APPENDIX I

Mobility Management Plan

Travel Plan

(Mobility Management Plan)

Appendix I

For

Citywest Cemetery
(RFI Stage SDCC Reg. Ref.:
SD22A/0457)

At

Garter Lane, Saggart,
Co. Dublin.

SUBMISSION ISSUE

NRB
consulting engineers

Contents

1.0 INTRODUCTION

1.1 NRB Consulting Engineers have been commissioned to prepare a Mobility Management Plan / Travel Plan in support of a planning application for a Cemetery at Garter Lane, Saggart, Co. Dublin (SD22A/0457) on lands previously in use as Citywest Golf Course.

1.2 This report has been prepared to address RFI Item 7D which states that "*The applicant is requested to submit a Mobility Management Plan detailing the predicted number of visitors travelling to and from the site by public transport or active travel and any measures to be put in place to promote the use of sustainable transport*".

1.3 The planning application involves the development will of a cemetery including 8,047 No. traditional burial plots, 1 single storey reception building, and ancillary maintenance shed, bin and battery storage structures. The development includes a vehicular access point serving the proposed cemetery from Garter Lane.

1.4 Whilst it is widely accepted that an MMP is best prepared at development opening, which allow targets to be set based on the staff/visitor profile, the basis of the Report does provide a structure for the Management Company & the appointed Mobility Management Plan Co-Ordinator to follow from the opening of the cemetery. Once the staff/visitor profile is known, the travel habits and travel choices can then be best monitored & influenced. Modal shift targets will be set and included when a working MMP is in place.

1.5 This report has been prepared in order to explain the applicant's commitment to the promotion of more sustainable and cost effective travel habits among the staff and visitors of the scheme. In this case, this is supported by significantly reduced provision of car parking of 66 spaces for the development and enhanced bicycle parking accommodated.

What is a Travel Plan?

1.6 Travel Plans, originally and elsewhere called Mobility Management Plans (MMPs), they originated in the United States and the Netherlands in the late 1980s. In the US, employers over a certain size (generally over 100 employees) were required to implement 'Trip Reduction Plans' in order to reduce single-occupancy car commuting trips, and to increase car occupancy.

1.7 A MMP or Travel Plan (TP) consists of a package of measures put in place to encourage and support more sustainable travel patterns. Such a plan usually concentrates on work commuting patterns. In essence, a TP is useful not only to reduce the attractiveness of private car use, but also for the ability to promote and support the use of more sustainable transport modes such as walking, cycling, shared transport and mass transit such as buses and trains.

1.8   In this case, for a development at planning stage where no staff or visitors are identifiable, a TP or MMP can only set out and identify the range of measures that could be put in place and assist in identifying the quality of alternative modes of travel that may be available to staff and visitors, in the event of construction and operation of the cemetery.

Aims and Objectives of this Travel Plan

1.9   The package generally includes measures to promote and improve the attractiveness of using public transport, cycling, walking, car sharing, or a combination of these as alternatives to single-occupancy car journeys. A TP can consider all travel associated with the cemetery, including work travel, fleet management, deliveries, and visitor access.

1.10   It should be considered as a dynamic process where a package of measures and campaigns are identified, piloted and monitored on an on-going basis. This TP supports the reduced provision of car parking and higher cycle parking space numbers at the subject development.

1.11   The changes which are being sought as part of any plan may be as simple as car sharing one-day per week, or walking on Wednesdays, or taking the bus on days which do not conflict with other commitments or activities.

1.12   This plan assists by identifying the range of measures that could be put in place and assists in identifying the quality of alternative modes of travel that may be available to staff/visitors, in the event of construction and opening of the cemetery.

1.13   It is envisaged that once in place, the Travel Plan will enable the following benefits to be realised for the Development:

- Reduced car parking demand and reduced congestion on the local road network due to lower demand for private car transport and/or more efficient use of private motor vehicles,
- Improved safety for cyclists and pedestrians,
- Direct financial savings for those taking part in the developed initiatives, through higher than average vehicle occupancy rates,
- A reduction in car parking and car set-down demand, resulting in improved operational efficiency and safety for all,
- Improved social networking between all those participating in the shared initiatives,
- Improved environmental consideration and performance,
- Improved public image for the development, which sets an example to the broader community and may lead to staff and visitors making better travel decisions in the future,
- Improved health and well-being for those using active non-car transport modes,
- Regular liaison with the Local Authority and public transport providers to maintain,

improve, and support transportation services to and from the site,

- Improved attractiveness of the development to staff and visitors,
- Optimal levels of safety for all staff and visitors.

Methodology

1.14   As part of this Travel Plan, reference has been made to the following documents:

- Your Step By Step Guide To Travel Plans (NTA 2012);
- Achieving Effective Workplace Travel Plans (NTA 2011);
- Traffic and Transport Assessment Guidelines (TII);
- Traffic Management Guidelines (DoELG, 2003);
- Mobility Management Plans – DTO Advice Note (DTO, 2002);
- The Route to Sustainable Commuting (DTO 2001);
- Smarter Travel: A Sustainable Transport Future (DOT)

1.15   Consultation with key stakeholders is an essential part of any Travel plan. As discussed below, as part of the operational phase of this development, a Travel Plan Coordinator Role will be appointed from within the Management Company.   Following on, once operational, staff and visitors will be asked to complete detailed questionnaires on essential data in relation to their existing travel patterns. This information will be used to inform the ongoing implementation, monitoring and review of the plan for this development.

