » Improved accessibility of the site and buildings.
- » Improved road safety on and near their sites.
- » Reduced operational costs, e.g., by minimising car parking.
- » Reduced carbon footprint.

What are the travel trends?

The main findings from the 2011 Traffic Count and Passenger surveys during morning peak hours (7am to 10am) were as follows:

- » 63% of people drive to the area in single occupancy vehicles with 15% car sharing.
- » 14% use public transport to access the area.
- » 5% of people walk to the area.
- » 3% of people cycle to the area (2% pedal cycle and 1% motor cycle).
- » The average car occupancy is 1.25.

Focus groups questioned about transportation issues identified the following road user issues:

- » The bus service is inadequate to meet the needs of commuters. However users were willing to use an improved service if reliable.
- » Difficulties arise for pedestrians and cyclists crossing the main junctions and main roads in the area.
- » The availability of car parking and the closeness of the area to the M50 make it easy to drive to the area.

In the Sandyford Land Use Transportation Study 2006, the following findings were observed:

- » 10% of all trips to the area are less than 2km, 20% of trips are less than 5km and almost 60% are less than 10km.
- » 75% of those driving did not need their car for work trips during the day.



What are the key objectives?

Based on the travel survey findings, three key objectives have been set:

- » To reduce the number of single occupancy cars accessing the Sandyford Business District
- » To increase the number of businesses in the area developing Mobility Management Plans
- » To provide employees with up to date information on the facilities / services available to them to allow them to make informed travel choices

How are we going to deliver?

Long-term proposals have been outlined in the Mobility Management Plan and Sandyford Urban Framework Plan for all travel modes. These include the following:

Walking

To promote walking we will do the following:

- » Improve facilities for pedestrians at junctions and across main routes.
- » Develop a Slí na Slainte route in the area.
- » Develop a walking distance map.
- » Promotion of workplace pedometer challenges.
- » Raise awareness of the health benefits of walking.
- » Ensure ongoing maintenance of footpaths and street lighting.



Cycling

To promote cycling we will do the following:

- » Develop a network of cycle routes in the area linking to the extended cycle network.
- » Develop a cycling distance map.
- » Hold events to promote cycling in the area, e.g., cycle to work days, free bike checks, etc.
- » Promotion of the cycle to work tax saver scheme.
- » Set up a bike users group.
- » Arrange discounts from bike shops.
- » Investigate bike maintenance classes and cycle training for adults.



Public transport

To encourage the use of public transport as a viable alternative to using the car, we will do the following:

- » Provide information on existing services.
- » Hold Luas and bus promotion days
- » Promotion of tax saver tickets to employers.
- » Work with public transport operators to improve services.
- » Encourage the use of shared bus services in the area.
- » Examine provision of improved bus lanes on roads approaching the area.
- » Promotion of bus text / smart phone information applications.



Car Share

- » Set up an area wide car share scheme. (www.carsharing.ie)
- » Encourage employers to allocate car parking for car sharers.

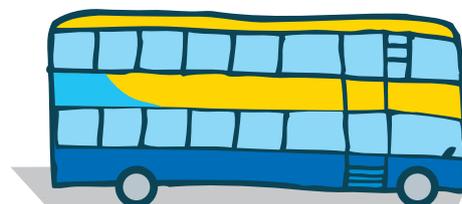


Who is involved?

- » The commuter.
- » The employers.
- » Visitors.
- » Dún Laoghaire-Rathdown County Council.
- » Sandyford Business District Association.
- » National Transport Authority.
- » Public Transport Operators.
- » Developers.

What has been done to date?

- » Sandyford Urban Framework Plan adopted in September 2011.
- » New Luas stop at Central Park introduced at the end of 2010 with improved pedestrian links between Central Park and South County Business Park.
- » A Charge Point for electric vehicles was introduced in November 2010.
- » New controlled pedestrian crossings provided on Leopardstown Road and Brewery Road in 2011.
- » Construction of a new shared cycle/pedestrian route on Old Harcourt Street Line from Sandyford Luas station to Brewery Road and Leopardstown Road commenced in 2011.
- » Murphystown Way Road opened, providing improved pedestrian and cycle access to the area in 2011.
- » Traffic cordon traffic count carried out in Summer 2011 and Bus passenger survey carried out in November 2011.
- » Ongoing upgrades to bus stops in the area and the provision of real time information.
- » Face to face meeting with Business managers in the area on Sandyford Smarter Travel issues.



How will progress be measured?

Sandyford Business District targets have been set in line with national transport policy as follows:

- » Car – to have a maximum 45% mode share (reversed from current 55%)
- » Sustainable travel modes – Minimum 55% mode share
- » Pedal cycle – Minimum 10% mode share

Travel surveys will be carried out annually to measure progress including a business travel survey of those working in the area.

How will this be brought forward?

A Mobility Management Plan Network will be set up in the area. This is a group of organisations working together to reduce and manage car use in an area. It will allow the pooling of resources and ideas to make change happen. This network will consist of the following members:

- » Council Staff including a Mobility Management Plan Coordinator (part time).
- » Sandyford Business District Association.
- » Public Transport Providers/Agencies.
- » Sustainable travel champions from organisations in the area.
- » Other stakeholders.

The network will be a forum for discussing transport issues in the area with the Council and for the exchange of information and ideas on transport. It will also provide advice, encouragement and practical support for those involved in the Mobility Management Plan process

This is your plan

Smarter Travel isn't something that happens to people. It's something that everyone does collectively, helped by transport initiatives and area wide planning.

The Sandyford Smarter Travel project aims to improve and promote sustainable travel options for those working in the area over time mainly through Mobility Management Planning and the upgrade of infrastructure, both key objectives in the recently adopted Sandyford Urban Framework Plan.

Gradual change has and is occurring. It will not happen overnight.

The continuing growth of the Sandyford Business District, traffic congestion, commuter pressure, and national transport policies will all contribute to forcing change.

This Mobility Management Plan seeks to facilitate change and give you the travel options to consider whether you can make a real contribution.



Contact Us

Please contact us with any ideas on ways you or your company can contribute.

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