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MOBILITY MANAGEMENT PLAN

For

RESIDENTIAL NEW BUILD

AT

BALLYHOO LY ROAD LAHERDANE, WHITES CROSS, CORK.

Date: 18th May 2026

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Executive Summary

This Mobility Management Plan (MMP) has been prepared to support the planning application for **Neighbourhood 7 of the Longview Strategic Housing Development** in Ballyvolane, Cork. The development forms part of a phased, compact growth strategy promoted under the **Cork City Development Plan 2022–2028** and aligns closely with the objectives of **CMATS (2040)**, the **National Planning Framework (NPF)**, and national climate action commitments.

Neighbourhood 7 comprises a mix of houses, duplexes, and apartments, supported by high-quality public realm, open space, and mobility infrastructure. The MMP has been developed to promote sustainable travel behaviours, reduce car dependency, and support compact urban living. It forms an integral part of the wider planning submission, ensuring the proposed residential development integrates seamlessly with the surrounding transport network, both existing and planned.

The MMP outlines the **baseline site context**, including proximity to key amenities, public transport corridors (including Bus Éireann Routes 207 and 208), and emerging infrastructure under CMATS and BusConnects Cork. It details how the scheme maximises internal permeability for pedestrians and cyclists, ensures all homes are within easy walking distance of public transport, and provides appropriate levels of parking in accordance with development plan guidance.

A comprehensive package of **hard and soft mobility measures** is proposed, including:

- A clearly defined internal pedestrian and cycling network designed in accordance with DMURS and universal access principles;
- Secure, conveniently located **cycle parking facilities** for all dwelling types, including apartments;
- An **EV charging strategy** that provides for provision across unit types. On curtilage housing will be capable of accommodating EV Chargers and it is expected that the housing will be equipped with actual chargers as other houses in the Longview site are. Apartment areas will be provided with EV Chargers and all other parking spaces shall be developed with appropriate infrastructure (ducting) that enables future provision where the spaces adjoin boundary areas – i.e. transitions from green spaces and paths to the public road;
- Provision of **Residential Travel Packs** to all households, detailing available transport options, walking and cycling routes, public transport timetables, and incentives;

Commitments to monitor modal split post-occupation and adjust measures through a structured review framework.

The MMP is designed to deliver on the **sustainability and modal shift targets** outlined in the Cork City Development Plan and CMATS. It supports a transition towards walking, cycling, and shared or public modes of travel, in line with climate action and transport decarbonisation goals. It also integrates with the wider Longview SHD masterplan, providing critical connections to future development phases and surrounding zoned lands.

The document includes a **monitoring and governance framework**, with defined responsibilities for implementation, ongoing management, and post-occupation review. A robust set of **Key Performance Indicators (KPIs)** is included to track delivery and performance, with a structured approach to feedback and continuous improvement.

In summary, this MMP demonstrates that the Neighbourhood 7 development:

Is consistent with national and local planning policy on sustainable mobility;

Delivers a viable and practical strategy to support travel behaviour change;

Provides high-quality infrastructure to enable walking, cycling, and public transport use;

Minimises reliance on private car travel, consistent with the objectives of compact growth and climate resilience.

It represents a coherent, evidence-led, and deliverable approach to mobility management, fully aligned with best practice and the long-term vision for sustainable neighbourhoods in Cork City.

1.0 Introduction

This Mobility Management Plan (MMP) has been prepared in support of a Large Scale Residential Development (LRD) application for 262 Homes.

The MMP is intended to support the planning application by demonstrating a proactive, structured approach to achieving sustainable mobility for future residents, in alignment with national and local policy objectives.

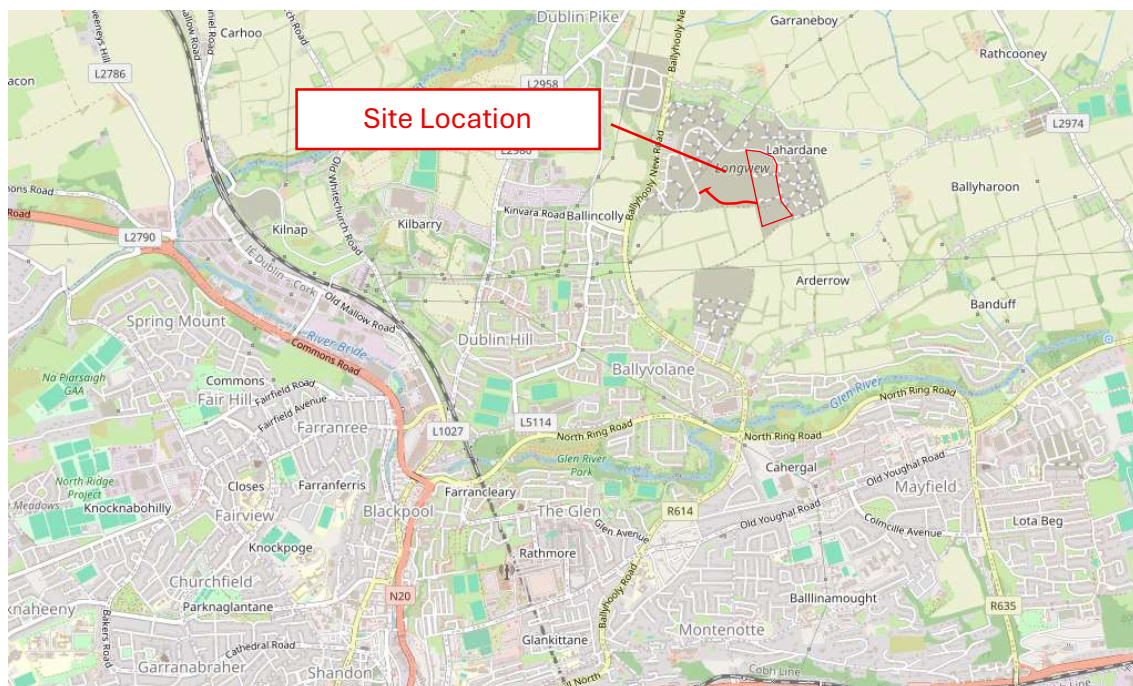
The MMP sets out a framework to reduce private car dependency, promote active travel (walking and cycling), and maximise the uptake of public transport. The document draws on best practice guidance including:

