

consulting  
engineers

**NRB**

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

***For***

***Proposed Student  
Accommodation  
Development.***

***At***

**139-149 King St North,  
Dublin 7.**

**SUBMISSION ISSUE**

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## 1.0 INTRODUCTION

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- 1.1 NRB Consulting Engineers have been commissioned to prepare a Preliminary Travel Plan in support of an application for the redevelopment of the subject site with a proposed Student Accommodation Development. The report has been prepared in order to explain the applicant's commitment to the promotion of more sustainable and cost-effective travel habits among the end occupiers/residents/staff of the scheme. ***It should be recognised that a Travel Plan/Mobility Management Plan prepared at planning application stage, when the development is un-built and unoccupied, can only highlight the current and proposed Alternative Transport initiatives in place at the site, and set out the applicant's commitment to the promotion of sustainable transport measures.***

### 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 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 non-provision of car parking and higher cycle parking space numbers at the subject development.
- 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:

- Little to no car parking demand locally and reduced congestion on the local road network due to lower demand for private transport and/or more efficient use of private motor vehicles,
- Improved safety for cyclists and pedestrians,
- Direct financial savings for those taking part in the developed initiatives, through higher-than-average vehicle occupancy rates,
- A reduction in car parking and car set-down demand, resulting in improved operational efficiency and safety for all,
- Improved social networking between all those participating in the shared initiatives,
- Improved environmental consideration and performance,
- Improved public image for the development, which sets an example to the broader community and may lead to residents making better travel decisions in the future,
- Improved health and well-being for those using active non-car transport modes,
- Regular liaison with the Local Authority and public transport providers to maintain, improve, and support transportation services to and from the site,
- Improved attractiveness of the development to prospective residents,
- Optimal levels of safety for all residents, staff and visitors.

### **Methodology**

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

- GDA Transport Strategy 2022-2042,
- 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)

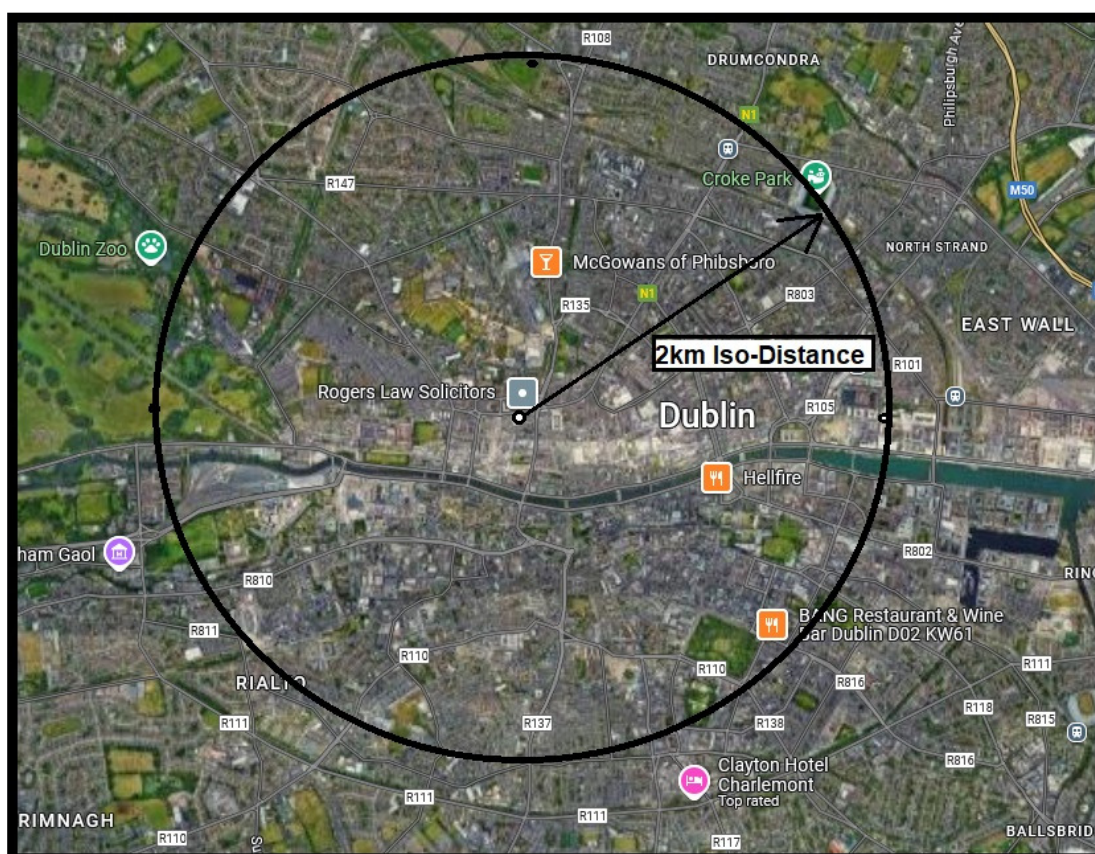
1.8 Consultation with key stakeholders is an essential part of any Travel plan. As discussed below, as part of the operational phase of this development, a Travel Plan Coordinator Role will be appointed from within the Management Company. Following on, once occupied staff/residents will be asked to complete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

