

# Phase 3 Residential Development, Ballymastone, Donabate, Co. Dublin

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## Mobility Management Plan

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October 2025



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## Contents

|       |                                                         |    |
|-------|---------------------------------------------------------|----|
| 1     | Introduction.....                                       | 1  |
| 1.1   | Context.....                                            | 1  |
| 1.2   | Background .....                                        | 2  |
| 1.3   | Structure of Report.....                                | 2  |
| 2     | Mobility Management Plan Framework .....                | 4  |
| 2.1   | What is a Mobility Management Plan?.....                | 4  |
| 2.2   | What is a Residential Mobility Management Plan? .....   | 4  |
| 2.3   | Who is Involved .....                                   | 5  |
| 2.4   | Objectives of a Mobility Management Plan .....          | 5  |
| 2.5   | Mobility Management Plan Process.....                   | 6  |
| 2.6   | Mobility Management Plan Next Steps .....               | 8  |
| 2.7   | Policy Framework .....                                  | 9  |
| 2.7.1 | National Sustainable Mobility Policy 2022 .....         | 10 |
| 2.7.2 | Greater Dublin Area Transport Strategy 2022-2042 .....  | 11 |
| 2.7.3 | Fingal County Development Plan 2023-2029 .....          | 11 |
| 2.7.4 | Donabate Local Area Plan March 2016 (as extended) ..... | 13 |
| 3     | Receiving Environment & Proposed Development.....       | 16 |
| 3.1   | Land Use .....                                          | 16 |
| 3.2   | Location.....                                           | 16 |
| 3.3   | Existing Transport Infrastructure .....                 | 17 |
| 3.4   | Proposed Transport Infrastructure .....                 | 21 |
| 3.5   | Proposed Development and Parking Strategy .....         | 24 |
| 3.6   | Mobility Points .....                                   | 25 |
| 4     | Commuter Trends and Transport Needs.....                | 26 |
| 4.1   | Introduction.....                                       | 26 |

|              |                                          |    |
|--------------|------------------------------------------|----|
| 4.2          | Subject Site Proposed Modal Split .....  | 28 |
| 5            | Objectives and Targets .....             | 30 |
| 5.1          | Introduction.....                        | 30 |
| 5.2          | MMP Objectives .....                     | 30 |
| 5.3          | MMP Actions and Objectives.....          | 31 |
| 6            | MMP Measures .....                       | 34 |
| 6.1          | Introduction.....                        | 34 |
| 6.2          | Mode Specific Measures .....             | 35 |
| 6.3          | Management and Monitoring Measures.....  | 36 |
| 6.4          | Marketing and Promotion Measures.....    | 36 |
| 7            | Preliminary Action Plan .....            | 37 |
| 7.1          | Overview.....                            | 37 |
| 7.2          | Management and Monitoring Strategy ..... | 37 |
| 7.2.1        | MMP Management .....                     | 37 |
| 7.2.2        | MMP Monitoring .....                     | 37 |
| 7.3          | Walking Strategy .....                   | 40 |
| 7.4          | Cycling Strategy.....                    | 42 |
| 7.5          | Public Transport Strategy .....          | 44 |
| 7.6          | Private Car Strategy.....                | 46 |
| 7.7          | Marketing and Promotion Strategy.....    | 48 |
| 8            | Summary and Conclusion .....             | 50 |
| Appendix A : | Mode Specific Measures .....             | A  |
| Appendix B : | Management & Monitoring Measures .....   | C  |
| Appendix C : | Marketing & Promotion Measures .....     | D  |

## Figures

|                                                                                                                                           |    |
|-------------------------------------------------------------------------------------------------------------------------------------------|----|
| Figure 2-1 MMP Development Process and Status .....                                                                                       | 7  |
| Figure 3-1: Fingal Development Plan 2023-2029 - Zoning Objectives (Sheet No. 7) .....                                                     | 16 |
| Figure 3-2: Subject Site Location (Source: OSI MapViewer) .....                                                                           | 17 |
| Figure 3-3: Pedestrian Accessibility (Walking Time from Site) (Source: TravelTime) .....                                                  | 18 |
| Figure 3-4: Cycle Accessibility (Cycle Time from Site) (Source: TravelTime) .....                                                         | 19 |
| Figure 3-5: Rail Network with Onward Connections from Donabate Railway Station .....                                                      | 20 |
| Figure 3-6: Proposed GDA Cycle Routes in Donabate (Extract of GDA Cycle Network Plan 2022) .....                                          | 21 |
| Figure 3-7: DART+ Proposed Programme (Source: Irish Rail).....                                                                            | 22 |
| Figure 4-1: Current Modal Split in Greater Dublin Area .....                                                                              | 26 |
| Figure 4-2: Areas of Interest for Trend Analysis (Source: <a href="http://census.cso.ie/sapmap/">http://census.cso.ie/sapmap/</a> ) ..... | 27 |
| Figure 4-3: Modal Split for Small Areas at Donabate.....                                                                                  | 28 |
| Figure 5-1: Preliminary Mode Share Targets for Ballymastone Residential Development .....                                                 | 33 |
| Figure 6-1 ` Residential MMP Action Plan Strategies .....                                                                                 | 35 |
| Figure 7-1 Roll-out of MMP's Management and Monitoring Initiatives .....                                                                  | 39 |
| Figure 7-2: Roll-out of MMP's Walking Initiatives .....                                                                                   | 41 |
| Figure 7-3 Roll-out of MMP's Cycling Initiatives.....                                                                                     | 43 |
| Figure 7-4: Roll-out of MMP's Public Transport Initiatives .....                                                                          | 45 |
| Figure 7-5 Roll-out of MMP's Private Car Initiatives.....                                                                                 | 47 |
| Figure 7-6: Roll-out of MMP's Marketing and Promotion Initiatives.....                                                                    | 49 |
| Figure 8-1: MMP Sub Strategy Themes & Initiatives .....                                                                                   | 50 |
| Figure 8-2: Roll-out of MMP's Initiative .....                                                                                            | 51 |

## Tables

|                                                                                      |    |
|--------------------------------------------------------------------------------------|----|
| Table 7-1: Preliminary Schedule of MMP's Management and Monitoring Initiatives ..... | 39 |
| Table 7-2: Preliminary Schedule of MMP's Walking Initiatives .....                   | 40 |
| Table 7-3: Preliminary Schedule of MMP's Cycling Initiatives .....                   | 42 |

|                                                                                    |    |
|------------------------------------------------------------------------------------|----|
| Table 7-4: Preliminary Schedule of MMP's Public Transport Initiatives .....        | 44 |
| Table 7-5: Preliminary Schedule of MMP's Private Car Initiatives .....             | 46 |
| Table 7-6: Preliminary Schedule of MMP's Marketing and Promotion Initiatives ..... | 48 |

# 1 Introduction

## 1.1 Context

DBFL Consulting Engineers (DBFL) have been commissioned by Glenveagh Living Ltd. to prepare a Mobility Management Plan (MMP) for a proposed residential development on a greenfield site located at Ballymastone, Donabate, Co. Dublin.

In summary, the proposed development will consist of the construction of a residential development, which represents Phase 3 of the wider development of the Ballymastone Lands, ranging in height from 2- to 6-storeys, to accommodate 398 no. residential dwellings (including a mix of apartments, duplexes and houses), private amenity space, a crèche (c. 646sq.m), and a community space (c. 100sq.m).

The site will accommodate 316 no. car parking spaces in total (comprised of 288 no. residential spaces, 10 no. spaces for the proposed crèche/community space, 6 no. EV charging spaces including accessible spaces, and 12 no. spaces ducted for future provision), 1,619 total no. bicycle parking spaces, new pedestrian/cycle links, road improvements, storage, services (including water, wastewater, electricity and telecommunications) and plant areas. Landscaping will include communal amenity areas, SuDS features, and significant public open space (c. 15.3% of the net site) including outdoor exercise and play equipment.

The MMP has been prepared to guide the delivery and management of several coordinated initiatives which ultimately seek to encourage sustainable travel practices for all journeys to and from the proposed residential developments.

This framework document aims to inform two distinct audiences as follows:

- The appointed **Mobility Managers** who will be responsible for implementing and managing the MMP. Should the manager not be overly familiar with the MMP process they will find the process and context information as outlined in **Chapter 2** invaluable. The preliminary MMP targets and measures introduced in **Chapter 5** and **Chapter 6** will be coordinated, administered and updated by the appointed Mobility Managers.
- The **Local Authority Officers** who will be eager to ensure that the MMP initiatives are appropriately ambitious, deliverable and implemented fully. The officers, who will be very familiar with the MMP process, will be predominately interested in the proposed MMP Targets (**Chapter 5**) and associated measures (**Chapter 6**).

- The **Residents** of the proposed developments who may not have a full understanding of the MMP process and objectives. They will find the process and context information as outlined in Chapter 2 will assist them in gaining an understanding of MMPs.

## 1.2 Background

This Mobility Management Plan (MMP) has been prepared to guide the delivery and management of a package of integrated initiatives which seek to encourage sustainable travel practices at the proposed residential developments at Ballymastone, Donabate. This document aims to expand the awareness of and increase travel options for residents at the site and the wider community.

This MMP has been prepared to guide the delivery and management of a package of integrated initiatives which ultimately seek to encourage sustainable travel practices of all residents travelling to/from the proposed developments at Ballymastone, Donabate.

The purpose of the Mobility Management Plan is to:

- Provide a 'manual' and record for the Mobility Manager who will be appointed to oversee the implementation and development of the measures set out in the document;
- A formal record for the local authority in regard to the type, scale and number of initiatives that the MMP initially proposes and subsequently their level of success in subsequent versions of the MMP which remains a 'live' document to be updated at least initially every 2 to 3 years following its implementation; and
- The MMP will seek to provide a long-term strategy for encouraging residents and staff to reduce their dependency on travelling by car in favour of more sustainable modes of travel.

The aims of the strategy are:

- a) to increase the awareness of residents and staff to all the transport options available to them and to the potential for travel by more sustainable modes, and
- b) to introduce a package of both 'hard' (physical) and 'soft' (behavioural) measures that will facilitate travel by sustainable modes of travel to/from the subject developments.

## 1.3 Structure of Report

Following this introduction, the MMP framework, including the definition of an MMP, its objectives, the scope and process involved in compiling and implementing such a plan is outlined in **Chapter 2**.

A description of the proposed developments, including parking provision, surrounding environment, current transport facilities and future transport proposals are presented in **Chapter 3**.

**Chapter 4** discusses the existing local transportation and travel trends. **Chapter 5** establishes the Residential MMP objectives and adopted targets.

In **Chapter 6**, the Residential MMP measures and travel initiatives selected to encourage sustainable travel are discussed. These include Mode Specific Measures, Management Measures, Marketing Measures and Monitoring & Review Measures.

With the objective of establishing the basis for discussions with key stakeholders, including the local authority, from which an agreed MMP action plan can be adopted, **Chapter 7** presents a Preliminary Action Plan for the proposed residential elements of the developments at the subject site.

The main conclusions and recommendations of the MMP are summarised in **Chapter 8**.

## 2 Mobility Management Plan Framework

### 2.1 What is a Mobility Management Plan?

The Dublin Transportation Office's (which has been subsumed into the National Transportation Authority (NTA) in December 2009) 2001 publication entitled "The Route to Sustainable Commuting" defines a MMP as *"... a package of measures put in place by an organisation to encourage and support more sustainable travel patterns ..."*.

The MMP can be developed for an individual site or group of sites and designed specially to respond to a range of different site-specific land uses such as business (offices, retail, industrial etc.), residential and schools / colleges / universities.

Whilst the emergence and successful application of residential MMP's has only transpired over the last 15 years in Ireland, other countries have extensive experience in designing, implementing, marketing and monitoring the successful delivery of MMP's. Accordingly, MMP's are also known by a number of other names including;

- Travel Plans,
- Green Travel Plans,
- Sustainable Mobility Plans, or
- Sustainable Commuter Plans.

### 2.2 What is a Residential Mobility Management Plan?

A Residential Mobility Management Plan is a package of measures designed to (i) reduce the number and length of car trips attracted to a development, in parallel with also (ii) encourage more sustainable forms of travel and (iii) reduce the overall need to travel. It sets out objectives and targets to achieve sustainable travel patterns.

A successfully implemented MMP can provide reductions in car usage, particularly influencing levels of single-occupancy car travel, with increased trips made by public transport, walking and cycling; and improve road safety and personal security (especially for pedestrians and cyclists).

Mobility Management Plans to date have mainly focussed on the development of destination MMP's and to encourage travel by sustainable modes for employment and school developments. Destination MMP's focus on a particular journey purpose while a residential MMP is concerned with journeys made from a single origin (home) to multiple and changing destinations.

## 2.3 Who is Involved

An MMP impacts a number of key stakeholders who should all be involved in some form or manner in the process:

- Local Authority Officers,
- Developers and the brief they provide to their design teams,
- Staff working on-site,
- Potential for local businesses across the site's immediate catchment,
- Facility Management Personnel,
- Building Management Company,
- Future residents at sites,
- Residents in the community surrounding new housing developments with a MMP, and
- Transport Operators.

## 2.4 Objectives of a Mobility Management Plan

The principal objective of an MMP is to reduce levels of private car use by encouraging people to walk, cycle, use public transport, car share or even reduce the number and length of trips undertaken / required.

A comprehensive range of goals, and subsequent complementary secondary level objectives, can be identified with the purpose of achieving the ultimate objective of the MMP. This can be achieved through the delivery of a range of complimentary integrated initiatives which can positively influence travel behaviour and associated travel habits.

The specific objective(s) of an MMP can vary depending upon the organisation, site characteristics and specific land uses which vary with each site. Nevertheless, in the context of a residential MMP objectives can include;

### a) **For the Residents** –

- Address resident' needs for access to a full range of facilities for work, education, health, leisure, recreation and shopping.
- Promote healthy lifestyles and sustainable, vibrant local communities.

### b) **For the Local Community** –

- Reduce the traffic generated by the development for journeys both within the development and on the external road network.
- Make local streets less dangerous, less noisy and less polluted.
- Enhance viability of public transport.
- Improve the environment and the routes available for cycling and walking

## **2.5 Mobility Management Plan Process**

Once the decision has been made to produce an MMP the process of compiling the plan encompasses the 9 principal steps presented in **Figure 2-1** below.

The MMP however remains an 'active' document which continues to evolve and develop during its lifecycle. Accordingly, once the initial nine steps have been successfully completed (including monitoring and reporting requirements), the process recommences with the identification of new actions and associated targets which instigates the second generation of the MMP. As a result, subsequent generations of the MMP can be incorporated into the management and operation of the subject development for as long as necessary or potentially even for the entire existence of the development.



*Figure 2-1 MMP Development Process and Status*

Once the development's specific objectives are identified "SMART" targets will both assist in defining the specific measures that are included and / or prioritised within the MMP (to reach the objective) and help with the monitoring and evaluation of the level of success achieved by the MMP. SMART targets, which can be agreed with the local authority should be:

|          |                                                                                                                                             |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <b>S</b> | <b>Specific</b><br>Well defined.<br>Clear to anyone that has a basic knowledge of the project                                               |
| <b>M</b> | <b>Measurable</b><br>Know if the goal is obtainable and how far away completion is<br>Know when it has been achieved                        |
| <b>A</b> | <b>Achievable</b><br>Agreement with all the stakeholders what the goals should be<br>Make sure this is possible for all levels within group |
| <b>R</b> | <b>Realistic</b><br>Within the availability of resources, knowledge and time                                                                |
| <b>T</b> | <b>Time-Bound</b><br>Enough time to achieve the goal<br>Not too much time, this can affect project performance?                             |

## 2.6 Mobility Management Plan Next Steps

In the context of the development's operational framework, the local receiving environment and the identification of the Preliminary Action Plan, this document should form the basis by which:

- a) the subject residential development's specific travel characteristics are outlined and presented to the local authority; and
- b) through a partnership approach between the developers and the local planning authority, the Preliminary Action Plan is explored and re-examined with the objective of reaching agreement upon the MMP's measures and subsequently the adoption of an 'agreed' MMP Action Plan with targets, initiatives, timescales, responsibilities and resources clearly outlined and approved by both parties.

