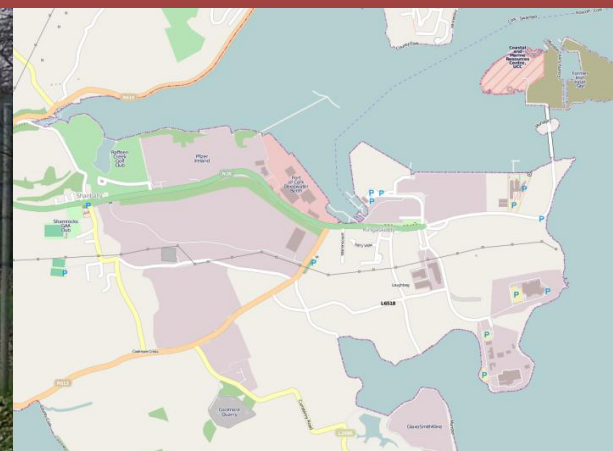
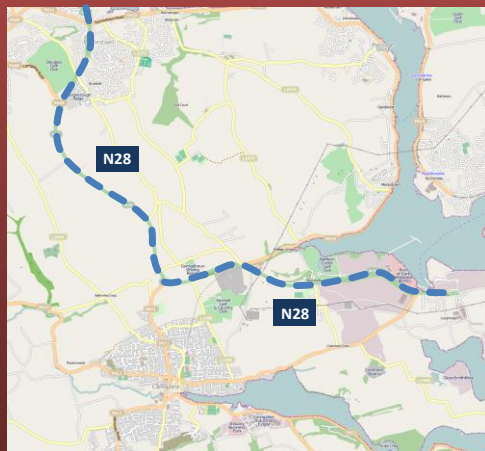


N28 Corridor (Cork, Carrigaline, Ringaskiddy)

Sustainable Transport Strategy and Demand Management on National Roads



**Cork County Council and National Transport Authority
Presentation to NRA Conference, 9th October 2013**



N28 Corridor – This Presentation

1. Context
2. The Need for a Sustainable Transport Strategy
3. Study Mechanisms and Processes
4. Progress to date
5. Desired Outcomes
6. Hard Transport Measures
7. Soft Transport Measures
8. Next Steps



Overview of N28 Corridor

Strategically important location within Cork Region:

- Over 7000 jobs in Ringaskiddy/ Carrigaline area
- Nearly 15,000 residents in Carrigaline Settlement area
- Important Centre for Pharma Industry
- Large land bank owned by IDA zoned for industrial development
- International Gateway
 - Tier 1 Port with an objective to expand Port Activities
 - International ferry terminal
- National Maritime College
- IMERC research cluster
- Haulbowline Naval Base

