

consulting
engineers

NRB

**Preliminary
Travel Plan
(Mobility Management Plan)**

For

Gowan Motor Distribution

At

**Units 2007 & 2008,
Orchard Avenue, Citywest
Business Campus,
Dublin 24, D24 RW52**

*(SDCC Ref SD21A/0240,
RFi Item 9b)*

SUBMISSION ISSUE

Contents

Page	Section	Description
2	1.0	Introduction
5	2.0	Access to the Site By Mode
16	3.0	Baseline Information & Surveys
18	4.0	MMP Initiatives & The Travel Plan Coordinator
23	5.0	Implementing the Plan
25	6.0	Conclusions

Appendices....

A	2023 Gowan Motor Distribution Staff Travel Survey Results Summary
----------	---

1.0 INTRODUCTION – DEVELOPMENT, STAFFING & MMP CONTEXT

Existing Development & Staffing Numbers

- 1.1 NRB Consulting Engineers were commissioned to prepare a Mobility Management Plan / Travel Plan as part of condition 9b of a grant of planning ref: SD21A/0240 on the established Gowan Motor Distribution site at Citywest Business Campus, Dublin 24. This report is prepared in order to explain the applicant's commitment to the promotion of more sustainable and cost-effective travel habits among staff and visitors.
- 1.2 This report has been prepared to address Condition 9b which states that “***A Mobility Management Plan is to be completed within six months of opening of the proposed development. The Mobility Management Plan shall be submitted for the written agreement of the Planning Authority***”.
- 1.3 This report is solely for an extant approved change of building use for administration purposes and will not result in any measurable additional transportation demands occurring. The subject application is not anticipated to generate significant new trips by staff or visitors.
- 1.4 The applicants, Gowan Motor Distribution, are the exclusive importer and distributor of Peugeot, Honda, Opel, Citroen, Fiat, Fiat Professional, Jeep, Alfa Romeo and DS in Ireland through a wide network of dealers throughout the country. The applicants have established within the Citywest Business Campus, in the interests of efficiency, a central parts storage and distribution hub for the group to operate a single depot to store and then distribute to all the motor locations nationwide. It also brought all their office administrative staff to a single location.
- 1.5 A number of features were added to this property, including a marketing suite/showroom, mechanical academy/training school, additional ancillary office spaces, hand-wash valet structure, 26 no. electric car parking spaces and 14 no. additional car parking spaces.
- 1.6 The new facility is entirely for the groups commercial dealer enterprise and is not a centre for members of the public to visit/attend. The premises is not for motor sales and will not be open to the general public. Any non-staff attendees / visitors will be there as part of the distribution network and by invitation only.
- 1.7 In terms of **Staffing** at the Citywest Gowan Motor Distribution, there are currently a total of 130 staff employed, working between 7am to 6pm. A detailed travel questionnaire of a statistically representative sample was undertaken to inform this MMP and to inform future travel initiatives deployed as part of the working and monitored MMP.
- 1.8 Of course, an MMP prepared at Planning Stage can only **outline the current and future proposed alternative transport services** and set out **strategies that will be deployed** to encourage staff to use alternative modes of travel. It contains details of the current modes used, which will allow target setting to measure and quantify improvements.

What is a Travel Plan?

- 1.9 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.
- 1.10 A MMP or Travel Plan (TP) consists of a package of measures put in place by an organisation to encourage and support more sustainable travel patterns among staff and other visitors. Such a plan usually concentrates on staff commuting patterns.
- 1.11 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 active transport modes such as walking, cycling, shared transport and mass transit such as buses and trains.

Aims and Objectives of this Travel Plan

- 1.12 The package generally includes measures to promote and improve the attractiveness of using public transport, cycling, walking, car sharing, flexible working, or a combination of these as alternatives to single-occupancy car journeys. A TP can consider all travel associated with the site, including car-pooling, cycling initiatives, business travel, fleet management, customer access and deliveries. 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 MMP recognises the fact that, for some, car use is often essential as part of the journey to the centre, as the trip is often combined with other important trips, for example linked trips with other workplaces or having to drop children to school or crèche on the way.
- 1.13 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, cycling initiatives and promotion or taking the bus on days which do not conflict with other commitments or activities.
- 1.14 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 transport and/or more efficient use of private motor vehicles,
 - Improved safety for cyclists and pedestrians with lower numbers of vehicular traffic,
 - 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 users making better travel decisions in the future,
- Improved health and well-being for those using active non-car transport modes,
- On-going 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 prospective members and staff,
- Optimal levels of safety for staff and visitors.

Methodology

1.15 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).

1.16 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 has been nominated and is named herein.

1.17 Following on, on the back of the original completed surveys, staff will be asked to complete similar detailed questionnaires on essential data in relation to their travel patterns on an annual basis in order to measure the success of the initiatives in this Plan. This information will be used to inform the ongoing implementation, monitoring and review of the plan for the Gowan Motor Distribution Centre.

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

2.0 ACCESS TO THE SITE - BY MODE

- 2.1 This report has been prepared to address Condition 9b of the grant of planning (planning ref: SD21A/0240), which was solely for a change of use of parts of an existing warehouse distribution building at Units 2007 and 2008 Orchard Avenue, Citywest Business Campus, Dublin 24, D24 RW52, and it will not result in significant additional transportation demands occurring.
- 2.2 A site location Plan showing the Gowan Motor Distribution Centre in relation to the surrounding area and the proximity to Travel Nodes and Hubs, is illustrated below as **Figure 2.1**.



