

Naas Racecourse

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MOBILITY MANAGEMENT PLAN



SYSTRA

NAAS RACECOURSE RESIDENTIAL DEVELOPMENT

MOBILITY MANAGEMENT PLAN

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1. INTRODUCTION

1.1 Background

- 1.1.1 SYSTRA Ltd have been commissioned by Ballymore Developments Ltd to prepare this Mobility Management Plan (MMP) for their proposed development of 234 dwellings, crèche and extension of Gallops Avenue located to the west of Naas Racecourse in Naas, County Kildare.
- 1.1.2 The site will also incorporate improvements to Gallops Avenue, associated traffic reconfiguration at the junctions of Tipper Road and Dublin Road (R455), and all related infrastructure and ancillary works, including the provision of an internal road network, pedestrian links, cycle and car parking, hard and soft landscaping, boundary treatments, public lighting, open spaces, drainage arrangements, and all other associated site development works.
- 1.1.3 This MMP will act as a strategic tool to promote more sustainable travel choices and reduce the reliance on the car resulting in benefits including reduced parking demand and improved accessibility.
- 1.1.4 Ballymore Developments Ltd recognises the importance of reducing negative transport-related impacts of development and the need to provide for a range of sustainable travel options to reduce single occupancy car use. This MMP outlines the commitment of Ballymore Developments Ltd to ensure a modal shift towards sustainable travel.

1.2 Purpose

- 1.2.1 Mobility Management Plans in general provide the framework for the delivery of co-ordinated transport strategies, minimising the adverse operational and environmental impacts of transport. They typically contain a wide range of measures, and consider walking, cycling, information and promotion, bus, taxi, car sharing and car parking.
- 1.2.2 The purpose of the Mobility Management Plan is to:
 - Provide a 'manual' and record for the Mobility Manager who will be appointed to oversee the implementation and development of the measures set out in the document;
 - Serve as an official record for the local authority regarding the type, scale, and number of initiatives initially proposed by the MMP, with an updated MMP to be submitted to KCC two years after initial occupancy, and;
 - The MMP will seek to provide a long-term strategy for encouraging residents, crèche staff and visitors to reduce their dependency on travelling by car in favour of more sustainable modes of travel.
- 1.2.3 The basic process of a Mobility Management Plan is a circular one, as illustrated below:

Figure 1. MMP Development Process and Status



1.3 Benefits of a Mobility Management Plan

1.3.1 Ballymore Developments Ltd can expect a range of benefits as a consequence of implementing a MMP. These may include the following:

- Improved accessibility for residents, crèche staff and visitors;
- Health benefits for residents, crèche staff and visitors resulting from increased levels of walking and cycling;
- Cost savings associated with travelling on foot, cycling, using public transport or car sharing (as compared with single occupancy car use);
- A reduction in the level of vehicular trips;
- A reduction in sick days - encouraging walking and cycling amongst residents has been proven to improve general well-being; live a healthier lifestyle.
- Improved environmental awareness amongst residents, crèche staff and visitors of the detrimental impacts of car use.
- Less demand for car parking.

1.4 Ballymore Commitment

1.4.1 Ballymore Developments Ltd recognises the importance of reducing the potential negative transport-related impacts of the site and the need to provide information on sustainable travel options.

1.4.2 This MMP outlines the commitment of Ballymore Developments Ltd to promoting sustainable travel. The focus of this MMP involves providing a wide range of varied measures that both reduce the overall need to travel but also improve the choice and availability of sustainable travel choices.

1.5 Report Structure

1.5.1 Following this introductory chapter, the remainder of this MMP is structured as follows:

- Chapter 2: Aims and Objectives
- Chapter 3: Accessibility Audit
- Chapter 4: Measures and Action Plan
- Chapter 5: Mobility Management Plan Targets
- Chapter 6: Monitoring and Review
- Chapter 7: Summary

2. AIMS AND OBJECTIVES

2.1 Introduction

- 2.1.1 This chapter of the MMP sets out the aims and objectives for the residential development, crèche and new link road at land to the west of Naas Racecourse in Naas, County Kildare. Objectives and aims are important for guiding the travel planning process forward and monitoring the success of measures implemented.
- 2.1.2 Importantly, as a MMP is an evolving document, aims and objectives need to be reflected on and changed to best suit the needs of the user. To ensure that this is achieved, the aims and objectives described in this document must be regularly reviewed so that the potential for influencing travel behaviour can be maximised.

2.2 Aim

- 2.2.1 The aim of this MMP is to:

Create a more sustainable environment for all users; and to encourage residents, crèche staff and visitors to adopt healthy, sustainable lifestyle and travel choices to reduce reliance on single occupancy vehicle trips.

2.3 Objectives

- 2.3.1 The objectives of this MMP are to:
- Minimise the number of single occupancy car trips to the site;
 - Provide quality accessibility to the site for sustainable transport users; and
 - Facilitate and promote walking, cycling, public transport and car sharing trips to the site.
- 2.3.2 To check that this is being achieved, Ballymore Developments Ltd will implement a monitoring strategy for a period of 5 years to:
- Gauge whether the MMP is achieving success in its objectives;
 - Help to identify strengths, weaknesses and potential areas for improvement in future travel planning; and;
 - Collect data measuring the impacts and outcomes of the MMP.

