



Stephen Reid Consulting  
Traffic and Transportation

## Commercial Warehousing Development

*Outline Workplace Travel Plan*

*Magna Drive/Magna Avenue, Citywest, Dublin 24*

*Client: Rockface Developments Limited*

FEBRUARY 2022

**Warehousing Development, Magna Drive/Magna Avenue, Citywest  
Outline Workplace Travel Plan  
for Rockface Developments Limited**

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Prepared by:

Stephen Reid Consulting Traffic and Transportation Limited  
Estuary House, New Street, Malahide, Co Dublin K36 KH32  
+353(0)87 979 3479  
[www.stephenreidconsulting.com](http://www.stephenreidconsulting.com)

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Contents

1	Introduction .....	3
1.1	Background .....	3
1.2	Function of a Workplace Travel Plan in Achieving Modal Shift .....	4
1.3	Key Steps for Implementing a Workplace Travel Plan for Positive Modal Shift .....	6
1.4	Co-Ordination of a Workplace Travel Plan for Delivery of Positive Modal Shift .....	6
1.5	Key Responsibilities of a Travel Plan Co-Ordinator.....	6
2	Step 1: Existing Conditions Assessment.....	7
2.1	Introduction .....	7
2.2	Organisational Policy Review.....	7
2.2.1	Organisational Policy and Existing Travel Plan Initiatives .....	8
2.3	The Employee Travel Survey.....	8
2.4	Site Audit.....	9
2.4.1	Introduction .....	9
2.4.2	Location Assessment – Magna Business Park, Citywest.....	9
3	Step 2 – Identify & Implement Actions.....	14
3.1	Introduction .....	14
3.2	Building on Existing Measures .....	14
3.2.1	Introduction .....	14
3.2.2	Key Implementation Roles for Plan Co-Ordinator .....	15
3.2.3	Measures for Cycling.....	16
3.2.4	Measures for Walking.....	17
3.2.5	Measures for Car Drivers .....	17
3.2.6	Measures for Public Transport.....	18
3.2.7	Measures for Smarter Working .....	18
4	Step 3 - Monitoring the Plan.....	19
4.1	Introduction .....	19
4.2	How to Monitor the Travel Plan .....	19
4.2.1	Quantitative Indicators:.....	19
4.2.2	Qualitative Indicators:.....	20
4.2.3	Timeframe for Monitoring:.....	20
4.2.4	Ensure Results are Communicated to Staff and Management:.....	20

## 1 INTRODUCTION

### 1.1 BACKGROUND

This Outline Workplace Travel Plan (WTP) has been prepared by Stephen Reid Consulting Traffic and Transportation on behalf of Rockface Developments Limited for inclusion with a planning application submitted to South Dublin County Council (SDCC) for a proposed warehousing development of 13,604sq.m GFA on lands at Magna Business Park, Citywest, Dublin 24.



Figure 1.1: Site Location, Magna, Citywest, Dublin 24  
(source: <https://trafficdata.tii.ie/publicmultinodemap.asp>)

To complete this report, reference is made to the following documents:

- The South Dublin Development Plan 2016-2022;
- NTA Guidance Document: Workplace Travel Plans: A Guide for Implementers;
- NTA Guidance Document: Achieving Effective Workplace Travel Plans: Guidance for Local Authorities;
- NTA Transport Strategy for the Greater Dublin Area 2016-2035
- NTA Bus Connects project proposals.



## 1.2 FUNCTION OF A WORKPLACE TRAVEL PLAN IN ACHIEVING MODAL SHIFT

Section 11.4.6 of the South Dublin County Development Plan 2016-2022 provides the following definition:

A Workplace Travel Plan or Mobility Management Plan outlines a series of measures to encourage sustainable travel modes and reduce car borne traffic within a development. Initiatives might include proposals to encourage cycling and walking, car sharing (including car clubs), car pooling, flexible working hours, cycling and public transport use. The National Transport Authority (NTA) guidelines on Achieving Effective Workplace Travel Plans note that:

*"International experience has shown that a methodical and planned approach to targeting commuting and visitor patterns at an organisational level, can pay major dividends in terms of promoting sustainable travel."*

Workplace Travel Plans are required for larger sized developments as defined in Table 11.25. All Workplace Travel Plans are required to be prepared in accordance with the Achieving Effective Workplace Travel Plans - Guidance for Local Authorities published by the NTA.

Table 11.25 of the CDP is set out below:

Table 11.25: **Thresholds for the submission of Workplace Plan**  
 [extracted from the Achieving Effective Workplace Travel Plans: Guidance for Local Authorities].

Land Use	Workplace Travel Plan Statement	Indicative Number of Jobs	Standardised Workplace Travel Plan	Indicative Number of Jobs
Offices/Financial	>500sqm	25-100	>2,000sqm	>100
Retail/Shops	>600sqm	25-100	>2,500sqm	>100
Industrial	>2,500sqm	25-100	>6,000sqm	>100
Leisure		25-100		>100 or >100,000 visitors per annum
Hospitals/Medical Centres		25-100		>100 or >100,000 visitors per annum
Warehousing	>2,500sqm	25-100	>10,000sqm	>100

Based on the above thresholds, the proposed development is in the 'Standardised Workplace Travel Plan' category.

The NTA Document 'Workplace Travel Plans: A Guide for Implementers' set out the key aspects of a Travel Plan and the benefits for both Employees and Employers, as set out below.

### 1.1 What is a Workplace Travel Plan?

*A Workplace Travel Plan is a package of measures aimed at supporting sustainable travel for work-related journeys. It comprises actions to promote walking, cycling, public transport, carsharing, the use of technology instead of travel, and flexible working practices.*

### **1.2 Why are Workplace Travel Plans relevant for my Organisation?**

Employee travel can often be an invisible cost for an organisation, in terms of both time and money. A Workplace Travel Plan consists of a package of measures which, if implemented, supports more sustainable and cost-effective travel habits among employees, clients and visitors. These plans usually focus on employee commuting, but can extend to business travel, fleet management and freight transport if these are significant activities for an organisation. There are a number of benefits to an organisation implementing a Workplace Travel Plan, as outlined below.

### **1.3 Making the Business Case for a Workplace Travel Plan**

There are significant benefits for an employer effectively promoting more sustainable travel, including:

- Reduced costs associated with providing car parking for employees or visitors;
- Reduced business mileage costs;
- Reduced staff downtime spent travelling on business;
- Reduced pressure on parking spaces so they are available to those with most need;
- Enhanced employee wellbeing and teambuilding opportunities;
- Reduced carbon emissions associated with travel;
- Land formerly under parking released for more productive purposes;
- Safer and more fuel-efficient fleet driving;
- Increased accessibility to the employer's site for employees, visitors and suppliers;
- Enhanced corporate image and 'Green' profile;
- Compliance with planning permission conditions;
- Reduced absenteeism; and
- Reduced employer's PRSI payments (through Cycle to Work/ Tax Saver ticket for public transport schemes).