Figure 2.1 – Site Location, Citywest

- 2.3 For what is a long-established development, it is essential for successful Travel Planning to concentrate on journeys associated with the commuting patterns. These are the groups which can most practically be encouraged to use modes of transport other than the car. It should be noted that, being located immediately beside high quality public transport, the site contributes to sustainable travel & shared trips. The measures and initiatives below are relevant to the implementation of a working Mobility Management Plan.

Cycling and Walking Facilities

- 2.4 At present, pedestrian/cycle traffic at/to the existing site is served by an extensive network of footpaths and 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 Citywest Avenue, south of the subject site, there are segregated pedestrian/cycle route located on the Northern and Southern side of the carriageway, as shown in **Figure 2.2**.



Figure 2.2 – Cycle Facilities on Citywest Avenue

- 2.5 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.
- 2.6 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 Citywest Avenue, as shown in **Figure 2.3**.

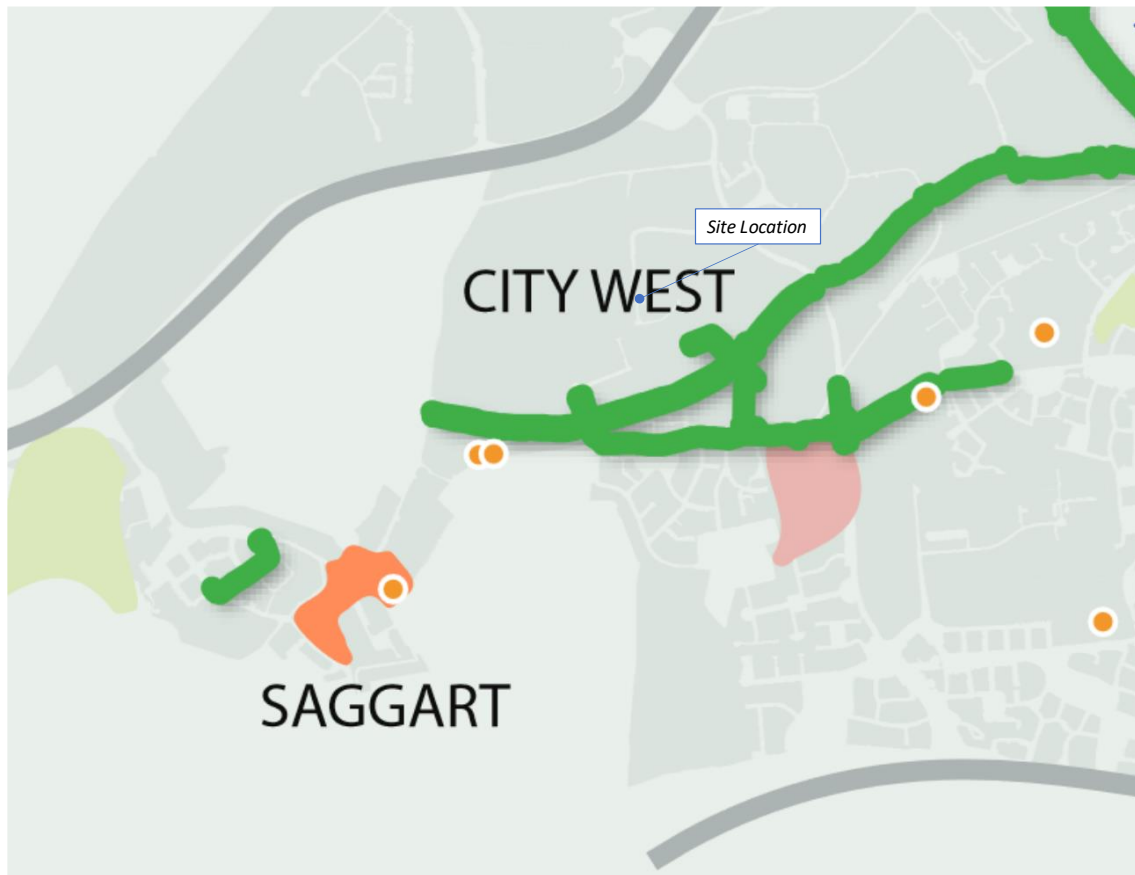


Figure 2.3 – Cycle South Dublin

- 2.7 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 8-10km could be undertaken by bicycle and journeys up to 3-4km could be undertaken by walking or cycling.

- 2.8 The Distribution Centre 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 of the centre. An example of the walking distance from the existing centre is illustrated below as **Figure 2.4**. From this figure is it shown that the existing Distribution Centre is within walking distance of the more recently built residential areas in east Saggart, developed around Fortunestown Lane.

