

consulting
engineers

NRB

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

For

**Proposed Residential
Development**

At

**Waterfall Road,
Cork.**

SUBMISSION ISSUE

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1.0 INTRODUCTION

- 1.1 NRB Consulting Engineers have been commissioned to prepare a Preliminary Travel Plan in support of an application for the development of a residential housing site at Waterfall Road, Cork, in order to explain the applicants commitment to the promotion of more sustainable and cost effective travel habits among the end occupiers/residents of the scheme.

What is a Travel Plan?

- 1.2 Originally and elsewhere called **Mobility Management Plans (MMPs)**, they originated in the United States and the Netherlands in the late 1980s. In the US, employers over a certain size (generally over 100 employees) were required to implement 'Trip Reduction Plans' in order to reduce single-occupancy car commuting trips, and to increase car occupancy.
- 1.3 A MMP or Travel Plan (TP) consists of a package of measures put in place by an organisation to encourage and support more sustainable travel patterns among residents, staff and other visitors. Such a plan usually concentrates on staff commuting patterns. In essence, a TP is useful not only to reduce the attractiveness of private car use, but also for the ability to promote and support the use of more sustainable transport modes such as walking, cycling, shared transport and mass transit such as buses and trains.

Aims and Objectives of this Travel Plan

- 1.4 The package generally includes measures to promote and improve the attractiveness of using public transport, cycling, walking, car sharing, flexible working or a combination of these as alternatives to single-occupancy car journeys to work. A TP can consider all travel associated with the residential or work site, including business travel, fleet management, customer access and deliveries. It should be considered as a dynamic process where a package of measures and campaigns are identified, piloted and monitored on an on-going basis. This TP supports the reduced provision of car parking and higher cycle parking space numbers at the subject development, the quantity of which is addressed in the separate Transportation Assessment Report through identifying and assessing the parking numbers provided.
- 1.5 The changes which are being sought as part of any plan may be as simple as car sharing one-day per week, or walking on Wednesdays, or taking the bus on days which do not conflict with other commitments, leisure or work activities.

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

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

Methodology

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

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

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

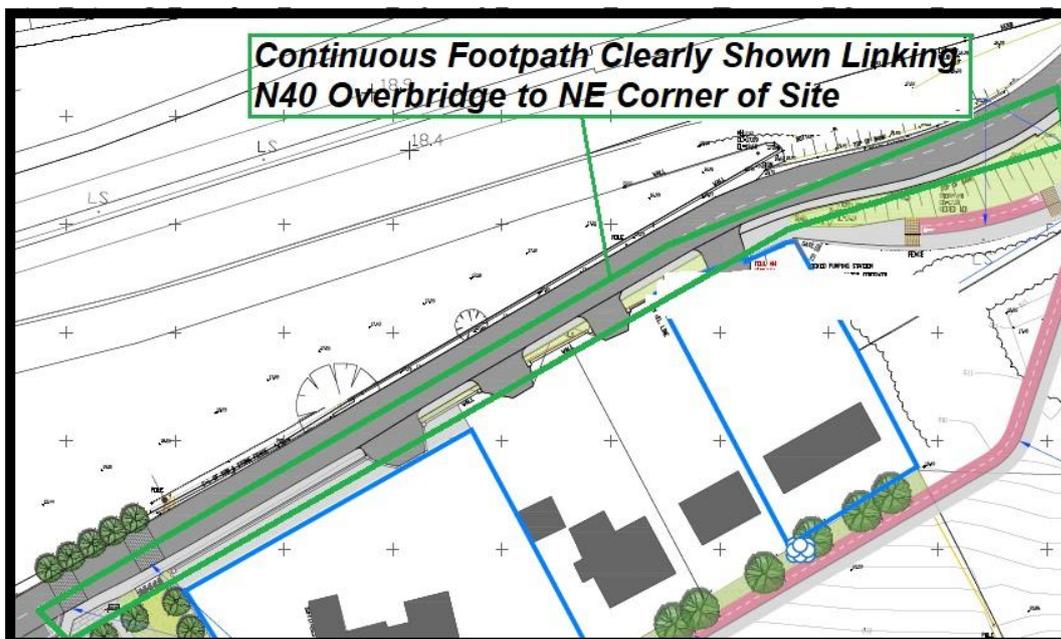
1.9 This information has been used herein as the basis for the assessment, conclusions and recommendations.

2.0 ACCESS TO THE SITE - BY MODE

- 2.1 The proposed development consists of 139 Apartments/Duplexes and 137 Houses on the site at Waterfall Rd, with secure off street parking areas for bicycles and a reduced number of private cars, along with bins storage and all associated site works. Small scale commercial uses and a crèche facility are included as supporting services to the primary residential use.
- 2.2 It is essential for the successful Travel Planning to concentrate on journeys associated with work and school commuting patterns. These are the groups which can most practically be encouraged to use modes of transport other than the car.