3. ACCESSIBILITY AUDIT

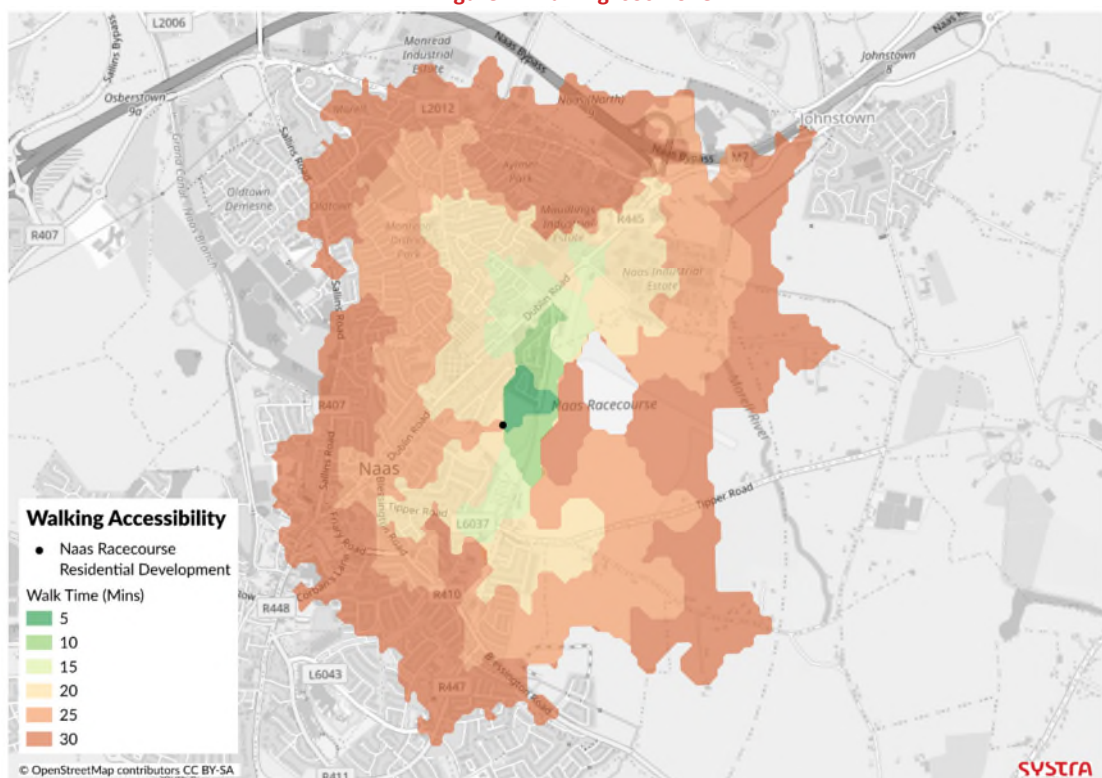
3.1 Introduction

- 3.1.1 This chapter details the existing sustainable transport conditions, including walking accessibility, cycling accessibility and public transport access.

3.2 Walking Accessibility

- 3.2.1 Walking is generally considered a viable travel choice over short distances of around 800m and offers the greatest potential to replace car trips under two kilometres.
- 3.2.2 There is generally a good network of footways and footpaths in the vicinity of the site, which offer a choice of suitable routes to nearby bus stops. Key pedestrian access points in the vicinity of the site include The Gallops, which currently provides a primary connection to Dublin Road (R445) and facilitates access to the site. Footways are also present along Kingsfurze Avenue and Woodlands, offering access to Tipper Road. Tipper Road offers pedestrian access between Blessington Road and Naas Racecourse, before transitioning to a single carriageway without footways, east of the Racecourse.
- 3.2.3 The existing pedestrian infrastructure on the streets surrounding the site are generally of good quality. Footways are generally wide, smooth and of a good surface quality. Tactile paving and dropped kerbs are provided at junctions and pedestrian crossing points in the vicinity of the site. The footways are considered accessible for wheelchairs, strollers and pedestrians.
- 3.2.4 To understand the walking feasibility from the site, a walking accessibility isochrone has been produced and is shown in Figure 2.

