Sandyford Business District
Area Wide Mobility Management Plan

smarter**travel** >>>

Report Control

Report:	Area Wide Mobility Management Plan
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Contents

1. Introduction

1.1 Mobility Management Plans

1.1.1 A Mobility Management Plan (also known as a Travel 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. It involves the development of agreed and explicit outcomes, linked to an appropriate package of measures, aimed at encouraging more sustainable travel for people and goods.

1.1.2 A Mobility Management Plan can bring a number of benefits to a new development for:

>> The developer

>> The ultimate occupier

>> Users of the site such as employees, customers, visitors, delivery companies etc

>> The local authority

1.1.3 A Mobility Management Plan can produce many benefits for organisations such as:

>> Reduced absenteeism, support staff retention and recruitment

>> A reduced carbon footprint

>> Improved accessibility for the site and buildings

>> Improved road safety on and near their site

>> Reduced operational costs, such as by minimising car parking

There are also benefits for the staff:

>> Increased onsite amenities such as showers and bike repair

>> Improved health through more walking and cycling

>> Costs and time savings by using cheaper modes

>> Reduced stress through flexible working and increased journey time reliability

>> Improved quality of life

1.2 Area Wide Mobility Management Plan

1.2.1 Area Wide Mobility Management Plans cover a particular set of sites in an area that can be linked in order to increase the effectiveness of individual Mobility Management Plans. They are similar in structure to workplace Mobility Management Plans but are wider in scope and lack the detail of site specific plans. They are typically used as overarching Mobility Management Plans for business parks but can be applied to any area such as several offices on a street or an entire town.

1.2.2 Developing an Area Wide Mobility Management Plan has advantages over multiple organisation-specific plans as it encourages the pooling of resources and thus increases the potential for effective initiatives to be identified and introduced relating to sustainable travel. It will also help to manage increases in vehicular traffic associated with the further development of the area by promoting and marketing sustainable travel alternatives at an early stage in the planning process.

1.3 Mobility Management Plan Network

1.3.1 A Mobility Management Plan Network is a group of organisations working together to manage and reduce their car use in an area. It brings together, formally or informally, individuals and organisations involved in preparing Mobility Management Plans with the aim of facilitating the process. Setting up a network in an area has a number of benefits. These include:

>> The exchange of information, ideas and good practice.

>> Achieving greater economy of scale and sharing of resources.

>> To provide encouragement and practical support for those involved in Mobility Management Plan process.

>> To make viable the provision of services relating to Mobility Management

>> Plans on a collective basis.

>> Bring together organisations to generate an effective bargaining force and to enable smaller companies to benefit from the support and assistance of larger organisations.

1.3.2   The benefits of a Mobility Management Plan network are that concerted action by a number of organisations makes things more likely to happen. Mobility Management Plans are more likely to be prepared and implemented with the impetus of the network behind them.

1.4   Sandyford Smarter Travel Mobility Management Plan

1.4 1   The Sandyford Business District is a key developing economic area and is located approximately 10km south of Dublin City Centre in the Dún Laoghaire – Rathdown County Council administrative area. It consists of 6 areas; the Sandyford Business Estate, the Stillorgan Business Estate, Central Park, South County Business Park, Legionaries of Christ and Leopardstown Park Hospital, as shown shaded in Figure 1.1.
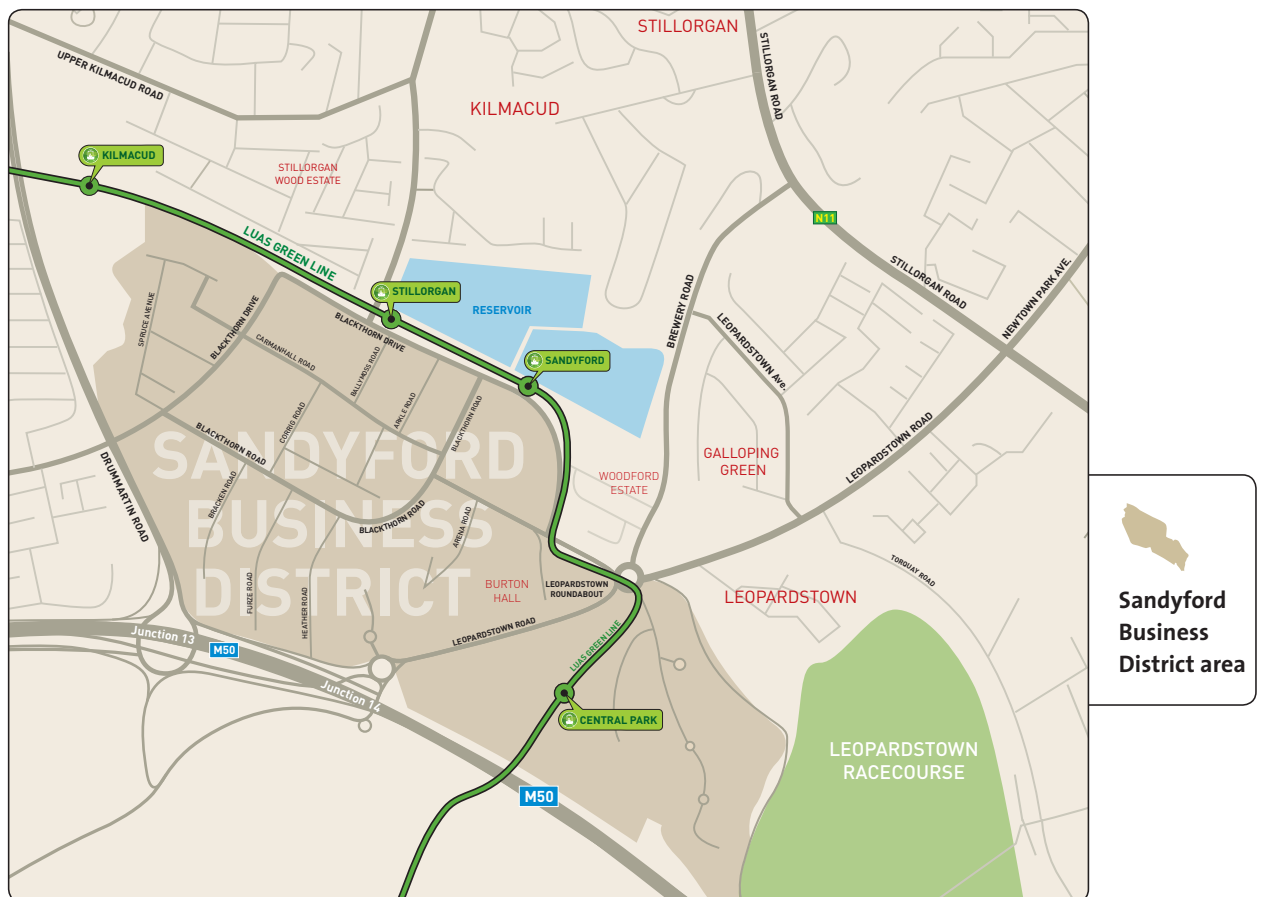
Figure 1.1 Sandyford Business District area