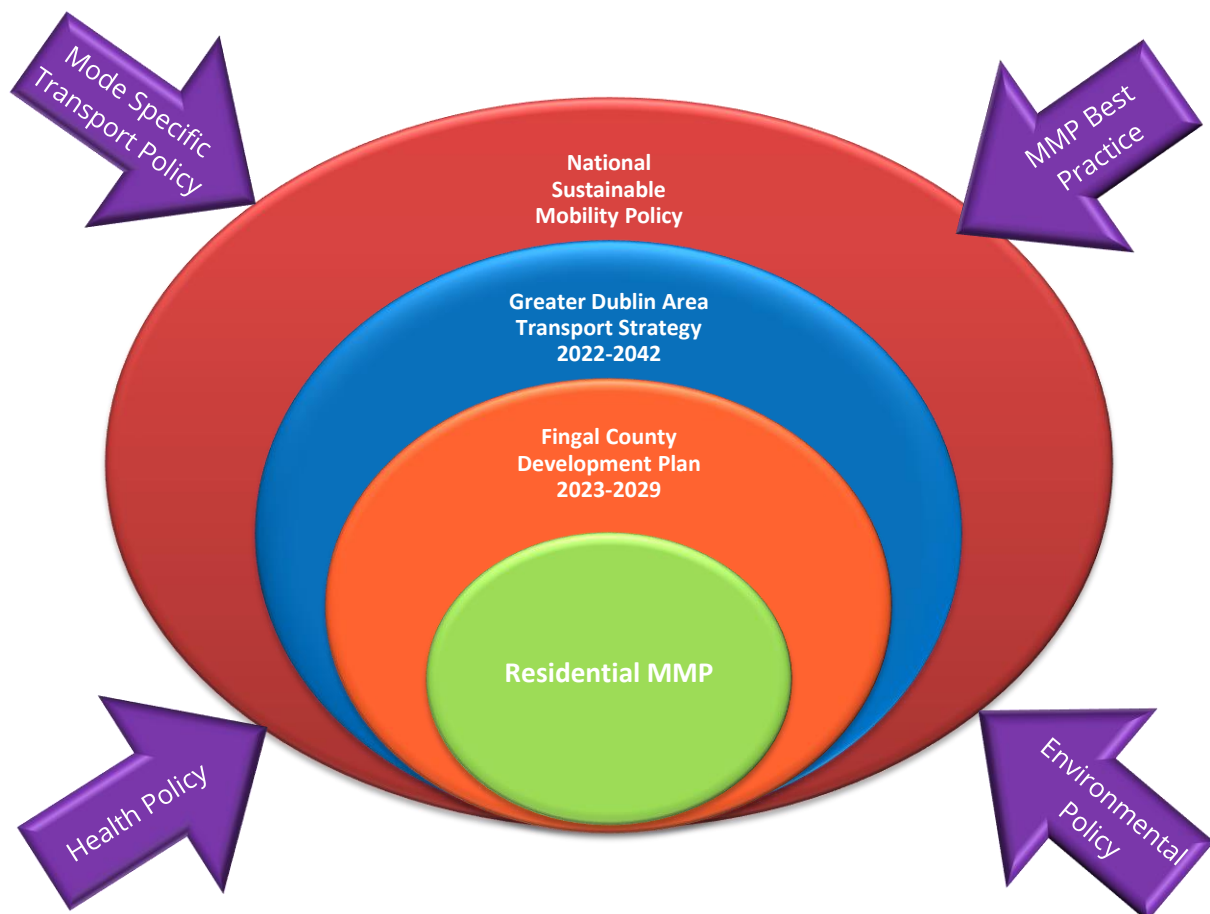
To enable this process to commence it is proposed that this MMP framework document, as compiled by DBFL, will be submitted to Fingal County Council. At the request of the local authority,

a meeting between the local authority officers and the developers can take place if required with the objective of formally agreeing a MMP action plan and associated targets for the subject site.

## 2.7 Policy Framework

The MMP for the proposed development is supported by a comprehensive transport policy hierarchy in addition to being influenced directly/indirectly by other policy themes (e.g., environmental, health etc.) which generate a range of complementary policy instruments in addition to demands and pressures that clearly necessitate a change in existing travel behaviour.

Commencing at EU level and subsequently transferred into national policy and regulations in Ireland, the hierarchy continues from regional (Greater Dublin Area) to sub-region (Fingal County Council) eventually arriving at the site (or land use) specific policy objectives.

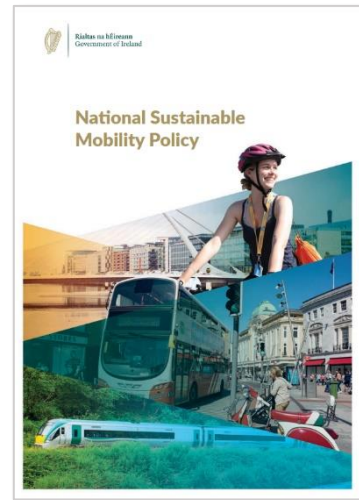


### 2.7.1 National Sustainable Mobility Policy 2022

The National Sustainable Mobility Policy was published in April 2022 by the Department of Transport and replaces Smarter Travel 2009. The overall aim of the Policy is to *“set out a strategic framework for 2030 for active travel and public transport to support Ireland’s overall requirement to achieve a 51% reduction in carbon emissions by the end of this decade”*.

The Policy is a direct response to the fact that continued growth in demand for road transport is not sustainable due to the resulting adverse impacts of increasing congestion levels, localised air pollution, contribution to global warming and the additional negative impacts to health through promoting increasingly sedentary lifestyles.

The following 3 key Policy areas and 10 goals form the basis of the National Sustainable Mobility Policy:



#### Safe and Green Mobility

1. Improve mobility safety
2. Decarbonise public transport
3. Expand availability of sustainable mobility in metropolitan areas
4. Expand availability of sustainable mobility in regional and rural areas
5. Encourage people to choose sustainable mobility over the private car

#### People Focuses Mobility

6. Take a whole journey approach to mobility, promoting inclusive access for all
7. Design infrastructure according to Universal Design Principles and the Hierarchy of Road Users model
8. Promote sustainable mobility through research and citizen

#### Better Integrated Mobility

9. Better integrate land use and transport planning at all levels
10. Promote smart and integrated mobility through innovative technologies and development of appropriate regulation

The policy is accompanied by an Action Plan with a total 91 actions organised by goal to be completed by 2025. Each action has been assigned to a specific government department or body

with the hope of creating accountability for their implementation. The success of the policy will be measured using an annual National Household Travel Survey administered by the National Transport Authority

### 2.7.2 Greater Dublin Area Transport Strategy 2022-2042

The Greater Dublin Area Transport Strategy 2022-2042 has arisen from a review of the original 2016 Strategy. The updated document *“sets out the framework for investment in transport infrastructure and services over the next two years”*.



The overall aim of the Transport Strategy is *“To provide a sustainable, accessible and effective transport system for the Greater Dublin Area which meets the region’s climate change requirements, serves the needs of urban and rural communities, and supports the regional economy”*. Four primary objectives have been identified as part of the Greater Dublin Area Transport Strategy 2022-2042. These are:

- An Enhanced Natural and Built Environment - To create a better environment and meet our environmental obligations by transitioning to a clean, low emission transport system, increasing walking, cycling and public transport use, and reducing car dependency.
- Connected Communities and a Better Quality of Life – To enhance the health and quality of life of our society by improving connectivity between people and places, delivering safe and integrated transport options, and increasing opportunities for walking and cycling.
- A Strong Sustainable Economy – To support sustainable economic activity and growth by improving the opportunity for people to travel for work or business where and when they need to and facilitating the efficient movement of goods.
- An Inclusive Transport System – To deliver a high quality, equitable and accessible transport system, which caters for the needs of all members of society.

### 2.7.3 Fingal County Development Plan 2023-2029

The Fingal Development Plan 2023-2029 sets out a new approach to meet the needs and aspirations of citizens of Fingal, Dublin County as a whole and the country, not only for the 6-year life of the plan, but for the long term. This approach is based on the principles of sustainability and resilience on the social, economic and environmental fronts.

The Development Plan’s Strategic Policy in response to the challenges facing the economy of the city and its role as the national and regional economic engine are as follows:

- Promote a vibrant, attractive environment for living and working, facilitating efficient movement by sustainable modes of transport throughout the County;
- Improve the use of key resources such as land, water, energy, waste and transportation infrastructure;
- Create a competitive business environment supporting economic development, job creation, tourism and prosperity for all;
- Improving the general attractiveness of a city for people and investors as a key part of maintaining competitiveness and creating a vibrant place that attracts and retains creative people within the city; and
- Encourage inclusive and active sustainable communities based around a strong network of community facilities.

In the context of the subject proposals, the following are the relevant transport and development policies and objectives set out in the plan:-

***“Objective CM01: Work with the NTA, TII and other transport agencies in facilitating the integrated set of transport objectives for the County as set out in this Plan, in line with National and Regional policy including the NTA’s GDA Transport Strategy and any subsequent plan to encourage modal shift towards more sustainable modes of transport and patterns of commuting to reduce reliance on the private car.”***

***“Objective CM02: Work with the NTA to develop mode share targets for the County to achieve and monitor a transition to more sustainable modes including walking, cycling and public transport, during the lifetime of this Plan. This includes providing targeted infrastructure in the most appropriate locations and prioritising development at the most accessible locations in order to achieve the appropriate levels of integration and sustainable transport provision.”***

### **Integration of Land-Use and Transport**

***“Objective CM03: Support and facilitate high-density, mixed-use development and trip intensive uses along public transport corridors and to ensure the integration of high-quality permeability links and public realm in conjunction with the delivery of public transport services through plan frameworks to generate and reinforce sustainable patterns of compact growth and development in the County.”***

### **A Sustainable and Integrated Transport Network**

***“Objective CM06: Maintain and improve the pedestrian and cyclist environment and promote the development of a network of pedestrian/cycle routes which link residential areas with schools,***

*employment, recreational destinations and public transport stops to create a pedestrian/cyclist environment that is safe, accessible to all in accordance with best accessibility practice."*

**"Objective CM08:** *Prepare an Active Travel Strategy to encourage active travel and modal shift to sustainable transport modes."*

**"Objective CM011:** *Support the provision of walking and cycling infrastructure, including bike parking, bike repair and support services, to increase footfall and economic activity in town and village centres while reducing emissions and improving quality of life."*

**"Objective CM016:** *Encourage and facilitate the delivery of high-quality public realm in tandem with new developments throughout the County through the Development Management process and the retrospective provision in existing developments, including the provision of a pedestrianised core in town centres where appropriate. "*

**"Objective CM019:** *Support and facilitate improvements to the pedestrian and cycle network and public realm that prioritise the removal of barriers to active movement, to improve connectivity and permeability and optimise accessibility for all users."*

### **Public Transport**

**"Objective CM023:** *Support the delivery of key sustainable transport projects including MetroLink, BusConnects, DART+ and LUAS expansion programme so as to provide an integrated public transport network with efficient interchange between transport modes to serve needs of the County and the mid-east region in collaboration with the NTA, TII and Irish Rail and other relevant stakeholders."*

**"Objective CM024:** *Support NTA and other stakeholders in implementing the NTA Strategy including MetroLink, BusConnects, DART +, LUAS and the GDA Cycle Network."*

### **Roads Network**

**"Objective CM035:** *Work with the TII and other relevant national transport agencies, to protect and enhance the capacity of national routes, to minimise the impacts on the management of the broader network and to support the economic competitiveness of the County."*

## **2.7.4 Donabate Local Area Plan March 2016 (as extended)**

The *Donabate Local Area Plan (LAP) 2016* sets out to provide for the structured development of the identified new residential areas of Donabate such that they integrate into the established village

and support the continued growth of a vibrant and attractive town for existing and future residents.

The LAP's strategic aims in support of the sustainable vision for the area are as follows:

- Provide a framework for a growing population with phased development of new housing delivered in tandem with supporting community and physical infrastructure;
- Support Donabate Village as the primary location for commercial, retail, community and cultural development serving the Town and Peninsula generally;
- Provide infrastructural investment to address traffic, pedestrian safety and movement challenges including the early delivery by FCC of a new road & bridge providing an alternative access to Donabate and Portrane; and
- Improving Protect and enhance the existing natural amenities of Donabate and improve access to established local amenity areas through the creation of a network of designated green routes.

In relation to Ballymastone the LAP states, *"The Ballymastone lands will evolve to connect coherently to existing and proposed road infrastructure in the vicinity. Connections will be required between residential areas and the proposed Educational and Recreational Campus including a new Campus Link Road from the west. Street networks that are orthogonal in nature are the most effective in terms of permeability and legibility. Important strategic pedestrian and cycleway connections will be necessary from Ballymastone eastwards to St. Ita's Demesne and westwards to the Spires estate to maximise permeability to the Village."*

In the context of the subject proposals, the following are the relevant transport and development policies and objectives set out in the plan:-

**"Objective 3.1:** Provide a network of pedestrian and cycle access routes to Donabate Train Station from the new development lands."

**"Objective 3.4:** Implement local and strategic traffic relief measures to improve traffic freeflow and safety – Donabate Village and on road networks serving schools through phased construction of a Distributor Road and a series of internal link roads through the LAP lands."

**"Objective 3.5:** Seek the implementation of DMURS to facilitate good quality permeability and places/public realm."

***“Objective 3.7: Provide for good quality bicycle parking facilities at key locations within the LAP lands such as the Corballis Local Centre and the Ballymastone Campus, in accordance with Fingal Development Plan standards.”***

***“Objective 3.8: Prioritise the movement of pedestrians and cyclists in proximity to public transport nodes and improve the walking and cycling environment in tandem with the emerging public transport and vehicular network.”***

***“Objective 3.9: Continue to ensure walking and cycling facilities and networks are designed so that they are safe and also meet the needs of people with disabilities.”***

## 3 Receiving Environment & Proposed Development

### 3.1 Land Use

The subject site is located on a greenfield site in Ballymastone which forms part of the Donabate LAP lands. The subject lands are zoned Objective RA (Residential Area) which aims to ***“Provide for new residential communities subject to the provision of the necessary social and physical infrastructure”*** within the 2023-2029 Fingal County Development Plan as shown in **Figure 3-1**.

The subject development plot is bound to the west and north by existing established residential developments and a local cemetery. The lands to the south are zoned for residential development (Objectives ‘RS’ and ‘RA’), whilst the lands east are zoned Objective ‘CI’ (Community Infrastructure).

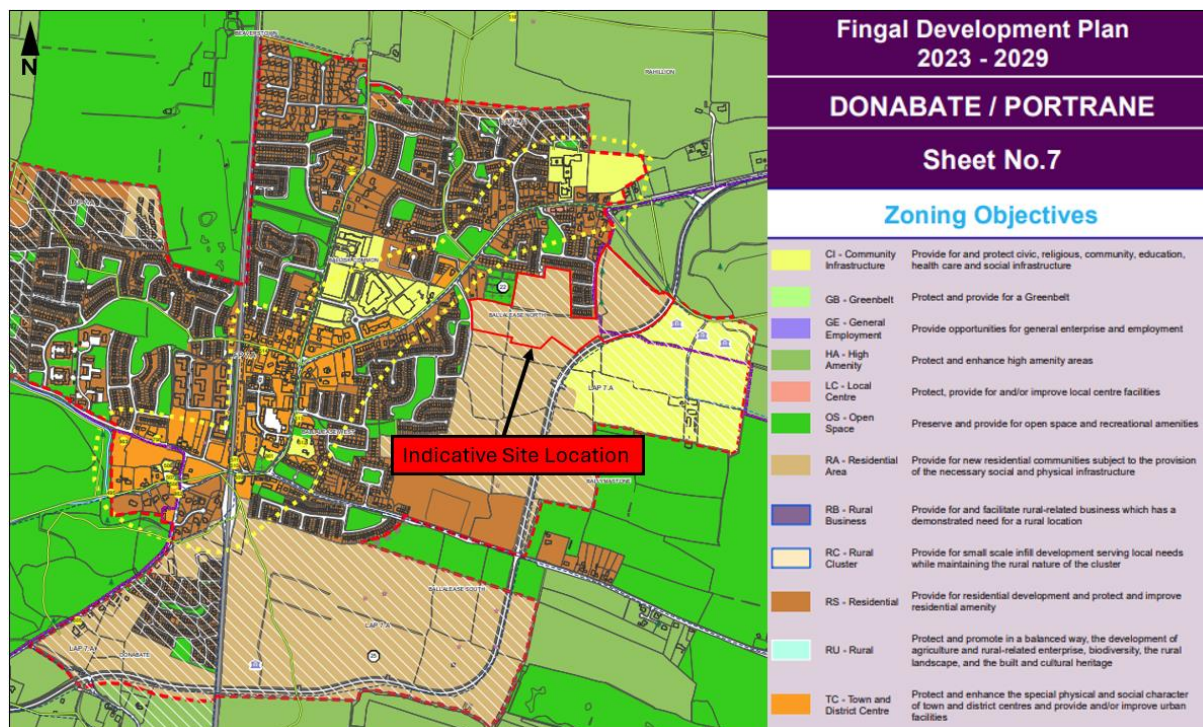


Figure 3-1: Fingal Development Plan 2023-2029 - Zoning Objectives (Sheet No. 7)

### 3.2 Location

The general location of the subject site in relation to the wider road network is illustrated in **Figure 3-1** while the extents of the subject site boundary and neighbouring lands are indicatively shown in **Figure 3-2**. The subject site is located approximately 21 km northeast of Dublin City Centre.