1.16   This information has been used herein as the basis for the assessment, conclusions and recommendations.

2.0 ACCESS BY MODE – ALTERNATIVE TRANSPORT ACCESSIBILITY

2.1 The development consists of the construction of a cemetery which includes 8,047 No. traditional burial plots, Columbarium walls, 1 No. single storey reception building, ancillary maintenance shed, bin and battery storage structures, 2 No. vehicular access points serving the proposed cemetery, and car and bicycle parking. The development is provided with secure off street parking areas for bicycles, and a limited number of private car parking spaces (with associated site works and services).

2.2 Of course, an MMP or TP is best prepared and implemented once a development is operational, as travel habits and choices can then be best monitored and influenced. Once operational, any successful Travel Plan will concentrate on journeys associated with staff and visitor travel patterns. These are the groups which can most practically be encouraged to use modes of transport other than the car.

Cycling and Walking Facilities

2.3 At present, pedestrian/cycle traffic at/to the existing site is served by an extensive network of footpaths and ever improving cycle lanes/facilities including cycle lanes on the public roads around the site, though cyclists currently share space with vehicles on Garter Lane itself. However, on Fortunestown Lane, south of the subject site, there are segregated pedestrian/cycle route located on the southern side of the carriageway and an on-road cycle lane with protection kerbs (eastbound) located on the northern side of the carriageway, as shown in *Figure 2.1*.

Figure 2.1 – Cycle Facilities on Fortunestown Lane

2.4   The key to cycle accessibility is convenient safe links, with secure and carefully sited cycle parking. Cycling is ideal for shorter journeys. South Dublin County Council (SDCC) have developed their Cycle South Dublin Policy in their latest Development Plan 2022-2028. A significant amount of work has been carried out in the provision of facilities for Cyclists within SDCC.

2.5   The SDCC vision, as set out in their *Cycle South Dublin* Programme of works is an ambitious programme of work that reflects the increasing importance of making cycling a realistic and integral part of how people move around the County. It proposes a set of 41 projects that would deliver nearly 210km of new and improved cycle lanes over the next ten years. The programme has been prepared against the backdrop of the Council's commitments to Sustainable Travel; Climate Change; Building Stronger Local Economies and Improving Personal Health and Wellbeing. There are proposals to upgrade Fortunestown Lane, as shown in *Figure 2.2*.
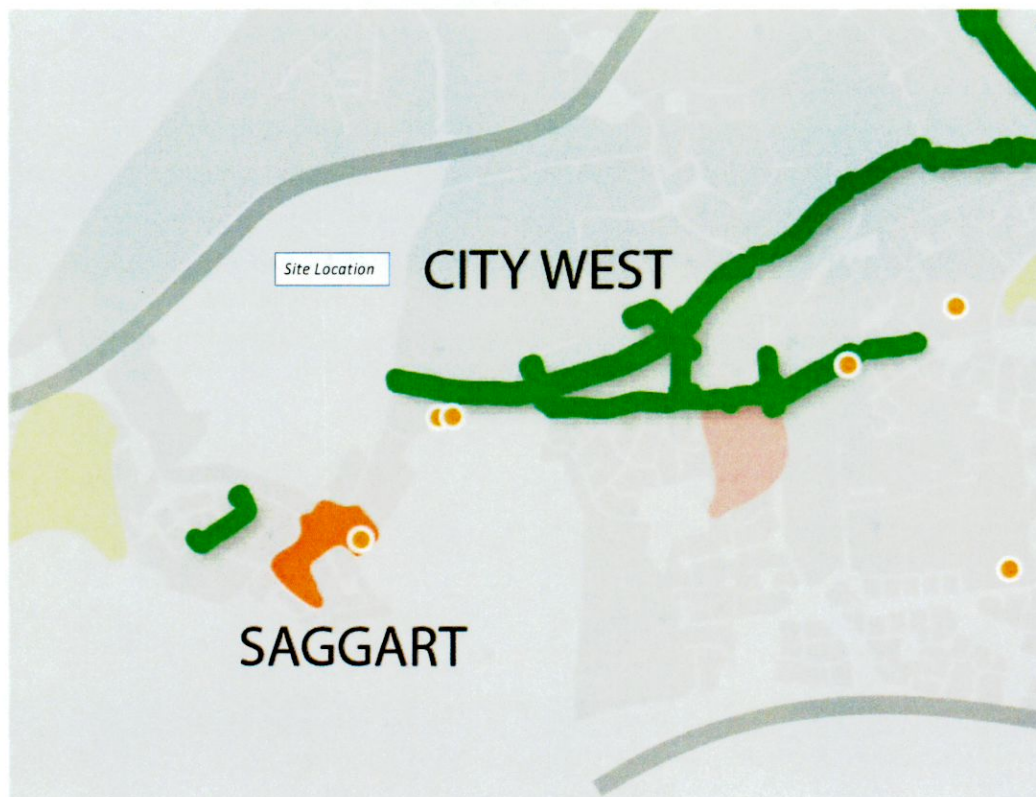
Figure 2.2 – Cycle South Dublin

2.6   For journeys greater than 8km, it is recognised that a modal shift to cycling could be achievable for some, but not all, and options such as public transport and car sharing should be considered. Journeys up to 8km could be undertaken by bicycle and journeys up to 3-4km could be undertaken by walking or cycling.