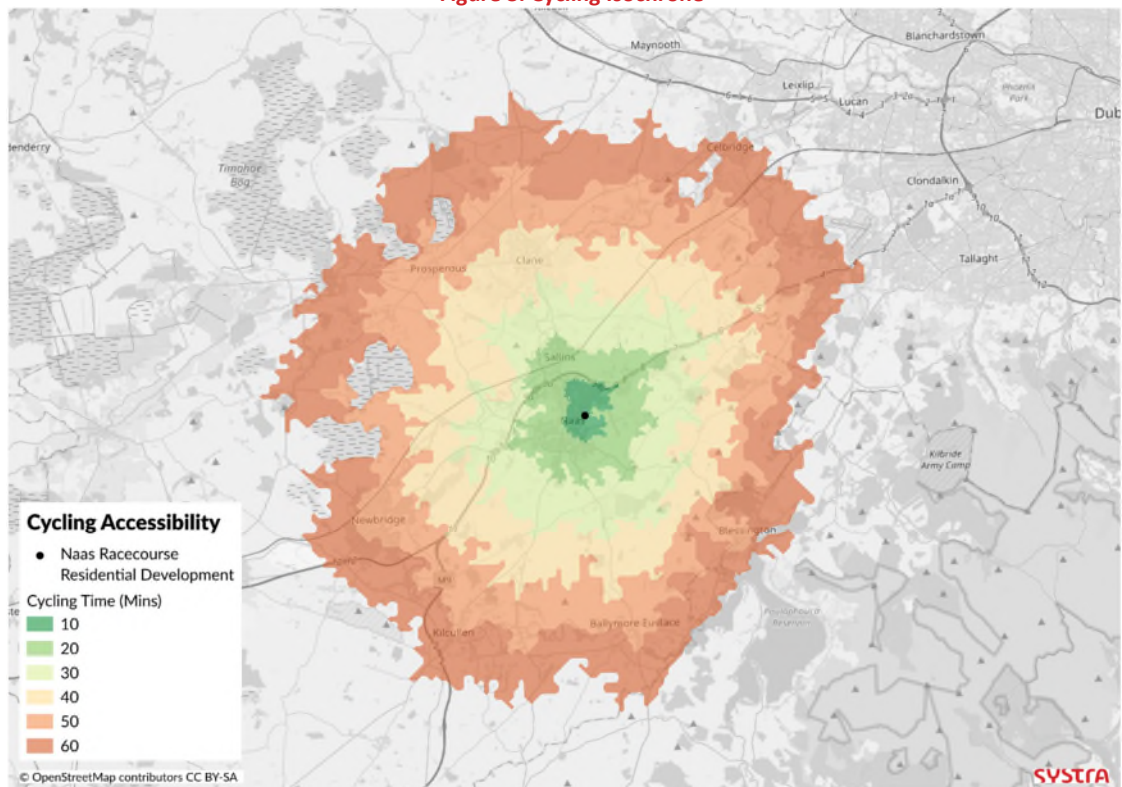
Figure 2. Walking Isochrone



3.3 Cycling Accessibility

- 3.3.1 Cycling has the potential to cater for many trips and is considered a viable mode of travel for journeys less than five kilometres or around 25-30 minutes and in combination with other modes. It is influenced by many of the same factors as walking but will also be influenced by route conditions, traffic levels and secure parking and facilities at destinations.
- 3.3.2 The availability of traffic-free cycle routes that are direct and safe can have a positive effect on cycling levels.
- 3.3.3 The extension to Gallops Avenue is proposed to establish a new connection between the R445 Dublin Road and Tipper Road. The route will commence along the existing Gallops Avenue, running adjacent to the eastern boundary of residential development, and passing east of Woodlands before joining Tipper Road at a new signalised junction. Raised cycle tracks are planned along the length of the scheme.
- 3.3.4 Additional pedestrian links are envisaged into 'The Dip' (the greenspace between Woodlands and Kingsfurze Avenue), via a footpath link that will run through the site between Gallops Avenue and Kingsfurze Avenue.
- 3.3.5 There is also the recently constructed shared-use footpath and cycleway along the R445.
- 3.3.6 Figure 3 provides an overview of the cycling accessibility in the area from the proposed site. It illustrates that cycling can provide access to the majority of facilities and sites within Naas, as well as Sallins with a journey time of between 10 to 20 minutes.