There are elements of the above which will be more or less relevant, depending on the specific nature and needs of the business and employees, and this is explored in greater detail by review of the Staff Travel Survey.

Workplace Travel Plans make business sense, with some of the biggest employers in Ireland, the UK and internationally undertaking them as a core business management strategy. These organisations are market leaders and regularly receive accreditation and awards recognising their achievements in this area, for example;

*ISO14001, Best Workplaces in Ireland, Green Awards, Chambers Ireland Awards*

Internationally workplace travel plans have been shown to reduce single-occupant car use by 10-24%, with the reduction depending on the extent of the travel plan and site-specific issues.

This reduction in car use can represent significant cost savings to an organisation, in terms of both money and employee time.

While workplace travel plans can include some 'hard' measures (e.g. infrastructure such as cycle parking, cycle lanes, showers or lockers), they are primarily focused on 'softer' measures (e.g. promotion, marketing, events).

Many of the actions in workplace travel plans are low-cost, but highly visible, and contribute to a culture of sustainability within the organisation.

### 1.3 KEY STEPS FOR IMPLEMENTING A WORKPLACE TRAVEL PLAN FOR POSITIVE MODAL SHIFT

Depending on the stage in the process that the organisation has reached, there are three key steps:

- Step 1: Review Travel Patterns and Policies;
- Step 2: Identify and Implement Actions;
- Step 3: Monitor your Action Plan.

### 1.4 CO-ORDINATION OF A WORKPLACE TRAVEL PLAN FOR DELIVERY OF POSITIVE MODAL SHIFT

A key aspect of developing a successful Plan is defining realistic targets and suitable measures.

Targets should not be used in a punitive way but as Key Performance Indicators which allow the organisation to benchmark or gauge the success or otherwise of various measures through the Step 3 Monitoring Process, so that these can be refined or retailed in future as the Plan is updated.

### 1.5 KEY RESPONSIBILITIES OF A TRAVEL PLAN CO-ORDINATOR

The NTA Guidance document notes the following typical tasks or responsibilities of a Travel Plan Coordinator:

- *Setting up relevant Steering or Implementation Groups & coordinating their activities*
- *Coordinating the employee (and student/ visitor) travel survey and analysis*
- *Developing the travel Action Plan to promote walking, cycling, public transport, car-sharing, technological alternatives to travel, flexible working practices and more sustainable business / fleet travel (where relevant)*
- *Presenting a business case for the travel plan, making the case to undertake this work*
- *Designing communication/ marketing strategies to promote your organisation's Travel Plan*
- *Liaising with internal Departments & stakeholders – e.g. Facilities, HR, Finance, Communications, Green Teams, IT*
- *Attending staff inductions*
- *Organising and coordinating events in the travel Action Plan*
- *Acting as a point of contact for external stakeholders*
- *Development of relevant policies in conjunction with HR/ Facilities/ IT etc. e.g. carsharing policy, business travel mileage allowances, home-working policy, parking permit policy*
- *Monitoring relevant indicators and updating the Action Plan as required*
- *Conducting staff focus groups on particular issues as they arise*
- *On-going promotion of the Travel Plan; and*
- *Publicising success and reporting to stakeholders.*

## 2 STEP 1: EXISTING CONDITIONS ASSESSMENT

### 2.1 INTRODUCTION

The NTA Guidance document notes that:

*"the objective of the Workplace Travel Plan is to promote more sustainable travel by employees. In order to gauge change in favour of more sustainable travel, it is essential to establish current practices, behaviours and costs, as well as identifying opportunities for change or action.*

*This can be done by conducting three 'inquiries'. They are:*

1. Organisational Policy Review
2. The Employee Travel Survey
3. Site Audit

*The output of all three inquiries will generate action points in your Workplace Travel Plan."*

Each of these elements are addressed in this section.

### 2.2 ORGANISATIONAL POLICY REVIEW

The NTA Guidance document notes:

*"It is important to understand how current policies and practices (both formal and informal) within an organisation impact on travel and work patterns. For example, large amounts of free car parking will encourage employees to drive, even if they are coming from quite close by and business travel policies may incentivise car use, instead of promoting alternatives. An initial organisational review of policies affecting travel will indicate areas that may be addressed as part of the Travel Plan.*

*Your review should consider organisational policies and work patterns affecting travel to and from the work site, such as:*

- Core working hours, shift patterns, flexible working practices
- Business travel allowance for car/ cycling/ walking
- Parking policy (allocated spaces, carsharing spaces, visitor parking, cycle parking etc.)
- Video-conferencing policy
- Fleet vehicle policy
- Delivery times policy
- Issues identified in the travel survey or site audit indicating underlying policy bias; and
- Any current transport-related initiatives.

*The organisational policy review will also inform questions/ topics in your Employee Travel Survey, for example; Is home working offered to employees as part of company policy? Would the organisation like to explore interest in this working practice?"*



### 2.2.1 Organisational Policy and Existing Travel Plan Initiatives

This is a speculative development and therefore no information is currently available on the prospective future occupant company of the proposed warehousing building and whether this is a company with existing policies and objectives with regard to sustainability including sustainable travel.

## 2.3 THE EMPLOYEE TRAVEL SURVEY

The NTA Guidance document notes:

*"Your employee travel survey is an essential tool to establish current travel behaviour, and to reveal attitudes and potential for change; for example, travel surveys often reveal significant support for car-sharing, a lack of knowledge on how to operate video-conferencing equipment, and an interest in cycling to work. No one knows what your employees would like to see implemented or what issues they face travelling to your site like they do, so their input is an essential data resource for your Travel Plan Coordinator.*

*The travel survey is also a useful communication tool to let employees know that your organisation's Travel Plan is underway, and as such it is the starting point of engagement."*

This is a speculative development and therefore no information is currently available on the travel patterns of the prospective future occupant company of the proposed warehousing building including staffing numbers, shift times and practices.

For the purpose of this version of the Plan, it is proposed to utilise the TRICS data on staff travel which is based on the proposed GFA of and car parking spaces for the development.