- **Smarter Travel: A Sustainable Transport Future (2009)**
- **National Planning Framework (NPF)**
- **Design Manual for Urban Roads and Streets (DMURS)**
- **Cork Metropolitan Area Transport Strategy (CMATS) 2040**
- **National Sustainable Mobility Policy (2022)**

It reflects the applicant's commitment to fostering behavioural change through both infrastructure and targeted soft measures. This commitment is especially important at the early stages of residential occupation, where initial travel behaviours are most open to influence.

The application site will be served off the existing Longview Distributor Road. The site was originally envisaged as a school site in previous zonings (and in the original SHD permission that saw development commence in the area) but is now zoned as a residential use. In this respect, whilst not originally seen as a residential site, residential uses are now sought in this planning permission along with integration with the permitted / constructed infrastructure. The MMP will ensure this is supported by a coordinated, deliverable approach to mobility management.

Figure 1.1 Site Location



2.0 Background and Objectives

2.1 Background

Development of the wider area represents a major strategic growth initiative for the city, supporting compact urban expansion in accordance with the principles of the **National Planning Framework (NPF)** and **Project Ireland 2040**.

The application site is strategically positioned along the eastern edge of the masterplan area, playing a pivotal role in delivering a permeable, interconnected layout that supports multi-modal movement across the entire development footprint.

The site is approximately **4.5–5.0 kilometres from Cork City Centre** and roughly **2 kilometres east of Ballyvolane District Centre**. The area is designated for substantial population and infrastructural growth under both the **Cork City Development Plan 2022–2028** and the **Cork Metropolitan Area Transport Strategy (CMATS) 2040**, with specific emphasis on increasing residential densities and shifting mobility patterns away from private car use.

The application site is situated within walking and cycling range of key public transport corridors, notably **Ballyhooly Road**, which is earmarked for upgrade under the **BusConnects Cork programme**. This corridor is expected to benefit from enhanced bus priority, increased frequency, and improved user infrastructure (real-time information displays, accessible boarding areas, integrated ticketing). In tandem with this, the LRD's internal street hierarchy has been designed to prioritise **active travel** and **shared surfaces**, with strong passive surveillance and high-quality urban design promoting user comfort and safety.

In terms of design response, Neighbourhood 7 will deliver a **diverse range of housing typologies** including terraced and semi-detached dwellings, duplexes, and low-rise apartment units. The neighbourhood is anchored by a centrally located public open space corridor that not only enhances visual and recreational amenity, but also serves as a **green spine for pedestrian and cycle movement**, enabling clear east-west and north-south desire lines across the site. This built-in permeability supports integration with adjacent neighbourhoods and aligns with wider LRD access strategies.

Importantly, the development avoids cul-de-sac patterns and instead adopts a **grid-based movement layout**, consistent with the principles of **DMURS (2019)**, facilitating ease of navigation and legibility. Car parking provision is deliberately restrained.

Table 2.1: Car Parking Allocation (ex Crèche @ 8 Space)

Land Use Category Zone 2	Total Space Per Unit (Ex Crèche)	Total Units	Max Spaces Allowed	Parking Provided (ex 8 Spaces for Crèche)
Residential (1-2 Bed)	1	92	115	
Residential (3+ Bed)	2	170	383	
Total		262	498	383

The application site is intended to demonstrate how **mobility management principles can be embedded from the outset**, informing not only resident travel behaviour but also urban design, development phasing, and ongoing community engagement. This Plan sets out the strategic rationale and coordinated actions required to ensure this potential is realised.

Table 2.2: Cycle Parking Provision

Land Use Category Zone 2	Total Space Per Unit (Ex Crehce)	Total Units	Min Spaces Required	Provided
Apartments	0.5 Spaces Per Unit	69	35	116
Total				116

2.2 Objectives

The overarching purpose of this Mobility Management Plan (MMP) is to enable, support, and sustain a **shift toward sustainable modes of transport** — including walking, cycling, and public transport — among the future residents and those of adjacent areas. The plan provides a clear framework to guide this shift and to **monitor its progress over time**, ensuring that mobility interventions remain relevant, responsive, and integrated with evolving infrastructure and community needs.

Unlike traditional Transport Impact Assessments (TIAs), which focus primarily on traffic generation and mitigation, the MMP is a **behavioural tool**. It acknowledges that infrastructure must be complemented by targeted awareness campaigns, incentives, travel planning tools, and local leadership.

The specific objectives of this Plan are as follows:

1. **To influence travel behaviour at the earliest possible stage**, before car-based habits become embedded. Research consistently shows that early-stage behavioural cues — including access to information, perceived options, and peer behaviours — are decisive in shaping long-term mobility choices.
2. **To reduce private car use**, particularly for short-to-medium distance journeys within the urban core, by providing realistic, attractive alternatives that are competitive in terms of time, cost, and convenience.
3. **To promote a strong culture of walking and cycling**, supported by safe, legible infrastructure that enables everyday journeys to schools, shops, and community amenities without car reliance.
4. **To integrate the development with the existing and future public transport network**, particularly services along Ballyhooly Road and adjacent strategic corridors, through wayfinding, bus stop enhancements, and potential subsidised access for new residents.
5. **To introduce soft mobility management measures**, such as:
 - Personalised travel planning
 - Mobility Welcome Packs
 - AI Apps for new residents to promote mobility / movement choices.
6. **To set measurable targets** for modal shift and emissions reduction, supported by annual travel surveys, resident engagement, and periodic review of strategy effectiveness.