It is also one of the four main growth centres (also Swords, Blanchardstown, and Tallaght, as well as Dublin City) identified in the Regional Planning Guidelines.

1.4.2   To provide a focus on achieving the transportation vision for the Sandyford Business District as outlined in the Sandyford Urban Framework Plan, an Area Wide Mobility Management Plan and a Mobility Management Plan Network will be established for the Sandyford Business District.

2. Aims and Objectives

2.1 Aim

The overall aim of the Sandyford Business District Area Wide Mobility Management Plan and Network is to improve sustainable travel options for employees and to reduce the number of cars entering the area in line with National Transport Policy targets and objectives.

2.2 Objectives

The objectives of the Sandyford Business District Mobility Management Plan have been designed to be site specific and can be summarised as follows:

» To reduce the number of employees accessing the area in single occupancy vehicles so that a minimum of 55% all trips to the area are by sustainable modes (walking, cycling, public transport, car share) by 2020.

> To minimise single occupancy car use amongst employees by providing reliable travel alternatives and transportation mode choice.

> To maximise public transport accessibility to, from and within the Sandyford Business District for all journey purposes.

> To provide a safe cycle and pedestrian friendly environment within the Sandyford Business District which is well linked to the existing external cycle / pedestrian network thus helping to create a strong walking and cycling culture.

» To increase the number of businesses in the area developing Mobility Management Plans such that 10 companies have implemented such plans by 2016 and to develop a database to manage and monitor the implementation of the plans.

» To provide employees with up to date information on the facilities / services available to them to allow them to make informed travel choices and to maximise the travel awareness of potential employers both prior to and post purchase or rental/lease in the area.

The objectives of the Area Wide Mobility Management Plan will be reflected in the package of measures put forward to promote and encourage sustainable travel in the Sandyford Business District. It is envisaged that the objectives will have the added benefits of improving the health and wellbeing of those working in the area and help improve the air quality and reduce carbon emissions in the area.

3. Policy Context

3.1 Introduction

This chapter outlines relevant National and Council policy in relation to the Sandyford Business District and to Mobility Management Planning.

3.2 National Policy

3.2.1 Smarter Travel – A Sustainable Transport Future 2009-2020

The Government's transport policy up to 2020 is the 2009 Department of Transport's, *'Smarter Travel A Sustainable Transport Future 2009 – 2020'*. This sets out a broad vision for the future and establishes objectives and targets for transportation. It also supports greater integration between spatial planning and transport policy and sets a target to reduce car based commuting from 65% to 45% by 2020.

3.2.2 National Cycle Policy Framework 2009

The National Cycle Policy Framework NCPF sets out a national policy for cycling to create a stronger cycling culture and a friendlier environment for cyclists. It outlines 19 specific objectives, and details 109 individual but integrated actions relating to cycling and places emphasis on promoting and integrating cycle networks

3.3 Local Policy

3.2.1 County Development Plan

The County Development Plan 2010-2016 recognises the importance of Sandyford as the primary employment centre of Dún Laoghaire-Rathdown County Council area with some of the largest organisations in Ireland located in the area.

Policy T14 of the County Development Plan 2010-2016 states that 'It is the Council policy to require the submission of Mobility Management Plans for developments that generate significant trip demand. Plans should seek to reduce reliance on carbased travel and encourage more sustainable forms of transportation both during construction and occupation phases'. In addition it states that, 'An Area Wide Mobility Management Plan may also be developed in conjunction with stakeholders for an area where significant development is planned, such as Sandyford Business Estate or Cherrywood Strategic Development Zone'.

3.2.2 Sandyford Urban Framework Plan 2011-2016

The Sandyford Urban Framework, adopted in September 2011, sets out the policies and objectives required to transform the Sandyford Business District from a collection of disparate poorly connected estates to a coordinated cohesive district. It introduces a new set of land zonings for the area and sets limits on the scale of development to take place.

Under the MultiModal Transportation Infrastructure element of plan, Policy SUFP 7 states that 'It is Council Policy to develop and support a culture of sustainable travel into and within the Sandyford Business District'. This is to be achieved through 20 objectives with objectives TAM9 to TAM12 relating to Mobility Management Planning.

Objective TAM9 states that 'It is an objective of the Council to prepare an area wide Mobility Management Plan for Sandyford Business District in conjunction with businesses and other stakeholders in the area'. Objective TAM11 of the Sandyford Urban Framework Plan outlines the minimum thresholds above which a full Mobility Management Plan or Mobility Management Plan statement will be required for future development in the Sandyford Business District.

3.2.3 Cycling Policy

The Council Cycling Policy, adopted in June 2010, provides local guidelines on the delivery of the aims and 19 objectives of the National Cycle Policy Framework 2009-2020.

The Cycling Policy includes guidance and standards for the provision of cycle parking and associated cycling facilities for all new developments. Future developments in the Sandyford Business District will be required to adhere to the Council Cycling Policy as part of their Mobility Management Plan.

4. Local Transport Audit

4.1 Introduction

The Sandyford Business District is a key commercial area in the County with almost 15,000 working in the area according to the 2006 census. This is expected to rise considerably in the coming years with significant mainly commercial development planned for the area as envisaged in the Sandyford Urban Framework Plan.

4.2 Accessibility

The Sandyford Business District is bounded to the south by the M50 allowing easy access to and from the area by car from outer areas. The area is bounded to the north by the Green Luas Line.

