Proposed student accommodation development, Ardee Point, Newmarket, Dublin 8

Mobility Management Strategy

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August 2019 - Issue No. 4
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1.0 BACKGROUND TO REPORT

1.1 Purpose

CORA Consulting Engineers were commissioned to prepare a Mobility Management Plan (MMP) in support of a proposed student accommodation and co-working space at Ardee Point, Newmarket, Dublin 8.

The Mobility Management Strategy has been prepared by Dr Martin Rogers, Transport Planning Professional, for CORA Consulting Engineers.

A map indicating the location of the proposed development is provided within Figure 1. The site is bounded to the south by Newmarket, to the west by Ardee Street and to the east by Brabazon Row.

A site layout plan is included within Appendix 1.

The subject site is located approximately 150 metres east of the southbound line for the LUAS Cross city service.

Accommodation will thus be provided for 368 No. students.

128 No. secure cycle parking spaces are provided on site. There is scope for 64 No. additional bike spaces located internally within the Courtyard to be added should the need arise. In addition, 4 No. secure spaces are provided within the co-working space for use by users of this space.

The Mobility Management Strategy comprises a review of the existing transport options at the location of the proposed student accommodation & co-working development and provides direction for the development of ways to most effectively achieve an improved modal split for the journey to college, thus minimising the traffic impacts and encouraging of the use other modes such as bus, rail, cycling and walking.

The methodology for the moving in and out of students is addressed, together with the mechanism for bin collection, deliveries and access for emergency vehicles.

The Mobility Management Strategy will become a transportation demand management tool for the subject site, with the elimination of the need for car usage seen as achievable given the location of the site in an urban environment with numerous transport options available.

The proposed targets within the Mobility Management Strategy will take account of future potential improvements in public transport provision planned for the network. Within this framework, future targets reflecting the maximum achievable modal split at any time will be proposed, dependent on actual public transportation provision and other services available.
1.2 Contents of the Mobility Management Strategy

In accordance with Appendix 4 of the Dublin City Development Plan (Transport Assessments, Mobility Management and Travel Plans), this report will address the following general items:

- Set out the anticipated targets in respect of modal choice
- Provide a comprehensive outline of public transport services (existing and proposed) available to future employers and employees
- Prepare a statement on the nature and extent of existing facilities that will be considered for provision, and that would serve to encourage walking and cycling
- Provide details of the mechanism for bin collection, deliveries and access for emergency vehicles, together with the methodology for the moving in and out of students at the proposed facility.
- Provide an outline of the various schemes that may be appropriate to facilitate sustainable travel journeys for resident students to and from college.

Section 2 introduces the mobility management strategy proposed for the subject site.

Section 3 details the existing commuter travel patterns in the general vicinity of subject site, and their adjustment to derive modal splits for a student accommodation development.

Section 4 details the existing and proposed public transport services serving the site.

Section 5 details the existing and proposed pedestrian and cycle routes serving the site.

Section 6 provides details of the mechanism for bin collection, deliveries and access for emergency vehicles, together with the methodology for the moving in and out of students at the proposed facility.

Section 7 projects day of opening commuter travel patterns at the subject site.
Section 8 lists the objectives of the Mobility Management Strategy.

Section 9 details future measures to ensure target modal splits continue to be achieved.

Section 10 details the role of the mobility co-ordinator at the proposed student accommodation development.

Section 11 draws some overall conclusions.

## 2.0 INTRODUCTION TO MOBILITY MANAGEMENT STRATEGY

The mobility management strategy within this document is developed for the purpose of encouraging travel via more sustainable modes through the identification of travel demand strategies which eliminate single occupancy private car travel, which, in turn, leads to a reduction in traffic congestion, noise pollution and other environmental impacts.

Students living at the proposed development will be informed of the alternatives to the private car and given advice, support and encouragement to travel in a sustainable way. The strategy will also include proposed future transport improvements planned and their effect on enhancing the strategy.

