

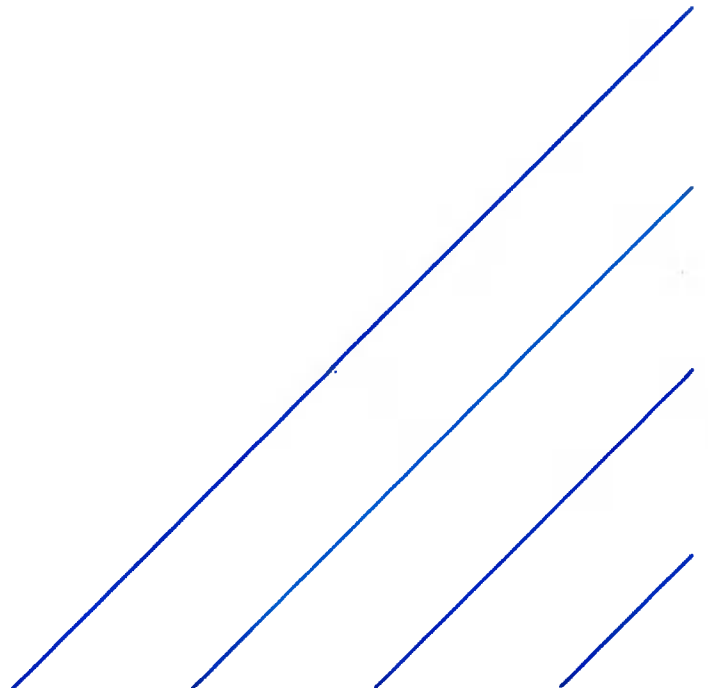


Adamstown Block G Amendment

Mobility Management Plan

Quintain Ireland Ltd

October 2021



Notice

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1. Introduction

1.1. Introduction

To ensure the sustainable expansion of the Adamstown District Centre Development, Quintain employed Atkins to prepare a Mobility Management Plan (MMP). This Mobility Management Plan sets out a strategy and package of mitigation measures designed to promote access by sustainable modes for the site.

1.2. What is a Mobility Management Plan?

A Mobility Management Plan is a strategic management tool designed to accommodate a site's specific transportation needs. The MMP aims to educate people regarding how, why and when they need to travel. It provides a forum to promote and support the use of alternative, active and sustainable transport modes such as walking, cycling, shared transport and mass transit such as buses and trains. Consequently, the MMP will also assist in reducing dependency on private car and mitigate against traffic congestion and its inherent environmental, social and economic impacts.

This document, the Mobility Management Plan (MMP) has been developed with specific reference to the site location, site context and proposed site layout and, describes the self-regulating management of travel demand. As such this MMP could help reduce the amount of car travel to and from the proposed development site. Not only will this bring benefits to those employed on site or living within the development but also to the wider local community and environment.

This MMP will form a framework for sustainable travel planning for the Adamstown District Centre, that will change and adapt as this Centre, the surrounding neighbourhood and infrastructure continues to be developed. As such this MMP should be seen as a dynamic and evolving mechanism for introducing and maintaining a package of measures. These measures focus on promoting access to the site by alternative, active and sustainable modes of transport and reducing single occupancy car travel. In general, the ultimate occupiers will be encouraged to put these measures into practice themselves

This MMP has been prepared in accordance with the following documents:

- Adamstown Street Design Guide-2010
- DMURS (*Design Manual for Urban Roads and Streets-2013*)
- NCM (*National Cycle Manual-2011*)
- TII (*Traffic and Transport Assessment Guidelines May-2014*)
- NTA (*Achieving Effective Workplace Travel Plans Guidance for Local Authorities*)
- Transport Strategy for the Greater Dublin Area 2016-2035
- Greater Dublin Area Cycle Network Plan
- South Dublin County Development Plan

1.3. Policy

National, regional and local planning policy has been considered to ascertain compliance. The governments vision for achieving a sustainable transport system for Ireland by 2020 was outlined in the Smarter Travel Policy, published in February 2009. The document outlines several key policies to encourage a modal shift away from private car use and promote alternative travel modes such as public transport, walking and cycling. The Smarter Travel Policy document identifies several actions to implement school travel plans, work-based travel plans and personalised travel plans.

2. The Subject Site

2.1. Site Location

The proposed Adamstown District Centre Block G development is located near Adamstown Station and it is being served by the following local roads i.e. Station Road, Adamstown Avenue, Adamstown Boulevard, and Adamstown Park. The development area is situated in a prime setting having a high development density (*SDCC Roads and Transport Department Pre-Planning Meeting*).

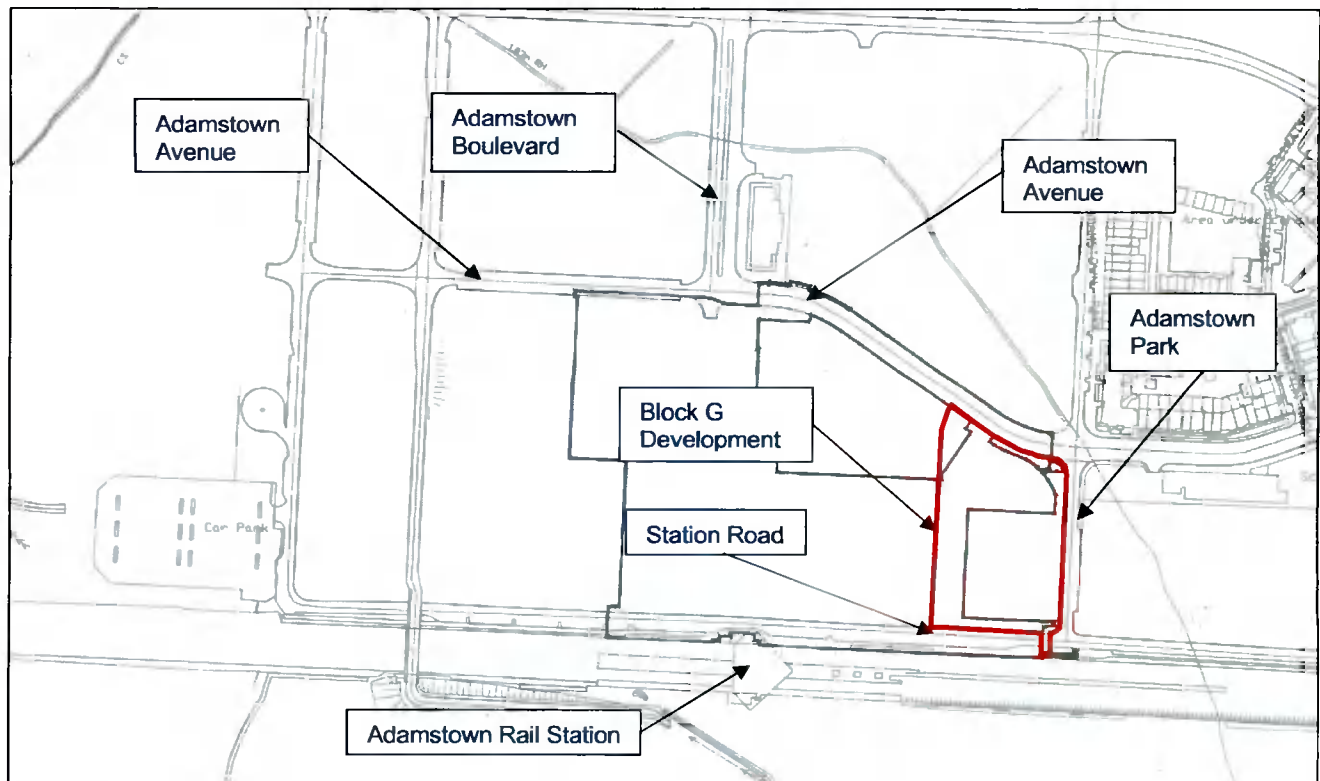


Figure 2-1 - Location of Subject Development

The existing development area can be accessed from Adamstown Avenue, Station Road and Adamstown Boulevard. The main accesses are via priority junctions, 1 no. on Adamstown Avenue & 2no. Station Road. Figure 2-2 below shows the accesses to the development.