Figure 3. Cycling Isochrone



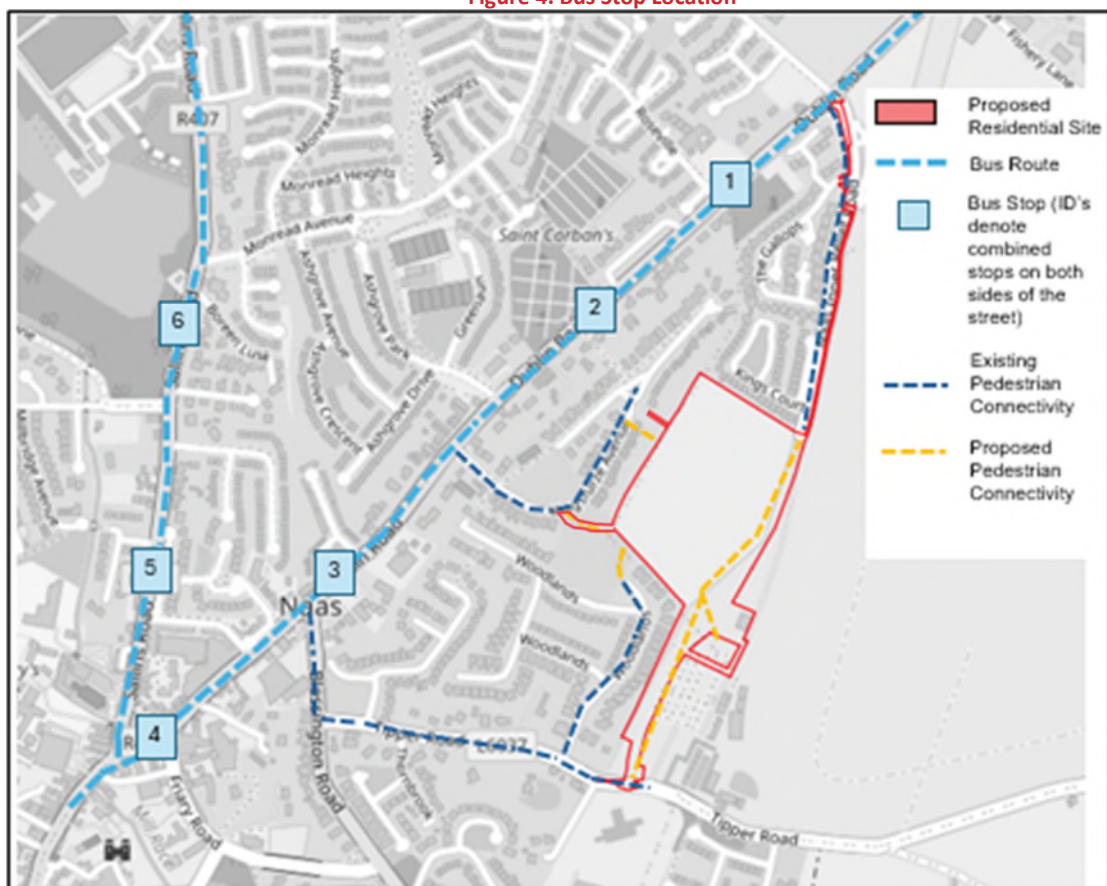
3.4 Public Transport Provision

- 3.4.1 Public transport to and from the site is considered to be a viable alternative to travel by private car. There are numerous bus and train services within a reasonable walking/cycling distance from the site.

Bus

- 3.4.2 The bus is generally considered a viable mode of travel over short and medium distances although some routes and services with limited stops make longer distances a viable alternative to private car.
- 3.4.3 The nearest bus stops to the site are located on R445/Dublin Road, approximately 350m from the centre of the site if the proposed active travel infrastructure comes forward. Shown in Figure 4, there are six main bus stops in the vicinity of the site. It should be noted that these stops represent stops on either side of the road.

Figure 4. Bus Stop Location



3.4.4 Table 1 provides an overview of the bus services in the vicinity of the proposed development.

Table 1. Bus Services

ROUTE	SERVICE	FREQUENCY
Dublin - Newbridge	125	2 services/day
Dublin – Rathangan	126	Every 15 minutes (peak), 30-60 minutes (off peak)
Dublin – Athy	130	4 services/day
Dublin Airport – Portlaoise	726	Every 60 minutes
Dublin – Naas Hospital	139	Every 60 minutes
Baltinglass - Sallins	885	6 services/day

3.4.5 From these routes it is possible to connect to additional public transport services which facilitate travel to more destinations by public transport.

Train

3.4.6 Residents of the proposed development benefit from access to the rail network via Sallins and Naas Train Station, located approximately 2.8km to the north and accessible by local bus routes, cycling and car. The station serves as a multi-modal transport hub linking Naas with both commuter and intercity rail services.

3.4.7 Sallins and Naas Train Station is positioned on the main Dublin/Portlaoise rail corridor, providing direct connections to Dublin Connolly (with a journey time of 36–59 minutes depending on service) as well as onward travel to Portlaoise. On weekdays, trains depart approximately every 30 to 60 minutes during peak periods, supporting a high level of service suitable for both commuters and leisure travellers. Weekend services are well maintained, with hourly trains per day in each direction, ensuring continued accessibility outside of traditional commuting times.

3.4.8 Facilities at Sallins and Naas Station are of a high standard, offering 192 park-and-ride spaces (including disabled parking) adjacent to the station, step-free access to platforms, and wheelchair-accessible trains to promote universal accessibility. Passengers benefit from real-time travel information available both on-site and via mobile app.

3.5 Summary

3.5.1 This chapter of the report has given an overview of the sustainable transport facilities in the vicinity of the site.

3.5.2 Overall it is considered that the proposed development west of Naas Racecourse is accessible by sustainable travel. As shown the site has access to multiple facilities which encourage travel by sustainable modes rather than by private car.

3.5.3 This MMP makes a concerted effort to ensure that these sustainable transport options are safe, convenient, and accessible to all, including people with disabilities with the overarching goal to create a more connected and environmentally friendly community.