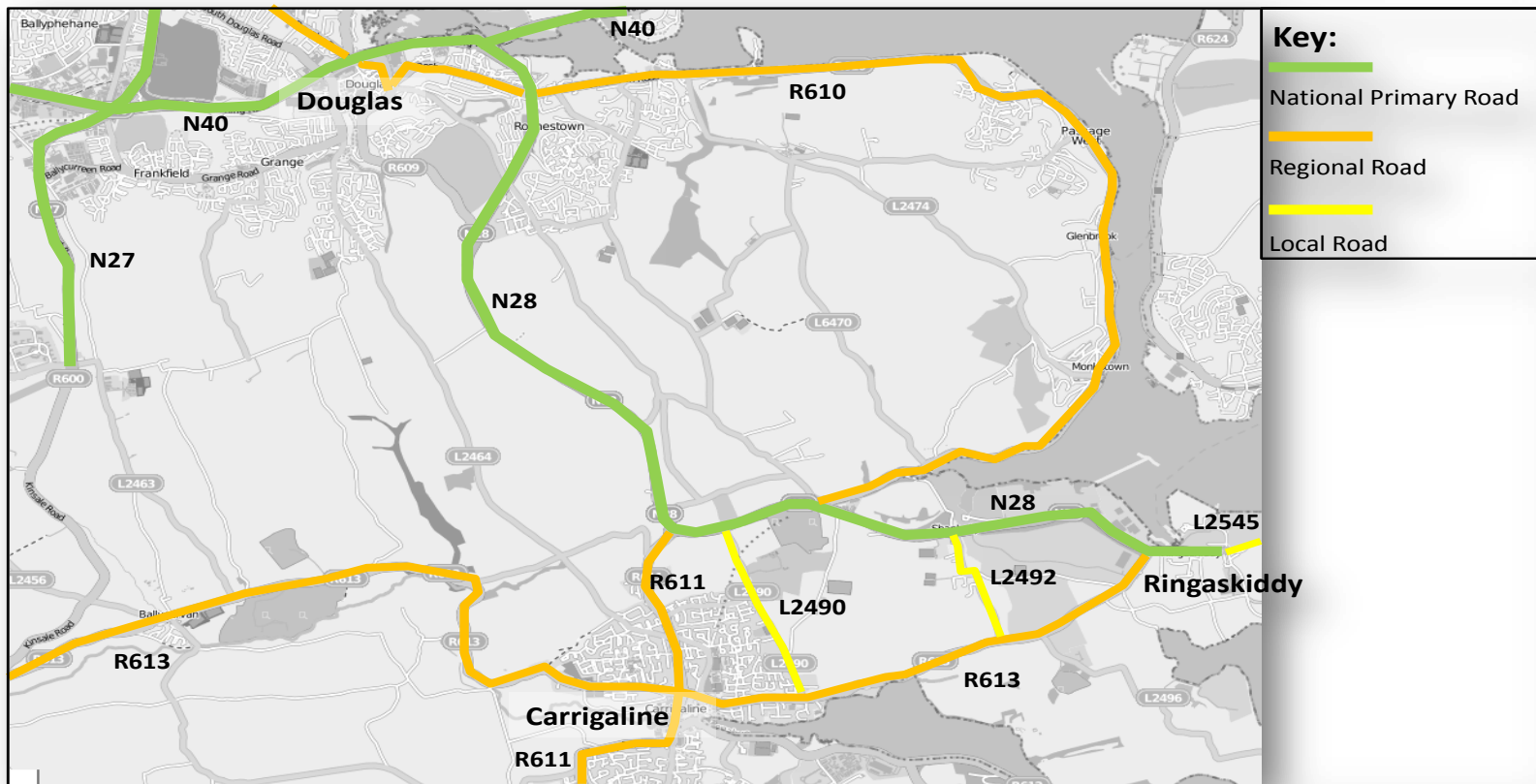


Sustainable Transport Strategy Study Area



	2006 POPULATION	2011 POPULATION	% CHANGE
N28 Corridor EDs (Douglas, Carrigaline, Monkstown Urban and Rural)	34,801	38,344	+10.2%
Cork County	361,877	399,802	+10.5%
Cork City	119,418	119,230	-0.1%

