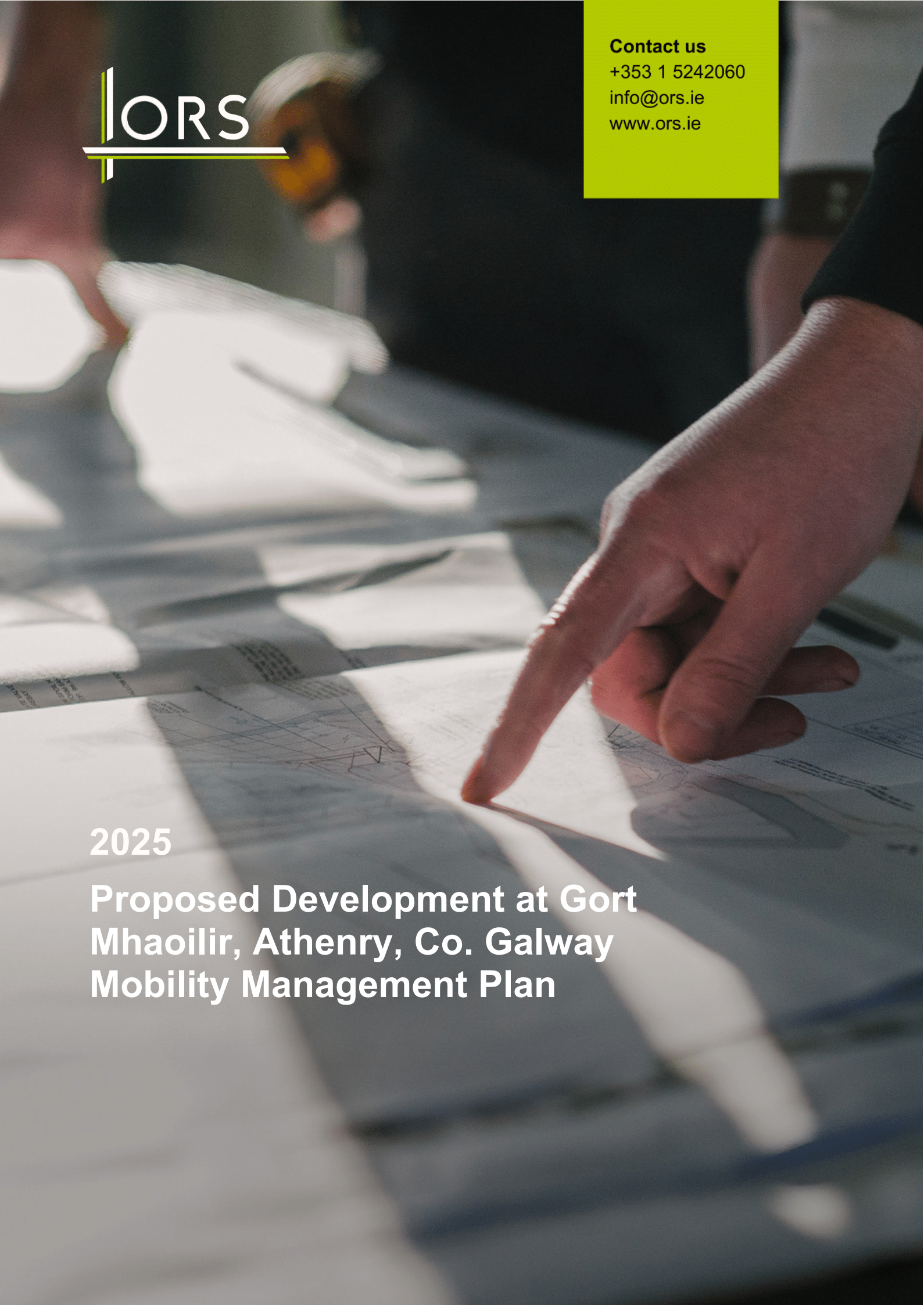

Contact us
+353 1 5242060
info@ors.ie
www.ors.ie

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Proposed Development at Gort Mhaoilir, Athenry, Co. Galway Mobility Management Plan

Proposed Development at Gort Mhaoilir, Athenry, Co. Galway
Mobility Management Plan

Document Control Sheet

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1 Introduction

ORS has been appointed by *SDS Engineers*, on behalf of Galway County Council, to prepare a Mobility Management Plan (MMP) as part of the planning application for a proposed development of 43No. dwellings at Gort Mhaoilir, Athenry, Co. Galway. This document forms part of the planning application and should be read in conjunction with all drawings, reports, specifications, and particulars associated with the planning application.

The National Sustainable Mobility Policy sets out objectives and strategies aimed to promote a behavioural shift towards sustainable modes of transportation by making people aware of their impact on selecting environmentally friendly travel patterns.

This MMP will set targets for the future which will be flexible and reflective of the maximum achievable modal split at any time, given the variety of factors involved and the available local infrastructure, considering existing and future improvements in the local road network in the vicinity of the site.

1.1 Proposed Site Location

The Gort Mhaoilir site is situated ca. 680m to the west of Athenry town center and is a greenfield site. See **Figure 1.1** for the site location.

Figure 1.1: Site Location (Source: Google Maps (2024), *Athenry Environs, Co. Galway*).

There is an existing residential estate, Gort na Rí, to the NE of the Gort Mhaoilir site. To the SE of the site there is the Athenry Primary Care Centre and Pharmacy. On the South, SW and West of the site is the existing Gort Mhaoilir residential estate. And to the NW of the proposed development is a greenfield site. See **Figure 1.2** below.

Figure 1.2: Site Location and Surroundings (Source: Google Maps (2024), Gort Mhaoilir, Athenry, Co. Galway).

1.2 Proposed Development

The proposed development at Gort Mhaoilir, Athenry, Co. Galway consists of the construction of 43No. dwellings in total. 31No. of these dwellings will comprise of; 14No. 2-bedroom 4-person units, 11No. 3-Bedroom 5-Person units, 4No. 3-Bedroom 4-Person units, 1No. 3-Bedroom 6-Person unit and 1No. 5-Bedroom 9-Person Unit. The remaining 12No. Units will be Duplex Apartments comprising of 6No. 2-Bedroom 3-Person units, and 6No. 1-Bedroom 2-Person Units. The proposal also includes the formation of three new site entrances and all associated ancillary site development works.

Figures 1.3 and **1.4** below show the proposed site layout.

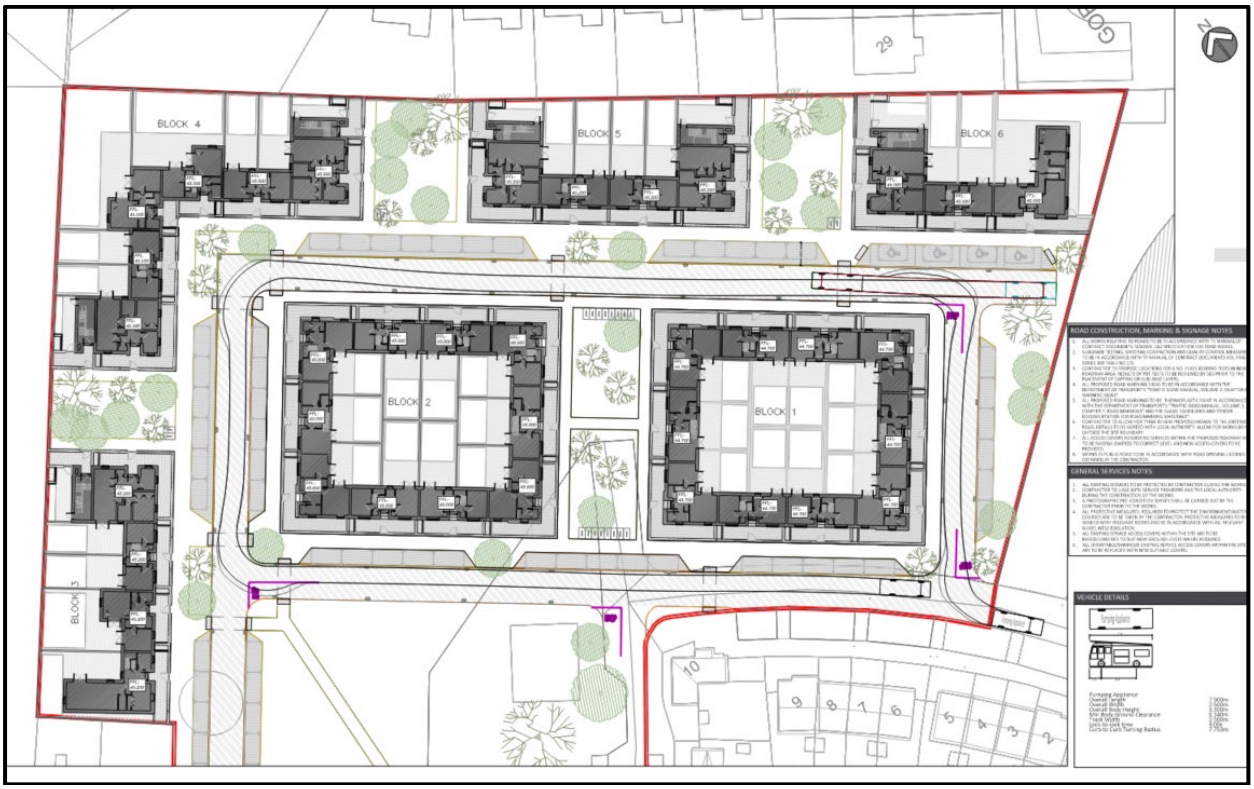

Figure 1.3: Proposed site layout, (Sheet 1 of 2). (Source: SDS Design Engineers).

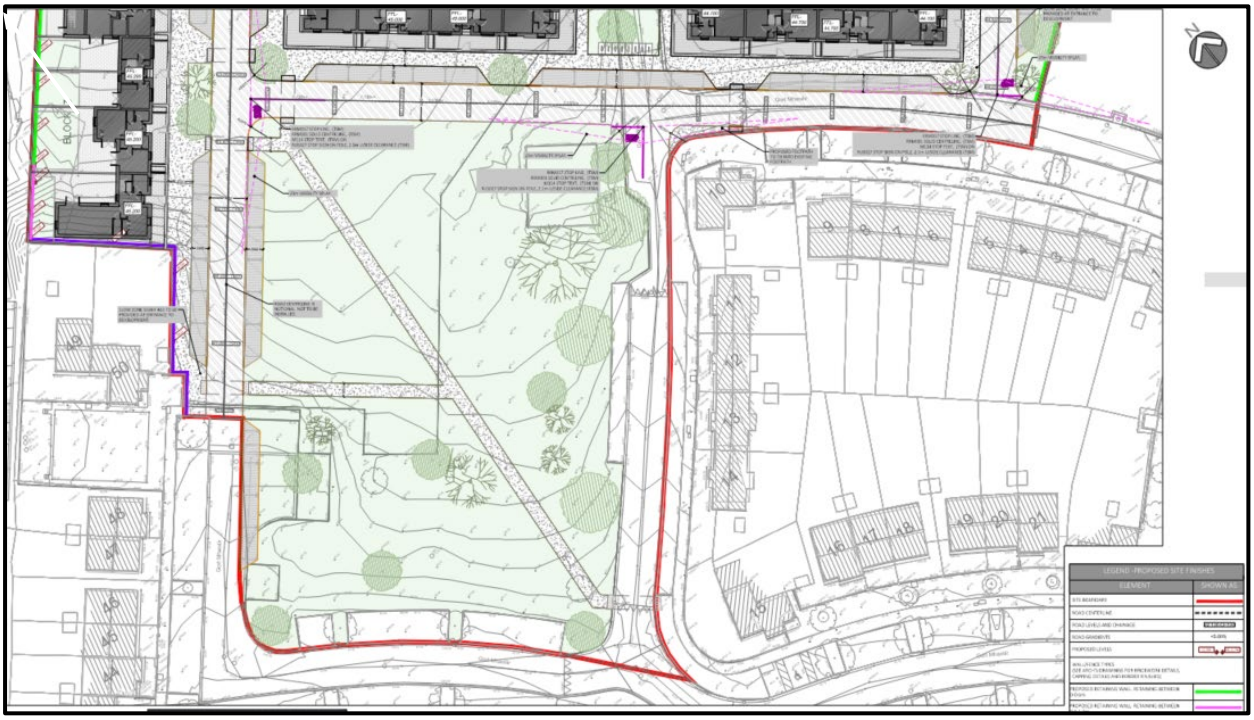

Figure 1.4: Proposed site layout. (Sheet 2 of 2). (Source: SDS Design Engineers).

2 Mobility Management Plan

2.1 What is a Mobility Management Plan

A Mobility Management Plan (MMP) aims to provide a package of measures that can be implemented by any given development to motivate users to consider sustainable transportation. MMPs are a transport management mechanism that seek to provide for transportation needs and are particularly important in urban settlements.

A successful Mobility Management Plan will introduce a higher-than-normal proportion of users into more sustainable forms of transport thus reducing environmental, economic, and social impacts.

Mobility Management Plans work best when investment by the relevant authorities presents a choice for users to alter their preferred modes of transport. A list of measures generally includes the attraction of using public transport, cycling, walking, car-sharing, or a combination of these as alternatives to move away from stand-alone journeys to and from the premises by private vehicles.

The first stage of the plan is to outline the parameters for the development, with the information available at this stage. This information includes the following items:

- Exploration of opportunities to reduce car usage,
- Viability of public transport to and from the premises,
- Suggest incentives to encourage sustainable transport,
- Outline the existing level of public transport in the vicinity of the development and the likely future improvements to the network,
- Describe the facilities available for pedestrians, ease of accessibility, cycle facilities, and
- Set out the anticipated targets of modal split for future years.

The second stage of a Mobility Management Plan should involve the following items, to be undertaken by the facility's Mobility Management Group:

- Consultation with the Local Authority to agree on measures to be incorporated on site and to discuss any initiatives by the applicant to promote sustainable transport measures,
- Consultation with residents and management,
- Establishing a mobility management plan coordinator,
- Conduct surveys to establish the travel trends once the development is concluded and operational,
- Implementation of measures outlined in the Mobility Management Plan, and
- Ongoing review of the Mobility Management Plan.

2.2 Methodology and Policy

In preparation for this Mobility Management Plan, reference was made to the following documents:

- Galway County Development Plan 2022 – 2028
- National Sustainable Mobility Policy

- National Sustainable Mobility Policy – Action Plan 2022 – 2025
- Athenry Local Area Plan 2024 - 2030
- Smarter Travel – A Sustainable Transport Future
- Project Ireland 2040 – National Planning Framework
- Get Ireland Active – National Physical Activity Plan for Ireland
- Carpooling Guidelines – The Smarter Travel Guide to Setting Carpooling Scheme
- The National Cycle Policy Framework 2010.

2.2.1 Galway County Development Plan 2022 – 2028

The Galway County Development Plan (GCDP) 2022 – 2028 sets out the Local Authorities Land Use Integration and Sustainable Transportation Strategy Policies and Objectives of the county for the forthcoming period. **Chapter 6** of the GCDP, Transport and Movement, focuses on the objectives and strategies to promote sustainable transportation in the county as well as proposed infrastructure to be implemented in the lifetime of the plan.