4. MEASURES AND ACTION PLAN

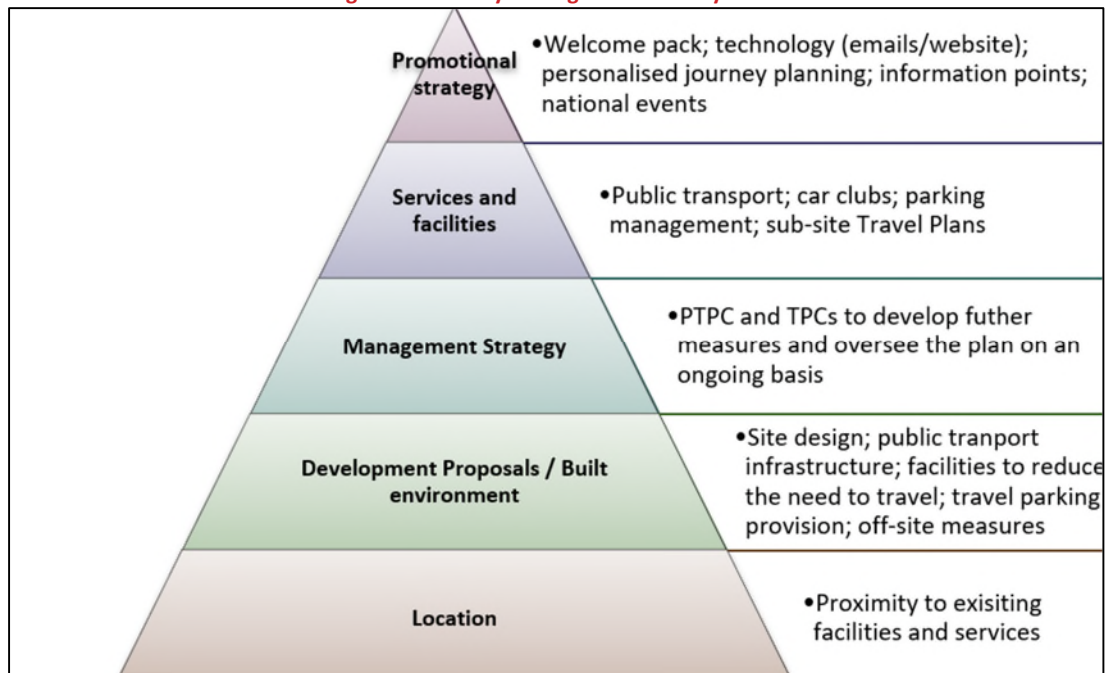
4.1 Introduction

- 4.1.1 This section of the MMP outlines a package of travel planning measures which will be implemented at the site in order to achieve the preliminary MMP targets, which are set out in Section 5.
- 4.1.2 SYSTRA has selected a range of complimentary initiatives for the site which are designed to reflect the facilities available for cyclists and pedestrians in the surrounding area and public transport provision. The measures are based on best practice travel planning guidance and also SYSTRA's recent experience in the preparation of travel plans for similar residential sites.
- 4.1.3 The main aim of the measures included in this MMP are to ensure that future residents, crèche staff and visitors have sufficient information available to them so that they are fully informed with regard to accessibility options.

4.2 Mobility Management Planning

- 4.2.1 The successful delivery of measures contained within the MMP will be dependent upon how it is managed and communicated to residents, crèche staff and visitors. This document contains a number of physical measures to encourage sustainable travel modes; however the actual management of the Plan will also play an important part in ensuring effective delivery.
- 4.2.2 An appointed MMP co-ordinator will manage the implementation of the MMP for this residential development. Prior to the sales office opening the MMP co-ordinator will liaise with Sales offices staff in respect of the MMP and the transport options available to prospective residents, crèche staff and visitors.
- 4.2.3 The five tier Mobility Management Plan pyramid below has been developed to illustrate the key elements of a successful Mobility Management Plan. (Reference: Good Practice Guidelines: Delivering Travel Plans through the Planning System, DfT (UK), 2009)
- 4.2.4 The bottom two layers of the pyramid (location and development proposals) show the importance of laying the foundations of sustainable travel through selection of an appropriate site. The top two layers of the pyramid (services and facilities, and promotional strategy) are addressed in the following chapters.
- 4.2.5 It is useful to include a range of overarching mobility management plan measures which can be used across the whole venue. There is an expectation that the combined efforts of on-site staff and residents can use the measures detailed in this chapter to support sustainable travel to and from the site.

Figure 5. Mobility Management Plan Pyramid



4.2.6 In general terms, the coordinator will have responsibility for:

- Promoting the MMP as part of the sustainable ethos of the development;
- Managing the implementation of the measures contained in the MMP;
- Providing information on public transport services as well as pedestrian and cycle routes;
- Liaising with others to promote joint initiatives;
- Liaising with the Council on travel planning matters, and responding to issues raised by the Council and others;
- Be proactive and lead on new and innovative initiatives and travel planning measures as they emerge; and
- Monitoring of the MMP.

Measure	Description	Timescale
1	A MMP Co-ordinator will be available to implement and manage the MMP and will work with the residents to deliver the plan	Prior to occupation for a 5-year monitoring period

4.3 Marketing and Promotion

- 4.3.1 A package of information will be provided by the MMP co-ordinator to residents, crèche staff and visitors and will also be marketed from the Sales Office from the outset. The information pack will provide consistent information on all modes of travel to/from the development and opportunities to reduce car use or unnecessary travel.
- 4.3.2 A full information pack will be given to each purchaser to inform them of travel options and sources of information to allow them to make informed travel decision. The contents of the packs will vary depending upon the information available at the time on sources such as the internet or local bus stops. However, the packs will include:

- Information about the local area, e.g. location, distance and directions to local shops, schools, Post Offices, Doctor Surgeries, Hospitals, Banks, Libraries, Parks, attractions and other local amenities.
- Copies of most recently published bus/train timetables and contact details of local providers of local public transport.
- A map showing the links between transport and available services;
- Any relevant local initiatives (e.g. cycle training, health walks and cycling rides etc);
- Ticketing information; and
- Sources of further information and internet links.

4.3.3 Any major changes to travel services, such as new bus or rail routes will be passed out to residents and crèche staff by the MMP Co-ordinator.

4.3.4 All residents and crèche staff will be offered assistance in planning their journey by sustainable travel options to enable individuals to tailor their specific requirements for their journeys.

Measure	Description	Timescale
2	The MMP will be marketed by Ballymore Developments Ltd. This will take the form of email circulation and/or sustainable intranet.	Within 6 months of occupation
3	All residents and crèche staff will be offered assistance in determining sustainable travel options for their individual journeys.	Ongoing throughout occupation for a 5-year monitoring period
4	Investigate the opportunity for an MMP annual newsletter for distribution to all residents and crèche staff	Ongoing throughout occupation for a 5-year monitoring period

4.4 Initiatives to Promote Walking

4.4.1 Almost all journeys involve an element of walking and the aim of this MMP is to ensure that all journeys that people wish to make to/from the site can be achieved safely and conveniently.