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





- 2.4 A plan showing the site and the 2km iso-distance within the city centre, surrounding city neighbourhoods, and transport hubs is illustrated below as **Figure 2.2**. The plan highlights that the site is currently within a ~5-minute cycle of the entire Dublin City Centre and within a 30 min walk of the entire core area, confirming that the site is within easy non-car accessibility of services, retail, restaurants etc. that the city centre offer, which can serve residents of the development for their shopping/service needs.



**Figure 2.2 – Depiction of 2km iso-distance of Site**

- 2.5 This city centre site is very clearly well placed to benefit from Multi Modal Accessibility. It is important for the successful Travel Planning to concentrate on journeys associated with students' college and work travel patterns.

### **Cycling and Walking Facilities**

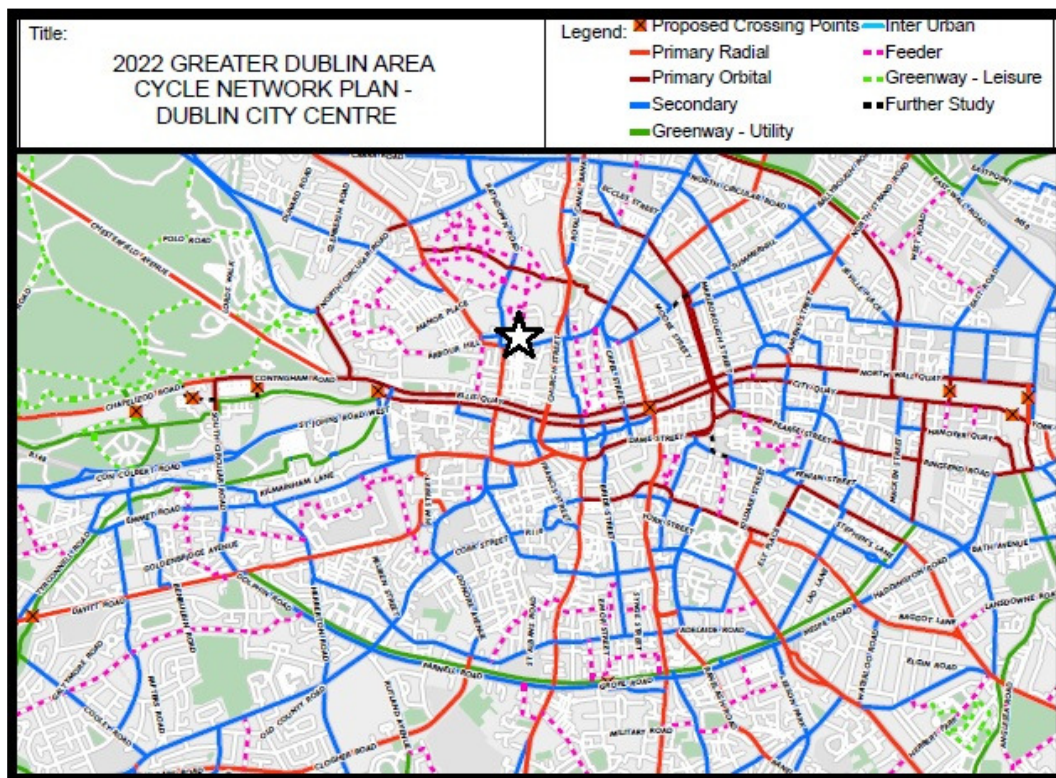
- 2.6 At present, pedestrian/cycle traffic at/to the existing site is served by an extensive City-Wide network of footpaths and some cycle lanes/facilities. On North King Street there is a dedicated cycle lane which facilitates cyclists in a segregated arrangement. This is illustrated on the Google image included below as Figure 2.3.