Below are the relevant policies and objectives from the DP which relate to the proposed development.

Land Use and Transportation:

Policy ILUTP 1 - Sustainable Transportation – *Encourage transition towards sustainable and low carbon transport modes, through the promotion of alternative modes of transport, and 'walkable communities' and Active Travel, together with promotion of compact urban forms close to public transport corridors to encourage more sustainable patterns of movement.*

Policy Objectives for Non-National Roads:

NNR 8 Car Parking – *Provide/improve parking facilities in towns and villages in a manner which supports policies relating to promotion of sustainable transport choices and modal shift. The requirements for car parking shall be in accordance with the standards as set out within Chapter 15 Development Management Standards of this plan under Guidelines for Transportation, Roads, Parking, Loading and Storage.*

Sustainable Transport:

WC 1 Pedestrian and Cycling Infrastructure – *To require the design of pedestrian and cycling infrastructure to be in accordance with the principles, approaches and standards set out in the National Cycle Manual and the Design Manual for Urban Roads and Streets, TII Publications, 'The Treatment of Transition Zones to Towns and Villages on National Roads', and the NTA document Permeability: Best Practice Guide.*

WC 2 Bicycle Parking – *To encourage the provision of secure bicycle parking facilities and associated facilities within the public realm of towns and villages throughout the County.*

WC 3 Sustainable Transport Movement – *To require sustainable transport movement and good permeability to be given priority at the earliest design stage of development proposals.*

WC 4 Modern Network of Walking and Cycling Infrastructure – *To continue to work and engage with the National Transport Authority, the Department of Transport and other agencies*

in developing a modern network of walking and cycling infrastructure in the County.

Public Transport:

PT 1 Sustainable Modes of Transport – *To encourage a modal shift from use of the private car towards more sustainable modes of transport.*

PT 2 Development of Public Transport Infrastructure – *To engage and work closely with the National Transport Authority and other relevant transport authorities and both public and private operators, in facilitating and securing improvements to footpaths, pedestrian crossing points and permeability to facilitate access and encourage use of public transport and to secure the implementation of recommendations of the GTS bus network and the expansion of public transport infrastructure in areas such as spaces for parking of local link buses and services in the County.*

PT 3 County Bus Services – To *support the National Transport Authority (NTA) and other stakeholders and community groups in improving bus services infrastructure.*

PT 4 Rural Transport – *To continue to support the 'Local Link' rural transport service and to encourage operators to improve the service to meet the social and economic needs of the rural communities in the County*.

Policy Objectives Network of Blueways, Greenways and Peatways:

BGP 2 Development of Strategic Greenway Network – *Support the development of an integrated Strategic Greenway Network of national and regional routes and maximise connectivity to existing greenways through linkages of cycling and walking infrastructure in a manner that is compatible with nature conservation and other environmental policies. This will include the following; National Galway to Dublin Cycleway/ Greenway; Connemara Greenway i.e., (Clifden to Oughterard, Galway to Oughterard); Oranmore to Bearna Coastal Greenway; Athenry to Tuam; Clifden to Derrygimlagh; and Clifden to Letterfrack.*

Policy for Electric Vehicles:

EV 1 Electric Vehicles Charging Infrastructure – *To support and facilitate the switch to Electric Vehicles through supporting the roll-out of additional Electric charging points at appropriate locations within the County in association with relevant agencies and stakeholders*.

2.2.2 National Sustainable Mobility Policy

The National Sustainable Mobility Policy sets outs a framework for 2030 for active travel and public transport to support Ireland's overall requirement to achieve a 51% reduction in greenhouse gas emissions by 2030. Transport is responsible for around 18% of our greenhouse gas emissions, and it is vital that by 2030 we put in place the infrastructure, services and measures that enable and encourage more people to make the switch to more sustainable modes of travel.

The Policy sets out a strategic framework for sustainable mobility – active travel and public transport - in Ireland to 2030. The primary focus is to cater for daily travel needs in a more sustainable manner. It is intended to achieve this by making sustainable modes the most attractive choice.

What is Sustainable Mobility?

Connecting people and places in a sustainable way by supporting:

- Safe, accessible, comfortable, and affordable journeys to and from home, work, education, shops and leisure.
- Travel by cleaner and greener public transport.
- A shift away from the private car to greater use of active travel and public transport.

The Policy aims to improve the Delivery of Sustainable Mobility by:

- Implementing the accompanying action plan to 2025 and a reviewed and updated action plan for 2026 to 2030.
- Establishing a Leadership Group to oversee and drive implementation of the Policy and delivery of the action plan and agree a programme of "pathfinder" projects at local level.
- Introducing a new annual National Household Travel Survey to measure progress against the Policy's targets.
- Convening a new National Sustainable Mobility Forum to provide a platform for collaborative engagement with national, regional, and local stakeholders.
- Increasing public engagement around the benefits of sustainable mobility and raising awareness of the availability of alternative options to the private car.
- Establishing a new National Transport Authority Advisory Council to engage with the NTA around the discharge of its functions.
- Developing a transport research network to support existing research programmes and draw on the sustainable mobility expertise available across academia and industry, both in Ireland and internationally.

2.2.3 Project Ireland 2040 – National Planning Framework

The Project Ireland 2024 – National Planning Framework is a high-level strategic plan for the future growth and development of the country in the next 20 years. The framework recognises the importance of interconnected public transport to make this transport mode more attractive to people.

The National Strategic Outcome 4 outlines that an "*environmentally friendly sustainable transport system will enable growth and change, meet the significant increase in travel demand in urban congestion while also contributing to our national policy vision of low-carbon economy*" and also "*deliver a public transport network that will provide high-quality passenger interchange points, which facilitate convenient transfer between efficient and integrated public transport services*".

2.2.4 Athenry Local Area Plan 2024 – 2030

This Local Area Plan is a land use plan and overall strategy for the development of Athenry over the period 2024 - 2030. The document provides a statutory framework for the future growth and development of Athenry in a sustainable and equitable manner. The document also recognises the need to integrate transport investments to improve the patterns of movements within Athenry and its surrounding areas while supporting the sustainable use of land. That implies, support in opportunities to reduce single-car dependency through increased reliable public transport and the promotion and facilitation of walking and cycling.

Athenry Local Area Plan Objectives:

ASP 50 Transportation Infrastructure: *Facilitate the provision and maintenance of essential transportation infrastructure. This shall include the reservation of lands to facilitate public roads, footpaths, cycleways, bus stops and landscaping together with any necessarily associated works, as appropriate.*

ASP 51 Sustainable Transportation: *Facilitate any Smarter Travel initiatives that will improve sustainable transportation within the Plan Area and facilitate sustainable transportation options including public transportation, rail freight, electric vehicle rentals, car clubs, and public bike schemes, as appropriate*.

ASP 52 Pedestrian and Cycle Network: *Facilitate the improvement of the pedestrian and cycling environment and network so that it is safe and accessible to all, through the provision of the necessary infrastructure. New development shall promote and prioritise walking and cycling, shall be permeable, adequately linked and connected to neighbouring areas, the town centre, recreational, educational, residential and employment destinations and shall adhere to the principles contained within the national policy document Smarter Travel – A Sustainable Transport Future 2009-2020 and the Design Manual for Urban Roads and Streets (2013), as updated in 2019.*

Athenry Local Transport Plan Objectives:

Objective 1 – Accessibility & Social Inclusion: *Support and implement transport measures which reduce car dependency and improve access to local services by sustainable modes.*

Objective 2 – Integration: *To align and integrate with existing and emerging national, regional, and local planning policy.*

Objective 3 – Safety & Physical Activity: *Provide safe access to schools for vulnerable road users and ensure a safe front of school environment.*

Objective 4 – Environment: *Contribute to achieving Climate Action Plan targets through the creation of an environment which encourages a modal shift from the private car to more sustainable modes.*

Objective 5 – Economy: *Contribute to Athenry's economic vitality through improved connectivity and enhanced public realm.*

2.3 Methodology and Policy

This Mobility Management Plan aims to highlight alternative modes of transport to and from the proposed site at Gort Mhaoilir, hence, reducing the usage of cars by increasing the attractiveness and practicality of other modes of transport. The measures suggested in this plan should ideally be part of a dynamic process, where they can be implemented by the site management, run on a pilot basis, reviewed by the Local Authority, and monitored over time to assess their performance.

Once the objectives of the travel plan are established, the benefits associated with alternative means of travel should become apparent. This plan aims to bring the following benefits to the facility and surrounding area upon implementation:

- A net reduction in the level of traffic associated with the residential development and on the surrounding road network at peak times.
- Increased safety for pedestrians on the approaches to and from the site.
- Increased uptake of walking and cycling as a means of transportation which can promote fitness and boost neighbourhood relations.
- A reduction in the carbon footprint associated with the development due to the decreased number of private vehicles travelling to and from the development.
- A reduction in the parking demand associated with the development which in turn will increase safety for pedestrians in the vicinity of the site and for the site users.
- Increase the uptake of public transport links adjacent to the site and
- Improvement of the general image of the residential development.

This MMP will introduce several policies to make the proposed development a safer, less congested and cleaner zone for all users. The policies will also aim to reduce the reliance on private vehicle use to and from the site and encourage use of greenways and public transport use. These policies include but are not limited to the following:

- Encouraging residents to avail of local public transport links;
- Encouraging residents to use walking and cycling as viable means of travel where possible;
- Inform residents of the health and economic benefits of walking and cycling;
- Encouraging residents to car-pool, reducing the overall number of single-occupant vehicle trips to the site; and
- Introduction of on-site traffic and parking management.

3 Transport Infrastructure

3.1 Overview

The Galway County Development Plan focuses on developing an integration between different modes of transport throughout the county, to facilitate public transport, walking and cycling with an established integrated infrastructure and a linked network for safe routes throughout the urban area.

Policy **ILUTP** specifically encourages '*transition towards sustainable and low carbon transport modes, through the promotion of alternative modes of transport, and 'walkable communities' and Active Travel, together with promotion of compact urban forms close to public transport corridors to encourage more sustainable patterns of movement'*.

As stated previously, the principal aim of this Mobility Management Plan is to reduce the usage of private cars by increasing the attraction and practicality of other modes of transport. The key factor to overcome when influencing a shift towards alternative modes of transport is the perception that no other realistic alternatives exist to using the car.

While the quality of transport infrastructure within the surrounding area is beyond the control of the management of this subject development, there are many techniques which can be deployed to encourage the switch to sustainable transport, as discussed in **Section 4**. A review of the transport infrastructure within the vicinity is an ideal starting point to inform this discussion.

This section provides a review of the existing and proposed transport infrastructure for the surrounding area and investigates whether the quality of each mode of transport is sufficient to stimulate occupant uptake.

3.2 Site Access

The proposed development would be accessed by the two existing entrances onto the Gort Mhaoilir Road to the Southeast. As detailed in **Section 1**, the site itself is greenfield land and lies 680m to the West of Athenry's town center. It is bordered by the existing Gort Mhaoilir housing to the South and Southwest, and The Willow Estate to the West. To the East, the site adjoins the existing residential estate of Gort na Rí. And to the Northwest is a greenfield site. The Athenry Primary Care Centre and Pharmacy are adjacent to the site to the Southeast.

Athenry Town Centre can be reached either via the L-3103, onto Swan Gate and along Old Church Street. Or by Gort Mhaoilir Road onto Raheen Road / Church Street (L-3105).

Road access to the Motorways from the existing Gort Mhaoilir Estate is facilitated by two existing entrances, offering access to the M6 (Galway-Dublin Motorway) due South over a distance of approximately 2km. The M6 links up with the M17, M18 (Limerick-Sligo Motorway) 3.6km to the west. Access is available to the Tuam Road (R347) or Craughwell to the South via the Raheen Road (L-3105) and Station Road.

Figure 3.1 shows the environs of the Gort Mhaoilir development site in the context of Athenry Town.

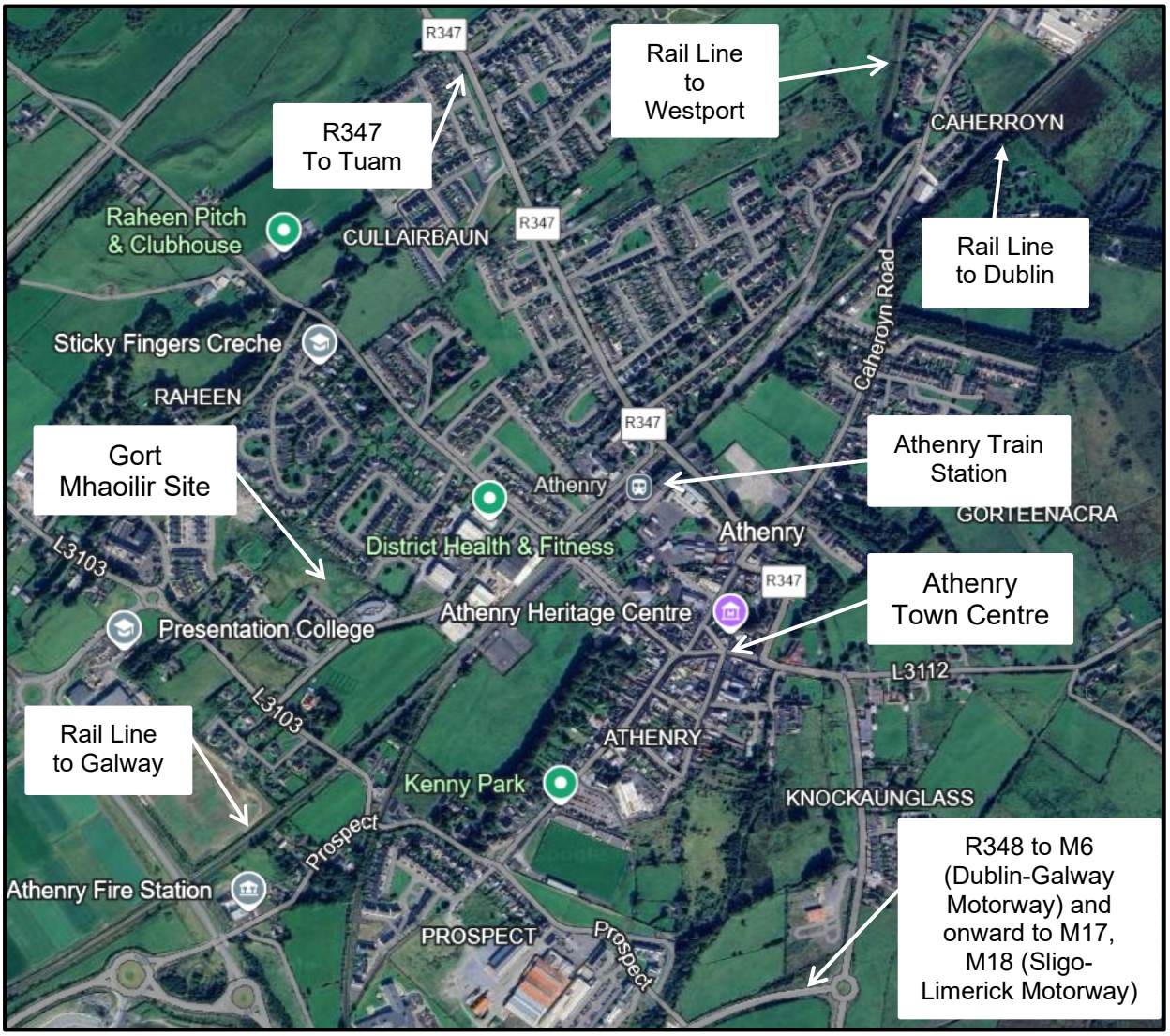

Figure 3.1: Environs of Gort Mhaoilir Estate, Athenry, Co. Galway (Source: Google Earth. Notes by ORS).