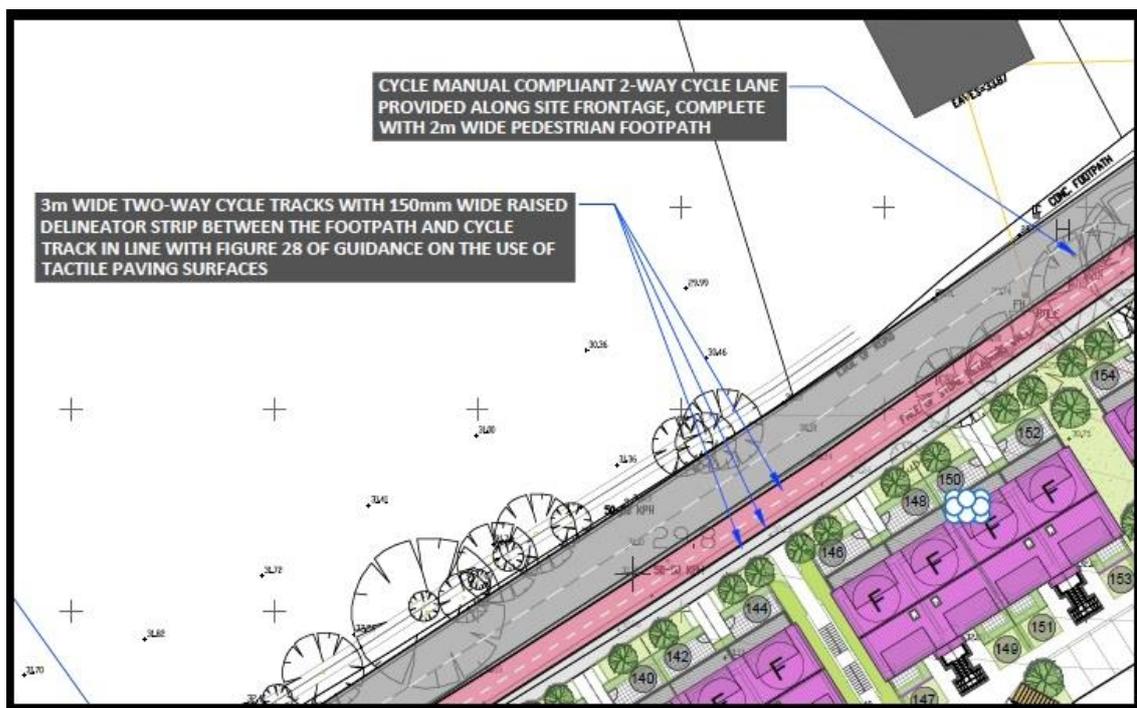
Cycling and Walking Facilities

- 2.3 At present, there are limited facilities and linkages along Waterfall Road to/from the subject site, without formal footpaths or cyclist links to the lands. However, very significantly enhanced links are being provided as part of the development with improvements to both pedestrian and cyclist facilities. These facilities have been developed through close consultation with Cork City Council Traffic/Transportation Dept with all of the proposed works and improvements included within the Redline of the planning application, enabling their delivery in tandem with the development of the site.
- 2.4 Importantly, the existing footpath along the southern perimeter of Waterfall Road to the South side of the N40 overbridge is being extended to connect with the site. **There will therefore be a continuous footpath link along the full extent of Waterfall Road to the City on the direct less trafficked route when the development is complete.** This is illustrated in the drawing extract included below as **MMP Figure 2.1**



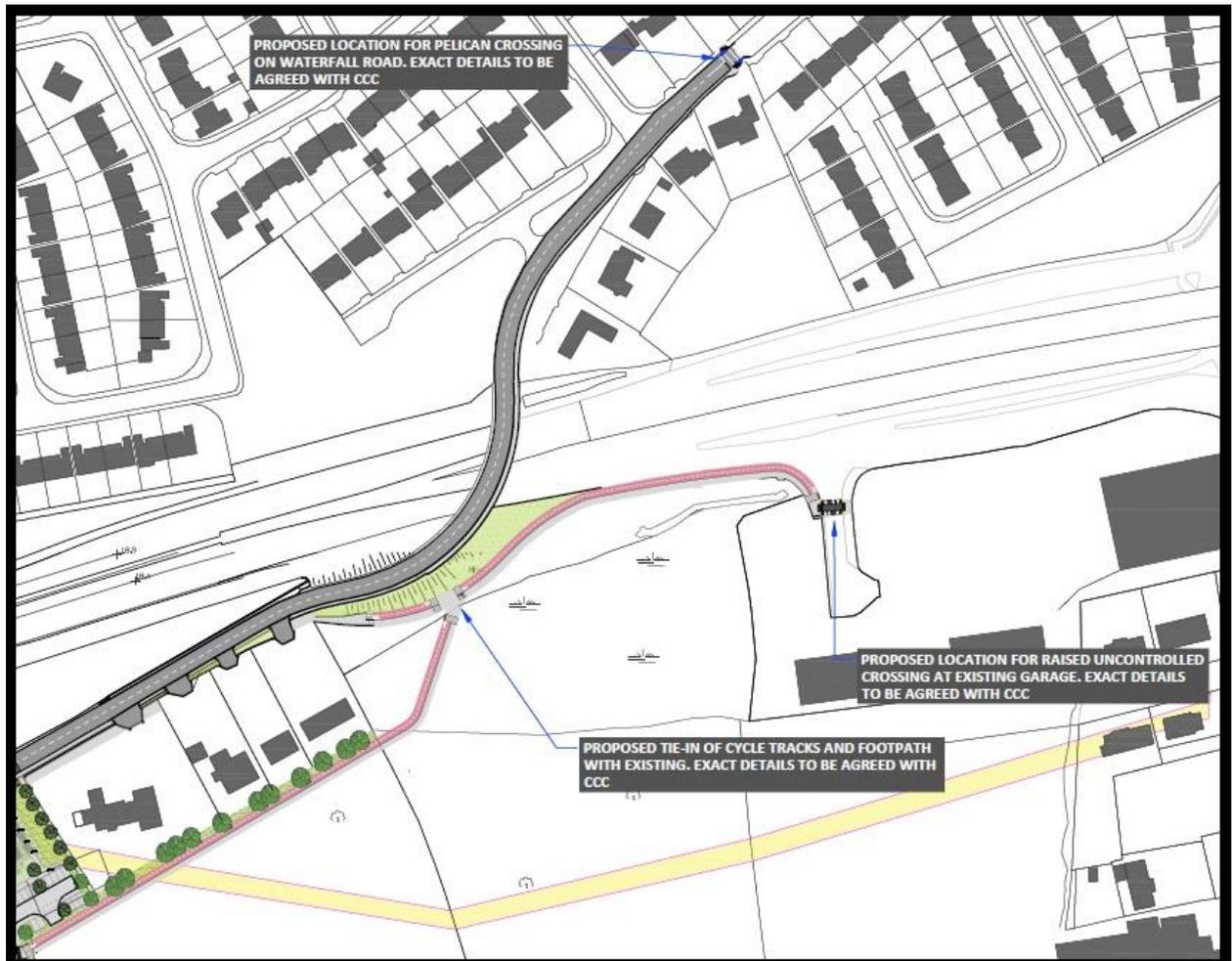
MMP Figure 2.1 - Proposed Continuous Footpath on Waterfall Rd

- 2.5 This improved footpath link is also supported by the provision of a new controlled Pedestrian Crossing on Waterfall Road, located at 'The Rise', with the design and location agreed in advance with Cork City Council officials. Of course cyclists can also continue to use Waterfall Road to access the site, as a direct route to/from the City, sharing road space with other vehicles as they have done safely (based on lack of any historic accident record) and can continue to do.
- 2.6 In terms of providing improved accessibility for pedestrians and cyclists, the plans also include for a dedicated off road cycle and footpath along the entire site frontage, designed in accordance with the National Cycle Manual, with the plans developed in consultation with CCC Traffic/Transportation Dept.
- 2.7 An extract from the plans showing the design of the facilities is below as **MMP Figure 2.2**