4.3 Walking

In general, good pedestrian access is provided throughout each of the six areas in the Sandyford Business District with footpaths built to acceptable standards. However, linkage between some of the 6 areas in the Sandyford Business District can be cumbersome due to difficulty crossing junctions on busy strategic routes.

4.4 Cycling

A number of cycle tracks and cycle lanes of reasonable quality are provided on roads approaching the study area. Although the internal roads are wide enough to accommodate cyclists and traffic volumes are low offpeak, there are few marked cycle lanes within the area. Uncovered cycle parking is available at all Luas stops with limited on street cycle parking in the area. A number of proposals are outlined in the Walking and Cycling Strategy in the Sandyford Urban Framework Plan to create an extensive cycle network in the area.

4.5 Bus

The area is served by Dublin Bus routes and a number of private shuttle buses operated by companies in Central Park. Bus services are infrequent with the exception of the Aircoach. The most frequent Dublin Bus routes are the 114 to Blackrock and the 11 to Ballymun via the city centre. A number of proposals are outlined in the Public Transport Strategy in the Sandyford Urban Framework Plan to create additional bus priority to and from the area including the Southern Orbital QBC linking Tallaght and Dún Laoghaire via Sandyford and the Blueline BRT.

4.6 Rail

The Green Luas line connecting Cherrywood to the City Centre passes through the area with three Luas stations in the Sandyford Business District providing good access to the area, i.e the Stillorgan, Sandyford and Central Park stops.

4.7 Roads

The Sandyford Business District contains a number of heavily trafficked roads. This can cause difficulties for pedestrians and cyclists crossing some of the main roads, e.g. Leopardstown Road and Brewery Road. The M50 also causes severance from the residential areas in the north.

4.8 Parking

All onstreet car parking in the area is controlled with about 300 marked pay and display parking spaces in the area. A charge for onstreet parking was introduced in 2008 to control parking within the area. There are a number of park and ride facilities in the area including at Luas stations. Most developments provide offstreet car and cycle parking for their staff.

5. Travel Patterns in the Sandyford Business District

5.1 Introduction

A number of studies have been carried out in recent years in the Sandyford Business District to help develop an understanding of travel patterns in the area.

These include the following:

>> Sandyford Land Use and Transportation Study (LUTS) 2006 – Business Travel Survey

>> CSO Ireland POWCAR 2006

>> Focus groups of persons living and working in the area in 2010

>> Business Travel Survey with business owners and managers in 2010

>> Sandyford Business District Traffic Surveys Summer 2011

5.2 Traffic Count and Passenger Surveys 2011

A traffic survey was carried on roads approaching the Sandyford Business District between May 31st and June 2nd 2011. All travel modes were surveyed at six cordon point locations using telescopically mounted video cameras from which the count information was subsequently extracted. On the dates of the traffic counts, Luas passenger numbers in each direction were obtained from the Railway Procurement Agency. A bus passenger survey was also carried out in November 2011 at each bus stop to determine the number of persons getting off buses in or near the area. Based on the surveys, the following travel mode share was observed for the Sandyford Business District based on the number persons entering the area between 7am and 10am as seen in Figure 5.1.
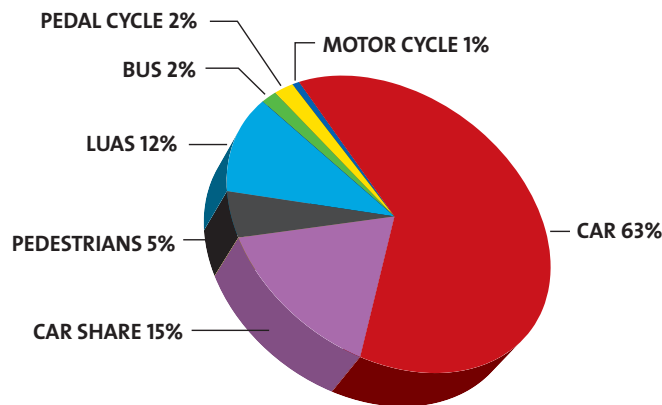

PEDAL CYCLE 2%
MOTOR CYCLE 1%
BUS 2%
LUAS 12%
PEDESTRIANS 5%
CAR SHARE 15%
CAR 63%

Figure 5.1 Sandyford Business District Travel Mode Share

The following findings were noted in the surveys:

» About 19,000 people enter the area between 7am and 10am each day with some trips destined for locations outside the area. About 63% of all persons drive in a car alone to access the area.

» Only 2% use buses (public and private) to access the area. This is low compared to 7% observed in the LUTS 2006 survey. The numbers using the LUAS to access the area has not changed considerable since the LUTS 2006 survey even though the LUAS line has been extended to Brides Glen.

» A low level of walking and cycling to the area was observed, similar to the LUTS 2006 survey.

» An average car occupancy for the 6 cordon locations of 1.25 was observed for cars and 1.62 for taxis showing a high level of car sharing for trips to the area.

In the LUTS 2006 survey, it was observed that only 28% of respondents ever needed to use their car for work purposes. This clearly shows that many employees are choosing to drive to work despite the fact that car use is not required during work hours which could reflect dissatisfaction with the public transport services on offer. The LUTS study also showed that 10% of trips are less than 2km, 20% of trips are less than 5km and almost 60% less then 10km.