## 2.4 SITE AUDIT

### 2.4.1 Introduction

The NTA Guidance document notes:

*The location, characteristics and facilities of a work site will have a significant influence on how employees travel to, from and at work.*

*Your Site Audit (see templates in Appendix 6 – Sample Cycle Facilities Audit and Appendix 7 - Sample Site Audit) will help identify how the following factors enable or impede employees using more sustainable modes of transport:*

- *Location assessment (public transport accessibility & frequency, local cycling and walking environment, congestion near the site, proximity to services such as banks and shops, parking in the local area);*
- *Site access arrangements (getting into and out of the site);*
- *Car parking (volume and usage, supply in relation to demand, management issues);*
- *Cycle parking and facilities for cyclists (location, quality and volume of cycle parking, lockers and changing areas); and*
  
- *Other on-site facilities, including those that reduce the need to travel during the day (e.g. creche, banklink, dry cleaners etc.).*

*While some of the site audit can be completed as a desk based exercise, you will need to walk the site to complete it fully. If your site is very big or you are not familiar with the entire area, consider inviting someone from Facilities/Site Services to conduct the audit with you. Invite them to suggest potential actions, as they will be very familiar with how your site works.*

### 2.4.2 Location Assessment – Magna Business Park, Citywest

The site is identified in Figures 1.1 and 2.1 and is formed by currently undeveloped lands accessed from the roads serving Magna Business Park, to the east of the L2011 Citywest Road.

The key junction which will service the development site is the L2011 Citywest Road/Magna Drive/Corbally Heath roundabout, located 175m southwest of the development boundary.

The roundabout (Roundabout 7 in Citywest) is a four-arm arrangement, with single-lane entries and exits and slight flaring into the yield line on each arm.

The north and south arms are the L2011 Citywest Road, a two-lane single carriageway which terminates 375m to the southeast of Roundabout 7, at the N81 Blessington Road traffic signal junction, while some 675m to the north, the Fortunestown Lane junction (previously Roundabout 6) has recently been converted to form a traffic signal crossroads. Citywest Road continues northwards from this junction to connect with the N7 at Junction 3.



Figure 2.1: Site Location and Surrounding Lands (source: [www.google.ie/maps](http://www.google.ie/maps))

The eastern arm of Roundabout 7 is a link road with a tree lined central reserve and traffic calming ramps, connecting to the four arm Magna Drive/Magna Avenue/Belfry Avenue roundabout (Citywest Roundabout 7A).

This eastern roundabout has single lane entry and exits on each arm and serves the Magna Business Park and also provides access to the Belfry residential estate (this is not a cul-de-sac as there is access through Belfry Square and De Selby Park, connecting south to the N81 and north to Fortunestown Road).

As a result, there is a mix of Business Park and residential traffic using Roundabout 7A and the link to the L2011 Citywest Road.

Magna Avenue extends eastwards from Roundabout 7A passing the site frontage and then serving two commercial units ending as a cul-de-sac. There are speed control ramps on Magna Avenue which is 9m between kerbs and a footpath behind a verge on the northern side of the road.

Magna Drive extends northwards from Roundabout 7A with a central median section of approximately 100m and speed control ramps at a security barrier point (barriers are open during daytime periods). The road continues northwards as a single carriageway. A side road junction is located 100m north of the security barrier point and the priority arrangement is the major arm extends northwards for a further 200m terminating as a turning head adjacent to the delivery vehicle access servicing the United Drug/Freightspeed facility. The minor arm of the T-junction continues east as Magna Drive passing along the sites northern boundary and terminates at a domed painted roundabout (with flexiposts to stop overrunning) approximately 420m east of the junction.

There is a footpath behind a verge along the western and northern sides of the Magna Drive roadways (which are 9m wide between kerbs) opposite the western and northern site frontages.

*Pedestrian and Cyclist Access*

There is footpath provision on the west side of Citywest Road and only limited footpath provision on the east side connecting the southbound bus stop to the Magna Business Park.

Within the Magna Business Park area there is footpath provision both sides of the Magna Drive link between Roundabout 7 and Roundabout 7A, and on the west and north side of side Magna Drive (to the north of 7A) and on the north side of Magna Avenue (to the east of 7A).

There is street lighting along the Citywest Road and within the Magna Business Park area.

There are no dedicated cyclist provisions within the Magna Business Park area. There is a tarmac path next to the footpath in sections on the west side of Citywest Road to the north of Roundabout 7 to the north of the N81 junction, but these cannot be considered as effective for cyclists using Citywest Road

*Existing Public Transport Routes and Accessibility*

There are bus stops on the Citywest Road to the north and south of Roundabout 7. As noted above there is a section of footpath to connect from Roundabout 7 to the northernmost southbound stop (4932) which is 350m from the proposed pedestrian access on Magna Avenue, but there are no formal crossing points from the northbound stop on the west side of Citywest Road (4929) which is 600m from the proposed pedestrian access on Magna Avenue.

To the south side of Roundabout 7, northbound stop (2575) is 450m from the proposed pedestrian access, and while southbound stop (4933) is also 350m from the proposed entrance, it has no approach footpaths on the east side of Citywest Road, so it requires passengers from Magna to cross Citywest Road twice.

These 4 stops are all serviced by two routes operating between the City Centre and Citywest.

The 65B operates between Poolbeg Street and the Citywest Road terminus opposite Bianconi Avenue, via Rathmines, Templeogue, and Killinarden. This service has a varying frequency, typically hourly with additional peak period services.

The 77A operates between Ringsend Road and Citywest Road terminus opposite Bianconi Avenue, via Cork Street, Walkinstown, and Tallaght. This service has a 20-minute frequency across the weekday.

The timetables for these Dublin Bus services are appended to this plan.

The Fortunestown Luas Stop (in front of the Citywest Shopping Centre on the Red Line Saggart Spur) is a 1.1km walk from the site via Citywest Road to the north of Roundabout 7.

The current level of service is reasonably good but the accessibility for pedestrians in the area is affected by the lack of formal crossing points and intermittent/indirect footpath provision on Citywest Road.

In recognition that the currently available public transport services will be enhanced by the NTA BusConnects projects, SRC have reviewed the 'Saggart area' Bus Connects route map which includes the Citywest area (extract shown in Fig. 2.3).