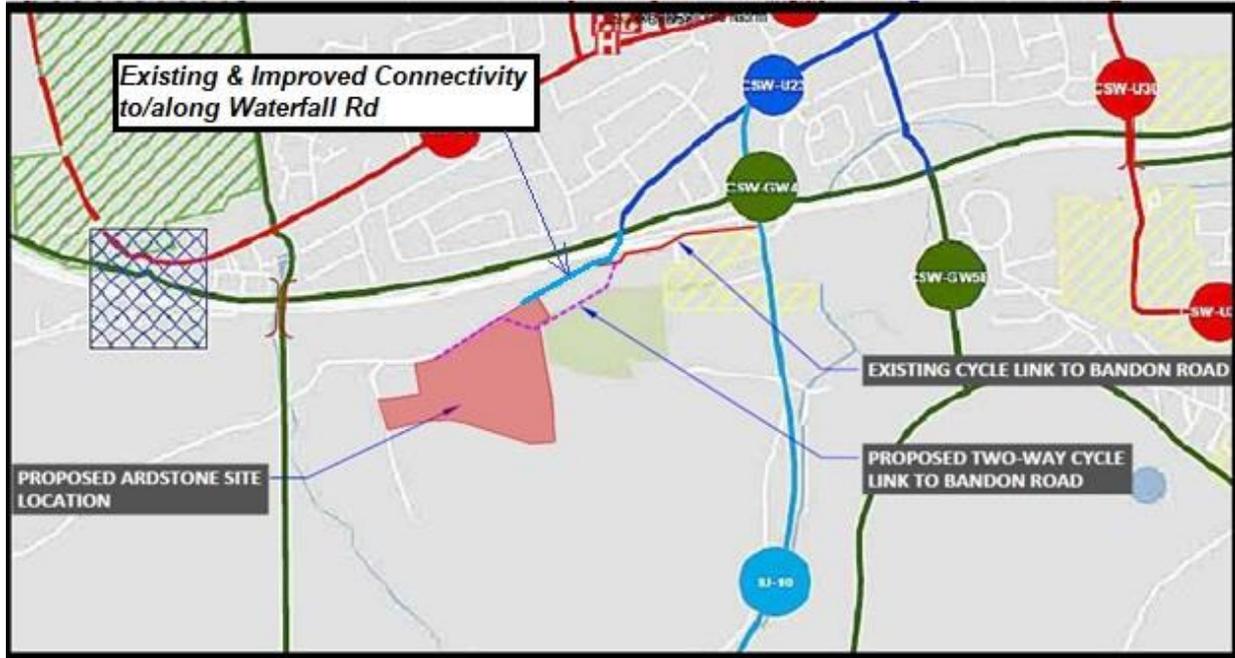
MMP Figure 2.2 - Proposed Waterfall Rd Cycle/Pedestrian Facilities

- 2.8 It was considered important to also develop additional links from the site to access other Alternative Transportation Modes AND also to develop a new link to the current and proposed Cork City Cycle Network, both of which are accessible at Bandon Road Roundabout (N40 Gyratory).
- 2.9 In this regard it is proposed that the existing pathway that currently runs from the south side of the Waterfall Rd N40 over-bridge down to the Bandon Road (at Audi) will be enhanced and improved in terms of geometry, design and safety. The improvement is included on the detailed layout plans and is illustrated as an extract in **MMP Figure 2.3** below;



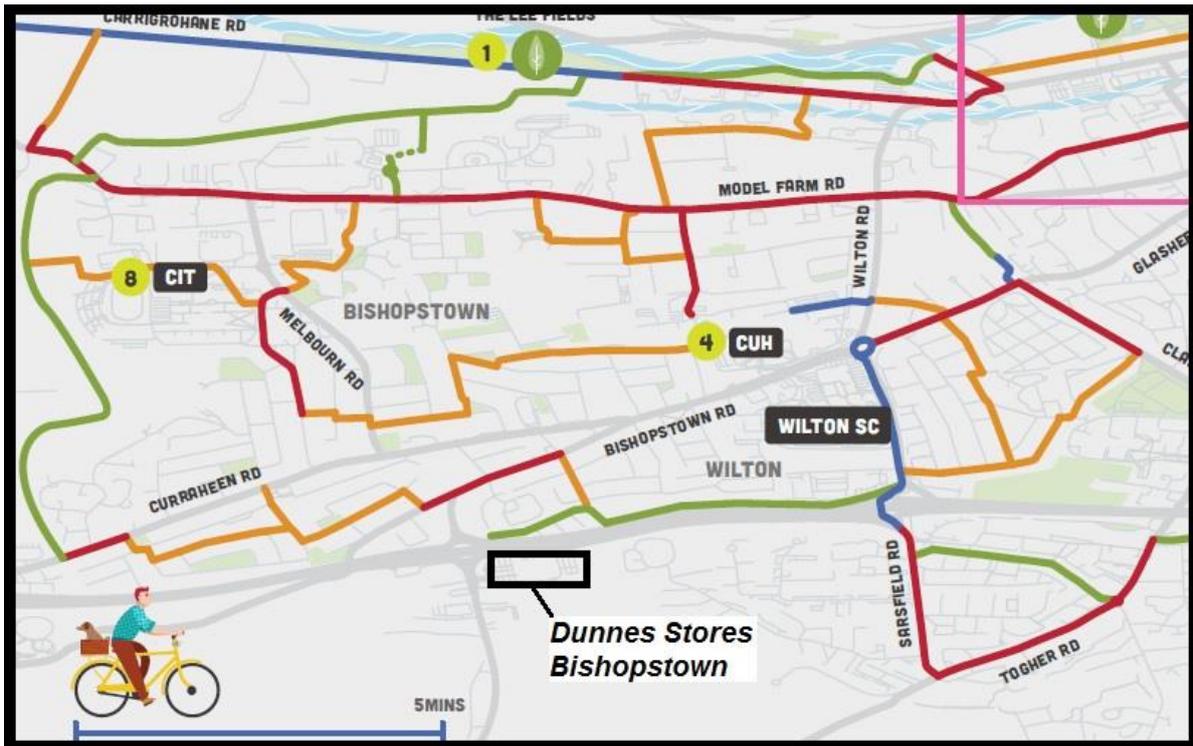
MMP Figure 2.3 – Further Improved Pedestrian/Cycle Links

- 2.10 In addition, as part of this application, pedestrian crossings are proposed at BOTH Waterfall Rd., adjacent the Rise and at the Audi Garage at Bishopstown which will significantly enhance and improve pedestrian connectivity and safety locally (as illustrated above).
- 2.11 The Cork Metropolitan Area Transport Strategy (CMATS) includes plans for an extensive network of improved cycle routes around and through the City Centre. The site location in relation to the proposed CMATS cycle network is included as **Appendix A**, and an extract is below as **MMP Figure 2.4**
- 2.12 The proposed Cycle/Footpaths are being provided in accordance with modern design guidance, significantly widened and provided with high quality lighting, which will help to eradicate any sense of foreboding/enclosure. Of course it will become significantly busier which in itself improves the sense of personal security. Most importantly it is intended that the entire of the Link will be monitored by CCTV, which will be linked to the Security/Management of the proposed development.



