



GREEN MOBILITY TRAVEL PLAN

For
Wilson's Auctions,
Green Isle Road,
Corkagh, Clondalkin, Dublin 22



Mobility Plan

June 2022

Introduction

This report was produced by Clarke & Co. for Ricky Wilsons for the specific purpose of the *Wilson's Auctions, Green Isle Road, Corkagh, Clondalkin, Dublin 22.*

This report may not be used by any person other than *Wilson's Auctions* and without *Wilson's Auctions* express permission. In any event, Clarke & Co. accepts no liability for any costs, liabilities or losses arising as a result of the use of or reliance upon the contents of this report by any person other than the *Wilson's Auctions*.

Document History

JOB NUMBER: Wilsons 4996-02			DOCUMENT REF: 19254 Mobility Plan			
-4-		MC	JD	JW	RC	May 2022
Revision	Purpose Description	Originated	Checked	Reviewed	Authorised	Date

1. Introduction

In May 2022, Clarke & Co. were appointed by the Wilsons Auctions, to prepare a Mobility Plan for located Wilsons Auctions, Green Isle Road, Corkagh, Clondalkin, Dublin 22.



What is a Mobility Plan

A mobility plan is a travel demand measure designed to mitigate against traffic congestion in urban areas by providing for the transportation needs of people and goods in an orderly and planned manner, reducing environmental, economic and social impacts.

In essence, mobility management plans are useful not only because of their ability to reduce the attractiveness of private car use, but also for their ability to promote and support the use of the more sustainable transport modes such as walking, cycling, shared transport and mass transit.

Scope of this Mobility Plan

The use of the car to and from work is more often than not, essential. As the run is often combined with other important trips, car use cannot be avoided on many occasions.

This mobility plan recognises the fact that car use is often essential as part of work, therefore what the plan seeks to do is to initiate and promote small changes in our approach to car use.

The small changes which are being sought as part of this plan may be as simple as car sharing one day a week, or walking on Wednesdays, or taking the bus where available on days which do not conflict with other leisure or work activities planned by staff.

This framework document is being prepared for Wilsons Auctions, Green Isle Road, Corkagh, Clondalkin, Dublin 22. It is intended that this document provides a thorough and structured approach to delivering a suite of mobility management measures which have been detailed in the forthcoming chapters.

The objective of this mobility plan is to promote more sustainable travel for the work trip through increased walking, cycling, public transport and car-sharing.

It is envisaged that once in place, the mobility plan will enable the following benefits to be realised:

Reduced congestion both on-site and on the local road network due to lower demand for private transport, and/or more efficient use of private motor vehicles

Improved safety for pedestrians within the grounds of the Wilsons Auctions Direct financial savings for those taking part in the developed initiatives, through higher than average vehicle occupancy rates

A reduction in car parking demand, resulting in improved car park operational efficiency and safety for all

Improved social networking between all those participating in the 'shared' initiatives, resulting in improved relationship between staff and management.

Improved environmental consideration and performance

Improved work image which sets an example to the broader community and may lead to staff making better travel decisions in future

Improved health and well-being for those using active transport modes

Ongoing liaison with South Dublin County Council and public transport providers to maintain, improve and support transportation services to and from the site

Improve the attractiveness of the work to prospective staff.

Optimum levels of safety for all staff and visitors.

Methodology

As part of this Mobility Plan Framework Document, reference has been made to the following documents;

- Department of Transport National Policy, smarter Travel: A Sustainable Transport Future – A New Transport Policy for Ireland 2009-2020
- Step by Step Guide to Travel Plans – (NTA, 2010)
- Mobility Management Plans – A DTO Advise Note (NTA, formerly DTO, 2002)
- Traffic Management Guidelines (DoELG, 2003)
- Design Manual for Urban Roads and Streets – (DOT, 2013)
- The National Cycling Policy Framework
- Workplace Travel Plans – A Guide for Employers
- Development Plan – South Dublin County Council

Local bus service providers were identified in order to establish key network information, which is critical for determining coverage areas, and influence on modal share.

In providing the Mobility Plan the following steps were undertaken:

Liaised with Wilsons Auctions and design team to ensure that all were in agreement with the content of the mobility plan being prepared. Ensured that the mobility plan took cognisance of current best practice and guidelines.

Identified accessibility to the site and where required highlight further improvements that were necessary;

Outlined a plan of action, which looked at ways to promote walking, cycling, Public transport and car sharing.

Outlined how best to promote, monitor and evaluate the progress of the mobility plan. Here we outlined; details on setting up a committee and coordinator that would take ownership of and manage the plan.

Outlined details on stakeholders travel questionnaire which is to be undertaken on an ongoing basis and which will help set the modal share targets and monitor progress.

2. Accessibility To/From Development

Development Description

Wilson's Auctions operate an auction campus.

Over the 2 year period of this plan Wilson's Auctions is to accommodate a maximum of 12 staff.

On Auctions days the customer attendance would be on average of 20 number.

The following settlement areas have been identified and each have been designated with a Route reference (refer to appendix B) and various modes of transport

- Oldcastle Park: (Route C)
- Kingswood Cross: (Route E)
- Newlands Cross: (Route B)
- Clondalkin: (Route D)
- Outside above settlement area: Red Cow Park & Ride/Cheeverstown (Route A)



Figure 2.0 – Settlement Location Map



Figure 2.1 – Site Location Map

Vehicular/Cycle/Pedestrian Access

Access to the development site is via the Junction 2 Roundabout (South) onto the Green Isle Road. The Green Isle Road is a two-way single carriageway road which links Newlands Cross with Kingswood and the western hinterland. In the vicinity of the development site along the Green Isle Road there is a footpath/cycle track and Bus Stop (Ref 5121)