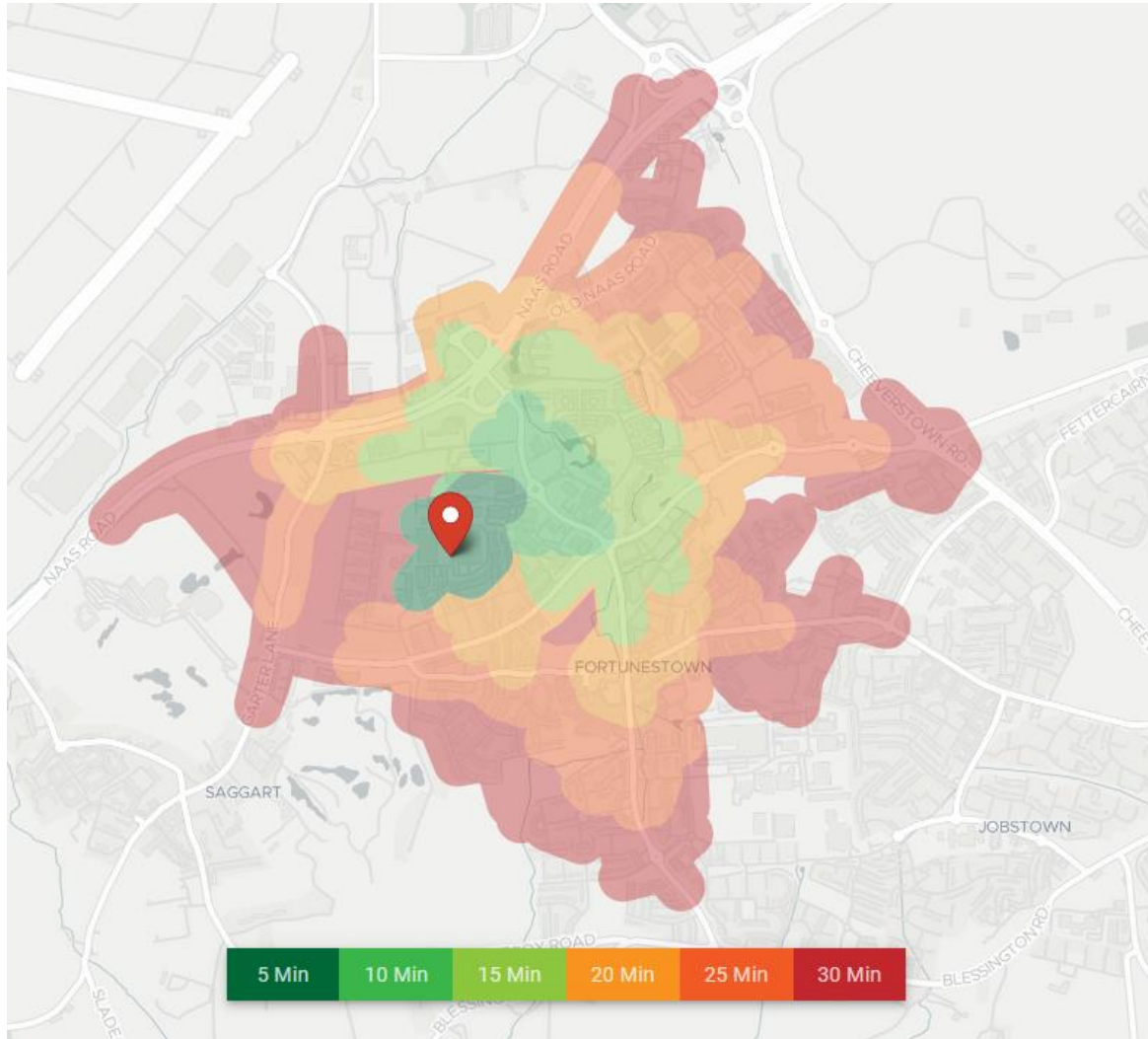


Figure 2.4– Walk Distance From Existing Distribution Centre (30 Mins)

- 2.9 A similar illustration showing the typical cycle distance from the centre is included as **Figure 2.5** below. From this figure it is shown that the existing centre is within cycle distance of Saggart Village, but also includes other destinations such as Rathcoole, Jobstown and west Tallaght.
- 2.10 These illustrations are provided in order to demonstrate the centres accessibility by bicycle and on foot to a very large area of the surrounding residential developments.