MMP Figure 2.4 - Improved Pedestrian/Cycle Links & CMATS Proposals

- 2.13 The proposed improvements clearly compliment and link with the CMATS Cork City cycle network – both **via Bishopstown AND via Waterfall Road**. The key to cycle accessibility is convenient safe links, and this is clearly provided for in the site plans with very much enhanced connectivity.
- 2.14 Cycling is ideal for shorter journeys. For journeys greater than 8km, it is recognised that a modal shift to cycling could be achievable for some, but not all, and options such as public transport and car sharing should be considered. Journeys up to 8km could be undertaken by bicycle and journeys up to 3-4km could be undertaken by walking or cycling. In these terms the proposed links provide for accessibility to services and facilities in the area, reducing the need to travel by car.
- 2.15 In addition to the CMATS plans, Cork City Council have produced a map of Cork’s best cycling routes. The Cork Cycle Map features the city centre and surrounding suburbs. The map shows the best routes to popular destinations around the city. These include UCC, CIT, Kent Station, Bus Station, Fitzgerald’s Park, and further afield to Mahon Point, Douglas, Bishopstown and Blackpool. Routes are colour coded by road type, whether segregated, one way, shared with cars and buses, on a quiet road or a greenway. The maps will help people navigate by bike to work, to school, or to the shops. For example, the it only takes 25 minutes to cycle from the city centre to Bishopstown, meaning that the subject lands are highly accessible by bicycle for city based commuting workers. An extract from the map is included below as **MMP Figure 2.5**



MMP Figure 2.5 - CCC Cycle Network Map

- 2.16 A significant benefit of the plans for residents will be the proximity to Bishopstown Shopping Centre, with the improved Pedestrian Link resulting in an approximate walk distance of 800m from the eastern boundary of the site to the door of the Centre, facilitated by the improved crossing at the Audi Garage as part of the application.
- 2.17 For journeys greater than 8-10km, it is recognised that a modal shift to cycling could be achievable for some, but not all, and options such as public transport and car sharing should be considered. It is accepted that Journeys of 8-10km could be undertaken by bicycle and journeys up to 3-4km could be undertaken by walking or cycling.
- 2.18 Bicycle sharing facilities are becoming ever more popular with initiatives such as Coke Bikes spreading ever further throughout the City and into Suburbs. These facilities offer a bicycle sharing alternative mode of transport and are currently available in Cork City Centre.

Cycle Parking

- 2.19 It is anticipated that a very significant number of residents can be encouraged to cycle to work and school etc. with the improved safe links and secure parking provided. It is acknowledged that cyclists need to be confident that their cycles will not be tampered with. This development includes secure accessible cycle parking spaces including in areas which are beneficially subject to passive surveillance and could also be monitored by CCTV. The quantity of bicycle parking provided is addressed in the Transportation Assessment Report.

2.20 The vision is to cultivate a 'cycling culture', through the implementation of the proposed infrastructure supported by promotional measures, which will positively encourage all members of the new community to cycle at all life stages and abilities, as a mode of sustainable transport that delivers environmental, health and economic benefits to both the individual and the community.

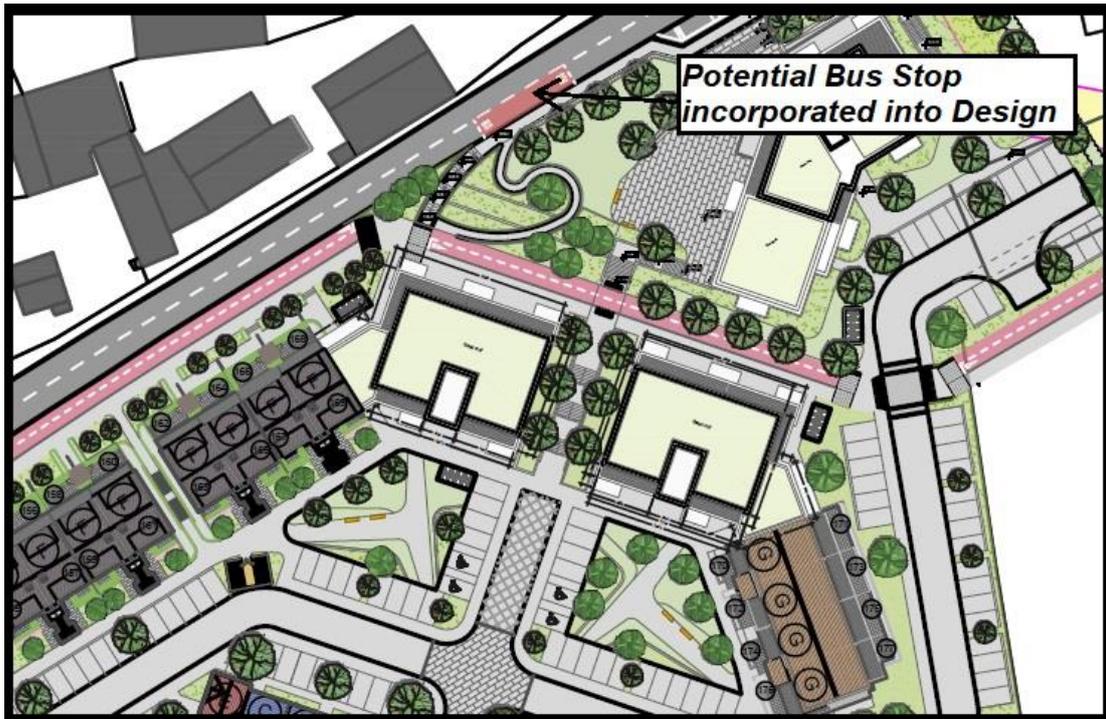
Bus Provision

2.21 The development is well placed to take advantage of the existing and future Cork City services, with stops in close proximity to the site via the improved pedestrian link to Bandon Rd on a continuous footpath. The Cork City Services #236, #237 and #239 are within an acceptable walk from the site on Bishopstown Road (Refer **MMP Figure 2.6** below), and also the #208 City Service is similarly accessible on foot at Curaheen Road. The full detailed timetable for these Bus Éireann bus services are easily available and accessible on line and on Service Provider Apps.