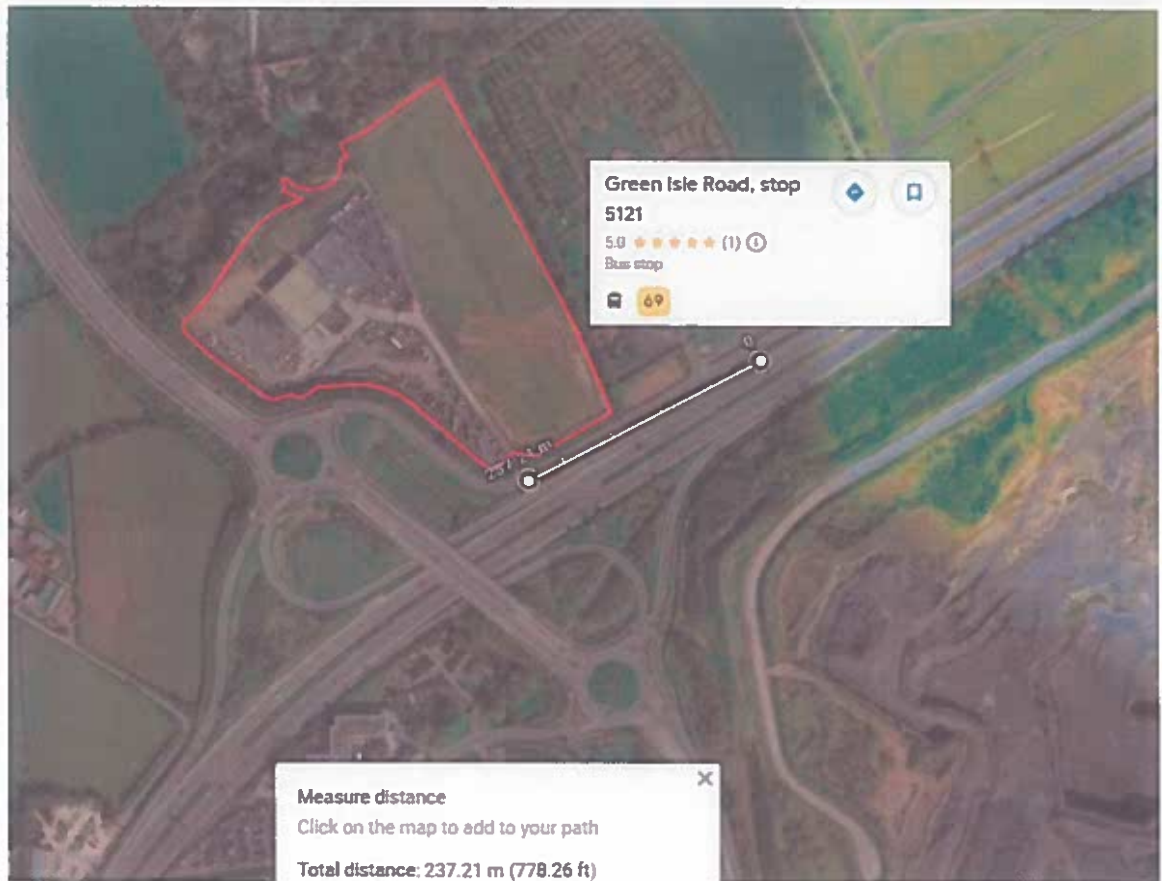


Figure 0.2 – Bus Stop Location Map

Bus/Coach Transport

Bus Eireann provides the 69 route through Corkagh and which extends on to Dublin City and beyond. The nearest drop off/pick up point is on the Green Isle Road and is some 237m from Wilsons Auctions.

Parking Facilities

Within the development site designated parking bays are provided for staff and Customers, set-down facilities for delivery, and designated bicycle parking facilities for cyclists.

3. Action Plan

It is envisaged that Wilsons Auctions over the 2 year period (2022/2023) will have a maximum occupancy level of 12 staff. During the works opening and closing times the site will generate it's peak levels of traffic. It is intended that the successful implementation of the mobility plan will help minimise the impacts of work traffic.

The following section details the available initiatives which can help to better manage travel demand and therefore the traffic impacts of work related journeys. It is noted that the plan only focuses on travel movements during the works opening and closing times.

Green Programme

Currently there is the Green programme run by the National Transport Authority in association with An Taisce. The aim is to increase participant awareness of environmental issues and to transfer this knowledge into positive environmental action in work and also in the wider community. Travel represents one of the six themes of the programme where staff are encouraged to change their travel patterns to more sustainable modes.

It is intended that the Wilsons Auctions will utilise the travel toolkit. The following section details the key initiatives taken from the toolkit that can help better manage travel demand and therefore the traffic impacts of work related journeys.



Walking

Walking to work can be a real adventure. It helps you get to know your local community, get fit and make friends. There are many local, global and personal benefits to walking to work. Here are a few:

W - Wake Up! - Studies have shown that people who walk to work are more awake and find it easier to concentrate during work.

A - Always one step ahead – Walkers are more aware of road safety issues and helps them develop personal safety skills.

L - Less congestion - If you leave the car at home and walk fewer cars arrive at the work which makes it safer for those who walk and cycle.

K - Kinder to the environment - By leaving the car at home you are reducing the amount of CO2 produced and helping to reduce the effects of climate change and air pollution.

I - Interpersonal skills - Walking to work gives staff the opportunity to meet new friends and develop personal skills.

N - New adventures - Walking to work is a great way to learn about your local environment and community. It's also a fun way to learn about the weather, landscape and local ecosystems.

G - Get fit and stay active - Walking to and from work helps staff incorporate physical activity into their daily routines. Research shows that regular physical activity can benefit your body and mind.

Most adults will consider walking a maximum of 2-3 kilometers (approximately 20 to 30 minutes). On this basis the walking coverage area for the Wilsons Auctions site comprises approximately five percent of the settlement areas.

As is the case it is important that there is a sufficient network of walkways/footpaths in the catchment area and which extend up to the Wilsons Auctions site, so as to provide a safe environment for pedestrians.



Fig 3.0 Radius for Walking



Fig 3.1 Entrance at Wilsons

Outlined below are initiatives and incentives that will encourage walking to and from work:

Take part in a 'Pedometer Challenge' this can be organised through the Irish Heart Foundation or the One Small Step campaign

Organise special events such as a 'Walk to work on Wednesdays' where participants are rewarded for their participation

Keep umbrellas in reception on a deposit system for use when raining

Display maps of the company and its locality in reception and public areas so customers and staff can plan journeys

Organise lunch time or afternoon walks as part of a work health and wellbeing programme

- Staff will gain valuable experience by helping to improve their sense of road safety and independence
- Direct savings gained due to reduced use of private vehicles.