7. **To embed sustainable travel planning within the governance of the estate**, ensuring that mobility measures are not treated as one-off interventions but as core components of long-term management and stewardship.
8. **To comply with planning policy and secure positive engagement with the Planning Authority**, by delivering a plan that is robust, context-specific, and realistically implementable over the lifecycle of the development.

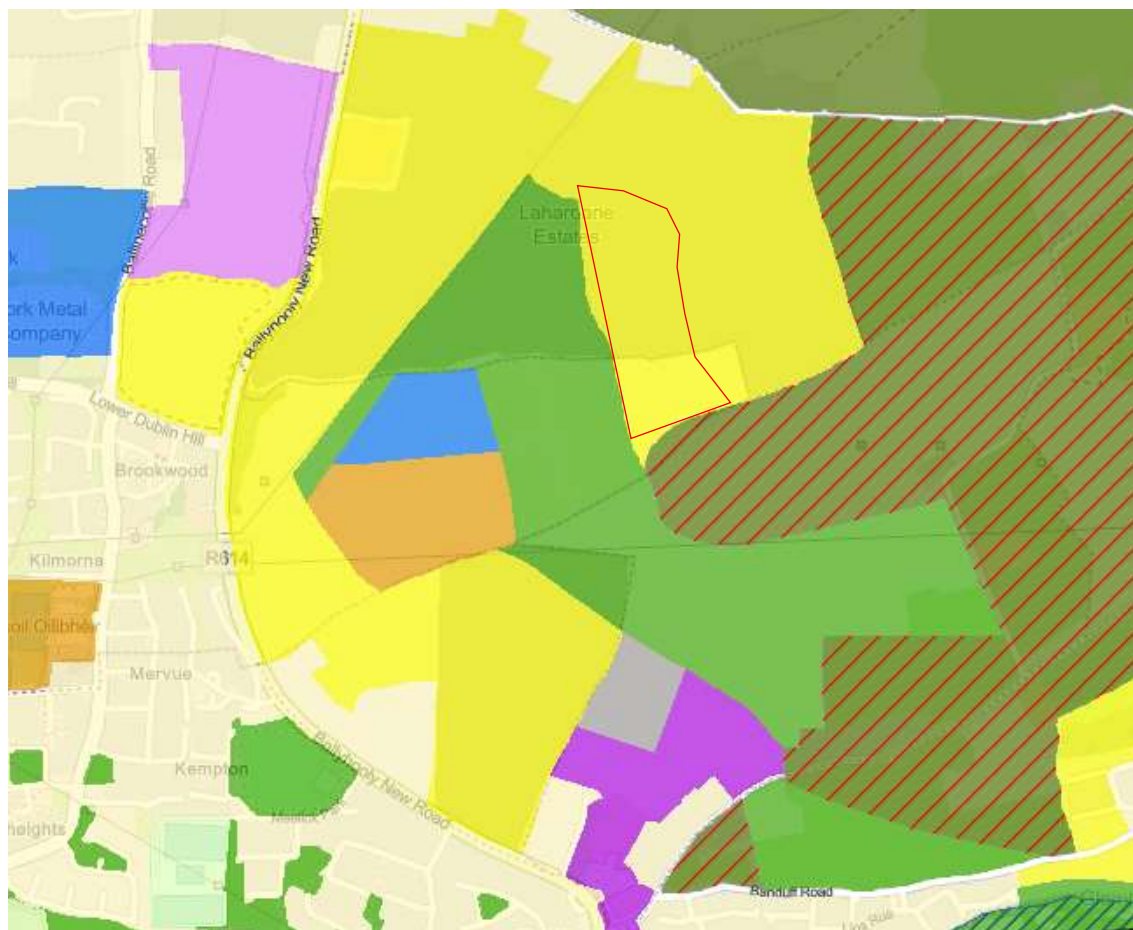
3.0 Existing Site and Surrounding Context

3.1 Site Location and Boundaries

The application site is located on a greenfield site forming the eastern edge of the wider Longview Strategic Housing Development (SHD), in Ballyvolane, Cork City. The lands are zoned for residential use development under the **Cork City Development Plan 2022–2028**, with Neighbourhood 7 representing a further step in the planned delivery sequence; its delivery for / as housing was never proposed or envisaged pre 2022 Development Plan changes.

Topographically, the site slopes gently from west to east, with no extreme gradients or geotechnical constraints. This enables effective surface water drainage, compliant street gradients for active travel, and broad visual connectivity. The orientation and block layout of site are optimised for both **passive surveillance and active transport connectivity**, allowing for coherent integration of cycling and pedestrian networks throughout the neighbourhood.

Figure 3.1 Zoning



3.2 Local Context and Land Uses

The application site sits within an established suburban fringe area of Cork, currently transitioning from peri-urban to urban form. Key nearby land uses and destinations include:

- **Residential:** Emerging SHD phases to the west and northwest; mature housing estates further west near Ballyvolane Road
- **Retail/Commercial:** Ballyvolane Shopping Centre (anchored by Dunnes Stores), Lidl, and smaller retail clusters along Ballyhooly Road and Dublin Hill
- **Education:** Scoil Oilibhéir (~2.2km), St. Aidan's Community College (~2.6km), St. Brendan's GNS and a future primary school site allocated within earlier SHD phases
- **Community:** Multiple local churches, medical practices, and community centres within 2.5km
- **Recreation:** Glen River Park, local greenways, GAA clubs and planned pocket parks within SHD lands

The development's location facilitates access to **jobs, services, and amenities** within short commuting distances, consistent with the NPF's emphasis on **10-minute neighbourhoods**. Many key destinations fall within a 2–3km radius, positioning the site as a **high-potential zone for active and public transport use**.