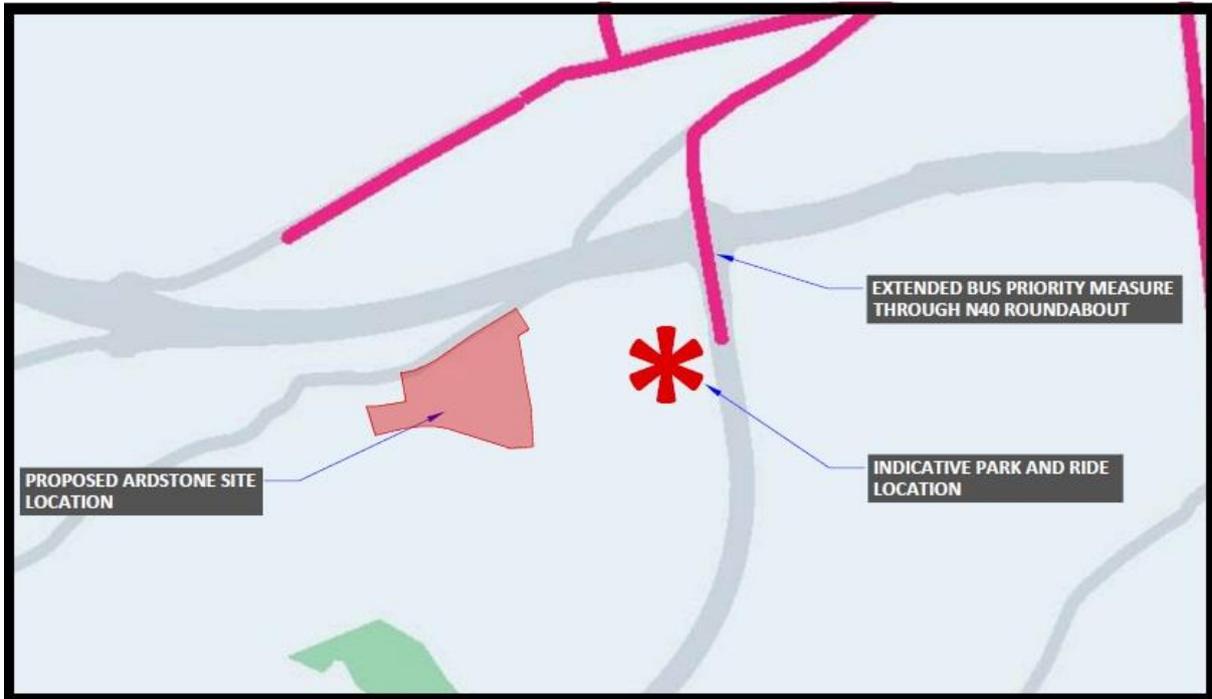
MMP Figure 2.6 – Bus Stops on Bishopstown Rd

2.22 In terms of **future Bus Services**, the development includes the provision of a location for a future bus stop in an appropriate location at the NE corner of the lands on Waterfall Road. This is included in the development plans and an extract illustrating same is included below as **MMP Figure 2.7**



MMP Figure 2.7 - Potential Future Bus Stop at Site

- 2.23 The vast majority of the bus routes serving the well populated suburbs of Cork City are operated using new low-floor wheelchair accessible city buses. In terms of number of routes, of course notwithstanding the potential for enhancing the facilities, it is considered that the development is sustainable in terms of public transport accessibility.
- 2.24 The proximity of the development to existing public transport services means that residents will have viable alternatives to the private car for accessing the city and beyond. Direct and high quality pedestrian linkages are provided between the site and the existing pedestrian facilities on the surrounding road network. The Pedestrian facilities provided will be well lit, secured, and monitored, so that people feel secure in using the facilities.
- 2.25 Up to date public transport maps and timetables are readily available online and access is therefore already available to residents. In addition, such information is readily available by way of Mobile Phone Apps managed by service providers. When operational, the Travel Plan Coordinator will also provide public transport posters for display in communal areas and prominent suitable locations.
- 2.26 The site is also well located to benefit from the future Cork City Bus Connects Plans, and this is included as Appendix B, with an extract showing the site location included as **MMP Figure 2.8** below.



MMP Figure 2.8 - Site Location and Connectivity to Cork Bus Connects

2.27 In terms of number of current and future routes and frequency of buses easily available to the residents, it is considered that the proposed development is very highly sustainable in terms of public transport accessibility. The proximity of the development to existing public transport services means that residents will have viable alternatives to the private car for accessing the site and will not be reliant upon the car as a primary mode of travel.

Mainline Bus & Rail

2.28 Of course, with the high frequency bus services to the city, the site is therefore also within easy reach of the mainline trains via Kent Station and nationwide bus services via Cork City Bus Station at Parnell Place. Kent Station is 8km distance from the site by bicycle/on foot or 9.6km by car. Cork Bus Station at Parnell Place is c6km distance from the site by bicycle/on foot or 8.1km by car. Therefore, with ease of accessibility to nationwide Bus & Rail, and in particular with the high frequency existing bus services, it is therefore considered that the proposed development is further sustainable in terms of public transport accessibility. Future Light Rail Plans for Cork City will of course further improve accessibility when delivered.

Accessibility By Taxi

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

Car Parking

- 2.30 The scheme provides the minimum required car parking standards for the housing elements consistent with Cork County Development Plan. A reduced provision of parking is intended for the apartment and duplex elements. Reduced and minimising car parking is an effective demand management measure in itself. This will assist in ensuring that the development is occupied in the most sustainable manner with emphasis on non-car modes of travel. Parking quantum provided within the development is addressed in the separate Transportation Assessment Report.

Communication

- 2.31 Prior to moving in, the Management Company will issue welcome packs to all new residents. These packs include details of the development and how it is run, advice on moving in, public transport information, useful local information, the reduced availability of parking and can require confirmation of a time-slot to move in. The preparation of this information ensures residents are familiar with the operation of the development before moving in.
- 2.32 Direct and high quality pedestrian linkages are provided between the site and the existing pedestrian facilities on the surrounding road network, with the improvements as identified above. The entrances to the site will be well lit, and the improved pedestrian/cycle network on the approach to the site will be monitored by CCTV on a 24 Hr basis by the Management Company so that people can feel secure in using the facilities.
- 2.33 Public transport maps and timetables can be provided in prominent locations on site and the information will be kept up to date by the appointed Travel Plan Coordinator, a role for the Management Company.
- 2.34 Working Residents are generally now offered the opportunity to purchase public transport commuter tickets under the current 'Employer Pass' and 'TaxSaver' programmes, by individual Employers. Under these schemes the employer applies to Iarnród Éireann / Bus Éireann for tax free public transport tickets for their employees as an incentive for them to use public transport to travel to work.
- 2.35 With this in mind, the main focus of this Travel Plan will be to promote and support the use of alternative modes to the private car.