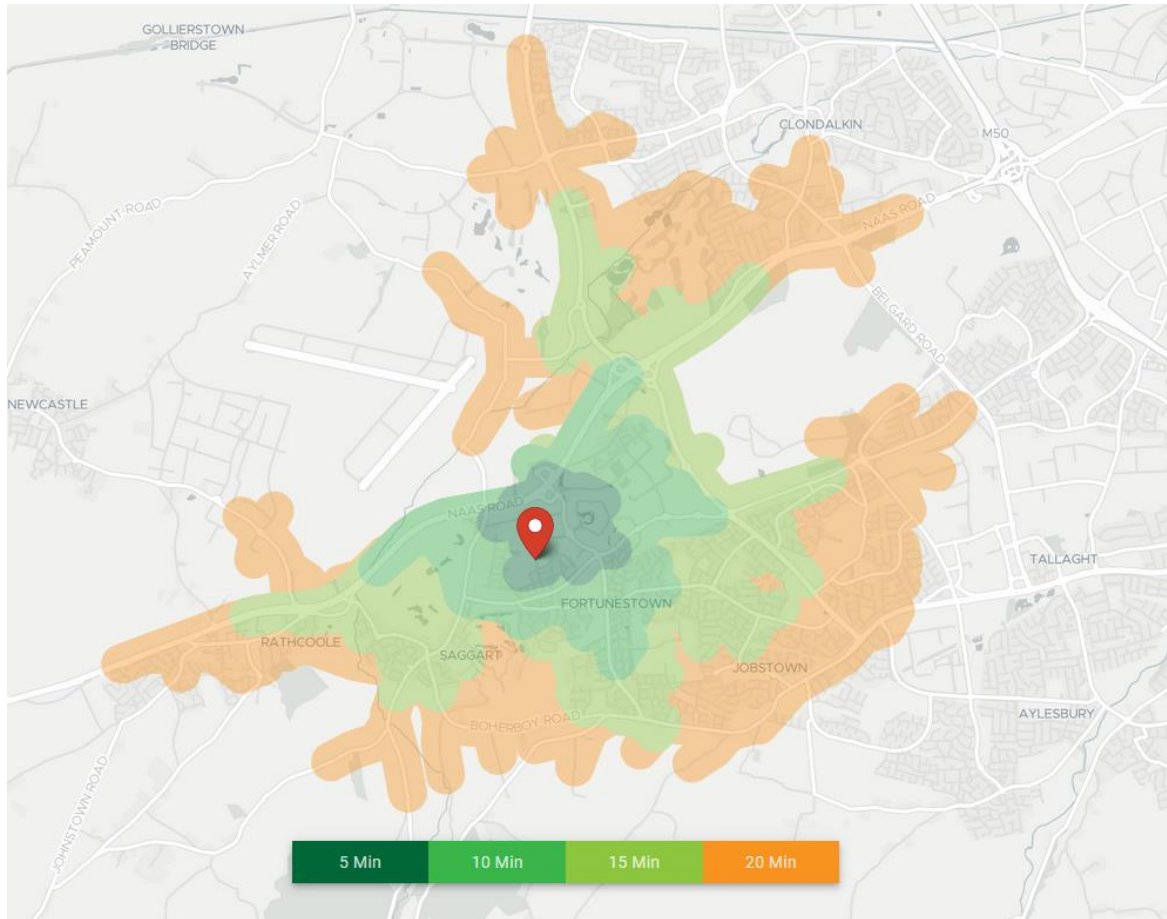


Figure 2.5 – Cycle Distance From Existing Distribution Centre (20 Mins)

- 2.11 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, all of which are beneficially in an area subject to passive surveillance.
- 2.12 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.
- 2.13 The site is ideally located on main arterial routes provided with ever improving facilities. With the generous provision of cycle parking, the development will help in promoting cycling as a sustainable mode of travel.
- 2.14 The existing improving cycle facilities will of course be improved further as part of NTA & South Dublin County Council Plans to further enhance the links and cycle network. An extract from the NTA Cycle Network Plans showing the site in context is included below as **Figure 2.6**.

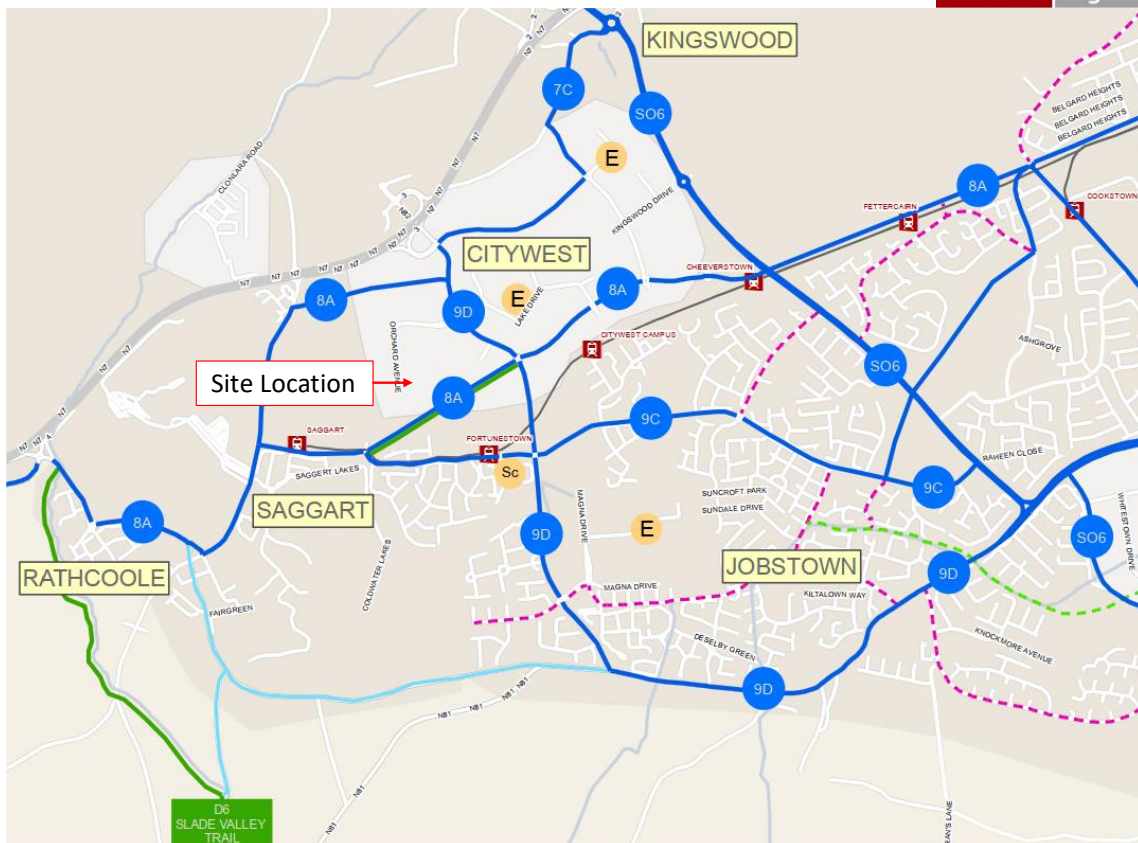


Figure 2.6 – NTA Cycle Network Plans & Site Location

- 2.15 20 no. covered cycle parking spaces are provided within a secure weather sheltered area of the development broadly in line with the South Dublin City Council's (SDCC) Development Plan cycle parking standards. The on-site cycle racks are located in an active, well lit & security monitored place where they can be seen by a security guard, either directly, or by closed circuit television.
- 2.16 Advice can be provided to cyclists in terms of routes, possibly with the help of a bicycle user group. This can be further facilitated in consultation with SDCC, as the on-going provision of cycle facilities is fully implemented.
- 2.17 The centre has dedicated changing areas with secure lockers and shower facilities for staff, which is a prerequisite for cyclists.
- 2.18 Puncture repair kits, a basic tool kit and pump can be kept behind the information / reception desk, for the benefit of staff cyclists.