2.7   The cemetery is within an easy walk of a large residential catchment, and of course it is also within an even wider catchment based on cycle distance. In these terms we believe that walking and

cycling will represent the most popular sustainable mode of travel for staff and visitors of the cemetery. An example of the walking distance from the proposed cemetery is illustrated below as *Figure 2.3.* From this figure is it shown that the proposed cemetery is within walking distance of Saggart Village and it's Churches, and the many established residential developments located around the village. It is also in walking distance of the more recently built residential areas in east Saggart, developed around Fortunestown Lane.
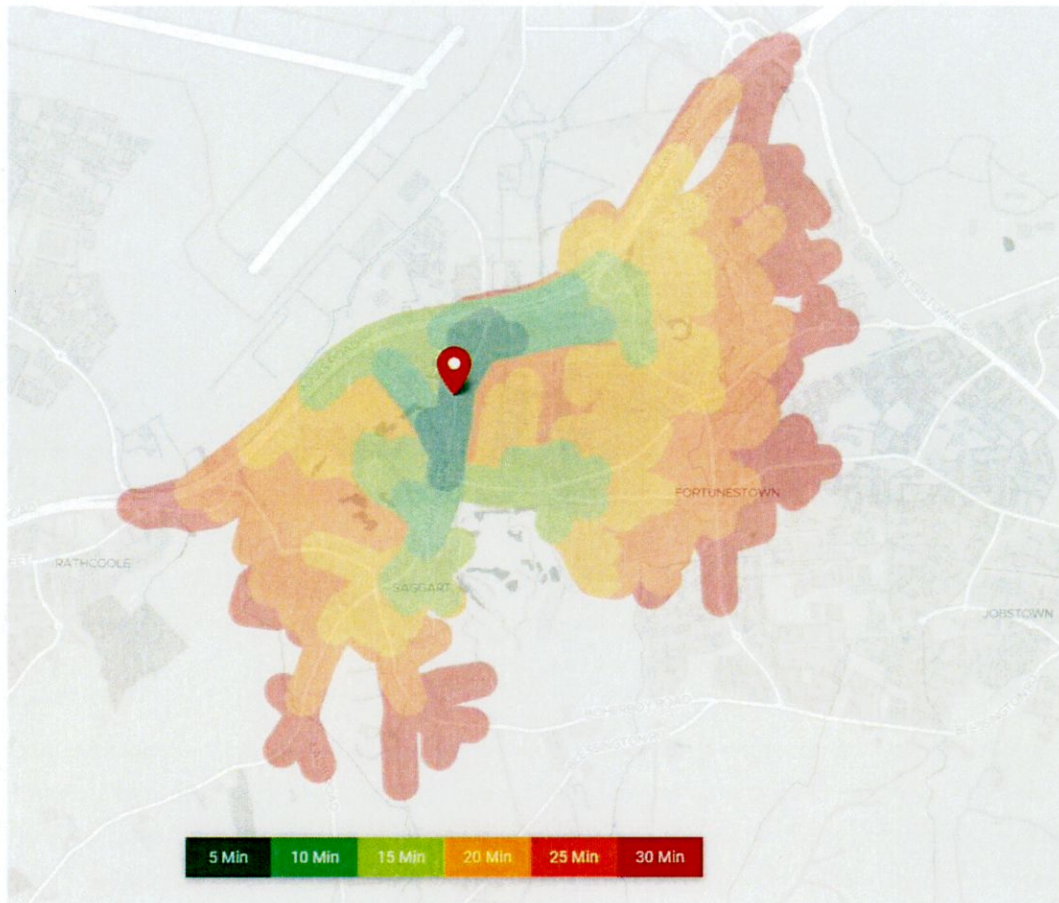
Figure 2.3– Walk Distance From Proposed Citywest Cemetery (30 Mins)

2.8   A similar illustration showing the typical cycle distance from the proposed cemetery is included as *Figure 2.4* below. From this figure is it shown that the proposed cemetery is within cycle distance of Saggart Village, but also includes other destinations such as Rathcoole, Jobstown and west Tallaght.

2.9   These illustrations are provided in order to demonstrate the proposed cemetery's accessibility by bicycle and on foot to a very large area of the surrounding residential developments.
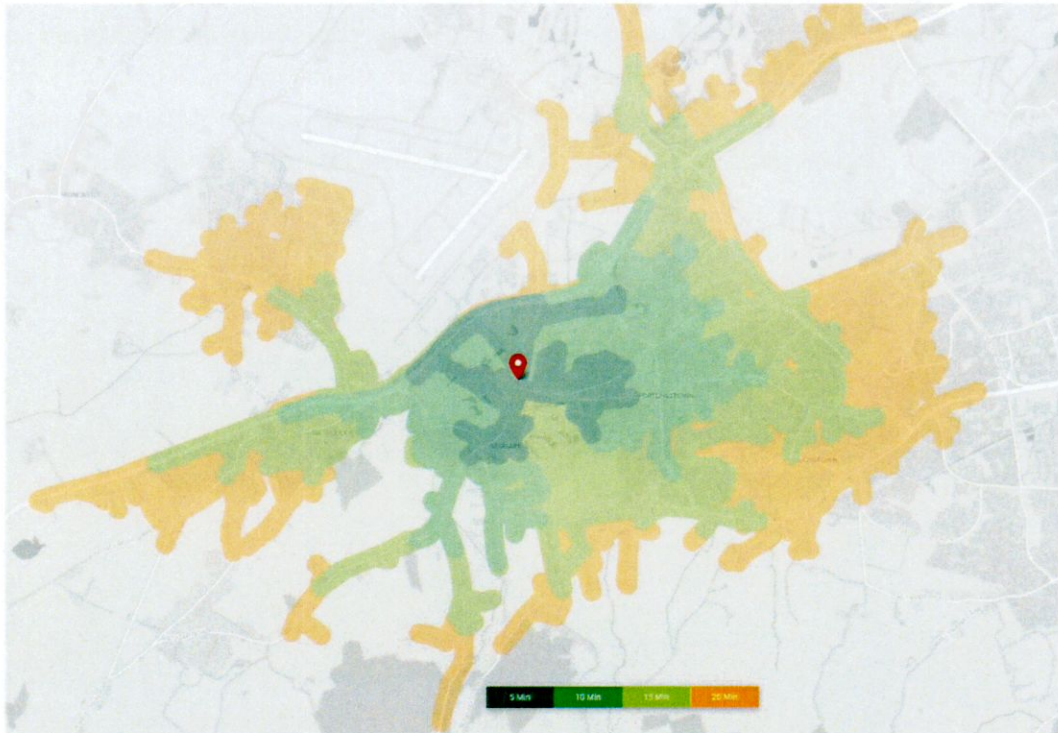
Figure 2.4 – Cycle Distance From Proposed Citywest Cemetery (20 Mins)