The Wilsons Auctions should also consider the possibility of a 'Park and Stride' option, where staff would drive to a convenient parking location i.e. at the Green Isle if available and the staff then would walk the remaining leg on foot.



Cycling

Research suggests that cycling could be a feasible mode of transport for staff who live up to 8 kilometers from the work. On this basis the staff cycling coverage area for the Wilsons Auctions site comprises approximately all of the Clondalkin settlement area.

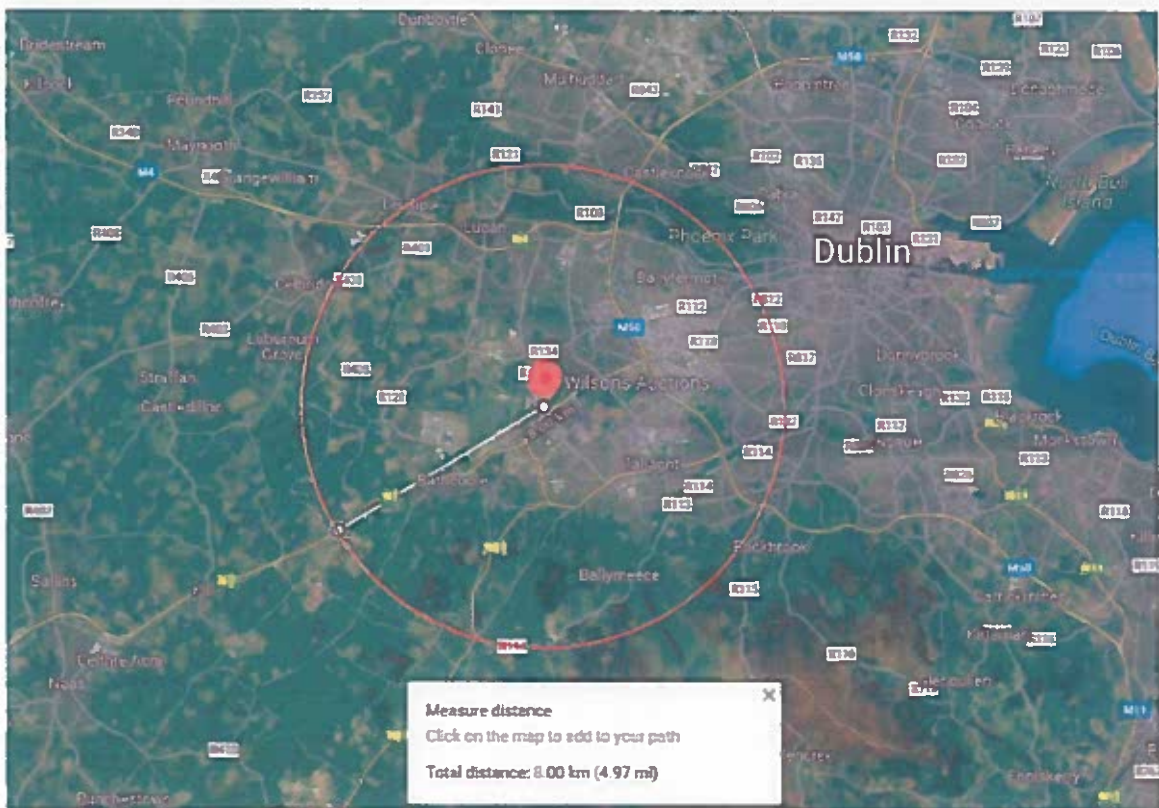


Fig 3.2 Radius for Cycling

Cycling is a great way to travel. It helps foster independence, raises awareness of road safety and even helps the environment. Cycling is a fantastic way to travel to work and the more people who cycle the safer our roads will be. Here are some positive aspects of cycling to work:

C - Cycling is fun! - Cycling is a great form of transport but it's also a great recreational activity. Cycling is a skill that stays with you for life and its a fantastic way to explore your local community.

Y - You save time & money - cycling to work reduces the need to travel by car thus reducing petrol costs and freeing up road space for more cyclists.

C - Confidence building - travelling to work as an independent cyclist can give staff increased confidence thus benefiting them in all aspects of life.

L - Less congestion - If you leave the car at home and walk to work there are fewer cars at the work which makes it safer for those who cycle and walk to work.

I - Interpersonal skills - Cycling to work gives staff the opportunity to develop road safety and personal safety skills. It can also be a great way to meet other cyclists and share the experience.

N - New adventures - Cycling to work is a great way to learn about your local environment and community. It helps staff to understand where they live and how their actions affect their local environment.

G - Get fit and stay active - cycling to and from work helps staff incorporate physical activity into their daily routines. Research shows that regular physical activity can benefit your body and mind.

The provision of cyclist facilities at the site will play a major role in the attraction of cyclists from within Newlands Cross/Kingswood Area. These should comprise secure cycle parking facilities, allowing for the safe storage of bicycles. Ideally, these facilities should be complimented with shower and changing facilities for cyclists and lockers to store equipment.

Beyond the work site it is important that there is a sufficient network of cycle track/cycle lanes within the catchment area to safely accommodate and encourage cycling.

Outlined below are initiatives and incentives that will encourage cycling to and from Work:

Provision of cycle parking, which ideally should be near the entrance and well lit.

Offer incentives to buy, repair and maintain bicycles under the Government Bike to Work Scheme (www.biketowork.ie)

Display maps of the Company building and its locality in reception and public areas so customers and staff can plan journeys

Organise discounts in local bike shops

Install showers and lockers

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 families, staff on the rules of the road and the specific risks associated with the locality i.e. Green isle Road

Invite bike suppliers on site for a 'Green Day' or 'Green Week' so that staff can try bikes before buying

Staff will gain valuable experience by helping to improve their sense of road safety and independence

Direct savings gained due to reduced use of private vehicles

Consider providing a pool bicycle for staff

Work/Public Bus Services

Bus Eireann public service

(Route 69) which serves Corkagh.