The strategy should be considered a dynamic process where a package of measures are identified, piloted and monitored on an on-going basis. The nature of the strategy, will therefore, of necessity, change during its implementation phase as some measures which prove successful are maintained while others prove otherwise and are discarded. It is vital that the strategy retains the support of users and receives continuous feedback from them.

The mobility management strategy for the proposed student accommodation development is divided broadly into seven sections:

- Review of existing commuter travel patterns in the vicinity of the proposed development;
- List existing and proposed public transport services serving the candidate site;
- List existing and proposed pedestrian and cycle routes serving the site of the proposed development;
- Provide details of the mechanism for bin collection, deliveries and access for emergency vehicles, together with the methodology for the moving in and out of students at the proposed facility;
- Set Target Modal Splits for the day of opening (2019) at the Site of the proposed development;
- Define objectives for the strategy and set targets to define achievement of these objectives;
- Outline role of the mobility manager at the proposed student accommodation development.
3.0 REVIEW OF EXISTING COMMUTER TRAVEL PATTERNS IN THE SOUTH CITY CENTRE AREA

3.1 Sources

Two sources are used within this section:
- The 2017 Canal Cordon counts compiled by Dublin City Council and the National Transport Authority in their May 2018 document ‘Reports on trends in modal share of vehicles and people crossing the Canal Cordon, 2006 to 2017’, and,
- The 2016 Census results published by the Central Statistics Office.

3.2 2017 Canal Cordon Counts document

The results within this document detail the volume of vehicles and people crossing the Canal Cordon into Dublin city centre in the morning peak between 7am and 10am. The purpose of collecting this data is to track trends in the modes of travel people are using to travel to the city centre. It indicates the degree of success of various transport management measures / policies in changing commuter travel behaviour.

A comprehensive picture of the modes of travel of commuters was compiled for the period 2006 to 2017.

Table 3-1 below details the modal splits compiled for the 10 year period from 2008 to 2017:

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<th></th>
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<td>Private car users</td>
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<td>37.7</td>
<td>39.8</td>
<td>38.0</td>
<td>37.0</td>
<td>35.4</td>
<td>33.3</td>
<td>32.6</td>
<td>31.8</td>
<td>29.2</td>
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<td>7.8</td>
<td>8.3</td>
<td>7.9</td>
<td>9.2</td>
<td>9.1</td>
<td>10.2</td>
<td>9.4</td>
<td>10.5</td>
<td>11.8</td>
</tr>
<tr>
<td>Cyclists</td>
<td>3.1</td>
<td>3.4</td>
<td>3.3</td>
<td>3.7</td>
<td>4.3</td>
<td>4.7</td>
<td>5.4</td>
<td>5.4</td>
<td>5.9</td>
<td>5.9</td>
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<td>Public transport</td>
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<td>48.1</td>
<td>45.9</td>
<td>47.5</td>
<td>46.4</td>
<td>47.9</td>
<td>48.4</td>
<td>49.8</td>
<td>49.1</td>
<td>50.7</td>
</tr>
</tbody>
</table>

Table 3-1: Modal share for commuters crossing canal cordon 2008 to 2017.

The 2017 figures indicate car travel reducing to 29% with public transport rising to 51%.

3.3 2016 Census

The 2016 census provides modal split data for the journey to work for every electoral district within Dublin city.

The subject site is located within the Merchants Quay C Electoral District. The four other nearest electoral districts in the vicinity are Merchants Quay B, Merchants Quay D, Ushers C and Wood Quay A.

Appendix 2 contains a map indicating the location of these five electoral districts within the Dublin City area.