2.10   It is acknowledged that cyclists need to be confident that their cycles will not be tampered with. This development therefore includes secure accessible cycle parking spaces beside the reception, all of which are beneficially in an area subject to passive surveillance.

2.11   The SDCC Development Plan vision is to cultivate a cycling culture, through the implementation of appropriate infrastructure and promotional measures, which positively encourages all members of the community to cycle at all life stages and abilities as a mode of sustainable transport that delivers environmental, health and economic benefits to both the individual and the community.

Bus Provision

2.12   The proposed cemetery is well placed to take advantage of the existing and future Dublin Bus and services, with several stops serviced by high frequency bus services in close proximity to the site. Bus stop locations & service Numbers proximate to the site are illustrated in *Figure 2.5*

Figure 2.5 – Bus Stops in Proximity to the Site

2.13 The Bus Stops adjacent the proposed cemetery are currently served by Dublin Bus Services 69, 65b and 77a. In addition, in terms of Future Planned Services, the NTA have recently published details of the overall bus network for the GDA, the 'New Dublin Area Network' - showing Spine Routes, Feeder and Orbital Routes. Immediately adjacent the site, Orbital Route W6 (Blue) and Radial Route 58 (Purple), and Express Route X58 (Yellow) are intended to serve Garter Lane. The D Spine Route with higher frequency services is a very short walk from the site on Citywest Road to the east, in additional to the Orbital Route S8 (Blue). High frequency LUAS services via the Red Line are accessible c600m walk distance to the west at the Saggart Stop / Terminus.

2.14 An extract from the NTA Plans showing the site location is included below as *Figure 2.6*.

Figure 2.6 – NTA Network Plans & Site
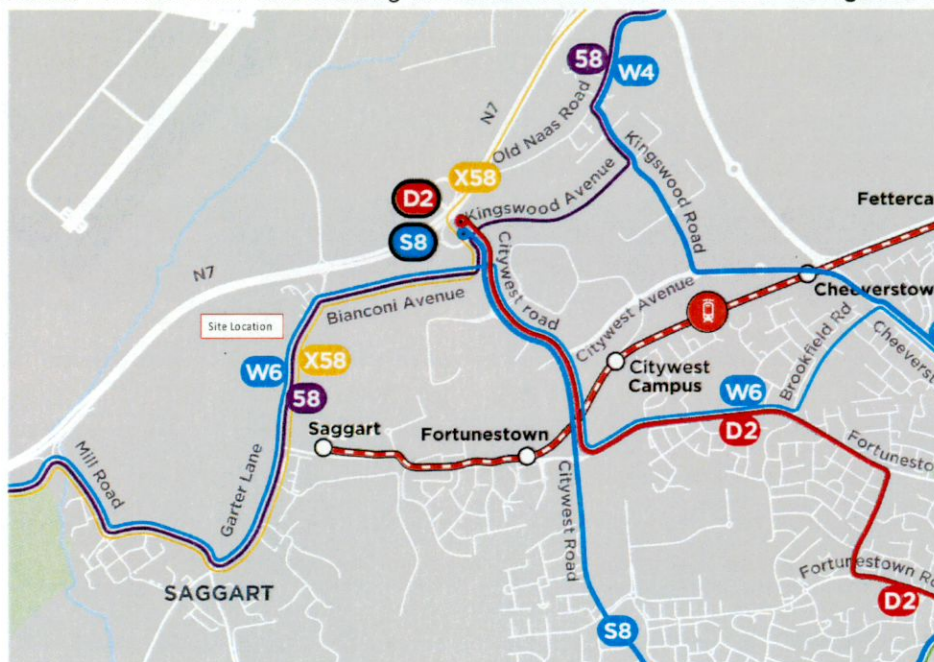
2.15   This future network shows that the site's accessibility to bus services will be further enhanced, with a high frequency and permeable service to be provided.

2.16   An extract from the NTA Bus Spine Frequency Tables is included below as *Figure 2.7 ("The number in each box is the expected time in minutes between buses")*

Spine 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.

D-SPINE	Malahide Rd - City Centre - Crumlin	8	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	8
D1	Clongriffin - City Centre - Grange Castle	30	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	30
D2	Clare Hall - City Centre - Citywest	30	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	30
D3	Clongriffin - City Centre - Clondalkin	30	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	30
D4	Swords Road - City Centre - Killinarden	60	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	60
D5	Edenmore - City Centre - Tallaght	60	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	60

Figure 2.7 – Extract NTA Core Bus Network GDA – Spine Bus Frequency

2.17   Immediately adjacent the site, **Orbital Route W6** (Blue) will serve Garter Lane, while **Orbital Route S8** (Blue) will serve Citywest Road, with the expected frequency of these services as illustrated in extracts included **Figure 2.8** below. This confirms that the intention is for **Orbital Route W6** every 30 minutes and **Orbital Route S8** every 15-20 mins, both of which will in turn connect to Main Spine Routes.