Outlined below are initiatives and incentives that will encourage bus usage to and from work:

Publicise the routes serving the work along with details of fares and pre-paid tickets. This can be achieved through the work websites, notice boards or a leaflet drop

Liaise and co-ordinate with the bus service providers to ensure they form part of the decision process such as providing invaluable information relating to the routes proposed and logistical issues

Reward schemes offering full or partial payment towards bus services

Car Sharing

Everyday thousands of commuters drive to work on the same routes to the same destinations, at the same time as their colleagues. By car sharing just once a week, a commuter's fuel costs can be reduced by 20%, and in a similar fashion, the demand for work place parking can be significantly reduced.

Although use of the car will be essential for a large proportion of staff, car sharing schemes have the potential to deliver a reduction in private vehicle trips by promoting higher than average occupancy rates for each vehicle.

A car sharing scheme relies on a database containing staff domicile information, work/working hours, and their preferences such as gender/driver/passenger and their preferred route to and from the site.

Car sharing often happens informally, however some participants often prefer a formal scheme and a formal scheme will normally generate a higher take-up for car sharing, and more efficiency in terms of increased occupancy rates.

Due to the works location, public transport options are limited; therefore car sharing could serve to provide the most impact in terms of trip reduction.

Outlined below are initiatives and incentives that will encourage car sharing to and from work:

Provide incentives to sign up to the car sharing scheme with preferential parking spaces in the most convenient location

Promote the car sharing scheme by considering a 'guaranteed ride home system' whereby a taxi is paid for if a lift is missed – requiring approval normally ensures the system is not abused

Highlight to drivers that they do not have to share with a person that doesn't suit them – allow choice based on gender, route, smoking or non smoking

Clarify the financial implications of the scheme – those accepting a lift could contribute towards fuel costs



Train Transport

Iarnród Éireann provides a train service to Red Cow and City West every half hour. The train station is 3.5Km from Wilsons Auctions.



Fig 3.3 Location of train Stops

4. Implementing the Mobility Plan

Background

The setting of realistic targets and a sustained approach to the promotion of the mobility plan is vital if all or any of the measures are to be successful. An 'anti-car' approach should be avoided at all costs. The objectives and benefits of the Plan to both individuals and the works should be made clear and broadcast during the full lifecycle of the Plan.

To assist with this it is also recommended that the work would utilize travel toolkit and if possible engage fully with the very successful Green-Works programme, which has proven to be very successful in significantly impacting positively on environmental behavior.

The implementation of a successful mobility plan will require the upfront investment of resources. As well as reviewing objectives and initiatives regularly, it is equally important to measure results. This provides an indication of the Plan's success, and ensures that the set targets remain realistic.

Mobility Coordinator

The key objective of this mobility management plan is to ensure that the traffic impacts associated with the operation of Wilsons Auctions are minimised.

Achieving this objective will result in a wide array of benefits for the work, and the individual stakeholders themselves. To ensure the mobility plan is effective it is essential that a coordinator is available to give his/her time to the plan on a regular basis. The coordinator can be a staff or it can be a committee which is made up of all of the above, which would help spread the work load and also give staff groups a valuable input into the operation of the plan.

To further support the coordinator/committee in their role, work management must ensure that they have sufficient time to carry out their duties. In addition it is essential that the powers of decision making are bestowed along with a suitable budget and programme for implementation.

Promoting the Mobility Plan

Active promotion and marketing is needed if the mobility plan is to have maximum impact on the travel patterns to and from the site.

All marketing initiatives should be focused on areas where there is willingness for change. Such information can be extracted from the travel questionnaire database which is discussed below.

As part of the marketing process, the coordinator/committee should personalise the Plan, drawing attention to the benefits of participation and support for its implementation. Marketing which features senior management from Wilsons Auctions who have reduced their car use can carry a strong message raising not only the profile of the Plan, but also a clear message in relation to the works' commitment to the Plan.

Promotional material regardless of its quality is only as good as its distribution network; material incentives assist greatly in introducing people to alternative modes of commuting. Statistically speaking, in encouraging individuals to test alternative modes of transport, some will always return to their usual mode whilst others will undoubtedly make changes for the better.

Travel Questionnaire, Monitoring and Review

In order to get an understanding of the current travel situation a travel questionnaire as shown in Appendix A should be devised and distributed to the staff as soon as possible. Then based on the results obtained from the travel questionnaires, targets should be set.

To ensure that the mobility plan is on track to achieving the set targets, the travel patterns of staff should again be examined and reviewed on an annual basis, by re-issuing the travel questionnaire.

Re-issuing of the travel questionnaire is essential for success as it not only ensures all the site's users have been identified and included, but it also:

- Allows the plan's success to be measured, enabling focused improvement on weaknesses identified in the plan.

- Allows the benefits of the plan to be broadcast to all stakeholders, which can help to encourage further participation by both students and staff.

- Ensures that changing travel patterns are taken into account, ensuring that the Mobility Plan continues to reflect the needs of the end user.

- Allows targets which have been set too low or unrealistically high to be readjusted.

5. Summary

Mobility management is not a one-off event, it is instead an ongoing iterative process requiring continued effort. This report assists mobility management efforts by forming an outline framework and providing guidance for its success. Monitoring and reviewing the initiatives set out within the plan will form a far greater part of the Mobility Plan itself.

The key to the Plan's success will be the appointment of a coordinator/committee for the work. They should be vested with total responsibility for implementing the plan. They should be granted the authority and time to execute the Plan, and be provided with sufficient resources to realize the Plan's success.

As staff & Customers are the focus of the plan; their involvement should be sought from the outset. To this end, the coordinator/committee should be assisted and supported by members of the staff groups. This will serve to spread the work load and also give the parents and staff group a valuable input into the operation of the plan.

Good mobility plans require extensive marketing and regular review. The measures set out should form the basis of a sound, realistic mobility management plan and should be clearly set out and be fully transparent to all staff.

Staff have an essential responsibility in terms of co-operating with, and taking an active part in the plan. They are after all the plans primary focus.

There are a number of mobility measures available which the coordinator /committee should promote to the staff. While the use of the 'carrot and stick' approach is a useful tool for staff, it may not be entirely appropriate for customers. As such, marketing should focus on the ease of taking part in such initiatives and the benefits gained by those who do take part.