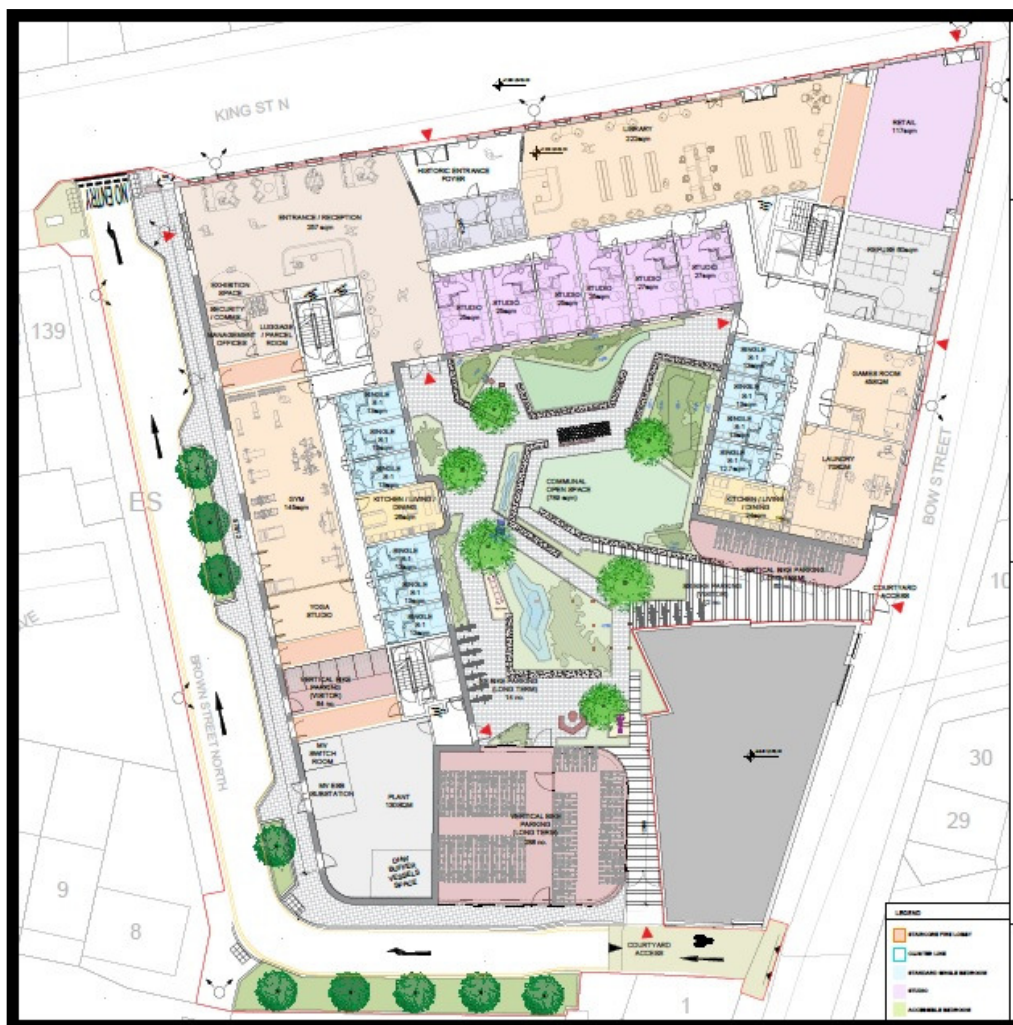
**Figure 2.3 – Westbound Cycle Lane on North King Street**

2.7 The National Transport Authority have published plans of an extensive cycle network plan for the Greater Dublin Area as **Figure 2.4**. An extract from the plans is included below, showing the site location in context.



**Figure 2.4 – Extract GA Drawings Core Bus Corridor Swords/City Centre**

- 2.8 The above confirms that the site is located adjacent and is immediately served by both Primary Radial and Secondary Routes.
- 2.9 The proposed development will provide for additional activity and concentrated residential use directly on the cyclist routes, supporting their success. An extract from the Architects GF plan is included below as **Figure 2.5** for ease of reference.