At present, there is provision made for direct access to the site in a Northeast direction from the existing Gort Mhaoilir Estate in the Western corner, see **Figure 3.2**.

Figure 3.2: Provision made for access to the site located in the Gort Mhaoilir Estate in the West of the site as outlined in the red box. (Source: Google Earth, Street View, looking NE).

The second entrance proposed is to the centre of the site in a Northwest direction via the existing internal Gort Mhaoilir Estate Road, see **Figure 3.3**.

Figure 3.3: Access point to the site located in the Gort Mhaoilir Estate as outlined in the red box. (Source: Google Earth, Street View, looking NE).

Figure 3.4, shows the third proposed access point to the development, behind and to the NW corner of the Athenry Primary Care Centre.

Figure 3.4: Third access to the site located in the Gort Mhaoilir Estate as outlined in the red box. (Source: Google Earth, Street View, looking NE).

Access from the exiting development via these new access roads will connect to the proposed residential units and open spaces.

The existing priority junctions providing access to the site from the public road are shown in **Figure 3.5** and **Figure 3.6** overleaf.

Figure 3.5: Access junction adjacent to the Athenry Primary Care Centre, from the proposed development site, through the existing Gort Mhaoilir Estate to the Gort Mhaoilir Road. (Source: Google Earth, Street View).

Figure 3.6: Additional access junction from the proposed development site, through the existing Gort Mhaoilir Estate to the Gort Mhaoilir Road. (Source: Google Earth, Street View).

3.3 Existing infrastructure

3.3.1 Pedestrian Infrastructure

The two proposed access points connecting to the main Gort Mhaoilir Estate are serviced by existing pedestrian footpaths as seen in **Figures 3.5** and **3.6** and lead to the Gort Mhaoilir Road. The footpaths from the Gort Mhaoilir Estate entrance to the East and West are of good quality with concrete surfacing and with raised and dropped kerbs at crossings. There are speed control measures within the existing Gort Mhaoilir estate, which consist of raised junctions as shown in **Figures 3.7 and 3.8**.

Figure 3.7: Raised junctions within the existing Gort Mhaoilir Estate. (Source: Google Earth, Street View).

Figure 3.8: Raised junctions within the existing Gort Mhaoilir Estate. (Source: Google Earth, Street View).

Figure 3.9: Pedestrian infrastructure at the entrance to the Athenry Primary Care Centre and Pharmacy on the Gort Mhaoilir Road. (Source: Google Earth, Street View).

There are dropped kerbs at the entrance to the Athenry Primary Care Centre and Pharmacy. See **Figure 3.9** above.

The Gort Mhaoilir junction with Raheen Road (L-3105) have dropped kerbs and tactile paving. See **Figure 3.10** overleaf.

Figure 3.10: Pedestrian infrastructure at the junction of the Gort Mhaoilir Road and the Raheen Road, L-3105. (Source: Google Earth, Street View).

At the Gort Mhaoilir junction with the L-3103, leading to the Western parts of the Athenry area, including Presentation College, Clairin College and the new Dexcom plant, there are dropped kerbs and tactile paving. See **Figure 3.11.**

Figure 3.11: Pedestrian infrastructure at the junction of the Gort Mhaoilir Road and the L-3103. (Source: Google Earth, Street View).

Figure 3.12 shows the existing services and places within walking distance of the proposed development. The site is situated circa.:

- 100m Northwest of the Athenry Primary Care Centre & Pharmacy,
- 540m West of GRETB (Galway and Roscommon Education and Training Board),
- 560m due SE from Kenny Park, the local GAA Stadium,
- 650m from Athenry Rail Station,
- 650m from the Athenry Gaelscoil Riada,
- 860m North of the Athenry Shopping Centre,
- 950m North East of Presentation College,
- 1.25km from Clarin College,
- 1.28km South of the Athenry Athletics and the Athenry Football Clubs.

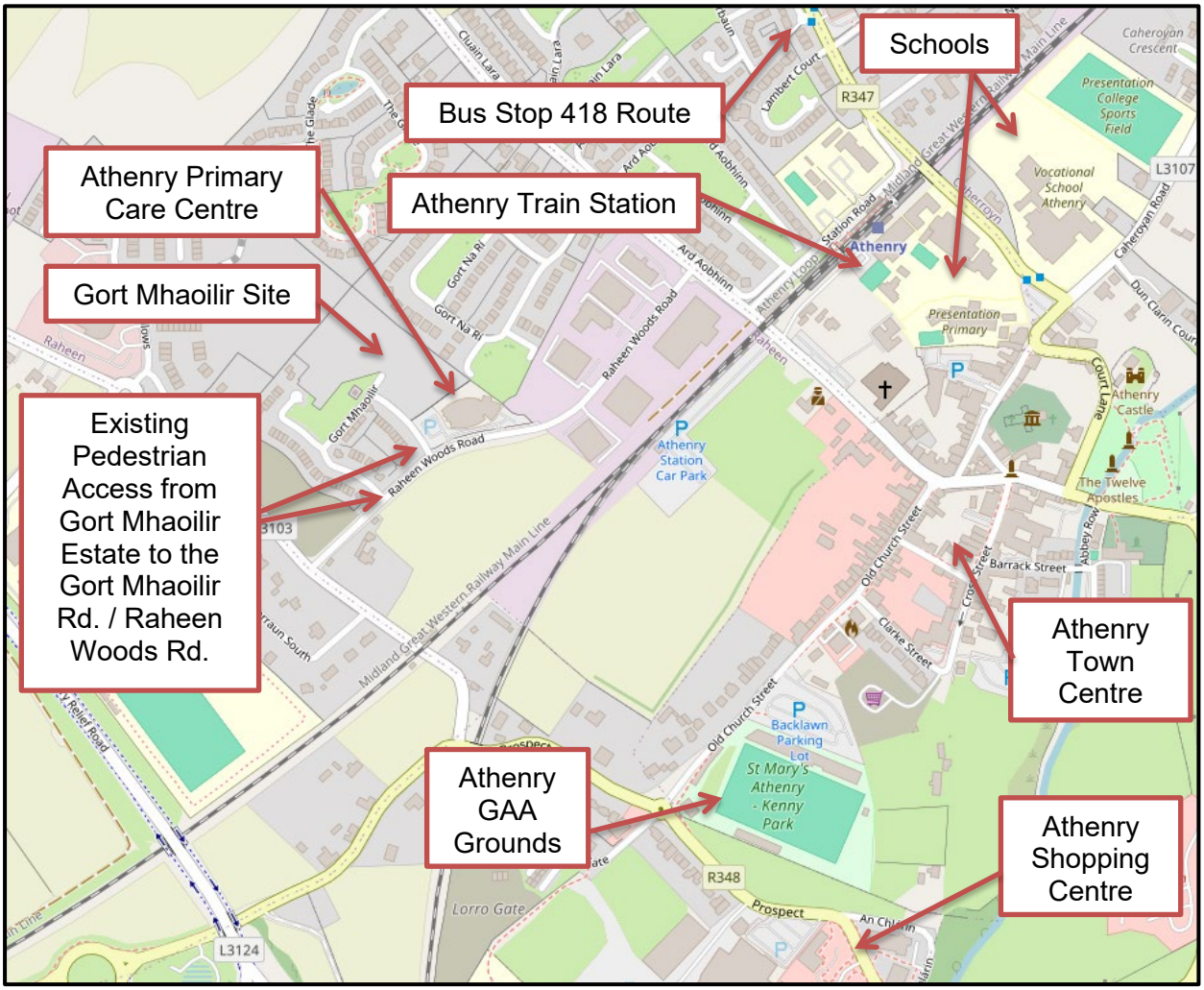

Figure 3.12: Existing services and places with walking distance of the proposed development (Source: OpenStreetMap. Notes by ORS).

According to the Athenry Local Transport Plan 2024-2030 document *'the quality of pedestrian infrastructure in Athenry is quite varied…Outside of main roads and streets, the residential areas north of the railway line in Athenry suffer from poor permeability in places, particularly in an east-west direction... This can significantly increase walking distances to key services for residents in the town*'.

Walking is a healthy and sustainable form of transport that can improve levels of health in the community and reduce road traffic volumes. The presence of several useful amenities in close proximity to the site mean that walking and cycling will be viable alternatives to private vehicle usage once development is completed. This is in alignment with goals outlined in the Athenry Local Transport Plan - 2024-2030 - **Objective 1:** *Support and implement transport measures which reduce car dependency and improve access to local services by* sustainable modes.

Figure 3.13 shows the catchment area for a 15-minute and 30-minute walk from the site. The map provides walking distances using the existing infrastructure. The catchment areas follow the existing road and path infrastructure rather than being perfect circles, showing realistic walking distances based on the actual routes people would take. The central point is at Gort Mhaoilir Estate, marked with a pedestrian icon in the center of the concentric circles. Both

catchment areas demonstrate good walking accessibility to most of Athenry and its surrounding areas, with the town center being easily accessible within a 15-minute walk from the site.

The 15-minute walking catchment area (shown in blue) extends throughout most of central Athenry town. It appears to cover the core urban area including what seems to be the town center where several roads (R347, L-3103, L-3105, L-3107) intersect. The 30-minute walking catchment area (shown in red) extends significantly further, encompassing a much larger area around Athenry. This 30-minute catchment:

- Extends north along the L-7126 road
- Stretches east along the L-3107 and L-3112 roads
- Reaches south along the R-347 and R-348 roads, covering all areas of Athenry town
- Extends west toward the M6 motorway.

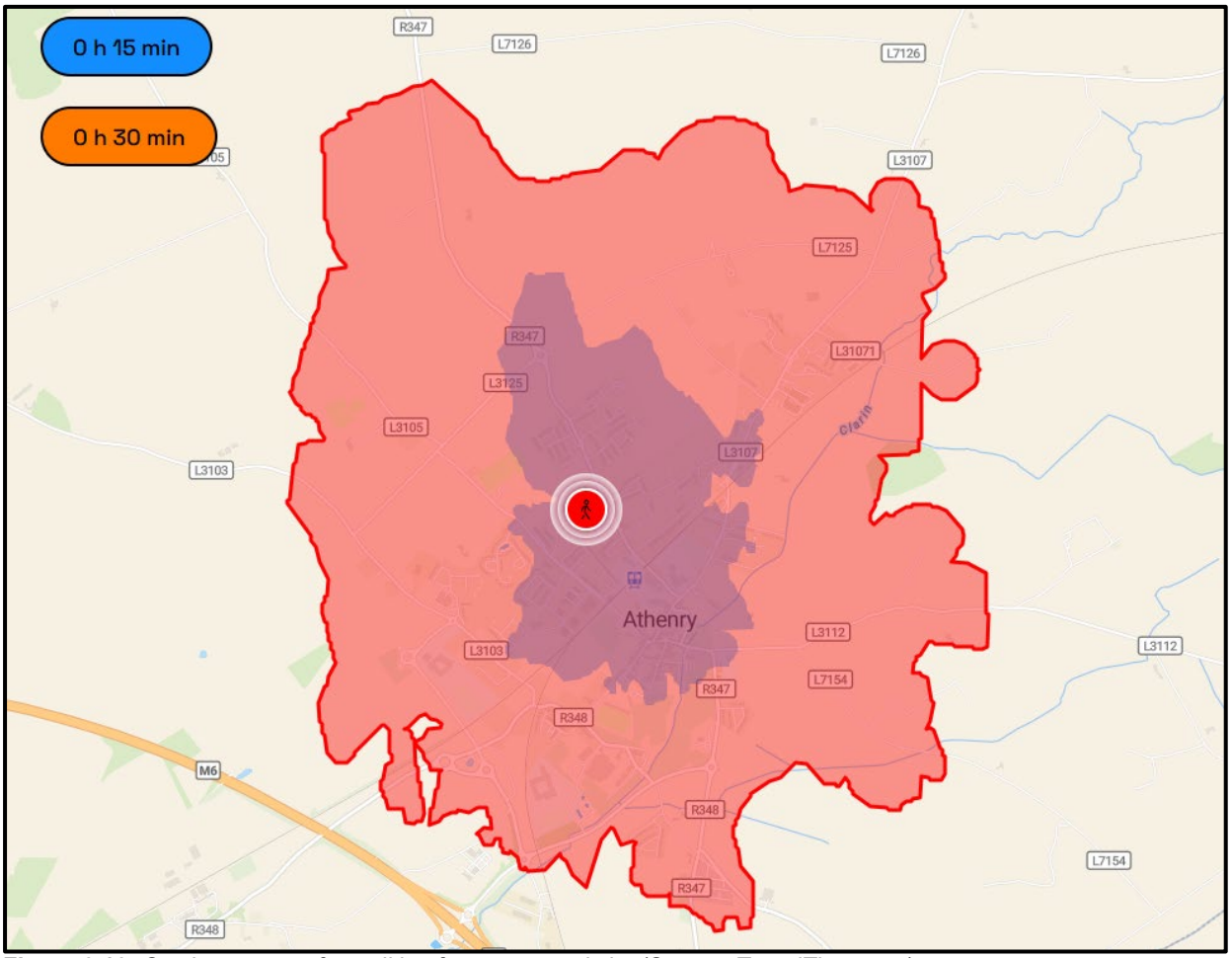

Figure 3.13: Catchment area for walking from proposed site (Source: TravelTime.com)

3.3.2 Cyclist Infrastructure

There is currently no dedicated cycling infrastructure in the nearby vicinity of the proposed development. At present, cyclists must utilise existing roadways alongside motorists to reach the proposed site via the L-3103 and L-3105.

Figure 3.14 shows the existing cycle infrastructure within Athenry town, as per the Athenry Local Transport Plan (LTP) 2024-2030. According to the document, '*there are grade separated cycle tracks on the completed sections of the Athenry Relief Road to the north of the town and along the newly completed section of road at Presentation College, however there are no cycle tracks along the section at the school gate. These cycle tracks have a version of a cycle friendly roundabout at junctions, featuring shared space, but no raised crossings resulting in priority for vehicular traffic and reduced safety for cyclists and pedestrians. In addition, there is a new section of one-way cycle track along the R348 between Clarin College and the Baunmore Roundabout, stopping short of the roundabout itself*'.

