

## 4 TRAVEL SURVEY

### 4.1 Introduction

This document has been prepared in advance of construction of the proposed development. Therefore, no representative data is available to form a baseline for future interventions.

Instead, Census 2016 data was used as representative data which will be assumed for the opening year.

The data used represents Census 2016 Theme 11.1, 'Population Aged 5+ by Means of Travel to Work, School or College', for Ireland, 2016, at NUTS 3 level. Source: Ordnance Survey Ireland, Central Statistics Office

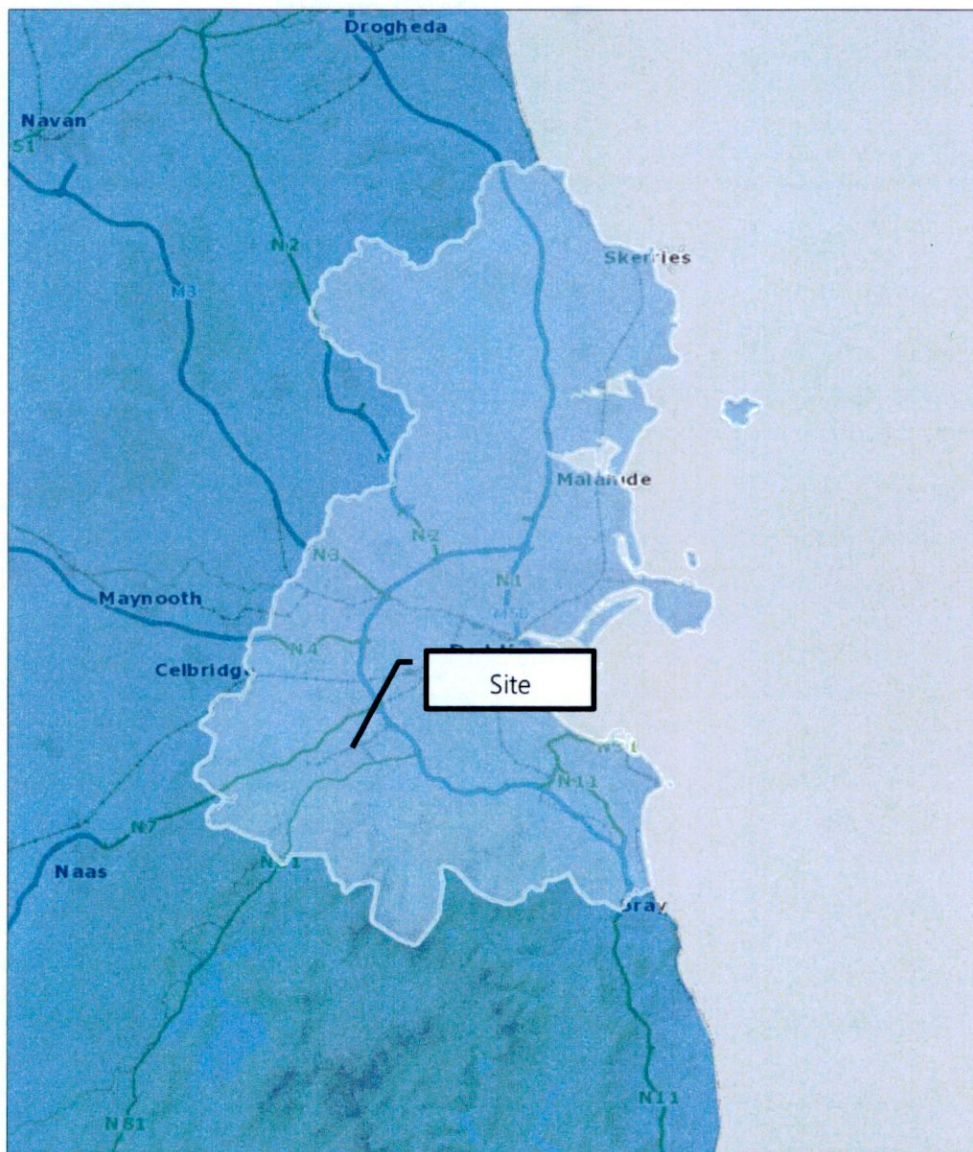


Figure 15 Study Area (Source: Census2016\_Theme11Table1\_Regions)



#### 4.2 Existing Commuter Travel Patterns – Work

Table 2 and Figure 16 illustrate the current modal choice for persons commuting for work purposes.

