

consulting
engineers

NRB

**Preliminary
Travel Plan**

for

**Proposed Large Scale
Residential Development.**

at

***Confey, Leixlip,
Co. Kildare.***

FINAL ISSUE

Contents

Page	Section	Description
3	1.0	Introduction
5	2.0	Access to the Site
15	3.0	Baseline Information
16	4.0	The Mobility Management Plan
22	5.0	Implementing the Plan
24	6.0	Monitoring and Review

1.0 INTRODUCTION

- 1.1 NRB Consulting Engineers have been commissioned to prepare a Preliminary Travel Plan (or Mobility Management Plan, TP or MMP) in support of a new application for the development of a Residential Scheme on lands at Confey, Leixlip, Co Kildare, in order to further explain the applicant's commitment to the promotion of more sustainable and cost-effective travel habits among the end occupiers/residents of the scheme.

- 1.2 **It should be recognised that, until residents are actually in place, a Travel Plan or Mobility Management Plan (MMP) prepared at Planning Stage can only outline the current and proposed alternative transport services and set out strategies that will be deployed to encourage future residents to use alternative modes of travel. A working MMP requires residents mode of travel to be measured to allow target modal splits to then be set. In these terms this MMP is considered 'Planning Stage' or 'Preliminary'.**

What is a Travel Plan?

- 1.3 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.
- 1.4 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. 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.

Aims and Objectives of this Travel Plan

- 1.5 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 to work. A TP can consider all travel associated with the residential or work site, including 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.
- 1.6 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, leisure, or work activities.
- 1.7 It is envisaged that once in place, the Travel Plan will enable the following benefits to be realised for the Development:

- Reduced residential and commercial / community 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,
- 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 residents 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 prospective residents,
- Optimal levels of safety for all residents, staff & visitors.

Methodology

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

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

1.9 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 responsible for the Apartments plus commercial elements of the scheme. Following on, once occupied, residents 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.

1.10 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 The Development is a Large-scale Residential Development (LRD) on the appropriately zoned site at Confey, comprising a total of 125 No. Residential Units (81 No. Residential Houses and 44 No. Apartments / Duplexes). Refer also to Detailed Development Description included with the planning application.
- 2.2 This is an accessible location in Leixlip in terms of public transport, active travel and proximity to the local destinations, schools and shops. The Confey Leixlip Train Station is located nearby and there are public bus routes stopping locally. These public transport services link to other services such as the DART, Rail and Busaras. Taxis are available nearby and Go Cars are also available locally to the site.

Location

- 2.3 A site location plan showing the site and the proximity to the surrounding neighbourhoods, is illustrated below as **Figure 2.1**. The site is within a ~5-10 minute walk of local shops and Schools. This site is within a short walk of schools and employment opportunities (including Kildare Innovation Campus, Intel Ireland, and Leixlip Town), services, retail, restaurants etc which can serve residents of the development for their regular shopping/service needs.