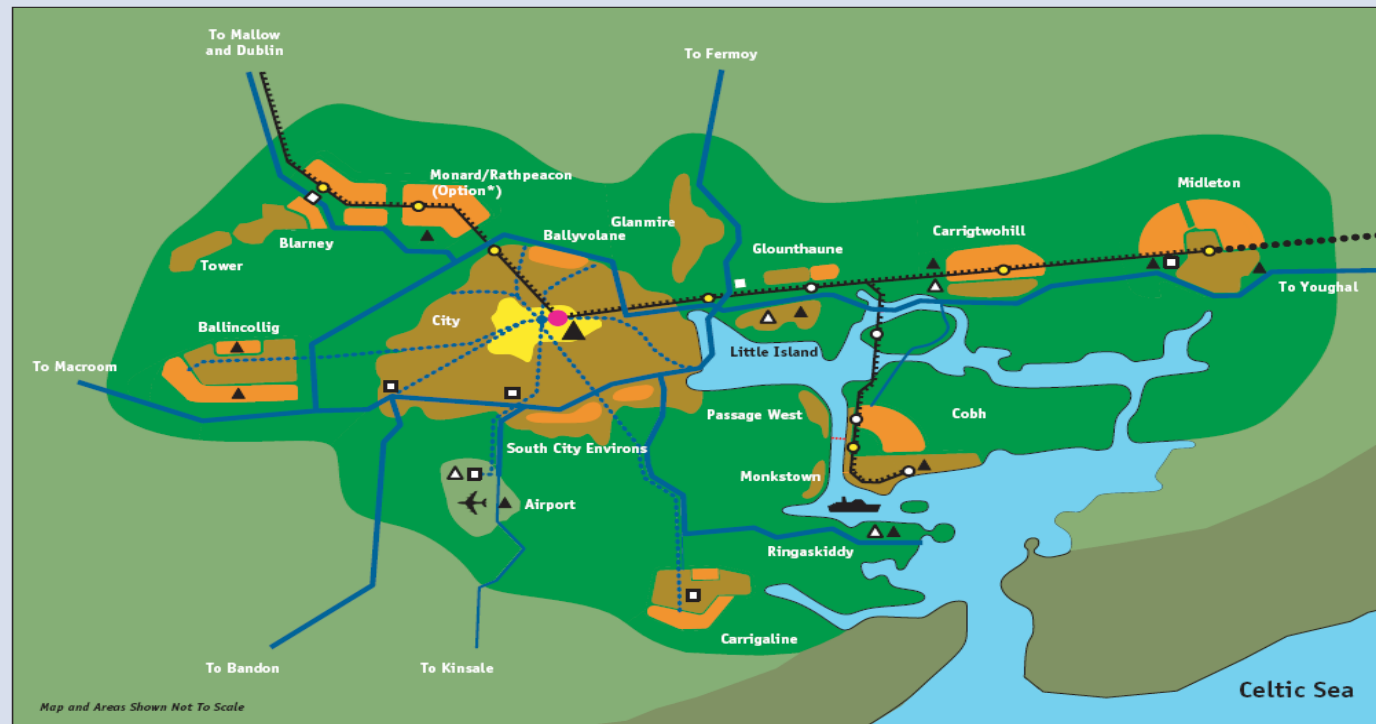
Road Network Hierarchy



Planning Context

CASP: N28 Corridor and Ringaskiddy within Metropolitan Cork

Figure 2.4 Structure Diagram for Metropolitan Cork





Planning Context

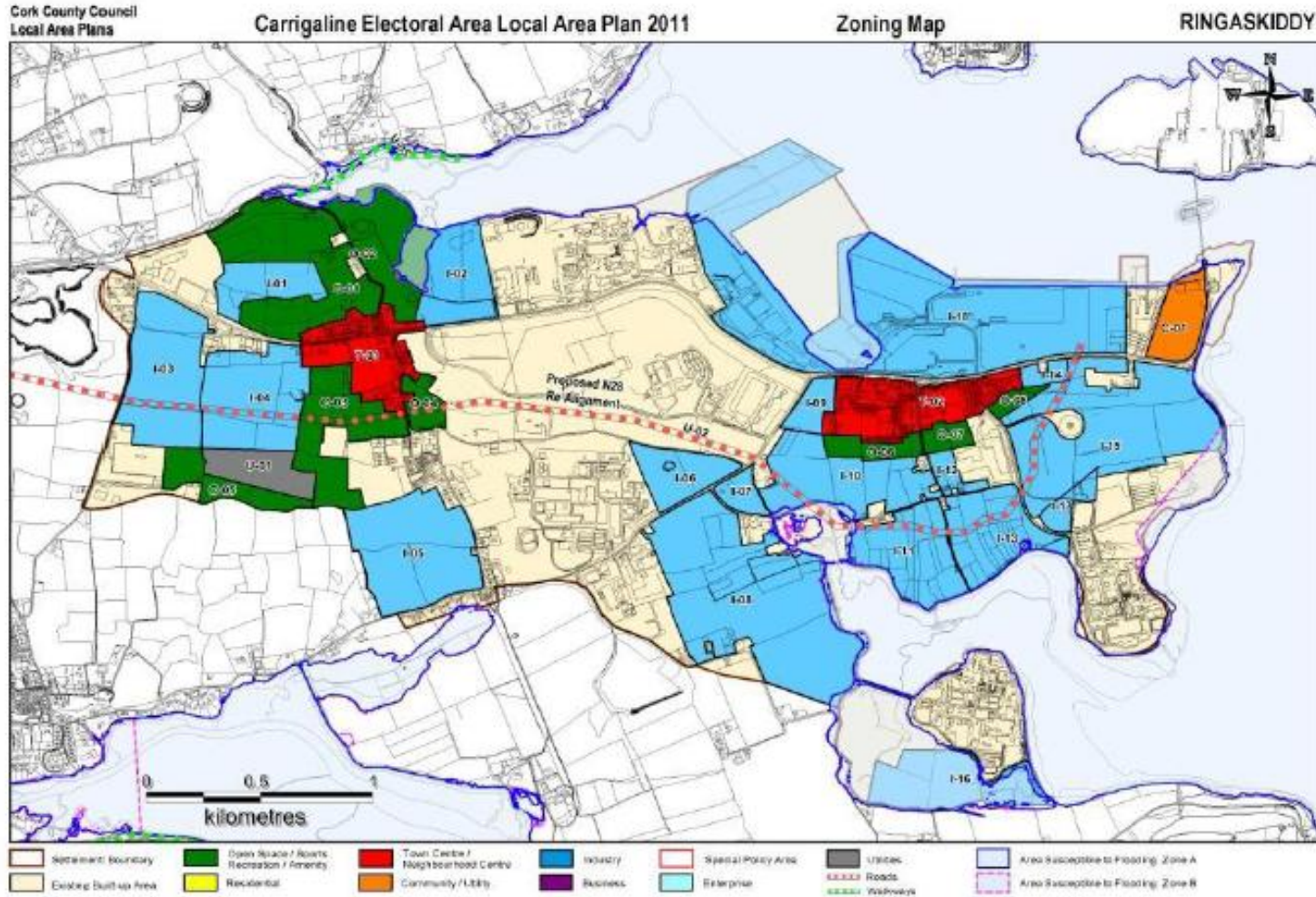


Cork County Development Plan

- Encourage the continued development of Ringaskiddy as a Strategic Employment Centre and the main location for deep sea port development ...
- Future provision for transportation and infrastructure should be firmly integrated with the County's overall land use strategies
- The County's principal transportation assets including ports, airports, and strategic road and rail corridors should be protected and developed