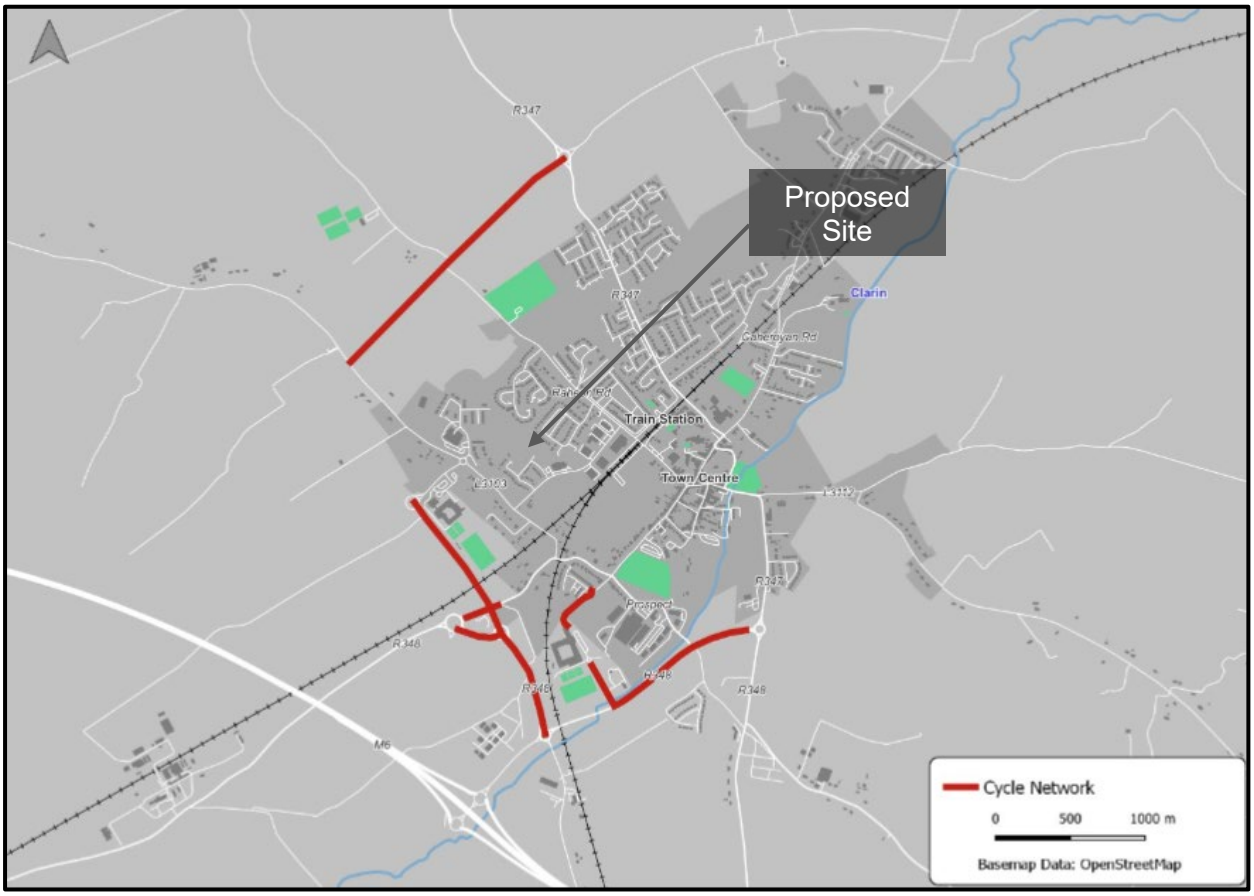

Figure 3.14: Existing Cycle Infrastructure in Athenry area. (Source: Athenry LTP 2024 - 2030).

Figure 3.15 overleaf shows the catchment area for 15-minute and 30-minute cycle journeys from the site. As can be seen from this figure, the 15-minute cycling catchment area (shown in blue) covers central Athenry and extends outward in all directions. This inner catchment follows the existing cycling infrastructure and encompasses:

- The entire town center of Athenry
- Residential areas surrounding the center
- Areas along the M6 motorway where it passes near Athenry
- A significant portion of the local road network radiating from the town

The 30-minute cycling catchment area (shown in red) extends much further and includes:

- North toward Turloughmore and approaching Monivea
- East towards Attymon
- South to Craughwell
- West toward Oranmore and Clarinbridge, crossing the M6 motorway
- Coverage of major transportation corridors including the M6, M17 and M18 motorways.

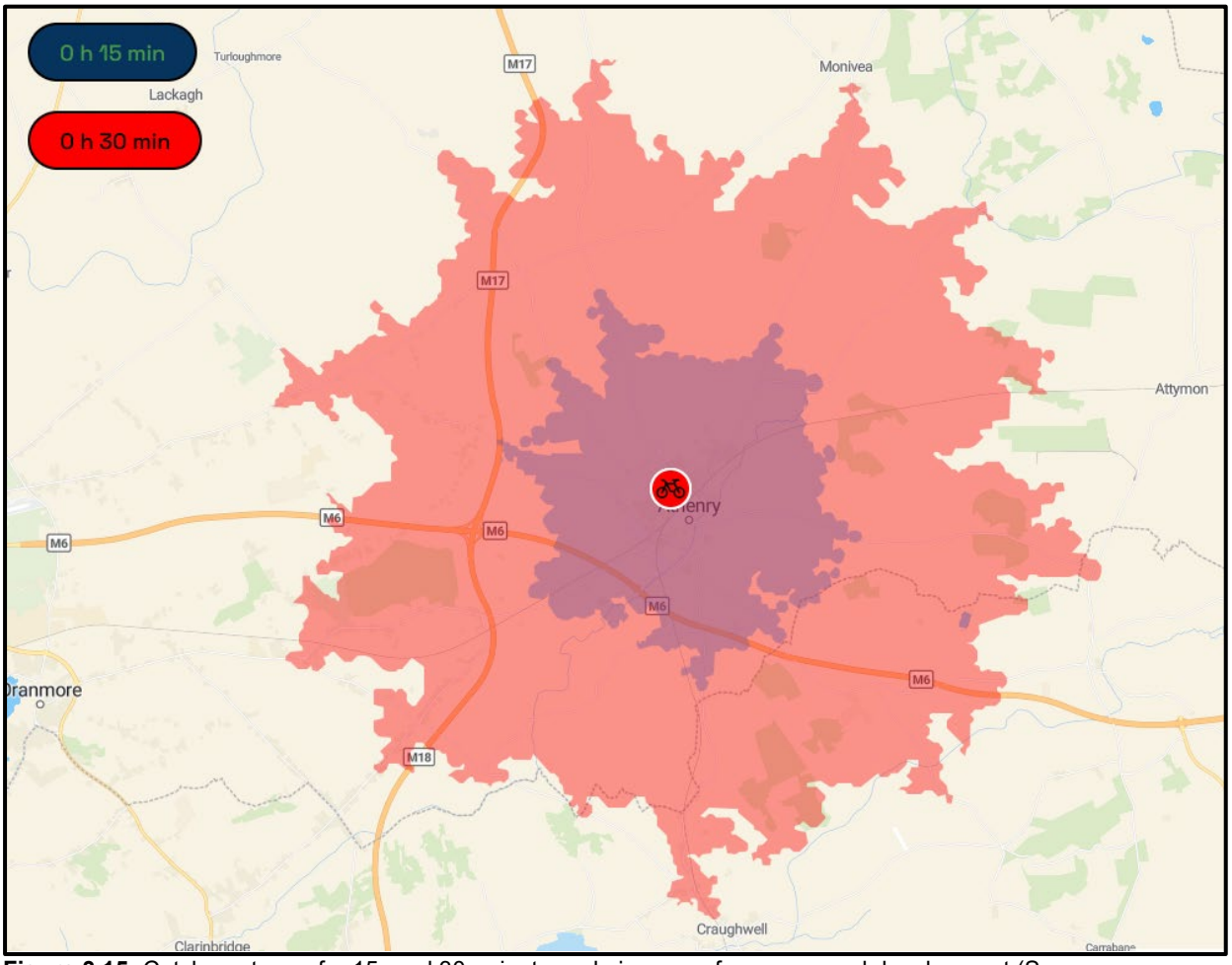

Figure 3.15: Catchment area for 15- and 30- minute cycle journeys from proposed development (Source: TravelTime.com)

The map clearly demonstrates that cycling dramatically increases the accessible area compared to walking. Within just 15 minutes, cyclists from the Gort Mhaoilir Estate can reach most of Athenry and some surrounding areas, while a 30-minute ride opens up access to neighbouring towns and communities.

This extensive cycling catchment highlights how effective cycling infrastructure can reduce dependence on private vehicles. Residents would be able to access employment centres, schools, shopping, healthcare and recreational facilities across a wide area without needing a car. The jagged edges of both catchment areas reflect the actual cycling infrastructure rather than perfect circles, showing realistic accessibility based on existing cycle paths and bike-friendly routes.

Figure 3.16 shows the existing cycle infrastructure along the R348, at Newford.

Figure 3.16: Existing Cycle Infrastructure as of October 2022 along the R48 (Source: Google Street view)

3.3.3 Bus Services

There are no dedicated town bus services; the primary service is a commuter route to Galway City, operated by Farrells, which primarily runs during the AM and PM peak hours. This service is supplemented by a once-weekly return route to Loughrea on Thursdays, operated by Local Link Galway/Bealach na Gallaimhe Teo. The Local Link service departs at 09:30 and returns at 13:30, operating on a door-to-door basis with advance booking required, and timings may vary depending on passenger pick-ups.

Figure 3.17 below provides an overview of the bus routes and frequencies serving Athenry.

ROUTE	OPERATOR	MAX NUMBER OF WEEKDAY SERVICES	MAX NUMBER OF WEEKDAY SERVICES
418 (Athenry – Galway)	Philip Farrell	7	7
Athenry – Loughrea (Door to Door Service)	Local Link Galway/Bealach na Gallaimhe Teo	1	1

Figure 3.17: Athenry bus routes (Source: Athenry Local Transport Plan 2024-2030).

The Farrells bus service operates at three stops in Athenry:

- Londis on Tuam Road which is 850m walking distance from the site,
- The Arch Car Park which is 950m walking distance from the site and

- Athenry Shopping Centre which is 1.1km walking distance from the site.

However, none of these locations have formal bus stop infrastructure.

The existing stopping points lack essential facilities such as bus stop poles, shelters, seating, tactile paving, timetable displays, or real-time passenger information. **Figure 3.18** shows the Athenry Bus Network.

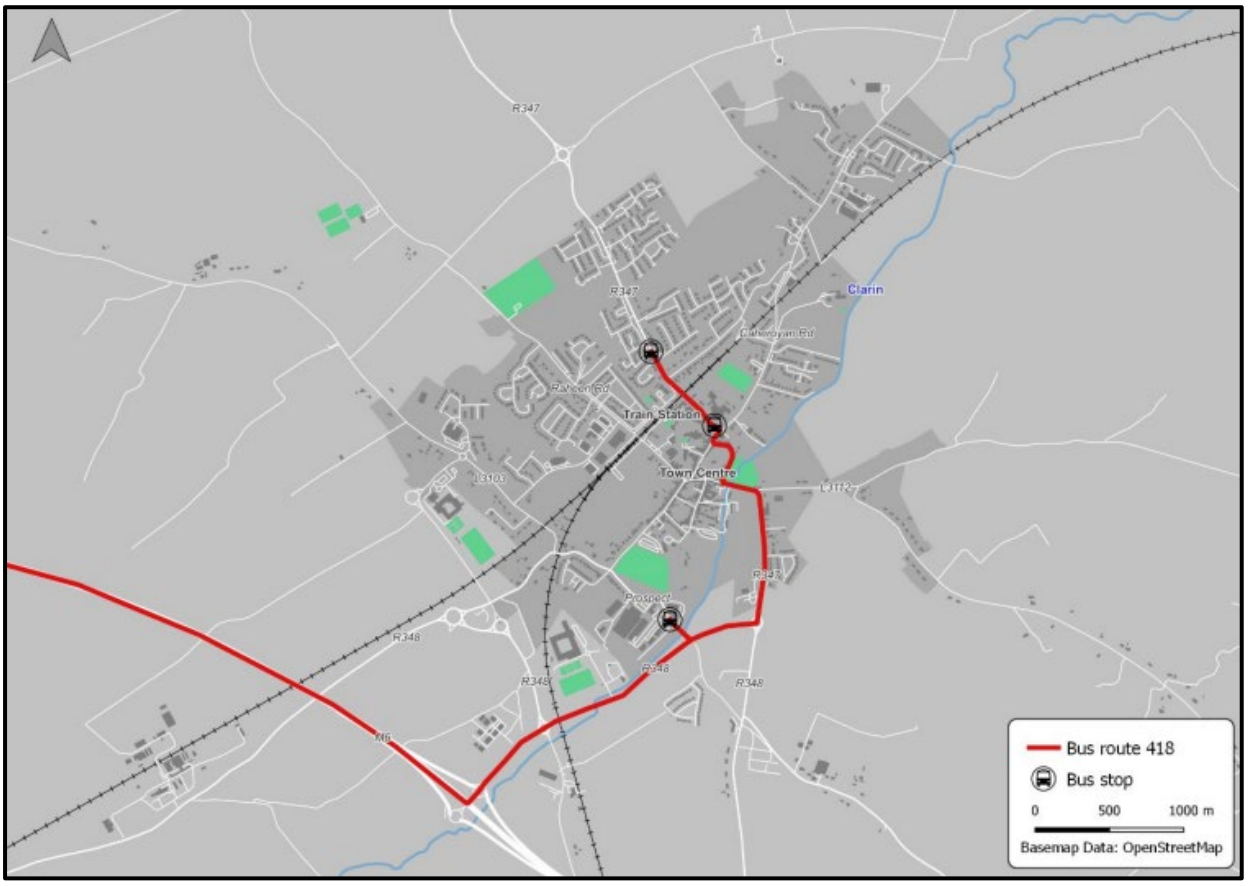

Figure 3.18: Athenry Bus Network (Source: Athenry Local Transport Plan 2024-2030)

According to the Athenry Local Transport Plan 2024-2030 document, '*school buses also serve the local educational institutions in Athenry. The School Transport Scheme provides transport to and from school for children who live remote from their nearest school. The scheme is operated by Bus Éireann on behalf of the Department of Education*'.

3.3.4 Rail Services

Athenry Rail Station, located approximately an 10-minute walk from the proposed site, is situated on the Galway–Dublin rail line and serves as the current terminus of the Western Rail Corridor, offering connections to Ennis and Limerick. As a result, Athenry benefits from direct rail links to Galway, Limerick, and Dublin, providing essential regional and intercity connectivity.