Bus Provision

- 2.19 The proposed development is well placed to take advantage of the existing and future Dublin Bus services, with several existing bus stops in close proximity to the site. Bus stop locations & service Numbers proximate to the site are illustrated in **Figure 2.7** below.



Figure 2.7 – Existing Bus Services & Stops

- 2.20 The Bus Stops adjacent the existing centre are currently served by Dublin Bus Services 69, 65b, 77a, 77x and 175. Real time information is available through the use of Bus Passenger Apps for Mobile Phones. All of the Dublin Bus routes currently passing the development are operated using new low-floor wheelchair accessible city buses. Details of routes, timetables and fares are provided on www.dublinbus.ie and on the Transport for Ireland National Journey Planner App.
- 2.21 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. The D Spine Route (D2) with high frequency services is a very short walk from the site on Citywest Road to the east, in addition to the Orbital Route S8 (Blue) and Orbital Route W6 (Blue). Furthermore, on the Bianconi Avenue, Radial Route 58 (Purple) and Express Route X58 (Yellow) are close to this site. High frequency LUAS services via the Red Line are accessible c1.3km walk distance to the east at the Citywest LUAS stop.
- 2.22 In terms of Future Bus Services, the NTA have published an overall Bus Network Plan for the GDA, and an extract from this plan showing the site in context is included below as **Figure 2.8**.

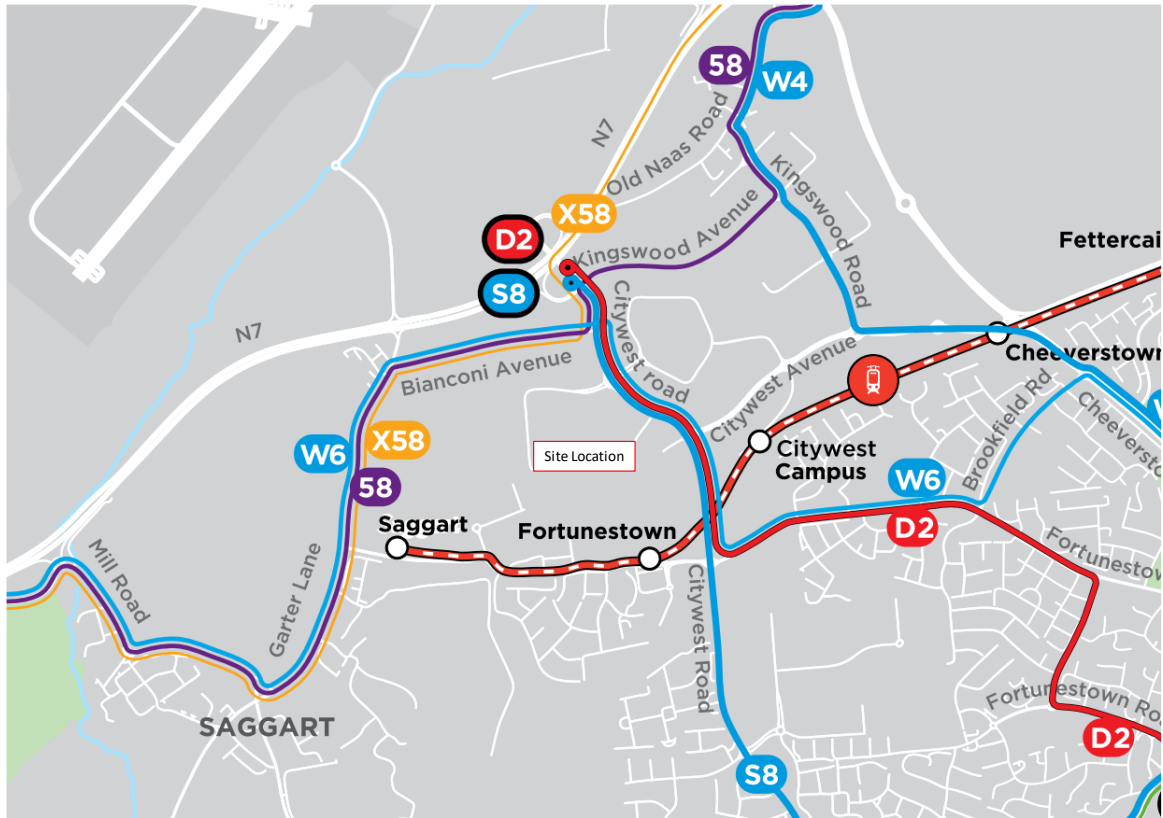


Figure 2.8 – NTA Bus Connects Network

2.23 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.

2.24 An extract from the NTA Bus Spine Frequency Tables is included below as **Figure 2.9 (“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 2.9 – Extract NTA Core Bus Network GDA – Spine Bus Frequency

2.25 The site is served by **Spine Route D2** running immediately adjacent the site, providing a high frequency service. In addition, **Orbital Route W6** (Blue) and **Orbital Route S8** (Blue) will serve Citywest Road, with the expected frequency of these services as illustrated in extracts included **Figure 2.10** 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 - Clonsilla - 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 2.10 – Extract NTA, Radial Route Bus Frequency

2.26 **Radial Route 58** (Purple) will serve Bianconi Road, with the expected frequency of these services as illustrated in extracts included **Figure 2.11** 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 2.11 – Extract NTA, Radial Route Bus Frequency

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

LUAS/Rail

2.28 The site is also within a relaxed walking distance of the Citywest **LUAS** stop, being within 13 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 2.12**.



Figure 2.12 – LUAS Proximity

- 2.29 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.
- 2.30 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 centre 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

- 2.31 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

- 2.32 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

- 2.33 The car park has a total of 115 no. car parking spaces, including 14 no. additional spaces built as part of this extant approved planning permission (SDCC Ref SD21A/0240). These 14 no. spaces

are considered over-flow parking and have been designed to ensure that the finish is sympathetic to the existing mature landscaping. In addition, the extant approved planning permission included for 26 no. Electric Vehicle Spaces provided throughout the site.