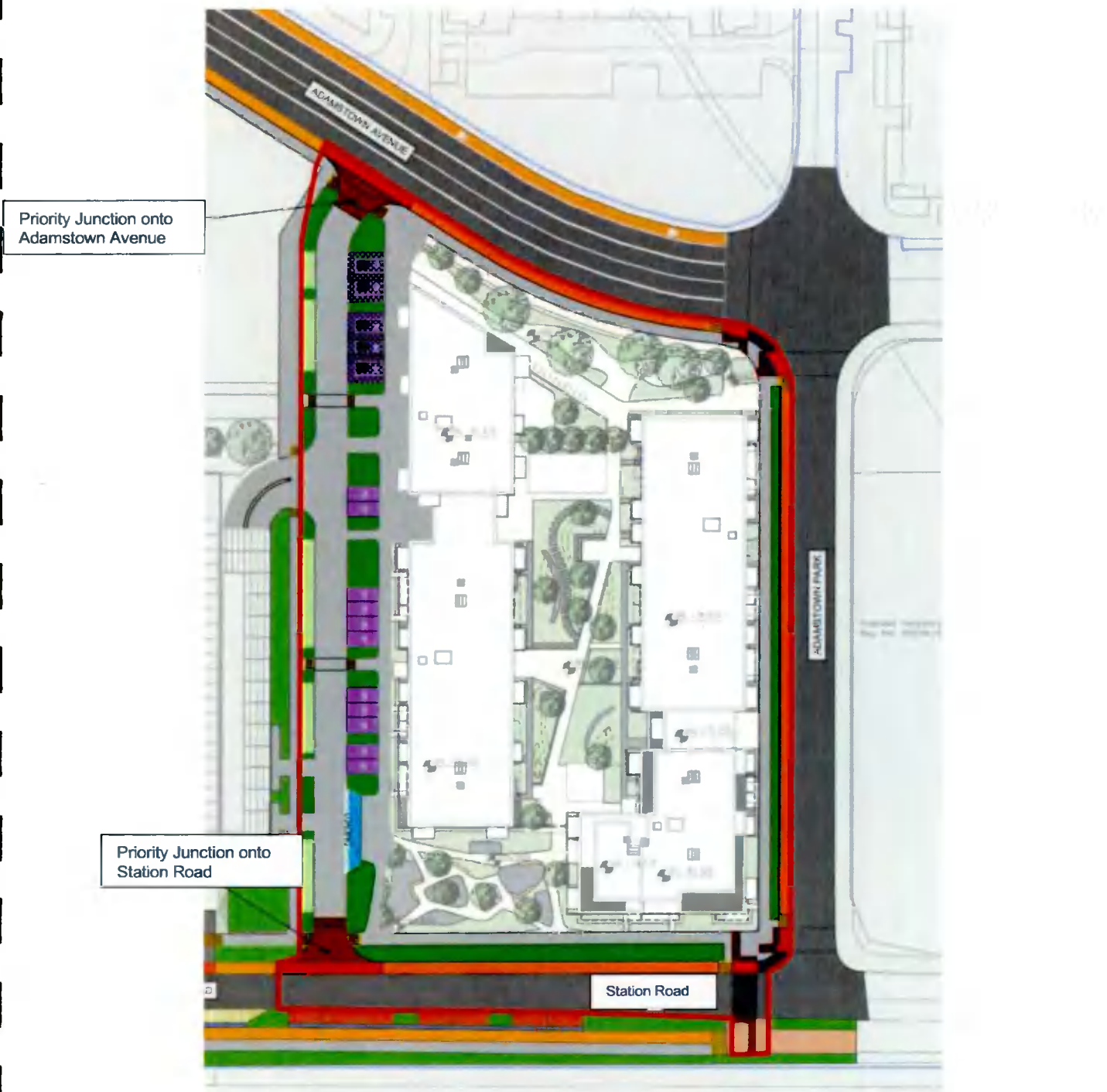


Figure 2-2 - Existing Access Routes

2.2. Proposed Development Description

The proposed development comprises the following:

- Repositioning of landscaped communal courtyard of Block G from first floor level to ground floor level due to removal of podium parking at level 0, and the consequential relocation of 83no. car parking spaces to within the Block F car park and to on-street locations immediately adjacent to Block G, including ancillary site development and landscape works.
- The introduction of 9no. ground floor units, facilitated by the removal of the podium from the core.
- A minor reduction to the overall provision of residential units from 185 to 184no. apartment units.
- The provision of an additional unit and changes to the unit mix on Level 1.
- Adjustments to the location of the bicycle, plant, and waste stores serving Block G.
- Adjustments to Block G2 consisting of a minor reduction to the footprint of the Block by 0.6m, the removal of setback to the North (level 5) and adjustments to the Southern gable.

This application seeks permission for these minor design changes to the development permitted under SDCC Reg Ref SDZ21A/0007.

3. Existing Conditions

3.1. Local Road Network

The local road network layout is indicated on figure 3-1 and described in the sections below.

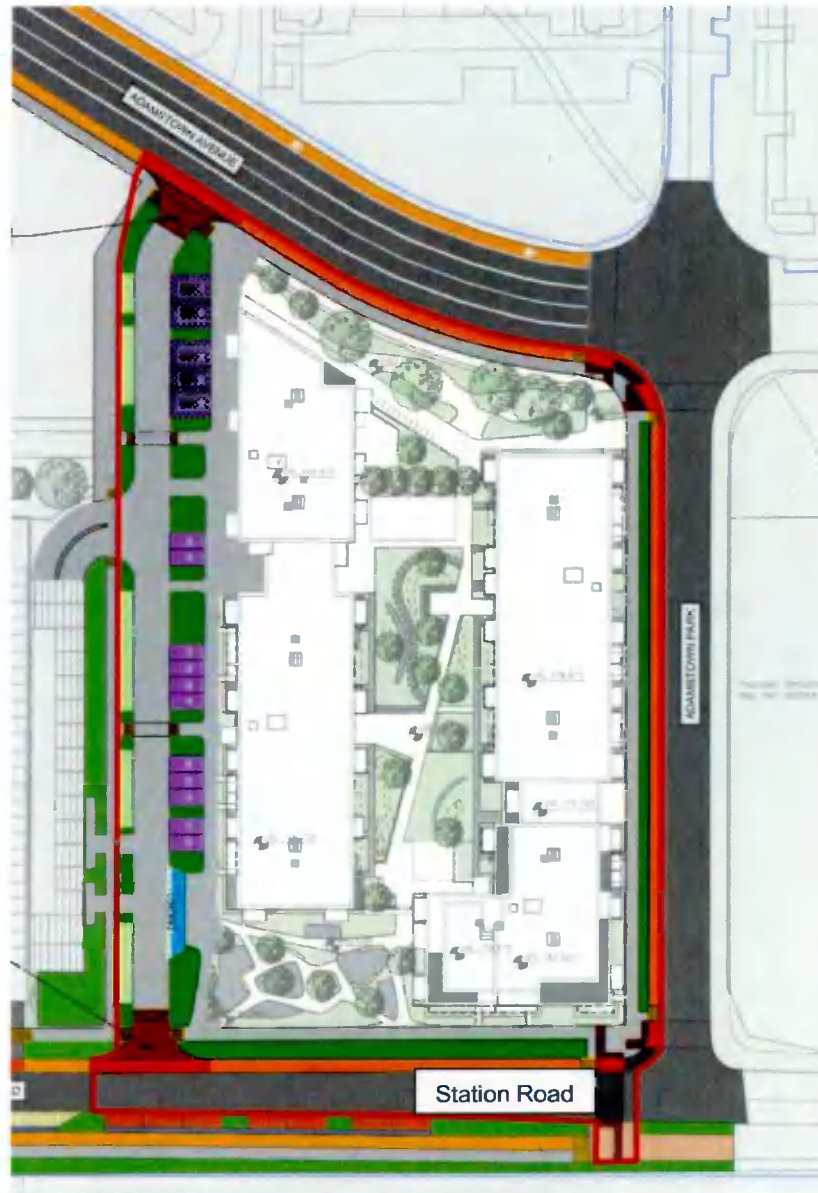


Figure 3-1 - Street Layout

3.1.1. Adamstown Avenue

The proposed Adamstown District Centre Block G development will access onto Adamstown Avenue. East of the Adamstown Boulevard signalised junction Adamstown Avenue is a single carriageway road with bus lane provision provided each side of the road. West of the signalised junction Adamstown Avenue is a single carriageway road. To the east Adamstown Avenue provides access to the R120 Newcastle Road. To the west Adamstown Avenue will provide access to the R403 Celbridge Road via the recently approved Celbridge Link Road.