The plan should evolve and develop alongside the development of the workplace taking into account changing staff numbers and their travel preferences and needs.

Annual reviews of the plan should include a full stakeholder survey, providing valuable information for target setting and marketing target groups. It is emphasised that failing to meet initial targets should not be seen as failure, as the preliminary 12 to 18 months of the plan should be viewed as a calibration exercise for target setting.

Ronan Clarke, B. Sc. Eng., C. Eng., M.I.E.I. Dip plan, Dip Fire Eng.
For Clarke & Company

Appendix A –Travel Questionnaire

Staff Questionnaire

Dear Member of staff,

RE: MOBILITY PLAN STAFF QUESTIONNAIRE

There will be an increase in traffic in this area due to the arrival and departure of staff traffic during work time. To address this matter the following measures are planned:

The access link to the public road will be improved, along with internal circulation and parking facilities.

- A mobility plan will be completed. The primary aim of the mobility management plan will be to encourage more sustainable modes of transport where possible and reduce the number of car journeys.

One of the steps in the Mobility Plan process is to ascertain the current travel patterns of staff. In order to achieve this, a questionnaire has been designed to assess the methods used by you to travel to and from work.

The attached questionnaire asks a few short questions associated with how you travel to and from work. This questionnaire will take approximately **5 minutes to complete**.

In addition, the last question in the questionnaire provides you with the opportunity to provide your comments and observations associated with the access and parking arrangements and also the mobility plan. As a member of staff your inputs and support are vital to the safe operation of the proposed improvements. On this basis, your observations are welcomed and will be thoroughly considered.

Please return your completed questionnaire to myself, no later than ...(enter date)...

Thank you for your consideration and support.

Yours sincerely,

(...Signature and name...)



1st June 2022

Wilson's Auctions

Mobility Plan – Staff Questionnaire

What is your name?

Name (Initials)

What is townland that you resides in?

District:

.....
.....
.....
.....

How far is your home from work?

..... Km

How long does your journey currently take?

Morning journey -home to work: Minutes

Evening journey -work to home: Minutes

How do you normally get to work in the morning? (Please tick the most appropriate, or state other)

..... Driven (alone)

..... Driven (shared)

..... By Bus (Private)

..... By Bus (Public)

..... Walk

..... Cycle

..... Taxi

Other, Please state:

How do you generally get home from work in the evening? (please tick the most appropriate, or state other)

- Driven (alone)
- Driven (shared)
- By Bus (Private)
- By Bus (Public)
- Walk
- Cycle
- Taxi

Other, Please state:

Would you consider other modes of transport to travel to and from work? (please tick the most appropriate, or state other)

- Car-pooling (also known as car sharing)
- Walking
- Cycling
- Use of private bus
- Use of public bus services

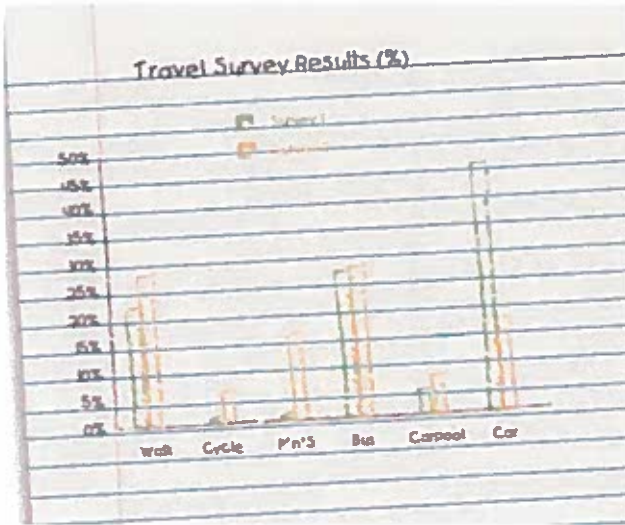
What currently prevents you from travelling to and from work using the method you have identified in Question 6?

.....
.....

Finally, please provide us with your comments, observations or any other information you feel is relevant in relation to the car park layout, and/or the mobility management plan:

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

Thank you for taking the time to complete this questionnaire, your participation is greatly appreciated.