Work		
On foot - Work	71450	11.9%
Bicycle - Work	39998	6.7%
Bus, minibus or coach - Work	76425	12.7%
Train, DART or LUAS - Work	47339	7.9%
Motorcycle or scooter - Work	4336	0.7%
Car driver - Work	273503	45.6%
Car passenger - Work	16696	2.8%
Van - Work	18690	3.1%
Other (incl. lorry) - Work	1148	0.2%
Work mainly at or from home - Work	14463	2.4%
Not stated - Work	35907	6.0%
Total - Work	599955	100.0%

Table 2 Commuting to Work

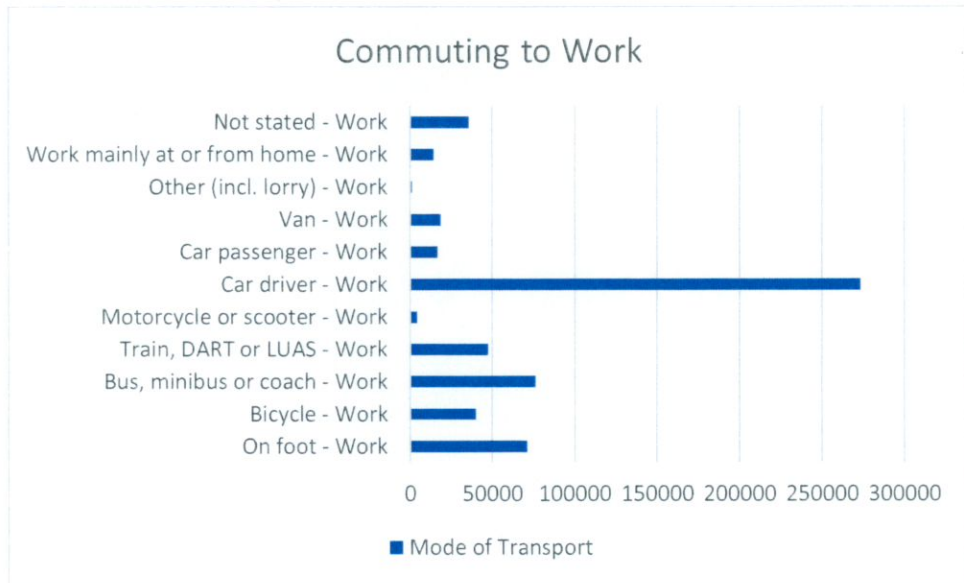


Figure 16 Commuting to Work

## 5 PREDICTED POST-DEVELOPMENT TRAVEL PATTERNS

### 5.1 Introduction

The current modal splits and the modal splits for the +5 years are illustrated in Table 3.

	Work	
	Commuter Usage (%) - 2023	Commuter Usage (%) (+ 5 years)
Modal Choice		
On foot	11.9%	12.00%
Bicycle	6.7%	10.00%
Bus, minibus or coach	12.7%	20.00%
Train, DART or LUAS	7.9%	10.00%
Motorcycle or scooter	0.7%	2.00%
Car driver	45.6%	35.00%
Car passenger	2.8%	5.00%
Van	3.1%	0.50%
Other (incl. lorry)	0.2%	0.50%
Work mainly at or from home	2.4%	5.00%
Not stated	6.0%	0.00%
Total	100.0%	100.00%

Table 3 Future Modal Targets

Section 2.4 of this report outlined the following targets which is based on national targets:

- Car – 45%
- Public Transport (Bus, light rail, train, etc) – 35%
- Walking – 10%
- Cycling – 10%

Given the access to public transport, walking infrastructure and cycle infrastructure some of these targets have already been achieved in Dublin. It is therefore proposed to improve on these targets as per Table 3.

Section 6 of the report will demonstrate how the setting of appropriate objectives and the appointment of a Travel Plan Coordinator to oversee their implementation will ensure that these targets are achieved.

## 6 OBJECTIVES OF TRAVEL PLAN STRATEGY

### 6.1 Introduction

A Travel Plan Framework is a tool that brings together site management issues relating to transport in a coordinated manner. This document puts in place the objectives of the mobility management strategy for the subject site and the specific measures designed to achieve these objectives.

While recognising that not all car trips can be eliminated, this strategy aims to provide sustainable transport choices for Staff and visitors at the site, thus leading to a reduction in private car use for the trip to and from the development. Specific measures for achieving effective modal shift away from the private car will be detailed.

The aim of this strategy is thus to introduce measures which will maximise the chances that the modal split targets for year of opening and 5 years thereafter are met if not exceeded.