Table 3-2 below provides the modal split results for the 5 No. electoral districts for students travelling to school or college:
<table>
<thead>
<tr>
<th>Mode</th>
<th>Merchant's Quay C (%)</th>
<th>Merchant's Quay D (%)</th>
<th>Merchant's Quay B (%)</th>
<th>Ushers C (%)</th>
<th>Wood Quay A (%)</th>
</tr>
</thead>
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<tr>
<td>Pedestrians</td>
<td>61</td>
<td>61</td>
<td>64</td>
<td>50</td>
<td>54</td>
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<tr>
<td>Cyclists</td>
<td>7</td>
<td>10</td>
<td>7</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Bus / train users</td>
<td>20</td>
<td>15</td>
<td>18</td>
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<td>27</td>
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<td>1</td>
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<td>Car passengers</td>
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<td>8</td>
<td>3</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>At home / not stated</td>
<td>5</td>
<td>3</td>
<td>5</td>
<td>8</td>
<td>6</td>
</tr>
</tbody>
</table>

Table 3-2: student modal splits for electoral districts in vicinity of subject site

One can see that, given the centrality of the subject site, the modal splits are significantly different to the Canal Cordon values. Pedestrian movement is in the region of 60%, with public transport at 20%. Car driver usage is insignificant and cycling is just less than 10%.

It would be thus reasonable to assume the pedestrian modal split within Table 3-2 as a guideline figure for the subject site on its day of opening, with cycling usage increased given the proposed provision of significant on-site cycle parking facilities.

Target modal splits for the subject site will be discussed in more detail within section 7 below.

4.0 EXISTING PUBLIC TRANSPORT FACILITIES SERVING THE SITE OF THE PROPOSED DEVELOPMENT

4.1 LUAS services

The Luas Red line runs from The Point in the north Docks to Tallaght in west Dublin.

The Fatima LUAS stop on the Red Line is approximately 1km (12 minutes' walk) from the subject site.

The LUAS Cross City line, extends from Broombridge on the north side to Sandyford / Bricies Glen on the south side.

The two lines are linked within the city centre, where commuters can exit the Red Line at Abbey Street and transfer to the Cross City line on O’Connell Street.

Appendix 3 contains a diagrammatic representation of the LUAS Cross City and Red Lines serving the site.

4.2 Bus services

Appendix 4 contains a diagram of existing bus services in the vicinity of the site.

The subject site is immediately adjacent to the Cork Street bus corridor, carrying the 27, 77a and 151 radial routes.

It is also close to the Clanbrassil Street corridor, carrying the 9, 16, 49 and 54a radial routes.

Table 4.1 below details the frequencies of these routes during the morning peak hour, together with their origins and destinations.
<table>
<thead>
<tr>
<th>Route</th>
<th>Origin</th>
<th>Destination</th>
<th>Frequency at AM Peak</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Charlestown</td>
<td>Limekiln Avenue</td>
<td>4 per hour</td>
</tr>
<tr>
<td>16</td>
<td>Dublin Airport</td>
<td>Ballinteer</td>
<td>6 per hour</td>
</tr>
<tr>
<td>27</td>
<td>Clare Hall</td>
<td>Jobstown</td>
<td>4 per hour</td>
</tr>
<tr>
<td>49</td>
<td>Tallaght</td>
<td>Pearse Street</td>
<td>4 per hour</td>
</tr>
<tr>
<td>54a</td>
<td>Kiltppper Way</td>
<td>Pearse Street</td>
<td>3 per hour</td>
</tr>
<tr>
<td>77a</td>
<td>Citywest</td>
<td>Ringsend Road</td>
<td>5 per hour</td>
</tr>
<tr>
<td>151</td>
<td>Balgaddy Road</td>
<td>Docklands</td>
<td>4 per hour</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td></td>
<td>30 per hour</td>
</tr>
</tbody>
</table>

**Table 4.1**: Major Bus routes serving the candidate site and their frequency during the morning peak hour

Table 4.1 indicates that the bus connections into and out of the city from the subject site are comprehensive, with 7 No. high frequency routes available to students commuting to college from the proposed development.