Appendix B– Routes

Route A

City Centre



Fig A.1: Route A

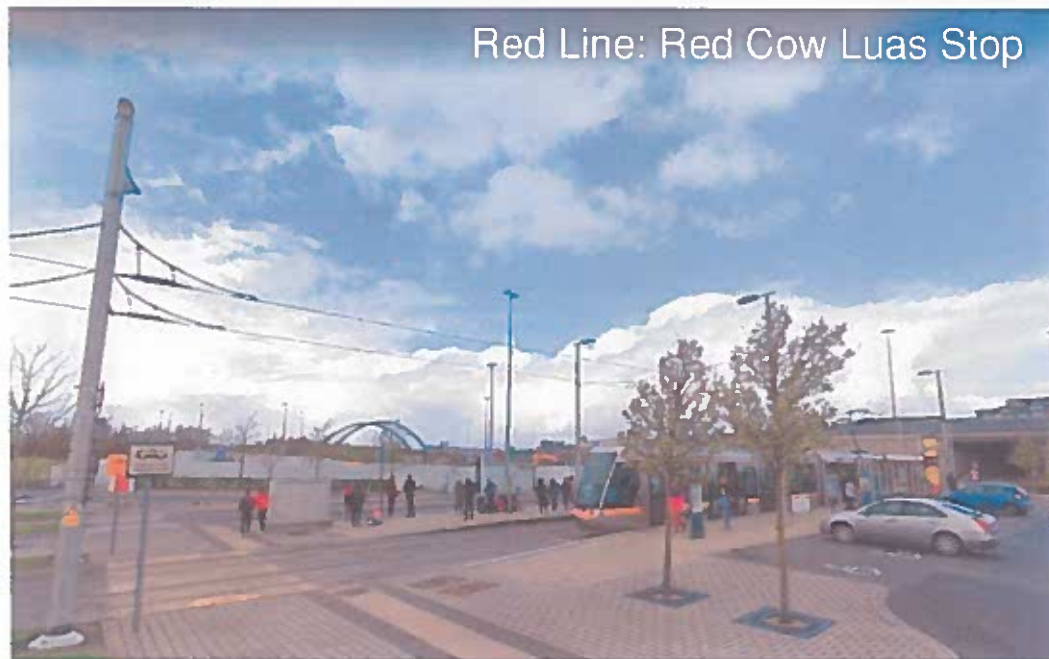


Fig A.2: Lucas Station



Fig A.3: Cheeverstown Lucas Station



Fig A.4: Bus Stop

Footpath Green Isle Road to Wilson Auctions

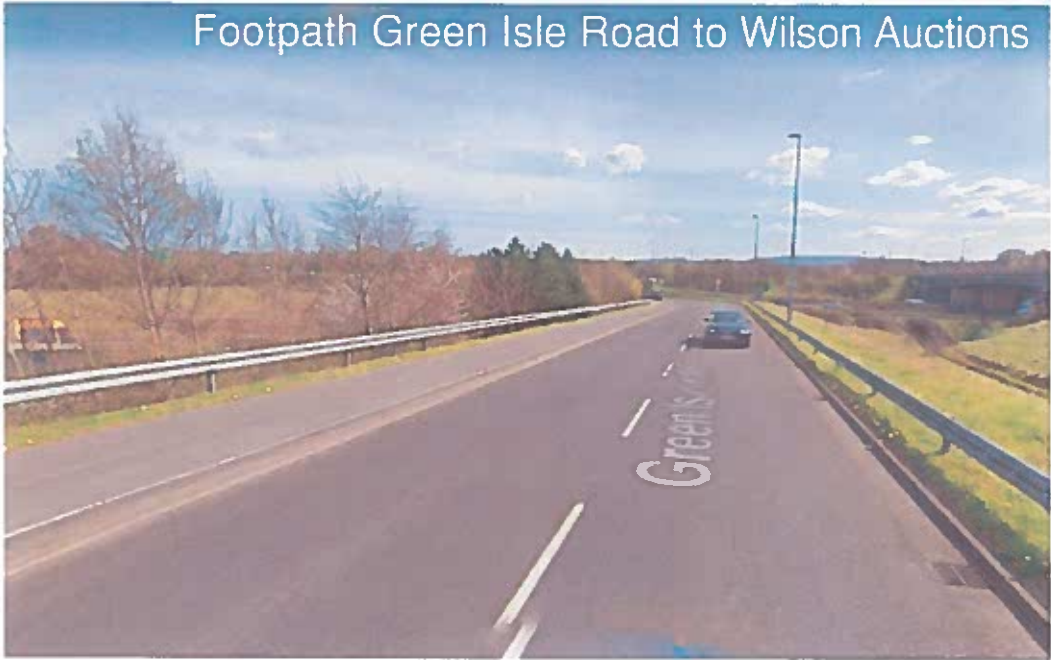


Fig A.5: Green Isle Road

Route B

Newland Cross

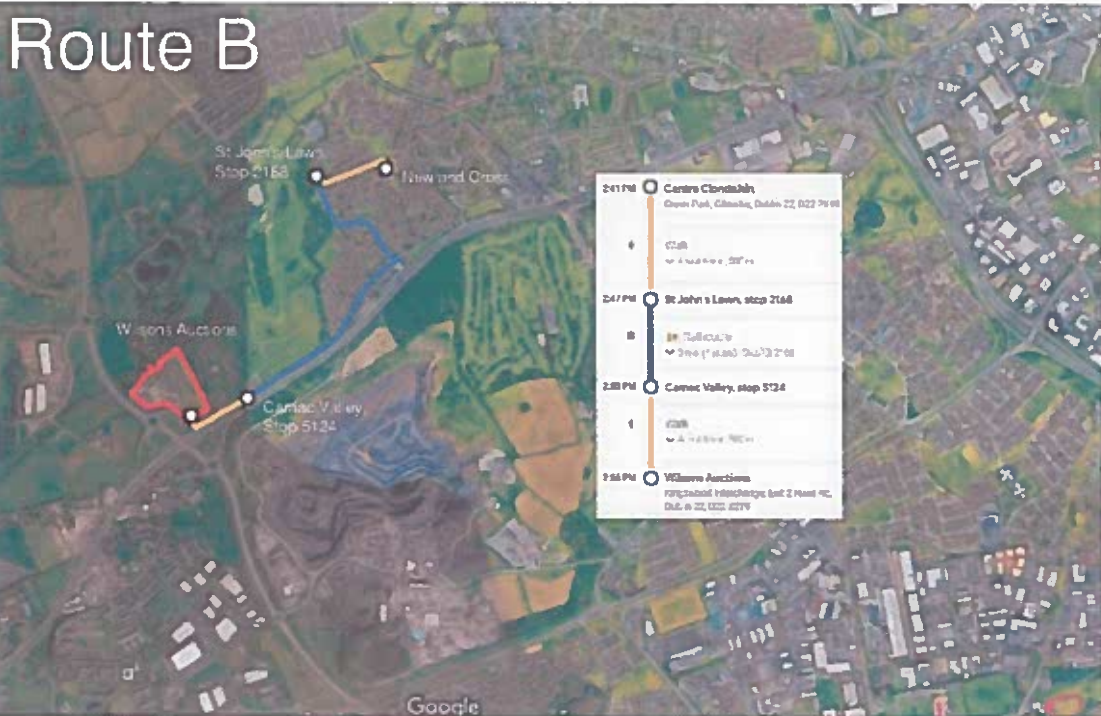