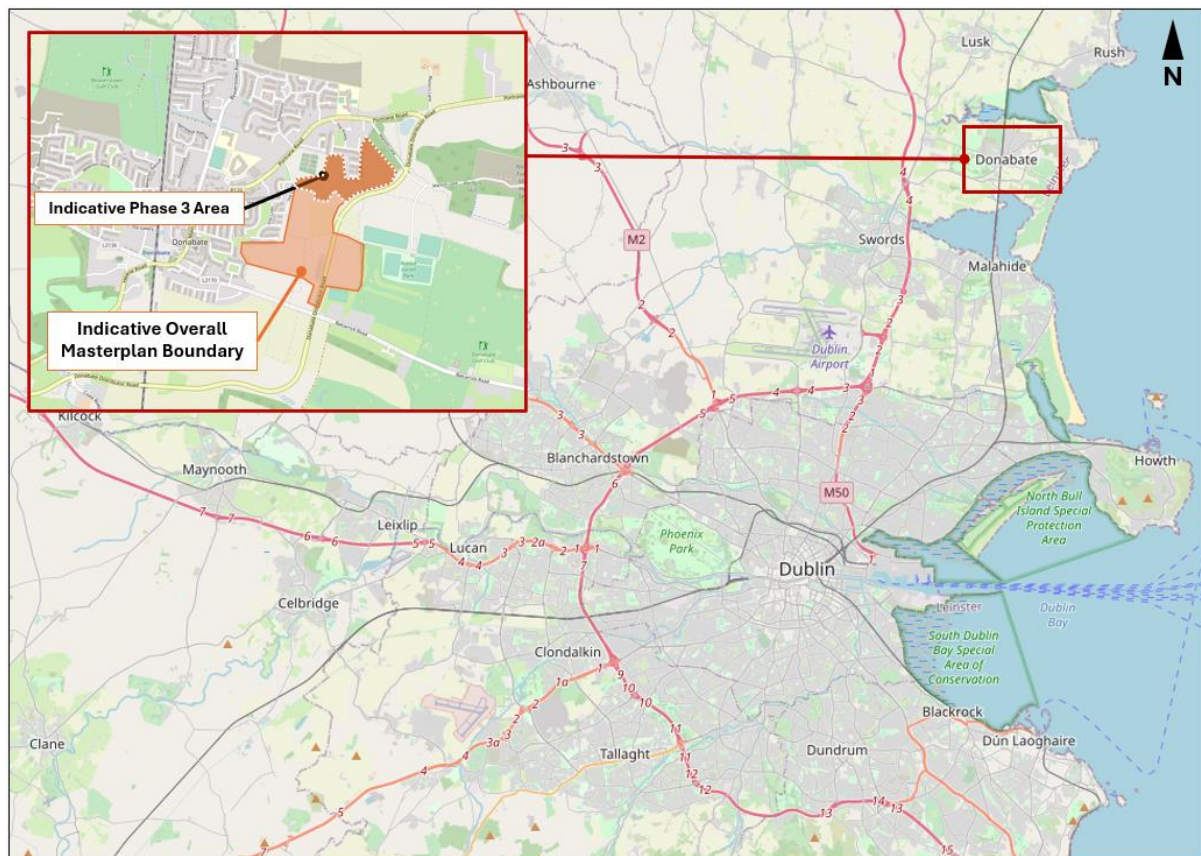


Figure 3-2: Subject Site Location (Source: OSI MapViewer)

The Donabate Distributor Road runs in a north-south direction to the east of the subject site from the R126 Hearse Road to the R126 Portrane Road. The R126 Hearse Road subsequently provides access to the R132 and Swords to the west and the M1 via Junction 4. The destinations of Drogheda and Dundalk can be reached by following the M1 northbound, whilst Dublin Airport and Dublin can be reached by following the M1 southbound.

To the south of the subject site, New Road runs in an east-west direction and provides access to Donabate Village and subsequently the R132. Travelling north on the R132 access is provided to Lusk and Skerries via the R127.

### 3.3 Existing Transport Infrastructure

The Traffic and Transport Assessment (TTA) is to be read in conjunction with this MMP and contains a full review of the existing and proposed transports infrastructure in the vicinity of the subject site. See chapter 2 of the TTA for more details.

The key existing transport infrastructure conditions is summarised below:

### ***Walking Infrastructure***

A wide footpath is available on both sides of the Donabate Distributor Network (DDR) with adequate lighting, and pedestrian crossings. A continuous footpath runs on the northern side of New Road as well as intermittently on the southern side. Likewise, a continuous footpath runs on the northern side of Portrane Road as well as intermittently on the southern side. These key roads provide access to the key trip attractors in the area and create a pedestrian friendly access network to the subject site.

**Figure 3-3** illustrates the walking catchment area around the subject site for a range of walking times. Within a 20 minute walking timeframe, Donabate Train Station, Donabate Town Centre, SuperValu and Donabate Clinic are accessible from the subject site. Stack's Pharmacy, Coastal Dental Care medical clinic and Donabate Golf Club can be accessed. Within a longer 30-minute timeframe, Portrane is accessible and in 45-minutes, Balcarrick Golf Club and Corballis Links Golf Club are accessible.

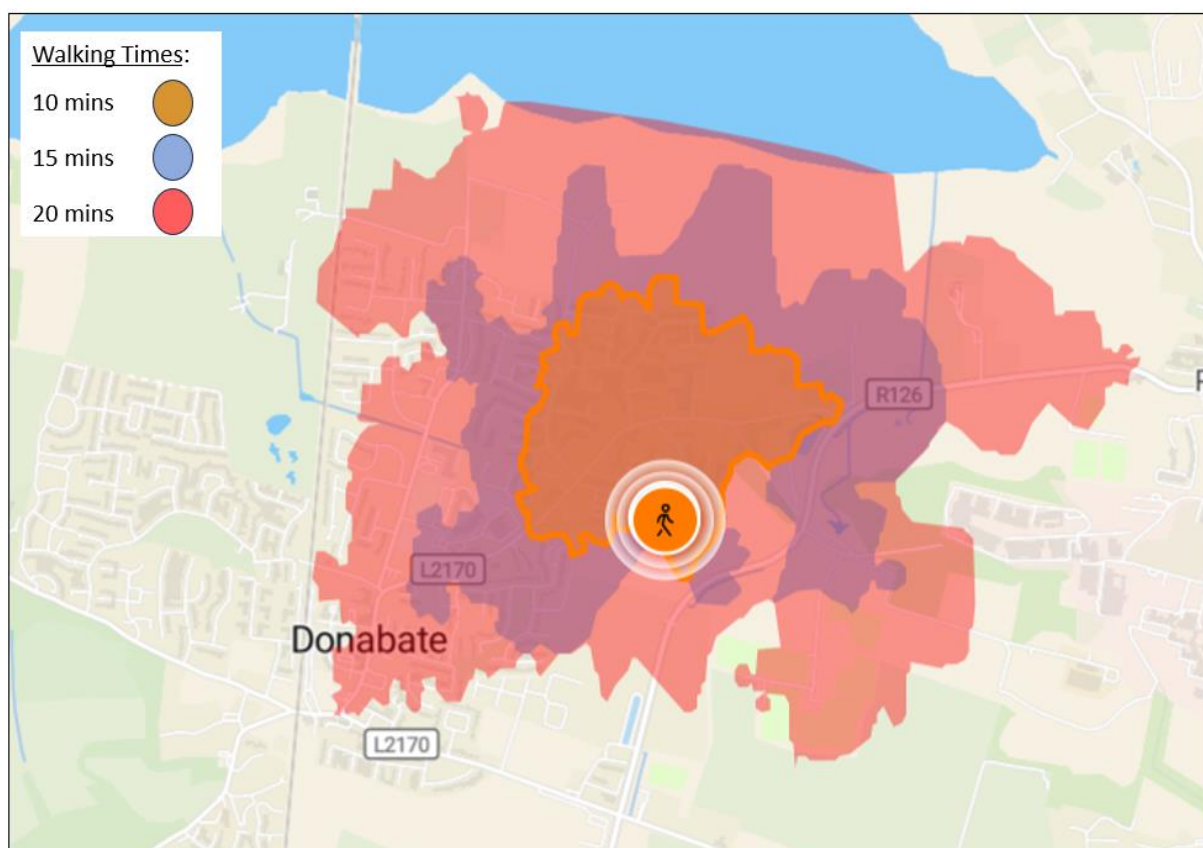


*Figure 3-3: Pedestrian Accessibility (Walking Time from Site) (Source: TravelTime)*

### **Cycling Infrastructure**

A segregated cycle track is provided on both sides of the Donabate Distributor Road in the vicinity of the subject site. The Donabate area has limited dedicated cycling facilities currently, but significant improvements will be made in line with the Greater Dublin Area Cycle Network Plan which currently proposes a number of cycle route networks within Donabate. These plans are outlined in more detail below.

**Figure 3-4** below illustrates cycle travel time around the subject site. It can be seen that a wide range of nearby employment and educational facilities and services in the Donabate area are accessible within a 15-minute cycle. Swords and Lusk are accessible within a 30-minute cycle while Rush and Malahide can be reached in 45 minutes which illustrated the high level of connectivity between the subject site and surrounding areas of employment and education. This demonstrates the feasibility of striving for a high cycle mode share from the subject site.

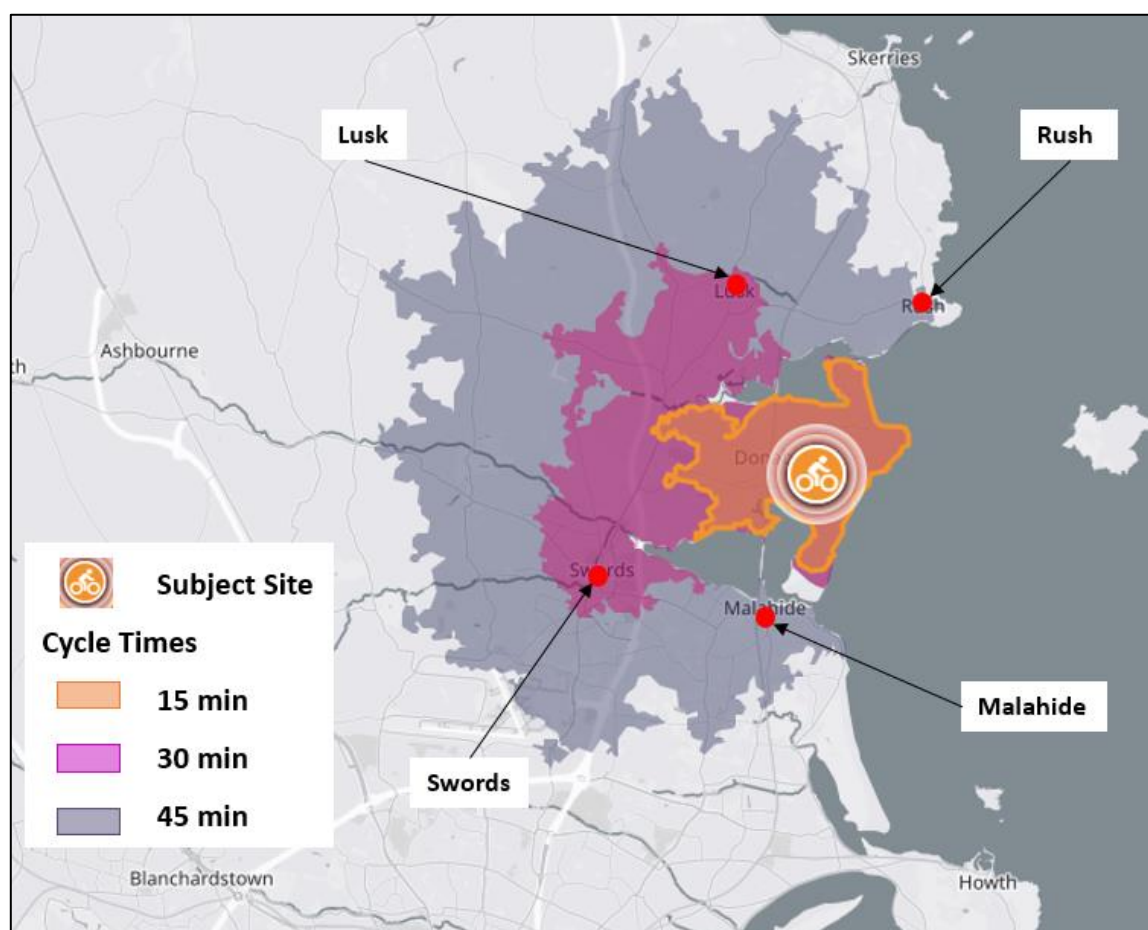


*Figure 3-4: Cycle Accessibility (Cycle Time from Site) (Source: TravelTime)*

### **Public Transport Infrastructure – Bus**

Dublin Bus operate Route Numbers 33D and 33E in area while GoAhead operate Route Number 33B and 33T. These routes travel to Swords (33B), Portrane (33B), Skerries (33D, 33E and 33T) and Dublin City Centre (33D, 33E). The Bus Route 33B operates daily and offers relatively frequent services every 20-30 minutes at peak times while 33T operate two services daily and 33D and 33E operate one service daily. Three no. bus stops served by these routes are located on Portrane Road within a 5-minute walk of the subject site.

### **Public Transport Infrastructure – Rail**

The subject Phase 3 site is located between 950m-2,000m from Donabate Railway Station (measured from the nearest and furthest points of the development site respectively). This is the equivalent of less than a 20-minute walk or a 5 minute cycle.

The well-established rail infrastructure in Donabate provides regular services to Dublin City Centre to the south, and Drogheda to the north (The Dublin- Belfast line) from where further onwards connections can be made to other regional, strategic and intermediate destinations as part of Irish Rails regional and Dublin commuter services.

Donabate Railway Station is currently well served by up to 28 no. commuter rail services providing connections to/from Dublin City Centre on a typical weekday, operating at a frequency of 15-20 minutes during peak times. This convenient service will likely attract a high number of rail users from the subject site and increase its mode share.

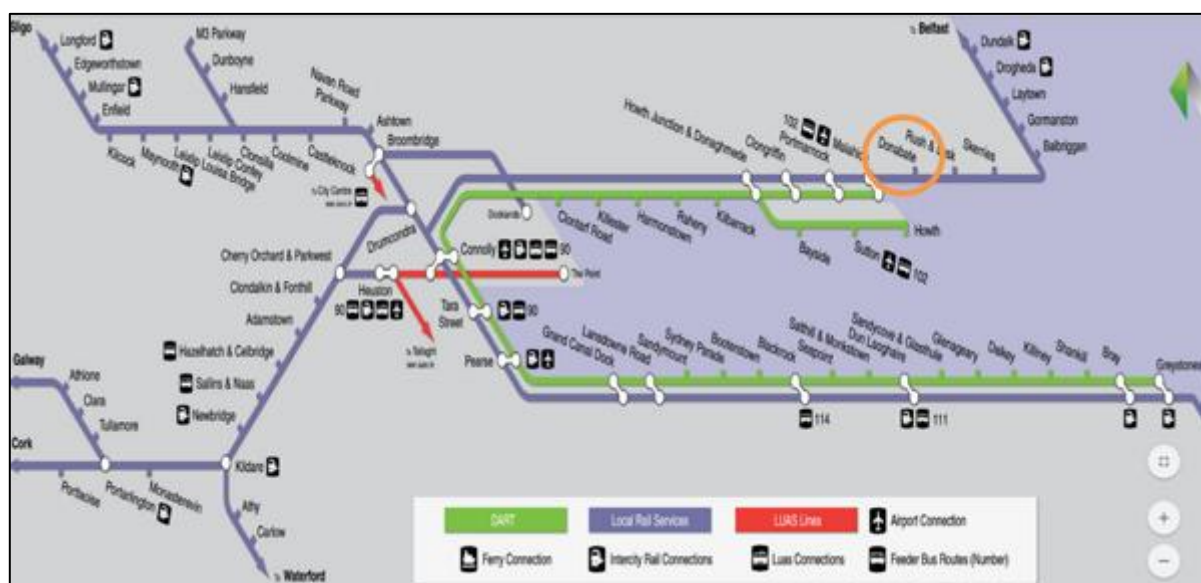


*Figure 3-5: Rail Network with Onward Connections from Donabate Railway Station*

### *Car Sharing - GoCar*

A GoCar base is located at Donabate Train Station offering car sharing services. This service allows users allows residents to temporarily rent cars as required for short periods of time and is managed through the GoCar app. The service promotes car sharing and helps to minimise private car ownership.