The objectives of the Travel Plan Strategy for the development in order to meet the stated targets for the subject site are as follows:

- To manage the car parking resources in such a manner that generally discourages use of the private car for the journey to work and maximises the efficient use of the limited on-site spaces available (Objective No. 1).
- To encourage Staff to use public transport to/from Work by providing information on the services available as well as financial incentives to use public transport. New public transport schemes coming on stream will further aid the achievement of this objective (Objective No. 2).
- To encourage Staff to cycle to/from Work, if appropriate, by providing safe parking, appropriate showering facilities, financial subsidies and general information on the health benefits of cycling (Objective No. 3).
- To encourage to walk to/from Work if appropriate, by providing all necessary information on this mode of travel (Objective No. 4).

A number of the proposals listed to achieve these modal splits are easy and inexpensive to implement. Other measures require initial co-operation and co-ordination both within and between organisations or require an initial investment where this outlay is greatly outweighed by the subsequent benefits both to commuters and the environment.

### 6.2 Objective No. 1 - Maximising the Efficient Use of Car Parking Facilities

#### 6.2.1 Introduction

The data centres will be served by 36 car parking spaces of which 2 no. spaces will be accessible spaces and 4 EV spaces.

The site will employ 100 people working in 3 shifts as follows:

- 08:00-16:00 - 40 Employees
- 16:00-00:00 - 40 Employees

- o 00:00 – 08:00 – 20 Employees

Given the limited availability of on-site car parking at the subject site (a demand for 40 spaces with 36 spaces provided), the following measures will help both to generally discourage use of the private car for the journey to work and to maximise the use made of the limited on-site spaces available.

#### 6.2.2 Increasing Car Occupancy Rates

Shared lifts accounted for 1.4% of the overall car-based trips or 1.02 people per car based on Census 2016 data. This is considerably less than 1.08 people per car as recorded in the 2016 Census information.

The 5-year modal split targets indicate an increased occupancy rate of 1.2.

To achieve this, Staff will be encouraged to share lifts more i.e., one single car taking multiple members of staff to/from the development. Ridesharing refers to one-time shared trips arranged through a mobile app, Staff notice board etc. All passengers share a total ride cost, so the car owner saves on fuel costs. Should the return journey not be available, the person requiring the lift will be offered alternative ride share option or a subsidized public transport voucher.

### 6.3 Objective No. 2 - Encouraging Greater Use of Public Transport for Journeys to/from Work.

#### 6.3.1 Introduction

The increase from c. 20.9% to 30% on public transport modal split is based on expected local improvements to the public transport access i.e., Bus Connects, the roll out of High-Capacity Public Transport Routes and greater interchange between bus, rail and Luas. It is expected that these will come on stream over the coming years, together with upgrades and increased efficiencies within the existing infrastructure and maximising public transport information for staff and visitors.

While the Bus Connects and High-Capacity Public Transport Routes rollout may have no impact on the 5-year targets, in the longer term, its implementation will significantly improve public transport services at the subject site.