5.3   Trip Origin Points – LUTS 2006 Study

Figure 5.2 illustrates the origins of employees destined for the area along with the respective modes of travel used. The map shows many employees originate from around the D18 area Blackrock and Stillorgan and despite the relatively short distances involved, the majority of employees living in these areas are driving to Sandyford. The small number of bus users from these areas indicates that people do not find the service satisfactory.
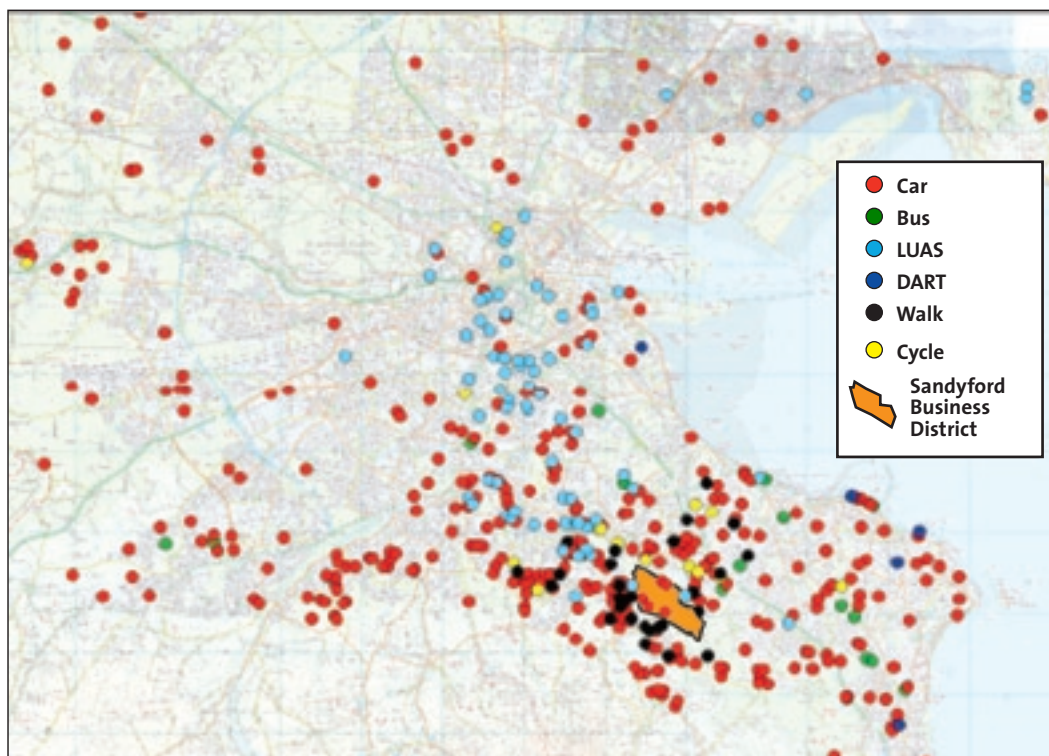

Figure 5.2 Origins of road users work in Sandyford Business District

5.4   Focus Group issues

A business travel survey was carried out among business owners and Managers in the Sandyford Business District in March 2010 for the purposes of the Department of Transport Smarter Travel Area Project. Focus Group meetings took place with six different types of road users. Face to face meetings took place with a number of businesses in the area and residents associations. The issues that prevented current employees in the area using sustainable travel modes were as follows:

» The bus provision is inadequate with limited irregular services and long walking distances between stops and no direct bus from Dart line to the area.

» The bus timetable is unsuitable for work hours and the bus fares are too high. Being an area that is dominated by busy roads, it is not very accessible or safe for pedestrians and cyclists especially at the main junctions.

» Area is not very well lit at night and not safe to walk around.

» There is a lack of information and service provision to promote and facilitate the use of modes other than the car.

» The M50 causes major severance causing difficulties for those walking and cycling to nearby residential areas.

» The availability of parking makes driving an easy option for many.

» The prevailing mindset is seen to be one of car use at the top of the transport hierarchy with greater priority given to car drivers at traffic lights rather then to cyclists and pedestrians.

6. Mobility Management Plan Targets and Monitoring

6.1 Introduction

Targets will be set that allow the progress of the Area-Wide Mobility Management Plan objectives to be monitored. Quantitative targets will be Specific, Measurable, Achievable, Realistic and timerelated (SMART). The targets have beenw developed in line with the following:

>> Smarter Travel objective and targets

>> Sandyford Business District Traffic Count Surveys

>> Sandyford Business District Business Travel Survey results

>> Sandyford Business District Feedback focus group

>> Evidence from best practice in the UK

6.2 Quantitative Targets

The travel data from 2011 Traffic Count and Passenger Surveys will be used as the main baseline for monitoring the progress of the Area Wide Mobility Management Plan. Further, traffic surveys will be undertaken in 2012 that will allow this baseline travel data to be updated thus informing future reviews and updates of the Mobility Management Plan. The quantitative targets for the Area Wide Mobility Management Plan are set in Table 6.1.

Table 6.1 Sandyford Business District Smarter Travel Targets			
Mode	Traffic Count 2011	Sandyford Business District target 2020	Smarter Travel 2020
Primary Target			
Car incl. Taxi	63%	45%	45% as per Smarter Travel
Secondary Sub targets			
Pedal Cycle	2%	10%	10% as per NCPF
All sustainable travel modes	37%	55%	55% as per Smarter Travel

The targets for sustainable travel modes takes into account the Luas Green Line extension to Cherrywood and also the additional bus service provision that it is proposed to introduce as part of the Dublin Bus Network Direct project. The target for cycling is in line with the National Cycle Framework Policy that seeks to increase cycle trips to 10% of all trips by 2020. As part of the Sandyford Urban Framework Plan Transportation Strategy, a network of on road and offroad cycle route will be created through the Sandyford Business District linking to the existing cycle tracks on the approach roads.

6.3 Monitoring & Review

An annual review will be carried out on the Area Wide Mobility Management Plan targets and action plan to assess progress. It will also allow the Mobility Management Plan Coordinator and Mobility Management Plan Network to determine which of the initiatives have been most successful, and those that have not been as effective thus allowing the identification of remedial actions to get the Mobility Management Plan back on track and help prioritize resources towards initiatives that are most likely to be successful in the future. Every two years a full and comprehensive review of the Mobility Management Plan Strategy will be carried out that will involve updating the Area Wide Mobility Management Plan to take into account changes to National Transport Policy and regulation, infrastructure roll out strategy and other changes in the area.

7. Mobility Management Plan Action Plan

7.1 Introduction

The main focus of the sustainable travel initiatives in the Mobility Management Plan will be to help change the travel patterns of those working in the area by providing information on transport options and assisting in providing reliable alternative travel choices for employees working in the area. This will be done in tandem with the introduction of improved infrastructure and improved public transport services. This action plan outlines how the Area Wide Mobility Management Plan will be managed and how the sustainable travel initiatives of the plan will be organised and implemented.

7.2 Key Actions

Table 7.1 outlines the main actions for the Area Wide Mobility Management Plan. Actions for each sustainable travel mode consist of marketing and information measures to encourage behavioural change in tandem with planned infrastructural upgrades in the area.