Planning Context



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Sustainable Travel Context

Smarter Travel – A Sustainable Transport Future: Five Key Goals

- Population and employment growth located in manner which reduces the need to travel for employment and services
- Objective to reduce car commuting from 65% to 45%
- Support for walking, cycling and public transport
- Total kilometres by the car fleet in 2020 will not increase significantly
- Reduction on 2005 greenhouse gas emissions from the transport sector

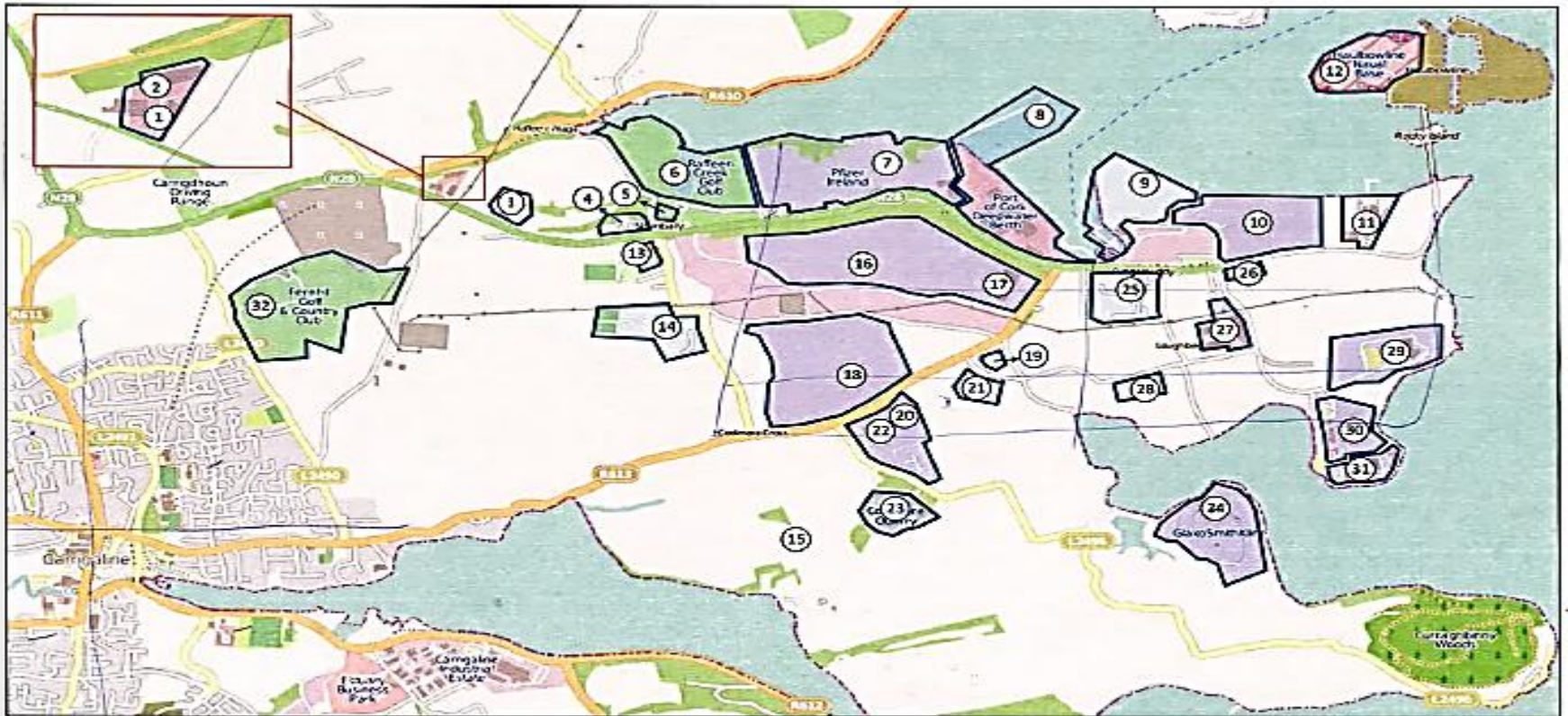
Industrial and Port Development in Ringaskiddy Area