## **3.4 Proposed Transport Infrastructure**

The following is a summary of the proposed transport improvements that will positively impact mode share for this development specifically, and the wider Donabate area more generally;

### *Greater Dublin Area Cycle Network Plan*

The subject site is located within the “Lusk, Rush & Donabate” Sector as outlined within the Greater Dublin Area Cycle Network Plan (2022).

The GDA’s Cycle Network Plan proposes two categories of cycle route networks within Donabate Town. These include the introduction of secondary routes and utility and leisure greenways. The Cycle Network Plan proposes the following route additions as indicated on **Figure 3-6** below:

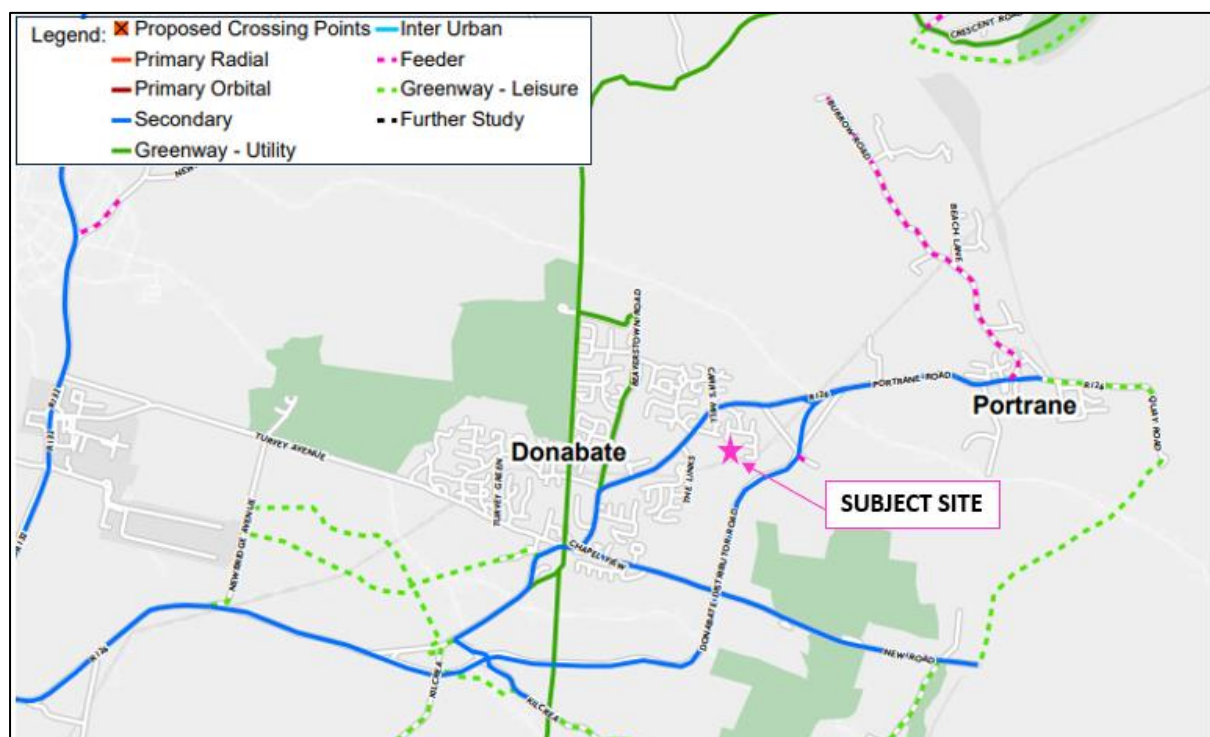


*Figure 3-6: Proposed GDA Cycle Routes in Donabate (Extract of GDA Cycle Network Plan 2022)*

### **Expansion of the 'Blepper Bike' Programme**

The dockless Blepper bike programme is available across Fingal and includes Donabate, Balbriggan, Rush, Portrane, Skerries and Swords. The scheme allows cyclist to rent bikes at a minimal cost and park them at any cycle parking stand near their location using a standard bike lock provided. Management of the system is carried out through the Blepper app. The availability of the service facilitates linked trips with public transport as well as shorter trips in their own right.

### **Dublin Area Rapid Transit (DART) Expansion Programme**

The DART+ programme aims to modernise and improve the existing rail network, increasing frequencies and carrying capacities while expanding routes. The proposals include increasing the total length of the DART Network from 50km to 150km. **Figure 3-7** below illustrates the proposed expansion.



Figure 3-7: DART+ Proposed Programme (Source: Irish Rail)

The DART+ Programme will deliver frequent, modern, electrified services to/from Dublin City Centre (Connolly and Spencer Dock) to:

- Maynooth and M3 Parkway
- Hazelhatch and Celbridge
- Drogheda; and
- Greystones

This proposed infrastructure will further increase the accessibility of Donabate and its environs.

An Coimisiún Pleanála have approved the Railway Order application for DART+ Coastal North, which will extend the electrified DART network from Malahide to Drogheda. The application was lodged in July 2024. The procurement process will now commence for a design and build contractors. Once the contractors has been appointed, a period of detailed design will commence followed by construction. Subject to funding being allocated it is anticipated that construction will be in the region of three years.

### ***BusConnects***

The National Transport Authority (NTA) has developed a strategic transport plan, known as BusConnects, which will transform and overhaul the current bus network to provide a more efficient network. The scheme will redesign routes with the aim of offering fast, predictable and reliable bus journeys.

Under the BusConnects proposals, two proposed routes will serve the subject site. Route L83 will run between Portrane and Dublin Airport via Donabate and Swords. This route will travel along Portrane Road and will run every 30 minutes on weekdays and weekends, thus making it very accessible and useful for residents of the subject site.

Route X83 will run between Portrane and UCD via Donabate and the City Centre. This route is proposed to have 1 southbound AM trip from Portrane between 8:00 and 9:00, and 1 northbound PM trip from UCD starting between 17:00 and 18:00. The routes are proposed to operate along Portrane Rd approximately 200m north of the subject site.

### 3.5 Proposed Development and Parking Strategy

#### **Car Parking Provision**

The proposed Phase 3 Ballymastone development provides a total of 316 no. car parking spaces, comprising 288 no. residential spaces, 10 no. creche spaces, 3 no. accessible spaces, 6 no. EV spaces (including one accessible space) and 12 no. future ducted EV spaces (including 10 standard spaces and 2 accessible spaces). This level of provision is in accordance with the FCC Development Plan requirements for Zone 1 developments and the car parking management standards as detailed within Table 14.19 of the FCC Development Plan. The proposed residential provision of 288 no. spaces is also in accordance with the Compact Settlement Requirements, which permits a maximum of 788 no. spaces.

#### **Car Parking: Apartments / Duplex Units**

A total of 33 no. and 28 no. car parking spaces are proposed for the duplex and apartment units respectively. This will be provided through a mix of off-curtilage, communal parking areas, located adjacent to their associated blocks.

In terms of the management of these car park spaces, it is proposed that all off curtilage parking (which is predominantly associated with the apartment and duplex units) will be included in the Owners Management Company (OMC). The exception to this, is the off-curtilage spaces associated with Part V units which will remain public within the Taken In Charge areas.

#### **Car Parking: Houses:**

All of the houses are provided with 1 no. car parking space within the front curtilage. For the mid terrace units, there will be a bin/bike store as well as well as 1 no. car parking space in the front curtilage. While for the end terrace units, these will have access to a private rear garden where bicycles can be stored. Further detail regarding the parking layouts for the units can be found in the MDO Architectural Design Statement.

#### **Cycle Parking**

The Fingal Development Plan (2023-2029) states that:

*"Each apartment unit shall be provided with an individual storage compartment for long-stay bicycle provision that is capable of accommodating bicycles, buggies and additional ancillary equipment such as scooters, helmets and bicycle maintenance equipment."*

#### **Apartment / Duplex Units Cycle Parking**

Long stay cycle parking for the apartment and duplex blocks are provided in the form of internal and external bike stores. The locations of these bike stores are driven by the need to provide secure, safe and accessible bike storage to the residential blocks that they serve. With regards to the requirement for providing storage facilities for cyclists' equipment, the cycle stores will incorporate small lockers, at the rate of 1 no. locker per bike parking space as per the approach previously taken and approved for Phase 2 of the subject development. Further detail on the design of the cycle stores and locker facilities can be found in MDO Architectural Design Statement. Full design details of each of the long term bicycle stores are provided in MDO's architectural drawing pack. This includes detailed floor plans for each of the proposed bicycle stores.

### **Mid-Terrace Units Cycle Parking**

For the residents of the mid-terraced house units, a combined bin / bike storage unit has been incorporated into the front curtilage space of the mid-terrace units. This is in recognition of the difficulty often encountered by occupants or visitors of mid-terraced units with regards to accessing the rear garden areas to store bicycles, which requires bringing the bicycle through the house. The bike stores provided within the front curtilage of the 3 bed units will be capable of accommodating 5 no. bicycles and the 2 bed units will be capable of accommodating 3 no. bicycles in line with the development plan requirements. They will facilitate secure, covered, convenient storage of bicycles for the residents of the mid-terrace units. Further detail on the proposed layout of the in-curtilage bin / bike stores can be found MDO / CSR drawings.

The cycle parking proposed is of a high quality, provides sufficient storage and is designed so as to make it easy, safe and convenient for people to store bicycles thereby encouraging an uptake in cycling.

## **3.6 Mobility Points**

Three mobility points are proposed as part of Phase 2 of the Masterplan lands (permitted under LRD0039/S3) located directly south of the subject site, which will be readily accessible and available for use by the future occupants of Phase 3.

Rather than one large mobility hub, it is proposed to provide 3 smaller mobility points within Phase 2 of the development. These mobility points differ from Mobility Hubs in that they are smaller scale, on-street interventions entailing the co-location of sustainable transport measures. The Mobility Points include cycle parking (including cargo bike spaces), car club spaces and public EV Charge Points and e-bike parking.

## 4 Commuter Trends and Transport Needs

### 4.1 Introduction

It is important where feasible to establish travel trends and area specific transport needs when initially developing an MMP. The subject site is located within walking distance of amenities such as schools, retail, health, employment and leisure. It is necessary to predict the nature of the proposed traffic to and from the Ballymastone site and to investigate whether it is possible to influence the modal split of the commuters from the proposed development.

Varying demographic profiles that have an immediate impact on the traffic network are commuters commuting to and from home. These can have their trip patterns influenced. Visitors are more difficult to influence in their trip patterns as they can be unpredictable.

The current modal split for the Greater Dublin Area is indicated in **Figure 4-1** as obtained from the National Household Travel Survey 2023 results: -

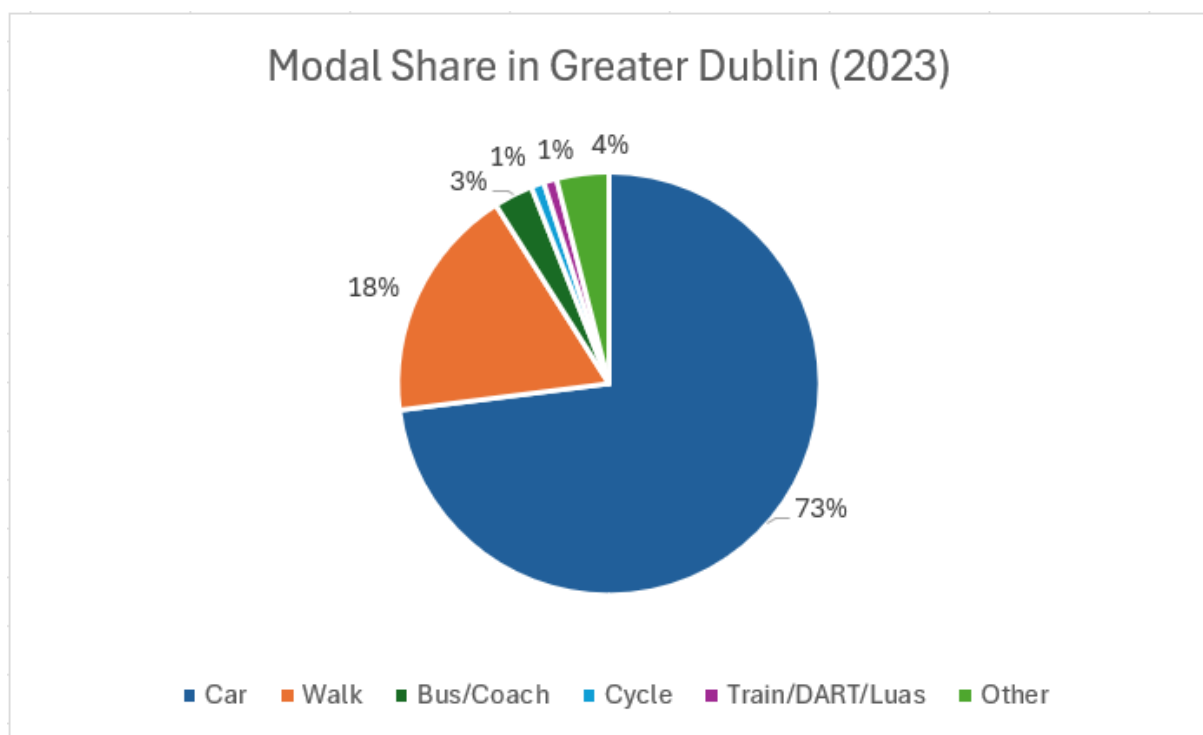


*Figure 4-1: Current Modal Split in Greater Dublin Area*

*(Source: [www.nationaltransport.ie](http://www.nationaltransport.ie))*

In order to develop an understanding for the existing travel trends within the area of the subject development site, the Central Statistics Office's SAPMAP (Small Areas Population Map) data has been investigated to determine what the travel trends are within the local vicinity of the subject development. SAPMAP is an interactive mapping tool that allows users to pinpoint a location on

the map and access 2022 Census data related to that area. This data illustrates how residents within the surrounding residential estates commute to work/college or school.

A number of residential areas close to the subject site were analysed to establish current commuter trends in the area. This analysis will form the basis of the initial travel characteristics that could be generated by the proposed development.

**Figure 4-2** illustrates the areas selected for this analysis. These sites were selected due to their proximity to the subject site. The areas best represent the development's future travel trends prior to the positive influence of the MMP initiative detailed within this MMP. From this, indicative travel trends may be identified to determine how the subject development may impact the surrounding transport network in terms of development trips and modal splits.

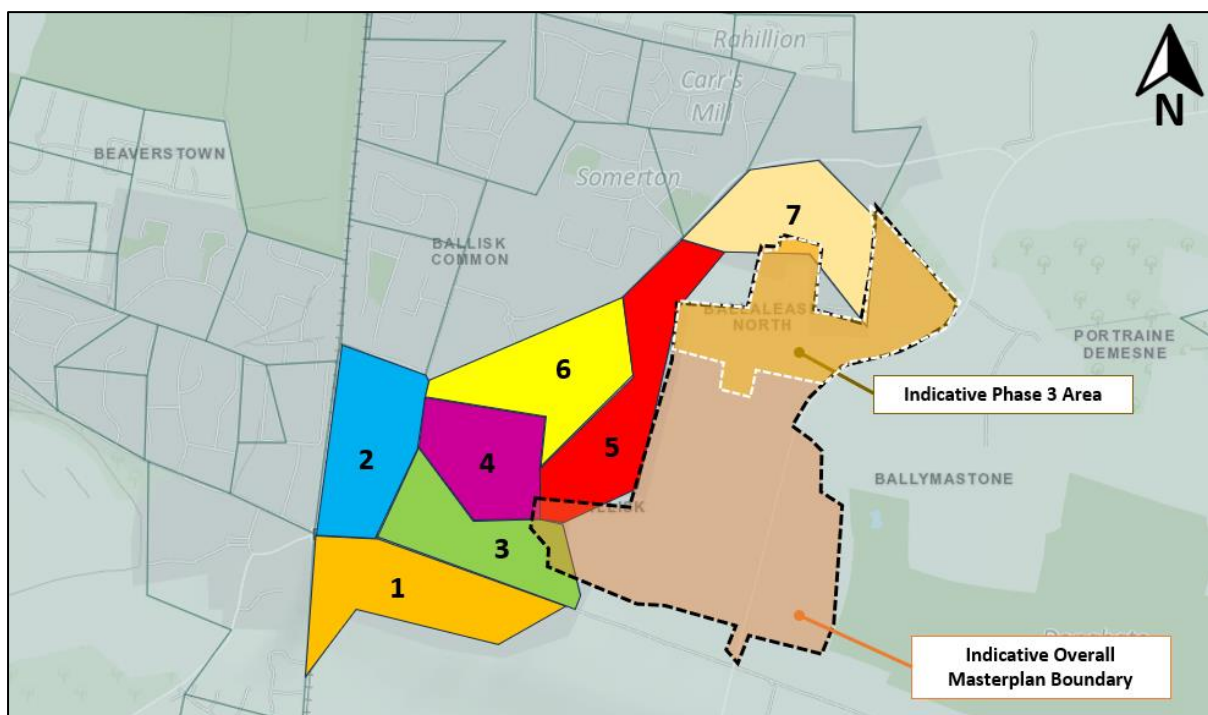


Figure 4-2: Areas of Interest for Trend Analysis (Source: <http://census.cso.ie/sapmap/>)

The local areas analysed include the following:

- Small Area 1: The Strand - Small Areas: A267065009
- Small Area 2: Beaverstown - Small Areas: A267065003
- Small Area 3: Ballaleash West - Small Areas: A267065005
- Small Area 4: Donabate Village - Small Areas: A267065004
- Small Area 5: 'The Links' East - Small Areas: A267065007
- Small Area 6: Ballisk - Small Areas: A267065015
- Small Area 7: The Priory - Small Areas: A267065006/02

The analysis highlighted the trend in modes used by the workers and students travelling to work and school from their homes. The summary of the data for the aforementioned selected sites have been summarised and illustrated in the following **Figure 4-3**.