3.1.2. Station Road

The proposed Adamstown District Centre Block G development will access onto Station Road, Station Road is a single carriageway road. To the east Station Road provides access to the R120 Newcastle Road and R136 Ballyowen Road via the Adamstown Link Road. To the west Station Road will provide access to the R403 Celbridge Road via the recently approved Celbridge Link Road.

3.1.3. Adamstown Boulevard

Adamstown Boulevard terminates to the north-west of the proposed Adamstown District Centre Block G development, Adamstown Boulevard is a single carriageway road with bus lane provision provided each side of the road. To the north Adamstown Boulevard provides access to Lucan via the Dodsborough Road.

3.1.4. Adamstown Park

Adamstown Park runs to the east of the proposed Adamstown District Centre Block G development, Adamstown Park is a single carriageway road which connects to Adamstown Avenue to the north and Station Road to the south.

3.2. Walking and Cycling Facilities

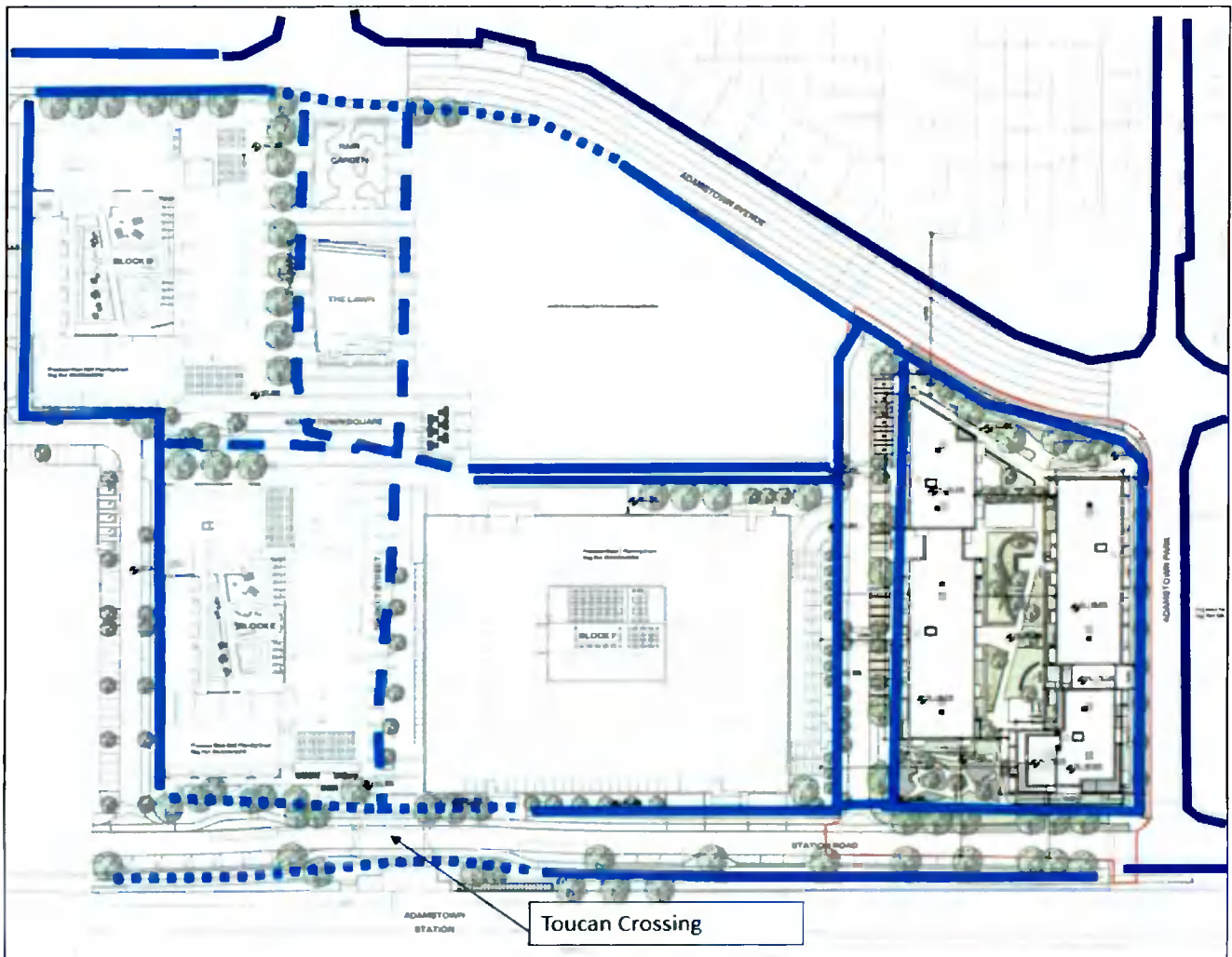
In terms of existing and proposed pedestrian and cyclist provision the Adamstown District Centre development broadly follows the pedestrian and cyclist priority measures detailed in the Adamstown SDZ as shown in figure 3-2.



Figure 3-2 - Adamstown SDZ Pedestrian and Cyclist Permeability

The existing and proposed pedestrian provision for the Adamstown District Centre masterplan is detailed in figure 3-3 below, the proposed provision is incorporated within the Adamstown Station Block G layout.