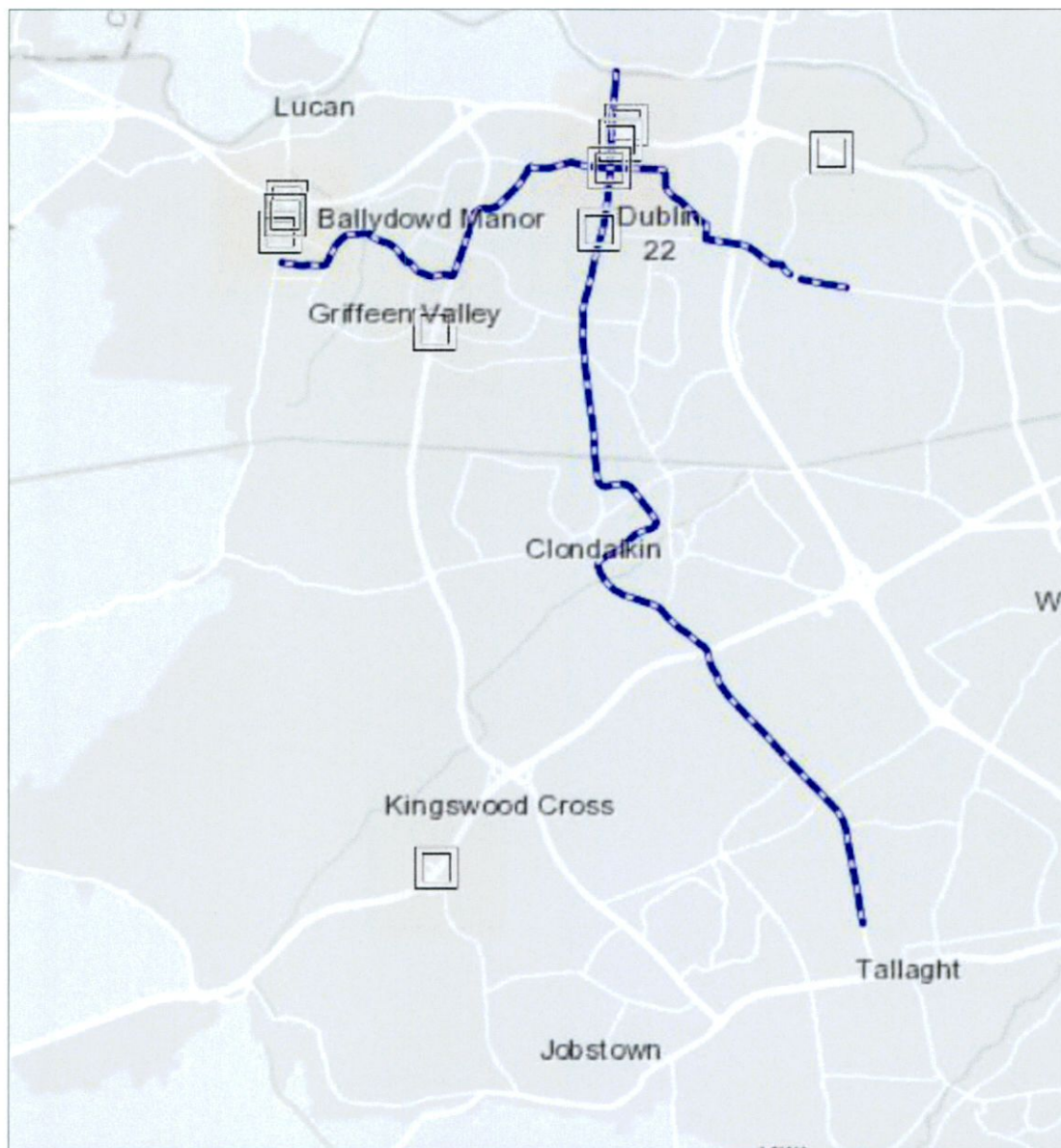


Figure 17 Long Term High-Capacity Public Transport Routes - Extract from South Dublin Development Plan 2022-2028

### 6.3.2 Public Transport Information

It is vital that timetable information is available to Staff and visitors in order to encourage maximum usage of the public transport system. Dublin Bus, and LUAS timetables will be posted on the notice board in staff areas / or the web site to be set up by on-site management.

#### 6.4 Objective No. 3 - Encouraging More Staff to Cycle to Work

Cycling will be a favoured transport option for a predicted c 6.7% of staff at the proposed development on its day of opening. It is hoped to increase to 10% over the next 5 years.

It is reasonable to assume a slight increase in this modal share over values pertaining in the locality, within the first 5 years after the opening of the development. This demand will be met with an appropriate level of cycle storage. Sheltered cycle parking will be provided on site.



Figure 18 Proposed Cycle Network - Extract from South Dublin Development Plan 2022-2028

The uptake in bike parking will be monitored using the periodic travel surveys, an example of which is included in Appendix A of this report. Should demand warrant it, additional cycle parking will be provided on site.

#### 6.5 Objective No. 4 - Encouraging More Staff to Walk to Work

Walking will be a favoured transport option for a predicted 11.9% of staff at the proposed development on its day of opening, increasing to 12% then years thereafter. This is in line with the recommendations contained within the Transport Strategy for the Greater Dublin Area 2016-2035.

By aligning the scheme to this strategy, the up take in walking to/from the development will increase as staff become aware of how accessible the site is. As the scheme is development, staff will be informed of key milestones with applicable routes displayed on internal staff notice boards.

## 6.6 Measures

### 6.6.1 Introduction

The below measures are suggested only, and future changes may be made over the course of the Travel Plan in conjunction with the local authority, to ensure that appropriate measures are in place.

### 6.6.2 Travel Awareness

Good accurate information on the range of services and travel initiatives available at the site will be a critical element of a successful Travel Plan.