Table 7.1 Mobility Management Plan Action Plan		
Action / Measures	Timescale	Responsibility
SET UP MOBILITY MANAGEMENT PLAN NETWORK		
Public Consultation on Area Wide Mobility Management Plan	Q4 2011	DLR, SBDA, NTA
Promotion of Mobility Management Plan Network concept and identify business interested in being part of Mobility Management Plan network through face to face meetings with business managers	Q4 2011	DLR, SBDA
Set terms of reference for the Mobility Management Plan network	Q4 2011	DLR
Mobility Management Plan coordinator to be nominated	Q4 2011	DLR
Launch of Area Wide Mobility Management Plan and Network	Q4 2011	DLR, SBDA, NTA
Mobility Manager to be appointed for the Sandyford Business District	Q2 2012	DLR, DOT
MARKETING AND PROMOTION		
Development of Smarter Travel Brand and Communication Plan	Q4 2011	DLR, SBDA
Develop a marketing and communication plan to promote sustainable travel among all employers and employees.	Q4 2011	MM, SBDA
Develop a MMP travel website to increase travel awareness	Q4 2011	DLR, MM
Develop an information leaflet to highlight public transport options	Q4 2011	DLR, MM
Develop travel information pack including details of public transport and walking and cycle routes in the area	Q1 2012	MM
Develop a regular newsletter to promote sustainable travel initiatives	Q1 2012	DLR, MM
Hold an annual Smarter Travel event in the area and an Annual Mobility Management Plan Award ceremony	Q2 2012	MM, DLR
Encourage business to take part in the annual European Mobility Week and National Bike Week	Q2 2012	MMPC, NTA

CONSULTATION TRAVEL SURVEYS		
Undertake a baseline Travel Survey and analyse travel patterns,	Q2 2012	DLR, NTA
Develop a MMP monitoring database and standardize Mobility Management Plan travel survey outputs	Q2 2012	DLR, NTA
Mobility Management Plan Guidelines for Developers to be prepared in line with the objectives of the SUFP and NTA Guidelines.	Q2 2012	DLR
PROMOTING WALKING		
Arrange events to promote walking, such as a 'walk to work day' or weekly walks in the area with incentives, prizes, giveaways etc.	Q4 2011	MM
Development and promotion of a Slí na Slainte route in the area in conjunction with Irish Heart Foundation	Q1 2012	DLR, MM
Setting up a lunch time walking group in the area	Q1 2012	MM
Produce a map illustrating existing and new walking routes to common destinations including public transport facilities.	Q2 2012	MM
Encourage business to take part in the annual Irish Heart Foundation/NTA Pedometer challenge and NTA Journey Logger.	Q3 2012	MM, MMPC
Raise awareness of the health benefits of walking through posters leaflets and/or events.	Q3 2012	MM
PROMOTING CYCLING		
Encourage business to take part in the annual European Mobility Week and National Bike Week	Q2 2012	DLR, MM
Arrange events to promote cycling, such as a cycle to work day, Bikers breakfasts, free bike checks and promote the 'Cycle to Work' tax saver scheme.	Q2 2012	DLR, MM
Produce a map illustrating cycle routes to common destinations and the cycle network.	Q2 2012	MMPC, NTA
Develop workplace cycle pack with details on local bike shops, tips on cycling etc	Q2 2012	MM
Raise awareness of the health benefits of walking through posters leaflets and/or events.	Q3 2012	MM
Developers will be required to promote cycling as part of their Mobility Management Plans	Q2 2012	MMPC
Establish a bicycle user group (BUG) and bike buddy scheme.	Q2 2012	MM
Arrange for adult cycle training and basic maintenance courses for businesses area	Q2 2012	MM
Investigate on site bike repair service and discounts at bike shops	Q2 2012	MM
Develop Fleet Bike guidelines for business and promote a pool bike scheme	Q3 2012	MM

PROMOTING CAR SHARE		
Establish a car sharing scheme for business in the area – as part of the national website www.carsharing.ie	Q2 2012	MMPC NTA
Develop a protocol/guidelines for car sharers	Q2 2012	MMPC
Launch car share scheme in Sandyford Business District	Q2 2012	MMPC, SBDA
PROMOTING PUBLIC TRANSPORT		
Disseminate up-to-date public transport information on website or workplace notice boards.	Q4 2011	DLR, MM
Hold public transport awareness days and Workplace Promotion Days	Q2 2012	DLR, MM
Work with local operators to improve bus services and offer ticket discounts	Q2 2012	DLR, MMPC, MM
Encourage use of shared private bus services	Q2 2012	DLR, MMPC
PROMOTING SMARTER WORKING PRACTICES		
Promote 'leave the car home one day a week' and Green Travel Days	Q1 2012	MM
Promote flexible working days	Q2 2012	MM
Promote home work and video conferencing reducing the need to travel	Q3 2012	MM
Provide advice on tax saver travel initiatives such as cycle to work scheme, tax saver tickets	Q3 2012	MM
RATIONALIZING CAR PARKING		
Introduce guidelines for business on how to reduce car parking requirements and how to encourage sustainable car use, e.g. car share.	Q3 2012	MM
Give priority staff for car share or electric vehicles	Q3 2012	MM
Offer cash instead of a company car or cash incentives for those who don't use the staff car park	Q3 2012	MM