Figure 3.19 overleaf presents an overview of the daily rail services to and from Athenry. The current network map is included in **Figure 3.20.**

ROUTE	MAX NUMBER OF SERVICES (MONDAY – FRIDAY)	MAX NUMBER OF WEEKEND SERVICES (SATURDAY)
Athenry - Galway	17	15
Galway - Athenry	18	15
Limerick - Athenry	9	9
Athenry - Limerick	8	8
Athenry - Dublin	10	9
Dublin - Athenry	9	8

Figure 3.19: Athenry Train Station Services (Source: Athenry Local Transport Plan 2024-2030)

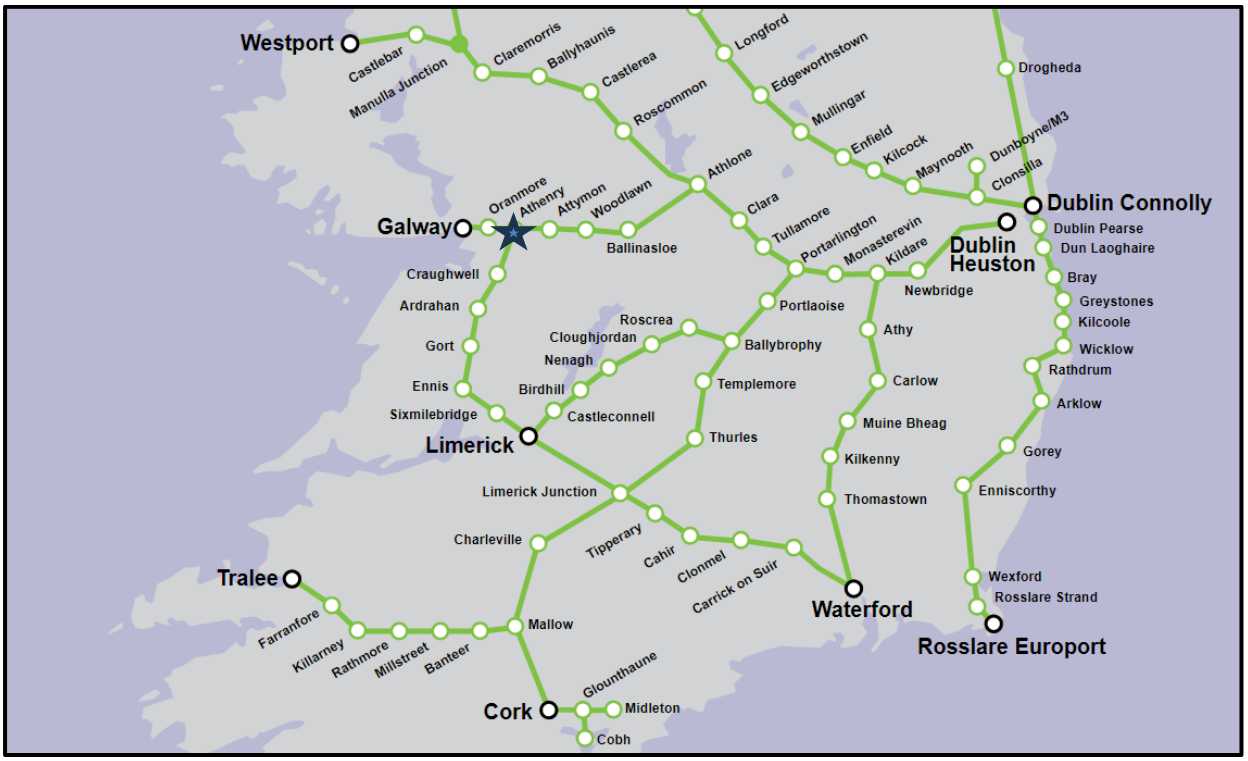

Figure 3.20: Rail Services to/from Athenry station (Source: transportforireland.ie)

3.3.5 Car-share Services

Car-share services such as GoCar and Enterprise Car Club operate in several locations around Galway City allowing customers to rent vehicles on a daily or hourly basis. **Figure 3.21** shows the availability of GoCar vehicles within the vicinity of the site. Currently there are no available GoCar bases in Athenry while the nearest GoCar location (GoBase) is located near Oranmore Town Centre Shopping Mall. To avail of this service, users are typically prompted to register online or via app which then unlocks access to a fully insured vehicle with fuel and parking tickets included. This initiative significantly reduces the need for individuals to own a private

vehicle.

Individuals can also avail of online services such as Liftshare which allows users to coordinate journeys with other individuals that happen to be travelling in the same direction. While this service does not provide immediate access to a personal vehicle, it nevertheless reduces the requirement for a personal vehicle in certain circumstances.

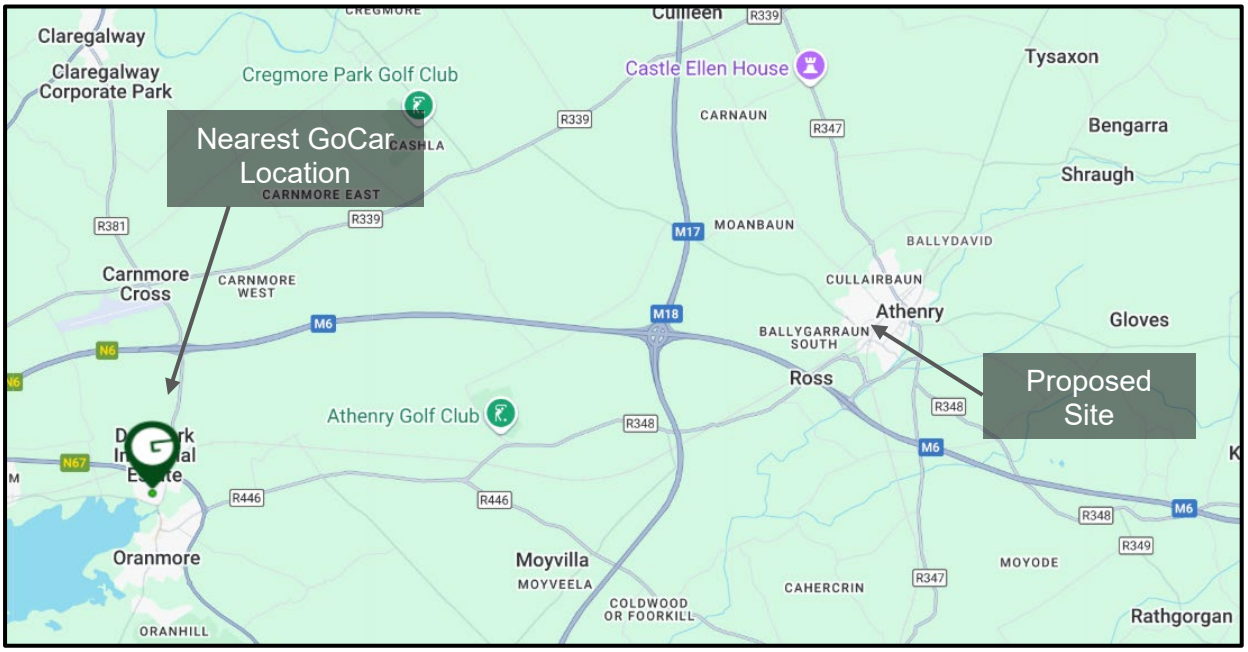

Figure 3.21: GoCar locations near Athenry (Source: gocar.ie)

3.3.6 Road Network

The Gort Mhaoilir Road / Raheen Woods Road provides direct access to the Gort Mhaoilir Estate which offers great connectivity to several regional and national roads providing access to various locations across the country.

The primary road serving Athenry is the M6, which bypasses the town and provides direct connections to Galway and Dublin. Approximately 3 km west of Athenry, the M6/M17/M18 interchange facilitates further connectivity to Ennis, Limerick, Tuam, and beyond to Claremorris and Sligo. Access to Athenry's local road network from the M6 is via Junction 17, which connects to the town through the R348. In addition to this national route, two main regional roads serve the town: the R347, which connects Athenry to Tuam and Craughwell, and the R348, which links to Oranmore and Ballinasloe, acting as key arterial routes. Additionally, the L3107 towards Monivea and the L3112 from the east provide further access to the town.

3.4 Proposed Transport Infrastructure

Athenry, Co. Galway, is set to benefit from several proposed improvements in cycling and public transport infrastructure aimed at enhancing connectivity and promoting sustainable trave, in line with Athenry Local Area Plan Objectives **ASP 50, ASP 51** and **ASP 5 2**. Sustainable transport measures will be incorporated to foster a sustainable community, reducing reliance on private vehicles and promoting walking and cycling as viable transportation options.

3.4.1 Active Travel Initiatives

'Smarter Travel – A New Transport Policy' proposes a series of actions that ensure alternatives to car use are more widely available. The aim of the National Sustainable Mobility Policy is to promote actions that support sustainable mobility. The Galway County Council recognises that sustainable transportation infrastructure is crucial for the county's future development. In line with the document's objectives, the Galway County Development Plan proposes several measures to improve permeability of the area to sustainable transport alternatives, with particular emphasis on improving upon the current cycling framework.

Galway County Council has entered into a contract with SYSTRA Ltd. to design a €2.9 million Active Travel scheme for Athenry. This project encompasses a 1.3 km Active Travel link connecting the northern and southern parts of the railway, thereby improving access to the town center for residents of over 1,000 homes. The scheme includes the development of cycle facilities, widened footpaths, traffic calming measures, and new and upgraded pedestrian crossings, all aimed at enhancing safety and comfort for pedestrians and cyclists and will cover the road network from Athenry Church to the Tuam Road, via Station Road.

Additionally, the Athenry Local Transport Plan outlines plans for new or improved walking and cycling infrastructure on routes such as the Tuam Road, Raheen Road, Gort Mhaoilir (Raheen Woods Road), R348, and the River Clarin Walk. These improvements are designed to provide safe routes to schools and other key destinations within the town.

To achieve these objectives, the proposed works include upgrading the pedestrian footpaths along the entire route, designing and constructing a dedicated cycle track, upgrading key junctions, and installing new crossing points to enhance connectivity and safety for vulnerable road users.

See **Figure 3.22** for the proposed CycleConnects network for Athenry region.

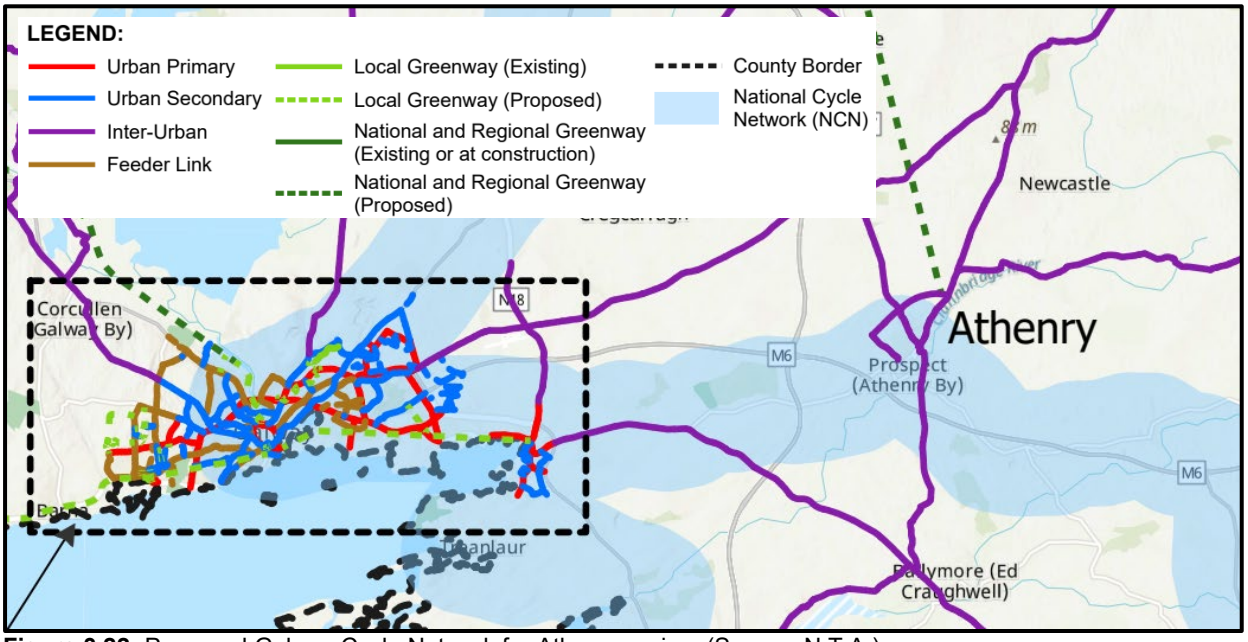

Figure 3.22: Proposed Galway Cycle Network for Athenry region. (Source: N.T.A.)

The National Transport Authority's (NTA) CycleConnects initiative aims to establish a comprehensive cycling network across Ireland, enhancing sustainable travel by providing safe, accessible, and convenient cycling routes that connect more people to more places.

As part of this initiative, the NTA has developed proposals for cycling links in key cities, towns, and villages in each county, including Athenry, Co. Galway, where inter-urban routes are proposed.

The CycleConnects plan encompasses urban cycle networks for towns with populations over 5,000 and includes connections between larger towns, villages and settlements. It also integrates existing and planned cycle routes such as greenways and blueways.

The Athenry to Oranmore Cycleway represents a significant step toward enhancing sustainable transportation infrastructure in County Galway. The route is part of the cross-country Dublin to Galway Greenway, which is largely built between Athlone and Dublin. By linking these major cycling routes, the Athenry to Oranmore Cycleway would enhance regional and national cycling networks, offering cyclists extended and varied routes across the country. The proposed cycleway is anticipated to offer multiple benefits, including:

- Enhanced Connectivity: Providing a direct and safe route between Athenry and Oranmore, facilitating easier access for commuters, students and tourists.
- Promotion of Active Travel: Encouraging cycling and walking as sustainable modes of transportation, contributing to improved public health and reduced carbon emissions.

One notable proposal is the development of the "Quiet Man Greenway," which seeks to utilise the disused railway line between Athenry and Milltown. This project aims to create a dedicated walking and cycling route that could potentially connect with the Dublin-Galway Greenway, thereby integrating Athenry into a broader national network of greenways.

3.4.2 Proposed Bus Service

The Connecting Ireland Rural Mobility Plan is a significant national public transport initiative developed by the National Transport Authority (NTA). Its goal is to enhance connectivity, particularly for those living outside major cities and towns. While specific details about new or enhanced bus routes directly serving Athenry are limited in the available summary, the plan emphasizes the NTA's commitment to improving rural bus services. This includes introducing new routes and enhancing existing ones to better serve rural communities.

3.4.3 Proposed Rail Service

The Connecting Ireland Rural Mobility Plan highlights the importance of the existing train route that connects Dublin to Galway, with stops including Athenry and Oranmore. Plans are underway to double-track the railway line between Galway and Athenry. This initiative is part of broader efforts to increase train frequency and reduce journey times, aligning with Galway's designation as a metropolitan area in the National Planning Framework.