The Travel Plan Coordinator will make new Staff aware of the existence of the travel plan by producing an information leaflet summarising the travel plan. The leaflet will be provided to new Staff as part of a welcome pack, prior to starting, to ensure that sustainable travel patterns are created from the outset.

The welcome pack will include, though not exclusively, the following:

- Introductory leaflet providing a summary of the travel plan, listing any key measures along with the contact details for the Travel Plan Coordinator.
- A map showing the location of the development in relation to the local area, highlighting the nearby bus, train and Luas stops and key local facilities within easy walking distance of the site.
- Public transport information, including:
  - A map showing the location of the development in relation to the local area, highlighting nearby bus, train and Luas stops.
  - Bus, rail and Luas timetables of existing local services from nearby bus and Luas stops.
- Active travel information, including:
  - A map showing local cycle and walking routes, which would also indicate the locations of cycle parking and cycle shops in the area.
  - Details of local bike repair shops/retailers and available discounts/promotions, along with available training and maintenance sessions.
  - Health information and details of local walk buddy and bike buddy groups.
- Information about car sharing.
- Details of local taxi firms.

The Travel Plan Coordinator will ensure that any changes to the Travel Plan or any relevant information such as timetable seasonal changes are passed on to members of Staff on a biannual basis in leaflet form or via noticeboards.

The Travel Plan Coordinator will promote and encourage Staff to participate in national and local events, organised by local groups or the local authority, aimed at promoting awareness of sustainable transport.

The range of events that will be promoted will be agreed and co-ordinated with South Dublin County Council.

#### 6.6.3 Walking

The Travel Plan Coordinator will encourage walking as a mode of travel to work. The following initiatives will be implemented:

- Provide a map showing walking routes as part of the welcome pack, indicating distances and times to key local facilities near to the site.
- Raise awareness of the health benefits of walking through promotional material in the welcome pack and on noticeboards.
- Audit the local footway and footpath network on an annual basis and report any defects and/or maintenance issues to the highway authority; and
- Liaise with a local taxi firm to provide competitive rates for Staff in case of emergency to replace the work walk journey.

#### 6.6.4 Cycling

The Travel Plan Coordinator will encourage cycling as an alternative mode of travel to work:

- The demand for cycle parking spaces will be reviewed annually with the number of spaces provided based on demand.
- Provide and promote personal storage areas for Staff' cycle kit.
- Arrange and promote discounts for Staff for purchase of cycles and accessories at a local retailer i.e., Bike to work scheme.
- Promote the availability of cycling information, including route maps and useful tips and guidance,
- Provide information to Staff and visitors on any local cycle proficiency 'Bikeability' courses.
- Promote Bike to Work Week
- Set up a Bicycle User Group (BUG).
- Audit the local cycleway network on an annual basis and report any defects and / or maintenance issues to the highway authority.
- Liaise regularly with the cycling officer at the local authority to ensure that up-to-date information is available regarding cycle routes, proficiency classes and other facilities for cyclists in the vicinity of the site; and,
- Liaise with a local taxi firm to provide competitive rates for Staff in case of emergency to replace the work cycle journey.

### 6.6.5 Public Transport

The Travel Plan Coordinator will actively promote public transport with the following specific measures to be implemented:

- Provide up-to-date public transport information, including route maps and timetables, within welcome packs and on-site noticeboards.
- Provide details of season tickets and any discounts that can be secured for Staff with the local public transport operators via their employer.
- Details of local taxi firms will be provided within the welcome pack.
- The Travel Plan Coordinator will provide details of websites and telephone advice services to enable Staff to obtain details on their individual journey requirements; and,
- Liaise regularly with public transport operators to ensure that information remains valid.

### 6.6.6 Personalised Journey Planning

Targeting individual journeys can be the most effective way of reducing car travel and encouraging use of sustainable modes. This initiative is most effective for those who currently travel by car and have no constraints to travel by sustainable modes.

The Travel Plan Coordinator will assist Staff in the development of a personalised journey plan for staff regular commute journeys. The journey plan could include (dependent on which modes of transport are identified as being of most interest):

- Maps showing the location of the bus, train and Luas stops to use at either end of the journey, along with the accompanying walk route to their origin and destination.
- Details of how and where to buy tickets, including the current cost for travel.
- Suggestions of how to incorporate elements of the journey to sustainable modes; and
- Timetable information for public transport services used on their journey.
- Offer information relating to tax saver commuter tickets.