DLR – Dún Laoghaire Rathdown County Council

DOT – Department of Transport, Tourism and Sport

NTA – National Transport Authority

SBDA – Sandyford Business District Association

MM – Mobility Manager

MMPC - Mobility Management Plan Coordinator

8. Management of Mobility Management Plan

8.1 Introduction

To be successful, an Area Wide Mobility Management Plan needs to have the support of organisations in the area. It is important to convey to all involved the reasons for implementing the Mobility Management Plan and the benefits that will occur. To ensure this is carried out, a Mobility Management Plan Coordinator will be appointed by the Council to oversee the development and implementation of the Area wide Mobility Management Plan and Mobility Management Plan Network. Figure 8.1 outlines the proposed structure for the delivery of the Area Wide Mobility Management Plan.
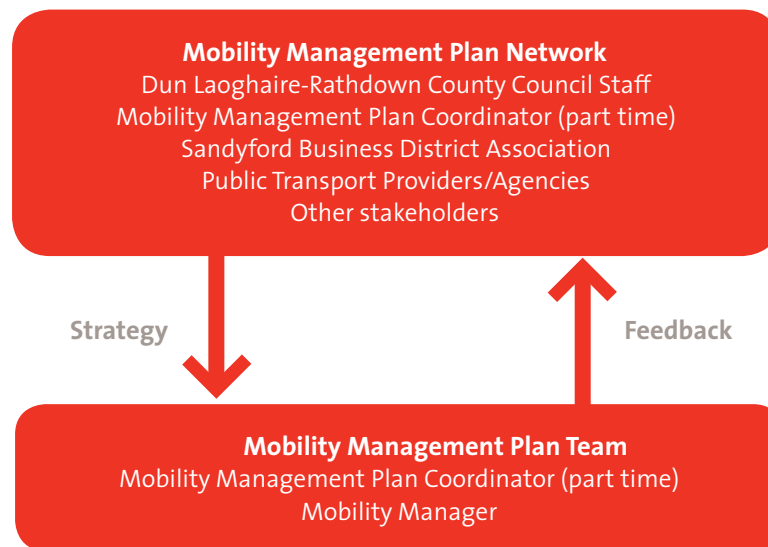
Mobility Management Plan Network
Dun Laoghaire-Rathdown County Council Staff
Mobility Management Plan Coordinator (part time)
Sandyford Business District Association
Public Transport Providers/Agencies
Other stakeholders

Strategy   Feedback

Mobility Management Plan Team
Mobility Management Plan Coordinator (part time)
Mobility Manager

Figure 8.1 Mobility Management Plan Structure

A Mobility Manager will also be appointed over time to roll out the initiatives envisaged in the Area Wide Mobility Management Plan. The following sections provide details of the Mobility Management Plan Coordinator and Mobility Manager.

8.2 Mobility Management Plan Coordinator (part time)

The following outlines the main duties and responsibility of the Mobility Management Plan Coordinator:

» To work proactively to raise awareness of sustainable transport issues in the Sandyford Business District including details of any infrastructure schemes.

» To act as a single point of contact for all queries relating to Mobility Management Plans and transport issues in the area and to centrally coordinate the Mobility Management Plan initiatives.

» To coordinate the development and implementation of the Area Wide Mobility Management Plan and Mobility Management Plan network, to arrange network meetings and work closely with all stakeholders.

» To liaise with the National Transport Authority programme and channel learning and resources from the national Smarter Travel Workplace programme to the Area.

» To liaise with external bodies and local public transport operators on transport issues in the area.

>> To actively seek National and EU funding for the implementation of sustainable travel projects in the area.

>> To arrange site visits by groups of network members, either to examine problems and solutions at a member's site or other site where innovative work is being carried out on Mobility Management Plan issues.

>> To provide advice and develop guidance on securing Mobility Management Plans in the planning process and to develop a Mobility Management Plan monitoring database.

>> To promote smarter travel events in the area in conjunction with the Mobility Manager.

>> To coordinate the monitoring and reporting of the Area Wide Mobility Management Plan progress towards achieving targets, setting clear dates for actions to ensure that the Mobility Management Plan makes progress.

8.3 Mobility Manager

The following outlines the main duties and responsibility of the Mobility Manager:

>> To promote sustainable transport issues among employers in the Sandyford Business District and to offer general support and encouragement for organisations to help sustain their interest in developing their Mobility Management Plan and convince Senior Managers of their benefits.

>> To coordinate the design and implementation of effective marketing and awareness campaigns that reduces car use in the short and long term.

>> To develop a Sandyford Smarter Travel Website.

>> To undertake secretariat functions including sending out newsletters, organising network meetings, facilitate an online discussion forum for members, share best practice to members, provide advice to members on Mobility Management Planning etc.

>> To organise events to coincide with wider campaigns, such as 'European Mobility Week, Bike Week, National Carfree Day etc.

>> To promote car sharing in the area.

>> To provide mapbased profiles of commuting patterns to worksites, site or area specific public transport or cycle route maps.

>> To conduct surveys/research for individual network members, the entire network or a subgroup.

>> Identification of Mobility Management Planning training for staff in the Sandyford Business District for ongoing implementation of smarter travel initiatives and Mobility Management Plans.

9. Mobility Management Planning in the Planning Process

9.1 Introduction

The need to manage transport in new developments is found in local and national transport policy. Mobility Management Plans are a useful tool for delivering sustainable travel objectives in a development. A number of developments in the Sandyford Business District have been conditioned to develop Mobility Management Plans as part of the planning process with many other developments conditioned to provide Smarter Travel measures, e.g. cycle parking.

9.2 Mobility Management Plans Thresholds

Policy T14 of the County Development Plan 2010-2016 requires that Mobility Management Plans be submitted for developments that generate significant trip demand.

Objective TAM11 of the Sandyford Urban Framework Plan 2011-2016 outlines the minimum thresholds above which a full Mobility Management Plan or Mobility Management Plan statement will be required for future development in the Sandyford Business District. These are shown in Table 9.1.

Table 9.1 Mobility Management Plan Thresholds		
Land Use	Mobility Management Plan Statement	Threshold for Full Mobility Management Plan
Residential Development	50 dwellings	100 dwellings
Food Retail / Supermarkets	>250m2 < 800m2	>800m2 GFA
Non Food Retail	>800m2 < 1500m2	>1500m2 GFA
Restaurant / cafe	>300m2< 2500m2	>2500m2 GFA
Fast Food / Drink	>300m2< 1000m2	>1000m2 GFA
Offices / Financial	>1000m2< 2000m2	>2000m2 GFA
Industrial	>2500m2 <4000m2	>4000m2 GFA
Warehousing	>3000m2 <5000m2	>5000m2 GFA
Hotels	75 bedrooms	100 bedrooms
Hospitals / Medical Centre	>500m2 < 1000m2	>1000 m2 GFA
Cinema / Leisure	>500m2 < 1500m2	>1500 m2 GFA

A full Mobility Management Plan should include specific objectives, targets and measures relating to sustainable travel. An outcome based approach to the delivery of Mobility Management Plans will require developers to commit to achieving the outcomes/targets in their Mobility Management Plan.