Warehousing Development, Magna Drive/Magna Avenue, Citywest  
 Outline Workplace Travel Plan  
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• Citywest • Fortunestown • Newcastle • Rathcoole • Saggart

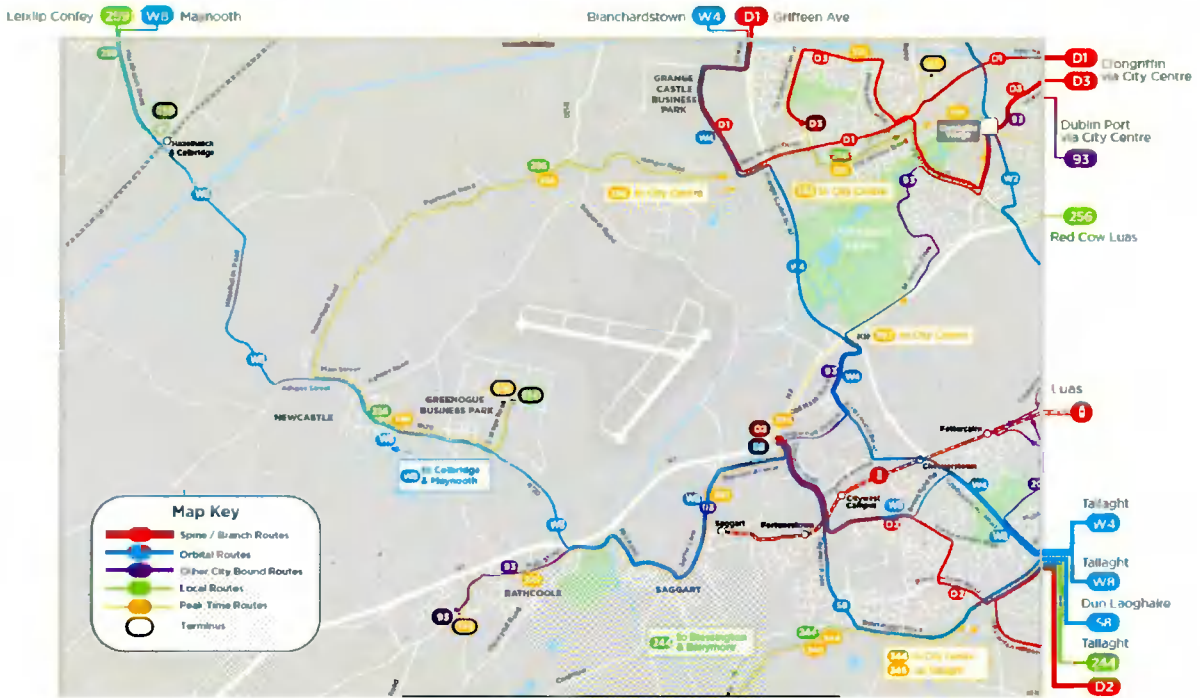


Figure 2.3: Saggart Area BusConnects Map  
 (source: <https://busconnects.ie/initiatives/new-dublin-area-bus-network/local-area-maps/>)

The blue Orbital route S8 (Citywest-Tallaght-Sandyford-Dun Laoghaire), and this intersects with the D2 Spine Route to the north of the site at Fortunestown Lane/Citywest Road junction and also on the N81 Tallaght Bypass.

The S8 will provide connections to the Luas Red Line at Fortunestown, so will serve West Tallaght and Citywest.

Orbital frequency tables

The number in each box is the expected time in minutes between buses. It is subject to adjustment in line with future passenger numbers.

Route no.	To and From	Week day											Saturday																													
		5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11				
O	Outer Orbital (North and South Circular)																																									
N2	Hendon - Blessington - Clonsilla - Clonsilla Hill																																									
N4	Barrack M - Engae - DES - Collins Ave - Kildare																																									
N5	Finlas - Umay - Cabraig - Donaghmede																																									
J40	Barrack M - Blessington - Blessington																																									
S2	Hendon - Blessington - Blessington - Blessington																																									
S4	Liffey Valley - Blessington - Blessington - Blessington																																									
S6	Tallaght - Blessington - Blessington - Blessington																																									
S8	Tallaght - Blessington - Blessington - Blessington																																									
W2	Liffey Valley - Blessington - Blessington - Blessington																																									
W4	Barrack M - Blessington - Blessington - Blessington																																									
W6	Maynooth - Blessington - Blessington - Blessington																																									
D-SPINE	Messine Rd - City Centre - Clonsilla																																									
D1	Clonsilla - City Centre - Clonsilla																																									
D2	Clonsilla - City Centre - Citywest																																									
D3	Clonsilla - City Centre - Clonsilla																																									
D4	Swords Road - City Centre - Blessington																																									
D5	Edenmore - City Centre - Blessington																																									

(Source: <https://busconnects.ie/media/1988/a3-frequency-tables-061020-fa.pdf>)

\*SRC Note: Route W6 is now Route W8 in the Saggart Area Map

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While it is expected that the orbitals could be delivered in the medium term, they are not part of the 'Core Projects' which relate to the main radial corridors and spine routes.

The weekday start time of 06.00 in the proposed timetables and 15-minute peak period/20-minute interpeak frequency is reasonable with regard to the density and type of employment expected in the Citywest area. The occupying company operating from this development site should review shift start/end times to ensure they are coordinated with the BusConnects services as these come online.

*Facilities on proposed site to Reduce Demand for Travel During the Day*

- Staff Canteen Facility
- Teleconferencing/Videoconferencing in meeting room

*Proposed Car and Cycle Parking Provision on site*

Car parking for the development is to be provided with reference to the South Dublin Development Plan 2016-2022 parking standards for development, which set out at Table 11.23 the maximum permissible for different land uses.

There are two approaches to calculating the car parking requirement for this type of use, based on the SDCC Development Plan standards, which set out maximum requirements of 1/100 sq.m for commercial warehousing (employment), and 1/50 sq. m for office space, which would equate to either a) a maximum of 136 spaces if applying the warehouse standard to the overall 13,604 sq. m GFA, or b) a maximum of 137 spaces if applying the separate standards to the warehouse floor area (12,568 sq. m) and office floor area (538 sq. m) only.

It is proposed to provide 69 spaces (including 4 wheelchair accessible spaces). This provision is within the requirements of the Development Plan in either approach a) or b) to calculating the maximum requirement.

There is provision for 5.8% of the total spaces in the car park (4 spaces) to be for EV use and installed with EV charging points, with ducting to facilitate future expansion of the EV charging equipment, if demands arise.

The proposed level of parking is approximately 50% of the maxima standard from the Development Plan. This is a key element of managing car demand and is a proactive approach with regard to the expected employment population of the warehouse, and provision of disabled accessible spaces (which would be managed and therefore would not be used by staff who do not have a blue badge), resulting in 65 'standard' spaces including visitor spaces.

Typical employment density in a commercial warehouse development can vary from 1 person per 100 sq m GFA to 1 person per 200 sq. m GFA (with lower densities tending to occur in more modern facilities where there is a greater provision of automation in the picking from warehouse racking).

As this is a speculative development with no specific tenant and requirement it is considered that a worst case level of 1 person/100 sq. m, equating to an overall employment population of 136 persons (including delivery drivers) would be a reasonable assumption at this time.

Cycle parking for the development is to be provided in accordance with the Development Plan, which would require a minimum of 68 spaces. The total of 72 covered cycle spaces are located at the east side of the site car park entrance, close to the office/reception entrance, as illustrated on the Kavanagh Burke drawings.