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.

Orbital Routes		Weekday																		
Route no.	To and From	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11
O	Inner Orbital (North and South Circular)	30	15	8	8	8	8	8	8	8	8	8	8	8	8	15	15	15	15	30
N2	Heuston - Broombridge - Clontarf Rail Station		20	15	15	20	20	20	20	20	20	15	15	15	20	30	30	30	30	30
N4	Blanch. SC - Finglas - DCU - Collins Ave - Docklands	20	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	20
N6	Finglas - Santry - Coolock - Donaghmede	20	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	20
N8	Blanch SC - Dublin Airport - Clongriffin	60	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	60
S2	Heuston - Kimmage - Ballsbridge - Poolbeg	30	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	30
S4	Liffey Valley - Ballyfermot - Crumlin - Milltown - UCD	20	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	20
S6	Tallaght - Dundrum - UCD - Blackrock	30	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	30
S8	Tallaght - Sandyford - Dún Laoghaire		20	15	15	20	20	20	20	20	20	15	15	15	20	30	30	30	30	30
W2	Liffey Valley - Clondalkin - Tallaght	30	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	30
W4	Blanch. SC - Liffey Valley - Grange Castle Rd - Tallaght		30	15	15	30	30	30	30	30	30	15	15	15	30	30	30	30	30	60
W6	Maynooth - Celbridge - Citywest - Tallaght		30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	60

Figure 2.8 – Extract NTA, Radial Route Bus Frequency

2.18   Immediately adjacent the site, **Radial Route 58** (Purple) will serve Garter Lane, with the expected frequency of these services as illustrated in extracts included **Figure 2.9** below. This confirms that the intention is for **Radial Route 58** every 60 minutes. The X58, is an Express Route which is intended to operate twice in the AM peak and once in the PM peak.

Radial 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.

Radial Routes		Weekday																		
Route no.	To and From	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11
48	Ashington Park - Parnell Square		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
52	Collinstown - Easton Road - City Centre - Ringsend		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
58	Rathcoole - City Centre - Dublin Port		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
60	Red Cow - Cherry Orchard - Decies Rd. - Spencer Dock		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60

Figure 2.9 – Extract NTA, Radial Route Bus Frequency

2.19   With the current and future planned bus services, the site is therefore clearly located within easy access to very high frequency bus services.

2.20   All of the current & future Dublin Bus routes passing the development are operated using new low-floor wheelchair accessible city buses. Details of route, timetables and fares are provided on www.dublinbus.ie and on the Transport for Ireland National Journey Planner App.

LUAS

2.21   The site is also within a relaxed walking distance of the Saggart *LUAS* stop, being within 7 min walk of the site. This represents a very easy walk time for those who chose to use the LUAS services, as illustrated below as *Figure 2.10*.

Figure 2.10 – LUAS Proximity

2.22 The ever-expanding Luas network allows access via public transport from the site to the Busarus Bus Depot and the mainline train stations at Connolly Station and Heuston Station. So, in addition to benefiting LUAS users who use the Tram for their trip, the LUAS proximity also benefits those who wish to connect to other suburban and outer-urban areas by way of Bus, Dart & main-line rail.

2.23 In terms of LUAS, and the number of routes of trains and buses easily available to the Staff and Visitors, it is considered that the proposed cemetery is very highly sustainable in terms of public transport accessibility. The proximity of the development to existing public transport services means that staff / visitors will have viable alternatives to the private car for accessing the site and will not be reliant upon the car as a primary mode of travel.

Accessibility By Taxi

2.24 In terms of taxis, modern communication devices (e.g. 'FreeNow' and 'Lynk') now allow taxis to be ordered on a demand-basis, without any requirement for formal taxi ranks or dedicated taxi holding areas.

Go Car

2.25 Go Car is a pay as you go car rental scheme which is easy to join with multiple locations around the city with free parking at Dublin on-street pay and display spaces. This is another option available to staff / visitors.

Car Parking

2.26 The proposed car parking has been reduced by 40%, from 110 no. spaces to 66 no. spaces. Therefore, restricted Car Parking is provided, which is an effective demand management measure. This will ensure that the development is visited in the most sustainable manner, being a promotor of non-car modes of travel, reinforced through the adoption of sustainable Travel Planning Measures.

Communication

2.27 Prior to the opening of the cemetery, the Management Company will issue induction packs to all staff, ideally within the first week of starting to ensure that sustainable travel habits are formed from the start. These packs include details of the site and how it is run, advice on public transport information, useful local information, and the commitment to promote sustainable modes of travel. The preparation of this information ensures staff are familiar with the operation of the development before commencing their roles.

2.28 A Travel Board containing key transport information will be provided at the reception for staff and visitors. This will include information on public transport services, walking and cycling routes, and relevant transport initiatives such as Car Share schemes, travel planning apps etc. Public transport maps and timetables can also be kept at reception and the information will be kept up to date by the appointed Travel Plan Coordinator, a role for the Management Company.

2.29   In terms of number of transport alternatives easily available to staff / visitors, it is considered that the proposed development is very highly sustainable in terms of public and alternative transport accessibility. The proximity of the development to existing and future improved public transport services means that all staff / visitors will have viable alternatives to the private car for accessing the site and will not be reliant upon the car as a primary mode of travel.

2.30   Direct and high-quality pedestrian linkages are provided between the site and the existing pedestrian facilities on the surrounding road network. The entrances to the site will be well lit, so that people can feel secure in using the facilities.