**Figure 2.5 – Annotated Extract Showing GF Layout**

- 2.10 The key to cycle accessibility is convenient safe links, with secure and carefully sited cycle parking. Cycling is ideal for shorter journeys. In terms of **Bicycle Parking**, the DCCDP sets out cycle parking standards and requirements within Volume 2 Appendix 5 Section 3.1 Table 1 of the Plan, and for Student Accommodation this requires 1 residential cycle parking space per bedroom unit, plus 1 space per 5 bedrooms for visitors.
- 2.11 In this case, there are 361 requiring 361 x Residential Cycle Parking Spaces and 72 x Visitor Bicycle Spaces. The total Development Plan requirement is for 433 No Bicycle Parking spaces. A total of 438 No dedicated bicycle parking spaces are provided, as located and set out on the Layout plans.



- 2.12 For journeys greater than 8km, it is recognised that a modal shift to cycling could be achievable for some, but not all, and options such as public transport and car sharing should be considered. Journeys up to 8km could be undertaken by bicycle and journeys up to 3-4km could be undertaken by walking or cycling.
- 2.13 We illustrate above the extent of the GDA accessible within an 'Iso-Distance' of 2km, clearly demonstrating the sites accessibility on foot or by bicycle.
- 2.14 Bicycle sharing facilities are becoming ever more popular with the Dublin Bikes and Bleeperbike initiatives gradually spreading ever further throughout the city and into Suburbs. These facilities offer a bicycle sharing alternative mode of transport and are easily accessible from the site.
- 2.15 The DCC Development Plan vision is to cultivate a cycling culture, through the implementation of appropriate infrastructure and promotional measures, which positively encourages all members of the community to cycle at all life stages and abilities as a mode of sustainable transport that delivers environmental, health and economic benefits to both the individual and the community.

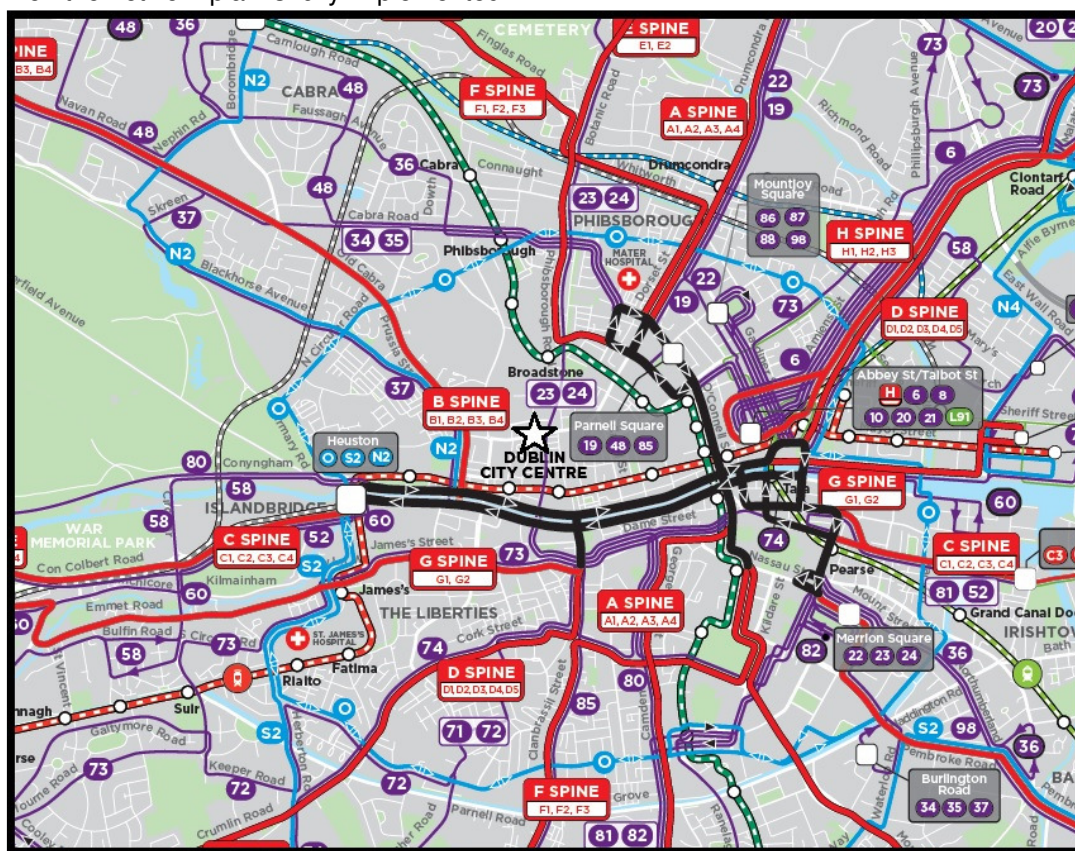
#### **BUS ACCESSIBILITY**

- 2.16 The development is well placed to take advantage of the existing and future Dublin Bus and other services, with existing stops in close proximity to the site. The location and proximity to the established bus stops and services (NB accurate at the time of writing) are illustrated on **Figure 2.6** below.