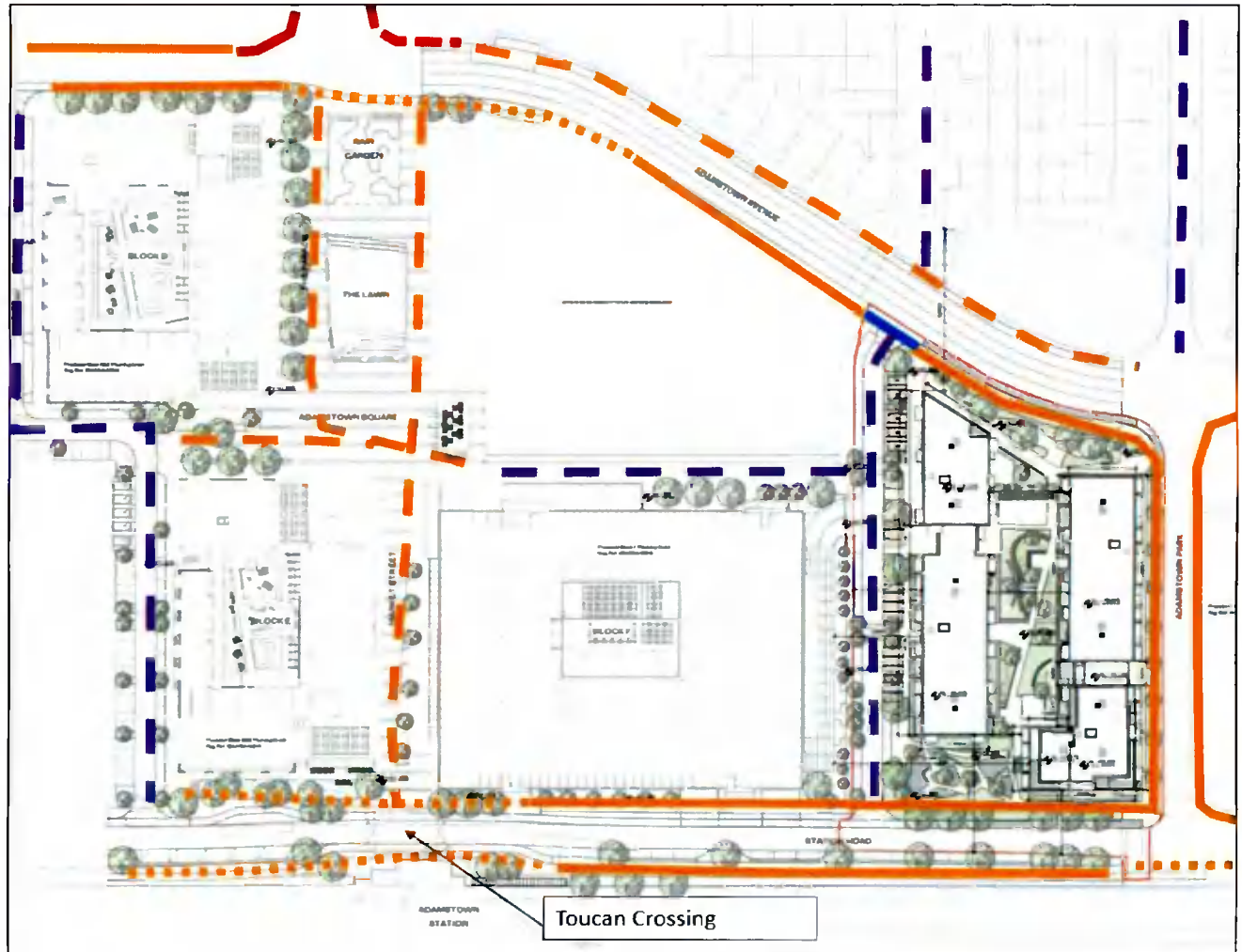
Figure 3-3 - Adamstown District Centre Masterplan Pedestrian Provision



- Existing Footpath
- Existing Shared Pedestrian/Cyclist Path
- Proposed Footpath
- - - Proposed Shared Pedestrian/Cyclist Plaza
- Proposed Shared Pedestrian/Cyclist Path

The existing and proposed cyclist provision for the Adamstown District Centre masterplan is detailed in figure 3-4 below, this proposed provision is incorporated within the Adamstown Station Block G layout.

Figure 3-4 - Adamstown District Centre Cyclist Provision



- Existing Segregated Cycle Path
- - Existing On Road Cycle Lane
- Existing Shared Pedestrian/Cyclist Path
- Existing Shared Use Bus & Cycle Lane
- Existing Shared Street (Cyclist & Vehicles)
- Proposed Segregated Cycle Path
- - Proposed On Road Cycle Lane
- - - Proposed Shared Pedestrian/Cyclist Plaza
- Proposed Shared Pedestrian/Cyclist Path
- Proposed Shared Street (Cyclist & Vehicles)

Table 3-1 - Future Bus Services

Route	Type	From	Via	To	Frequency
C1	Spine	Adamstown	Griffeen Rd - Foxborough - Lucan Bypass - Chapelizod Bypass - City Centre (Quays) - Pearse St - Grand Canal Dock - Ringsend	Sandymount	Every 30 mins
C2	Spine	Adamstown	Griffeen Rd - Foxborough - Lucan Bypass - Chapelizod Bypass - City Centre (Quays) - Pearse St - Grand Canal Dock - Ringsend	Sandymount	Every 30 mins
215	Local	Liffey Valley	St Loman's Rd - Willsbrook Rd - Adamstown Rd - Lucan Village - Dodsborough Rd	Adamstown	Every 60 mins
252	Local	Adamstown	Dodsborough Rd - Lucan Village - Laraghcon - Westmanstown Rd - Clonsilla Rd	Blanchardstown	Every 60 mins
321	Peak Time	Adamstown	Grange Castle Road, Liffey Valley, Palmerstown, Heuston, St. Stephen's Green and Ballsbridge	UCD	2 eastbound trips originating between 7:00 and 8:00. 2 westbound trips originating between 16:30 and 17:30.
322	Peak Time	Adamstown	Dodsborough Road, Lucan Village, Liffey Valley, Palmerstown and Heuston	South Docklands	6 eastbound trips originating between 7:00 and 8:00. 6 westbound trips originating between 16:30 and 17:30.