- 2.34 The development complies with the maximum car parking standards as set out in Table 12.25 of the South Dublin County Development Plan (2022-2028). 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

- 2.35 As part of Staff Initiation, the Travel Plan Coordinator will issue welcome packs to all new staff. These packs include details of the centre and how it is run, advice on cycling, public transport information, useful local information, and the reduced availability of parking. The preparation of this information ensures new staff will be familiar with the operation of the development upon commencing working.
- 2.36 In terms of number of transport alternatives easily available to Staff and visitors, it is considered that the existing development is very highly sustainable in terms of public and alternative transport accessibility. The proximity of the centre to existing public transport services means that all staff and visitors will have viable & active travel alternatives to the private car for accessing the site and will not be reliant upon the car as a primary mode of travel.
- 2.37 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 are well lit, so that people feel secure in using the facilities, and can also be monitored by CCTV.
- 2.38 Public transport maps and timetables will be provided in prominent locations on site and the information will be kept up to date by the appointed Travel Plan Coordinator.
- 2.39 Working 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 / Luas for tax free public transport tickets for their employees as an incentive for them to use public transport to travel to work.
- 2.40 Working staff are generally now offered access to the Bike to Work scheme as well as an incentive for them to cycle to work.
- 2.41 With this in mind, the main focus of this Mobility Management Plan will be to promote and support the use of alternative modes to the private car.

3.0 BASELINE INFORMATION & SURVEYS

Travel Pattern Questionnaires

- 3.1 A detailed web-based travel-questionnaire was compiled and distributed to Staff for completion during May/June 2023. The aim of the travel questionnaire was to establish travel patterns at the Distribution Centre and determine the current mode-splits to allow reasonable targets to be set. The information gathered from this survey informs the further development of the Travel Plan and will allow the on-going real measurement/success of measures that are to be deployed to encourage the use of non-car travel modes.
- 3.2 This Baseline Survey information will also allow the Travel Plan Coordinator for the Centre to set realistic modal-split targets for the development.
- 3.3 The full details of the Survey are included herein as **Appendix A**. Approximately 76 no. staff members were surveyed for the purposes of the MMP, with a selection of the summary of the results tabulated and included below extracted directly from Appendix A.

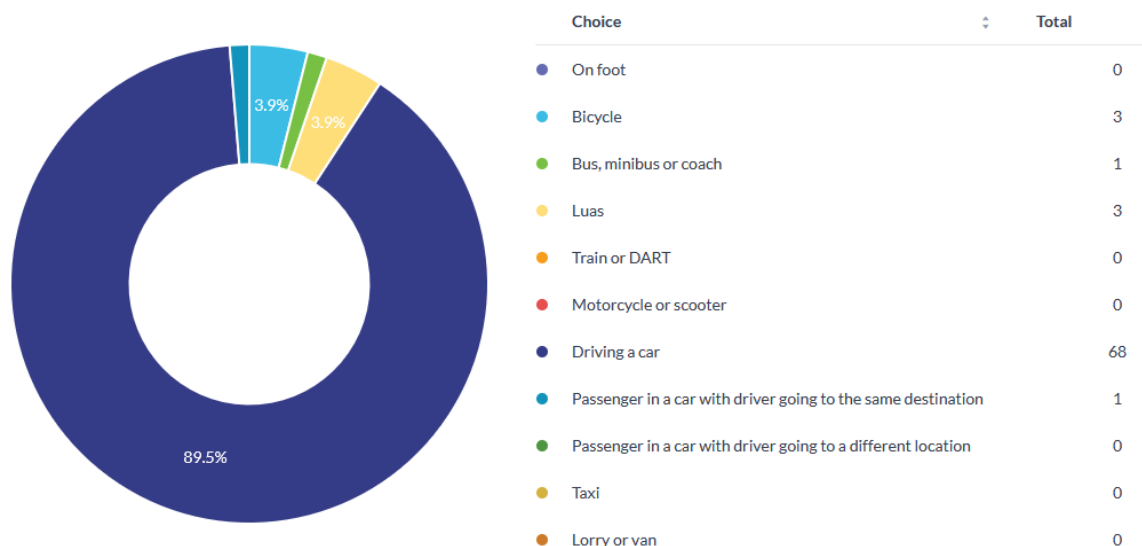


Figure 3.1 – Current Normal Mode of Travel to Gowan Motor Distribution Centre ('Modal Split')

- 3.4 It is noteworthy from the above **Figure 3.1** that **89.5% of users currently travel to the Centre by car**. The site is therefore not currently successfully promoting alternative travel modes, with room to further improve which is considered to be positive.
- 3.5 **Figure 3.2** shows that staff are clearly willing to try to reduce the use of the private car in circumstances where they are encouraged to do so.