3.3 Transport Infrastructure (Existing)

Despite being in a transition zone, the site benefits from proximity to important elements of Cork's urban transport network. The following infrastructure currently serves the wider area:

(a) Public Transport

- **Bus Éireann Route 207:** Connects Donnybrook → City Centre → Ballyvolane → Mayfield, with 15–30 min frequency during peak periods
- **Bus Éireann Route 208:** Serves Curraheen → City Centre → Mayfield, providing radial access to employment and retail zones
- Stops are located along **Ballyhooly Road**, within **~800m** walking distance of the application site boundary
- While current infrastructure is limited to standard kerbside stops, future **BusConnects corridor enhancements** will introduce real-time info, shelters, and improved frequency

(b) Walking and Cycling

- The SHD includes a dedicated **active travel network**, with internal footpaths, greenways, and shared surfaces integrated across phases
- Externally, pedestrian infrastructure is present along Ballyhooly Road and Dublin Hill, although connectivity gaps remain
- The application site has been designed to support future connections to enhanced cycle links via **Dublin Hill greenway** and city centre corridors proposed under CMATS

(c) Road Network

- The primary vehicular access to the site will be via the SHD's internal spine road, connecting to Ballyhooly Road and adjoining neighbourhoods

- Roads are designed to a **low-speed hierarchy**, in compliance with DMURS and Cork City Development Plan guidance
- Car access is restricted through filtered permeability, supporting walkability and safety for vulnerable users

3.4 Walking Distances to Key Destinations

Destination	Distance Estimated Walk Time	
Ballyvolane Shopping Centre	~2.0 km	~25 minutes
Scoil Oilibhéir (Primary School)	~2.2 km	~28 minutes
Blackpool Retail Park	~3.5 km	~45 minutes
Nearest Bus Stop (Ballyhooly Rd)	~800 m	~10 minutes
Glen River Park	~1.7 km	~20 minutes

This spatial context confirms that a **modal shift to walking and cycling is realistic**, particularly with supportive infrastructure and behaviour change measures in place from early occupation.

3.5 Constraints and Opportunities

The site presents **minimal physical constraints** and **strong strategic advantages**:

- **Topography:** Gentle gradients support universal accessibility and legible movement
- **Proximity:** Close to key public transport routes and urban centres
- **Land Use:** Situated within a mixed-use, plan-led growth area
- **Zoning:** Aligned with residential and active travel priorities in statutory plans
- **Opportunity:** Realise CMATS objectives by integrating with active travel upgrades
- **Constraint:** Reliance on delivery timelines for external transport infrastructure improvements (e.g. BusConnects)

The surrounding context validates the application of a **robust Mobility Management Plan**, tailored to build on local potential, address travel demand early, and integrate into the wider area's mobility framework.

4.0 Proposed Development and Movement Strategy

4.1 Development Overview

The application site represents an opportunity to accommodate a sustainable community supported by compact urban form and integrated mobility. The proposed scheme includes a diverse mix of unit typologies, structured open space, and a movement hierarchy that prioritises **active and public transport over private vehicle use**.

The neighbourhood is anticipated to deliver approximately {{insert number}} residential units, comprising:

- 2- and 3-bedroom terraced houses
- Semi-detached family homes

- Duplex units with individual ground-floor access
- Low-rise apartments

Housing is arranged in perimeter blocks around a central green corridor and multiple smaller pocket parks, with interconnecting pedestrian and cycle links that extend beyond the site boundary to connect with the wider SHD layout. The development has been carefully phased to ensure that core mobility infrastructure is in place from early stages of occupancy.

4.2 Street Hierarchy and Access

The application site is accessed via the internal spine road of the Longview SHD, which in turn connects to the regional network through Ballyhooly Road. The street network within the site adheres to the principles of the **Design Manual for Urban Roads and Streets (DMURS)** and includes the following hierarchy:

- **Primary Access Road:** Connections to the local spine and provides perimeter vehicle movement
- **Local Streets:** Designed for low-speed traffic (20–30 km/h) with continuous footpaths, cycle facilities, and street trees
- **Shared Surface Lanes:** Serve mews units, small clusters, or cul-de-sacs with blended kerbs and pedestrian priority
- **Pedestrian and Cycle Links:** Permeable greenways connecting key desire lines across the site, including potential future links to adjacent parcels

Access points are limited and controlled to support safety, permeability, and ease of wayfinding. Emergency access routes are also embedded in the layout, complying with fire tender turning standards.

4.3 Walking and Cycling Infrastructure

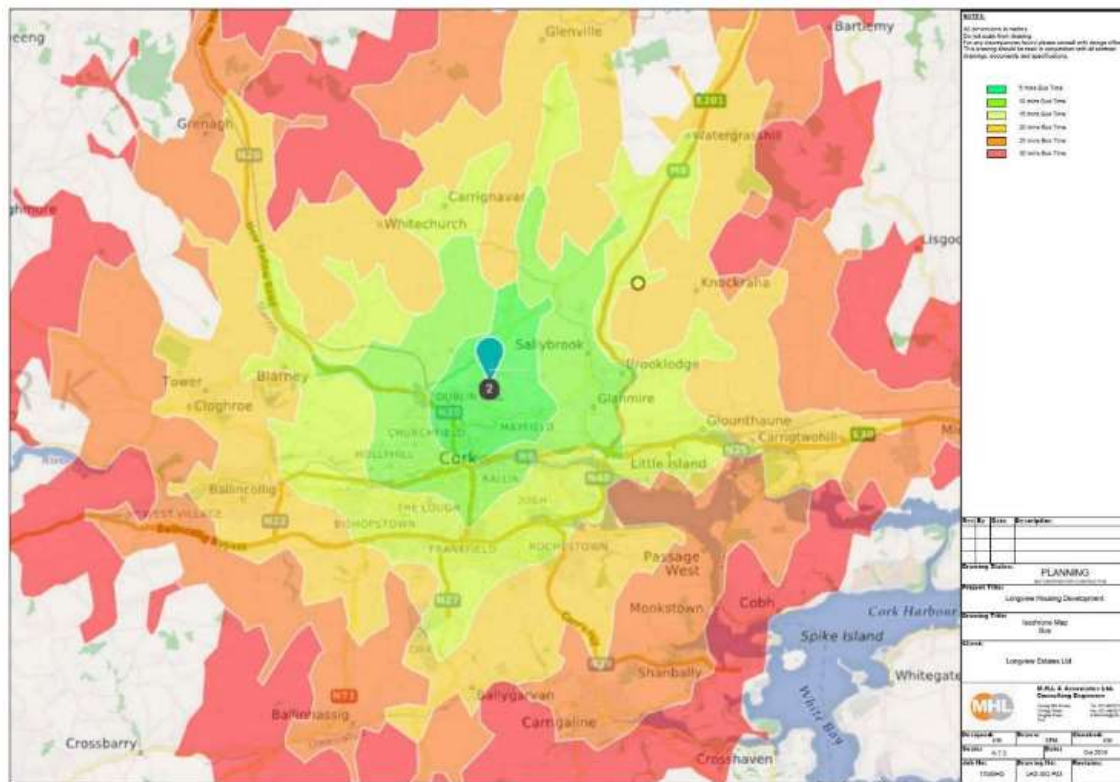
A fundamental design goal for the site is the **promotion of walking and cycling** as the default modes for short journeys. The site layout embeds:

- **Continuous footpaths** on both sides of all local streets, with drop kerbs at junctions and raised crossings at key interfaces
- **Segregated cycle tracks** (where feasible) or advisory cycle lanes on higher volume streets
- **Traffic-calmed surfaces** using narrow carriageways, tree planting, and visual narrowing techniques
- **Direct greenway links** from the centre of the site to adjoining open spaces, play areas, and SHD green corridors
- **Secure bike parking** for each dwelling, and communal long-stay cycle stands near apartments and open spaces

All footpaths and cycleways are designed to **universal access standards**, ensuring that users of all ages and abilities can safely and comfortably travel through the neighbourhood.

The following isochrone map shows the areas accessible by public transport based on time of travel from the site. The existing bus stop on the Kilbarry Link Road was used as the terminus. This will change with Bus Connects proposals for a No. 39 Bus serving Longview on a 120min frequency.

Figure 4.1 Time of Travel by Public Transport Options – Current



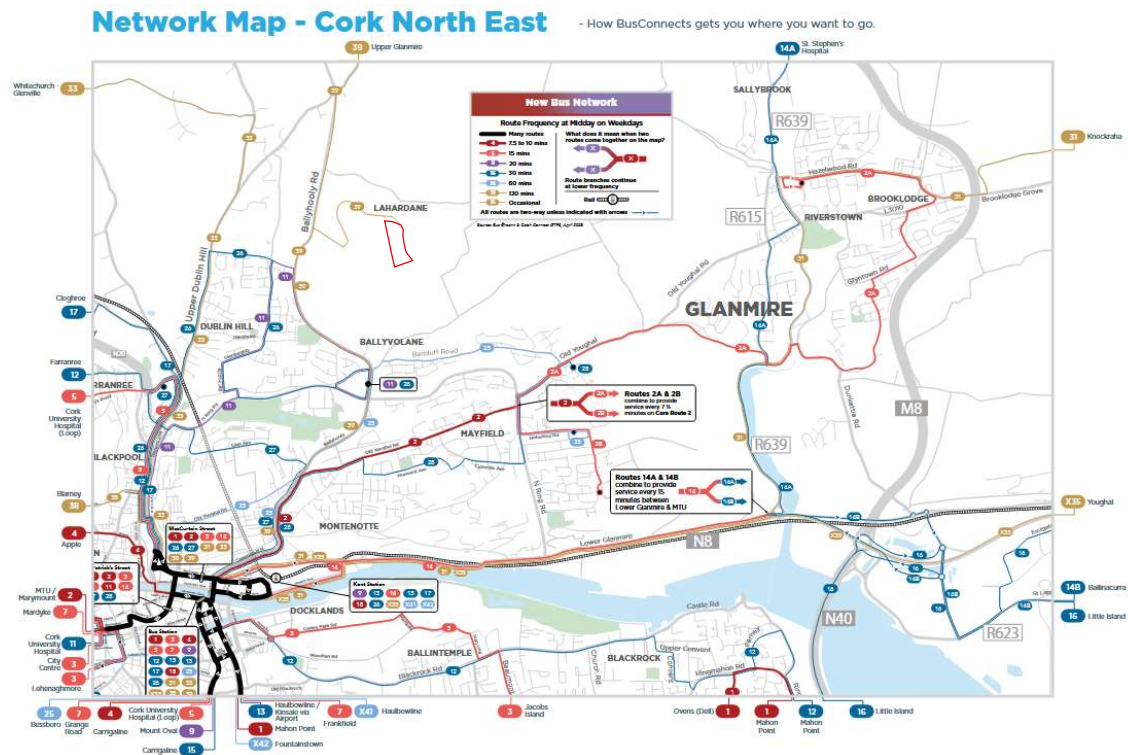
4.4 Public Transport Integration

The movement strategy supports integration with the public transport network via:

- **Walking access to existing bus stops** (~800m) on Ballyhooly Road for Bus Éireann Routes 207 and 208
- **Passive provision for future stop relocation**, should BusConnects extend coverage deeper into SHD lands
- **Wayfinding signage and public realm treatments** guiding pedestrians toward public transport nodes
- **Potential for Mobility Hubs**, incorporating covered waiting areas, e-bike docking, and car-share locations

The anticipated BusConnects upgrades will significantly improve service reliability, frequency, and journey times for local residents. The design of the site ensures that future connectivity improvements can be absorbed with minimal disruption. The Bus Connects Proposal now shows a Bus Route No. 39 servicing the Longview site.