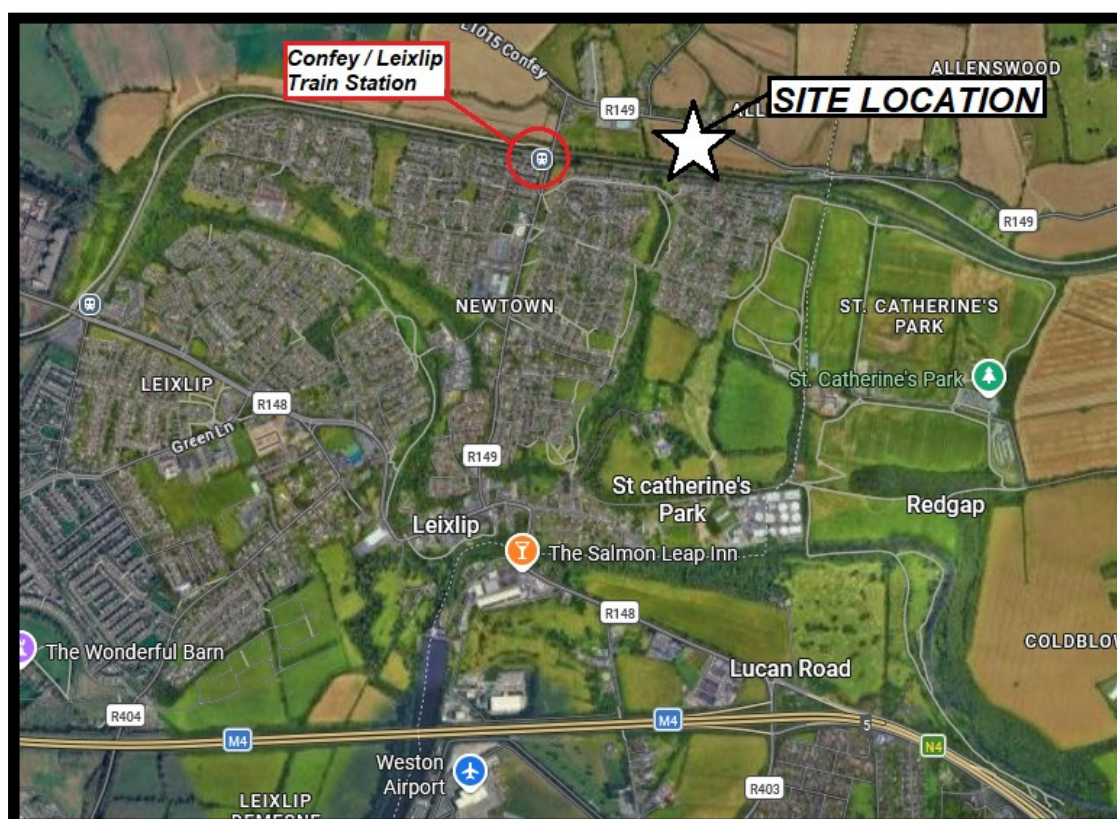


Figure 2.1 – Proposed Development ~ Estimated 5 to 30min Walking Distance (Source: targomo.com)

- 2.4 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.

- 2.5 To illustrate the extent of the area accessible by both Bicycle (8km) and on foot (2km), based on Google mapping we have included below approximate 'Iso-Distance Mapping' for an 8km and 2km Radius from the site. These illustrate the extent of the employment, retail, schools and colleges within sustainable travel distance of the site, as **Figure 2.2** and **Figure 2.3**. In these terms, residents would not have a requirement to own a car, with the closeness to services supporting sustainable living.

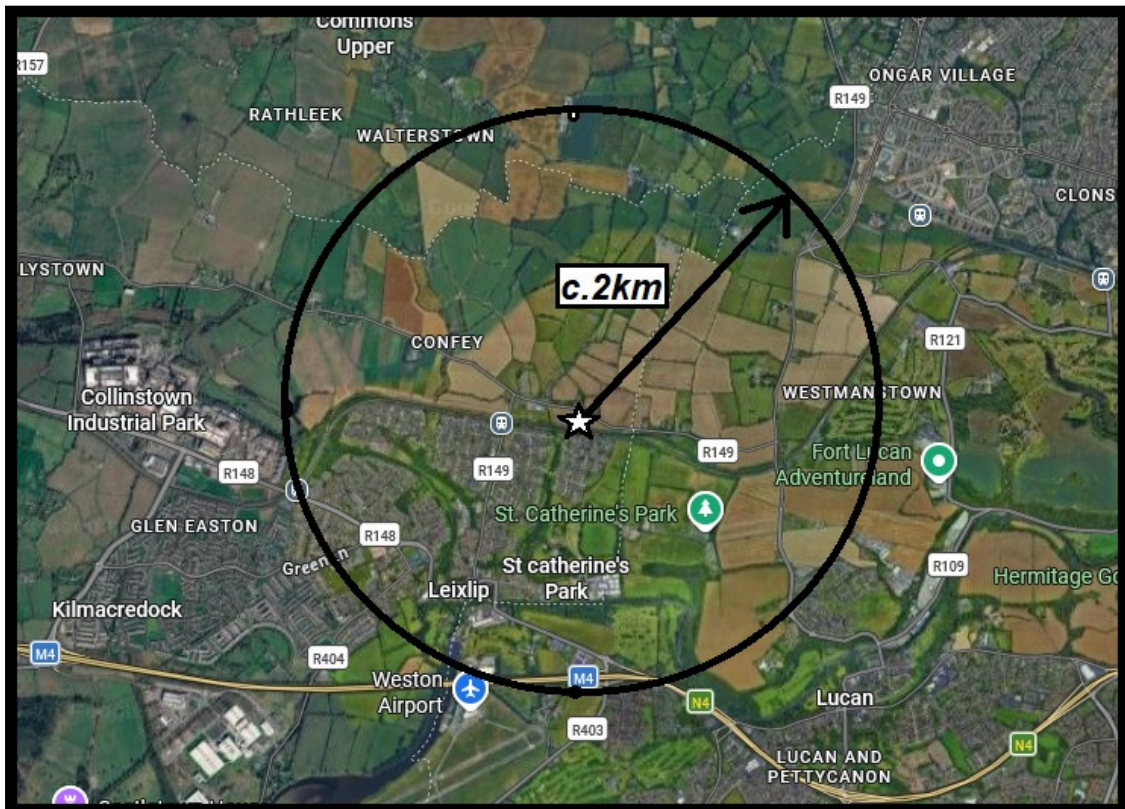


Figure 2.2 – Proposed Development ~ Estimated 2km Iso-Distance Approx (Google)

- 2.6 For a residential redevelopment, 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.