A Mobility Management Plan statement should focus on site measures promoting and encouraging Sustainable Travel to and from a site.

A Mobility Management Plan may be required in specific circumstances for developments below the thresholds as follows:

» Where the proposed development has the potential for significant traffic impact that requires mitigation, or accessibility issues to be addressed. This may apply particularly to mixed-use developments where each individual land use may not reach the thresholds but in combination will have a relatively significant impact, or for developments that may generate a significant number of visitor trips.

» For phased developments where the initial phasing may not reach the specified threshold but future phases will reach or exceed the threshold.

» For developments proposing extensions to existing sites where the extension itself does not reach the requisite threshold but where:

> The existing site is already at or above the threshold; or

> The combined existing and proposed land use meet or exceed the threshold.

» All developments that require a Traffic and Transport Assessment as per the relevant National Roads Authority guidelines.

Any land use not mentioned in the above should adhere to relevant thresholds set out in UK Department of Transport Guidance documents on Mobility Management Plans.

9.3 Mobility Management Plans - Delivery through planning

For future development in the Sandyford Business District, the following situations are likely to arise.

1. A development does not meet the threshold for requiring a Mobility Management Plan and is likely to have one occupier. The developer should outline in a Mobility Management Statement how the development will support sustainable travel through small scale measures and facilities.

2. A development meets the threshold for requiring a Mobility Management Plan and is likely to have one occupier who is known. The developer should develop a full Mobility Management Plan clearly showing how the development will achieve the Mobility Management Plan outcomes/targets. Travel surveys of existing users or survey of a similar site should be provided as a basis for target setting for each road user.

3. A development meets the threshold for a Mobility Management Plan but the occupants not yet known. The developer should develop an interim Mobility Management Plan clearly showing how the development will achieve the Mobility Management Plan outcomes/targets and a commitment given on the Mobility Management Plan that all future occupiers will implement the measures in the Mobility Management Plan. The interim element of the Mobility Management Plan must be updated with actual data from the site users over time.

4. A development meets the threshold for a Mobility Management Plan and is likely to have multiple occupants. The Mobility Management Plan must show how the targets and objectives of the Mobility Management Plan will be communicated to present and future occupiers of the development. This shall include details of proposed lease / contract clauses that make the tenant aware of their requirement to fulfil the Mobility Management Plan actions, timescales and monitoring.

When required, a Mobility Management Plan shall be discussed at pre-planning stage with the Planning Authority and subsequently submitted with the Planning Application. Guidance can be provided by the Planning Authority at the pre-planning stage on whether a Mobility Management Plan is required and the expected contents (see Appendix A).

If the Mobility Management Plan proposals and mechanisms for delivery and management are unclear, clarification may be sought by way of additional information to ensure that no ambiguity exists in relation to the measures and outcomes proposed. Such clarity will ensure that securing the implementation of these measures will be more straightforward. Once a Mobility Management Plan is acceptable to the Planning Authority, it will be conditioned as part of the Planning Decision. This will include the monitoring on the Mobility Management Plan for a specified period post occupation.

9.4   Mobility Management Plans Contents

The nature and scale of the development will define the type of Mobility Management Plan required. All Mobility Management Plans submitted for future development in the Sandyford Business District should be prepared in accordance with best practice on Mobility Management Plans (E.g. NTA Step by Step Guide, UK Department of Transport, Making Travel Plans work etc). The following should be seen as the essential elements around which the Mobility Management Plan is constructed:

» Integration – into an organisations long term business strategy

» Management – it is essential that there is an individual identified with defined role and responsibilities to oversee implementation, monitoring and review of the Mobility Management Plan. Adequate resourcing should be made with an appropriate amount of the individual's time allocated

» Objectives – the key goals that the Mobility Management Plan seeks to achieve

» Targets – a means of measuring the achievement of objectives for each user

» Measures – the initiatives that will be introduced to achieve the targets set for each user. This should also include remedial measures and actions that will be taken if the Mobility Management Plan targets are not met

» Action plan – a programme for delivering the measures and a means of communicating the above to site users, including identification of who will oversee delivery of the Mobility Management Plan

» Securing – it is important that the Mobility Management Plan is effectively secured through legal mechanisms

» Monitoring and review – must be undertaken to ensure the Mobility Management Plan achieves the targets it set out to achieve

Appendix A provide details of a Mobility Management Plan content and Appendix B shows what information should be included in a Mobility Management Plan Travel survey to allow for year on year monitoring.

10 Conclusion

10.1   This Area Wide Mobility Management Plan was developed to meet the aim of promoting sustainable travel modes in line with National Transport Policy and objectives and to promote environmentally friendly travel alternatives. It will provide existing and future occupiers in the Sandyford Business District with an overall view of the type of initiatives that should be considered when promoting sustainable travel and when preparing their individual workplace Mobility Management Plans.

10.2   Through a collaborative approach between the Council and business in the area and working together to share resources and ideas on how to get people to travel more sustainably, the initiatives will benefit everyone in the area resulting in the following:

»   Cost savings associated with walking, cycling, using public transport or car sharing as compared with single occupancy car use.

»   Health benefits for those that work and visit the area from increased levels of walking and cycling and fewer vehicular emissions in the immediate vicinity of the site.

»   Achieving great economies of scale by the pooling of resources and expertise.