The reopening of Oranmore station has reduced traffic into Galway City which has obvious benefits in terms of lowering traffic congestion, improving air quality and reducing harmful emissions. The redevelopment of Galway train station will involve work on five platforms as well as a 10-minute commuter train service between Athenry and Oranmore. Therefore, Iarnród Éireann has announced plans to enhance commuter rail services in Galway, including Athenry.

4 Baseline Information

4.1 Travel questionnaires

A comprehensive baseline survey of any given site is required to facilitate the Mobility Coordinator of the development to make informed decisions on mobility management and set realistic modal-split targets. This exercise typically relies on empirical data relating to the building occupant's travel routines, usually obtained by way of a travel questionnaire as detailed in **Appendix A**.

Given the fact that the status of this project currently lies in the planning phase, it is not possible to establish accurate, empirical travel patterns of occupants of the subject site. Taking this into consideration, this report utilises alternative methods to establish baseline trends and provide a statement of the broad objectives with respect to mobility management for the site. The plan sets out broad targets and objectives along with the mechanisms, including both hard and soft measures, which could be put in place to support the modal shift.

At this stage, the plan is intended to provide a preliminary overview and will be revised accordingly when more detailed information regarding the residents becomes available. This will also be cognisant of the nature of the development in relation to the number of tenants. The formulation and implementation of a Mobility Management Plan is an iterative process; hence this plan is an evolving document and will be regularly updated based on experience gained from its implementation, operation, and the results of future surveys.

4.2 Transport Modal Split

A typical modal split analysis cannot be carried out due to the early stage of the development and the lack of actual data. An analysis of the 2022 Census was undertaken and the transport habits of the Athenry Electoral Division was used to identify a baseline breakdown of current modes of transport in the area. This can be used to provide an initial modal split target, but it is recommended that a travel survey is undertaken after the development has been concluded for a few months. This survey will outline a more comprehensive baseline to re-evaluate the modal split targets.

The breakdown of the reported modes of transport for the Athenry area (**Figure 4.1**) in 2022 is displayed in **Figure 4.2** overleaf. A typical modal split target would consist of 55% sustainable transport such as public transport, car-sharing or walking/cycling and 45% personal car use. It is difficult to set targets like these for the site, considering that the actual method of transport for the occupants is yet to be identified and as mentioned above, a survey after a few months of operation will allow a more comprehensive modal split target to be set.

Based on the census data for Athenry, the use of private vehicles, including driver and passenger, is at 64.4%, which is above the national target set in the Smarter Travel document of 45%. 3.7% are using company vehicles such as vans and lorries. The use of sustainable forms of transportation, such as walking, cycling and public transport, by residents of Athenry is at 19.8% (please refer to **Figure 4.2**). 6% of Athenry population stated to work from home, while the remaining did not provide an answer.

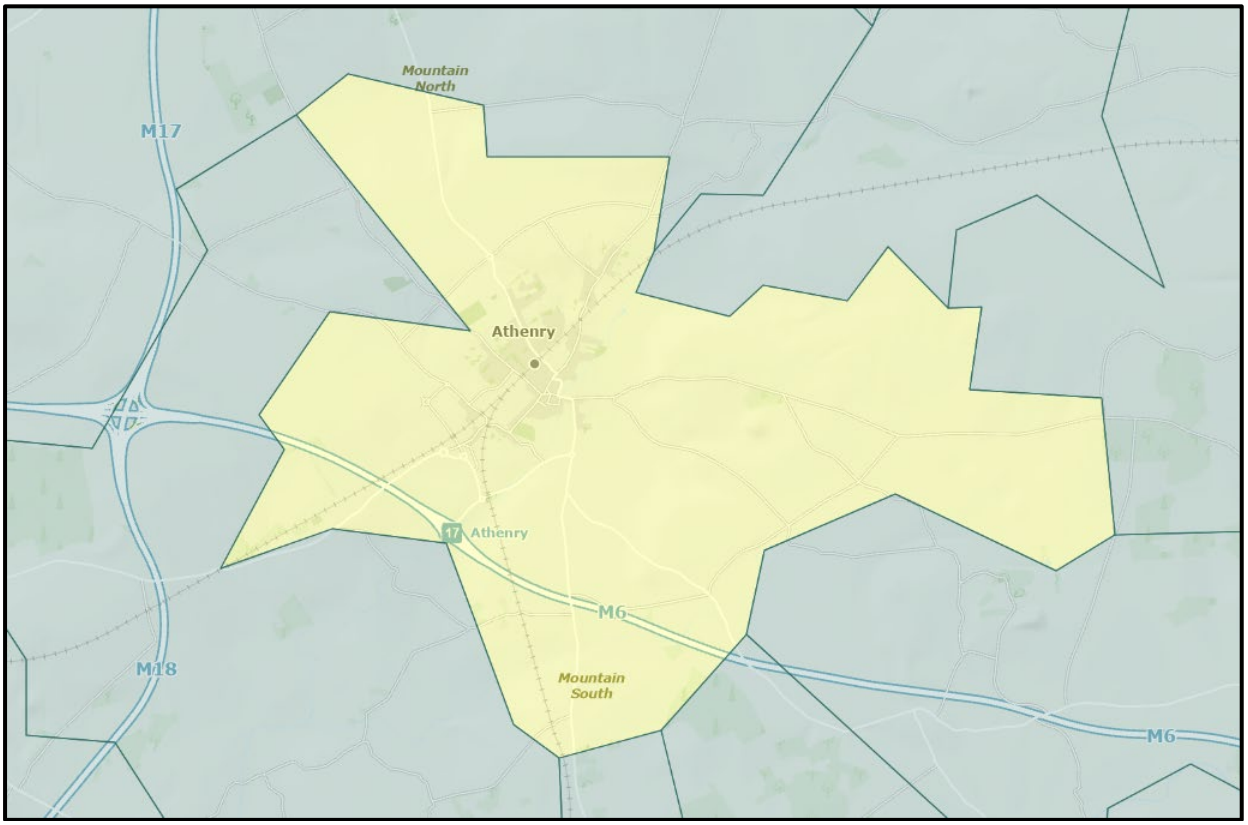

Figure 4.1: Athenry Electoral Division (CSO, 2022)

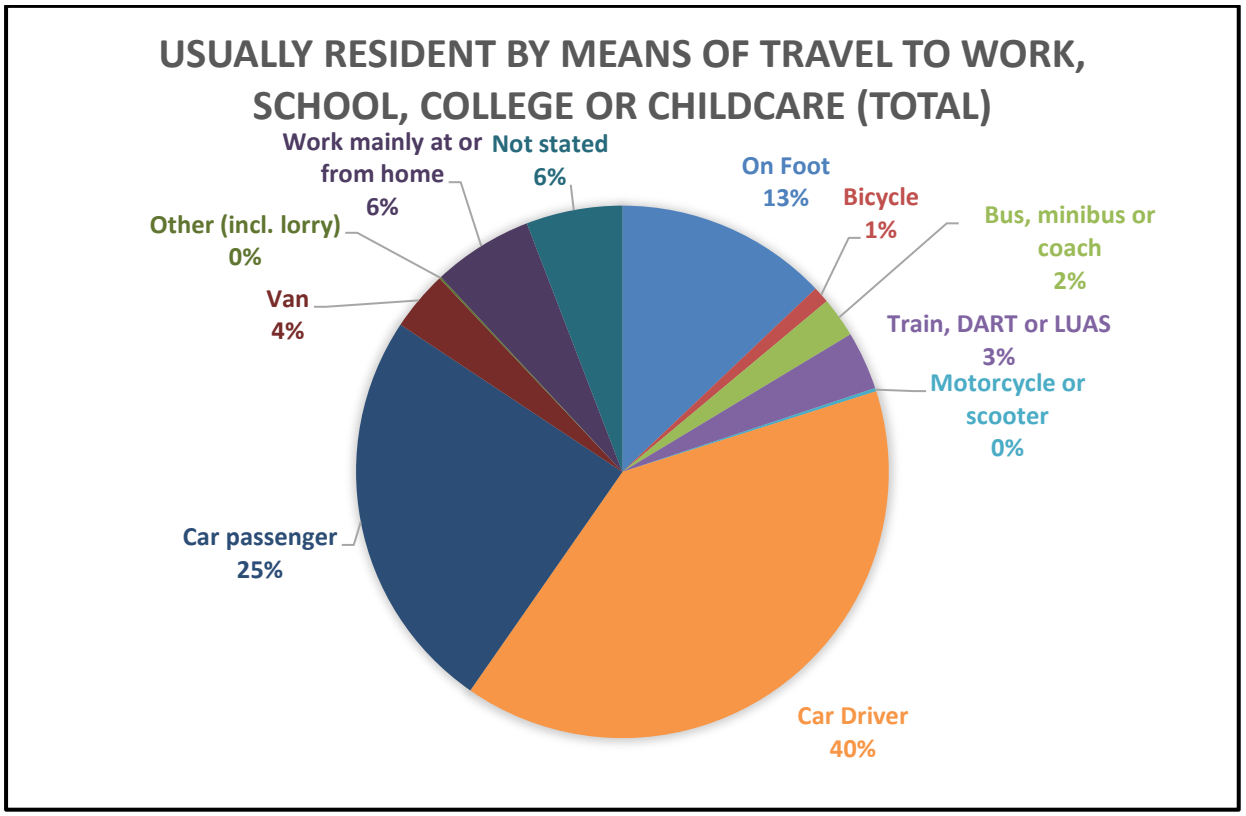

Figure 4.2: Travel data for Athenry for population over the age of 5 years (CSO, 2022)

5 Action Plan

5.1 Aims

To ensure the successful implementation of the mobility management plan, it is important that management of the proposed residential zone make residents aware of the existing public transport links in the vicinity, as well as highlighting the accessibility of local amenities in the area. The design and implementation of safe and efficient infrastructure is a key component that ensures sustainable transport options are attractive to residents. Several measures are included in this action plan to encourage uptake of sustainable transport methods and reduce car journeys, ultimately reducing the associated burden on the surrounding area and the environment.

5.2 Walking

Walking is a wholly beneficial activity for people to undertake on a daily basis and features a very low barrier for entry. While not only beneficial for human health and the environment, walking can also boost the sense of community within a development by increasing the odds of resident interaction. Additionally, access to excellent public transport routes within walking distance makes it a viable means of transport for residents for both necessary and discretionary purposes. Some of the additional benefits include:

- Encouraging walking over driving can effectively decrease the number of vehicles in the area, thereby enhancing safety for both drivers and pedestrians.
- Research has shown that walkers are more aware of the green cross code and road safety issue.
- Research shows that people who walk have greater alertness in the morning compared to those who don’t.
- Walking to school or work can solidify friendships among community members.
- Walking can promote health and sense of wellbeing while also reducing the neighbourhood’s carbon footprint.

5.2.1 Walking Infrastructure

The proposed entrance points to the development will facilitate pedestrian access utilising the existing footpaths along the Raheen Woods Road (Gort Mhaoilir Road). Cyclists will also be able to avail of the bicycle storage facilities and the available visitor stands, see **Figure 5.3**. Public Open Space will also be provided at the South of the site. These open public spaces will provide an attractive outdoor environment for residents to convene. See **Figures 5.1 and 5.2** for pedestrian access points to the proposed development.

Access to healthcare facilities such as Athenry Primary Care Centre and adjoining Pharmacy can be achieved within a 2-minute walk. The town centre, numerous shops and supermarkets are also located within a 15-minute walk of the site.

From the proposed site, the nearest schools to the proposed development consist of:

- Presentation College is 700m walking distance and 9 minutes walking time.
- Gaelscoil Riada, Coláiste an Eachréidh and Scoil Chroi Naofa Schools are 1.1km walking distance and a 15-minute walk time,
- Clarin College is 1.8km walking distance and 23 mins walking time.

The Galway and Roscommon Education and Training Board (GRETB) is 750m walking distance and 10 minutes walking time. While Kenny Park GAA Grounds are 950m walking distance and a 13-minute walk.

In terms of public transport, from Athenry Rail Station is 750m walking distance and a 10-minute walk and the 418 Bus Stop for the Athenry to Galway Bus Service is 1km walking distance and a 14-minute walk.

Walking distance to the future Dexcom Manufacturing Plant is 1.4km with an estimated average walking time of 19 mins.

5.2.2 Incentives to Encourage Walking

This mobility management plan proposes to introduce several incentives aimed at capturing the attention of residents and encourage uptake of walking. Such measures include but are not limited to:

- Walking School Bus: A system whereby adult volunteers guide children safely to school. This can be coordinated with children and volunteers from neighbouring estates.
- Walk Once per Week or Walk on Wednesdays (WOW): Incentivise walking to school or work one day per week.
- Step Challenges – Set daily/weekly step targets for residents which can promote friendly rivalry and comradery.
- Introduce walking clubs: These can encourage residents to support each other and lead to more group activity, particularly when the new public park space is accessible.

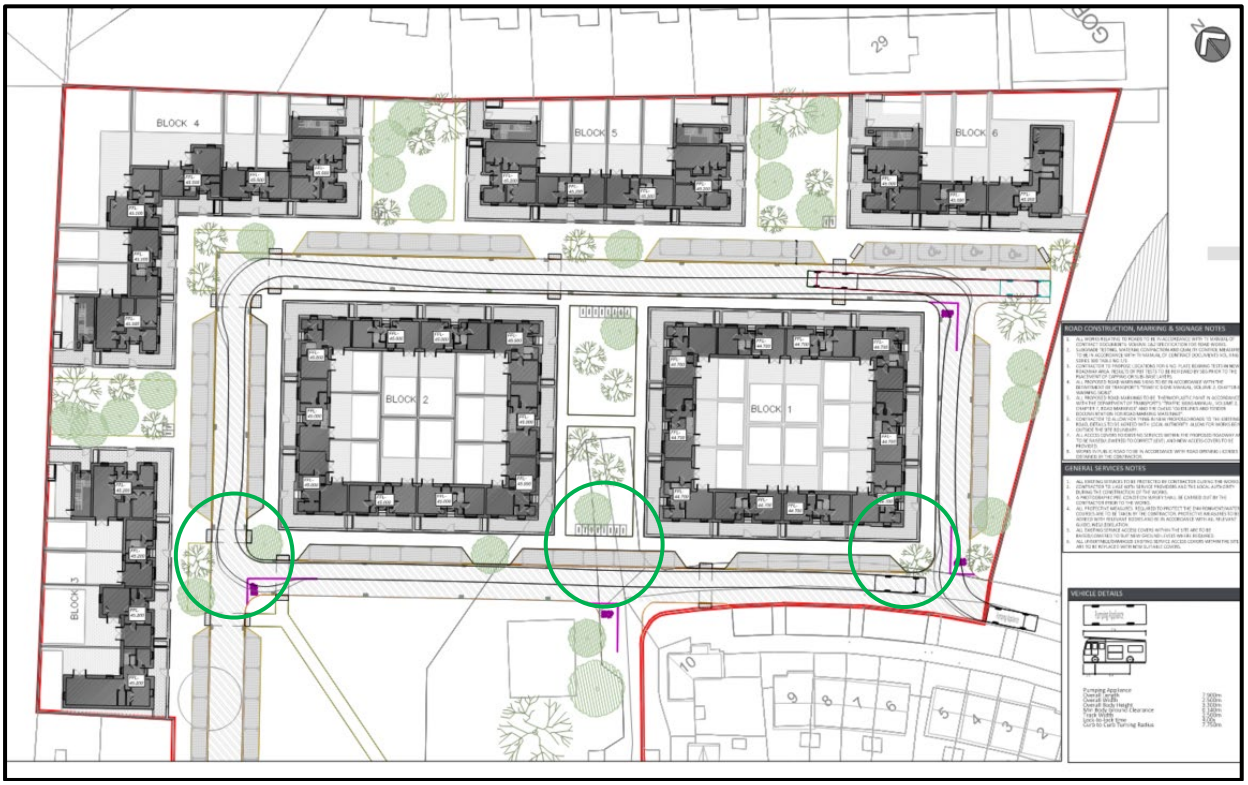

Figure 5.1: Residential blocks and pedestrian access points – Sheet 1. Cropped (Source: SDS Design Engineers)