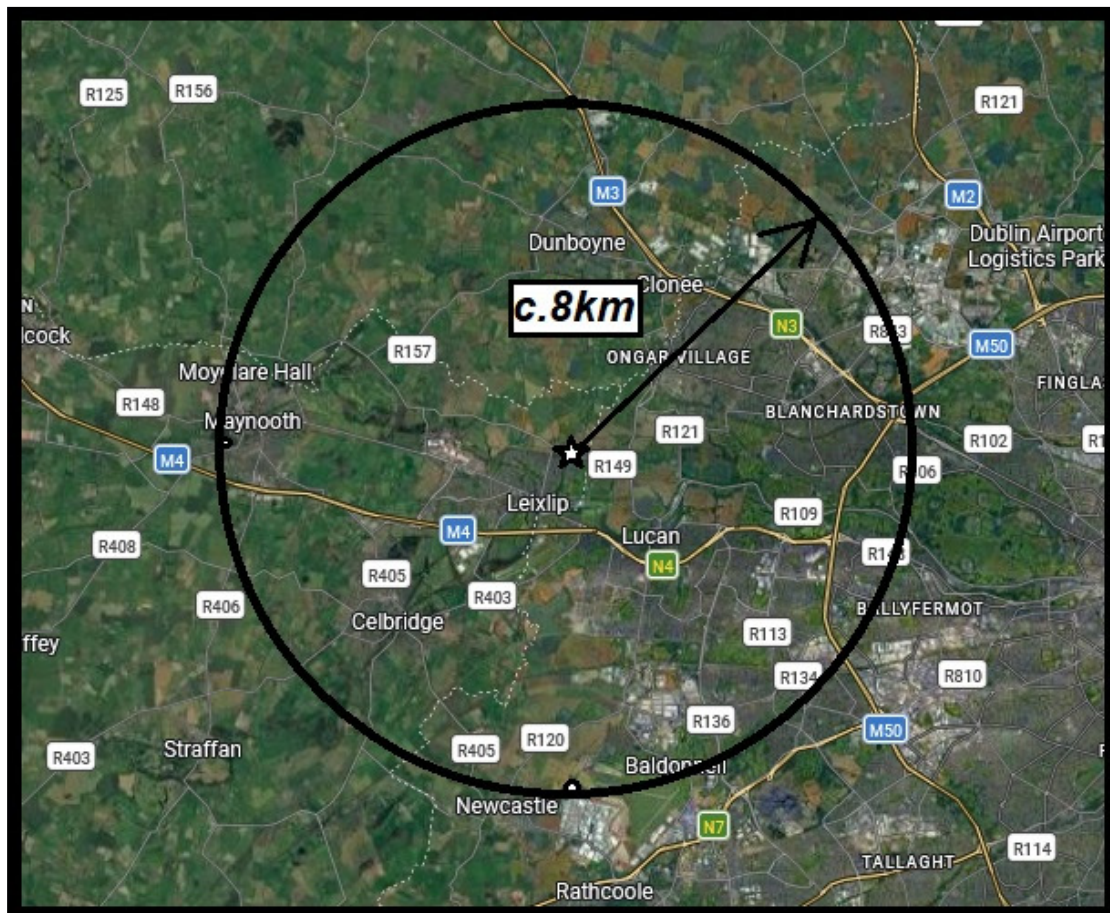


Figure 2.3 – Proposed Development ~ Estimated 8km Iso-Distance Approx (Google)

Active Travel - Walking Facilities

- 2.7 The existing site is served and to be served by an extensive network of footpaths, existing and proposed, including connections across the Royal Canal, connecting to the wider network leading to the residential and town centre areas to the south and west, and into Leixlip Town.
- 2.8 The site is within an easy walk or cycle of schools, shops, pharmacy, restaurants and public houses, amongst other local services, which can serve residents of the development for their regular shopping/service's needs.
- 2.9 The existing pedestrian facilities will of course be improved further as part Kildare County Council and NTA plans to further enhance the pedestrian network within the town.
- 2.10 The proposed internal footpath network will connect to the wider footpath network via the new four arm junction with the Celbridge Road. Furthermore, there will be a pedestrian route to the Leixlip Park estate along the north boundary of the site, allowing for a more direct access to the various community facilities to the north and towards Leixlip Town.

Active Travel - Cycle Facilities

- 2.11 Cycle facilities close to the site will of course be improved further as part of NTA and Kildare County Council plans to further enhance the links and cycle network within the County. An extract from the NTA Cycle Network Plans showing the site in context is included below as **Figure 2.4**.