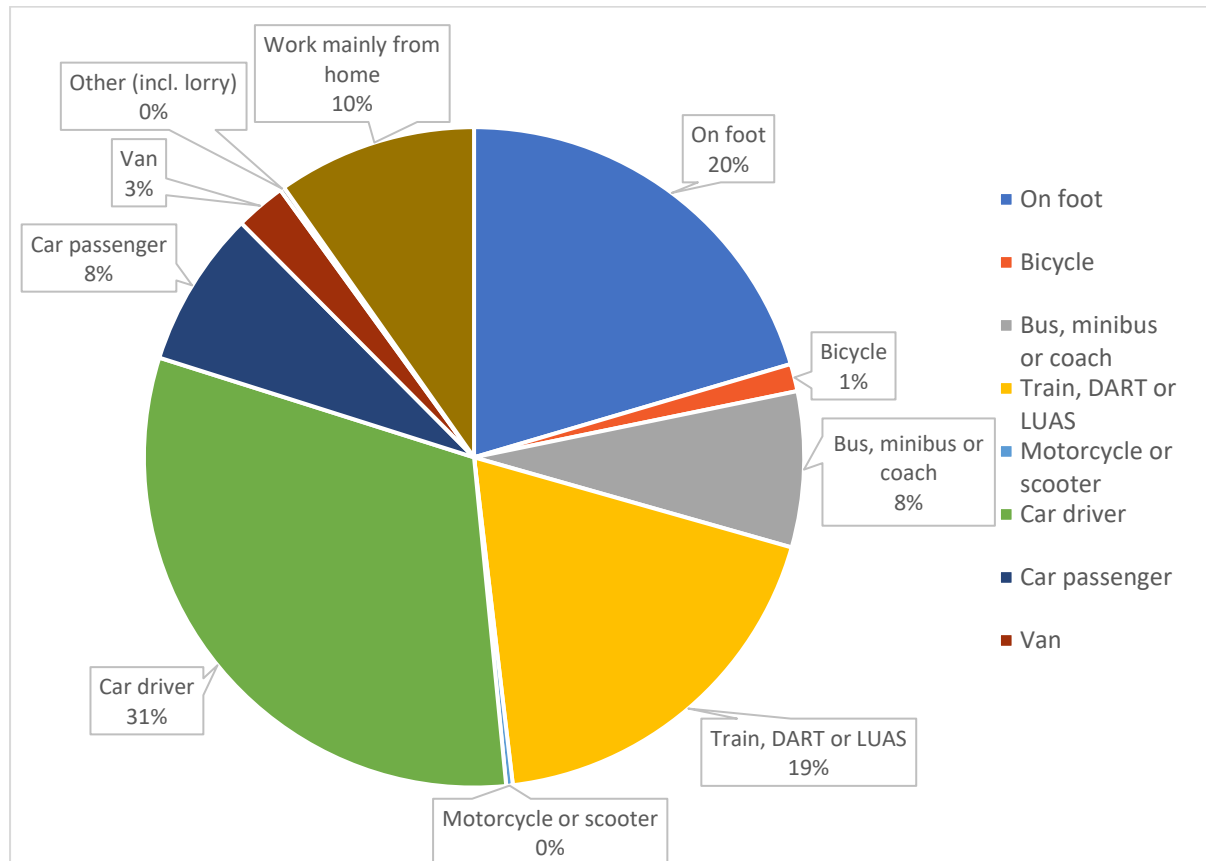


*Figure 4-3: Modal Split for Small Areas at Donabate  
(SAPMAP 2022)*

**Figure 4-3** indicates that public transport / walking / cycling is the dominant mode of transport at 48%. It shows that the car was the primary mode of transportation in the study area at 39% (31% travelling as car driver and 8% as a car passenger) in 2022.

## 4.2 Subject Site Proposed Modal Split

It is considered that an appropriate aim of the MMP would be to reduce the level of single occupancy car trips to the subject site and promote the utilisation of sustainable modes of travel. The key target of this MMP will therefore be to reduce single occupancy car-based travel from the subject site from approximately 31% to 24% upon the development build-out period (up to the 2028 Opening Design Year).

Reducing car travel significantly from current trends can be made possible due to the subject site's location close to local amenities in Donabate, and its position within a 20-minute walking

catchment from Donabate rail station. Mode share targets for all active modes will be increased, with a particular focus on bicycle trips and linked trips to public transport. This MMP aims to increase bicycle mode share from 1% to 6%, which is consistent with the Smarter Travel Policy.

The increased cycle mode share can be achieved by a combination of different measures. The provision of cycle infrastructure will be improved in line with the GDA Cycle Network Plan. The MMP will also promote cycling focused initiatives with full details to be found in **Chapter 7**.

The MMP would subsequently seek to transfer car-based trips onto the following modes / travel options:

- Bus (BusConnects Dublin)
- Cycle
- Walking
- Rail Services
- Car Sharing

## 5 Objectives and Targets

### 5.1 Introduction

In order to measure the ongoing success of the Mobility Management Plan and its various measures it is important that a series of objectives are set in conjunction to a range of associated targets. The proposed objectives and targets are set out in this section of the MMP.

### 5.2 MMP Objectives

The overall aim of this MMP is to reduce the dependency on the use of the private car by residents as well as staff based at the site and provide additional sustainable travel alternatives.

To support this principal objective, several sub-objectives have been set out:

- a) Minimise private car use by encouraging people to increase walking, cycling, using public transport or even consider car sharing. Additionally, an objective could also be to reduce the number of trips undertaken / required (e.g., business travel and work from home option etc.);
- b) Make all residents and staff aware of the sustainable transport options available to them;
- c) Encourage the use of sustainable modes of transport;
- d) Encourage the most efficient use of cars and other vehicles;
- e) Reduce any transport impacts of the development on the local community;
- f) Promote walking and cycling as a health benefit;
- g) Managing the ongoing development and delivery of the Mobility Management Plan with future occupants of the site;
- h) Promoting smarter education and living practices that reduce the need to travel overall; and
- i) Promote healthy lifestyles and sustainable, vibrant local communities.

The above objectives can be achieved through the integrated provision of hard and soft initiatives. Soft measures include the dissemination of important information regarding:

- Routing, timetable and ticketing information for bus and rail;
- The location and most convenient routes to and from local services (e.g., shops, medical facilities and schools etc.);
- Safe routes to home information / literature;
- Cost data comparing public transport and private car journeys and
- The health benefits of walking and cycling to include safety advice.

Without such information, individuals may choose the easiest option available to them which is often perceived to be the car, even if from a cost and duration of journey perspective this may not always be the case.

Similarly, if an individual is unaware of the availability of service and proximity of local shops and facilities, they may choose to travel a greater distance than necessary in order to access a service.

Accordingly, the objectives of this MMP can therefore be summarised as follows:

- To increase the awareness of the mobility management schemes available to all occupants;
- Promote increased usage of sustainable modes of transport; and
- Apply good design principles by ensuring permeability of the development to neighbouring areas and provision of necessary supplementary facilities and services; such as on-site cycle facilities, shower facilities, changing facilities, storage facilities etc.

### **5.3 MMP Actions and Objectives**

Targets are important as they give the MMP direction from its inception, providing measurable goals. When setting site-specific targets, it is important that they are 'SMART' (Specific, Measurable, Achievable, Realistic and Time-bound) in order that the outcome can be quantified and an assessment of what the MMP has or will achieve can be made.

Since the overall aim of the MMP is to reduce reliance upon the private car, it is appropriate to set a target which relates to this objective. It is also necessary to collect data to identify and understand the baseline travel habits, against which the MMP's progress can be measured. It is recommended that questionnaires are circulated after opening to residents based at the site, as these questionnaires will establish the baseline travel data for the subject site.

The Mobility Management Plan's initial actions (**A**) are set out below:

**A1** - The appointment of a Mobility Manager prior to occupation of the site;

**A2** - Provision of a MMP website and/or app that includes information on all travel opportunities to and from the site that is made available to all residents based at the subject site prior to commencement of occupation;

**A3** - In consultation with key stakeholders including the local authority and the future residents to continually develop, implement, monitor, evaluate and review the progress of the MMP towards achieving the targets;

**A4** - To undertake a baseline travel survey when the development is occupied;

**A5** - Identify modal split targets which can be reviewed once the baseline travel characteristics are established.

The Mobility Management Plan's principal targets (**T**) are set out below:

**T1** - To support the establishment of the Ballymastone Development as a sustainable community;

**T2** - To provide sustainability in all ways including cost, health and environment – reducing the impact on traffic congestion and air quality;

**T3** - To achieve a 95% resident awareness of the MMP and its aims and objectives;

**T4** - To facilitate and encourage greater use of sustainable transport modes (walking, cycling, public transport) in preference to the use of the private car;

**T5** – Achieve the identified modal split travel targets (Reference Section 4.2)

The above targets will be achieved by introducing an integrated package of measures that focus on promoting travel to/from the proposed development by sustainable modes of transport as a viable alternative to the private car. These means and supporting strategies will seek to encourage all to consider lower carbon travel alternatives in everyday journeys.

It is important to establish baseline trends and the resident's transport needs in developing an MMP. It is necessary to predict the nature of the proposed traffic to / from the site and investigate whether it is possible to influence the modal split of the commuters from the proposed development.

Baseline surveys cannot be collated at this time as the scheme does not physically exist. Nevertheless, interim mode share MMP targets have been identified for the first year after initial occupation of the proposed development. These targets will be reviewed within six months of the baseline travel survey being completed. This baseline data will provide a better understanding about what is achievable and what measures best suit the subject site.

The interim mode split targets for the subject site are set out in **Figure 5-1**. These targets are based on CSO 2022 Census Data, as recorded at surrounding areas as previously introduced in **Chapter 4**.

| Mode of Travel     | SAPMAP<br>(Census, 2022) | 1 <sup>st</sup> Year Target<br>(2028) | MMP 5-year<br>Target (2033) |
|--------------------|--------------------------|---------------------------------------|-----------------------------|
| On Foot            | 20%                      | 21%                                   | 21%                         |
| Bicycle            | 1%                       | 4%                                    | 6%                          |
| Bus/Minibus/Coach  | 8%                       | 9%                                    | 10%                         |
| Train/DART/LUAS    | 19%                      | 20%                                   | 22%                         |
| Motorcycle/Scooter | 0%                       | 0%                                    | 0%                          |
| Car Driver         | 31%                      | 24%                                   | 19%                         |
| Car Passenger      | 8%                       | 8%                                    | 8%                          |

*Figure 5-1: Preliminary Mode Share Targets for Ballymastone Residential Development*

The above targets are intended to be both realistic and aspirational as to act as a motivation for the MMP in general whilst remaining attainable. These targets will be subject to ongoing revision following the completion of the baseline surveys (and subsequent surveys) once the development is occupied and the input of the MMP's key stakeholders is taken into account.

These targets reflect recent improvements to the sustainable transport network and those planned to be rolled-out in the near future as articulated the Fingal County Development Plan and the GDA Transport Strategy. These are reprised here for convenience;

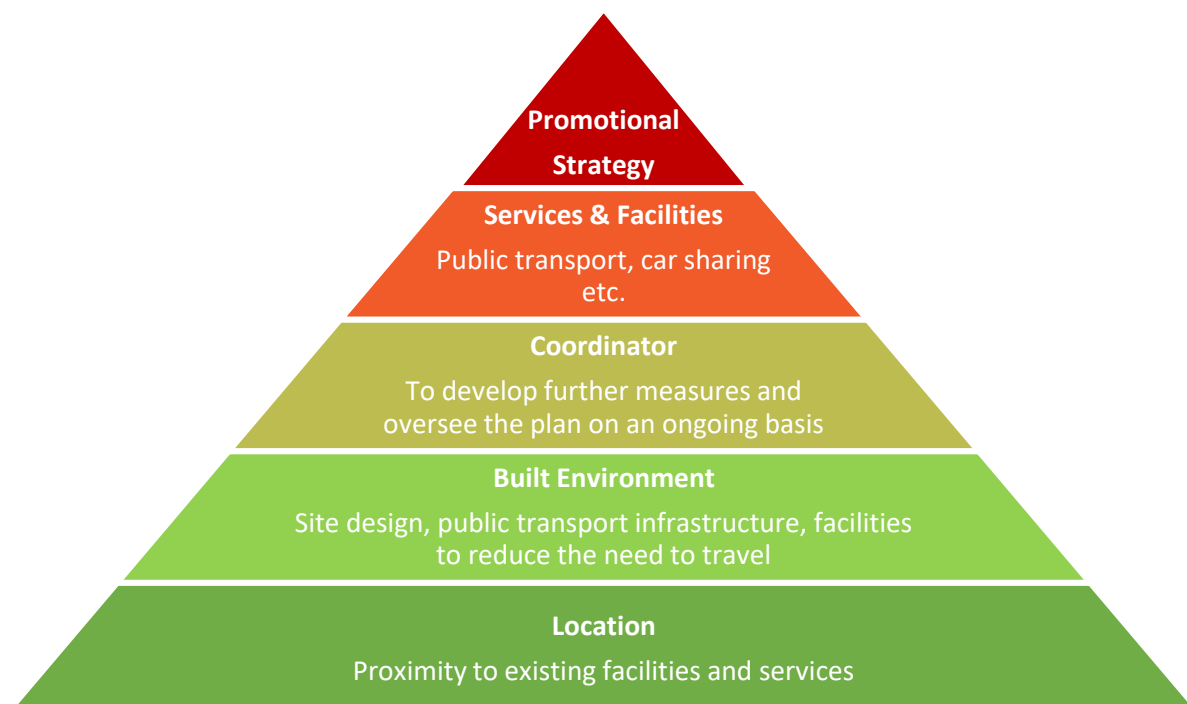
- Availability of essential services such as shops, schools and GP services in the area.
- Strong likelihood of more remote working in the near future and a subsequent drop in the need to commute;
- Planned upgrades to the public transport network including Dart + and BusConnects.
- Provision of segregated cycle lanes and footpaths on new road infrastructure such as the Donabate Distributor Road.
- Expansion of the GDA cycle network including the Broadmeadow Greenway between Donabate and Malahide and the possibility of interchange with the Metrolink at Swords and Dart services;
- Expansion of the Bleeper Bike Scheme to Donabate
- Provision of dedicated cycle parking areas over-and-above what would normally be provided in a typical household.
- Implementation of the measures set out in this Report.

## 6 MMP Measures

### 6.1 Introduction

Mobility management plans have a wide range of possible “hard” and “soft” tools from which to choose from with the objective of influencing travel choices. The following section introduces potential strategy measures that could be considered at the subject development. The range of initiatives discussed here is by no means exhaustive but is indicative of the kind of measures available and the processes and resources required to implement them.

The 5 tier Travel Plan Pyramid below has been developed to illustrate the key elements of a successful Mobility Management Plan. (Reference: *Good Practice Guidelines: Delivering Travel Plans through the Planning System*, DfT (UK), 2009).