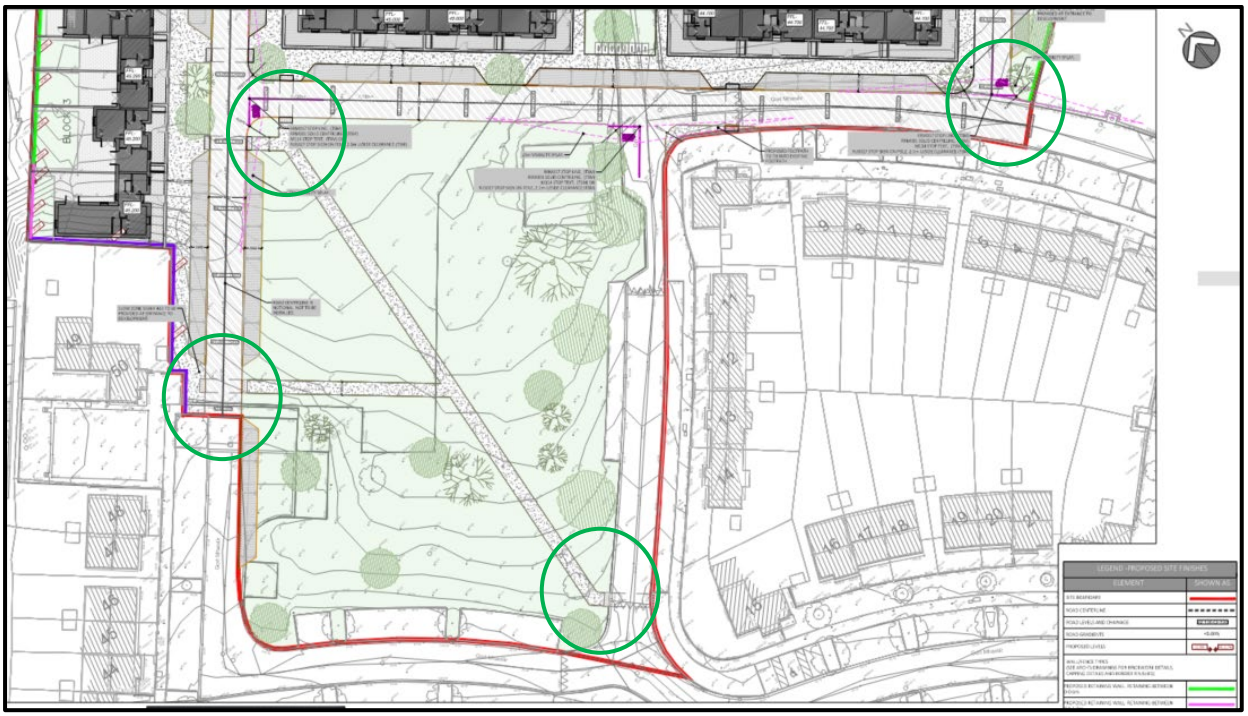

Figure 5.2: Residential blocks and pedestrian access points – Sheet 2. Cropped (Source: SDS Design Engineers)

5.3 Cycling

Cycling is an excellent activity that improves overall fitness. Aside from public transport, it is also a fast means of travel when compared to walking. Some benefits of cycling are listed below:

- Cycling on a regular basis can have excellent health benefits.
- Cycling is much cheaper and requires minimal maintenance costs when compared to a private motor or electric vehicle.
- Cycling promotes greater independence as people become less reliant on other modes of transport.
- Cycling can be a fun recreational activity that can also promote exploration and access to the wider community.
- Cycling is an excellent way to make friends, particularly if cycling groups are established.

5.3.1 Cycling Infrastructure

The promotion of cycling to and from the proposed residential site is key to increasing uptake of this form of travel. The upgrading of cycling infrastructure as part of the future Active Travel Scheme for Athenry means that cycling will become a viable means of travel connecting the northern and southern parts of the railway, thereby improving access to the wider town center area.

There is bike parking for 10 No. bikes at Athenry Train Station, 750m from the proposed development.

According to Galway County Development Plan 2022 – 2028 guidelines, 1No. private secure bicycle space per bedroom and 1 visitor space per 2No. residential units should be provided.

Resident parking will be accommodated within each individual property.

At present, the plans propose to include 36No. visitor bike spaces at the communal open space which is in accordance with the recommended number of 22No. spaces for visitors, at the locations shown in **Figure 5.2** overleaf.

5.3.2 Incentives to Encourage Cycling

With the aim of encouraging cycling as a mode of transport, this mobility management plan proposes to introduce several challenges and incentives to capture the attention of residents. Such measures include but are not limited to the following:

- Organise training days covering rules of the road and how they apply to cyclists.
- Organise bike maintenance training talks.
- Encourage formation and participation in cycling groups or triathlon clubs. Cycling clubs can cater to cyclists of varying skill levels and are a perfect way to discover new routes, create friendships, improve riding skills and establish a new social setting.
- Consider organising a bicycle pool for residents where shared bicycles are available.
- Invite bicycle suppliers for a “try before you buy” demonstration for residents.

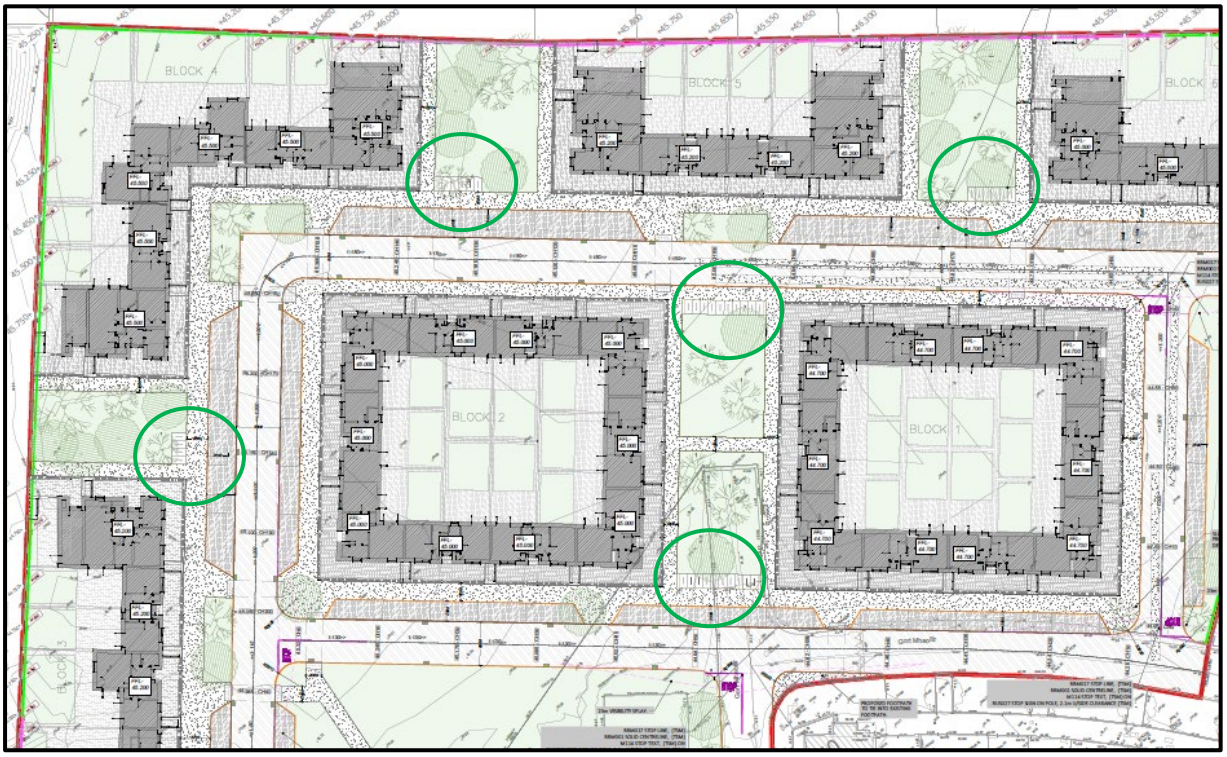

Figure 5.3: Proposed visitor bicycle parking areas. Cropped (Source: SDS Design Engineers)

5.4 Incentivising Use of Public transport

As outlined in **Sections 3.3.3** and **3.3.4**, the location of the proposed residential development provides access to a limited number of public transport services. However, the site is close to the Athenry train station. This enables future residents to easily access the wider Galway City area as well as commuting to Dublin City via train. Some incentivisation measures to improve public transport uptake include:

- Resident Information Package. Provide all new residents with a comprehensive public transport information pack containing:
  - Detailed schedules and route maps for the 418 bus service
  - Information on the Local Link weekly service to Loughrea
  - Complete train timetables and fare information
  - Contact details for Local Link booking services
  - QR codes linking to real-time information services and booking platform.
- A 'buddy' system for residents travelling to/from similar work/school locations.
- Partner with Philip Farrell to provide discounted multi-journey tickets for residents.
- Provide links to online services or apps that allow real time information bus arrival times.
- Provide information at common areas for taxi services in the local area.

As previously mentioned within this document, the nearest bus stop for the Athenry-Galway bus service is on the Tuam Road (R347) within a 14-minute walk over 1km from the proposed site. The train station is located a distance of 650m over 10-minute walk or a 2-minute cycle from the proposed site.

5.5 Car-Sharing

Car-sharing, or carpooling, is an effective means of reducing vehicular traffic and emissions. Many people use private vehicles for trips to work, school, etc., on a daily basis and often make individual trips. Carpooling allows individuals to share their vehicle with others which reduces the overall number of vehicles travelling to and from the residential development. By carpooling just once per week, commuters can see reductions in fuel costs of up to 20%, while simultaneously reducing emissions by 4% to 5%. Carpooling also leads to a net reduction in the number of parking spaces required for the development.

For effective implementation of a carpooling scheme, it is essential that residents coordinate to ensure that vehicle occupancy is maximised when travelling to and from the development. The most effective way of coordinating is to map where each resident works or studies and designate drivers to give a lift on certain days.

5.5.1 Incentives to Encourage Car-Sharing

To encourage carpooling in the proposed residential development, this mobility management plan proposes to introduce several incentivisation measures to entice residents to take part in the scheme.

- Ensure that the most convenient car parking spaces are reserved for those who carpool.
- Inform drivers that they will not have to go out of their way to collect a person who is not on their desired route.
- Create a digital platform/noticeboard for residents to coordinate shared journeys to Galway.
- Promote the financial benefits of the scheme.
- Encourage members of the scheme to share in fuel costs.

5.6 Welcome travel Pack

A Welcome Travel Pack includes all necessary information about travel choices to and from the development. The travel pack will aim to increase awareness of residents to the available transportation methods to the site and aim to help change their current mode of transport into a more sustainable option, providing health and financial benefits of the change. The pack can include:

- A brief description of the Mobility Management Plan.
- Maps of walking and cycling infrastructure within vicinity.
- Timetables of public transport (Buses and Rail).
- Information on the health benefits of walking and cycling.
- Information about car-sharing as well as benefits, such as reduction in traffic congestion, cost savings etc.
- Information on transitioning to Electric Vehicles.
- Information about taxi services in the area.

5.7 Vehicle Parking

To assess the vehicle parking spaces required for the proposed development, reference was

made to the Galway County Development Plan 2022 – 2028. According to these guidelines, a maximum of 65No. spaces would be permitted for the residential development. Plans propose that 57No. on-site car parking provisions are to be allocated across the site.

Guidelines propose that 20% of total car parking spaces should facilitate the charging of electric vehicles and as such, several charging points should be implemented among the proposed car parking spaces in line with these guidelines. A total of 57No. car parking spaces are being provided as part of this development, as already mentioned, therefore minimum 12No. car parking spaces should be provided with EV charging points in accordance with the requirement.

4No. accessible parking spaces are proposed within the development, located at the southern face of Block 6. The accessible parking provision is in line with the minimum Development Plan requirements.

After evaluating the public transport routes near the site, it's evident that the existing network offers limited connectivity to Galway City Centre. However, within a 15-minute walk, residents can access numerous amenities and services within Athenry area. Therefore, the allocated parking spaces for this development are considered adequate.

5.8 Action Plan Summary

This Action Plan Summary outlines a range of “hard” and “soft” measures in line with the goals of the MMP. Hard measures involve a physical approach and soft measures involve behavioural approaches. Once implemented, these measures will facilitate the shift into a more sustainable way of travel. It can be summarised as follows:

Soft measures (behavioural):

- Introduce pedometer challenges between residents.
- Introduction of walking clubs.
- Introduce cycling challenges.
- Make residents aware of cycle to work schemes.
- Provide seminars on bicycle maintenance and road safety.
- Advertise bus routes and timetables in common areas across the development.
- Post information about public transport costs and ticket options.
- Raise awareness of the benefits of carpooling (well-being, environmental, economic).
- Encourage the use of sustainable transport methods.

Hard measures (infrastructural):

- Identify unsafe locations along walking/cycling routes and liaise with Local Authorities to rectify.
- Introduce bike to rent scheme.
- Provide safe and secure covered bicycle parking and maintenance infrastructure throughout the residential development.
- Reserve parking spaces for residents who choose to carpool.
- Provide designated parking and charging facilities for electric vehicles.
- Provide information points regarding public transport options.

Appendix B provides indicative figures for target modal splits for the next five years after the proposed development is concluded and the summarised action plan. Modal Split Targets was determined following the census survey as discussed in **Section 4**, the actual Modal Split Targets will be determined following the first residents' survey shortly after the development is constructed, typically within the first six months. The appendix shows existing travel patterns within Athenry electoral division with realistic travel pattern targets to be achieved by the development based on these, and on the Athenry Local Transport Plan.

6 Implementation of the Mobility Plan

6.1 Background

For the Mobility Management Plan to be successful, investment and resources will need to be made available to implement the proposals outlined in this report. The Mobility Management Plan will also need to be reviewed periodically to assess how the proposals are being received by residents and to determine realistic targets for the plan.