Figure 4.2 Bus Connects



4.5 Parking Strategy

The parking approach for the site is deliberately calibrated to **balance resident needs with modal shift ambitions**. The proposed provision includes:

- **Residential Car Parking:**
 - Allocated on-plot spaces for houses (typically 1–2 per unit)
 - Surface spaces for duplex and apartment units (managed and clearly demarcated)
 - Visitor parking bays distributed throughout the site
- **Bicycle Parking:**
 - Secure bike parking for all apartment blocks
 - Outdoor stands located near parks, play areas, and commercial frontages (if any)
 - Oversized storage where feasible for cargo bikes, trailers, or adapted bikes
- **EV Charging:**
 - An **EV charging strategy** that provides for provision across unit types.
 - On curtilage housing will be capable of accommodating EV Chargers and it is expected that the housing will be equipped with actual chargers as other houses in the Longview site are.

- Apartment areas will be provided with EV Chargers and all other parking spaces shall be developed with appropriate infrastructure (ducting) that enables future provision where the spaces adjoin boundary areas – i.e. transitions from green spaces and paths to the public road.
- Remaining spaces will include passive ducting for future upgrades
- **Car Club / Shared Mobility:**
 - Space can be reserved for one or more car club vehicles subject to demand and operator engagement

This blended approach ensures that parking does not dominate the streetscape, preserves visual permeability, and supports a long-term decline in private car ownership without creating unmanaged overspill.

4.6 Design Features Supporting Sustainable Travel

In addition to direct movement infrastructure, the site incorporates several urban design elements to reinforce sustainable travel:

- **Overlooked Greenways:** Providing informal surveillance, safety, and visual continuity
- **Lighting and Wayfinding:** Promoting evening use and navigability for residents unfamiliar with the area
- **Universal Design:** Step-free access, tactile paving, and low-gradient paths support inclusion
- **Placemaking Elements:** Pocket parks, incidental play spaces, and tree planting create destinations within walking range

These interventions foster a sense of belonging and local travel ownership, reinforcing the attractiveness of walking, cycling, and casual social interaction as daily experiences.

4.7 Summary

The proposed development is deliberately structured to meet and exceed the expectations of Cork City Council with respect to **mobility, permeability, and long-term sustainability**. The movement strategy is not a retrofit — it is a foundational element of the site’s spatial logic, housing mix, and public realm design.

Through a well-articulated street hierarchy, embedded active travel infrastructure, and integration with future public transport upgrades, the site is positioned to achieve **significant modal shift** from first occupancy. The Mobility Management Plan builds directly on this framework to deliver the behavioural supports, incentives, and monitoring structures required to sustain that shift over time.

5.0 Mobility Management Measures

This section outlines the suite of behavioural, promotional, and informational tools that will be deployed to support and embed sustainable travel choices among residents of the application site. These measures are designed to **complement the physical infrastructure** described in Section 4 and to actively influence modal choice through awareness, convenience, and reward.

5.1 Overview and Philosophy

Mobility Management is fundamentally about **influencing human behaviour**. It recognises that infrastructure alone — however well-designed — cannot guarantee a shift away from private car

use. People need **motivation, information, and confidence** to change how they travel. That is the rationale behind the interventions proposed here.

The measures proposed are grouped into five key categories:

1. Resident awareness and engagement
2. Mobility Welcome Packs
3. Incentive schemes
4. School and family mobility support
5. Governance and communications

Each is outlined in detail below and will be overseen by a **dedicated Mobility Manager**, whose appointment will be made prior to substantial occupation.

5.2 Resident Awareness and Engagement

From first occupancy, residents will be introduced to the development's sustainable mobility ethos through **clear communication and proactive engagement**:

- **Initial orientation sessions** led by the Mobility Manager, either in-person or digitally, to explain the MMP, transport options, and support available
- **Public realm signage** promoting walking to local shops, schools, and bus stops.
- **AI App or Noticeboards / digital kiosks** in apartment lobbies or shared spaces with real-time transport info, route maps, and upcoming mobility events
- **Ongoing newsletters or SMS updates** promoting sustainable mobility opportunities, policy changes, or transport service enhancements

These early-stage engagements are critical in shaping the mobility culture of the development and preventing car-centric defaults.

5.3 Mobility Welcome Packs

All new residents will receive a **Mobility Welcome Pack** upon moving in. This curated resource bundle will be tailored to the site and include:

- Personalised map of walking, cycling, and public transport options from the development
- Real-time bus stop location app details (e.g. TFI Live)
- Explanation of EV charging, bike parking, and car club access
- Step-by-step guide to setting up trip-planning apps (e.g. Moovit, TFI Journey Planner)

The packs will be made available both in **physical format** and **online** and updated periodically to reflect service changes or new local infrastructure.

5.4 School and Family Travel Planning

Given the mix of housing proposed, it is anticipated that the application area will accommodate **families with school-going children**. To support safe and low-carbon school travel:

- **Walking Bus** initiatives will be explored in partnership with nearby schools and PTAs

- **Family mobility maps** will highlight child-friendly routes, traffic-calmed zones, and crossing guards
- **Workshops on bike safety and route planning** may be offered through the Mobility Manager or a third-party agency
- Future **safe school route audits** will be encouraged, coordinated through Cork City Council and An Taisce's Green Schools programme

These measures will support both modal shift and broader child safety, health, and independence outcomes.

5.5 Governance and Communications

The success of this plan depends on clear leadership and consistent messaging. The following governance actions will be taken:

- A **Mobility Manager** will be appointed prior to substantial completion. This may be a third-party consultancy, a staff member within the managing agent, or a contracted specialist for the Man Co areas.
- The Mobility Manager will:
 - Oversee all MMP implementation
 - Act as the resident contact point
 - Conduct travel surveys (baseline + annual for 5 years)
 - Adjust measures based on findings
 - Submit progress reports to Cork City Council if required
- A **mobility microsite or dashboard** will be created to centralise all resident-facing mobility information. This will be included in any app developed for residents as part of handovers.
- Stakeholder engagement (e.g. Bus Éireann, Cork Cycling Campaign, local schools) will be initiated early and formalised where possible

5.6 Summary

This suite of soft measures has been designed to maximise the impact of physical transport investments and to **lock in behavioural change** at the earliest stage of occupancy. They are evidence-based, proportionate, and highly adaptable — and have been proven in Irish and international contexts to generate lasting shifts in travel behaviour.