Accordingly, the subject developments MMP is organised as a series of integrated sub-strategies covering the different modes of travel and associated management and awareness related issues to all modes.



*Figure 6-1 ` Residential MMP Action Plan Strategies*

## 6.2 Mode Specific Measures

The following initiatives could be promoted to enable the objectives to be fulfilled, to encourage the best choice of travel other than private car.

- a) Walking - provision of facilities
- b) Cycling – discounted cycle purchase, bike service workshops, cycle training
- c) Public Transport (Bus, Luas) – discounted travel tickets
- d) Private Car Strategy including car sharing and car clubs

### **6.3 Management and Monitoring Measures**

To ensure the success of a Mobility Management Plan, defining a management structure is critical to its effective implementation. Therefore, a Mobility Manager must be appointed, and a Resident's Group should be established if possible. This will ensure the ongoing success of the MMP. A programme of monitoring has been designed to generate information by which the success of the MMP can be evaluated. This will be the responsibility of the Mobility Manager.

The MMP information will be reviewed and updated regularly. This is achieved by research into the travel options and liaising with the residents to determine the most appropriate and useful information to communicate. The Mobility Manager will also be responsible for managing the annual review of the MMP including the surveys to be undertaken by residents.

### **6.4 Marketing and Promotion Measures**

The Mobility Manager will be involved in the promotion of the MMP and to make residents aware of its existence. The most important and cost-effective measure to be introduced as part of this MMP is the 'Welcome Travel Pack', which will be issued to all new residents of the site when they move in.

The Pack will contain information about all modes of transport available for journeys to and from the site. It includes information related to journeys to a number of local destinations which are considered to be key to residents. These include local shops, schools, health facilities and bus stops and train stations within the vicinity of the subject development site.

Information within the Pack will include details of the listed destinations and the services and facilities they offer. In addition, contact details of the Mobility Manager will be provided. The Pack will also give details of safe pedestrian and cycle routes to / from the site, in addition to fare and timetable information for public transport.

A simple cost-benefit analysis of public transport versus the use of the private car will also be set out in the Travel Pack. This, along with all of the information contained within the Pack will be available prior to occupation and will be reviewed annually and updated, as necessary.

## **7 Preliminary Action Plan**

### **7.1 Overview**

The coordinated application of the following 6 integrated sub-strategies ensures that the success of the Residential MMP will be a product of the sum of all sub-strategies. The following sections consider each specific sub-strategy within which details of the proposed actions are identified for the period of this plan. The proposed timescale of each MMP initiative are categorised as either Completed, Short Term (1 year), Medium Term (3 Years) or Long Term (5 years).

### **7.2 Management and Monitoring Strategy**

#### **7.2.1 MMP Management**

The development, implementation and coordination of the MMP in the short, medium and long term requires management support and resources if it is to be successful in achieving its long-term aspirations and targets. Funding for many of the specific actions will need to be assigned appropriate budgets. Where full funding is not available from internal sources, external funding sources will be investigated. Some of the measures may in the longer-term result in cost saving. The role of management will also actively seek a partnership approach with other organisations as part of the continues development of the MMP.

#### **7.2.2 MMP Monitoring**

It is essential that the continued and subsequent impact of the MMP initiatives is monitored on a regular basis for the following principal reasons;

- To demonstrate that the various targets are being achieved (or not met, at which point the measures being used should be reviewed) as people only value what they can measure and relate to,
- To ensure that the MMP continues to receive the support of residents and management,
- To show that both financial and resource input is being utilised to maximum effect.

To ensure that the Residential MMP is responsive to emerging opportunities and operational requirements, the status of the principal management and monitoring focused initiatives of the subject MMP are outlined in Table 7-1.

| Ref          | Initiative                                                                                                                                                                                                                                                                                                                                                                                            | Status / Timescale |                            |                            |                            | Lead Party | Comments |
|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------------------|----------------------------|----------------------------|------------|----------|
|              |                                                                                                                                                                                                                                                                                                                                                                                                       | Completed          | Short (1 year)             | Medium (3 years)           | Long (5 years)             |            |          |
| <b>MMS 1</b> | Appointment of a Mobility Manager for the overall site                                                                                                                                                                                                                                                                                                                                                | -                  | ✓                          | -                          | -                          | N/A        |          |
| <b>MMS 2</b> | Establish MMP Steering Group and meeting / reporting arrangements                                                                                                                                                                                                                                                                                                                                     | -                  | ✓                          | -                          | -                          | N/A        |          |
| <b>MMS 3</b> | Nominate MMP 'Champion' and role (Senior Management)                                                                                                                                                                                                                                                                                                                                                  | -                  | ✓                          | -                          | -                          | MMPC       |          |
| <b>MMS 4</b> | Establish MMP 'Charter' and confirm senior management support for: <ul style="list-style-type: none"> <li>MMS 4a – MMP memorandum of understanding</li> <li>MMS 4b – Identify and agree MMP objectives</li> <li>MMS 4c – Review and establish MMP targets</li> </ul>                                                                                                                                  | -                  | ✓<br>✓<br>✓                | -<br>-<br>✓                | -<br>-<br>✓                | MMPC       |          |
| <b>MMS 5</b> | In partnership with Local Authority review funding opportunities and potential budgets for: <ul style="list-style-type: none"> <li>MMS 5a – Setting up and launching MMP</li> <li>MMS 5b – Annual MMP management costs</li> <li>MMS 5c – Participation in calendar of events</li> <li>MMS 5d – MMP incentives</li> <li>MMS 5e – MMP facilities</li> <li>MMS 5f – MMP training requirements</li> </ul> | -                  | ✓<br>✓<br>-<br>-<br>-<br>✓ | -<br>-<br>✓<br>✓<br>✓<br>- | -<br>-<br>✓<br>✓<br>-<br>- | MMPC / FCC |          |
| <b>MMS 6</b> | Establish 'External' engagement contacts and collaboration programme                                                                                                                                                                                                                                                                                                                                  | -                  | ✓                          | -                          | -                          | MMPC       |          |
| <b>MMS 7</b> | Agree Monitoring and Reporting Programme with respect to: <ul style="list-style-type: none"> <li>MMS 7a – Resident Travel Surveys</li> <li>MMS 7b – Roll out / uptake of MMP initiatives</li> <li>MMS 7c – MMP Budgets</li> <li>MMS 7d – MMP performance (KPI's)</li> </ul>                                                                                                                           | -                  | ✓<br>-<br>✓<br>✓           | -<br>✓<br>✓<br>-           | ✓<br>✓<br>✓<br>-           | MMPC       |          |
| <b>MMS 8</b> | Facilitate the establishment and operation of mode specific 'user' groups (e.g., walking, cycling etc.)                                                                                                                                                                                                                                                                                               | -                  | -                          | ✓                          | -                          | MMPC       |          |
| <b>MMS 9</b> | Review travel practises by trip purpose and implement policy to encourage sustainable travel practices                                                                                                                                                                                                                                                                                                | -                  | -                          | -                          | ✓                          | MMPC       |          |

|               |                                                                                                                                          |   |   |   |   |      |  |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|------|--|
| <b>MMS 10</b> | Appoint a resident 'Champion' within the development for each mode specific 'user' group (e.g., walking, cycling, public transport etc.) | - | - | - | ✓ | MMPC |  |
| <b>MMS 11</b> | A Sustainable Travel Pack to be provided to new residents and staff                                                                      | - | ✓ | ✓ | - | MMPC |  |
| <b>MMS 12</b> | Establish Parking Management Strategy                                                                                                    | - | ✓ | - | - | MMPC |  |

*Table 7-1: Preliminary Schedule of MMP's Management and Monitoring Initiatives*

The identified Management and Monitoring strategy promotes a total of 31 measures. The implementation schedules of these measures are outlined in **Figure 7-1** below.

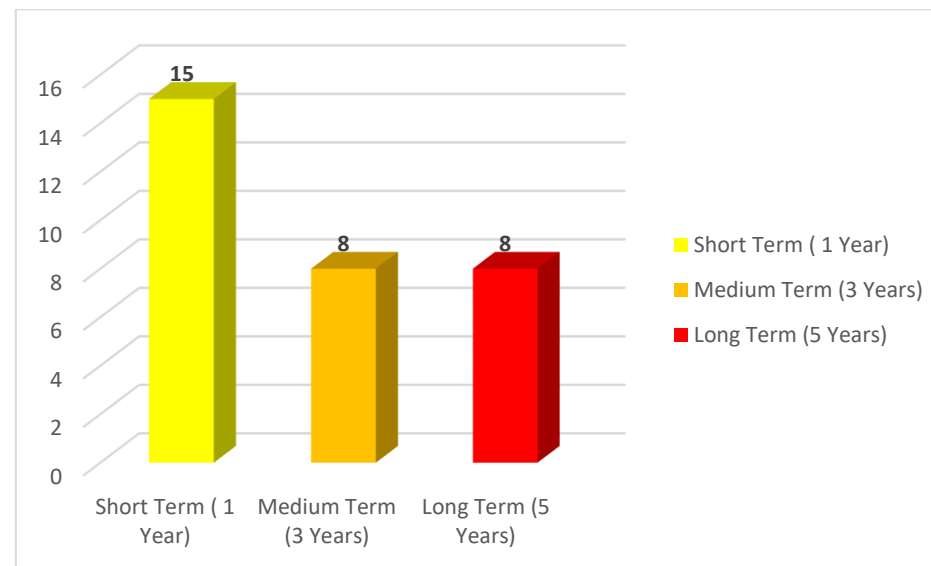


*Figure 7-1 Roll-out of MMP's Management and Monitoring Initiatives*

### 7.3 Walking Strategy

The status and preliminary scheduling of the principal walking focused initiatives of the MMP are outlined in Table 7-2 below.

| Ref         | Initiative                                                                                                                                                           | Status / Timescale |                |                  |                | Lead Party | Comments |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------|------------------|----------------|------------|----------|
|             |                                                                                                                                                                      | Completed          | Short (1 year) | Medium (3 years) | Long (5 Years) |            |          |
| <b>WS 1</b> | Develop a 'Walking' Accessibility Sheet for the site.                                                                                                                | -                  | ✓              | -                | -              | MMPC       |          |
| <b>WS 2</b> | Create a calendar of 'Walking' Events and incentives in conjunction with various occupiers.                                                                          | -                  | ✓              | ✓                | ✓              | MMPC / FCC |          |
|             | • WS 2a – Walk to work / school week                                                                                                                                 | -                  | ✓              | ✓                | ✓              |            |          |
|             | • WS 2b – Pedestrian Training                                                                                                                                        | -                  | ✓              | ✓                | ✓              |            |          |
|             | • WS 2c – Walk on Wednesdays                                                                                                                                         | -                  | ✓              | ✓                | ✓              |            |          |
|             | • WS 2d – Travel diary with incentive / awards scheme                                                                                                                | -                  | ✓              | ✓                | ✓              |            |          |
|             | • WS 2e – Coordinated with PT events                                                                                                                                 | -                  | ✓              | ✓                | ✓              |            |          |
| <b>WS 3</b> | Set up a 'buddying' scheme to address personal security issues of walking.                                                                                           | -                  | ✓              | ✓                | ✓              | MMPC       |          |
| <b>WS 4</b> | Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet walking and accessibility requirements for; | -                  | ✓              | -                | -              | FCC / NTA  |          |
|             | • WS 4a - Internal routes on-site<br>• WS 4b - External routes to key off-site destinations                                                                          | -                  | -              | -                | ✓              |            |          |
| <b>WS 5</b> | Develop a 'Walking' Fact Sheet                                                                                                                                       | -                  | ✓              | -                | -              | MMPC       |          |

*Table 7-2: Preliminary Schedule of MMP's Walking Initiatives*

The MMP's Walking Strategy promotes a total of 22 measures. The preliminary implementation schedule of these walking initiatives is outlined in **Figure 7-2** below.

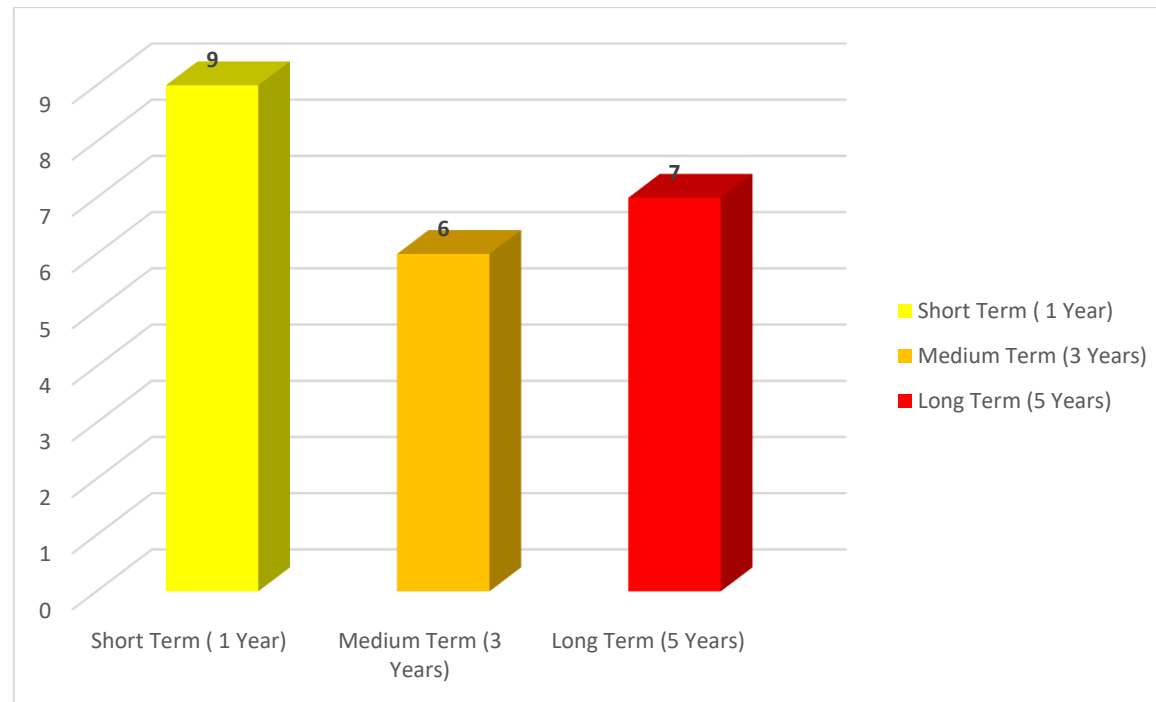


*Figure 7-2: Roll-out of MMP's Walking Initiatives*

## 7.4 Cycling Strategy

The status and preliminary scheduling of the principal cycling focused initiatives of the MMP are outlined in Table 7-3 below .

| Ref          | Initiative                                                                                                                                                                                     | Status / Timescale |                |                  |                | Lead Party | Comments |
|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------|------------------|----------------|------------|----------|
|              |                                                                                                                                                                                                | Completed          | Short (1 year) | Medium (3 years) | Long (5 Years) |            |          |
| <b>CS 1</b>  | Set up a 'buddying' scheme to address personal security issues of cycling                                                                                                                      | -                  | ✓              | ✓                | -              | MMPC       |          |
| <b>CS 2</b>  | Establish a Bike Users Group                                                                                                                                                                   | -                  | ✓              | ✓                | -              | MMPC       |          |
| <b>CS 3</b>  | Develop a 'Cycling' Accessibility Sheet for the site                                                                                                                                           | -                  | ✓              | -                | -              | MMPC       |          |
| <b>CS 4</b>  | Create a calendar of 'Cycling' Events and incentives                                                                                                                                           | -                  | ✓              | ✓                | -              | MMPC       |          |
| <b>CS 5</b>  | Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet cycling requirements for external routes to key off-site destinations | -                  | -              | -                | ✓              | FCC / NTA  |          |
| <b>CS 6</b>  | Provide cycle training                                                                                                                                                                         | -                  | -              | ✓                | ✓              | MMPC / FCC |          |
| <b>CS 7</b>  | Travel diary with incentive / awards scheme                                                                                                                                                    | -                  | ✓              | ✓                | -              | MMPC       |          |
| <b>CS 8</b>  | Bike service / maintenance workshops                                                                                                                                                           | -                  | -              | ✓                | -              | MMPC       |          |
| <b>CS 9</b>  | Discounted cycle purchase incentives (offered with contract of employment)                                                                                                                     | -                  | ✓              | -                | -              | MMPC       |          |
| <b>CS 10</b> | Including Bicycle Sharing Stands on the Development such as Bleeperbike                                                                                                                        | -                  | -              | ✓                | -              |            |          |

*Table 7-3: Preliminary Schedule of MMP's Cycling Initiatives*

The MMP's Cycling Strategy promotes a total of 15 measures. The preliminary implementation schedule of these cycling initiatives is outlined in **Figure 7-3** below.