Setting realistic targets is vital to the success of the mobility management plan, as is ensuring that its proposals are embraced by the residents. It is important to set realistic targets early in the development process and that promotion drives are undertaken to ensure targets are met.

6.2 Mobility Management Plan Coordinator

The main target of this Mobility Management Plan is to ensure that the traffic impacts associated with the day-to-day operations of the development are minimised. Achieving this target will provide ample benefits to the daily operation of the development and wider community.

For the Mobility Management Plan to be successful it is essential that a mobility management coordinator is appointed to monitor the progress of the plan on an ongoing basis. The coordinator and assistant coordinator are to be confirmed when the proposed work has progressed.

- Mobility Management Plan Coordinator
  Alan Brogan

- Assistant Mobility Management Plan Coordinator
  Kevin McSherry

The duties of the Mobility Coordinator will include:

- Conducting travel surveys at regular intervals once the development is completed and operational, which will provide detailed and up-to-date information on travel habits that can be used to develop new strategies to encourage travel by alternative modes.
- Implementation of various schemes/ plans aimed at encouraging the uptake of more sustainable means of travel.
- Acting as an information point for residents of the development.
- Negotiating with public transport companies and other service providers.
- Branding and promotion of the plan through various mediums.
- Evaluation and adaptation of the plan in the light of experience.

It is important that the mobility management plan coordinator and assistant coordinator work closely together while promoting the plan for the proposed development. The involvement of residents at an early stage will be essential to the success of the plan. ORS recommend that the Mobility Management Plan coordinators consult with residents to discuss the strategy for the implementation of the plan. This may help to spread the workload involved in implementing the plan and provide a platform for feedback to be presented.

6.2.1 Promoting the Mobility Management Plan

Promotion of the sustainable forms of transport discussed in the mobility management plan is required to ensure that the attitudes of residents are impacted. It is important that the mobility management plan coordinator recognises the needs of residents and the areas where they may be willing to change their attitudes to travel. This information can be obtained by issuing questionnaires.

It is important that the mobility management plan coordinator leads by example by embracing the proposals of the plan in their daily routine.

6.2.2 Management and Review

Management and review of the Mobility Management Plan are vital to track progress and determine realistic milestones in the implementation of the plan. It is recommended that the travel patterns of residents are reviewed on an annual basis. ORS have compiled a questionnaire which is attached in **Appendix A** of this report which will provide the mobility management plan coordinator(s) with all the necessary information to review travel trends at the residential development. It is recommended that this questionnaire, or a similar online version, is issued annually to residents to monitor and track travel pattern changes.

ORS would also suggest leaflets and information booklets to be produced to make residents aware of the Mobility Management Plan and what it intends to achieve. This will allow the mobility management plan coordinator to track progress in terms of milestones and adjust the milestones that are set too high or too low. It will also ensure that changing travel patterns are taken into account to ensure that the plan continues to reflect the needs of the users.

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7 Conclusion

7.1 Key Findings

Baseline information was collected from several publicly available sources to demonstrate the viability of different modes of sustainable transport within the vicinity of the site. The present-day scenario for each mode of transport was determined as follows:

- **Walking:** The proposed development benefits from existing pedestrian infrastructure with two access points connecting to the main Gort Mhaoilir Road (also known as the Raheen Woods Road), which is well-served by footpaths leading to the L-3103 to the West and to the Raheen Road, L-3105, to the East. The footpaths from Gort Mhaoilir Estate along Gort Mhaoilir Road into Athenry town are of decent quality with raised and dropped kerbs and concrete surfacing. Walking catchment analysis shows most of central Athenry is accessible within a 15-minute walk, with the 30-minute catchment extending to cover a significant portion of the surrounding area.

  Walking times to key amenities are as follows:

  - 2-minute walk to Athenry Primary Care & Pharmacy.
  - Ca. 10-minute walk to Athenry Train Station and Galway, Roscommon Education and Training Board.
  - 15-minute walk to Presentation College, Gaelscoil Riada, Coláiste an Eachréidh and Scoil Chroi Naofa schools, Athenry town centre and numerous shops.
  - 20-minute walk to the future Dexcom Manufacturing Plant.
  - 25 mins walk to Clarin College.

- **Cycling:** There is currently no dedicated cyclist infrastructure in the vicinity of the site. Current cycle routes from the site require coexistences with private vehicle users. Limited existing cycling infrastructure includes grade-separated cycle tracks on the completed sections of the Athenry Relief Road and near Presentation College, plus a one-way cycle track along the R348 between Clarin College and Baunmore Roundabout. Cycling catchment analysis demonstrates significantly increased accessibility compared to walking, with a 15-minute cycle journey covering all of Athenry and some surrounding areas, while a 30-minute cycle extends to neighbouring towns including areas approaching Monivea, Attymon and Craughwell. Future plans aim to introduce an active Travel route including cycle facilities, widened footpaths, and upgraded pedestrian crossings to better facilitate cyclists and generally improve connectivity and safety for vulnerable users. The NTA's CycleConnects initiative proposes comprehensive cycling networks for Athenry, including the Athenry to Oranmore Cycleway and the "Quiet Man Greenway" utilising the disused railway line between Athenry and Milltown.

- **Public Transport:** No dedicated town bus services currently exist in Athenry. The primary service is Route 418 (Athenry-Galway) operated by Philip Farrell with 7 weekday services, primarily running during AM and PM peak hours. A supplementary once-weekly return service to Loughrea operates on Thursdays, run by Local Link Galway/Bealach na Gallaimhe Teo, departing at 09:30 and returning at 13:30 on a door-to-door basis with advance booking required. However, Athenry Rail Station is approximately a 10-minute walk from the proposed site, facilitating longer trips. The

station is situated on the Galway–Dublin rail line and serves as the current terminus of the Western Rail Corridor, offering connections to Ennis and Limerick. Several daily services operate between Athenry and Galway, Limerick, and Dublin.

- **Private Vehicle:** The access roads from the Gort Mhaoilir Estate to the Gort Mhaoilir Road / Raheen Woods Road provides offers great connectivity to several regional and national roads providing access to various locations across the country.

7.2 Recommendations

- Mobility management is a process that is intended to be ongoing over a number of years with the end target being reduced vehicle numbers arriving and departing from the proposed residential development. Sustainable transport should be embraced by the residents and not be seen as a chore. This report assists in providing alternative modes of transport and incentives to help promote uptake. It is worth noting that monitoring and review of the initiatives proposed in this plan will be a far greater part of the mobility management plan itself.
- Essential to the success of the plan is the appointment of a mobility management plan coordinator for the development. The mobility management plan coordinator will be appointed prior to the completion of the proposed development. This individual will be responsible for implementing the measures discussed in the plan and should be granted sufficient time and resources to help ensure the plan is a success.
- The mobility management plan mainly focuses on the travel attitudes of residents, and it is essential to the success of the plan that this group is consulted from the outset. Successful coordination of tasks and communication could also be transferred to residents if they are consulted from the onset of the implementation of the plan.
- The plan will evolve and develop as the needs of the residents may adapt and patterns of travel may change.
- In order to ensure that the plan is effective and up to date it is encouraged that the stakeholder survey and modal split targets attached in **Appendix A** of this report is issued annually to establish changing travel patterns and targets. It should be noted that failing to meet targets should not be viewed as a failure, particularly in the first years following the implementation of the plan. This period should be used to recognise achievable targets and put forward long term goals.
- The propensity for encouraging residents to use alternatives to single-occupancy car travel will inevitably depend on the convenience and availability of those alternative networks and facilities. The management can play a role in influencing travel choices by implementing various initiatives to encourage even occasional use of alternative modes.
- The availability of a public transport connection between the site and the surrounds can make a great difference to modal choice and future modal shift, as can the provision of more public transport connections. While the management of the proposed site has no control over such measures, they can nevertheless educate and influence the residents to investigate various options in relation to using the existing infrastructure for part or all of their journey.

Appendix A – Residents Questionnaire

Dear Residents,

RE: MOBILITY MANAGEMENT PLAN QUESTIONNAIRE

The Local Authority has requested that we prepare a Mobility Management Plan to assess the transport situation at the residential development at Gort Mhaoilir Athenry, Co. Galway.
The attached questionnaire aims to gather information about the current travel patterns of residents. It is designed to assess the methods used by residents to travel to and from their houses and should take approximately 5 minutes to complete.

In addition, the last question in the questionnaire provides you with the opportunity to bring your comments and observations associated with the delivery of the improvements to the development. As an important member of the development, your inputs and support are vital to the safe operation of our facilities. On this basis, your observations are welcomed and will be thoroughly considered.

Please return your completed questionnaire to me, no later than XX/XX/XXXX.
Thank you for your consideration and support.
Yours sincerely,

_____
Mobility Management Plan Co-Ordinator

Residents Questionnaire

Section 1: Travel Patterns

1. Are you male or female?

Male		
Female		
Prefer not to say		

2. How far do you travel from house to work/school?

Less than one 1 km	
1 – 1.9 km	
2 – 2.9 km	
3 – 3.9 km	
4 – 4.9 km	
5 km or more	

3. How do you usually travel from your house to work/school? *(Please tick the most appropriate, or state other)*

	By private car
	By carpool/car-share
	By Bus (public)
	On foot
	By bicycle
	By taxi

Other, please state: ……

4. How do you normally travel from work/school to your house? *(Please tick the most appropriate, or state other)*

	By private car
	By carpool/car-share
	By Bus (public)
	On foot
	By bicycle
	By taxi

Other, please state: ……..

5. Is there a bus service available to take you to or from your house?

Yes	
No	
Don't know	

6. How far is the bus stop from your house?

0 – 0.5 km	
0.6 – 1 km	
1 – 1.9 km	
2 – 2.9 km	
3 – 3.9 km	
4 – 4.9 km	
5 km or more	

7. How far is the bus stop from your work/school?

0 – 0.5 km	
0.6 – 1 km	
1 – 1.9 km	
2 – 2.9 km	
3 – 3.9 km	
4 – 4.9 km	
5 km or more	

8. Do you own a bicycle?

Yes	
No	

9. How many cars are there at house?

None	
1	
2	
3	
Over 3	

10. If you could choose, how would you like to travel to your work/school? *(Please tick the most appropriate, or state other)*

	On foot
	By bicycle
	By bus
	By private car
	By carpool/car-share
	By taxi

Other, please state: ……

11. If you do not walk or cycle to work/school, what most stops you from doing so?

……
……
……

Section 2: Travelling by Walking/Cycling

12. I like/would like to cycle to/from my house because:

……
……

13. How safe is the journey to your house on foot?

Safe	
Average	
Unsafe	
Dangerous	

14. How safe is the journey to your house by bicycle?

Safe	
Average	
Unsafe	
Dangerous	

15. Do cars and/or buses cause a problem on or near your house grounds?

Yes	
No	

16. If yes, what problems do they cause and where?

……
……

17. Is bicycle storage good enough at present on the residential development?

Yes	
No	

Section 3: Travelling by Bus/Train

18. When walking to and from the bus stop, how safe do you consider your route to be?

Safe	
Average	
Unsafe	
Dangerous	

19. Do you have a bus or train pass?

Yes	
No	

20. Is pupils' behaviour a problem on your bus?

Yes	
No	

21. Does your bus sometimes arrive late or leave too early?

Yes	
No	

22. Is overcrowding a problem?

Yes	
No	

Section 4: Travelling by Car

23. How many fellow residents usually travel with you?

None	
1	
2	
3	
4	

24. If you are given a lift to your work/school, is the journey only being made just to bring you to your work/school?

Yes	
No	

25. If the answer to the question was NO (e.g., your driver continues driving to go to work) approximately how much longer is your driver's journey because they have taken you to your work/school?

No extra time	
Less than 5 minutes	
5 – 10 minutes	
More than 10 minutes	

26. If your work/school is not in the driver's shortest route to work, could you be dropped off at a certain location and complete your journey by bus or on foot?

Yes – By bus	
No – By foot	
No	

27. If yes, how far away from your work/school is the drop off point?

Less than one 1 km	
1 – 1.9 km	
2 – 2.9 km	
3 – 3.9 km	
4 – 4.9 km	
5 km or more	

28. If no, please explain why this option would not work for you and/or your driver.

……
……

Section 5: Hazardous Journey

29. Have you ever been involved in a road accident on your journey to or your house?

Yes	
No	

30. If YES, how were you travelling?

By foot	
By bicycle	
By bus	
Given a lift	

31. Please describe what happened.

……
……

32. Have you ever been involved in a near-miss on your journey to or from your house?

Yes	
No	

33. If YES, how were you travelling?

By foot	
By bicycle	
By bus	
Given a lift	

34. Please describe what happened.

……
……

35. Have you even been bullied, threatened or scared on your journey to or from your house?

Yes	
No	

36. If YES, how were you travelling?

By foot	
By bicycle	
By bus	
Given a lift	

37. Please describe what happened.

……
……

Section 6: Health and Fitness

38. How often do play sport or exercise?

Most days	
Twice a week	
Once a week	
Less than once a week	
Never	

39. How long does each period of exercise last on average?

15 mins or less	
Around half an hour	
Around 1 hour or more	

40. Are you satisfied with your current level of fitness?

I would like to feel fitter	
I feel fit enough	
I feel unfit	

41. List three activities you would like to do which help you get fitter.

1.
2.
3.

42. If you cycle, how many journeys have you made in the last 7 days? (not including work journeys)

Once	
Twice	
Three times or more	
None	

43. Where did you go?

……
……

44. If you have any other comments or suggestions about travel to and from the residential development, please share them here:

……
……
……
……
……

Thank you for taking the time to complete this questionnaire, your participation is appreciated.

Appendix B – Action Plan Summary

Action Plan Summary								
	Travel Distance	2022 Census Modal Split (*including those working from home or skipped respondents in private vehicle)	Target Modal Split			Measures	Key Incentive Mechanism	Comments
			First year	Second year	Third year			
Walking	2-3 km	13%	16%	18%	20%	**Soft**	Introduce pedometer challenges	
							Introduction of walking clubs	
						Hard	Identify unsafe locations along the route and liaise with Local Authority to rectify	
Cycling	5-10km	1%	4%	6%	8%	**Soft**	Introduce cycle challenges	
							Provide road safety and bicycle maintenance seminars	
							Promote the Cycle to Work Scheme	
						Hard	Provide safe, secure, covered bicycle parking	
							Provide bicycle repair stands at bicyle parking areas	
							Identify unsafe locations along the route and liaise with Local Authority to rectify	
Public Transport	10-50km	5%	7%	8%	9%	**Soft**	Post bus routes and timetables	
							Post information on costs, commuter tickets/multi-trip reductions	
Car Sharing	10-100km	25%	26%	27%	28%	**Soft**	Raise awareness of well-being, environmental and cost-saving benefits	
							Provide a platform to connect residents working on similar routes	
						Hard	Reserve the “best” parking spaces for car-sharing residents	
Private Vehicle*	10-100km	56%	47%	41%	35%	**Soft**	Raise awareness of well-being, environmental and cost-saving benefits of alternatives	*Were included those who did not responded or work from home

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