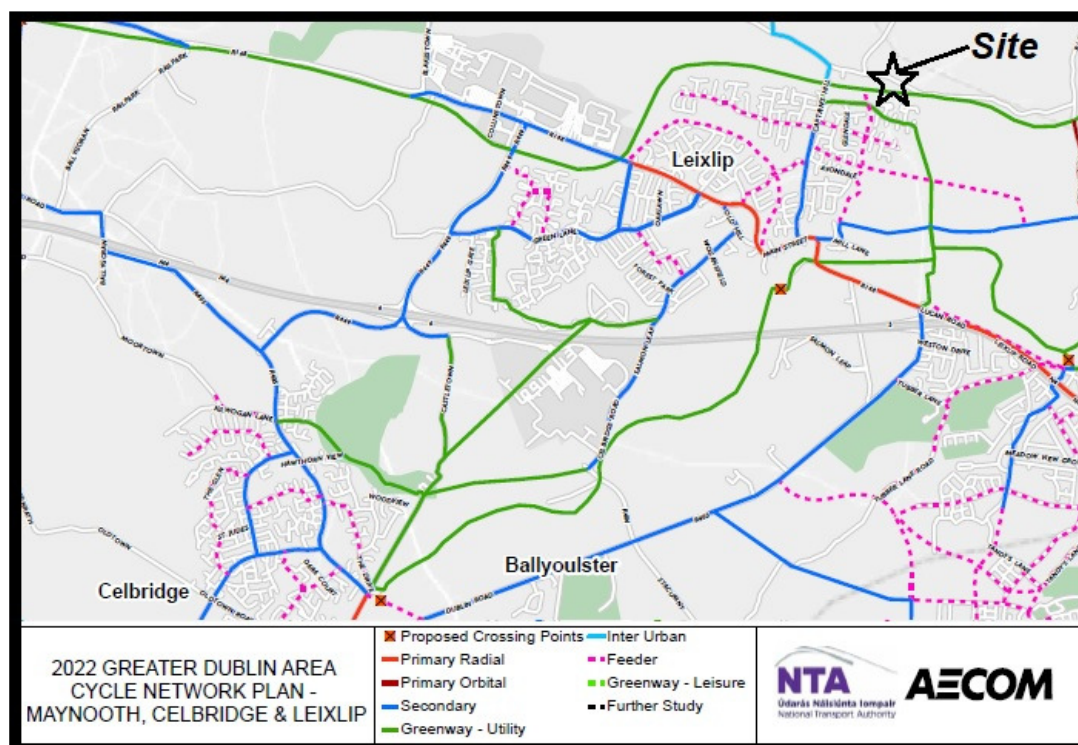


Figure 2.4 – NTA GDA Cycle Network Plan 2022

- 2.12 The plan shows that the site will be located close to a number of future routes, including the Royal Canal Greenway Route, which will be connected directly to the site. Therefore, the proposed site is in an ideal location to benefit from the NTA's/KCC's proposed upgrades of the county's current and future cycle network.
- 2.13 The key to cycle accessibility is convenient safe links, with secure and carefully sited cycle parking. Cycling is ideal for shorter journeys, and with the levels of cycle parking provided on site and with the current and improving infrastructure, cycling will be an important travel mode for residents.
- 2.14 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.

Cycle Parking

- 2.15 It is anticipated that residents can be encouraged to cycle to work and school etc. with the safe links and secure parking which are in place. This is reflected in the provision of copious cycle parking spaces proposed within the development, consistent with the KCC Development Plan.
- 2.16 As per the guidelines, no designated bicycle parking spaces are required for single family homes, as bicycle parking is possible within each units curtilage. Semi-detached and end-terrace houses have direct external access to private rear gardens for cycle storage. Mid-terrace houses are provided with external secure bicycle stores close to the front entrances within their own curtilage. Spaces, in accordance with the KCC DP have been provided for the Duplexes and apartments.
- 2.17 In these terms we believe that walking and cycling will represent a very popular mode of home-work-home travel for residents and visitors of the development.
- 2.18 It is acknowledged that cyclists need to be confident that their cycles will not be tampered with. This development includes secure enclosed accessible cycle parking spaces which are beneficially in an area subject to passive surveillance. All new cycle parking stands will allow both frame and wheels to be secured as required.
- 2.19 The KCC 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.
- 2.20 As noted in KCC Policy TM P2 – Walking and Cycling, it is KCC policy to *“Prioritise and promote the development of high-quality, suitable, safe and sustainable walking and cycling pathways and facilities, both intercounty, intra-county (in consultation with all relevant stakeholders including neighbouring local authorities) and within the towns and settlements of County Kildare within a safe road/street environment that will encourage a shift to active travel that is accessible for all, regardless of age, physical mobility, or social disadvantage, subject to all relevant and cumulative environmental assessments and planning conditions.”*

Bus Provision

- 2.21 The extant approved development is well placed to take advantage of the recently implemented BusConnects Bus services. Given the location, there is a frequent service bus route which pass through Leixlip, connecting to local areas and Dublin City Centre, with an accessible a reasonable walk from the site, as shown in **Figure 2.5**.