3.0 COLLECTION OF BASELINE INFORMATION

Possible Travel Pattern Questionnaires

- 3.1 Once occupied, and when the Travel Plan Coordinator is appointed, the occupiers of the proposed development will be encouraged to regularly monitor the Travel Plan initiatives in order to maximise on their success.
- 3.2 Shortly after occupation of the new development, a detailed travel-questionnaire will be compiled and distributed to Residents and Staff for completion. The aim of the travel questionnaire will be to establish travel patterns between work and home and school among other travel demands. The information gathered from this survey will be used to inform the further development of the Travel Plan.
- 3.3 The Baseline Survey information will also allow the Travel Plan Coordinator for the development to set realistic modal-split targets for the development.
- 3.4 It is anticipated that, given the location and good transport links at this development, with the improved pedestrian and cyclist links, combined with the reduced level of available car parking on site, there will be a high percentage of use via public and alternative transport.
- 3.5 The Travel Plan will need to maintain this positive modal split and improve it, where possible.

4.0 THE TRAVEL PLAN

- 4.1 The successful implementation of a Travel Plan will ensure that, in-so-far-as-possible, the impacts of this traffic are reduced and minimised where practical, while providing a number of environmental and economic advantages detailed below.
- 4.2 The following sub-sections detail the available initiatives which will serve to better manage travel demand, and therefore the traffic impact of work-related journeys, focused on the movement of residents during peak times.

Walking

| Walking - Key Information | |
|---|----------------------------------|
| Approx Zone of Influence | 3.5km |
| Percentage of end occupiers/residents in area of influence | TBC in each survey when occupied |
| Percentage of end occupiers/residents interested in Walking | TBC in each survey when occupied |

Table 4.1 – Key Information: Walking

- 4.4 There are many local, global, and personal benefits to walking, a few of which are listed following:
- **W** - Wake Up! - Studies have shown that people who walk to work are more awake and find it easier to concentrate.
 - **A** - Always one step ahead - Walking makes people more aware of road safety issues and helps them develop stronger personal safety skills.
 - **L** - Less congestion - If you leave the car at home and walk, there are fewer cars on the road which makes it safer for those who walk and cycle.
 - **K** - Kinder to the environment - By leaving the car at home you are reducing the amount of CO₂ produced and helping to reduce the effects of climate change and air pollution.
 - **I** - Interpersonal skills - Walking to work or school can be a great way to meet other walkers, share the experience, and develop personal skills.
 - **N** - New adventures - Walking to work or school is a great way to learn about your local environment and community. It's also a fun way to learn about the weather, landscape, and local ecosystems.
 - **G** - Get fit and stay active - Walking to and from work or school helps people incorporate physical activity into their daily routines. Research shows that regular physical activity can benefit your body and mind.

4.5 Most adults will consider walking a maximum of 3.5 km (Approx 30/40 minutes) to work. Residents working within a 3.5 km radius of the site will be encouraged to walk to work as often as their schedule permits. Similarly school trips can be encouraged on foot.

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

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

Cycling

| Cycling – Key Information | |
|---|----------------------------------|
| Approx. zone of influence | 10km |
| Percentage of end occupiers/residents in area of influence | TBC in each survey when occupied |
| Percentage of end occupiers/residents interested in cycling | TBC in each survey when occupied |

Table 4.2 : Key Information - Cycling

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

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

4.9 Some positive aspects of cycling to work or school are listed following:

- **C** - Cycling is fun! - Cycling is a great form of transport but it’s also a great recreational activity. Cycling is a skill that stays with you for life and it’s a fantastic way to explore your local community.
- **Y** - You save time & money - cycling to work reduces the need to travel by car thus reducing fuel costs and freeing up road space for more cyclists;

- **C** - Confidence building - travelling to work as an independent cyclist can give people increased confidence proving beneficial in all aspects of life;
- **L** - Less congestion - If you leave the car at home and cycle to work there are fewer cars on the road which makes it safer for those who cycle and walk to work or school;
- **I** - Interpersonal skills - Cycling to work or to school can be a great way to meet other cyclists and share the experience;
- **N** - New adventures - Cycling to work or school is a great way to learn about your local environment and community. It helps people to understand where they live and how their actions affect their local environment;
- **G** - Get fit and stay active - cycling to and from work or school helps people incorporate physical activity into their daily routines. Research shows that regular physical activity can benefit your body and mind.

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

4.11 The following initiatives and incentives can be used to encourage cycling to work and school:

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

Public Transport

| Public Transport – Key Information | |
|--|----------------------------------|
| Approx. zone of influence | All Residents |
| Percentage of end occupiers/residents in area of influence | 100% |
| Percentage of end occupiers/residents interested in Public Transport | TBC in each survey when occupied |

Table 4.3: Key Information: Public Transport

4.12

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

- Personal Opportunities – Public transportation provides personal mobility and freedom;
- Saving fuel – Every full standard bus can take more than 50 cars off the road, resulting in fuel savings from reduced congestion;
- Reducing congestion – The more people who travel to work or to school on public transport, especially during peak periods, the less people travelling by private car;
- Saving money – Taking public transport to and from work or school is a lot cheaper than travelling by car and saves the cost of buying, maintaining and running a vehicle;
- Reducing fuel consumption – A full standard bus uses significantly less fuel per passenger than the average car;
- Reducing carbon footprint – Public transport is at least twice as energy efficient as private cars. Buses produce less than half the CO₂ emissions per passenger kilometre compared to cars and a full bus produces 377 times less carbon monoxide than a full car;
- Get fit and stay active - Walking to and from work or school to public transport helps people incorporate physical activity into their daily routines. Research shows that regular physical activity can benefit your body and mind.
- Less stress – Using public transport can be less stressful than driving yourself, allowing you to relax, read, or listen to music.

4.13

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

- Publicise Employee Tax Saver Commuter tickets, which offer savings to employers in PSRI per ticket sold and significant savings to employees in marginal tax rate and levies on the price of their ticket;
- Encourage public transport use for travel by promoting smart cards, advertising the availability of these tickets to Residents;
- Publicise the availability of Real Time Information. Real Time Information shows when your bus is due to arrive at your bus stop so you can plan your journey

more accurately;

- Provide maps of local bus routes and the nearest bus stops and the length of time it takes to walk to them;
- Contact local providers about issues such as location of existing and new bus stops, timing of routes, or where you have market information about a potential new route.