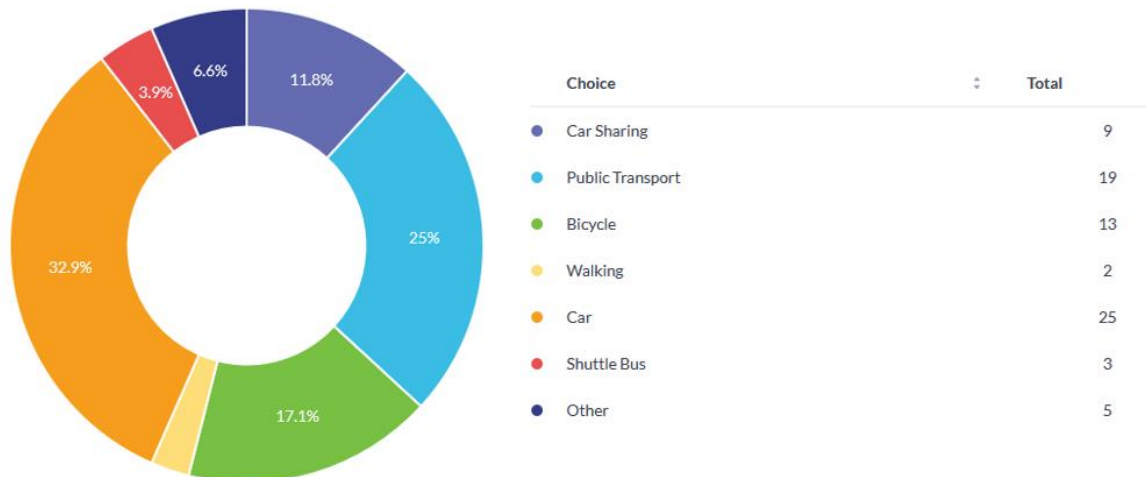


Figure 3.2 – Stated Alternative Preferred Mode Choice

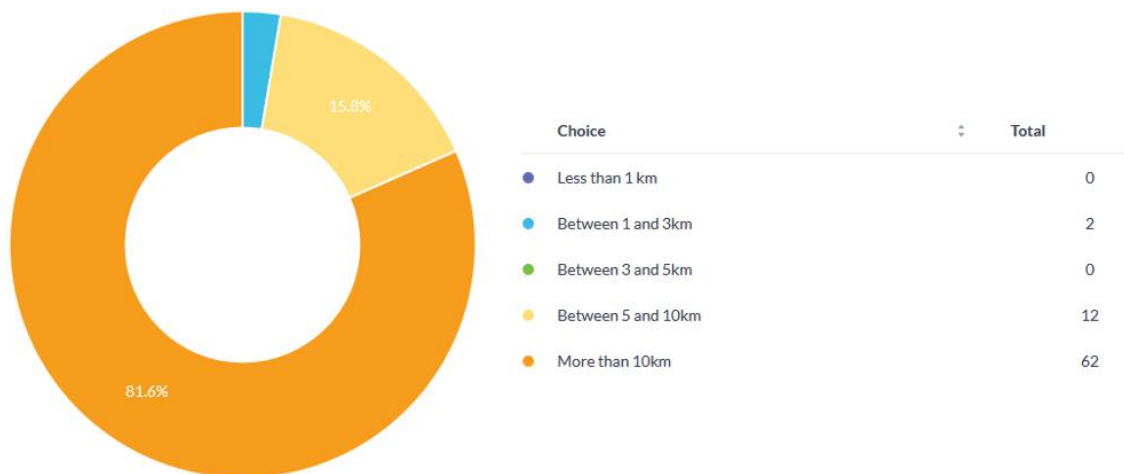


Figure 3.3 – Stated Distance of Travel

- 3.6 It is clear from **Figure 3.3** in terms of the distance travelled by staff, that only 3% are within a 5km range to allow the further promotion of walking, and an additional 16% within a 10km range to allow the further promotion of cycling as viable alternatives to the use of the private car.
- 3.7 Notwithstanding the results of the survey, the modal split already in place can be improved with a significant number of staff willing to try to reduce the use of the private car and access the site via alternative modes.
- 3.8 The implemented working Travel Plan will need to improve the modal split, where possible. The survey already undertaken, and the template adopted will allow the survey to be easily repeated at annual intervals to measure the success of on-going initiatives.

4.0 MOBILITY MANAGEMENT PLAN INITIATIVES & THE PLAN COORDINATOR

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. Below we include Initiatives that will be put in Place by the Centre and the appointed Travel Plan Coordinator (TPC) to promote alternatives to the private car and to promote active movement and travel.

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

Walking

Walking - Key Information	
Approx Zone of Influence	3 km
Percentage of Staff in area of influence	Approx 3%
Percentage of Additional Staff interested in Walking	TBC by TPC

Table 4.1 – Key Information: Walking

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

- **W** - Wake Up! - Studies have shown that people who walk to work and to leisure activities 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 CO2 produced and helping to reduce the effects of climate change and air pollution.
- **I** - Interpersonal skills - Walking 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.

- 4.4 Most adults will consider walking a maximum of 3 km (Approx 40 minutes) to work or to Leisure Activities. Staff within a 3km radius of the Centre will be encouraged to walk to work as often as their schedule permits.
- 4.5 The following **Walking Initiatives and Incentives** will be used as part of the working MMP to encourage walking to/from the centre:
- Ask Staff to Take part in a weekly or monthly ‘Pedometer Challenge’ which is organised through the Irish Heart Foundation or Smarter Travel Workplaces,
 - Organise weekly events such as ‘Active Lunch’ (i.e., participating in 30 min to one-hour walks around the locality or grounds),,
 - Keep umbrellas in public areas within the office on a deposit system for use when raining so that weather does not dis-incentivise participation,
 - Display Smarter Travel Workplaces Accessibility Walking maps on notice boards within the centre’s public areas so staff can plan journeys,
 - Highlight the direct savings gained due to reduced use of private vehicles by way of flyers handed out to staff and displayed on Noticeboards.

Cycling

Cycling – Key Information	
Approx. zone of influence	10km
Percentage of Staff within the area of influence	Approx. 18%
Percentage of Staff interested in cycling	TBC by TPC

Table 4.2: Key Information - Cycling

- 4.6 Research suggests that cycling is a viable mode of transport for people who live up to 10 km from away from the destination and with staff within this catchment, there is great opportunity to further promote use of cycling.
- 4.7 Cycling is a great way to travel. It helps foster independence, raises awareness of road safety, and greatly helps the environment.
- 4.8 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 there are fewer cars on the road which makes it safer for those who cycle and walk to work or school,
- **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.