### 4.3 DART, suburban and intercity rail connections

The DART extends along the coastline of the South Dublin area, extending from the centre of town to Balbriggan, Sandymount, Merrion, Booterstown, Blackrock, Monkstown, Dun Laoghaire, Dalkey, Ballybrack, Shankill, Bray and Greystones, and along the coastline of the north Dublin area extending from the town centre to Clontarf, Sutton, Howth and Malahide.

The LUAS Red line connects the subject site to the DART via Connolly Train Station.

The DART system thus provides major access to the development for commuters living along the north and south county Dublin coastal housing belt.

The following 3 suburban lines are accessible via Connolly Station:
- Dublin to Donegal: 1 train arriving every 2 hours approximately
- Northern Commuter service from Dundalk in County Louth: 1 train arriving every 1 hour approximately
- Western Commuter service from Mullingar in County Westmeath: 1 train arriving every 2 hours approximately
- South Eastern Commuter service from Rosslare County Wexford: 1 train arriving during morning peak

In addition, the Kildare Commuter service from Kildare Town in County Kildare is available via Heuston Station, which can be accessed via the LUAS Red Line.

The following interurban lines are accessible via Connolly Station:
- InterCity from Derry and Belfast: 1 train arriving every 2 hours approximately
- InterCity from Sligo Town in County Sligo: 1 train arriving every 2 hours approximately
- InterCity from Rosslare County Wexford: 1 train arriving during morning peak

In addition, the following interurban service is available via Heuston Station:
- InterCity from Galway city County Galway: 1 train arriving every 2 hours approximately
- InterCity from Cork City in County Cork: 1 train arriving every 1 hour approximately
- InterCity from Waterford City in County Cork: 1 train arriving every 2 hours approximately

Appendix 5 contains diagrammatic representations of suburban and interurban rail services.
5.0 PEDESTRIAN AND CYCLE ROUTES SERVING THE PROPOSED DEVELOPMENT

5.1 Pedestrian links
At present, there are well-established footpaths adjoining the roads within the local network, with excellent connections to the north and south city centre area.

Pedestrian facilities envisaged for the journey to the subject site should be safe, direct, comfortable and well lit. The existing pedestrian facilities in the vicinity of the proposed development are of an excellent standard.

Pedestrians making the journey to the site will generally be comfortable doing so provided the journey time does not exceed 30 minutes (approximate distance 3 km). Walking becomes highly desirable if the journey time does not exceed 10 minutes (approximate distance 1 km).

The subject site is 700 metres (9 minutes’ walk) from the National College of Art and Design, 1.0 km (12 minutes’ walk) from TU Dublin Aungier Street, 1.9 km (23 minutes’ walk) from Trinity College, 2.0 km (25 minutes’ walk from TU Dublin Bolton Street campus.

5.2 Cycle links
Appendix 6 contains a diagram of existing cycle facilities in the vicinity of the subject site.

It can be seen that existing facilities, in the main, comprise the use of bus lanes on the radial routes along Cork Street and Clanbrassil Street into and out of the city centre.

6.0 DETAILS OF THE MECHANISM FOR BIN COLLECTION, GENERAL DELIVERIES, ACCESS FOR DISABLED DRIVERS AND MOVEMENT IN AND OUT OF STUDENTS

6.1 Introduction
While occupants at the development will generate no daily car-based trips, there are various categories of vehicle movement at the site which must be detailed:

- Collection of refuse from the site
- Vehicles making general deliveries to the site
- Disabled access to the site
- Vehicles delivering / collecting students at the beginning / end of term time

6.2 Collection of refuse from the site
Bin Strategy will be Bin Lorry stops on Ardee Street directly outside the Bin Store Indicated within the plan in Appendix 1 and loads bins into it.

6.3 Vehicles making general deliveries to the site
Deliveries will be made at the drop-off location on the eastern side of the building as indicated in the plan within Appendix 1.

6.4 Vehicles delivering / collecting students at the beginning / end of term time
Drop off point for students will all be at public parking spaces on Newmarket.
For the majority of students, the principal annual moving-in period at the proposed development will be at the commencement of the third-level academic year, typically in early September.