### 3 STEP 2 – IDENTIFY & IMPLEMENT ACTIONS

#### 3.1 INTRODUCTION

The NTA Guidance document identifies setting targets and actions, so that the organisation can see how a travel plan/MMP is progressing. It is recommended that targets should be 'SMART':

- Specific
- Measurable
- Attainable
- Realistic
- Time-bound

Appendix 5 of the NTA Guidance document provides a sample Action Plan, with list of actionable items, to be assigned against the key person responsible for implementing each of these, along with setting a proposed timeline and target. These can be broken down into 'Soft' measures (promoting behavioural change) and 'Hard' measures (supporting infrastructure). Clearly, the list in the Guidance document is generic and some items will have more or less relevance, depending on the site, nature of the organisation and measures already in place.

Key Actions for the Implementation of this Workplace Travel Plan can be summarised as follows:

- Promoting Cycling
- Promoting Walking
- Promoting Carsharing and more efficient use of cars
- Optimise use of car parks
- Promoting Public Transport
- Smarter Working

The NTA guidance document notes *"one essential factor common to all actions is how they are communicated to colleagues."* A plan can be well intentioned but marketing this in an ongoing and effective way to all of the staff in the organisation is key to achieving success and maintaining momentum after the initial interest period.

#### 3.2 BUILDING ON EXISTING MEASURES

##### 3.2.1 Introduction

As noted in Section 3.1, it is important to provide measures which are tailored to the site-specific issues and at the same time are realistic, and that momentum is maintained in the delivery of the Plan and ongoing improvements.

As noted previously, in conjunction with the future operator (the Employer) the Plan Co-Ordinator will have a key role throughout the life cycle of this Plan, and, in development of future versions of the Plan, taking account of changing aspects of travel where these affect staff and visitors.

### 3.2.2 Key Implementation Roles for Plan Co-Ordinator

The Co-Ordinator will be tasked with rolling out the Plan and will have the following key implementation and liaison roles, with support from Management, Facilities and HR Departments as necessary.

#### *Information*

This will include:

- Updating travel information packs for new staff and presenting at Staff Induction meetings
- Managing web-based or fixed notice boards/displays where this could affect staff daily travel requirements (i.e. in case of route changes/public transport industrial action), or when there are operational works within the site/car park and restrictions or diversions to parking or walking routes
- Directing or assisting staff to use the National Journey Planner which is accessible online at <http://www.journeyplanner.transportforireland.ie>, this can provide staff with a clear explanation of the options by different modes, both for commuting travel to/from work and business travel, including costs and journey times, with mode options for walking, cycling and/or public transport.

#### *Health Benefits to Staff*

- Providing information on health benefits for cycling and walking (with information on initiatives such as the NTA Step-Challenge (using pedometers or linking step counter data on Smartphones) or the NTA Cycle Challenge
- Establishing the demand for a cycle user group where cyclists can meet and/or liaise through online forums, to discuss issues and gain enhanced proficiency in cycling in the urban network
- Establishing the demand for a regular bicycle maintenance workshop, where practical information and training can be provided to staff to carry out routine maintenance to ensure their bicycle is also in good health.

#### *Financial Benefits to Staff*

The Co-Ordinator will also be able to assist staff with signing up to initiatives such as:

- Revenue 'Cycle to Work' discounted bike purchase; and
- Revenue 'TaxSaver' public transport season tickets.

These can also save money for the employer through reduced PRSI/Income Tax liabilities.

#### *Car Sharing/Car Pooling*

The Co-Ordinator will review the demand for a car share scheme and can provide advice to staff and feedback to Management. This is primarily focussed on staff travel to/from work (home-based journeys) but will also identify opportunities for staff who are travelling to the same locations (for meetings, site visits, etc.) to car share where practical.

#### *Safety & Security for Walkers*

The Co-Ordinator can also assist in identifying 'walking buddies' for those walking to/from the site, particularly for those staff who may be nervous/concerned about walking to/from the site from home or from public transport stops.



*Ongoing Liaison*

The role of the MMP Co-Ordinator will also involve liaison with:

- SDCC Transportation Department
- The NTA 'Smarter Travel' section
- Public Transport companies (i.e. CIE/Dublin Bus, Go-Ahead, Luas and private bus operators);

The Co-Ordinator will also be a key point of contact for staff who have queries on travel options or concerns (such as safety or security in the area or on specific routes, which can be put forward to the appropriate section in SDCC, the transport operator or An Garda Síochána, as applicable.

This role would also intercede where specific accessibility needs arise, such as in a case where a disabled parking space is required for a member of staff, or if additional cycle parking is required.

*Development of Targets*

The NTA document 'Achieving Effective Workplace Travel Plans' sets out the following guidance, and clearly identifies that trip targets should be tailored to the specific business operations (particularly relevant in the case of a warehouse development where there will be van and truck operational activity which should be considered separately from staff commuter trips.

**Table 3.1 Primary trip targets guidance to be incorporated into Workplace Travel Plans**

Primary trip targets	Indicators	Comment
Percentage of 'driver only' trips to work will not exceed X%.  (The number of drivers corresponds to the number of vehicle commuter trips and can be expressed as the car/ people ratio i.e. number of car-vehicle trips generated for every 100 employees at the site).	% of employee trips made by walking /cycling/ bus/ train/ 'car as passenger' and the % of employee teleworking.	Monitoring the number of car drivers, rather than the single occupancy vehicles is best, as it corresponds to the number of cars coming to the site. Car sharing will reduce the number of vehicles to/ from the site and will therefore be reflected in this figure.
The number of weekday vehicle trips generated by the site when fully occupied will not exceed X.		
Additional trip targets may be needed for visitor travel, business travel, freight movements and deliveries where these generate significant traffic but are consistent with business operation.	Number of freight trips per day.	Account will need to be taken of the business involved.

(source 'Achieving Effective Workplace Travel Plans: Guidance for Local Authorities', NTA)

**3.2.3 Measures for Cycling**

*Mode Share*

On the basis of typical trip rates and an estimated daytime employment population of 136 persons, the expected starting mode share would be in the order of 5%.

With development of measures such as the Bike to Work purchase scheme, a Bicycle User Group/forum and Bicycle Maintenance Advice (i.e. monthly workshop), it is considered that the uptake would increase

**Warehousing Development, Magna Drive/Magna Avenue, Citywest  
Outline Workplace Travel Plan  
for Rockface Developments Limited**



Stephen Reid Consulting  
Traffic and Transportation

as staff living within a reasonable distance become more accustomed to the benefits of cycling, and would allow for a target of up to 15% daily staff cycling (including e-scooters/e-bikes) within the first 12 months.

*Cycle Parking*

There are 72 spaces proposed which would be more than adequate to meet the target demand mode share of 15%.