Figure 3-6 - BusConnects 251 Bus Route

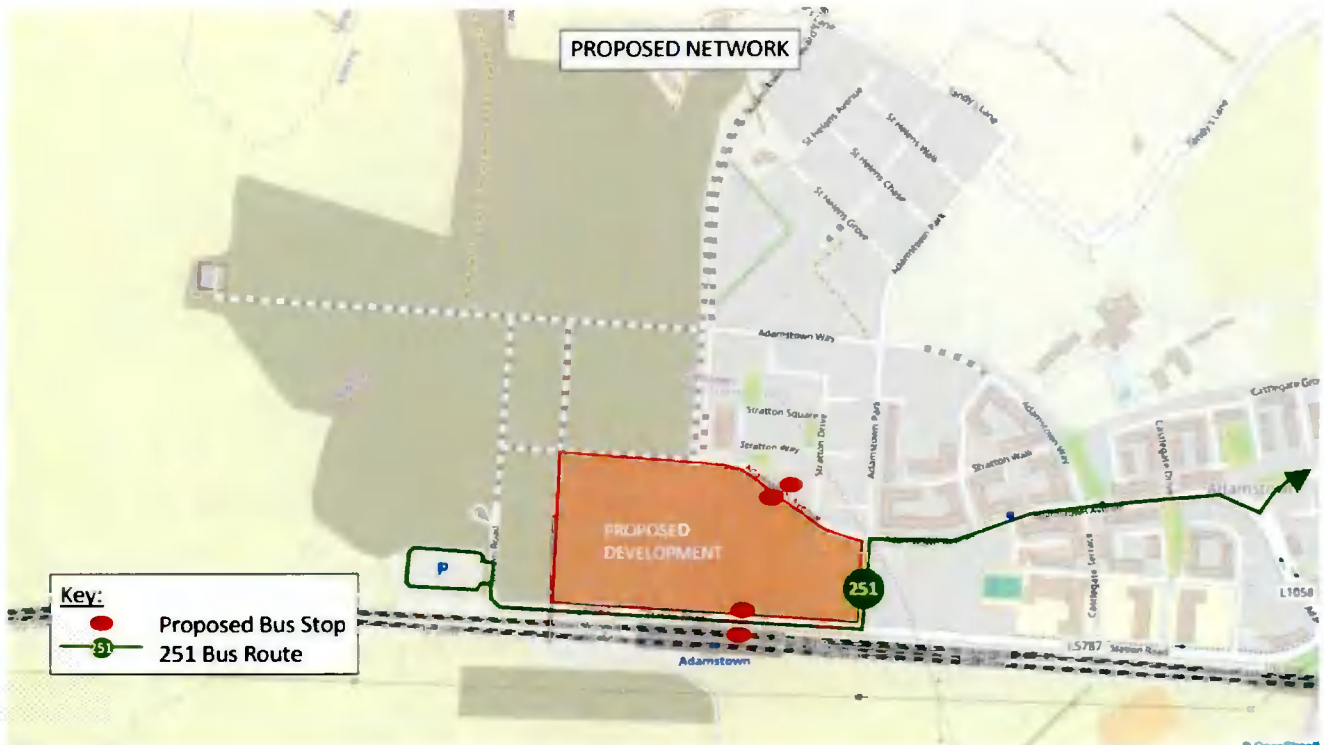


Figure 3-7 - BusConnects 252 Bus Route

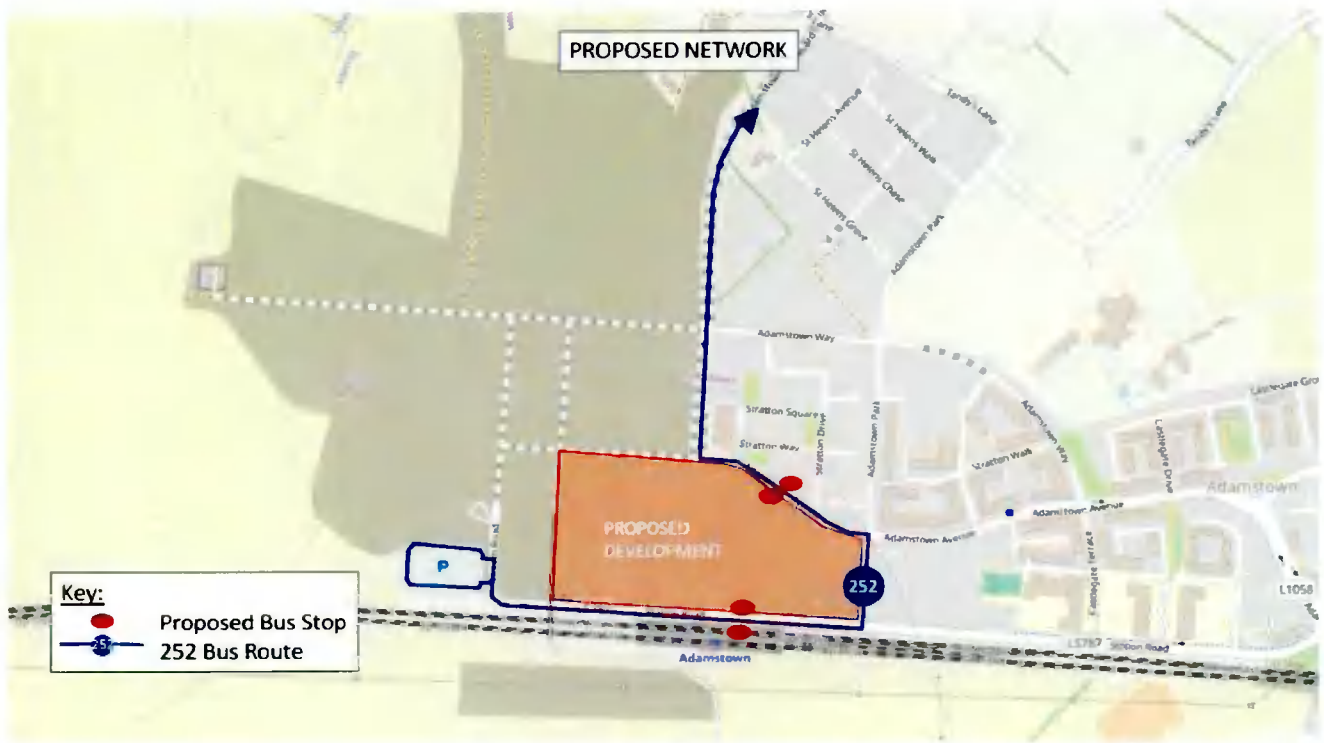


Figure 3-8 - BusConnects C1 & C2 Bus Routes



3.4. Rail Services

3.4.1. Existing Rail Services

Adamstown Rail Station is served by the Grand Canal Dock and Dublin Heuston – Portlaoise rail service.

14No. rail services run from Adamstown Rail Station between 06:28 and 08:37 to either Grand Canal Dock or Heuston Station. Average frequency of service is 10-12 minutes with travel time of approximately 40 minutes to Grand Canal Dock or approximately 15 to 20 minutes to Heuston Station. The morning peak timetable is shown in figure 3-9.

Figure 3-9 - Rail Service Timetable – Morning Peak

		Mon to Fri	Mon to Fri	Mon to Fri	Mon to Fri	Mon to Sat	Mon to Sat	Mon to Fri	Mon to Fri	Mon to Fri	Mon to Fri	Mon to Sat	Mon to Sat	Mon to Fri	Mon to Fri	Mon to Sat	Mon to Sat	Mon to Fri	Mon to Fri	Mon to Sat	Mon to Sat		
PORTLAOISE	Dep	06.48	---	---	---	06.28	---	---	06.47	---	---	06.56	---	06.56	---	---	07.28	---	---	08.02	---	08.12	
Portarlinton	Dep	06.48	---	06.02	---	06.34	---	---	06.56	---	---	07.13	---	---	---	---	07.28	---	---	07.41	---	08.12	08.21
Monasterevin	Dep	---	---	---	---	06.39	---	---	07.01	---	---	07.08	---	---	---	---	---	---	---	07.47	---	---	08.28
Kildare Village Outlet	Dep	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Kildare	Arr	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
KILDARE	Dep	06.58	06.14	06.14	---	06.35	06.46	07.00	07.09	07.19	07.17	07.23	07.35	07.39	07.46	07.54	08.01	08.10	08.22	08.33	08.33	08.33	
NEWBRIDGE	Dep	06.05	06.12	06.21	---	06.42	06.52	07.00	07.07	07.19	07.29	07.41	07.35	07.46	07.54	08.01	08.10	08.22	08.33	08.33	08.33	08.33	
Naas (Poplar Square)	Dep	---	---	---	---	06.30	---	---	07.00	---	---	---	---	07.30	---	---	---	---	---	---	---	08.20	08.20
Sallins & Naas	Dep	---	---	---	---	06.50	---	---	07.20	---	---	---	---	07.50	---	---	---	---	---	---	---	08.45	08.45
Sallins & Naas	Dep	06.20	06.29	---	06.59	06.59	07.00	07.14	07.21	07.27	07.37	---	07.43	07.53	---	08.18	---	08.33	---	08.46	---	08.46	
Celbridge (Salesian Coll.)	Dep	---	---	---	06.40	---	---	---	07.10	07.10	---	---	---	07.48	07.45	---	---	---	---	---	---	08.30	08.30
Hazelhatch & Celbridge	Dep	---	---	---	06.58	---	---	---	07.25	07.25	---	---	---	08.00	08.00	---	---	---	---	---	---	08.45	08.45
Hazelhatch & Celbridge	Dep	06.28	06.36	06.40	06.59	07.07	07.17	07.21	07.29	07.36	---	---	07.51	08.01	08.15	08.28	08.37	---	---	---	08.54	08.54	
Adamstown	Dep	06.33	---	06.55	07.04	---	07.22	07.26	---	07.41	---	---	07.56	08.06	08.20	08.30	08.42	---	---	---	08.59	08.59	
Clondalkin Fonthill	Dep	06.38	---	07.00	07.09	07.14	07.27	---	07.46	---	---	08.01	08.11	08.25	08.35	08.48	---	---	---	---	08.64	08.64	
Park West & Cherry Orchard	Dep	06.42	---	07.04	07.13	07.31	---	07.50	---	08.05	08.15	08.29	08.38	08.52	---	---	---	---	---	---	08.68	08.68	
DUBLIN Heuston	Arr	06.33	06.59	07.24	07.29	07.43	07.47	07.50	07.50	08.07	08.15	08.25	08.30	08.46	08.54	08.58	08.58	08.58	08.58	08.58	08.58	08.58	
Drumcondra	Dep	07.01	---	07.19	---	07.46	---	08.06	---	08.13	---	---	08.47	---	09.07	---	---	---	---	---	---	---	---
DUBLIN Connolly	Arr	07.09	---	07.24	---	07.52	---	08.13	---	08.15	---	---	08.56	---	09.16	---	---	---	---	---	---	---	---
Tara Street	Arr	07.12	---	07.27	---	07.55	---	08.15	---	08.15	---	---	08.56	---	09.16	---	---	---	---	---	---	---	---
DUBLIN Pearse	Arr	07.15	---	07.29	---	07.58	---	08.18	---	08.18	---	---	08.58	---	09.18	---	---	---	---	---	---	---	---
GRAND CANAL DOCK	Arr	07.19	---	07.33	---	08.02	---	08.22	---	08.22	---	---	09.02	---	09.22	---	---	---	---	---	---	---	---

15No. rail services run to Adamstown Rail Station between 16:28 and 18:17 from either Grand Canal Dock or Heuston Station. Average frequency of service is 8-11 minutes with travel time of approximately 40 minutes from Grand Canal Dock or approximately 15 to 20 minutes from Heuston Station. The evening peak timetable is shown in figure 3-10.