2.31   Staff are generally now offered the opportunity to purchase public transport commuter tickets under the current 'Employer Pass' and 'TaxSaver' programmes, by individual Employers. Under these schemes the employer applies to Iarnród Éireann / Bus Éireann for tax free public transport tickets for their employees as an incentive for them to use public transport to travel to work.

2.32   With this in mind, the main focus of this Travel Plan will be to promote and support the use of alternative modes to the private car.

3.0   COLLECTION OF BASELINE INFORMATION/MODAL SPLITS

Possible Travel Pattern Questionnaires

3.1   Once operational, and when the Travel Plan Coordinator is appointed, the Travel Plan Coordinator of the proposed cemetery will be encouraged to regularly monitor the Travel Plan initiatives in order to maximise on their success.

3.2   Shortly after opening of the cemetery, a detailed travel-questionnaire will be compiled and distributed to staff for completion with observation data on funeral attendees. The aim of the travel questionnaire will be to establish travel patterns between work and home, amongst other travel demands. The information gathered from this survey will be used to inform the further development of the Travel Plan. This will include the setting & agreeing of Modal Shift Targets for the staff to allow continuous monitoring of the success of the MMP. A similar observational survey should be provided for visitors, when the cemetery is established & visitors become more regular.

3.3   The Baseline Survey information allows the Travel Plan Coordinator for the development to set realistic modal-split targets for the development based on the staff and visitor profile.

3.4   It is anticipated that, given the location and good transport links at this development, combined with the non-provision of car parking on site, there will be a high percentage of use via public and alternative transport.

3.5   The Travel Plan will need to maintain this positive modal split and improve it, where possible. It is informative to note that the "Smarter Travel: A Sustainable Transport Future" (DOT) Objective for 2020 is to achieve a reduced work related commuting by car modal share of 65% to 45%.

3.6   The TRICS database is recommended for use to ascertain vehicular trip generation associated with the use of any particular site. However, having examined the database, there are no cemeteries included to allow a comparative assessment of modal split by developments of this nature to be accurately calculated. Therefore, we've used the modal split for Places of Worship which are on the TRICS database, with approximately 60% car based and 40% by sustainable transport.
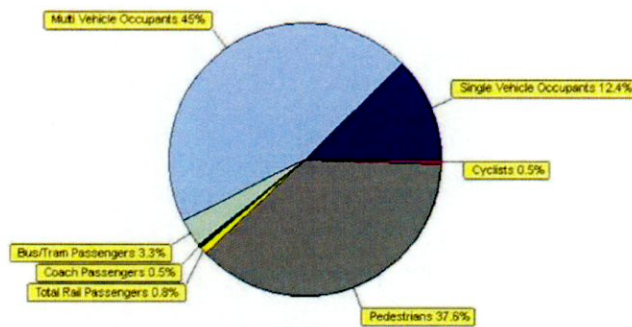
Modal Split Percentages

Figure 3.1 – Places of Worship Modal Split (TRICS 7.9.4)

4.0   THE TRAVEL PLAN

4.1   The successful implementation of a Travel Plan will ensure that, in-so-far-as-possible, the impacts of this traffic are reduced and minimised where practical, while providing a number of environmental and economic advantages detailed below.

4.2   The following sub-sections detail the available initiatives which will serve to better manage travel demand, and therefore the traffic impact of journeys, focused on the movement of staff / visitors during peak times.

Walking

Walking - Key Information	
Approx Zone of Influence	3.5km
Percentage of Staff & Visitors living in area of influence	TBC in each survey when operational
Percentage of Staff & Visitors interested in Walking	TBC in each survey when operational

Table 4.1 – Key Information: Walking

4.4   There are many local, global, and personal benefits to walking, a few of which are listed following:

- **W** - Wake Up! - Studies have shown that people who walk to work are more awake and find it easier to concentrate.
- **A** - Always one step ahead - Walking makes people more aware of road safety issues and helps them develop stronger personal safety skills.
- **L** - Less congestion - If you leave the car at home and walk, there are fewer cars on the road 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 CO_2 produced and helping to reduce the effects of climate change and air pollution.
- **I** - Interpersonal skills - Walking to work can be a great way to meet other walkers, share the experience, and develop personal skills.
- **N** - New adventures - Walking 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 helps people incorporate physical activity into their daily routines. Research shows that regular physical activity can benefit your body and mind.

4.5   Most adults will consider walking a maximum of 3.5 km (Approx 30/40 minutes) to work. Staff & Visitors living within a 3.5 km radius of the site will be encouraged to walk as often as their schedule permits.

4.6   The following initiatives and incentives can be used to encourage walking to the proposed cemetery, some more suitable for staff and others for both visitors and staff:

- Take part in a 'Pedometer Challenge' which is organised through the Irish Heart Foundation or Smarter Travel Workplaces;
- Organise special events such as a 'Walk to work on Wednesdays' where participants are rewarded for their participation;
- Keep umbrellas in public areas on a deposit system for use when raining;
- Display Smarter Travel Workplaces Accessibility Walking maps on notice boards areas so Staff / Visitors can plan journeys;
- Highlight the direct savings gained due to reduced use of private vehicles.

Cycling

Cycling – Key Information	
Approx. zone of influence	10km
Percentage of Staff & Visitors living within the area of influence	TBC in each survey when operational
Percentage of Staff & Visitors interested in cycling	TBC in each survey when operational

Table 4.2 : Key Information - Cycling

4.7   Research suggests that cycling is a viable mode of transport up to 10 km for work, recreational or leisure trips.

4.8   Cycling is a great way to travel. It helps foster independence, raises awareness of road safety, and helps the environment.