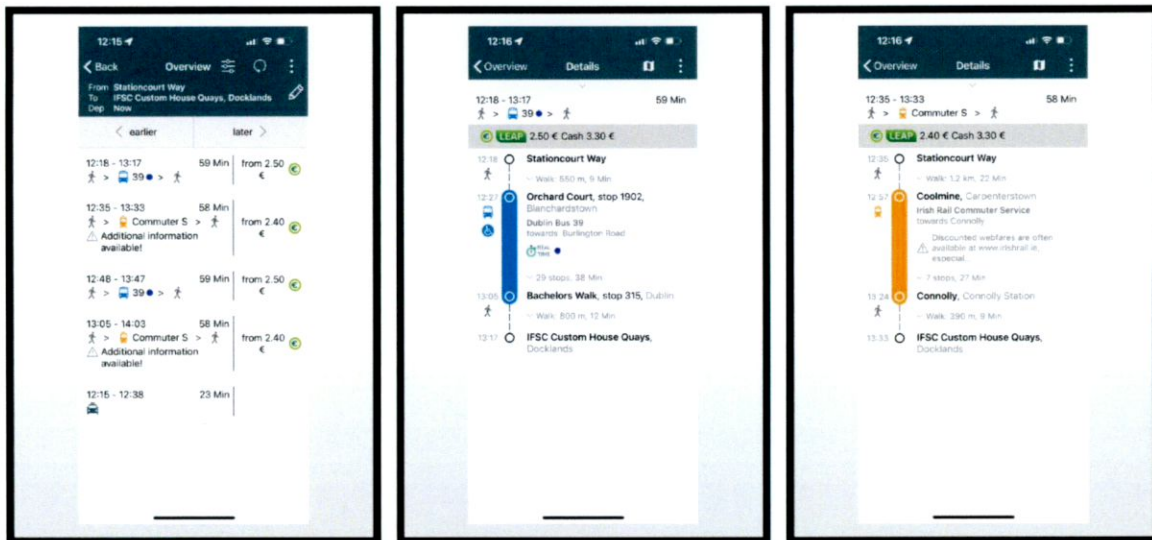


Figure 19 Example of Personal Journey Plan (Source: NTA Journey Planner)

### 6.6.7 Visitors

The degree to which visitors can be encouraged to use sustainable modes of transport will depend on a number of factors, including the accessibility of the site by public transport or other modes from the visitor's origin, as well as the purpose of the visit.

The Travel Plan Coordinator will encourage travel via sustainable modes for visitors by displaying information on a noticeboard within the grounds of the development, including, but not exclusive to, the following:

- the available public transport services passing the site.
- public transport timetables and stop locations.
- walking and cycling routes to the site, along with cycle parking; and nearest taxi ranks and contact details.

### 6.7 Marketing Summary

The Travel Plan Coordinator will be responsible for providing Staff with an overview of the travel plan in order to promote a range of modes of transport and increase awareness of the alternative modes. As noted above, the following marketing tasks will be undertaken as part of the travel plan implementation:

- Development of an introductory document for the travel plan, providing a summary of the contents and key measures for implementation, to be disseminated to Staff within their welcome packs.
- Welcome packs will be distributed to all Staff upon starting.
- Staff and visitors travel information noticeboards will be set up within the site, to promote new and ongoing measures along with events, for example, linked to Walk to Work Week and European Mobility Week. Noticeboards will be maintained by the Travel Plan Coordinator on a biannual basis, or as required.

- Updated information will be communicated to Staff and visitors, to identify any changes in bus timetabling, local area facilities, cycle training and maintenance courses etc.; and,
- A cycling group will be formed and meet on a regular basis, to encourage Staff to start cycling and maintain existing cycling modal split.

## 7 ROLE OF THE TRAVEL PLAN COORDINATOR FOR THE PROPOSED DEVELOPMENT

### 7.1 Appointment Of Travel Plan Coordinator

It will be the intention of on-site management at the proposed development' that a Travel Plan Coordinator be appointed to administer, implement, monitor and review travel plan management issues within the development. The coordinator will also liaise with the local authority, public transport companies and facility managers on issues relevant to the maximisation by commuters of non-car-based journeys to work.

### 7.2 Duties Of the Travel Plan Coordinator

This development is founded on minimal use of the private car by all Staff and the maximization of travel by soft modes and public transport.

It will be the intention of the on-site management team that a Travel Plan Framework Coordinator be appointed to administer, implement, monitor and review mobility management issues within the development.

The coordinator will also liaise with the local authority, public transport companies and facility managers on issues relevant to the maximisation by commuters of non-car-based journeys to work.