Figure 3-10 - Rail Service Timetable – Evening Peak

		Mon to Fri	Mon to Fri	Mon to Fri	Mon to Fri	Mon to Sat	Mon to Sat	Mon to Sat	Mon to Sat	Mon to Fri	Mon to Fri	Mon to Sat	Mon to Sat	Mon to Sat	Mon to Sat	Mon to Fri	Mon to Fri	Mon to Sat	Mon to Sat	Mon to Sat	Mon to Sat	Mon to Sat	
GRAND CANAL DOCK	Dep	16.28	16.41	16.59	17.32	17.32	17.35	17.32	18.00	---	---	18.17	18.40	19.11	19.43	---	---	---	---	---	---	---	---
DUBLIN Pearse	Dep	16.31	16.44	17.02	17.35	17.43	17.35	17.35	18.04	---	---	18.20	18.43	19.14	19.46	---	---	---	---	---	---	---	---
Tara Street	Dep	16.33	16.47	17.04	17.37	17.47	17.37	17.37	18.06	---	---	18.22	18.45	19.16	19.48	---	---	---	---	---	---	---	---
DUBLIN Connolly	Dep	16.37	16.52	17.08	17.42	17.47	17.42	17.42	18.10	---	---	18.27	18.49	19.20	19.52	---	---	---	---	---	---	---	---
Drumcondra	Dep	16.43	16.57	17.13	17.47	17.53	17.47	17.47	18.16	---	---	18.33	18.54	19.26	19.57	---	---	---	---	---	---	---	---
DUBLIN Heuston	Dep	17.10	17.25	17.30	17.32	17.35	17.35	18.05	18.16	18.25	18.30	18.35	19.00	19.05	19.35	19.45	---	---	---	---	---	---	---
Park West & Cherry Orchard	Dep	17.00	17.15	17.31	17.39	18.03	18.12	18.32	18.36	18.49	19.10	19.15	19.45	19.52	20.13	---	---	---	---	---	---	---	---
Clondalkin Fonthill	Dep	17.04	17.19	17.35	17.43	18.07	18.16	18.36	18.40	18.53	19.14	19.19	19.49	19.56	20.17	---	---	---	---	---	---	---	---
Adamstown	Dep	17.09	17.24	17.40	17.48	18.12	18.21	18.41	18.46	18.58	19.19	19.24	19.55	20.01	20.22	---	---	---	---	---	---	---	---
Hazelhatch & Celbridge	Arr	17.16	17.28	17.47	17.53	18.17	18.26	18.47	18.51	19.03	19.25	19.29	20.00	20.06	20.28	---	---	---	---	---	---	---	---
Hazelhatch & Celbridge	Dep	---	---	17.55	17.55	18.30	18.30	19.00	19.00	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Celbridge (Salesian Coll.)	Dep	---	---	18.10	18.10	18.45	18.45	19.15	19.15	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Sallins & Naas	Dep	---	17.37	17.47	18.01	17.52	18.25	18.37	18.59	19.12	19.37	20.14	---	---	---	---	---	---	---	---	---	---	---
Sallins & Naas	Dep	---	---	17.55	---	17.55	18.28	19.00	19.00	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Naas (Poplar Square)	Dep	---	---	18.20	---	18.20	18.50	19.20	19.20	---	---	---	---	---	---	---	---	---	---	---	---	---	---
NEWBRIDGE	Arr	---	17.31	17.46	17.54	18.08	18.33	18.44	19.06	19.12	18.56	19.21	19.44	20.21	---	---	---	---	---	---	---	---	---
KILDARE	Arr	---	17.38	17.52	18.08	18.14	18.05	18.33	18.51	19.12	19.03	19.21	19.60	20.27	---	---	---	---	---	---	---	---	---
Kildare	Dep	---	---	18.10	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Kildare Village Outlet	Dep	---	---	18.20	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Monasterevin	Dep	---	17.45	18.22	18.22	18.22	18.22	19.03	19.20	19.04	19.58	20.05	20.11	20.36	---	---	---	---	---	---	---	---	---
Portarlinton	Dep	---	17.55	18.05	18.12	18.28	18.38	19.03	19.27	19.13	20.05	20.42	20.42	20.53	---	---	---	---	---	---	---	---	---
PORTLAOISE	Arr	---	---	18.17	---	---	---	19.15	19.37	19.37	19.42	20.16	20.53	---	---	---	---	---	---	---	---	---	---

3.4.2. Future Rail Services

The National Development Plan 2018-2027 contain proposals for the DART Expansion Programme, the DART Expansion Programme is a series of projects that will create a full metropolitan area DART network for Dublin with all of the lines linked and connected. Part of the DART Expansion programme is the provision of high-frequency electrified services to Celbridge/Hazelhatch on the Kildare Line, this will deliver a very substantial increase in peak-hour capacity. Being positioned on this line Adamstown Rail Station will avail of these increased peak hour services once they have been implemented.

Tenders were invited on December 4th 2019 from specialists to support Iarnrod Eireann on the project to deliver DART to Celbridge. This shows Iarnrod Eireann commitment to ensure the prompt delivery of the expanded DART programme.

3.5. Taxi & Set Down

A total of 3 no. of Taxi parking spaces and 3 no. setdown spaces are provided conveniently along the route of Adamstown Station road.

4. Objectives and Targets

4.1. Objectives

The objectives of the Mobility Management Plan are set with the overall aim of keeping the number of single occupancy car trips associated with the employment and residential elements of the development below agreed levels. The objectives of the Adamstown District Centre Block G Mobility Management Plan are as follows:

- Improve conditions for pedestrians and cyclists travelling to and from the site.
- Develop on good urban design principles to enhance the permeability of the site and maximise accessibility by sustainable modes.
- Encourage the development of healthy, sustainable and vibrant local community through promotion of travel by sustainable modes.
- Achieve a high level of community awareness of the plan.

Table 4-1 - MMP Objectives

Objectives	Employment Travel Plan Targets	Residential Travel Plan Targets
Awareness	To provide information on sustainable travel as part of marketing material for the site.	To provide information on sustainable travel to each resident upon occupation.
Participation	Employers committed to undertaking a survey of staff within 6 months of occupation and completing a detailed travel plan within 9 months.	To develop a detailed residential travel plan within 9 months of first occupation.
Accessibility	To implement measures to encourage walking, cycling, public transport and car sharing from first occupation.	To implement measures to encourage walking, cycling, public transport and car sharing from first occupation.
Maximise the Potential for Sustainable Travel	Implement physical measures as part of the site layout to encourage sustainable modes of travel prior to first occupation.	Implement physical measures as part of the site layout to encourage sustainable modes of travel prior to first occupation.
Reduce Car Related Travel	Mode Share Targets to be agreed with Dublin City Council following site surveys.	Mode Share Targets to be agreed with Dublin City Council following site surveys.

4.2. Modal Targets

It is anticipated that mode share targets will be agreed with south Dublin County Council. A timeframe will be set within which the targets should be achieved; however, the plan will be a lifelong document evolving with the development of the site and addressing any changes in travel behaviour.