Go-Car/Car Sharing

| Car Sharing – Key Information | |
|---|----------------------------------|
| Approx. zone of influence | All Residents |
| Percentage of end occupiers/residents in area of influence | 100% |
| Percentage of end occupiers/residents interested in Car Sharing | TBC in each survey when occupied |

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

- 4.14 Every day thousands of commuters drive to work or to school on the same routes to the same destinations, at the same time as their colleagues. By car sharing just once a week, a commuter’s fuel costs can be reduced by 20%, and in a similar fashion, the demand for work place parking can be reduced by 20%. If every single-occupancy driver carried another driver, there would be 50% less cars on the road at peak times.
- 4.15 Although use of the car to get to work or to school is essential for some people, car sharing schemes such as **GoCar** (which are active in Cork) have the potential to deliver a significant reduction in private vehicle trips by promoting higher than average occupancy rates for each vehicle.
- 4.16 Car sharing often happens informally, however some participants often prefer a formal scheme such as a GoCar facility which will normally generate a higher take-up for car sharing, and more efficiency in terms of increased occupancy rates.
- 4.17 Encouraging more Residents to share car journeys to work rather than driving alone as well as encouraging more to set up and take part in car sharing/pooling would prove a very effective means of reducing daily car trips to and from the site.
- 4.18 The following initiatives and incentives can be used to encourage car sharing:
- Provide information in relation to location for GoCar availability.
 - Highlight to drivers that they do not have to share with a person that doesn’t suit them – allow choice based on gender, route, smoking or non-smoking;

- Clarify the financial implications of the scheme – those accepting a lift could contribute towards fuel costs.
- Use existing online databases for car sharing. For example, the development could set up its own private car sharing site using www.carsharing.ie.

Action Plan Summary Table

4.25 The Summary Action Plan is described in the Table below. Modal Split Targets will be determined following on from the first Residential survey shortly after full occupation, typically within the first six months. This will be part of the role of the Travel Plan Coordinator. This will show existing travel patterns with realistic targets set to improve the modal split of Residents.

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

Action Plan Summary Table

5.0 IMPLEMENTING THE PLAN

Background

- 5.1 Setting realistic targets and a sustained approach to the promotion of the Travel Plan is important if the measures are to be successful. The objectives and benefits of the Plan will be made clear and broadcast during the full lifecycle of the Plan.
- 5.2 The implementation of a successful Travel plan will require the upfront investment of resources. As well as reviewing objectives and initiatives regularly, it is equally important to measure results. This provides an indication of any Plan's success, and ensures that the targets remain realistic.

The Travel Plan Coordinator

- 5.4 The key objective of this Travel Plan is to ensure that the traffic impacts and car usage associated with the operation any development are minimised. Achieving this objective will result in a wide array of benefits for the development and its stakeholders.
- 5.5 To ensure the plan is effective it is essential for a Travel Plan Coordinator to be appointed for the Development upon occupation.
- 5.6 It is envisaged that the Coordinator will work closely with residents to enthusiastically promote and market the Travel Plan. As Residents will be the focus of the plan; their involvement must be sought from the outset.
- 5.7 To support the Travel Plan Coordinator's efforts, the Management Company must ensure that they have sufficient time to carry out their duties. In addition, it is essential that the powers of decision making are bestowed upon him/her, along with a suitable budget and programme for implementation.

Promoting the Travel Plan

- 5.9 Active promotion and marketing is needed if the Travel Plan is to have a positive impact on stakeholder travel patterns to and from the site.
- 5.10 All marketing initiatives should be focused on areas where there is willingness to change. Such information has been extracted from the questionnaires and has been described in Section 3 of this Plan.
- **Identify the Aim** – e.g. to reduce low occupancy car commuting, school, and business travel & to promote active travel, public transport & alternatives to travelling by car.

- **Brand the Plan** – as part of communicating the Travel Plan, visually brand all work relating to it with a consistent look, slogan, identity or logo.
- **Identify the Target Audience** – 'segment the audience' (e.g. shift workers, school travel, sedentary workers, people travelling long/ short distances, mode used, members of a walking club or green team) so you can target the message and events towards these different groups.

- 5.11 As part of the marketing process, the Travel Plan coordinator can personalise a plan for the Development, drawing attention to the benefits of participation and support for its implementation.
- 5.12 The Coordinator can identify communication tools and networks used by the different audiences in the development, and use these to communicate about travel.
- 5.13 Promotional material regardless of its quality is only as good as its distribution network; material incentives assist greatly in introducing people to alternative modes of commuting.
- 5.14 The plan should be about promoting equity among modes and offering choice and accessibility.
- 5.15 The Coordinator can promote positive messages associated with a plan, for example, reduced tax/PRSI payments, getting fit and active, reducing congestion, reducing CO2 emissions and so on, and encourage people to start small – changing one day per week for example, to explore their options.
- 5.16 Marketing drives which feature individual Residents who have reduced their car use can carry a strong message. This will serve to raise not only the profile of the Plan, but also send a clear message in relation to the Residents commitment to the Plan.