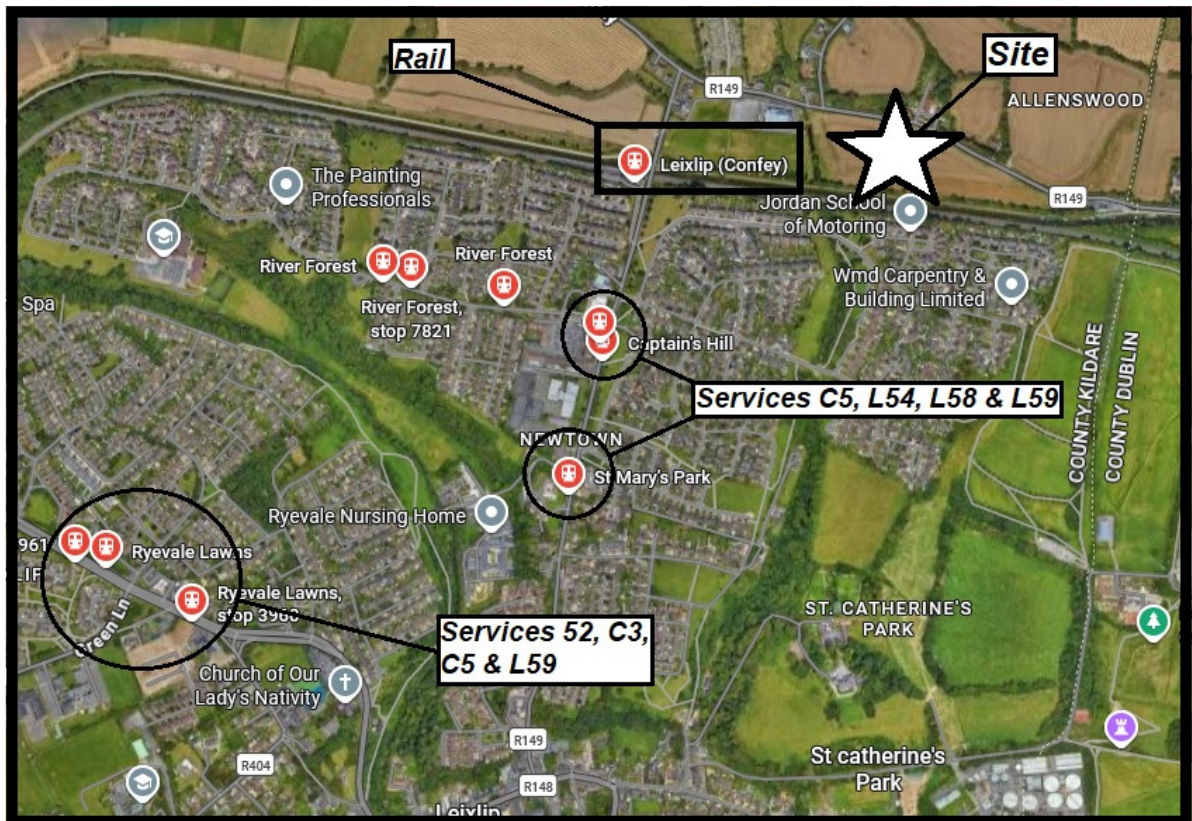


Figure 2.5 – Existing Local Bus Services

- 2.22 Real time information is available at the nearby Dublin Bus Stops, and 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.
- 2.23 Phase 2 of the BusConnects Network Redesign launched on 28th November 2022 in West Dublin and East Kildare. This phase introduces the C-Spine (C1, C2, C3, C4), route 52, eight peak only routes (P29, X25, X26, X27, X28, X30, X31 and X32) and six local routes (L51, L52, L53, L54, L58 and L59). Two night-time routes (C5 and C6) have also been introduced. An extract from this plan showing the site in context is included below as **Figure 2.6**, showing many of the services passing near the site.