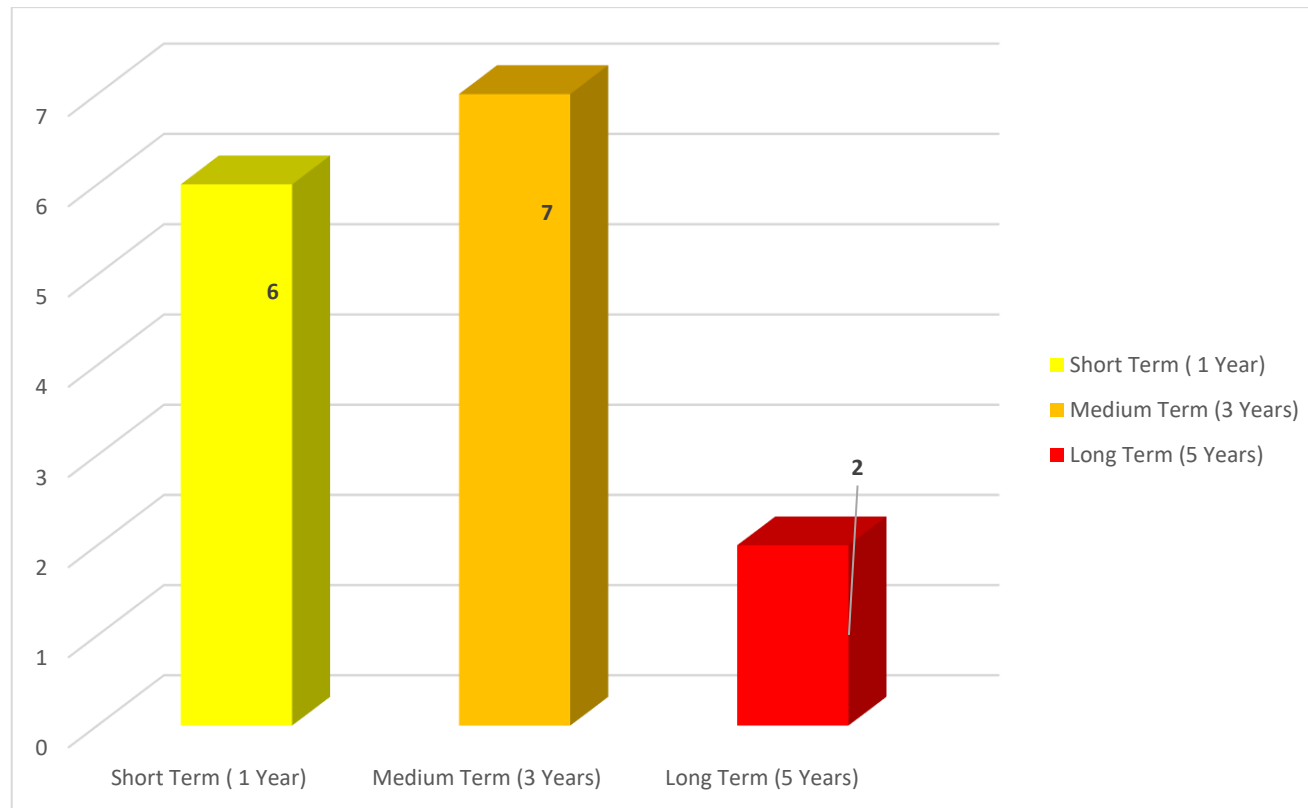


*Figure 7-3 Roll-out of MMP's Cycling Initiatives*

## 7.5 Public Transport Strategy

The status and preliminary scheduling of the principal public transport focused initiatives of the subject MMP are outlined in Table 7-4.

| Ref           | Initiative                                                                                                                                                                                 | Status / Timescale |                |                  |                | Lead Party | Comments |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------|------------------|----------------|------------|----------|
|               |                                                                                                                                                                                            | Completed          | Short (1 year) | Medium (3 years) | Long (5 Years) |            |          |
| <b>PTS 1</b>  | Explore the opportunities of; <ul style="list-style-type: none"> <li>PTS 1a – maintaining the existing bus services</li> <li>PTS 1b – Enhancing the catchment of these services</li> </ul> | -<br>-             | ✓<br>✓         | -<br>-           | -<br>✓         | NTA / FCC  |          |
| <b>PTS 2</b>  | Investigate the option to enable staff to purchase both annual and monthly TaxSaver tickets on a monthly basis                                                                             | -                  | ✓              | -                | -              | MMPC       |          |
| <b>PTS 3</b>  | Establish a Public Transport Users Group                                                                                                                                                   | -                  | ✓              | ✓                | -              | MMPC       |          |
| <b>PTS 4</b>  | Develop a 'Public Transport' Accessibility Sheet for the site                                                                                                                              | -                  | ✓              | -                | -              | MMPC       |          |
| <b>PTS 5</b>  | Develop a 'Public Transport' Fact Sheet                                                                                                                                                    | -                  | ✓              | -                | -              | MMPC       |          |
| <b>PTS 6</b>  | Create a calendar of 'Public Transport' Events and incentives                                                                                                                              | -                  | -              | ✓                | ✓              | MMPC       |          |
| <b>PTS 7</b>  | In partnership with Dublin Bus / LUAS and local authority ensure all local bus / LUAS interchanges display up to date timetables, fare and route information                               | -                  | -              | ✓                | -              | FCC        |          |
| <b>PTS 8</b>  | Encourage the use / initiatives for buses / LUAS where feasible for a range of different travel purposes                                                                                   | -                  | ✓              | -                | -              | MMPC / FCC |          |
| <b>PTS 9</b>  | Promote the availability of the TaxSaver scheme for staff                                                                                                                                  | -                  | ✓              | -                | -              | MMPC       |          |
| <b>PTS 10</b> | Travel diary with incentive / awards scheme                                                                                                                                                | -                  | ✓              | ✓                | ✓              | MMPC       |          |

Table 7-4: Preliminary Schedule of MMP's Public Transport Initiatives

The identified Public Transport Strategy promotes a total of 16 measures. The implementation schedule of these measures is outlined in Figure 7-4 below.

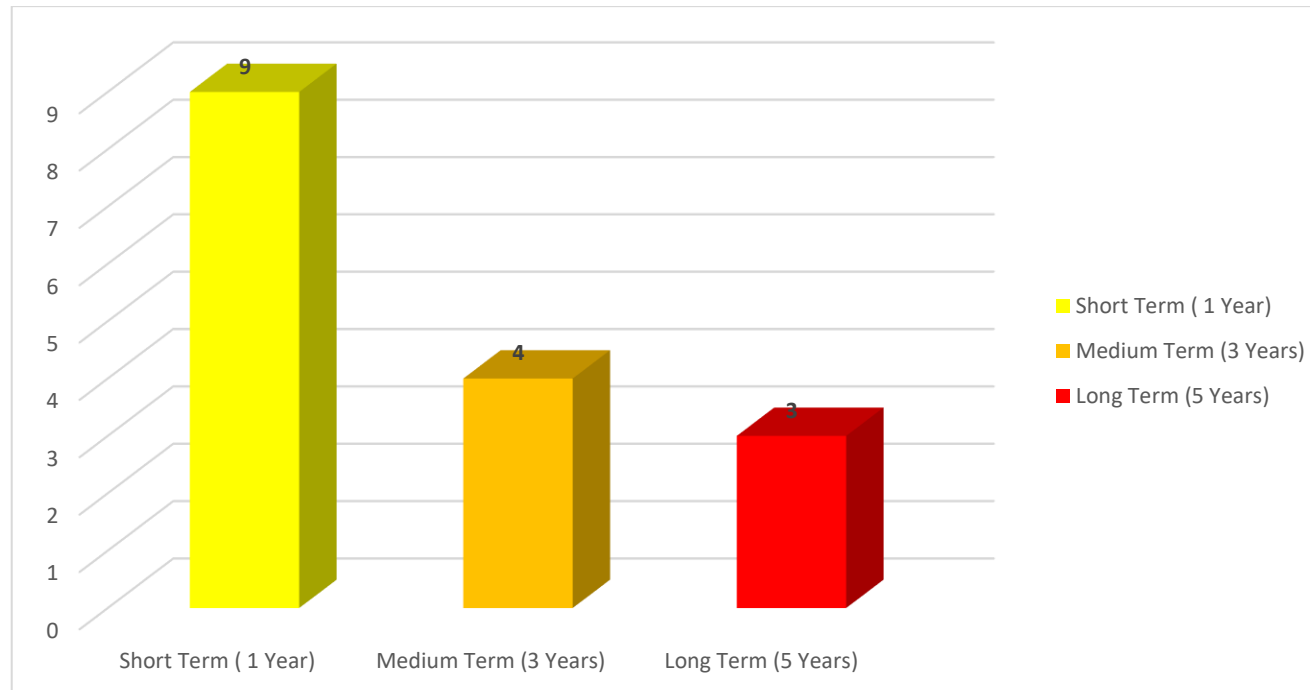


*Figure 7-4: Roll-out of MMP's Public Transport Initiatives*

## 7.6 Private Car Strategy

The identified action plan and preliminary scheduling of the principal private car focused initiatives of the subject MMP are outlined in Table 7-5.

| Ref          | Initiative                                                                                                                     | Status / Timescale |                |                  |                | Lead Party | Comments |
|--------------|--------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------|------------------|----------------|------------|----------|
|              |                                                                                                                                | Completed          | Short (1 year) | Medium (3 years) | Long (5 Years) |            |          |
| <b>PCS 1</b> | Develop a 'Car' Fact Sheet                                                                                                     | -                  | ✓              | -                | -              | MMPC       | -        |
| <b>PCS 2</b> | Explore the opportunities of encouraging informal arrangements between residents / staff for 'shared' travel to work practices | -                  | ✓              | ✓                | -              | MMPC       |          |
| <b>PCS 3</b> | Encourage use of existing formal car sharing website ( <a href="http://www.carsharing.ie">www.carsharing.ie</a> )              | -                  | ✓              | -                | -              | MMPC       |          |
| <b>PCS 4</b> | Disseminate information about GoCar.ie                                                                                         | -                  | ✓              | -                | -              | MMPC       |          |
| <b>PCS 5</b> | Management of onsite car park, including demand for electric vehicle charging points, will be monitored                        | -                  | ✓              | -                | -              | MMPC /FCC  | -        |
| <b>PCS 6</b> | Develop Parking Management Strategy                                                                                            | -                  | ✓              | -                | -              | MMPC       |          |
| <b>PCS 7</b> | Establish a Car Sharing Club, e.g. GoCar, to promote an alternative to private cars                                            | -                  | -              | ✓                | -              | MMPC       |          |

*Table 7-5: Preliminary Schedule of MMP's Private Car Initiatives*

The MMP's Private Car strategy promotes a total of 8 measures. The preliminary implementation schedule of these private car focused initiatives is outlined in **Figure 7-5** below.

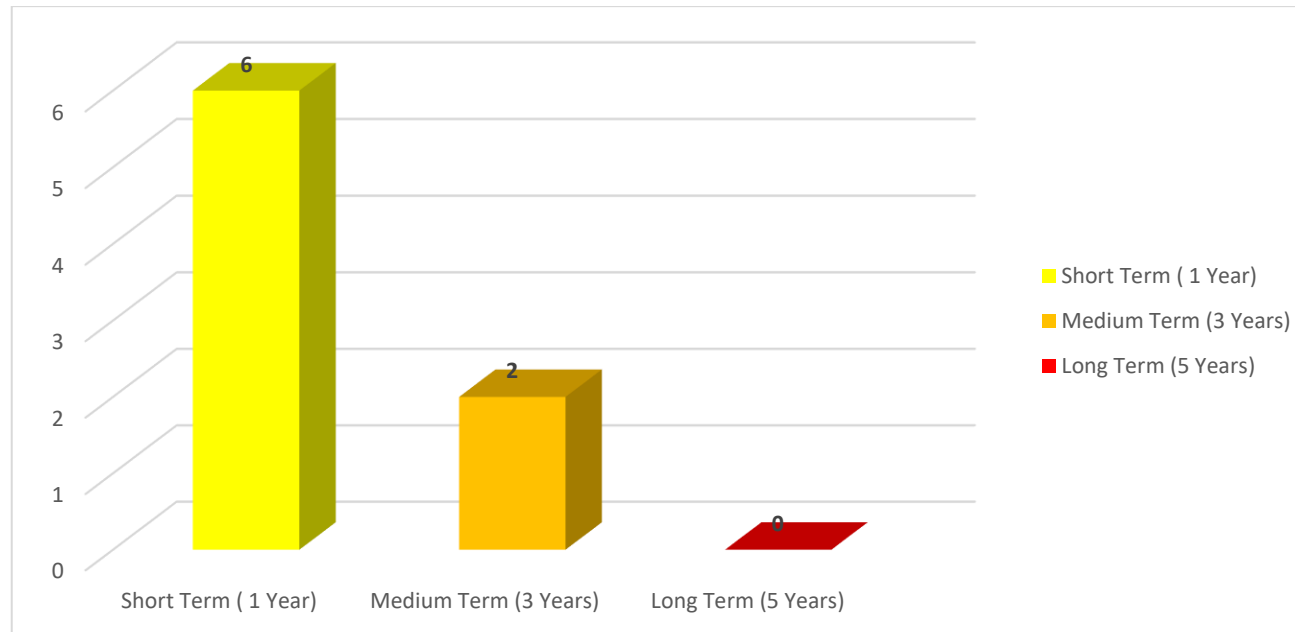


*Figure 7-5 Roll-out of MMP's Private Car Initiatives*

## 7.7 Marketing and Promotion Strategy

Increasingly referenced as the ‘softer’ form of initiatives, the provision of detailed information, raising awareness and promotion of the Commercial MMP and its measures is imperative to its success. The strategy involves the marketing and communication of the benefits of alternative active and more sustainable travel. Increasing awareness of the adverse impacts of travel and transport on the environment, health and communities (local and nationally), by identifying ways in which individuals can make a difference will be an important element of the MMP. The Marketing and Promotion strategy also supports a number of the other interdependent MMP sub-strategies.

| Ref          | Initiative                                                                                                                                           | Status / Timescale |                |                  |                | Lead Party | Comments |
|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------|------------------|----------------|------------|----------|
|              |                                                                                                                                                      | Completed          | Short (1 year) | Medium (3 years) | Long (5 Years) |            |          |
| <b>MPS 1</b> | Develop a marketing plan for the MMP                                                                                                                 | -                  | ✓              | -                | -              | MMPC       |          |
| <b>MPS 2</b> | Compile formal ‘Sustainable Travel’ induction package or ‘Welcome Travel Pack’ for each resident and employee                                        | -                  | ✓              | -                | -              | MMPC       |          |
| <b>MPS 3</b> | Develop and introduce a dedicated MMP website                                                                                                        | -                  | ✓              | -                | -              | MMPC       |          |
| <b>MPS 4</b> | Develop an Events calendar with 3 to 4 events per year and a supporting promotion strategy to market each event                                      | -                  | ✓              | ✓                | -              | MMPC       |          |
| <b>MPS 5</b> | Incorporate section / report success etc. of the MMP process in company newsletters or notice boards and other information dissemination initiatives | -                  | -              | ✓                | ✓              | MMPC       |          |
| <b>MPS 6</b> | As part of Induction Meeting with residents, introduce the MMP, its objectives and recommended travel practices                                      | -                  | ✓              | -                | -              | MMPC       |          |
| <b>MPS 7</b> | Develop MMP App to enhance access to MMP information and events                                                                                      | -                  | ✓              | -                | -              | MMPC       |          |
| <b>MPS 8</b> | Investigate the opportunity for a MMP annual newsletter for distribution to all residents                                                            | -                  | ✓              | -                | -              | MMPC       |          |

*Table 7-6: Preliminary Schedule of MMP’s Marketing and Promotion Initiatives*

The preliminary Marketing and Promotion sub-strategy promotes a total of 10 measures. The implementation schedule of these measures is outlined in **Figure 7-6** below.