6.0 CONCLUSIONS

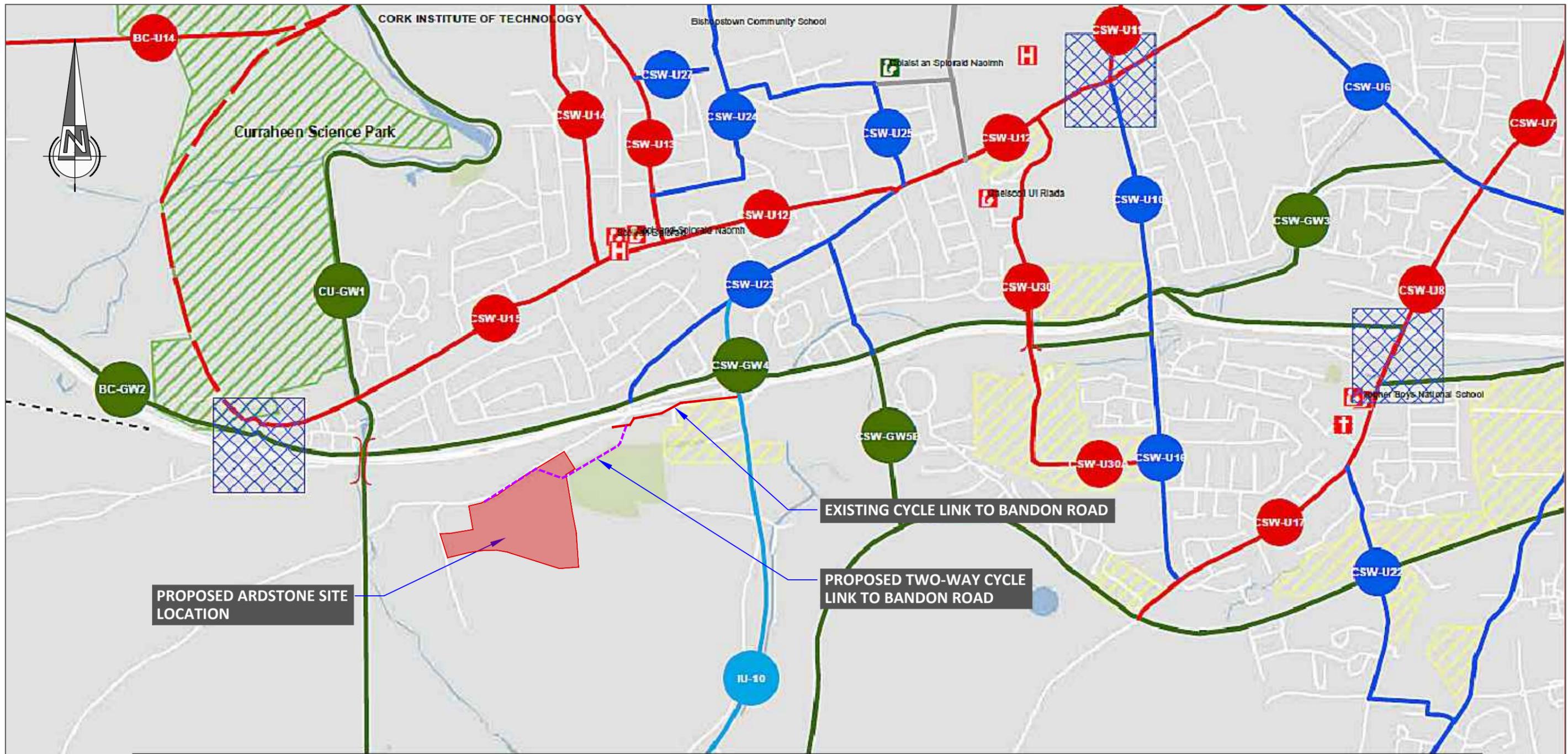
- 6.1 The development forming the subject of this application accords with the principles of sustainable development, being located on the edge of an established and growing residentially developed area, with clear and easy access to alternative modes of travel being accommodated and promoted via the improved cycle/pedestrian links to both Bandon Road AND Waterfall Road. With restricted levels of private car parking provided (Refer to Transportation Assessment Report for parking quantum assessment), this also acts as a demand management measure. The Management Company, once the development is occupied, will utilise pragmatic measures that encourage safe and viable alternatives to the private car for accessing the development.
- 6.2 Good Travel Planning is not a one-off event, it is instead an on-going iterative process requiring continued effort. This Preliminary Report assists these efforts by forming an outline framework and providing guidance for its success. Monitoring and reviewing the initiatives set out within the plan will form a far greater part of the Final Travel Plan itself.
- 6.3 The key to the Plans success will be the appointment of a **Travel Plan Coordinator** for the development, once occupied. They will be vested with total responsibility for implementing the plan. They should be granted the authority and time to execute the Plan, and be provided with sufficient resources to realise the Plans success.
- 6.4 As Residents are the focus of the plan; their involvement should be sought from the outset following occupation. To this end, the Plan Coordinator should be assisted and supported by the Management Company and Residents. This will serve to spread the work load, and also give the Residents a valuable input into the operation of the Plan.
- 6.5 Successful Travel Plans require marketing **and** regular review. The measures set out in the Action Plan Summary Table (Chapter 4) should form the basis of a sound, realistic Plan and should be clearly set out and be fully transparent to all users.
- 6.6 Residents also have an essential responsibility in terms of co-operating with, and taking an active part in the plan. They are, after all, the plan's primary focus.
- 6.7 It is recommended that the Final Travel Plan be set in motion, sensibly at full residential occupation. The plan should evolve and develop with the development, taking into account changing Residents and their travel preferences and needs.
- 6.8 Annual reviews of the Plan should include a full stakeholder survey, providing valuable information for target setting and marketing target groups. It is emphasised that failing to meet initial targets should not be seen as failure, as the preliminary 12 to 18 months of the plan should be viewed as a calibration exercise for target setting.

APPENDICES - CONTENT

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| A | CMATS Cork Cycle Network Plan & Site |
| B | Cork Bus Connects Plans & Site |

APPENDIX A

CMATS Cork Cycle Network Plan & Site



| Future Network Facility Type | | Possible Primary | | University | | Primary School | | Train Station | | Gateway | | Ferry Terminal | |
|------------------------------|------------------|------------------|------------------|------------|------------------|----------------|--------------------|---------------|-------------------|---------|-------------------|----------------|------------------|
| | Greenway | | Possible Primary | | University | | Primary School | | Train Station | | Gateway | | Ferry Terminal |
| | Interurban | | Secondary | | Hospital | | Secondary School | | New Train Station | | N28 Upgrade | | Ferry Connection |
| | Primary | | Feeder | | Place of Worship | | Irish Rail Network | | New Bridge | | Employment Centre | | Masterplan Area |
| | Disused Railways | | | | | | | | | | | | |

NRB Consulting Engineers Ltd recommend that Road and land ownership boundaries are verified through Legal & Land searches by the Client.

This drawing is based upon Cork Cycle Network Plan Mapping. NRB Consulting Engineers Ltd shall not be liable for any inaccuracies or deficiencies.

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|---|--|--|--|------------------|-----------------------------------|--------------------------------------|---------------------------------------|
| Client | | | | Project No. | 20-001 | Drawing No. | NRB-SK-009 |
| Project | Ardaraostig Cork | | | Drawn | PB | Checked | ER 06/05/20 |
| Title | Site Plan in Relation to Cork Cycle Network Plan | | | Date | 30-Apr-20 | Scale @ A3 | n.t.s. |
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| | | | | | <input type="checkbox"/> As Built | <input type="checkbox"/> Tender | <input type="checkbox"/> Construction |

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APPENDIX B

Cork Bus Connects Plans & Site



BISHOPSTOWN

PROPOSED ARDSTONE SITE LOCATION

EXTENDED BUS PRIORITY MEASURE THROUGH N40 ROUNDABOUT

INDICATIVE PARK AND RIDE LOCATION

NRB Consulting Engineers Ltd recommend that Road and land ownership boundaries are verified through Legal & Land searches by the Client.

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| Client | Project No. 20-001 | Drawing No. NRB-SK-010 |
| Project Ardarostig Cork | Drawn PB | Checked ER 06/05/20 |
| Title Site Plan in Relation to Cork Bus Connects Priority Measures | Date 6-May-20 | Approved ER 06/05/20 |
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