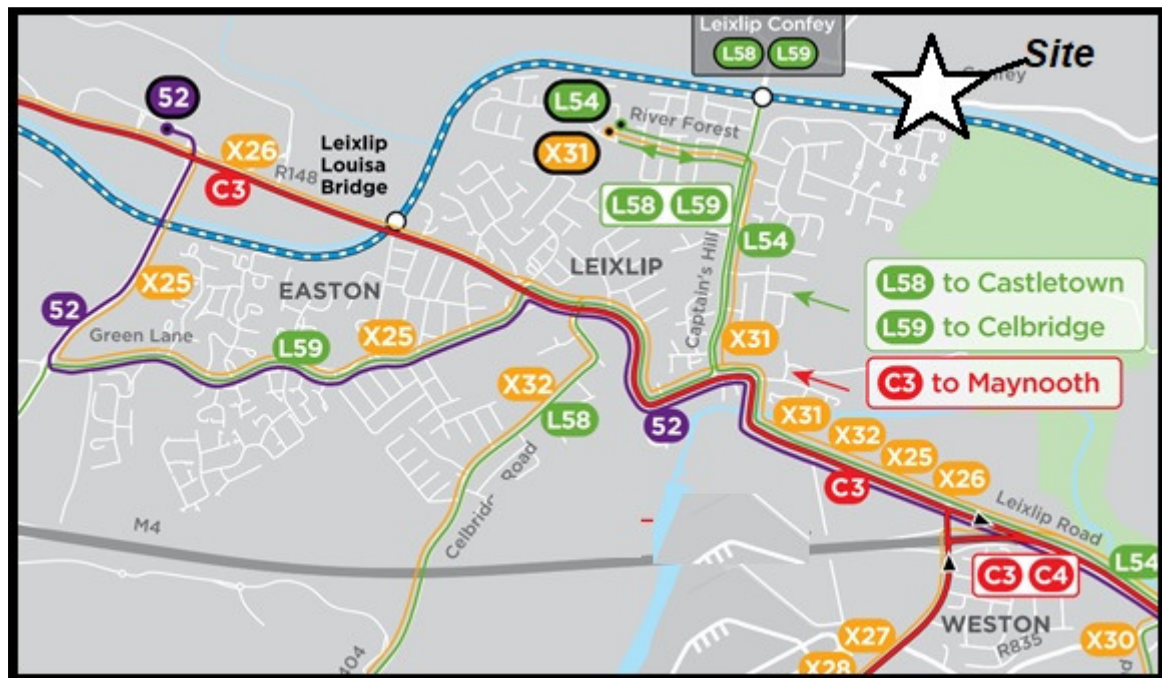


Figure 2.7 – NTA Bus Connects Network

- 2.24 The above confirms the sites accessibility to Bus Routes #L58 L59, L54 and X31 passing near the site. Also, the site is an acceptable walking distance of Leixlip Town which has additional routes, , In terms of bus facilities easily available to residents, it is considered that the proposed development is sustainable in terms of bus accessibility.

Rail

- 2.25** The site is within walking commuting distance of the Maynooth Commuter Service at the Leixlip Confey Train Station. The Train Station is ~5-7 minute walk of the site along the Royal Canal Greenway. This represents an easily manageable walk time for commuting workers who chose to use the train, contributing to making this a highly accessible development.
- 2.26 The Commuter network in Leixlip allows onward access via public transport from the site to the Busarus Bus Depot and the mainline train stations at Heuston Station and Connolly Station. So, in addition to benefiting rail users who use the train for their trip, the trains proximity also benefits those who wish to connect to other suburban and outer-urban areas by way of Bus, Dart and main-line rail.
- 2.27 In terms of number of routes of trains and buses easily available to residents and visitors, it is considered that the extant approved development is highly sustainable in terms of public transport accessibility. The proximity of the development to existing public transport services & active travel routes means that residents 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.

Future Public Transport Infrastructure

- 2.28 The residents of the site will be ideally located to take advantage of the proposed DART Expansion Programme which is a cornerstone project of the Transport Strategy for the Greater Dublin Area 2016 - 2035, and which will see the DART system expanded, providing fast, high-frequency electrified services to the Louisa Bridge on the Maynooth/Sligo Line.

Car Parking

- 2.29 The overall requirement in terms of the KCC Development plan is illustrated in Table 2.1 below.

Table 2.1 – Car Parking Assessment in Terms of KCC Development Plan Standards

Scheme Element	No. Units	KCC Resi Parking Std/Unit	Requires Resi Spaces	Visitor Space Std/Unit	Requires Vis Spaces
4 - Bedroom	25	1	25	0.5	12.5
2 & 3 - Bed	56	1	56	--	--
Duplex Units	22	1.5	33	0.25	5.5
Apartments	22	1.5	33	0.25	5.5
Total No of Car Parking Spaces Required as per KCC DP =			147		24
Combined Overall Total as Per KCC DP =			171 (being 147 + 24)		
Total Provided on Site =		175	Being Broadly in Line with KCC Development PI		

- 2.30 A total of 175 No Car Parking Spaces are proposed for the site, which meets the requirements of the Development Plan. Given the relatively low number of spaces provided, the entire scheme will be promoted as a "Reduced Car Dependency" scheme and this will be communicated from the outset. The development will also be managed on an on-going basis to ensure that the reduced car dependency nature of the development is continually promoted and enhanced.
- 2.31 It is clear that the controlled provision of car parking will act as a demand management measure, ensuring that the development is occupied in the most sustainable manner being also reliant on non-car modes of travel.
- 2.32 If considered appropriate, as part of a working MMP, priority spaces could in future be allocated to car-sharing workers when they travel together or for 'Go-Car' use. These are some of the most accessible spaces and are clearly visible to other car park users. It is acknowledged that this may require some level of 'policing'.

