DTO Advice Note

Mobility Management Plans

DUBLIN TRANSPORTATION OFFICE
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PREAMBLE

DTO Advice Notes – what and why are they?

The DTO Advice Notes are intended as guidance for Local Authorities and others involved in land use planning and development in the Greater Dublin Area. The need for additional guidance on integrated land use and transport policy was identified in A Platform for Change and is being provided in the Advice Notes. They set out the DTO approach to various issues within land use and transportation planning. The Advice Notes are not issued as a fait accompli, but will be updated and revised based on feedback received, new experience and knowledge. The DTO Advice Notes are not Government Guidelines, have no statutory basis and are not policy statements. The Advice Notes set out what the DTO considers to be current best practice.

In its role as a prescribed body, the DTO monitors planning applications, appeals and development plan policies in the GDA where these are likely to impact significantly upon DTO Strategy. The Advice Notes set out in an easily accessible form DTO attitudes towards various land use and transportation issues which have been expressed by the DTO in various reports on planning applications, appeals and development plans. The Advice Notes will be available to Local Authorities, consultants or any other interested parties, and will help to consolidate DTO opinion on a topic-by-topic basis. It is intended that they will be updated and augmented over time, and build into a volume or set of notes helping towards the implementation of the DTO Strategy.

The Advice Notes are written to encourage debate and formulation of new opinions and attitudes to integration of land use and transportation, which will help to further the objectives of the Strategic Planning Guidelines and Platform for Change. They are issued as a catalyst for discussion and dissemination of information relevant to the sustainable development of the GDA.
DTO Advice Note

Mobility Management Plans

What is Mobility Management?
Mobility Management can be described as a transport demand management mechanism, that seeks to provide for the transportation needs of people and goods. It can be applied as a strategic demand management tool or as a site-specific (or area-specific) measure. The aim is to reduce demand for and use of cars by increasing the attractiveness and practicality of other modes of transport.

What is a Mobility Management Plan?
A Mobility Management Plan (MMP) is a management tool that brings together transport and other staff and site management issues in a coordinated manner. A successful plan can help competitiveness by reducing transport costs for both the employer and staff and provide a more conducive working environment. It normally brings together a package of measures tailored to the needs of an individual work site or a collection of work sites. This 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 drive-alone journeys to work. It can consider all travel associated with the 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.

The impact of these measures should be reviewed by the Local Authority and business against a set of agreed targets, principally in relation to:
A mobility management plan may take the form of a formally published document, which outlines its measures and targets. Alternatively, it may simply evolve over time as different initiatives are piloted. Depending on the circumstances of the organisation, either approach can be applied.

**When is a Mobility Management Plan required?**

Mobility management plans should be required for developments which the planning authority consider may generate significant trip demand. There may, however, be significant variations to this threshold, subject to the specific location characteristics (town/city centre, out of town), employment type and work patterns (shift, standard working day).

Development for which mobility management could be applied includes the following:

- Office,
- Office-based industrial,
- Other industrial,
- Retail (large one-off stores and town/district center developments),
- Retail warehousing,
- Warehousing and distribution,
- Places of education.

In the case of retail developments, mobility management plans may include measures for employees, customers and suppliers. Mobility management for retail development may require a different approach to mobility management for employment generating uses. For education uses, measures may apply to staff and students/parents and for employment sites such as office or industrial, employees, visitors (clients, suppliers) should be considered.

**Mobility management and the planning process**

The DTO considers mobility management to be a suitable mechanism by which new developments can support the objectives of sustainable development and the achievement of reduced car dependency.

It is recognised that the preparation and submission of a detailed MMP in terms of measures, timescales and targets may not be possible as an integral element of an outline or detailed planning application. The DTO also recognise that there are problems with enforceability of mobility management plans. Further advice on overcoming these problems will be issued by the DTO.

At the initial stage of submitting the planning application, certain information on employment, trip demand, distribution and trip patterns
The motivations for an employer/developer to implement mobility management may include:

- The need to improve accessibility to the worksite for employees and customers, which may help in retaining staff and enhancing company image;
- The desire to promote a more flexible working environment;
- The need to increase staff numbers without the need to expand site facilities or car parking provision;
- The desire to reduce costs associated with off-site parking, business mileage and other cost overheads;

- To facilitate the intensification of existing site use (associated with an expansion of operations), whilst complying with local authority planning conditions.

may not be possible to initially determine. However, the likely impact of the development can be assessed in a traffic impact assessment or an environmental impact statement, within which data pertaining to employment levels, access arrangements, proposed junction/road modifications, trip patterns, volume and distribution would be provided.

A local authority may permit a staged approach to the provision of MMP information by the applicant – see Appendix for details.
Appendix – Staged Approach to preparation of MMP’s

First Stage

On submission of the application, the applicant should be required to submit the following as part of an “outline mobility management plan”:

- Estimate of the numbers of employees/ customers/ clients/ students and their likely travel characteristics (arrival/departure times, work related travel), based on conditions at similar developments, the scale of the development (floor areas) and land use type(s);

- Provision of an outline of public transport services (existing and proposed) that serve the location within the timeframe:
  - of the development’s completion, or phases of its completion
  - within 5 years of the development’s completion;

Information on future public transport services to serve the site will be available from the Integrated Framework Plan for Land Use and Transportation.

- Preparation of a conceptual plan indicating existing and proposed pedestrian and cycle routes within the site and between the site and public transport services, local facilities such as shops and restaurants, and strategic pedestrian and cycle routes identified in the development plan or already in existence. This plan should also identify existing or potential severance or safety problems associated with these links, outlining mitigation measures both within and in the vicinity of the site. The plans should clearly identify the positioning of the building(s) within the site relative to the site boundary and proposed access arrangements relating to all modes.

- Preparation of a statement on the nature and extent of facilities (hard measures) and initiatives (soft measures) that will be considered for provision both within and in the vicinity of the site, that would facilitate and encourage the use of non-car modes.

- An outline of the likely modal split for the following scenarios:
  - Opening year
  - On completion of each phase
  - 5 years after opening or 5 years following completion of final phase

  The modal split targets should be consistent with those specified in the Traffic Impact Assessment.

- Outline of how MMP measures will be implemented and managed.

Second Stage

As a minimum requirement, the following measures and a commitment to their implementation should be secured through planning conditions and/or an agreement between the local authority and the applicant.

- **Staff Travel and Attitudinal Survey** - on completion and occupation of the development or phase of the development, a travel survey should be undertaken to identify...
travel to work details, other travel details (work related travel), transport options/attitudes to different modes of transport, work details, demographic details. In a phased development, this should be undertaken on completion/occupation of each subsequent phase.

- **Establishment of MMP co-ordinator and steering group** within the organisation(s) located within the development, through which all decisions should be made in relation to the identification, funding, promotion and implementation of hard and soft measures.

- **Implementation of all hard and soft measures** identified and agreed with the local authority in the first stage, including the funding/part funding of infrastructural measures within and beyond the site. Such measures may include the following:
  
  o **The development of a car sharing scheme**
  
  o **A parking management scheme which restricts parking availability to specific groups such as car sharers** (of particular importance where restrictive parking standards are applied)
  
  o **Provision of car pool for use by employees during business hours** – to reduce the need for car commuting
  
  o **Provision of a range of cycle facilities including sheltered, secure cycle parking located close to main entry points to buildings,**

  o **MMP Review**, at intervals (as specified in the relevant planning condition) of implementation, by an appointed consultant in relation to modal split targets and agreed measures. This would include a repeat staff and attitudinal survey.