Fig B.1: Route B

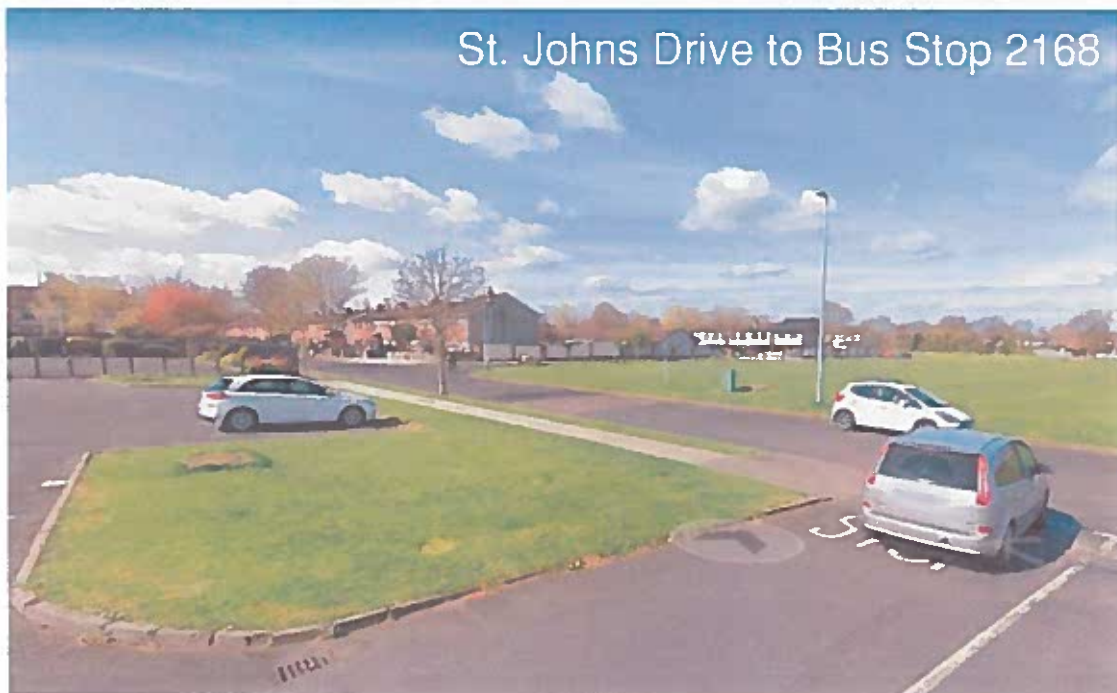


Fig B.2: Bus Stop



Fig B.3: Bus stop



Fig B.4: Bus stop

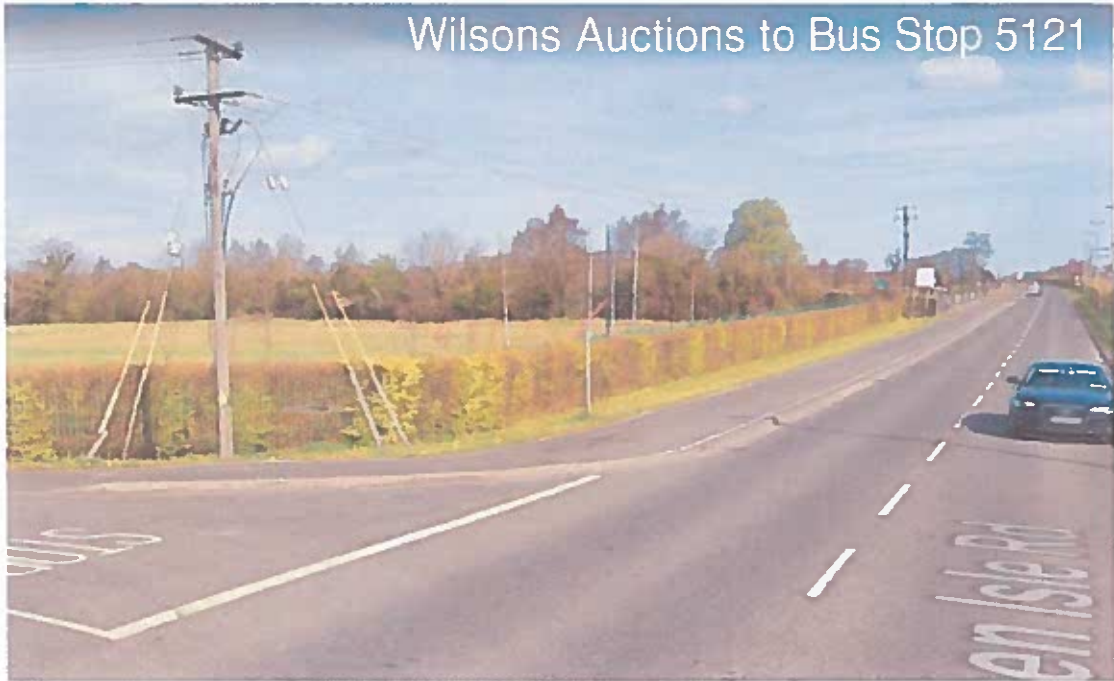


Fig B.5: Bus stop

Route C

Oldcastlepark



Fig C.1: Route C



Fig C.2: Old Castle Park Road



Fig C.3: pedestrian/Cycle Path



Fig C.4: pedestrian/Cycle Path