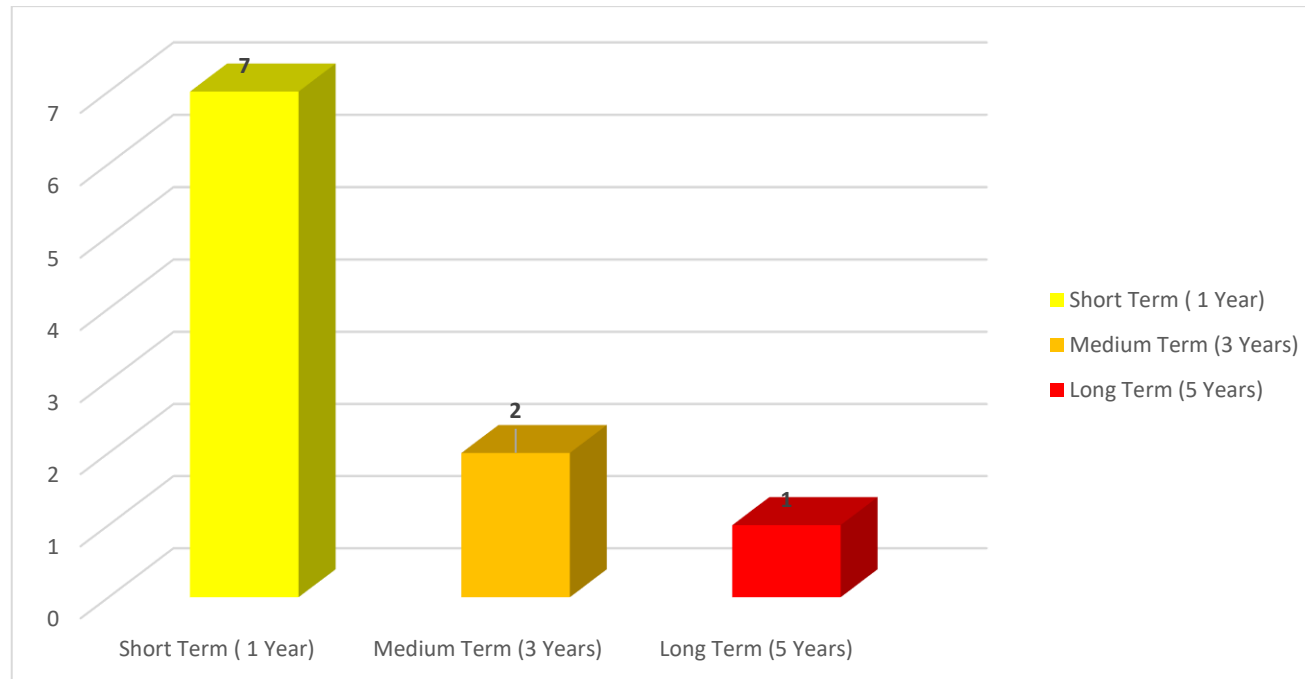


*Figure 7-6: Roll-out of MMP's Marketing and Promotion Initiatives*

## 8 Summary and Conclusion

DBFL Consulting Engineers (DBFL) have been commissioned by Glenveagh Living Ltd. to prepare an outline Mobility Management Plan (MMP) for the proposed Phase 3 residential development on a greenfield site, zoned for residential development, located at Ballymastone, Donabate, Co. Dublin.

This MMP focuses primarily on how residents as well as visitors to the scheme can be encouraged to use sustainable means of transport to and from the site.

The measures proposed in this document will not only benefit the occupants of the proposed development but will also help to mitigate any transport impacts of the development on the wider local community.

The identified preliminary action plan promotes a total of 102 initiatives across 6 sub strategy themes as presented in **Figure 8-1**.

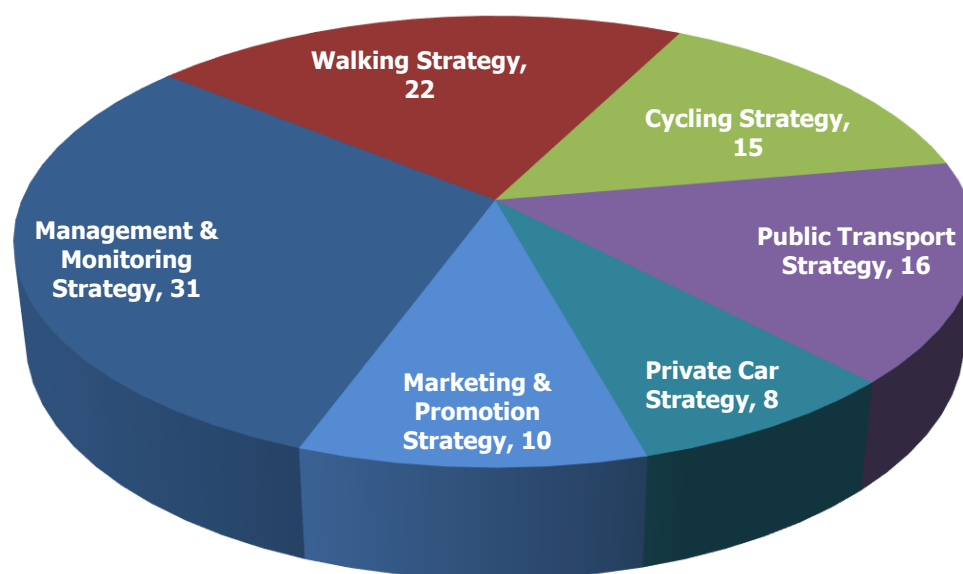


*Figure 8-1: MMP Sub Strategy Themes & Initiatives*

The implementation schedule of identified 102 MMP initiatives is outlined in **Figure 8-2**. 52 initiatives of the action plan (or 51%) are to be implemented within 1 year of the residential development being occupied.

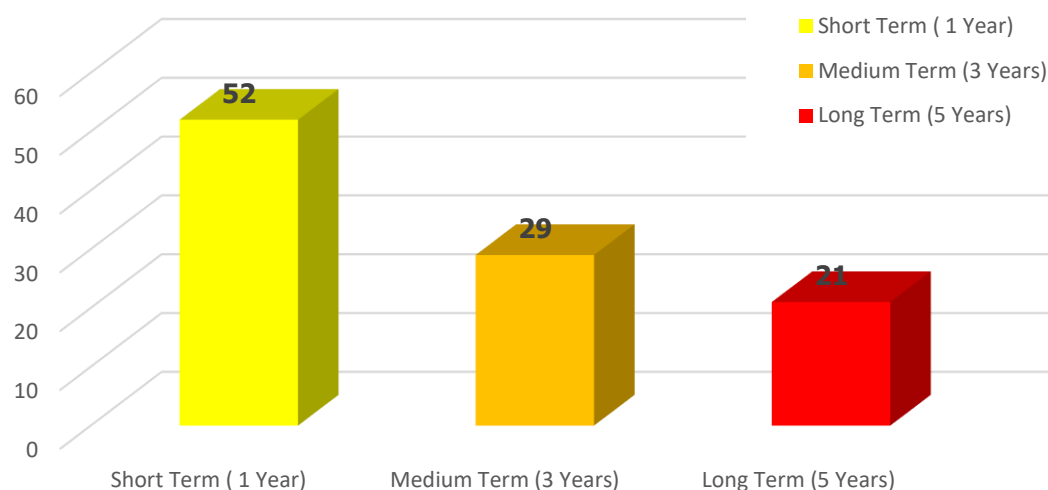


*Figure 8-2: Roll-out of MMP's Initiative*

In the context of the Ballymastone Residential Development's operational framework, the local receiving environment and the identification of the Preliminary Action Plan as summarised previously, this document seeks to form the basis by which;

- the specific travel characteristics for the proposed residential development are outlined and presented to the local authority, and
- through a partnership approach between the developers and the local planning authority, the Preliminary Action Plan is explored and re-examined with the objective of reaching agreement upon the MMP's measures and subsequently the adoption of an 'agreed' MMP Action Plan with specific targets, initiatives, timescales, responsibilities and resources clearly outlined and approved by both parties.

## **Appendix A : Mode Specific Measures**

## **A1.0 Mode Specific Measures**

### **Car Usage - Car Sharing**

Car sharing is also known as lift-sharing, car-pooling or ride-sharing. Car sharing offers people a cost effective and a more sustainable way of travelling by car when other forms of transport are not viable.

Car sharing schemes encourage individuals to share private vehicles for particular journeys. Car sharing can be both formal and informal. Informal car sharing operates between individuals and neighbours and formal car sharing is defined by a more elaborate approach to trip matching, often focussed on the commuting journey.

Car sharing has the aim of reducing the number of car trips made and participants have the opportunity to meet other members in the community. A National Car Sharing database is now available at [www.carsharing.ie](http://www.carsharing.ie). It is an all-island service for the public and is free of charge to use.

The benefits of car sharing are as follows:

- reduces transport costs
- reduces the number of cars on the road which results in less pollution, less congestion and fewer parking issues
- reduces the need for a private car

The proposed development website would have a section dedicated to the car share scheme and the residents would have an option to register. To encourage take up of the car sharing, the MMP Coordinator would host events to introduce prospective car sharers to each other and would help 'break the ice' as it is always more likely that people will share, particularly for the journey 'home', with somebody that they have met rather than a complete stranger. This option would be more applicable to the residents and visitors of the proposed development.

### **Public Transport - Buses**

Dublin Bus operate route numbers 33d and 33e and GoAhead operate route number 33b that serve the subject site locale. The nearest bus interchange opportunities to the subject site are located on Portrane Road (situated approx. 350m north of the site) and on Main Street (situated approx. 550m west of the site).

Go-Ahead 33b operates daily and offers frequent services (i.e. every 20-30 minutes at peak times) between Portrane and Swords. Dublin Bus 33d provides a single one-way service and commences at 07:20 from Marsh Lane (Portrane) to Stephen's Green. Dublin Bus 33e provides a single one-way service and commences at 07:00 from Abbey St. Lower to Skerries.

## **Walking**

The development has been designed to ensure that there are a number of access points / gateways to facilitate permeable walking through the site. The feasibility of measures that promote walking will be influenced by factors such as the safety and ease of walking to and from the site and the age profile of commuters. Generally speaking, a distance of up to 3km is considered reasonable for walking. This distance is only indicative but can help to define target groups.

The health benefits of walking are a key element in promoting Mobility Management Plans. Walking improves cardiovascular fitness and burns calories. Walking will also increase your muscle tone, boost metabolism, ease stress, raise energy levels and improve sleep, which combined can also help with weight loss. Regular walking can also reduce the risk of coronary heart disease, diabetes, strokes, high blood pressure, cancer, osteoporosis and arthritis.

Walking will mainly be self-promoting, and initiatives should focus on making people aware of the routes available to them. A map showing the walking routes should be prepared and placed at key locations within the development. These could be stand-alone signs or maps on notice boards. This information would also be available on the community website.

It is important to ensure that pedestrians are safe and are satisfied with the facilities available and their maintenance. It should be noted that: -

- Walking is truly the most-sustainable form of transportation.
- All trips, regardless of mode, both begin and end on foot.
- Walking needs to have a greater level of priority in most cities, like walk-signal times, safer well-lit / marked crosswalks and pedestrian zones.
- Walking is an easy mode of travel for distances under 2km. Most people are prepared to walk between 800m to 1km to a train station or bus stop.

## **Cycling**

The proposed development is well located for cycling journeys and this mode of travel should be encouraged with the provision of a wide range of routes within the development and new links to existing and future major routes in the local area. This will be further supported by the proposed development's provision of a total of 1,619 cycle spaces which will accommodate residents as well as visitors to the site.

A distance of up to 10km is considered reasonable for cycling. This distance is only indicative but can help to define target groups.

The on-site cycle facilities will be linked to the existing off-site cycle routes. Also, improved cycle infrastructure is proposed under the Greater Dublin Area Cycle Network Plan routes which runs in close proximity to this site.

As with many measures relating to cycling, the aim is a mixture of support, through incentives and facilities, and encouragement, through information and marketing. The subject development will support the uptake in cycling amongst residents through the provision of high quality cycle parking facilities including locker facilities, well located visitor cycle parking facilities and the potential for bike sharing opportunities to be included as part of the Mobility Points.

## **Appendix B : Management & Monitoring Measures**

## **B1.0 Management & Monitoring Measures**

### **Introduction**

For the Mobility Management Plan to be successful, it is important that it is organised and managed well. The success of the Mobility Management Plan will also be subject to ongoing monitoring.

### **Management Structure & Roles**

For the MMP to be successful it is essential that residents take ownership of it. Therefore, as the development is being built out and the community becomes established it will become increasingly important for management responsibility to be supplemented by residents who will be residing at the proposed development.

### **Residents Group**

As the development approaches full occupation, individuals residing in the development will be invited to form a Residents Group.

### **Monitoring**

Baseline conditions will be established as early as possible following the first occupations of the development. Following the baseline survey, annual surveys will be undertaken until the development is fully occupied. By this time, it is expected that the travel patterns will have been established. A review of the trends in the MMP results would then be used to identify whether further monitoring is required.

The monitoring will take place in the form of Travel Surveys. These will be carried out on the same day every year. It is recommended that the timing of the Travel Survey should take place in a neutral time of year i.e. Spring or Autumn.

The survey would be in the form of a questionnaire that residents would complete. Communication of the Travel Survey will be through letters in the post or email. This letter will inform residents of how to complete the survey online. Residents can also request a paper copy of the survey to be filled out by hand rather than electronically. However, the online method would be the preferred channel. The survey will include questions to allow the monitoring of the particular targets that have been set in the MMP.

It is essential that the residents see the results of the survey and review their own travel patterns against the typical data. Therefore, the results should be available on the resident's community website.

An important part of the review would be to revise information relating to public transport, cycling and walking routes to ensure that it is relevant and up-to-date. This is critical if residents are going to be able to rely on information when making travel choices.

The annual reports will also include a review of where targets are being met and also identify potential changes to the measures implemented by the plan where targets are not being met. Specific short-term targets will be considered and agreed to ensure progress towards the overall target. Targets will also be revised to ensure that they remain appropriate and challenging.

## **Appendix C : Marketing & Promotion Measures**

## **C1.0 Marketing Measures**

### **Raising Awareness, Marketing & Promotion**

The education of residents on the Mobility Management Plan initiatives and the importance of contribution are very important. The services available to the residents must be communicated in a consistent and continuous manner to sustain behavioural change.

Promotion would start with the marketing of the proposed development. The sustainable location of the development and the high-quality infrastructure provision for walking and cycling will be a prominent feature. The high-quality links provided by public transport are also an attractive feature for encouraging sustainable travel for future residents.

Communications will include promotional initiatives and activities aimed at informing the residents of all relevant external bodies of the existing and proposed transport networks. Such initiatives will include, but not limited to:

- Internal communications channels
- Advertising – local press and media
- Publicity – promotion of benefits

### **Sustainable Travel Pack**

Promotion of sustainable travel will continue when residents take up occupation of their new office. A 'Welcome Pack' can be provided which will include maps and timetable information for walking, cycling and public transport journeys. It will also include information on a range of incentives to encourage take up of public transport and cycling etc.

The 'Welcome Pack' will be produced and approved prior to first occupation. The 'Welcome Pack' will include:

- A covering letter explaining the purpose of the 'Welcome Pack',
- An overview of the Mobility Management Plan,
- Maps for walking, cycling and public transport,
- Timetables for public transport (i.e. DART and Dublin Bus),
- Local taxi information,

- Car sharing and Bike sharing scheme information,
- Information on reducing the demand for travel,
- Sustainable travel voucher to encourage walking, cycling and public transport, and
- Pedometer pack with information on the health benefits of walking.
- Increasing awareness of alternative modes to car use and the benefits is a central component of mobility management. In particular, residents should be made aware of the benefits of active travel modes including health and financial benefits. Key actions might include:
  - Establishing a clear brand concept for green / smarter travel to and from the site. This should be incorporated in all communication with the residents regarding commuting to and from the site;
  - Provide a central information point for residents in relation to travel options, this should be a physical point within the development but should also be made available on the internet. The latter could also include information on bus routes and timetables;
  - New residents to the development should be informed about travel options;
  - Ensure the development is included as a key destination on journey planning apps.

### **Online Website**

A dedicated online website for the development can be created and will focus on providing appropriate, up-to-date information on sustainable travel options for accessing the development site.

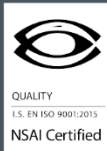
This website will act as a 'one-stop-shop' for the dissemination of site-wide sustainable travel information to residents, as well as acting as a source of information for visitors. Information on the website will include details of local public transport routes, local amenities and facilities, walking and cycle maps and a link to online car sharing opportunities. The website will also provide links to other websites (such as Dublin Bus and Go Ahead) to encourage residents to plan their journeys using sustainable transport.

### **Smart Device Travel App**

A Travel App can be developed for the residents at the development as well as visitors travelling to the site. This smart device app will enable all users to gain instant access to travel information.

This may include:

- Timetables, location of stops, route information, fares, and real-time information for buses.
- Interactive map showing users current location and highlighting local points of interest (e.g. closest bus stop)
- Pedometer for walkers



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