Appendix A

Mobility Management Plan Content

Mobility Management Plan Contents	
Cover Page	› Development name, site name or occupier name › Indication if it is an Interim or Full Mobility Management Plan › Full address of the development › Contact details for the person responsible for preparing the Mobility Management Plan
Context	› Brief description of the nature and context of the proposed development › Key parameters by land use class e.g. number of units, floor area, number of cycle and car parking spaces etc › Details of associated travel including number of staff expected on site, numbers of visitors, residents and key details about delivery and servicing activity › The scope of the Mobility Management Plan e.g. employees, visitors, those making deliveries and servicing the site › Benefits of a Mobility Management Plan for the site – including benefits of managing deliveries and servicing › Outline timescales for occupation and details of any phasing of development, if appropriate › A statement of case, showing that the developer recognises the value of sustainable transport › Provide an overview of the structure of the Mobility Management Plan document › Public transport facilities and services including routes, hours of operation and service frequency › Quality of stops and stations including lighting, cleanliness, cover, real time information etc › Initiatives/work practices that reduce the need to travel or encourage sustainable travel e.g. home working, teleconferencing, flexi-working, sustainable business policy › Amenities/facilities in the surrounding area that can be reached by walking/cycling, reducing the need to travel by car e.g. at lunchtime › Provision for disabled site users
Policy and best practice	› Relevant Regional, National and local policy › Refer to best practice guidance

Site assessment	Describe the site and any current issues, problems and areas of concern. This should include:
	> Location of the development including boundaries and access points for all transport modes including delivery/servicing access points
	> Key infrastructure which will be delivered in the surrounding area as part of the development
	> Include maps and site plans where useful
	> Pedestrian and cycling access points and routes to the site, to local transport and other amenities
	> Quality and availability of infrastructure around the site – consider how amenable local roads are to walking and cycling
	> Details of infrastructure to be introduced as part of the development e.g. cycle and pedestrian routes, cycle parking
	> Organisational policies and other initiatives that will influence active travel and public transport use e.g. tax-free cycle purchase schemes, cycle training, season ticket loans
	> Car-related initiatives in place e.g. car park management policies, car clubs in the local area, car sharing, pool cars etc
Travel survey	> Details of travel surveys already undertaken (including method, date, response rate and key findings)
	> If not yet undertaken, details as to when surveys will be undertaken (usually within six months of occupation or at 75 per cent occupancy)
	> Baseline travel data based on travel survey data if there are existing site users or (where there are no existing site users)
Objectives	> Encourage sustainable movement of people and goods to and from the site
	> Cover a range of outcomes e.g. environmental, health, social, economic etc
	> Relevant to desired policy outcomes within:
	> Sandyford Urban Framework Plan
	> County Development Plan
	> Relevant and linked to the specific context of the site
Targets	> Should be SMART, specific, measurable, attainable, realistic and time related, and should link to the objectives of the Mobility Management Plan
	> Should enable measurement of success in achieving objectives of the Mobility Management Plan
	> Enable enforcement
	> A (minimum) five-year time frame, with interim targets at year three of implementation (year one, three and five targets are required as a minimum. For larger developments, an extended monitoring period may be required and targets may need to be set beyond five years)

Management of the Mobility Management Plan	› Identify a Mobility Management Plan coordinator including their name where possible. In the absence of this, a nominated point of contact should be provided
	› Clear roles and responsibilities (which may include management of deliveries and servicing, provision of personal travel planning advice, preparation and distribution of welcome packs, Mobility Management Plan monitoring etc)
	› Identify any other individuals involved in managing all initiatives (including deliveries and servicing)
	› Identify how much time will be dedicated by the coordinator to the Mobility Management Plan
Measures	› Clearly contribute to achieving the targets and meeting the objectives of the Mobility Management Plan and are specific to the site
	› Take account of future propensity for walking and cycling (active travel)
	› Physical and infrastructure provision e.g. secure bike parking, showering and changing facilities, safe and accessible routes
	› Consider organisational and other policies that encourage walking and cycling e.g. cycle mileage for business travel
	› Initiatives encouraging use of public transport (bus, Luas) for example season cards/fares
	› Details of how parking will be managed and restrained e.g. permits or charge
	› Car sharing, car clubs, cycle clubs and cycle vouchers and provision of electric vehicle charge points where appropriate
	› Working practices which reduce the need to travel including home working, tele-working etc or an appropriate business travel policy
Monitoring and review	› Clear monitoring programme detailing what and how frequently surveys will be undertaken, by whom, and how they will be reported. This should include monitoring of delivery and servicing targets
	› Year one (baseline), three and five monitoring periods
Action plan	› Include short/medium/long-term actions and timescales and responsibilities
	› Concise and focused on delivery and implementation of the Mobility Management Plan
	› All measures/initiatives to be introduced should be summarised, including marketing activities and those relating to monitoring
Securing and enforcement	› Measures in place to ensure the Mobility Management Plan is implemented effectively
Mobility Management Plan funding	› How the Mobility Management Plan will be funded:
	› A budget for each element of Mobility Management Plan delivery including marketing and measures
	› How the Mobility Management Plan coordinator and the monitoring programme will be funded

Appendix B

Key Mobility Management Plan Survey Questions

1. **How do you usually travel TO work?**
   Pick one mode only, for the longest part, by distance, of your usual journey to work.

   › On foot

   › Bicycle

   › Bus, minibus or coach

   › Luas

   › Train or DART

   › Motorcycle or scooter

   › Driving a car

   › Passenger in a car with driver going to same destination

   › Passenger in a car with driver going to different destination

   › Taxi

   › Lorry or van

   › Other means

   › Work mainly at or from home

2. **What is your main reason for choosing that mode?**

   › Cheapest

   › Quickest

   › Environmentally-friendly

   › Lack of alternative

   › Less stressful

   › Habit

   › Personal safety

   › Other commitments

   › Reliability

3. **Which modes of travel do you use occasionally to travel to/ from work? [Modes as above]**

5. **Which of the following modes of travel would you consider using for your journey to/ from work, if they were available? [Modes as above]**

6. **What time do you usually arrive in the office?**

7. **What time do you usually leave the office?**

8. **How far do you travel to work?**

9. **How long does it take you to get to work?**

10. **Are there any factors or needs which affect your choice of mode of transport for the journey to/ from work?**

11. **Would you be interested in any of the following initiatives to promote   walking or cycling?**

    > Bicycle maintenance class offered by an experienced bicycle mechanic

    > Cycle training/ on-road skills

    > A cyclist's forum (Bicycle Users Group) and Lunchtime walking group

    > 'Green commuters' coffee mornings ('Green commuters' are cyclists, pedestrians, public transport users and car-sharers)

    > Incentive scheme for 'green commuters'

    > Sli na Slainte walking route marked out in the local area/ on site

    > Information on electric bikes available through the Cycle to Work scheme

    > Information on fold up bikes (for use by people commuting part of the way on public transport) available through the Cycle to Work scheme

12. **How many people normally travel in your car TO work?**

13. **Do you need a car for doing your job through the day?**