Local Area Employment Sites



Wider Area Employment Sites



- | | | | |
|--------------------------------|--|---------------------------------|-----------------------------------|
| 1 - Zenith Technologies | 9 - Port of Cork Existing | 17 - Primeline Logistics | 25 - Housing Area |
| 2 - Portgate Business Park | 10 - National Vehicle Distribution Ltd | 18 - Novartis | 26 - Martello Park |
| 3 - Rafteren Industrial Estate | 11 - National Maritime College | 19 - Castlewarden Safety Centre | 27 - Ringport Business Park |
| 4 - Housing Area | 12 - Haulbowline Naval Base | 20 - Recordati | 28 - Ringaskiddy N.S. |
| 5 - Gilroy Group | 13 - Shanbally National School | 21 - MOOG | 29 - DeFuy |
| 6 - Rafteren Creek Golf Club | 14 - Coolmore Close/Gardens Estate | 22 - Carbon Group | 30 - Hovione |
| 7 - Pfizer Biologics | 15 - Coolmore Lodges | 23 - Coolmore Quarry | 31 - Pfizer Pharmaceuticals |
| 8 - Port of Cork *New Berth* | 16 - Janssen Biologics | 24 - GSK | 32 - Fennhill Golf & Country Club |



Economic Importance to Cork Region

- Employment - Approx 7,000+ * (Direct and Indirect)
- Investment - €2.272 billion
- IDA Annual sites operational Budget - €334m approx
- Annual Salary Spend - €131m
- Annual Energy Cost - €21.5m

*

Incl IDA grant aided sites, Maritime College and Irish Navy



The Need for a Sustainable Transport Strategy

- Challenges arising from Location:
 - High levels of Car Dependence for Commuters / highly dispersed trip patterns
 - Lack of availability or feasibility of alternative modes
 - Poor Walking and Cycling Environment
- Localised Traffic Congestion during Peak Periods
- To provide more effectively for strategic traffic movements associated with industry and port activities
- To reduce impact of traffic on local communities along the N28
- To achieve the medium to long term planning objectives for Ringaskiddy, it is important to ensure that the transport network serving the area is sustainable, well managed and can accommodate the current and future needs of the port and local employers
- An urgent priority to deliver a transport strategy to provide for the sustainable management of all travel demands along the N28 so that Ringaskiddy can realise its full and planned potential