Ensuring there is adequate locker and shower space within the proposed facility would also be key to encouraging future uptake of increased cycling to/from work.

**3.2.4 Measures for Walking**

*Mode Share*

Having regard to the location of the site within walking distance of Citywest/Saggart/Fortunestown areas which are large population centres, it is expected that there would be a number of staff who could walk regularly to/from work as their primary mode.

There are clear health benefits for walking to/from work where practical, particularly for any office-based workers who may be seated at a desk for long periods of the day.

Clearly issues such as safety and security can impact on walking, particularly in winter months when the journey could be outside of daylight hours.

The coordinator would review initiatives to encourage walking and it could be run through a forum. In an organisation of 50+ staff, it is possible that some staff will not be aware of other staff in the company who live close to them or on their route to/from work and could meet to walk together to/from work.

It is noted that the proposed Glenveagh SHD site located on Citywest Road (immediately to the west of the Magna site) includes for a new footpath and cyclepath along the frontage, which will improve pedestrian and cyclist accessibility to/from the Fortunestown Lane/Citywest Shopping Centre to the north from this area.

With a likely starting point of 2-3%, it is hoped to develop (over time) the mode share for walking to 5% within the first 12 months up to a longer term target of 10% of the daytime staff.

**3.2.5 Measures for Car Drivers**

*Mode Share*

Based on the current typical mode shares of approximately 70% by car for developments in this location, it is noted that with a typical daytime population of 136 permanent staff on site, without measures there would be an excess demand for car spaces, excluding visitors from other sites, visiting consultants/suppliers etc.

Managing this to ensure there is less than 50% car driver mode share (i.e. 68 employees, excluding those who drive a van for work and may also use this to commute to/from the site and park in the delivery yard) will be a key aspect of the Plan.

*Parking Provision for Staff/Visitors*

Subject to agreement with SDCC, the total permanent spaces on site following the proposed development would contain 69 spaces for staff and visitors.

#### *Car-Sharing*

Clearly, it will be important to target an uptake in car-sharing by the future staff, both through informal lift sharing, and where possible, increased occupancy per car share vehicle.

Also, it is noted that while staff may not be formally part of a car share scheme, there could be informal agreements where two staff are travelling to a site or meeting in the same location that one car could be used for both with a pick up in the morning before work.

With car sharing and mode shift initiatives to encourage use of cycling, walking and public transport, a target of reducing car driver mode from an expected 70% of staff based within the building (existing for this type of area and development where no measures are in place) to 50% car driver and 10% car passenger would be a reasonable starting point.

### 3.2.6 Measures for Public Transport

#### *Mode Share*

There are currently a significant number of persons in the Citywest/Saggart area between the N7 and N81 corridors who use public transport daily as their primary mode. It is noted that the opportunities for the existing public transport access to the proposed site are reasonably good with two Dublin Bus routes stopping on Citywest Road, to the north and south of Roundabout 7.

The Co-Ordinator would also review NTA project proposals for the future Bus Connects routes serving the area (referenced in this report) which would provide better connections between the residential suburbs and centres in southwest Dublin.

An initial target of 20% staff travelling by bus would be reasonable for this type of development.

### 3.2.7 Measures for Smarter Working

While the development is commercial warehousing and as such most of the staff will be on site operatives or drivers, there are opportunities for increased use of teleconferencing/videoconferencing (for any office-based staff or those who have to travel to other sites by car), and reminders and promotional materials for staff, such as "*Don't make unnecessary journeys*".

For staff the key benefits are (reduced driver stress/fatigue and reduced depreciation of their own vehicle).

There are also benefits to the wider environment through reduced vehicles on the road, reduced congestion, and reduced emissions.

The increased use of such arrangements during the Covid-19 lockdown periods has demonstrated how effective this can be in replacing face-to-face meetings and business travel.

## 4 STEP 3 - MONITORING THE PLAN

### 4.1 INTRODUCTION

As noted in Section 3.1, it is important to provide measures which are tailored to the site-specific issues and at the same time are realistic, and that momentum is maintained in the delivery of the Plan and ongoing improvements. Monitoring the success of a Plan is essential for a number of reasons. For example, it allows Management to:

- Review the success of particular initiatives and whether or not they are meeting the objectives of the organisation
- increase or reduce resource allocations as required
- forecast future activity, and
- report on successes.

### 4.2 HOW TO MONITOR THE TRAVEL PLAN

#### 4.2.1 Quantitative Indicators:

In summary, the NTA guidance document suggests the following as indicators:

- *Changes in modal split – both 'usual' and 'occasional' modes used*
- *Bikes parked on site*
- *Tax Saver ticket sales*
- *Bikes sold through the Cycle to Work scheme*
- *Demand for lockers/ showers*
- *Number of car parking spaces – leased/ in use/ available*
- *Number of registered carsharers*
- *Number of carsharing parking spaces allocated*
- *Facilities upgraded*
- *Participation levels in events on site*
- *Absenteeism reductions (as fitter employees are more likely to be healthier. Where homeworking is introduced/appropriate, absenteeism may also decrease)*
- *Staff retention figures (particularly where flexible working practices/ home working is introduced)*

#### 4.2.2 Qualitative Indicators:

In summary, the NTA guidance document suggests the following as indicators:

- *Employee comments/ attitudes to sustainable travel –e.g. improvements in fitness, better facilities, willingness to get involved in events*
- *Support from Senior Management*
- *Comments from stakeholders*
- *Awards, Honours or Accreditations for Travel*

*Colleagues in HR can assist the Travel Plan Coordinator with some elements of monitoring, e.g. participation in Cycle to Work or Tax Saver ticket schemes, while Facilities can assist with other elements, e.g. facility upgrades, carsharing parking spaces allocated.*

#### 4.2.3 Timeframe for Monitoring:

In summary, the NTA guidance document suggests the following as a good approach to when to undertake monitoring exercises:

*Some indicators can be monitored annually, while others should be monitored throughout the year.*

*Consider recording Modal Split through a large-scale employee travel survey at least every two years, with shorter 'Snapshot' surveys conducted annually. Surveys should be conducted over the same period every year, so conditions and results are comparable.*

*It will be helpful for the Travel Plan Coordinator to monitor other indicators annually or throughout the year to gauge change or the need to review the Action Plan. For example, if the Employee Travel Survey is conducted in September annually, a count of bikes on site during the summer will be helpful to plan for facilities required at times when the weather encourages people to get more active. When weather is inclement, it may be useful to monitor the number of cars travelling on site.*