The team at the student accommodation development will undertake to carefully pre-plan and co-ordinate the moving-in process; staggering arrivals in order to manage the flow of people and eliminate bottlenecks. The spread of academic course start dates will dictate the precise length of the moving-in period for students in any given year, details of which will be requested from students and posted online in advance. In addition to the principal moving-in period, the developer anticipates a smaller but still significant cohort of students (particularly those from overseas) who will arrive on an ad-hoc, unplanned basis throughout the month of September often outside normal office hours.

A lease-up strategy will result in an even distribution of check-in and license commencement dates throughout September, and beyond, if necessary. Having reserved rooms and completed a formal license to reside agreement, each student will be notified by email, well in advance of the move-in, of an appropriately allocated day, usually a weekend, with a 30-minute slot, for arrival and drop-off at the subject site.

As all students will be provided with detailed information online, in advance, the team will be in a position to welcome students individually and direct them to their rooms quickly and efficiently.

The on-site team will make it clear to arriving students that the allocation of time slots is for their benefit, ensuring a smooth and trouble-free moving-in experience, and minimising any localised disruptions caused by vehicle movements. It is the general experience within the industry that students tend to comply with these scheduling requirements and arrive at their allocated time. The spread of arrival times minimises pressure on stairwells and lifts. If students and parents choose to ignore their allocated time slot, the team at the student accommodation development will reserve the right to temporarily postpone their access until such time as the team is in a position to accommodate them properly.

The team will liaise with Garda and Residents' Associations prior to the moving-in period in order to brief them on the process and agree a strategy for the management of vehicle movements. To increase the efficiency of the moving-in process, additional staff will be on hand to direct new students to the reception area where they can collect their access lobs and welcome packs and then be accompanied to their allocated rooms.

Prior to the moving-in process, students and parents will be provided with details of the relevant public transport links in the vicinity of the development, enabling them to pre-plan their journey and onward steps after the moving-in process is complete.

The on-site team will support students using their own vehicle for the moving-in process by providing information regarding on-street parking in the vicinity.

If colleges have block-booked rooms at the facility, they may provide assistance with the moving-in process.

It should be noted that the license to reside issued to each student contains a clause related to vehicle parking which states that, unless the student has secured an off-street parking space elsewhere, no vehicles will be permitted.
7.0 PREDICTED COMMUTER TRAVEL PATTERNS AT THE SUBJECT SITE.

7.1 Introduction

The modal split information within section 3 of this report for the Electoral districts in the general vicinity of the subject site indicated that approximately 60% of commuters living within the area commuting on foot, 20% by public transport, 0% by car and 20% by cycling.

In order to derive modal splits for the proposed student accommodation development, the above figures have been amended as follows:

- On the day of opening, there will be no on-site parking accommodation at the proposed development. Thus, no car parking is proposed for the student occupants of the facility.

- The modal split for public transport is set at 20% on the day of opening, reflecting both existing travel patterns and the proximity of the subject site to major third level facilities, all within walking/cycling distance.

- The modal split for cycle-based travel reflects both existing travel patterns and significant on-site parking facilities and the location of major third level institutions within cycling distance.

- The modal split for on-foot travel is also set at the 60% figure indicated within the 2016 Census results.

Table 7-1 below sets these modal splits as the target profile for the future occupants of the student accommodation development at the Ardee Street site on its proposed day of opening in 2021:

<table>
<thead>
<tr>
<th>Transport Mode</th>
<th>Commuter Usage (%) - 2021 (day-of-opening)</th>
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<tbody>
<tr>
<td>Pedestrians</td>
<td>60</td>
</tr>
<tr>
<td>Cyclists</td>
<td>20</td>
</tr>
<tr>
<td>Bus / train users</td>
<td>20</td>
</tr>
</tbody>
</table>

Table 7-1—Future student occupants - Target Modal Split

8.0 OBJECTIVES OF MOBILITY MANAGEMENT STRATEGY

Mobility Management is a tool that brings together site management issues relating to transport in a coordinated manner. This document puts in place the objectives of the mobility management strategy for the subject site and the specific measures designed to achieve these objectives.