4.4.2 The aim of the MMP and the development is to engender pedestrian confidence by providing safe, secure, convenient access for all in a high quality environment. The internal site layout provides high quality and safe pedestrian routes taking account of common desire lines. The development of walking and cycling as a primary form of travel for everyday needs is a key element to the development ethos.

4.4.3 The MMP Co-ordinator will seek to advise residents of safe routes to school in the local area to encourage walking and sustainable connectivity to desirable locations.

Measure	Description	Timescale
5	A pedestrian route map will be provided within the sustainable travel information pack.	Ongoing throughout occupation for a 5-year monitoring period
6	The MMP Co-ordinator will facilitate the establishment of measures to encourage walking such as walking buses to schools, dissemination of pedestrian route information (via Information Packs, email or Community Intranet) and will seek to ensure that pedestrian routes in the area are well maintained and clean through liaison with the Local Authority.	Ongoing throughout occupation for a 5-year monitoring period
7	The needs of people with impaired mobility will be considered. The MMP Co-ordinator will promote appropriate services such as online shopping, accessible public transport, Ring and Ride facilities and will promote concessionary fares as appropriate.	Ongoing throughout occupation for a 5-year monitoring period

4.5 Initiatives to Promote Cycling

- 4.5.1 Cycling presents strong potential as a sustainable transport mode, providing the facilities are in place to encourage cycle use. There is scope for the residents and crèche staff to increase the number of cycling trips in Naas.
- 4.5.2 The MMP Co-ordinator will investigate the potential for a Bicycle User Group (BUG) to be established at the proposed site once a reasonable proportion of the site has been occupied. If there is a reasonable uptake in BUG then the MMP Co-ordinator will seek to forge links with local cycle shops with the aim to obtain discounts on cycle purchases and repairs for residents.
- 4.5.3 The purpose of a BUG is to encourage residents to meet and discuss cycling routes and maintenance, providing cycle tips and discussion of issues, whilst also providing a social group for residents.
- 4.5.4 Along with a BUG, the following actions to increase cycling trips to Naas will also include:

Measure	Description	Timescale
8	The MMP Co-ordinator will promote cycling by making local cycle route maps available.	Ongoing throughout occupation for a 5-year monitoring period
9	The MMP Co-ordinator will set up a Bicycle User Group (BUG) for the residents and encourage biannual meetings to discuss issues and problems.	Ongoing throughout occupation for a 5-year monitoring period

10	The MMP Co-ordinator will investigate and publicise free cycle training courses and cycle check services.	Ongoing throughout occupation for a 5-year monitoring period
11	The MMP Coordinator will seek to promote firms who offer bicycle hire in the area, for the use of residents and crèche staff.	Ongoing throughout occupation for a 5-year monitoring period

4.6 Initiatives to Promote Travel by Public Transport

- 4.6.1 It is recognised the importance of the bus is integral in improving access; it offers a realistic alternative to the private car for many, and the development of services and facilities will help encourage greater use.
- 4.6.2 Combined with soft measures such as information provision, promotion and ticketing initiatives arising out of the MMP, this will help increase the role of the bus for access to and from the site.
- 4.6.3 Additional promotion and ticketing initiatives will be sought as part of the MMP in association with the Council and bus operators.
- 4.6.4 To encourage further uptake of public transport, information on local operator provision will be provided at the site to increase awareness services. This will take the form of maps, leaflets and timetable information to be included in the Sustainable Travel Information Packs and made available to anyone who needs travel assistance.
- 4.6.5 Should there be any issues with local transport provision, the MMP Co-ordinator will liaise with the Council MMP Officer and local public transport operators to ensure bus stops in proximity to the site are well-lit and maintained, with up-to-date timetable information and route maps. Where this information does not exist (for example timetable information lacking at bus stops), efforts should be made to rectify this. If any further public transport improvements are planned on the network within the vicinity of the site, the MMP Co-ordinator will publicise this information at the earliest opportunity with a view to encouraging the use of public transport.

Measure	Description	Timescale
12	The MMP Co-ordinator will ensure that information on bus travel from the site is supplied to all new residents and crèche staff	Ongoing throughout occupation for a 5-year monitoring period
13	The MMP Co-ordinator will adopt a proactive approach, working with the bus operators and Kildare County Council to secure appropriate bus services and infrastructure where applicable.	Ongoing throughout occupation for a 5-year monitoring period

4.7 Initiatives to Promote Car-Sharing and Smarter Car Use

- 4.7.1 Most of us share cars regularly, with friends and family, without thinking about it. Many drivers leave residential areas with several empty seats in their vehicles because they don't know anyone who needs a lift. Many similar trips are duplicated when they could be combined drastically reducing the number of vehicle movements generated by the development.
- 4.7.2 There are several journey sharing organisations, most of which operate websites to organise their members and allow them to contact those making similar journeys.
- 4.7.3 The benefits of car sharing and links to local and national car sharing databases will be provided within the promotional and marketing information pack provided to new residents of the development, as well as crèche staff.