**Figure 2.6 – Bus Stops & Services Serving the Site**

- 2.17 All of the Dublin Bus & Go-Ahead routes passing the development are operated using new low-floor wheelchair accessible buses. Details of route, timetables and fares are provided on [www.dublinbus.ie](http://www.dublinbus.ie) and also on the Transport for Ireland National Journey Planner App.
- 2.18 The site is clearly very accessible to the existing Bus Stops on the R108 Church Street and the entire City Core which is clearly served by very frequent Bus Services.
- 2.19 In terms of Future Planned Services, the NTA have recently published details of the overall bus network for the GDA, the 'New Dublin Area Network' - showing Spine Routes, Feeder and Orbital Routes. An extract from the NTA Plans showing the site location is included below as **Figure 2.7**. This future network shows that the site's accessibility to bus services will be further enhanced, when the network plan is fully implemented.



**Figure 2.7 – NTA GDA New Dublin Area Network - Bus Services Plan**

### MAINLINE BUS AND RAIL

- 2.20 Of course, with the high frequency existing and proposed bus services and the close proximity on foot or by bicycle, the site is therefore also within easy reach of the mainline Nationwide Train Services - trains via Connolly & Heuston Stations and Buses via Busárus and the Airport Terminus. This is important for a Student Accommodation facility of this nature.
- 2.21 With ease of accessibility by Bus and Rail, and in particular with the high frequency existing and

proposed bus services in the city, it is therefore considered that the proposed development is very highly sustainable in terms of public transport accessibility.

- 2.22 The proximity of the development to high quality public transport services means that end occupiers/residents will have viable alternatives to the private car for accessing the site and will not be reliant whatsoever upon the car as a primary mode of travel.

### **TAXI ACCESSIBILITY**

- 2.23 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.

### **Students/Staff Communication**

- 2.24 Prior to moving in, the Management Company will issue welcome packs to all student residents. These packs include details of the development and how it is run, advice on moving in, public transport information, useful local information, the restricted availability of on-site parking and can require confirmation of a timeslot to move in. The preparation of this information will ensure residents are familiar with the operation of the development before moving in.
- 2.25 In terms of the number of transport alternatives easily available to Staff/Residents, it is considered that the proposed development is very highly sustainable in terms of public and alternative transport accessibility. The proximity of the development to existing public transport services means that all staff and 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.
- 2.26 Direct and high-quality pedestrian linkages are provided between the site and the existing pedestrian facilities on the surrounding road network. The entrances to the site will be well lit, so that people can feel secure in using the facilities and can also be monitored by CCTV.
- 2.27 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.
- 2.28 Any working staff or students are generally now offered the opportunity to purchase public transport commuter tickets under the current 'Employer Pass' and 'TaxSaver' programmes, by individual Employers. And of course, students benefit from heavily discounted public transport rates. Under employment 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.
- 2.29 With this in mind, the main focus of this Preliminary Travel Plan will be to promote and support the use of alternative modes to the private car.



### **3.0 COLLECTION OF BASELINE INFORMATION**

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#### **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 student/residents, Guests and Employees for completion. The aim of the travel questionnaire will be to establish travel patterns between work and home and college 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, combined with zero car parking on site, there will be a very high percentage of use via public, alternative and active travel / transport.
- 3.5 The Travel Plan will need to maintain this positive modal split and improve it, where possible. It is informative to note that the "Smarter Travel: A Sustainable Transport Future" (DOT) Objective for 2020 is to achieve a reduced work-related commuting by car modal share of 65% to 45%.

## 4.0 THE TRAVEL PLAN

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- 4.1 The successful implementation of the 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 end occupiers/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**

- 4.3 There are many local, global, and personal benefits to walking to work, a few of which are listed following:
- **W** - Wake Up! - Studies have shown that people who walk to work are more awake and find it easier to concentrate.
  - **A** - Always one step ahead - Walking makes people more aware of road safety issues and helps them develop stronger personal safety skills.
  - **L** - Less congestion - If you leave the car at home and walk, there are fewer cars on the road which makes it safer for those who walk and cycle.
  - **K** - Kinder to the environment - By leaving the car at home you are reducing the amount of CO 2 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.