There are a range of measures that will be undertaken by local facility managers in order to aid in the reduction of car-based journeys to work.

The co-ordinator will have a vital role in encouraging and enabling organisations on the subject site to adopt the measures listed within the document to achieve the objectives listed within Section 6. The duties of the co-ordinator are detailed below under the following headings:

- Promoting the environmental and health benefits of individual travel choices
- Promoting bike use
- Promoting walking
- Promoting rail, Luas and bus-based travel

### 7.3 Promoting The Environmental and Health Benefits of Their Travel Choices

It will be the duty of the coordinator to make Staff aware of the environmental and health consequences of their travel choices. Various media should be employed in order to communicate this message. These could include a newsletter and a mobility website, providing information on issues such as available public transport services, where to buy a bike, the health benefits of cycling / walking, and a list of co-Staff who might potentially car-share.

### 7.4 Promoting Bike Use

The coordinator can promote the use of this mode of travel using other measures such as the setting-up of a cycle users' group so that experienced cyclists within the development can help encourage newcomers to the mode of travel. The coordinator can also help by keeping tool kits and spare parts on site for cyclists to avail of. The web site and newsletter could also be an aid to encouraging the mode of travel by encouraging the potential time savings involved. Also, the



coordinator can keep in contact with the local authority to monitor the progress in implementation of the proposed cycle track network in the locality.

It would also be possible for on-site management to agree a group bicycle insurance scheme for Staff at preferential rates in order to maximise its use as a mode of travel to work.

#### 7.5 Promoting Walking to/from Work

As with cycling, the coordinator should promote the health and fitness benefits of walking and its general viability as a method of getting to school, college or work. The coordinator can also liaise with the local authority on work being done in the vicinity of the candidate site to make the local road network more pedestrian friendly.

#### 7.6 Promoting Rail and Bus Based Travel to/from Work.

The coordinator will promote a public transport culture among Staff. The coordinator can use the newsletter and website to provide information on public transport, in particular timetable information, local public transport stops and route planning, together with information on annual and monthly public transport tickets, carrying potential tax benefits for commuters.

#### 7.7 Monitoring The Modal Splits for The Staff' Journey to/from Work

##### 7.7.1 Introduction

In order to maximise the effectiveness of the Travel Plan Framework, the coordinator should be responsible for the ongoing monitoring of the modal splits within the plan, including the carrying out on a regular basis of travel surveys for Staff.

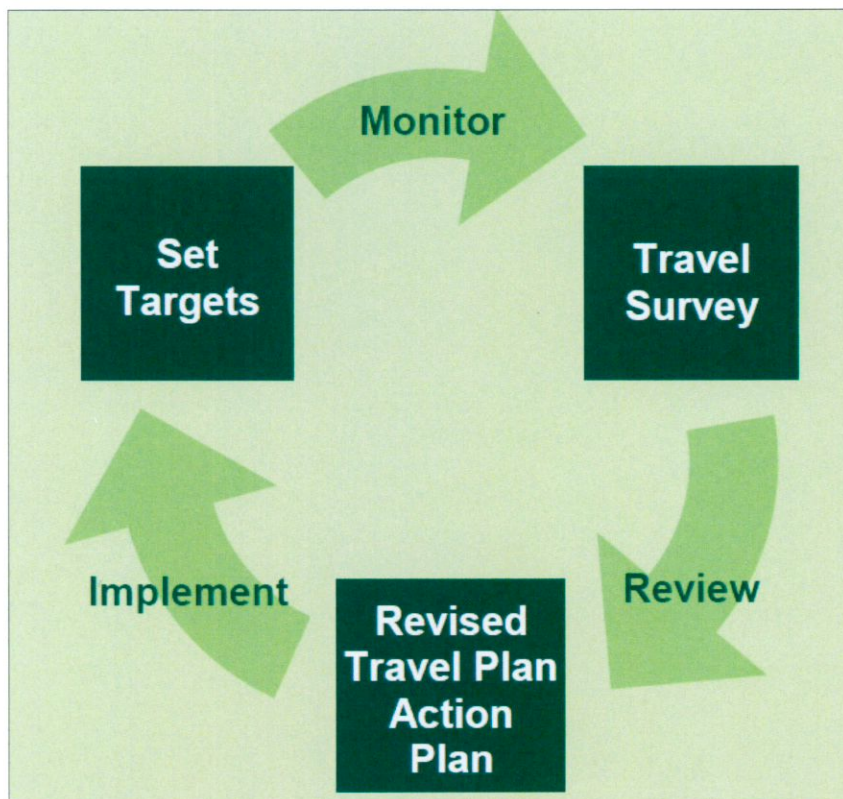


Figure 20 Monitoring Process

Monitoring this Travel Plan is an essential part of the whole process. Monitoring means regularly checking the progress towards the targets with activities such as Staff travel surveys or vehicle counts. It enables the Travel Plan Coordinator to see whether or not the Travel Plan initiatives are having the desired effect on people's travel behaviour.