#### 4.2.4 Ensure Results are Communicated to Staff and Management:

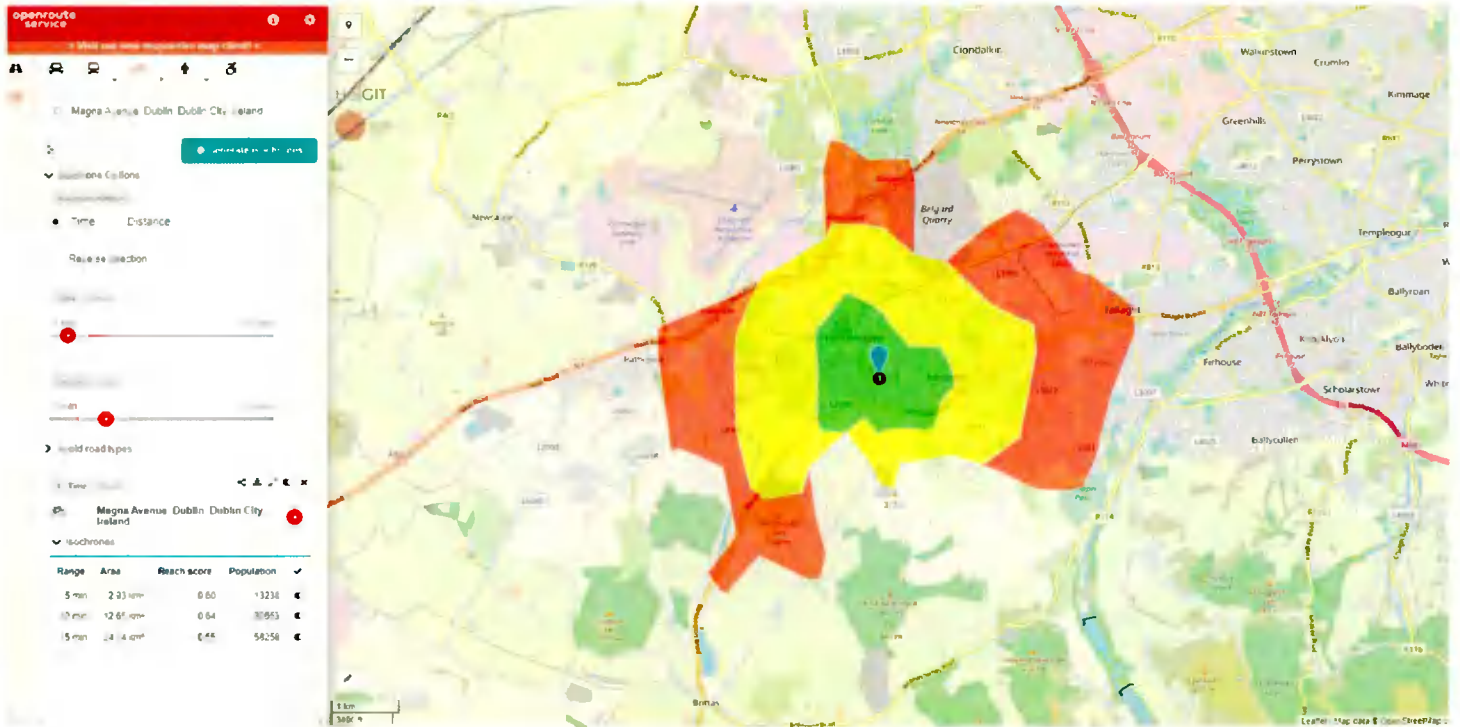
The Co-Ordinator should ensure that the results of any monitoring are acted on and that successes and revised targets are fully communicated both the staff and senior management.

*Stephen Reid Consulting Traffic and Transportation  
[17.02.2022]*

**Warehousing Development, Magna Drive/Magna Avenue, Citywest  
Outline Workplace Travel Plan  
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**5, 10, and 15 minute cycle isochrones equating to a 5km cycle limit to Magna site  
(source: openrouteservice/maps)**



**7, 18, and 27 minute walk isochrones to Magna site equating to a 2km walk limit  
(source: openrouteservice/maps)**

**Warehousing Development, Magna Drive/Magna Avenue, Citywest  
Outline Workplace Travel Plan  
for Rockface Developments Limited**



***Existing Bus stops and Luas stops within walking distance of site  
(source: openrouteservice/maps)***

A A A

# 65b

Buses from/to  
**From Poolbeg Street Towards Citywest**  
 Operative Date: 14/01/2018  
 Version: TT 8.1

[Click here to view Route 65b from Rathmines towards City West](#)

[Click here to view Route 65b from Rathmines towards Poolbeg St](#)

## From Poolbeg St. Towards Citywest



Sráid an Phoill Bhig, Sráid Camden, Ráth Maonais, Tir an Iúir, Teach Mealgóg, An Seanbhábhún, Iarthar na Cathrach

	Monday to Friday				Saturday			Sunday				
<b>Buses leave terminus at:</b>	05.50	06.30	06.50	08.30	05.50	06.30	07.15	08.30	09.00	10.00	11.00	12.00
	09.00	10.00	11.00	12.00	09.00	10.00	11.00	12.00	13.00	14.00	15.00	16.00
	13.00	14.00	15.00	16.00	13.00	14.00	15.00	16.00	17.00	18.00	19.00	20.00
	16.50	17.20	18.00	19.00	17.00	18.00	19.00	20.00	21.00	22.30	23.30	
	20.00	21.15	22.30	23.30	21.00	22.30	23.30					

Poolbeg St >> 10mins >> Camden St >> 10mins >> Rathmines >> 10mins >> Terenure >> 10mins >> Templeogue >> 12mins >> Old Bawn >> 12mins >> Citywest

All times are off peak estimates

## From Citywest Towards Poolbeg St.



Iarthar na Cathrach, An Seanbhábhún, Teach Mealgóg, Tir an Iúir, Ráth Maonais, Sráid Camden, Sráid an Phoill Bhig

	Monday to Friday				Saturday			Sunday				
<b>Buses leave terminus at:</b>	06.50	07.20	08.00	09.45	07.00	07.45	08.30	09.45	08.30	09.30	10.30	11.30
	10.30	11.30	12.30	13.30	10.30	11.30	12.30	13.30	12.30	13.30	14.30	15.30
	14.30	15.30	16.30	17.30	14.30	15.30	16.30	17.30	16.30	17.30	18.30	19.30
	18.30	19.15	20.00	21.15	18.30	19.30	21.15	22.15	21.15	22.15	23.30	
	22.20	23.30			22.20	23.30						

Citywest >> 12mins >> Old Bawn >> 12mins >> Templeogue >> 10mins >> Terenure >> 10mins >> Rathmines >> 10mins >> Camden St. >> 10mins >> Poolbeg St.