The design of the Adamstown District Centre Block G promotes active travel modes (walking and cycling) and sustainable travel modes (public transport) over car travel.

5. MMP Strategy

5.1. Introduction

This section of the Mobility Management Plan sets out the Strategy proposed for both the residential and employment elements of the mixed-use development at Adamstown Station.

In particular this section identifies the role and duties of Quintain and the Mobility Manager in addition to determining a Branding Strategy, the base for the existing site and a strategy for the employment and residential elements of the development. The duties of the Mobility Manager will be covered under the duties of the appointed property management company.

The design of the Adamstown District Centre Block G allows for the self-regulation of the mobility of the development with minimal input by the Mobility Manager.

5.2. Management and Reporting Structure

The management and reporting structure for the Mobility Management Plan is key to the successful delivery of the plan. The following is the management structure for the Mobility Management Plan.

Quintain will guide the development of the strategy and objectives of the Plan and support the Mobility Manager in implementing and monitoring the plan.

The Mobility Manager (MM) will be responsible for implementing and promoting the Mobility Management Plan. The overall structure will be as follows

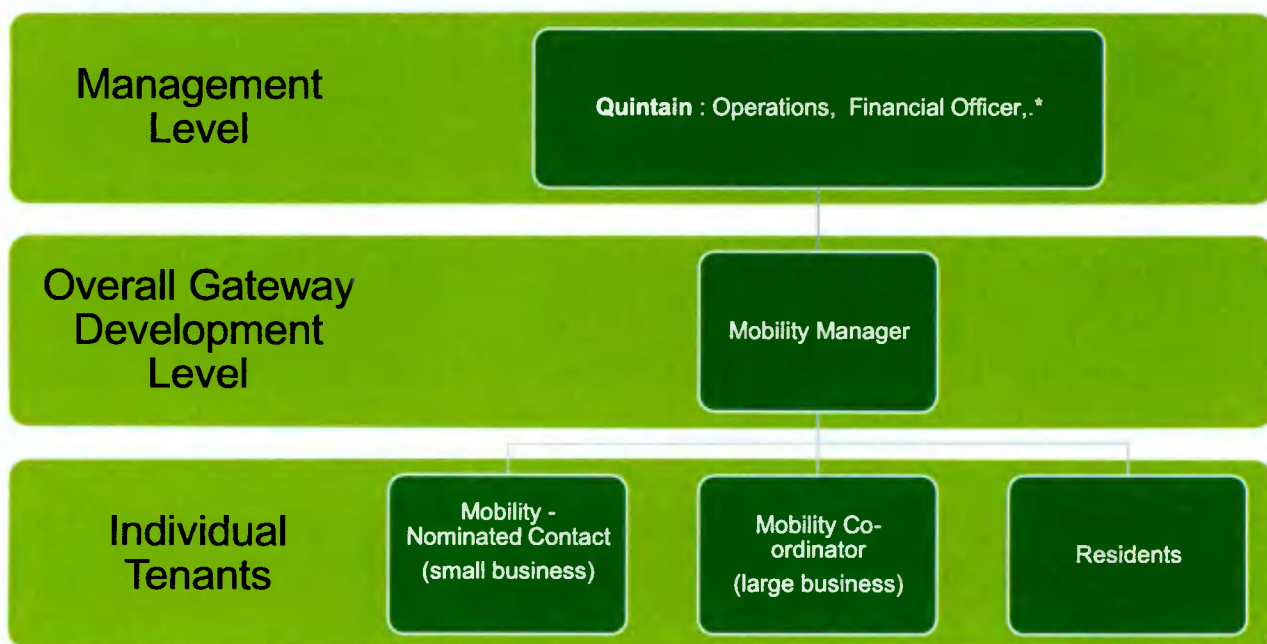


Figure 5-1 - Management and Reporting structure

* Note: Other stake holders may be invited to participate in the implementation of the Mobility Management Plan.

5.2.1. Quintain Duties

The duties of Quintain are as follows:

- Supporting the MM in their role.
- Promoting Sustainability.
- Reviewing the employee travel survey results and agreeing on an Action Plan.
- Assist in implement agreed actions in the Action Plan.

- Reviewing the progress of the Action Plan in meeting its objectives, in conjunction with the MM.
- Reporting on successes to other Senior Management, and in the organisation's Annual Report (referencing corporate social responsibility, environmental management and employee wellbeing).
- Supporting the MC to plan for future events/ actions.

5.2.2. Mobility Manager

The responsibilities of the Mobility Manager (MM) will incorporate:

- Co-ordinating the activities of Quintain.
- Liaising with the nominated contact and/or Mobility Co-ordinators (MC) of the individual tenants and providing them with information.
- Liaising with South Dublin Council's Smarter Travel Office and the NTA Smarter Travel Workplaces team.
- Coordinating the travel survey and analysis of results.
- Developing and updating the Action Plan to promote walking, cycling, public transport, car-sharing, technological alternatives to travel, flexible working practices and more sustainable business / fleet travel.
- Designing communication/ marketing strategies to promote the MMP.
- Organising and coordinating events in the Action Plan.
- Acting as a point of contact for external stakeholders.
- Monitoring relevant indicators and updating the Action Plan as required.
- On-going promotion of the MMP.
- Publicising success and reporting to the Quintain.

5.2.3. Occupiers and Tenants Duties

This MMP will form a Mobility Management Plan Framework that occupiers within the development will undertake to implement. The Framework will place different requirements of the tenant's dependent on the size of their operations. Minor tenants will simply be required to sign-up to the Mobility Management Plan Framework, nominate a point of contact. Medium sized (20-100 employees) companies will be asked to do the same, but in addition they will be requested to complete a short Mobility Management Plan Statement.

Larger businesses (>100 employees) will be required to prepare their own MMP and must appoint their own Mobility Co-ordinator (MC). The Mobility Manager (MM) for the development area will provide assistance and information to these businesses in meeting those requirements.

The nominated contact / MC for each business within Adamstown District Centre will liaise with the overall MM to monitor travel information and employ ongoing initiatives to encourage staff to use sustainable modes of transport. The following table outlines the requirements of occupiers / tenants.

Table 5-1 - Occupier / Tenant MMP Requirements

Employee Count	Occupier / Tenant Requirements	Occupier / Tenant Responsibilities
Small (<20 employees)	Nominated contact	Receive communications and complete travel surveys
Medium (20 - 100 employees)	Nominated contact	As above + Mobility Management Plan statement
Large (100+ employees)	Mobility Co-ordinator	As above + Production of Mobility Management Plan and Attendance at meetings with overall building Mobility Co-ordinator

5.3. Branding Strategy

An overall brand will be developed for the MMP. This should be in keeping with the branding for Adamstown District Centre. The MC will engage with a marketing team for Adamstown District Centre and develop a logo and tagline for the MMP.



Figure 5-2 - Example branding of UCD Mobility Management Plan



Figure 5-3 - Sample Mobility Management Plan logos

5.4. Review of Current Situation

5.4.1. Travel Survey

A full Travel Survey for the development should be undertaken once the development is operational. This Travel Survey will be an online survey that will be distributed to the nominated travel plan contacts. Any new business or occupants will also be required to undertake this Travel survey.

Key Results in the survey will include:

- Baseline modal split between different modes of travel used by employees to get to work.
- Distance travelled by employees to get to work
- Occasional use of other modes of travel
- Willingness to use other modes
- Interest in actions to promote cycling, walking, car-sharing etc.

Knowledge of measures such as Tax Saver tickets, Bike2Work etc.

5.4.2. Site Audit

As part of the MMP, the nominated contacts in each of the Tenant companies will be encouraged to complete a Site Audit of their offices.