As with any behavioural intervention, visibility, timing, and credibility matter. The early appointment of a competent and proactive Mobility Manager is essential to success.

6.0 Monitoring, Targets, and Review Framework

The success of any Mobility Management Plan hinges not just on implementation, but on **robust monitoring**, transparent evaluation, and an adaptive review process. This section outlines how the Longview Neighbourhood 7 MMP will be monitored, what success looks like in measurable terms, and how the Plan will evolve over time to remain effective.

The Cork Metropolitan Area Transport Study (CMATS) gives figures for Modal Share Baseline and Targets for the Cork Metropolitan Area, which can be seen below in Figure 6.1.

CMATS Modal Share (Peak Morning) Baseline and Targets				
Mode	Walking	Cycling	Public Transport	Car
Existing	21%	1%	10%	66%
Target	21%	4%	25.7%	49.3%

Figure 6.1 CMATS Modal Share Baseline and Targets

These targets are for a large area and so it would not be appropriate to apply these to the development. Instead, the assumed initial modal share figures for the development are based upon data obtained from the 2022 Census online Small Area Population Statistics tool which was used to assess current modal shift patterns in the area which encompasses the site. Discounting those respondents working from home (413) or who have not stated (268), 14.5% of people said they were commuting on foot, bike or using public transport. See Figure 6.2.

Means of Travel	Usually resident by means of travel to work (Number)	Usually resident by means of travel to school, college or childcare (Number)	Usually resident by means of travel to work, school, college or childcare (total) (Number)
On Foot	109	222	331
Bicycle	28	2	30
Bus, minibus or coach	189	284	473
Train, DART or LUAS	7	2	9
Motorcycle or scooter	13	0	13
Car Driver	2,598	120	2,718
Car passenger	234	1,645	1,879
Van	239	4	243
Other (incl. lorry)	14	4	18
Work mainly at or from home	407	6	413
Not stated	150	118	268
Total	3,988	2,407	6,395

Figure 6.2 Modal Shift By Means Of Travel To Work, School Or College (Source; CSO)

Table 6.1 below gives both the assumed starting modal splits based off the CSO data and the suggested initial MMP targets. These initial targets shall be reviewed by the Mobility Manager once the development has begun operation and reappraised at regular intervals thereafter as part of the periodic MMP review process.

Mode	Assumed Starting Proportion of Trips	Suggested Initial MMP Targets
On Foot	6%	9%
Bicycle	0.5%	3%
Bus	8%	6%
Other	5%	11%
Car Driver	47.5%	5%
Car Passenger	33%	42%
Total	100%	30%

Table 6.1 Modal Shift By Means Of Travel To Work, School Or College (Source; CSO)

The duration of the first phase of the MMP, during which the initial target modal splits shall be pursued, will be decided by the Mobility Manager once the development is operational. A phase duration of 2 years is suggested, after which time the first MMP review may be conducted and the initial targets revised, if appropriate.

As part of on-going monitoring and review, the percentage shares of individual modes such as walking, cycling and public transport will be monitored to understand how successful implementation of targeted programs have been.

The targets set will require ongoing work and commitment from the development as a whole, without which they will not be achieved. It is recognised that some people will be easier to convert to alternative modes of transport than others and that there are those who have no choice but to use the car (school runs prior to work etc.) however the more that is done to facilitate the use of alternative modes, the more they will be used. As it has already been noted, a mobility management plan is an ongoing process and targets that are achieved should be replaced by further targets.

6.1 Monitoring Philosophy

The central aim of monitoring is to determine whether the measures outlined in this Plan are **delivering real-world modal shift** and supporting the sustainability objectives of Cork City Council and national planning policy.

This requires the collection of **baseline data**, regular surveys, and stakeholder engagement — all led by the appointed **Mobility Manager**.

A clear, structured monitoring approach ensures:

- Data-driven decision-making
- Responsive adjustment of measures
- Stakeholder accountability
- Long-term integration into estate governance

6.2 Key Performance Indicators (KPIs)

The following KPIs will be used to assess the success of the MMP. These will be tracked annually for a minimum of 5 years from substantial occupancy:

Indicator	Target
% of residents walking to key destinations	≥ 30% of journeys within 2km by foot
% of cycling trips	≥ 15% of local trips by cycle
Public transport mode share	≥ 25% of commutes using bus services
Car ownership per dwelling	≤ 1.2 vehicles per unit
Resident awareness of travel options	≥ 80% by end of Year 1
MMP satisfaction (resident survey)	≥ 75% positive engagement rating
Mobility Pack uptake rate	≥ 90% of new households engaged

These indicators are grounded in local modal share data and informed by experience from similar suburban LRD's in Ireland.

6.3 Data Collection and Travel Surveys

Monitoring will be based on a combination of:

- **Baseline Travel Survey:** Conducted within 3 months of 50% occupancy.
- **Annual Follow-Up Surveys:** Using standardised, GDPR-compliant templates.
- **Voluntary Resident Panels:** To test new incentives or provide qualitative feedback.
- **Usage Metrics:** (where possible) for shared mobility, EV chargers, and cycle parking
- **Mobility Manager Logs:** Tracking interactions, complaints, and support requests

Surveys will be delivered digitally and/or physically (e.g. door-to-door packs or QR code posters in common areas). Where required, assistance will be offered to ensure inclusivity and a representative response.