Car Sharing

- 2.33 Existing Go Car (car club) spaces in the area at the time of writing of the Report are illustrated as **Figure 2.8** below.

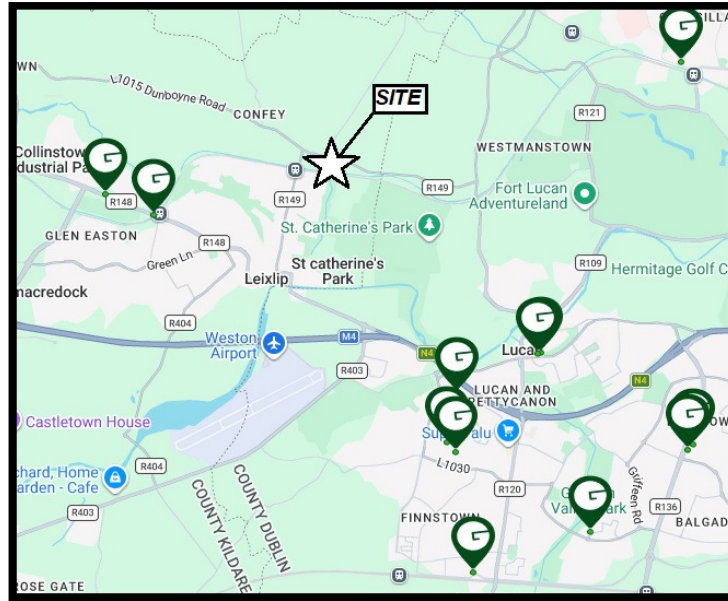


Figure 2.8 – Go Car Accessibility (On Line Locator Extract)

Accessibility By Taxi

- 2.34 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.

Communication

- 2.35 As part of Residents Initiation, the Mobility Manager will issue welcome packs to all new residents. These packs include details of the development and how it is run, advice on cycling, public transport information, and useful local information. The preparation of this information ensures residents will be familiar with the operation of the development.
- 2.36 In terms of number of transport alternatives easily available to residents and visitors, it is considered that the extant approved development is highly sustainable in terms of public and alternative transport accessibility. The proximity of the development to existing public transport services means that all residents and 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.
- 2.37 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 will be well lit, so that people can feel secure in using the facilities.
- 2.38 Public transport maps and timetables can be provided in prominent locations on site and the information will be kept up to date by the appointed Mobility Management Manager / Travel Plan Coordinator, a role for the Management Company.

- 2.39 Working residents 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 / Dublin Bus 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 residents 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 / Travel Plan will be to promote and support the use of active travel and alternative modes to the private car.

3.0 COLLECTION OF BASELINE INFORMATION

Possible Travel Pattern Questionnaires

- 3.1 Once occupied, and when the Travel Plan Coordinator is appointed, the occupiers of the proposed development will be encouraged to continually monitor the Travel Plan initiatives in order to maximise on their success.
- 3.2 Shortly after occupation of the new development, a detailed travel-questionnaire will likely be compiled and distributed to Residents for completion. The aim of the travel questionnaire will be to establish travel patterns between work and home and school travel demand. The information gathered from this survey will be used to inform the further development of the Travel Plan.
- 3.3 The Baseline Survey information will also allow the Travel Plan Coordinator for the development to set realistic modal-split targets for the development.
- 3.4 It is anticipated that, given the town centre location and good transport links at this development, there will be a high percentage of use via public transport. 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%.
- 3.5 The Travel Plan is not seeking a radical change in terms of a modal shift; it is recognised that the use of the car is often essential for many users. Instead, the Plan seeks small but consistent increments of change in our approach to, and the use of, alternatives to the car.

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 in Section 1 and Section 4 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 work-related journeys, focused on the movement of staff during peak times.

Walking

Walking - Key Information	
Approx Zone of Influence	3.5km
Percentage of Residents working in area of influence	TBC in each survey when occupied
Percentage of Residents interested in Walking	TBC in each survey when occupied

Table 4 – Key Information: Walking

- 4.4 There are many local, global, and personal benefits to walking to work, 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 CO₂ produced and helping to reduce the effects of climate change and air pollution.
 - **I** - Interpersonal skills - Walking to work or school can be a great way to meet other walkers, share the experience, and develop personal skills.
 - **N** - New adventures - Walking to work or school is a great way to learn about your local environment and community. It's also a fun way to learn about the weather, landscape, and local ecosystems.
 - **G** - Get fit and stay active - Walking to and from work or school 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. Residents working within a 3.5 km radius of the site will be encouraged to walk to work as often as their schedule permits. Similarly school trips can be encouraged on foot.

4.6 The following initiatives and incentives will be used to encourage walking to work or school:

- 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/school 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 Residents can plan journeys;
- Organise lunch time or afternoon walks as part of a health and well-being programme;
- Highlight the direct savings gained due to reduced use of private vehicles.