Measure	Description	Timescale
14	The MMP Co-ordinator will promote the potential cost savings and social benefits of journey sharing and car sharing web sites and the other journey planning services available through the Council or other bodies.	Ongoing throughout occupation for a 5-year monitoring period
15	The MMP Co-ordinator will also promote any other facilities within car sharing websites such as cycle buddies, walking buddies and taxi buddies.	Ongoing throughout occupation for a 5-year monitoring period
16	All residents and crèche staff will be advised of websites that promote national and international car share schemes such as www.liftshare.com	Ongoing throughout occupation for a 5-year monitoring period

4.8 Shopping Trips

- 4.8.1 The rise in popularity of internet shopping many trips generated by the development can be reduced by taking advantage of home delivery.

Measure	Description	Timescale
17	The MMP Co-ordinator will promote the use of modes other than the private car for shopping trips such as walking, cycling, taxi or car sharing.	Ongoing throughout occupation for a 5-year monitoring period
18	Local facilities will be promoted by the Co-ordinator including those offering home delivery services to encourage residents to utilise these rather than making unnecessary journeys to destinations further afield.	Ongoing throughout occupation for a 5-year monitoring period

4.9 Summary

- 4.9.1 The measures outlined above clearly identify tasks which are the responsibility of the MMP Co-ordinator to implement. The implementation of these measures by the MMP Co-ordinator will ensure the satisfactory delivery of the MMP over a 5 year monitoring period.
- 4.9.2 It is important that residents are provided with as much information as possible to influence their regular journeys to and from the site.
- 4.9.3 It is intended that the measures identified will also help influence some visitors' travel behaviour. It is important that visitors are made fully aware of public transport links available to and from Naas, and between key transport interchanges in Dublin. A combination of the initiatives proposed in this MMP can achieve this, from simply displaying public transport information to providing information on alternative transport options.

5. MOBILITY MANAGEMENT PLAN TARGETS

5.1 Introduction

- 5.1.1 This section sets out the objectives for the lifespan of the MMP, as well as targets for the short and medium term. It also includes information regarding indicators through which progress towards meeting the targets of this plan will be measured. Further information on monitoring and review of the MMP can be found in Chapter 6.
- 5.1.2 Objectives are the high-level aims of the MMP, giving it direction and providing a focus. Targets are the measurable goals by which progress can be assessed. At this stage indicative targets, informed by the predicted travel trends, have been set to cover the short, medium and long-term MMP period. Indicators are the elements which will be measured in order to assess progress toward meeting the final and interim targets.
- 5.1.3 Establishing baseline travel patterns is necessary to enable the progress of the MMP to be measured. However, this can only be established once the development is built-out and occupied. Therefore, for a MMP prepared in advance of occupation, such as in this case, it should initially be assessed against indicative targets that will be reviewed within timeframes agreed in this MMP. These estimates therefore help to inform the initial MMP targets set out in this document.
- 5.1.4 Travel surveys will be undertaken once occupation has been achieved to establish the travel patterns and preferred modes of residents at the site. Once travel surveys are completed this MMP will be reviewed and updated to ensure that suitable and targeted measures are agreed. Further monitoring surveys will subsequently be undertaken in line with the monitoring / management strategy set out in Chapter 6.
- 5.1.5 It is important to note that the monitoring period will last for 5 years only.

5.2 Target Setting

- 5.2.1 Targets will include the reduction in single occupancy vehicle and an increase in the use of cycling, walking and public transport. The definition of the level of change targeted and the associated timescales defined in Table 5 below will be revisited once the site has been occupied and after analysis of the baseline travel surveys to ensure the original targets are both realistic, achievable and the MMP is on target to achieve targets within specified time periods. The MMP targets will be agreed with the Council prior to adoption.
- 5.2.2 Targets will enable the success of the MMP to be monitored. Targets will be Specific, Measurable, Achievable, Realistic and Time-constrained (SMART).
- 5.2.3 Should the targets not be achieved, additional measures over and above those outlined in this MMP might be required to get the MMP back on track.
- 5.2.4 Whilst it is difficult to accurately predict modal share for the site, a significant emphasis will be placed on travel planning measures and accessibility by sustainable modes. Therefore, targets that are set need to be both challenging but also attainable. By examining census data for the local area, an estimate can be made of a baseline position.

- 5.2.5 The estimated modal split for the proposed development has been determined from the 2022 Census data and the 2027 mode share targets set in the Local Area Plan for Naas. Table 5 indicates the mode share for the Naas area.

Table 2. Method of Travel to Work (Modal share for Naas)

MODE	CENSUS 2022	LAP 2027 TARGET
On foot	15%	21.0%
Bicycle	3%	10.0%
Public transport	13%	18.1%
Motor car	69%	50.9%
Total	100%	100%

- 5.2.6 It is important that challenging targets for the site are set, whilst ensuring that the infrastructure and correct MMP measures are in place for the realisation of these targets.
- 5.2.7 Using currently available information Census data alongside the measures and targets identified within this MMP and the guidance provided by the DoT, the modal shift targets summarised in Table 3 could be potentially be achievable.