4.9   Some positive aspects of cycling are listed following:
- **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 it's a fantastic way to explore your local community;
- **Y** - You save time & money - cycling reduces the need to travel by car thus reducing fuel costs and freeing up road space for more cyclists;
- **C** - Confidence building - travelling as an independent cyclist can give people increased confidence proving beneficial in all aspects of life;

- **L** - Less congestion - If you leave the car at home and cycle there are fewer cars on the road which makes it safer for those who cycle and walk;
- **I** - Interpersonal skills - Cycling can be a great way to meet other cyclists and share the experience;
- **N** - New adventures - Cycling is a great way to learn about your local environment and community. It helps people to understand where they live and how their actions affect their local environment;
- **G** - Get fit and stay active - cycling helps people incorporate physical activity into their daily routines. Research shows that regular physical activity can benefit your body and mind.

4.10   The provision attractive cycle parking facilities at the site will clearly play a critical role in promoting journeys by bicycle.

4.11   The following initiatives and incentives can be used to encourage cycling to the cemetery:
- New cycle parking installed within the development, secure and well lit;
- Publicise cycle parking availability by way of signage and on notice boards;
- Display maps on notice boards areas so people can plan journeys;
- The development can provide free cycle accessories (panniers, lights, visi-vests, helmets) at reception for cyclists,
- The Travel Plan Coordinator can organise cycle training sessions for staff on the rules of the road and the specific risks associated with the locality;
- The Travel Plan Coordinator can invite bike suppliers on site for a 'Green Day' or 'Green Week' so that staff can try bikes before buying;
- The Travel Plan Coordinator can set up a Bicycle User Group (BUG) to promote cycling;
- The Travel Plan Coordinator can highlight the direct savings gained due to reduced use of private vehicles;
- The Travel Plan Coordinator can encourage staff to take part in National Bike Week, see www.bikeweek.ie.

Public Transport

Public Transport – Key Information	
Approx. zone of influence	All Staff and Visitors
Percentage of Staff & Visitors in area of influence	100%
Percentage of Staff & Visitors using Public Transport	TBC in each survey when operational

Table 4.3: Key Information: Public Transport

4.12   There are many benefits to taking public transport, some of which include:

- Personal Opportunities – Public transportation provides personal mobility and freedom;
- Saving fuel – Every full standard bus can take more than 50 cars off the road, resulting in fuel savings from reduced congestion;
- Reducing congestion – The more people who travel on public transport, especially during peak periods, the less people travelling by private car;
- Saving money – Taking public transport is a lot cheaper than travelling by car and saves the cost of buying, maintaining and running a vehicle;
- Reducing fuel consumption – A full standard bus uses significantly less fuel per passenger than the average car;
- Reducing carbon footprint – Public transport is at least twice as energy efficient as private cars. Buses produce less than half the CO_2 emissions per passenger kilometre compared to cars and a full bus produces 377 times less carbon monoxide than a full car;
- Get fit and stay active - Walking to public transport helps people incorporate physical activity into their daily routines. Research shows that regular physical activity can benefit your body and mind.
- Less stress – Using public transport can be less stressful than driving yourself, allowing you to relax, read, or listen to music.

4.13   The following initiatives and incentives can be used to encourage people to take public transport:

- Publicise Employee Tax Saver Commuter tickets, which offer savings to employers in PSRI per ticket sold and significant savings to employees in marginal tax rate and levies on the price of their ticket;
- Encourage public transport use for travel by promoting smart cards, advertising the availability of these tickets to Staff;
- Publicise the availability of Real Time Information. Real Time Information shows when your bus is due to arrive at your bus stop so you can plan your journey more accurately;
- Provide maps of local bus routes and the nearest bus stops and the length of time it takes to walk to them;

- Contact local providers about issues such as location of existing and new bus stops, timing of routes, or where you have market information about a potential new route.

Go-Car/Car Sharing

Car Sharing – Key Information	
Approx. zone of influence	All Staff
Percentage of Staff & Visitors in area of influence	100%
Percentage of Staff & Visitors Car Sharing	TBC in each survey when operational

Table 4.4: Key Information - Go-Car/Car Sharing

4.14 Every day 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 workplace parking can be reduced by 20%. If every single-occupancy driver carried another driver, there would be 50% less cars on the road at peak times.

4.15 Although use of the car to get to work is essential for some people, car sharing schemes such as GoCar have the potential to deliver a significant reduction in private vehicle trips by promoting higher than average occupancy rates for each vehicle.

4.16 Encouraging more Staff to share car journeys to work rather than driving alone as well as encouraging more to set up and take part in car sharing/pooling would prove a very effective means of reducing daily car trips to and from the site.

4.17 The following initiatives and incentives can be used to encourage car sharing:
- 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.

Action Plan Summary Table

4.25 The Summary Action Plan is described in the Table below. Modal Split Targets will be determined following on from the first Staff survey shortly after full operation, typically within the first six months. This will be part of the role of the Travel Plan Coordinator. This will show existing travel patterns with realistic targets set to improve the modal split of Staff. A similar travel survey should be provided for visitors, when the cemetery has become established and visitors to the cemetery become more regular.