Cycling

Cycling – Key Information	
Approx. zone of influence	10km
Percentage of Residents Surveyed known to Work within the area of influence	TBC in each survey when occupied
Percentage of Residents interested in cycling	TBC in each survey when occupied

Table 5: Key Information - Cycling

4.7 Research suggests that cycling is a viable mode of transport for people who live up to 10 km from work or school.

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 to work or school 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 to work reduces the need to travel by car thus reducing fuel costs and freeing up road space for more cyclists;
- **C** - Confidence building - travelling to work 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 to work 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 to work or to school can be a great way to meet other cyclists and share the experience;
- **N** - New adventures - Cycling to work or school 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 to and from work or school 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 of enhanced and 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 will be used to encourage cycling to work and school:

- New cycle parking installed within the development, secure and well lit;
- It will publicise cycle parking availability by way of signage and on notice boards;
- It will display maps on notice boards areas so people can plan journeys;
- The development can provide free cycle accessories (panniers, lights, high-vis vests, helmets) in periodic draws for cyclists,
- The Travel Plan Coordinator can organise cycle training sessions on site 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 people 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 residents to take part in National Bike Week, see www.bikeweek.ie.

Public Transport

Public Transport – Key Information	
Approx. zone of influence	All Residents
Percentage of Residents in area of influence	100%
Percentage of Residents using Public Transport	TBC in each survey when occupied

Table 6: 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 to work or to school on public transport, especially during peak periods, the less people travelling by private car;
- Saving money – Taking public transport to and from work or school 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 CO₂ 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 and from work or school 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 PRSI 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 Residents;
- 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.

Car Sharing

Car Sharing – Key Information	
Approx. zone of influence	All Residents
Percentage of Residents in area of influence	100%
Percentage of Residents Car Sharing	TBC in each survey when occupied

Table 7: Key Information - Car Sharing

- 4.14 Every day thousands of commuters drive to work or to school on the same routes to the same destinations, at the same time as their colleagues. By car sharing just once a week, a commuter's fuel costs can be reduced by 20%, and in a similar fashion, the demand for work place parking can be 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 or to school is essential for a large proportion of people, car sharing schemes have the potential to deliver a significant reduction in private vehicle trips by promoting higher than average occupancy rates for each vehicle.
- 4.16 A car sharing scheme relies on a database containing workplace information, working hours, and peoples preferences such as gender/driver/passenger and their preferred route to and from work.
- 4.17 The car-sharing database can be a map showing where Residents work, a database of car-sharers' details hosted on an organisations intranet site, or an on map-based matching website.
- 4.18 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. Car sharing is much easier promoted within a community such as is proposed here.
- 4.19 Encouraging more Residents 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.
- 4.20 The following initiatives and incentives can be used to encourage car sharing:
- Provide incentives to sign up to a car sharing scheme with preferential parking spaces in the most convenient location;
 - Draw up a car-sharing policy for how the scheme will operate, and issue car-sharing permits to those qualifying to use the car-sharing spaces;

- 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.
- Use existing online databases for car sharing. For example, the development could set up its own private car sharing site using www.carsharing.ie.
- Allocate parking spaces for use solely by car sharers, for example near to building entrances.

Action Plan Summary Table

4.25 The Redevelopment Summary Action Plan is described in the Table below. Modal Split Targets will be determined following on from the first Residential survey shortly after full occupation, 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 Residents.

	Initiative	Impact on Delivery	Difficulty Delivering	Current Modal Split	Target MS
Residents 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 Staff 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. An 'anti-car' approach will be avoided at all costs. 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 associated with the operation of Redevelopment 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 100% occupation. The nominated person and their contact details will be provided to the Planning Authority upon occupation of the development
- 5.6 It is envisaged that the Coordinator will work closely with residents to enthusiastically promote and market the Travel Plan. As Residents 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 commuting, school, 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, school travel, 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.

- 5.11 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 Residences, 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 commuting.
- 5.14 The plan should not be anti-car - it 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 CO2 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 Residents 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 Residents commitment to the Plan.

6.0 MONITORING AND REVIEW

- 6.1 The development forming the subject of this application accords fully with the principles of sustainable development, being located within an established town centre neighbourhood within clear and easy access to alternative modes of travel, employment and services. The Management Company, once the development is occupied, will utilise pragmatic measures that encourage safe and viable alternatives to the private car for accessing the development.
- 6.2 Good Travel Planning is not a one-off event, it is instead an ongoing 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 occupied. 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 Residents 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 the Management Company and Residents. This will serve to spread the work load, and also give the Residents a valuable input into the operation of the Plan.
- 6.5 Successful Travel Plans require extensive 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 Residents 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 at full occupation. The plan should evolve and develop with the development, taking into account changing Residents 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.