The following will be the key cornerstones of how the Travel Plan will be monitored:

- Baseline travel figures need to be established very early on so that there is something to benchmark progress against.
- Travel Plan monitoring needs to take place at regular, agreed intervals (1,3,5 & 10 years). Monitoring enables you to test whether the Travel Plan initiatives have been a success or whether interventions are required.
- Monitoring allows the Travel Plan Co Ordinator to review progress towards the targets and objectives.
- Regular monitoring is a requirement for Travel Plans secured through the planning process and the frequency of reports needs to be agreed with the Local Authority.
- Travel Plan objectives and targets should form the basis of the monitoring strategy as it is these that you are monitoring progress against.
- Different types of monitoring tools can be used to collect the travel data required.

### 7.7.2 Responsibility

Monitoring is generally the responsibility of the Travel Plan Coordinator, which will be supplemented by external parties to undertake traffic counts, surveys or questionnaires on their behalf if and when required.

### 7.7.3 Baseline

For the purpose of this application, general modal data has been used to assess the opening year modal split. In order to monitor a Travel Plan's success, it's important to get accurate baseline modal figures in Year 1.

A staff travel survey will be carried out within 12 months of full occupancy of the development in order to establish an accurate baseline figure on how Staff get to work, so future success can be compared with these results.

Baseline travel numbers are also essential for setting Travel Plan targets, therefore, the targets referenced in Table 3 will be reassessed.

Monitoring needs to take place at regular, agreed intervals. It is advised that monitoring is carried out annually for the first few years to see if the Travel Plan measures are working.

Monitoring should be carried out at the same time each year. It is recommended that surveys are carried out during the spring and autumn, and that school holiday periods are avoided.

It's a good idea to keep the format of questionnaires and surveys similar year on year in order to ensure that the results are comparable to your previous findings.

### 7.7.4 Tool Kits

There are several different methods of gathering the data that the Travel Plan Coordinator will need to monitor your travel plan:

- Travel questionnaires aimed at Staff or visitors. An example survey is located in the Appendixes.
- On site vehicle counts.
- Travel audits that look at mileage claims, requests for public transport tickets, cycle mileage claims, and distances travelled.
- Accessibility assessment – how accessible is your site for all different modes of transport?

At the intervals to be agreed with the Local Authority, the Occupier will submit a monitoring report which will contain:

- Details of progress made since the submission of the previous annual report and any other changes which have occurred over the year which are significant to the Plan.
- An assessment of travel survey results and any other monitoring such as vehicle counts.
- An assessment of whether targets have been met or are on track to be met.
- Any revisions to be made to the Travel Plan.
- Whether or not remedial measures are to be implemented at this stage.

- Actions for the forthcoming year which should be set out in a Travel Plan Action Plan.

#### 7.7.5 Corrective Actions

It is important to establish a remedial strategy within the Travel Plan document so that all interested parties are clear what you will do if targets are not achieved, or if it looks unlikely that they will be achieved.

By including a remedial strategy in the Travel Plan, it also helps to demonstrate the Applicant's commitment to achieving these targets.

The remedial strategy will include specific ideas for actions, access controls or the addition of extra measures. The aim of any remedial strategy should be to ensure that the organisation can work to meet the objectives of their Travel Plan.

In the event that the Travel Plan is failing to meet the agreed targets, the remedial strategy should be put into practice in order to help get the Travel Plan 'back on track' as soon as possible.

## 8 CONCLUSION & SUMMARY

### 8.1 Introduction

This Travel Plan framework is proposed to ensure the sustainability travel patterns to/from the development.

This Travel Plan Framework will actively manage the parking provision and further reduce car usage at the subject site by detailing objectives for the achievement of a sustainable travel culture for Staff at the development, by listing measures to achieve these objectives and by committing to appoint a travel plan coordinator to oversee and monitor progress towards the improved modal splits predicted for the site five years after opening and in the longer term into the future.

Appendix A Sample Travel Survey