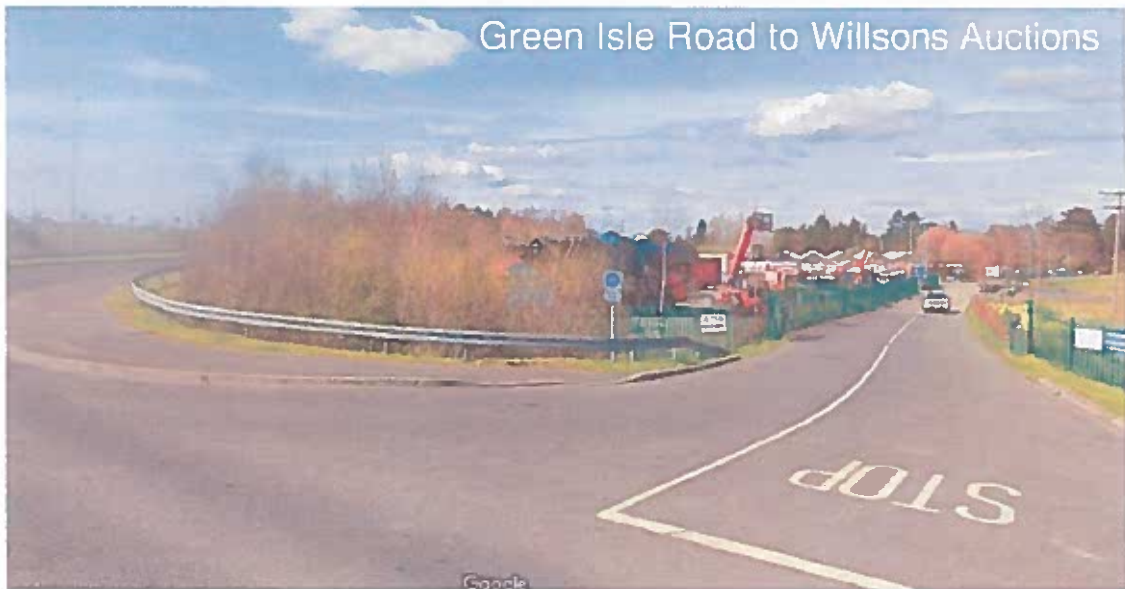


Fig C.5: Entrance to Willsons Auctions

Route D

Clondalkin



Fig D.1: Route D



Fig D.2: Bus Stop



Fig D.3: Bus Stop

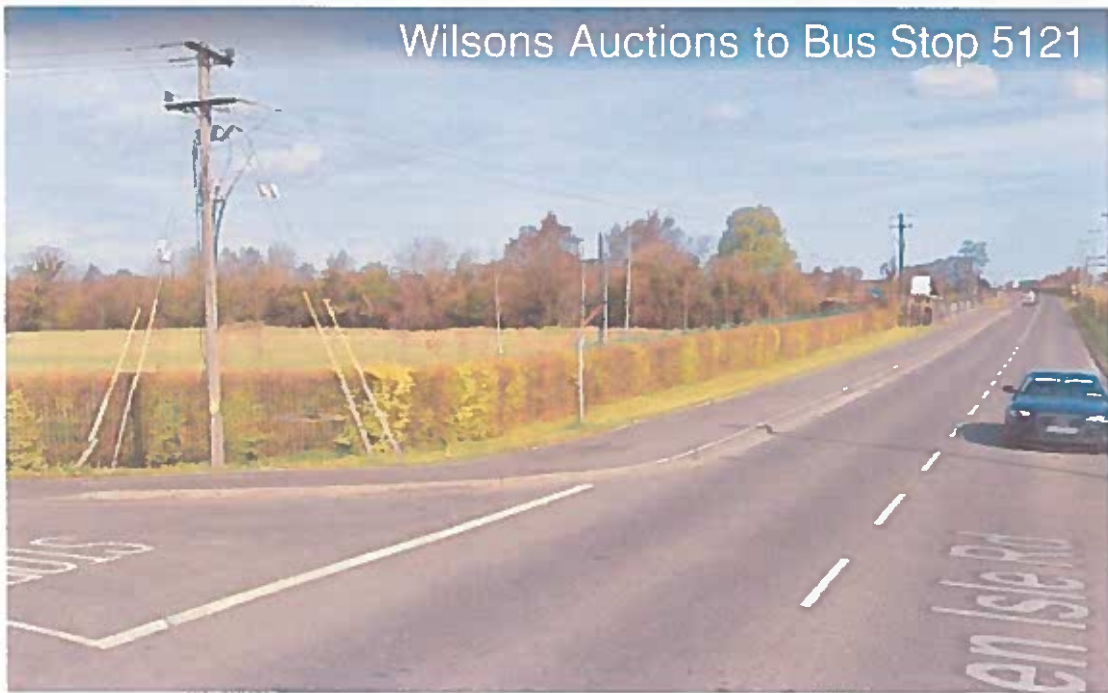


Fig D.4: Bus Sto

Route E

Kingswood Cross



Fig E.1: Route E



Fig E.2: Bus Stop

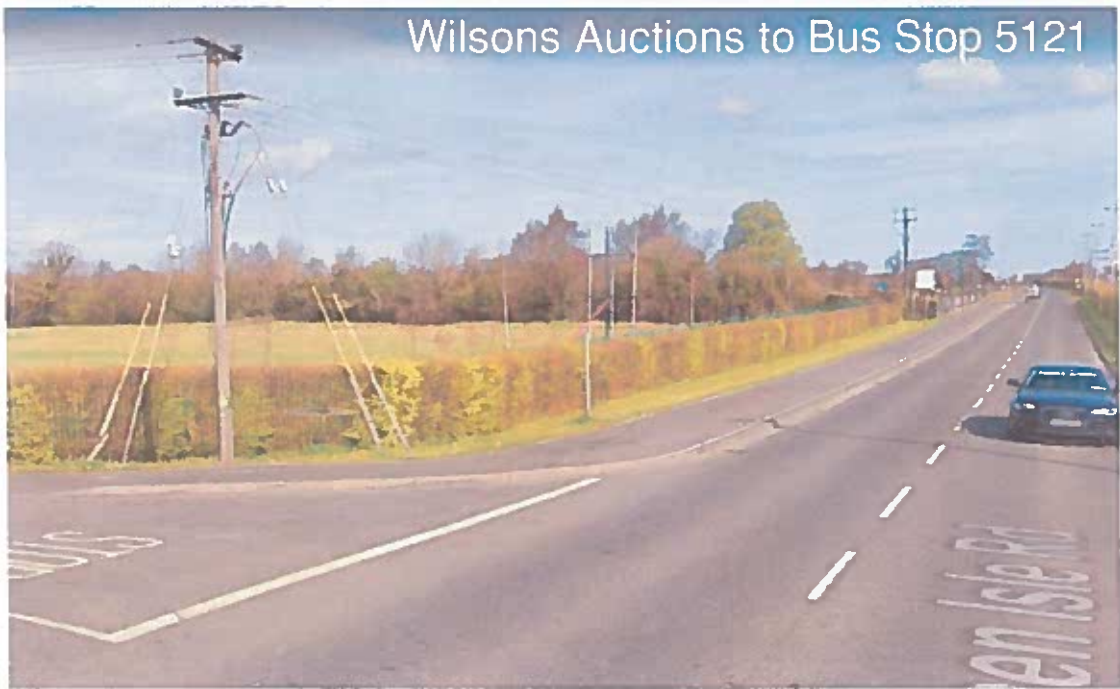


Fig E.3: Footpath on Green Isle Road