

Appendix 17

Mobility Management Plans

Mobility Management and Travel Planning

Meath County Council regards mobility management as an important element in the promotion of sustainability and in the achievement of a substantial increase in the modal share of public transport, walking and cycling during peak travel times. Mobility management is a proactive approach to influencing how people travel. While it plays an important role at a strategic level, the adoption of this approach at a site or business level can be very influential in achieving sustainable travel patterns.

Travel planning is a tool for implementing mobility management in specific situations and environments such as workplaces, schools/colleges and mixed-use developments by pro-actively encouraging sustainable travel. A Mobility Management Plan consists of a package of measures, initiatives and incentives aimed at encouraging a target group of people to shift from travelling individually by private car to walking, cycling, public transport and car-sharing. The plan sets out percentage targets for modal splits to be achieved over a specified time period. Regular monitoring and updating of the plan is required as travel planning is an on-going process.

The following sets out in more detail (i) how Mobility Management Plans fit into the development management process; (ii) when Mobility Management Plans are required to be submitted; (iii) the type, form and content of Mobility Management Plans and; (iv) the co-ordination and implementation of Mobility Management Plans.

Mobility Management and the Development Management Process

It should be ascertained at the preapplication phase whether or not a Mobility Management Plan is required to be submitted. It is recommended that where Mobility Management Plans are required, the author of the plan be part of the design team from the

outset. At this stage, Meath County Council can provide detailed advice on the preparation and form of the plan. Where permission is granted for a development for which a Mobility Management Plan has been prepared, conditions will normally be attached to the grant of permission requiring the appointment of a travel coordinator (mobility manager) and regular liaison with Meath County Council. Compliance with these conditions will therefore occur on an on-going basis. Where a Mobility Management Plan is submitted in support of a planning application it should be noted that the acceptability of the proposed development, including the Mobility Management Plan, will be judged only on elements within the immediate control of the applicant/occupier of the proposed development.

What Type and Scale of Development will Require Submission of a Mobility Management Plan?

As a general guideline, Meath County Council may request a Mobility Management Plan if an existing or proposed commercial development has the potential to employ over 100 workers. This is in line with the threshold indicated in the Department of Transport's, 'Smarter Travel, A Sustainable Transport Future 2009 – 2020'. Such developments may include office and commercial buildings, warehousing and wholesaling, and integrated multiple occupancy shopping centres. There are many developments below the threshold scale which would benefit from mobility management planning and which could make a positive contribution to sustainability. The potential to prepare a Mobility Management Plan as part of a development can be discussed at preapplication stage.

Mobility Management Plans may be required for proposed centres of employment, or existing centres where expansion/redevelopment is proposed, which Meath County Council considers to have significant trip generation and attraction rates and where potential exists to accommodate a substantial proportion of these trips by sustainable

modes. Mobility Management Plans may also be required for mixed-use, leisure and other developments, which generate a significant level of peak and/or off-peak travel.

The requirement for the submission of a Mobility Management Plan will be assessed on a case by case basis. Account will be taken of the location, scale of development, the precise nature of the uses proposed and the anticipated impact on the surrounding area, in terms of congestion and the existing and proposed transport network.

The Form and Content of Mobility Management Plans

It is recognised that the preparation and submission of a full Mobility Management Plan where required and as an integral element of an outline and/or detailed planning application for development, may not be possible. It is with considerations such as this in mind that Meath County Council may exercise its discretion and call for two categories of Mobility Management Plan. The first category relates primarily to developments where the end occupier(s), and hence the numbers of employers and employees, travel needs and trip characteristics, are unknown. The second category applies to situations where the development is existing or where the occupier is known at the outset.

Category 1 (Employers / Employees Unknown)

In such instances, the applicant is required to:

- Submit an estimate of the numbers of employees and their characteristics based on, for example, conditions at similar developments and the extent and floor area types (uses) to be provided.
- Provide a comprehensive outline of public transport services (existing and proposed) available to the future employers and employees.
- Prepare a conceptual plan indicating proposed links (footpaths, traffic routes) from the development to the public

transport services – the plan would clearly show the positioning of the building(s) relative to the site boundary and access roads/links.

- Prepare a statement on the nature and extent of facilities that will be considered for provision, and that would serve to encourage walking and cycling.
- Set out the anticipated targets in respect to modal choice.
- Provide an outline of the various schemes that may be appropriate to facilitate a change in travel patterns to and from work, (refer to bullet point 5 below).

Category 2 (When the development is existing or when the occupier is known at the outset)

The applicant is required to submit:

- A Staff Travel Survey – as soon as development is occupied. This shall include details of current and projected commuter trends and needs based on origin/destination information.
- Results of any Transport Assessment.
- Targets for the desired modal shift.
- The phasing of targets and measures should be outlined and should reflect the phasing of the development relative to the provision of transport infrastructure.
- An outline of the various schemes that the organisation plan to make available to its staff to encourage the desired change in their travel patterns to and from work. Examples of such schemes include the following:
 - Priority parking for car-sharers.
 - Provision of car fleet for use by employees during business hours.
 - Car parking management proposals to restrict parking availability.
 - Provision of a range of cycle facilities and measures to encourage cycling, e.g. cycle parking, cycle tracks, showers, lockers, cycle repair facilities.
 - Bicycle mileage rate allowance.
 - Shuttle bus to public transport nodes.

- Bus/rail ticket subsidies.
- Interest free loans for bicycles and associated equipment.
- Company bicycles.
- Provision of a reliable and efficient taxi service back up for car-sharing scheme.
- Encouragement of flexible working hours and e-working.
- Development of a strategy to allow for walking.
- Car clubs.
- Details of how these measures will operate on a daily basis and how they will achieve the desired modal split.
- A detailed site plan, indicating the positioning and layout of buildings and their pedestrian/vehicle access points and proposed links (for motorised and non-motorised transport), from the development to existing, proposed and potential public transport services.

Budgeting for Mobility Management Plans

Whether a category one or category two Mobility Management Plan, it is necessary that the plan include an estimate of costs for the delivery of individual initiatives and a commitment to the provision of a budget to facilitate the implementation of initiatives over the life of the plan. In this regard, Meath County Council can advise on some general costs and savings to be made from the implementation of a Mobility Management Plan.

Co-ordination and Information Update

It will be necessary to appoint a Mobility Management Plan co-ordinator with overall responsibility for implementation of the plan and liaison with Meath County Council. As indicated earlier it is preferable that the co-ordinator be involved in the process from the outset. The selection of a co-ordinator is an essential part of the Mobility Management Plan. For a large development or large grouping of developments e.g. within a business park, a full time Transport Manager may be required to oversee the implementation of the plan. Regular updated information on the various schemes/incentives and initiatives in the Mobility Management Plan as well as updated information on new public transport routes/timetables etc. should be provided for employees by the Coordinator/Transport Manager.

Monitoring

As the Mobility Management Plan will be implemented over time, generally a three year period, it will be necessary to monitor progress towards modal split targets and its general implementation at regular intervals. This should be carried out in conjunction with Meath County Council. In order to facilitate the monitoring procedure, it may be necessary to carry out staff travel surveys. An initial evaluation will generally take place 6 months – 1 year into the operation of the Mobility Management Plan, at which stage it will be evaluated and appropriately adjusted.