This strategy aims to provide sustainable transport choices for students living at the site, thus leading to an effective elimination in private car use for the trip to and from the workplace.

Specific measures for achieving effective modal shift away from the private car will be detailed.

The aim of this strategy is thus to introduce measures which will maximise the chances that the modal split targets for the day of opening in 2019 are met if not exceeded.

The objectives of the Mobility Management Strategy for the proposed development in order to meet 2019 targets for the subject site are as follows:

- To integrate mobility management into the development decisions, policies and practices; working closely with governing bodies on matters of access to and use of transport services in the vicinity of the subject site (Objective No. 2);
• To encourage students to use public transport by providing information on the services available as well financial incentives to use public transport. New public transport schemes coming on stream will further aid the achievement of this objective (Objective No. 1);

• To encourage students to walk and/or cycle to college, if appropriate, by providing all necessary information on these modes of travel, safe cycle parking, appropriate showering facilities for cyclists, and general information on the health benefits of walking and cycling (Objective No. 3)

9.0 FUTURE MEASURES TO ENSURE TARGET MODAL SPLITS WILL BE ACHIEVED

9.1 Introduction

Meeting the objectives listed in Section 8 above will ensure that the modal splits for when the development is operational in 2022 stated within Table 7-1 are achieved, eliminating car travel by students to college, with 50% of the students walking to college, 40% cycling, and 10% using public transport.

A number of the proposals listed to achieve these objectives and hence the associated target modal splits are easy and inexpensive to implement. Other measures require initial co-operation and co-ordination both within and between organisations or require an initial investment where this outlay is greatly outweighed by the subsequent benefits both to commuters and the environment.

9.2 Achieving Objective No. 1 – appointment of mobility manager

The appointment of a mobility manager will ensure that mobility management is actively integrated into decisions, policies and practices at the proposed facility, with the designated person working closely with governing bodies on matters of access to and use of transport services in the vicinity of the subject site.

The appointment of a mobility manager will also ensure that mobility management is not addressed in isolation but as part of a more general approach to the development of a sustainable organisation capable of delivering significant benefits to the community.

The designated person will communicate regularly with the local authority and government departments, with the aim of further improving sustainable transport facilities in the area and establishing good policies and practices when implementing measures detailed within the mobility plan.

9.3 Achieving Objective No. 2 – measures Encouraging Rail and Bus Based Travel

9.3.1 Proposed new rail and bus routes

Appendix 7 contains details of the new Bus Connects Proposal published by the NTA in June 2018. Uninterrupted bus lanes proposed will significantly decrease journey times during peak the hours of demand, and the re-designed network will increase frequencies along key routes into the city centre. Spines A to G will deliver high frequency services, all converging on the city centre, with travel within the city centre becoming easier as the proposed network provides the extreme frequency that these short trips require. The system offers many new links within the city centre and south city areas.

The proposed high frequency A and F spine routes will provide excellent access for students to the city centre and south city area.

In addition, DART frequencies were increased in 2018 to every 10 minutes all day between Howth and Bray.
9.3.2 Public Transport Information

It is vital that timetable information is available to the student occupants in order to encourage maximum usage of the public transport system. Dublin Bus, DART and ultimately LUAS timetables should be posted on the facility’s notice boards and/or the facility’s web site.

The role of the mobility manager is detailed within section 10 below.

9.3.3 Involvement of mobility manager

The mobility manager will be closely involved in achieving this objective.

9.4 Achieving Objective No. 3 – Encouraging students to walk and cycle to college

On the day of opening of the development, it is predicted that walking and cycling will be the favoured transport options for 80% of the student occupants at the Ardee Point development.