4.9 The provision of enhanced and attractive cycle parking and route-finding facilities at the site will clearly play a critical role in promoting journeys by bicycle.

4.10 The following **Cycling Initiatives and Incentives** will be used as part of the working MMP to encourage cycling to/from the centre:

- All new cycle parking installed within the development will be secure, well designed, strategically located and well lit,
- The TPC will publicise cycle parking availability by way of signage and on notice boards,
- The TPC will display maps on notice boards areas so people can plan journeys,
- The centre, perhaps by way of local Sponsors can provide free cycle accessories (panniers, lights, visi-vests, helmets) in periodic draws for participating cyclists,
- The TPC can organise cycle training sessions on site on the rules of the road and the specific risks associated with the locality,
- The TPC can invite bike suppliers on site for a 'Green Day' or 'Green Week' so that people can try bikes before buying,
- The TPC can set up a Bicycle User Group (BUG) to promote cycling,
- The TPC can encourage Staff to take part in National Bike Week, see www.bikeweek.ie.

Go-Car/Car Sharing

Car Sharing – Key Information	
Approx. zone of influence	All Staff
Percentage of Staff in area of influence	100%
Percentage of Staff Car Sharing	TBC by TPC

Table 4.3: Key Information - Car Sharing

- 4.11 Every day thousands of people drive to work, school or leisure activities on the same routes to the same destinations, at the same time as their fellow members. By car sharing just once a week, fuel costs can be reduced by 20%, and in a similar fashion, the demand for 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.
- 4.12 Although use of the car is essential for some people, car sharing schemes such as GoCar (which are active in Dublin) have the potential to deliver a significant reduction in private vehicle trips by promoting higher than average occupancy rates for each vehicle. It is clear from the Survey Results that Car Sharing is a realistic alternative mode for (with 12% stating that this is their preference).
- 4.13 Car sharing often happens informally, however some participants often prefer a formal scheme which will normally generate a higher take-up for car sharing, and more efficiency in terms of increased occupancy rates.
- 4.14 Encouraging more Staff to share car journeys 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 centre.
- 4.15 The following **Car Sharing Initiatives and Incentives** will be used as part of the working MMP to encourage Car Sharing to/from the centre and will be considered by the TPC:
- Draw up a car-sharing policy for the centre,
 - 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, and,
 - The business could set up its own private car sharing database.

Action Plan Summary Table

4.16 The Summary Action Plan is described in the Table below. Modal Split Targets will again be determined following on from the first survey (1 year after completion). 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.

	Initiative	Impact on Delivery	Difficulty Delivering	Current Modal Split	Target MS
User Initiatives	Walking	Medium	Medium	0%	3%
	Cycling	Medium	Medium	4%	8%
	Car - Sharing	Medium	Medium	1%	5%
Promoting the TP	Marketing the Plan	High	Low	Driven By TP Coordinator	
	Measuring Success	High	Medium	Annual Surveys	

Figure 4.1 - Action Plan Summary Table

The Appointed Travel Plan Coordinator/Mobility Manager

4.17 The nominated and appointed Travel Plan Coordinator or Mobility Manager at the Gowan Motor Distribution Centre is:

Mr. Jason McCabe,
Gowan Motor Distribution
Orchard Avenue,
Citywest Business Campus,
Dublin
Telephone: 086 8811916

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

- 5.3 The key objective of this Travel Plan is to ensure that the traffic impacts and car usage associated with the operation of the centre are minimised. Achieving this objective will result in a wide array of benefits for the development and its stakeholders.
- 5.4 To ensure the plan is effective it is essential for a Travel Plan Coordinator to be appointed for the centre.
- 5.5 It is envisaged that the Coordinator will work closely with staff to enthusiastically promote and market the Travel Plan. As staff will be the focus of the plan; their involvement must be sought from the outset.
- 5.6 To support the Travel Plan Coordinator's efforts, the 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 upon him/her, along with a suitable budget and programme for implementation.

Promoting the Travel Plan

- 5.7 Active promotion and marketing is needed for the Travel Plan to have a positive impact on stakeholder travel patterns to and from the site.
- 5.8 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 commuting and business 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. shift workers, sedentary workers, people travelling long/ short distances, mode used, members of a walking club)

or green team) so you can target the message and events towards these different groups.

- 5.9 As part of the marketing process, the Travel Plan coordinator can personalise a plan for the business, drawing attention to the benefits of participation and support for its implementation.
- 5.10 The Coordinator can identify communication tools and networks used by the different audiences in the centre and use these to communicate about travel.
- 5.11 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.
- 5.12 The plan should be about promoting equity among modes and offering choice and accessibility.
- 5.13 The Coordinator can promote positive messages associated with a plan, for example, reduced Tax/PRSI payments, getting fit and active, reducing congestion, reducing CO2 emissions and so on, and encourage people to start small – changing one day per week for example, to explore their options.
- 5.14 Marketing drives which feature individual staff 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 Employees 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 an established area with clear and easy access to alternative modes of travel. The Management, will utilise pragmatic measures that encourage safe and viable alternatives to the private car for accessing the centre.
- 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 the subject application is in operation. 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 are the focus of the plan; their involvement should be sought from the outset following occupation. To this end, the Plan Coordinator should be assisted and supported by Management 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 Employees 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, sensibly at Opening of the subject application. The plan should evolve and develop with the development, taking into account changing staff members 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.