6.4 Review Schedule and Adaptive Response

The MMP will follow a “**plan-do-check-act**” model of continuous improvement:

- **Year 0** (pre-occupation):
 - Appoint Mobility Manager
 - Finalise Welcome Packs, engagement materials
 - Conduct stakeholder briefings (Bus Éireann, Cork City Council, etc.)
- **Year 1:**
 - Complete baseline survey
 - Host first community feedback session
 - Adjust incentives or communication based on early data

- **Years 2–5:**
 - Annual performance review against KPIs
 - Publish monitoring summary (to residents, local authority)
 - Implement improvement actions if KPIs lag
 - Consider adding new measures if uptake is strong (e.g. school partnerships, expanded mobility hubs)

After Year 5, the review process will be integrated into the long-term **estate governance or resident management structure**, ensuring continuity without dependence on initial project stakeholders.

6.5 Contingency and Escalation

If key targets are persistently missed, or if external infrastructure delivery timelines (e.g. BusConnects) are delayed, the Mobility Manager will:

- Initiate a targeted **remedial engagement programme** (e.g. travel clinics, focus groups)
- Propose additional incentives (e.g. free bike servicing events)
- Request further engagement with Cork City Council for co-deployment of support infrastructure (e.g. pop-up cycle lanes)

6.6 Integration with Broader Monitoring

The application site MMP will also contribute to the overall mobility performance of the Longview SHD. It is anticipated that, over time:

- Monitoring approaches across all Neighbourhoods will be harmonised
- A unified **LRD-wide Mobility Dashboard** may be developed
- Shared mobility providers or partners (e.g. car clubs, e-bike operators) may operate across multiple Neighbourhoods under a single contract

This long-term perspective ensures the MMP is not a one-off planning compliance document, but rather a **living governance tool** supporting the LRD's evolution over its full lifecycle.

7.0 Governance and Management Role

The long-term success of this Mobility Management Plan (MMP) depends on clearly defined roles and responsibilities. While initial implementation will be developer-led, responsibility will gradually transition to the appointed **Mobility Manager** and, eventually, to the **residential management structure** (e.g. Owners' Management Company or estate agent).

This section outlines the governance framework to ensure that mobility measures are delivered, maintained, and adapted over time.

7.1 Mobility Manager

A **dedicated Mobility Manager** will be appointed prior to first occupation and will act as the primary delivery agent for the MMP. This role may be filled by:

- A third-party mobility consultancy
- A member of the managing agent's staff

- A contracted specialist with experience in residential mobility plans

Key responsibilities:

- Coordinate implementation of all measures set out in this Plan
- Act as the main point of contact for residents, Cork City Council, and mobility service providers
- Oversee distribution and updates to Mobility Welcome Packs
- Lead travel surveys, analyse modal shift data, and report findings
- Manage incentive schemes and events
- Ensure signage, bike parking, and shared mobility facilities are functional and visible
- Adjust measures based on uptake and survey feedback
- Maintain a **mobility dashboard or microsite** to centralise travel information

The Mobility Manager should have a clear mandate, a defined budget, and scheduled check-ins with the estate management team to report on progress and escalate issues.

7.2 Developer / Applicant

Longview Estates Ltd. (or their nominated development partner) retains responsibility for:

- Appointing a qualified Mobility Manager prior to occupancy
- Funding initial implementation of MMP measures
- Ensuring physical infrastructure (cycle parking, signage, etc.) is delivered as per planning drawings
- Coordinating with Cork City Council to align MMP delivery with strategic infrastructure projects (e.g. BusConnects)
- Embedding the MMP into sales packs and marketing material, ensuring buyers understand the sustainable transport offer from the outset

These responsibilities typically cover **Years 0–2**, after which operational ownership transitions to the site’s long-term management entity.

7.3 Managing Agent / Owners’ Management Company

From Year 3 onward, MMP implementation will be embedded into the day-to-day operations of the estate. The managing agent or OMC will:

- Retain (or replace) the Mobility Manager
- Maintain shared mobility infrastructure and signage
- Support community events and travel behaviour initiatives
- Ensure the MMP remains aligned with resident needs and infrastructure changes
- Coordinate with service providers (e.g. bus operators, car clubs)

Where an Owners’ Management Company is in place, MMP oversight may be included in AGM agendas, service charge discussions, and operational reporting.

7.4 Residents

Resident buy-in is essential for long-term success. While individuals are not responsible for delivery, the MMP will succeed only if residents:

- Actively engage with Welcome Packs and survey requests
- Choose walking, cycling, or public transport where practical
- Provide feedback to improve mobility interventions
- Participate in shared travel initiatives (e.g. Walking Bus, car-share groups)

Efforts will be made to ensure residents feel **empowered rather than instructed**, with clear communication and inclusive messaging.

7.5 Local Authority and Stakeholders

Cork City Council plays an indirect but critical enabling role, particularly through:

- Continued investment in public transport and cycle infrastructure (e.g. BusConnects)
- Coordination of safe school routes and local walking audits
- Support for developer-led behaviour change initiatives (e.g. signage, shared mobility trials)
- Provision of travel planning resources (e.g. Smarter Travel templates)

Stakeholders such as Bus Éireann, TFI, and community mobility NGOs (e.g. Cork Cycling Campaign) may also contribute insight, expertise, or in-kind support.

7.6 Escalation and Accountability

Should monitoring indicate that the MMP is underperforming, the governance structure provides escalation routes:

- The Mobility Manager reports directly to the developer or estate management team
- The Planning Authority may request remedial action through post-occupancy compliance checks
- Residents may raise issues through the OMC, management agent, or Mobility Manager

Clear documentation, open communication, and collaborative problem-solving will ensure the MMP remains functional and credible.

7.7 Summary

Governance of the MMP is not a formality — it is a core enabler of behavioural change. By clearly designating leadership roles and embedding accountability into the estate’s lifecycle, this Plan ensures that sustainable travel is not just encouraged, but managed as a long-term priority.

The Mobility Manager is not simply an “add-on” — they are the development’s **mobility champion**, shaping outcomes that impact community health, climate performance, and transport equity.

8.0 References

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