Given the increasing availability of Dublin Bikes, the ongoing enhancements to the cycle network, the high quality of the pedestrian network in the city centre in Dublin, and the census information indicating a significant proportion of existing inhabitants in the area at present walking or cycling to work, it is reasonable to assume that this modal split can be achieved.

The Mobility Manager will be closely involved in achieving this objective.

10.0 ROLE OF THE MOBILITY MANAGER AT THE PROPOSED DEVELOPMENT

10.1 Mobility Plan Administration

The application is founded on effective zero use of the private car by all student occupants and the maximization of travel by soft modes and public transport.

It is the applicant’s intention that a Mobility Manager be appointed to administer, implement, monitor and review mobility management issues within the student accommodation development. As stated above, the manager will also liaise with the local authority, public transport companies and facility managers on issues relevant to the maximisation of non-car based journeys to college by the student occupants.

10.2 Duties of the Mobility Manager

10.2.1 General

There are a range of measures that will be undertaken by the facility manager in order to aid in the continuing elimination of car-based journeys to college.

The manager will have a vital role in encouraging and enabling students at the subject site to adopt the measures listed within the document to achieve the objectives listed above within sections 8 and 9. The duties of the manager are detailed below under the following headings:

- Promoting the environmental and health benefits of their travel choices
- Promoting bike use
- Promoting walking to college
- Promoting rail and bus based travel
- Monitoring the modal split for student occupants

10.2.2 Promoting the health benefits of sustainable travel

It will be the duty of the manager to make student occupants aware of the environmental and health consequences of their travel choices. Various media should be employed in order to communicate this message. These could include a newsletter and a mobility website, providing information on issues such as available public transport services and where to buy a bike.
10.2.3 Promoting bike use

As well as delivering cycle friendly facilities within the subject site through facilitating the provision of significant cycle parking, the manager can further promote the use of this mode of travel using other measures such as the setting-up of a cycle users group so that experienced cyclists within the facility can help encourage newcomers to the mode of travel. The manager can also help by keeping tool kits and spare parts on site for cyclists to avail of. The website and newsletter could also be an aid to encouraging the mode of travel by encouraging the health benefits and potential time savings involved. Also, the manager can keep in contact with the local authority to monitor the progress in implementation of the proposed cycle track network in the locality.

10.2.4 Promoting walking to college

As with cycling, the manager should promote the health and fitness benefits of walking and its general viability as a method of getting to work. The manager can also liaise with the local authority on work being done in the vicinity of the subject site to make the local road network more pedestrian friendly.

10.2.5 Promoting rail and bus based travel

The manager will promote a public transport culture among student occupants. The manager can use the newsletter and website to provide information on public transport, in particular timetable information, fares, bus and LUAS / DART stop location, route planning and the provision of annual and monthly public transport tickets for students.

10.2.6 Monitoring the modal splits for the student occupants

In order to maximise the effectiveness of the Mobility Management Plan, the manager should be responsible for the ongoing monitoring of the modal splits within the plan, including the carrying out on a regular basis of student travel surveys.

11.0 OVERALL CONCLUDING COMMENTS

Given the availability of sustainable modes of transport for student occupants at the subject site, the modal splits for the proposal stated within this report are seen as being readily achievable.

The report has detailed objectives for the achievement of a sustainable travel culture with students, has listed measures to achieve these objectives and has committed to appoint a mobility manager to oversee and monitor progress towards the improved modal splits predicted for the subject site.
APPENDIX

2

ELECTORAL DISTRICTS NEAR SUBJECT SITE
BLACK: ED CONTAINING SUBJECT SITE
BLUE: ED'S ADJACENT TO SUBJECT SITE
APPENDIX
3
DIAGRAM OF LUAS RED AND CROSS CITY LINES
APPENDIX

4

DIAGRAM OF BUS SERVICES IN VICINITY OF SUBJECT SITE
APPENDIX

5

DIAGRAMS OF SUBURBAN AND INTERURBAN RAIL SERVICES