From this information the MC can better inform employees about initiatives to reduce private car dependency and highlight how these initiatives will:

- Have direct financial savings for those taking part.
- Reduce car parking demand and reduced congestion on the local network
- Encourage the use of more sustainable modes of transport as they are considered safer.
- Improve health & wellbeing for those using active transport modes.
- Optimise the level of safety for all staff and visitors.
- Identify additional cycle parking requirements; following the site audit and the travel surveys the need for additional or repositioned cycle parking will be reviewed & implemented.

5.5. Residential Element Strategy

Quintain will be responsible for ensuring a Mobility Manager (MM) is in place for the residential element.

As well as having the above specific duties in support of the MMP, The MM will act as a central point of contact between the Quintain, local authority and key stakeholders (e.g. community group representatives). The MM will be responsible for undertaking surveys and developing and refining the MMP.

The MM's duties in relation to the residential element will include the distribution of Travel Information Packs to residents as part of a co-ordinated promotional and marketing strategy.

5.6. Employment Element Strategy

Following occupation of the employment units on the site, a management structure will be put into place which will include Quintain and the MM. The MM will act as a central point of contact between staff and the site management team.

Occupiers / Tenants of the employer units will be required to undertake a staff survey and prepare Mobility Statement or full MMP (depending on size) based on the targets and measures agreed with South Dublin County Council. The undertaking of this activity will be the responsibility of the MM with the support of Quintain.

The MM's duties will include the distribution of Travel information Packs Information packs to staff as part of a coordinated promotional and marketing strategy. Through a monitoring and review process, the MM will also be responsible for ensuring that the measures proposed are implemented in the most effective way possible.

The Staff Travel Information Packs will take a similar format to the resident's packs.

The MM will be responsible for the set-up of the Workplace Travel Forum. This forum whether web based or organise group workshops / meetings will provide feedback on the success and promotional activities of the MMP to the employer and employees. Both will also be able to interact with the MM and provide personal feedback through the forum.

The promotional and marketing strategy will also attempt to engage staff in the MMP process. This might include holding a series of lunch time seminars at which the aims and objectives of the MMP are set out. Staff will be given the opportunity to discuss current and potential MMP measures with the MM.

6. MMP Measures

6.1. Residential Measures

It will be the responsibility of the MM to liaise with residents and inform them of the elements of the MMP. The MM will encourage residents to use more sustainable methods of transport through the following ways:

- Offering membership discounts for local gyms.
- Offering membership discounts for car clubs.
- Working with residents to provide individuals with the information to develop their own personalised travel plan (PTP). The plan should be tailored to reflect each resident's situation.
- Facilitate car sharing schemes.
- Residents are to be provided with a welcome Travel Information Pack. This pack, which will be updated on an ongoing basis, will contain information on the following:
 - Public transport facilities in the area.
 - Walking and cycling facilities in the area.
 - Discounts for local gyms.
 - Discounts for car clubs.
 - Incentives that may be offered by resident's employees to use sustainable modes of transport (e.g. cycle to work scheme).
 - Contact details for Mobility Manager and key travel websites and apps.

6.2. Employment Measures

The occupiers and tenants of the retail element of the Adamstown District Centre are yet unknown. The MM will liaise with the new tenants to encourage use of sustainable modes of transport.

An outline of the various measures that may be introduced are as follows

6.2.1. Walking

The following initiatives and incentives could be used to encourage walking to work and to encourage walking trips during the working day including walking trips at lunchtime to the neighbourhood:

- Keep umbrellas in reception areas on a deposit system for use when raining and to encourage walking to the bus stops.
- Display information about walking routes in reception areas and public areas so staff can plan journeys.
- Organise lunchtime or afternoon walks as part of a workplace health and well-being programme.
- Promotion of walking events such as the Walktober Challenge & Marchathon Challenge (<https://www.smartertravelworkplaces.ie/step-challenge/resourceslinks/>) as promoted by the National Transport Authority.
- Promote participation in Active Travel Logger programme <https://activetravellogger.ie/login>.

6.2.2. Cycling to Work

Facilities for cycling such as showers and lockers to be provided in the office building. All tenants will be made aware of the provision of cycling facilities. The following incentives and initiatives may be used to encourage cycling to work:

- Provide and publicise cycle parking for employees and visitors.
- Display maps of the site and its locality in reception and public areas so staff can plan journeys.
- Organise discounts in local bike shops.
- Promote cycling for business by setting mileage rates for business travel done by bike.
- Provide free cycle accessories (panniers, lights, visi-vests, helmets) in periodic draws for cyclists.
- Organise bike maintenance talks on site where bike shops can offer the service of repair work on site during work hours.
- Organise cycle training sessions on site to staff and their families on the rules of the road and the specific risks associated with the locality.

- Invite bike suppliers on site for a 'Green Day' or 'Green Week' so that staff can try bikes before buying.
- Set up a Bicycle User Group (BUG) to promote cycling.
- Highlight the direct savings gained due to reduced use of private vehicles.
- Take part in National Bike Week, see www.bikeweek.ie.

6.2.3. Public Transport

The following initiatives and incentives can be used to encourage staff to take public transport bus services to work:

- Promote Tax Saver Commuter tickets, which offer savings to employers in PSRI per ticket sold and significant savings to employees in marginal tax rate and levies on the price of their ticket.
- Encourage public transport use for business travel by making smart cards available at reception to be signed out for business travel. Advertise the availability of these tickets to all employees.
- Publicise the availability of Real Time Information for the key Bus services surrounding the development. Real Time Information showing accurate bus time arrival allows to plan bus journey more accurately.
- Provide maps of access to local bus routes and the nearest bus stops, and the length of time it takes to walk to them.
- Provide ongoing updates on relevant changes to bus services.
- Promote the use of the Transport for Ireland (TFI) Journey Planner App.

6.2.4. Promotion of E-working

The suitability of e-working is something that will be very much dependant on the business models of the tenant companies and their policies. The Overall MC will advise the tenant companies of the potential of e-working and encourage them to consider inclusion of such within their own MMPs and/or Mobility Management Plan Statement.

6.2.5. Car Sharing

A group profile is to be set up on carsharing.ie. This profile will facilitate carpooling amongst commuters of The Adamstown Station with a view of reducing single car usage.

6.2.6. Car Clubs

Car Club are programmes designed to provide vehicles to users who only require them occasionally and can provide development exclusive cars. Information should be provided about these services and discounts offered to businesses and residents who wish to participate

7. Implementation, Monitoring and Review

The Mobility Management Plan (MMP) Strategy and Measures outlined in this report need to be implemented over a period of time and carefully monitored to ensure they continue to deliver the aims and objectives of the MMP.

7.1. Implementation

A key aspect of the MMP is the provision of travel information for staff and residents of the mixed-use development. It will be the role of Mobility Manager (MM) to generate the travel information pack and update as necessary.

A Mobility Manager has been appointed to ensure that the strategy and proposed measures are implemented.

It will also be the role of the MM to monitor and evaluate the impacts of the initiatives implemented through the MMP and report back to South Dublin County Council.

7.2. Monitoring and Review

Monitoring of the MMP will be important in understanding the changing nature of staff and resident travel habits and the effectiveness of the MMP Strategy and Measures. The monitoring process will involve annual surveys undertaken, starting one year from the initial post occupation surveys to assess changes to the mode share of trips to the development site over a three-year period.

Residents will be engaged in the monitoring and review process through the community travel forum. An annual meeting of the forum will be held to review the travel plan initiatives in light of feedback from the questionnaires and to present the survey results.

Employees will also be engaged in the monitoring and review process through the work place travel forum. An annual meeting of the forum will be held to review the travel plan initiatives in light of feedback from the questionnaires and to present the survey results.

An annual monitoring report would be produced for each element of the site by the MM, setting out the results of the surveys and highlighting any issues arising from the review of the MMP Strategy and Measures for both the residential and employment element of the site. This would be submitted to South Dublin County Council and made available to residents and employees. The report would set out appropriate changes to existing strategy and measures if required in order to meet the MMP objectives.

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