All times are off peak estimates

### Fare Stages

25 75 Poolbeg St.	37 63 Charleville Rd.
26 74 Sth. Great George's St	38 62 Knocklyon Ave.
27 73 Aungier St. (Bishop St.)	39 61 Ballycullen Rd. (Glenvara Park)
28 72 Richmond St. South	40 60 Killinenny Rd. (Allenton)
29 71 Rathmines Rd. Lwr. (Richmond Hill)	41 59 Killinenny Rd. (Oldcourt Farm)
30 70 Rathmines Rd. (Rathgar Rd.)	42 58 Killinenny Rd. (Parklands Rd.)
31 69 Rathgar Rd. (Frankfort Ave.)	43 57 Killinenny Rd. (Greenfield Park)
32 68 Terenure	44 56 Old Bawn Rd. (Old Bawn Bridge)
33 67 Templeogue Rd. (Rathdown Park)	45 55 Killinarden Heights (Health Centre)
34 66 Templeogue Rd. (Fortfield Rd.)	46 54 Jobstown
35 65 Templeogue Post Office	47 53 De Selby Quarries
36 64 Templeogue Bridge	48 52 Citywest

**Customer Comment Desk:** (01) 8734222  
 Phone lines open: Monday to Saturday 08:30hrs – 18:00hrs (except public holidays)



A A A

# 77a

Buses from/to  
**From Ringsend Road To Citywest**  
 Operative Date: 31/08/2020  
 Version: TT 20.1

## From Ringsend Road Towards Citywest



Bóthar na Rinne, An Camán, Crois Bhaile Bhaicín, Baile an Ridire, Tamhlacht (An Chearnóg), Iarthar na Cathrach

Buses leave terminus at:	Monday to Friday				Saturday				Sunday			
	05:40	06:00	06:20	06:40	05:55	06:30	07:00	07:30	07:00	07:30	08:00	08:30
07:00	07:20	07:40	08:00	08:00	08:20	08:40	09:00	09:00	09:30	10:00	10:30	
08:20	08:40	09:00	09:20	09:20	09:40	10:00	10:20	11:00	11:30	12:00	12:30	
09:40	10:00	10:20	10:40	10:40	11:00	11:20	11:40	13:00	13:30	14:00	14:30	
11:00	11:20	11:40	12:00	12:00	12:20	12:40	13:00	15:00	15:30	16:00	16:30	
12:20	12:40	13:00	13:20	13:20	13:40	14:00	14:20	17:00	17:30	18:00	18:30	
13:40	14:00	14:20	14:40	14:40	15:00	15:20	15:40	19:00	19:30	20:00	20:30	
15:00	15:20	15:40	16:00	16:00	16:20	16:40	17:00	21:00	21:30	22:00	22:30	
16:20	16:40	16:55	17:10	17:20	17:40	18:00	18:30	23:00	23:30			
17:25	17:40	17:55	18:10	19:00	19:30	20:00	20:30					
18:30	18:50	19:10	19:30	21:00	21:30	22:00	22:30					
20:00	20:30	21:00	21:30	23:00	23:25							
22:00	22:30	23:00	23:25									

Ringsend Road >> 22mins >> Dolphin's Barn >> 22mins >> Walkinstown Cross >> 15mins >> Balrothery >> 15mins >> Tallaght (The Square) >> 12mins >> Citywest

All times are off peak estimates

## From Citywest Towards Ringsend Road



Iarthar na Cathrach, Tamhlacht (An Chearnóg), Baile an Ridire, Crois Bhaile Bhaicín, An Camán, Bóthar na Rinne

Buses leave terminus at:	Monday to Friday				Saturday				Sunday			
	06:00	06:20	06:40	07:00	06:20	06:50	07:20	07:50	08:00	08:30	09:00	09:30
07:20	07:30	07:30t	07:40	08:10	08:30	08:50	09:10	10:00	10:30	11:00	11:30	
07:50	08:00	08:10	08:20	09:30	09:50	10:10	10:30	12:00	12:30	13:00	13:30	
08:30	08:40	09:00	09:20	10:50	11:10	11:30	11:50	14:00	14:30	15:00	15:30	
09:40	10:00	10:20	10:40	12:10	12:30	12:50	13:10	16:00	16:30	17:00	17:30	
11:00	11:20	11:40	12:00	13:30	13:50	14:10	14:30	18:00	18:30	19:00	19:30	
12:20	12:40	13:00	13:20	14:50	15:10	15:30	15:50	20:00	20:30	21:00	21:30	
13:40	14:00	14:20	14:40	16:10	16:30	16:50	17:10	22:00	22:30	23:00	23:30	
15:00	15:20	15:40	15:55	17:30	17:50	18:10	18:30					
16:10	16:20	16:30	16:45	18:50	19:20	19:50	20:20					
17:00	17:15	17:30	17:45	20:50	21:20	21:50	22:20					
18:00	18:20	18:40	19:00	22:50	23:20							
19:30	20:00	20:30	21:00									
21:30	22:00	22:30	23:00									
23:30												

Citywest >> 12mins >> Tallaght (The Square) >> 15mins >> Balrothery >> 15mins >> Walkinstown Cross >> 22mins >> Dolphin's Barn >> 22mins >> Ringsend Road

All times are off peak estimates

### Fare Stages

22 78 Ringsend Rd. (Barrow St.)  
 23 77 Pearse St. (Macken St.)  
 24 76 Pearse St. (Lombard St.)  
 25 75 College St. / Townsend St.  
 26 74 Werburgh St. / Lord Edward St.  
 27 73 Kevin St. (Patrick St.) / Patrick St.  
 28 72 Cork St. (Ardee St.)  
 29 71 Cork St. (Donore Ave.)  
 30 70 Cork St. (Coombe Hospital)

37 63 Greenhills Rd. (O'Malley's)  
 38 62 Greenhills Rd. (Green Park)  
 39 61 Greenhills Rd. (Ballymount Rd. Upr.)  
 40 60 Greenhills Rd. (Cuckoo's Nest)  
 41 59 Tymon Park  
 42 58 Castle Lawns  
 43 57 Balrothery (Castle Park)  
 44 56 Seskin View Rd.  
 45 55 Old Bawn Rd.

2/16/22, 10:24 AM

77a - Dublin Bus

- |                                       |                                |
|---------------------------------------|--------------------------------|
| 31 69 Dolphin's Barn Cross            | 46 54 Tallaght (The Square)    |
| 32 68 Crumlin Rd. (Loreto Convent)    | 47 53 Blessington Rd. (Raheen) |
| 33 67 Crumlin Rd. (Bangor Drive)      | 48 52 Jobstown                 |
| 34 66 Crumlin Rd. (Cooley Rd.)        | 49 51 De Selby Quarries        |
| 35 65 Drimnagh Rd. (Halfway House)    | 50 50 Citywest                 |
| 36 64 Walkinstown Cross (The Kestrel) |                                |

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