	Initiative	Impact on Delivery	Difficulty Delivering	Current Modal Split	Target MS
Initiatives	Walking	Medium	Low	TBC	TBC
	Cycling	Medium	Medium	TBC	TBC
	Public Transport	High	Low	TBC	TBC
	Other	Medium	Medium	TBC	TBC
	Car - Sharing	Medium	Medium	TBC	TBC
	Cars - 1 Passenger Only	High - Negative	High	TBC	TBC
Promoting the TP	Marketing the Plan	High	Low	Driven By TP Coordinator	
	Measuring Success	High	Medium	Annual Surveys	

Action Plan Summary Table

5.0 IMPLEMENTING THE PLAN

Background

5.1 Setting realistic targets and a sustained approach to the promotion of the Travel Plan is important if the measures are to be successful. The objectives and benefits of the Plan will be made clear and broadcast during the full lifecycle of the Plan.

5.2 The implementation of a successful Travel 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 any Plan's success and ensures that the targets remain realistic.

The Travel Plan Coordinator

5.4 The key objective of this Travel Plan is to ensure that the traffic impacts and car usage associated with the operation any development are minimised. Achieving this objective will result in a wide array of benefits for the development and its stakeholders.

5.5 To ensure the plan is effective it is essential for a Travel Plan Coordinator to be appointed for the Development upon opening. It is anticipated that this is role which will be fulfilled by the Management Company.

5.6 It is envisaged that the Coordinator will work closely with staff and visitors to enthusiastically promote and market the Travel Plan. As Staff and Visitors will be the focus of the plan; their involvement must be sought from the outset.

5.7 To support the Travel Plan Coordinator's efforts, the Management Company 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 upon him/her, along with a suitable budget and programme for implementation.

Promoting the Travel Plan

5.9 Active promotion and marketing is needed if the Travel Plan is to have a positive impact on stakeholder travel patterns to and from the site.

5.10 All marketing initiatives should be focused on areas where there is willingness to change. Such information has been extracted from the questionnaires and has been described in Section 3 of this Plan.

- **Identify the Aim** – e.g. to reduce low occupancy car travel & to promote active travel, public transport & alternatives to travelling by car.

- **Brand the Plan** – as part of communicating the Travel Plan, visually brand all work relating to it with a consistent look, slogan, identity or logo.

- **Identify the Target Audience** – 'segment the audience' (e.g. staff and visitors) so you can target the message and events towards these different groups.

5.11   As part of the marketing process, the Travel Plan coordinator can personalise a plan for the Development, drawing attention to the benefits of participation and support for its implementation.

5.12   The Coordinator can identify communication tools and networks used by the different audiences in the development, and use these to communicate about travel.

5.13   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 travel.

5.14   The plan should be about promoting equity among modes and offering choice and accessibility.

5.15   The Coordinator can promote positive messages associated with a plan, for example, reduced tax/PRSI payments, getting fit and active, reducing congestion, reducing CO_2 emissions and so on, and encourage people to start small – changing one day per week for example, to explore their options.

5.16   Marketing drives which feature individual Staff and Visitor who have reduced their car use can carry a strong message. This will serve to raise not only the profile of the Plan, but also send a clear message in relation to the Staff and Visitor commitment to the Plan.

6.0   CONCLUSIONS

6.1   The development forming the subject of this application accords with the principles of sustainable development, being located within a developing higher density residential area with clear and easy access to current and future high quality alternative modes of travel. With restricted provision of private car parking, this also acts as a demand management measure. The Management Company, once the cemetery is operational, will utilise pragmatic measures that encourage safe and viable alternatives to the private car for accessing the cemetery.

6.2   Good Travel Planning is not a one-off event, it is instead an on-going iterative process requiring continued effort. This Preliminary report assists these 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 Final Travel Plan itself.

6.3   The key to the Plans success will be the appointment of a *Travel Plan Coordinator* for the development, once operational. They will 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 realise the Plans success.

6.4   As Staff and Visitors are the focus of the plan; their involvement should be sought from the outset following the opening of the cemetery. To this end, the Plan Coordinator should be assisted and supported by the Management Company and Staff. This will serve to spread the workload, and also give the Staff a valuable input into the operation of the Plan.

6.5   Successful Travel Plans require marketing **and** regular review. The measures set out in the Action Plan Summary Table (Chapter 4) should form the basis of a sound, realistic Plan and should be clearly set out and be fully transparent to all users.

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

6.7   It is recommended that the Final Travel Plan be set in motion, <u>sensibly at full operational stage</u>. The plan should evolve and develop with the development, taking into account changing Staff and Visitors and their travel preferences and needs.

6.8   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.

Junction Improvement – Garter Lane and Fortunestown Lane

GARTER LANE

FORTUNESTOWN LANE

NOTES:
1. ALL DIMENSIONS AND LEVELS IN METRES, EXCEPT IF NOTED OTHERWISE.
2. ALL LEVELS TO MALIN HEAD DATUM.
3. CO-ORDINATE SYSTEM IS IRISH TRANSVERSE MERCATOR.

ROADS:
1. ALL ROAD MARKINGS & SIGNAGE TO COMPLY WITH DEPARTMENT OF TRANSPORT TRAFFIC SIGNS MANUAL.

LEGEND
PROPOSED CARRIAGEWAY
EXISTING CARRIAGEWAY
EXISTING ENTRANCE
EXISTING FOOTPATH
EXISTING VERGE
PROPOSED FOOTPATH
PROPOSED ROAD LEVEL
PROPOSED ROAD GRADIENT

COMPLAINCE

DBFL Consulting Engineers

PROJECT: FORTUNESTOWN LANE & GARTER LANE RESIDENTIAL DEVELOPMENT

DRG TITLE: PROPOSED JUNCTION IMPROVEMENT GARTER LANE AND FORTUNESTOWN LANE

CLIENT: GREENACRE RESIDENTIAL DAC

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