4.4 Most adults will consider walking a maximum of 3.5 km (Approx 30/40 minutes) to work. End occupiers/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.

4.5 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**

<b>Cycling – Key Information</b>	
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**

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

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

4.8 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.

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

4.10 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, high vis-vests, helmets) in periodic draws for cyclists,
- The Travel Plan Coordinator can organise cycle training sessions on site on the rules of the road and the specific risks associated with the locality.
- The Travel Plan Coordinator can invite bike suppliers on site for a 'Green Day' or 'Green Week' so that people can try bikes before buying.
- The Travel Plan Coordinator can set up a Bicycle User Group (BUG) to promote cycling.
- The Travel Plan Coordinator can highlight the direct savings gained due to reduced use of private vehicles.
- The Travel Plan Coordinator can encourage residents to take part in National Bike Week, see [www.bikeweek.ie](http://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 using Public Transport	TBC in each survey when occupied

**Table 4.3: Key Information: Public Transport**

4.11 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 CO<sub>2</sub> 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.

4.12 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 end occupiers/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 using Car Sharing	TBC in each survey when occupied

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

- 4.13 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 workplace 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.
- 4.14 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 Dublin) have the potential to deliver a significant reduction in private vehicle trips by promoting higher than average occupancy rates for each vehicle.
- 4.15 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.
- 4.16 Encouraging more end occupiers/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.
- 4.17 The following initiatives and incentives can be used to encourage car sharing:
- 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](http://www.carsharing.ie).



## Action Plan Summary Table

- 4.18 The Summary Action Plan is described in the Table below. Modal Split Targets will be determined following on from the first 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 end occupiers/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

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### Background

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

### The Travel Plan Coordinator

- 5.3 The key objective of this Travel Plan is to ensure that the traffic impacts and car usage associated with the operation of Redevelopment are minimised. Achieving this objective will result in a wide array of benefits for the development and its stakeholders.
- 5.4 To ensure the plan is effective it is essential for a Travel Plan Coordinator to be appointed for the Development upon occupation.
- 5.5 It is envisaged that the coordinator will work closely with residents to enthusiastically promote and market the Travel Plan. As Student-Residents will be the focus of the plan; their involvement must be sought from the outset.
- 5.6 To support the Travel Plan Coordinator's efforts, the Management 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

- 5.7 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.
- 5.8 All marketing initiatives should be focused on areas where there is willingness to change. Such information has been extracted from the questionnaires and has been described in Section 3 of this Plan.
- **Identify the Aim** – e.g. to reduce low occupancy car commuting, 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.

- 5.9 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.
- 5.10 The coordinator can identify communication tools and networks used by the different audiences in the development and use these to communicate about travel.
- 5.11 Promotional material regardless of its quality is only as good as its distribution network; material incentives assist greatly in introducing people to alternative modes of commuting.
- 5.12 The plan should be about promoting equity among modes and offering choice and accessibility.
- 5.13 The coordinator can promote positive messages associated with a plan, for example, reduced tax/PRSI payments, getting fit and active, reducing congestion, reducing CO2 emissions and so on, and encourage people to start small – changing one day per week for example, to explore their options.
- 5.14 Marketing drives which feature individual 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 and Employees commitment to the Plan.

## 6.0 CONCLUSIONS

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- 6.1 NRB Consulting Engineers have been commissioned to prepare a Preliminary Travel Plan in support of an application for the redevelopment of the subject site with a proposed Student Accommodation Development. The report has been prepared in order to explain the applicant's commitment to the promotion of more sustainable and cost-effective travel habits among the end occupiers/residents/staff of the scheme. ***It should be recognised that a Travel Plan/Mobility Management Plan prepared at planning application stage, when the development is un-built and unoccupied, can only highlight the current and proposed Alternative Transport initiatives in place at the site, and set out the applicant's commitment to the promotion of sustainable transport measures.***
- 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 Staff and Student-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 Staff/Residents. This will serve to spread the work load, and also give the Staff/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 Student-Residents, Guests and Employees also have an essential responsibility in terms of co-operating with, and taking an active part in the plan. They are, after all, the plan's primary focus.
- 6.7 It is recommended that the Final Travel Plan be set in motion, sensibly at full occupation. The plan should evolve and develop with the development, taking into account changing residents, staff and visitors 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.