Table 3. Mobility Management Plan targets

Mode of Travel to Work	% Change (5 year target)
Driving a car or Van	- 5.0 %
Passenger in a Car or Van	- 1.0 %
On Foot	+ 2.0 %
Bus	+ 2.0 %
Bicycle	+ 1.0 %
Train, DART or LUAS	+ 1.0 %

- 5.2.8 Table 3 suggests challenging targets for the MMP to achieve a 5.0% reduction in vehicle trips, with smaller increases in public transport, walking and cycling trips.
- 5.2.9 It is difficult to set definitive targets at this stage prior to the collection of any baseline travel data. However, an indicative target has been provided, determined from the local Census Travel to Work data and based on the measures and initiatives provided in this MMP. Rather than propose unrealistic and unattainable stretching targets, the targets identified reflect the site location and consider realistically the extent to which the measures outlined will be likely to influence travel behaviour based on previous travel planning experience and guidance. Once baseline data is available following occupation, targets can be reviewed and amended as appropriate / required.
- 5.2.10 After the MMP has been established at the site and the initial travel survey undertaken, a full review of the recommendations and targets will be carried out to ensure that they are realistic

and achievable. However, for the purpose of initial target setting, the mode share targets in Table 3 are considered appropriate.

5.3 Travel Performance Indicators

5.3.1 In addition to the modal split targets, the following MMP performance indicators could be considered:

- Uptake of alternative modes – targets could be set for bus patronage, registration and participation in car share / car club schemes, and cycle/pedestrian counts;
- Car ownership and mode of travel – modal split targets could be supplemented by targets related to car ownership, and travel to work by mode targets;
- MMP awareness targets – a target could be set in relation to residents' appreciation of the MMP process, and knowledge of the benefits offered by the plan.

6. MONITORING AND REVIEW

6.1 Introduction

- 6.1.1 This section of the report details the strategy for monitoring and reviewing the progress of the MMP, with respect to the MMP targets and overarching aims and objectives of the MMP.
- 6.1.2 A comprehensive strategy for monitoring and review is essential to evaluate the success of the MMP. Monitoring and review will be the responsibility of the MMP Coordinator. The monitoring period will last for a period of 5 years only.

6.2 Monitoring

- 6.2.1 The overall success of the MMP in reducing its overall travel impact by achieving its aims, objectives and targets will be monitored by undertaking a travel survey for residents and crèche staff on a biennial basis. This will provide analytical data that can be compared to the baseline survey.
- 6.2.2 A monitoring strategy will be implemented to:
- Gauge whether the MMP is achieving success in its objectives; and
 - Identify strengths, weaknesses and potential areas for improvement.
- 6.2.3 Another objective of the Plan ‘to increase the awareness of the Mobility Management Plan’ is less easy to monitor, although one indicator will be the general response to the introduction of the Plan, measured by the volume and type of feedback from the residents and crèche staff. It is recommended that an additional question asking residents and crèche staff awareness of the MMP be asked in the next site Travel survey.

6.3 Travel Surveys

- 6.3.1 Travel surveying for residents and crèche staff will be undertaken prior to occupation and again within every two years within a 5-year monitoring period. Analysis of the questionnaire results will provide updated modal shift information for comparison with the baseline data in the first instance and from then on, previous questionnaires. This therefore enables an assessment of travel patterns and changes against the MMP targets and the reasons for any changes that have been identified.

6.4 Two Year Review

- 6.4.1 The MMP Co-ordinator will undertake a comprehensive review of the MMP in association with views and feedback bi-annually. Two reviews will be carried out within the first five years after occupation. The principal objective of the review will be to assess the success of the Plan to date and identify any future enhancements or refinements required to enable continued success. It is important to note that the monitoring period will last for 5 years only.

6.5 Summary

- 6.5.1 This MMP has been put together in light of the existing conditions on site. The development site is situated in a rural location with scope to enhance pedestrian, cycling and public transport connectivity. A package of measures has been tailored to make the most of the existing sustainable transport infrastructure local to the development with the objective of influencing travel choices for residents and crèche staff at the site.

7. SUMMARY

- 7.1.1 SYSTRA Ltd have been commissioned by ` Developments Ltd to prepare this Mobility Management Plan (MMP) for their proposed development of 234 residential units and a creche, along with an extension of the existing Gallops Avenue to connect with Tipper Road, improvements to Gallops Avenue, associated traffic reconfiguration at the junctions of Tipper Road and Dublin Road (R455), and all related infrastructure and ancillary works, including the provision of an internal road network, pedestrian links, cycle and car parking, hard and soft landscaping, boundary treatments, public lighting, open spaces, drainage arrangements, and all other associated site development works in Naas, County Kildare.
- 7.1.2 The document highlights the existing conditions at the site, making reference to the provision of travel by sustainable means at and in the vicinity. From here, a number of objectives have been designed in order to reduce the number of single occupancy journeys to the site.
- 7.1.3 To facilitate the achievement of objectives a range of measures have been identified. These measures will contribute to the success of the MMP by concentrating on activities which will encourage the uptake of walking, cycling, public transport use and car sharing, thus having a positive impact on modal share away from single occupancy car trips to or from the site.
- 7.1.4 The MMP includes for the appointment of a MMP Co-ordinator to implement and oversee the plan and monitor its progress. The Co-ordinator will produce a monitoring report after two years of implementation, for submission to the Council detailing the usage of various alternative transport modes and reviewing the effectiveness of measures implemented. The monitoring period will last for a 5 year period only.

SYSTRA provides advice on transport, to central, regional and local government, agencies, developers, operators and financiers.

A diverse group of results-oriented people, we are part of a strong team of professionals worldwide. Through client business planning, customer research and strategy development we create solutions that work for real people in the real world.

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