Need for a Sustainable Transport Strategy



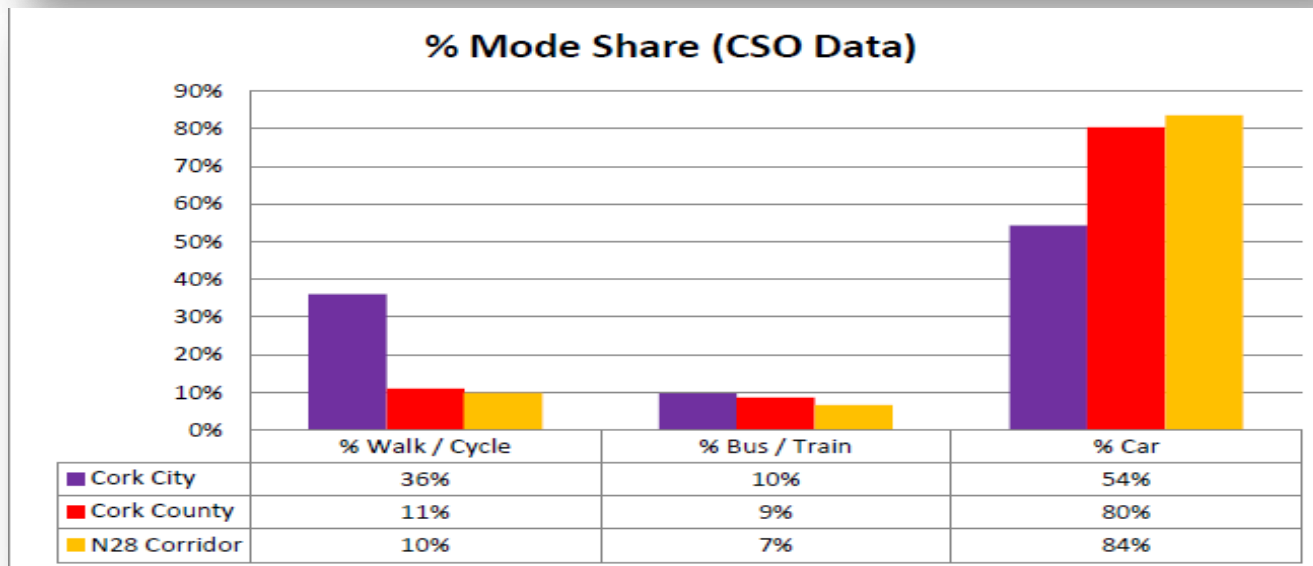
Implications of recent An Bord Pleanála Decisions:

- Application by Port of Cork refused for reasons related to capacity of Strategic Road Network
- Dunkettle Interchange Upgrade project by NRA: Tunnel capacity identified as a constraint on further significant development
- Strong emphasis on management of Transport Demand generally and the management of transport demand on the national road network, specifically
- This effectively places a cap on development unless it can be shown that there is an acceptable alternative approach to the accommodation of additional trips generated



The Challenge: Mode Split (Census 2011)

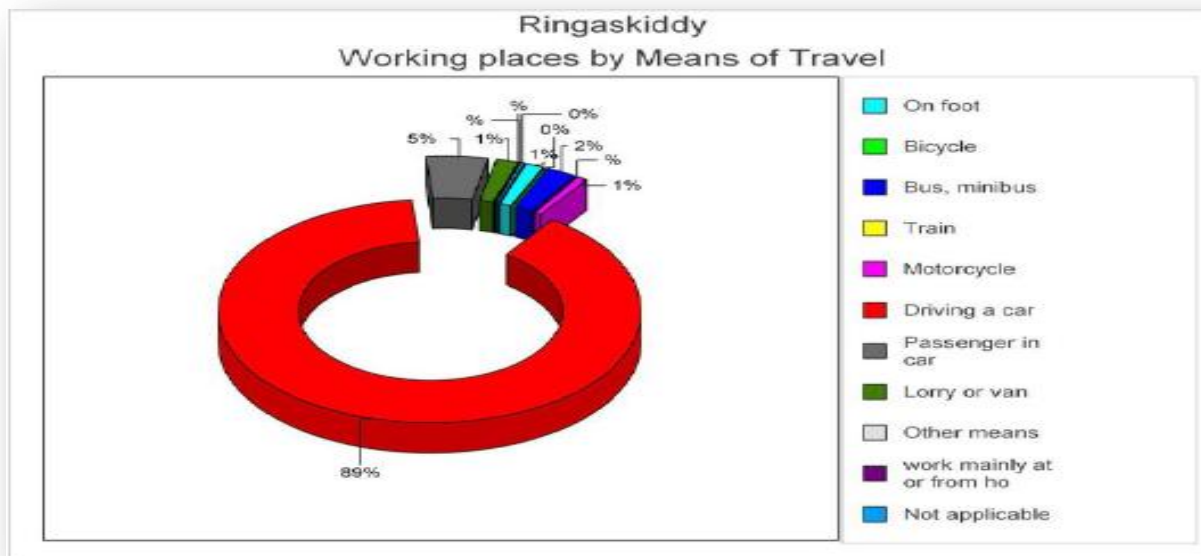
MODE	CORK COUNTY	CORK CITY	N28 CORRIDOR
On Foot	10.3%	33.1%	8.7%
Bicycle	0.7%	2.9%	1.1%
Bus	8.0%	9.3%	6.5%
Train	0.7%	0.3%	0.1%
Car or Van Driver	56.5%	37.8%	58.8%
Car Passenger	23.8%	16.5%	24.8%



The Challenge: Mode Split

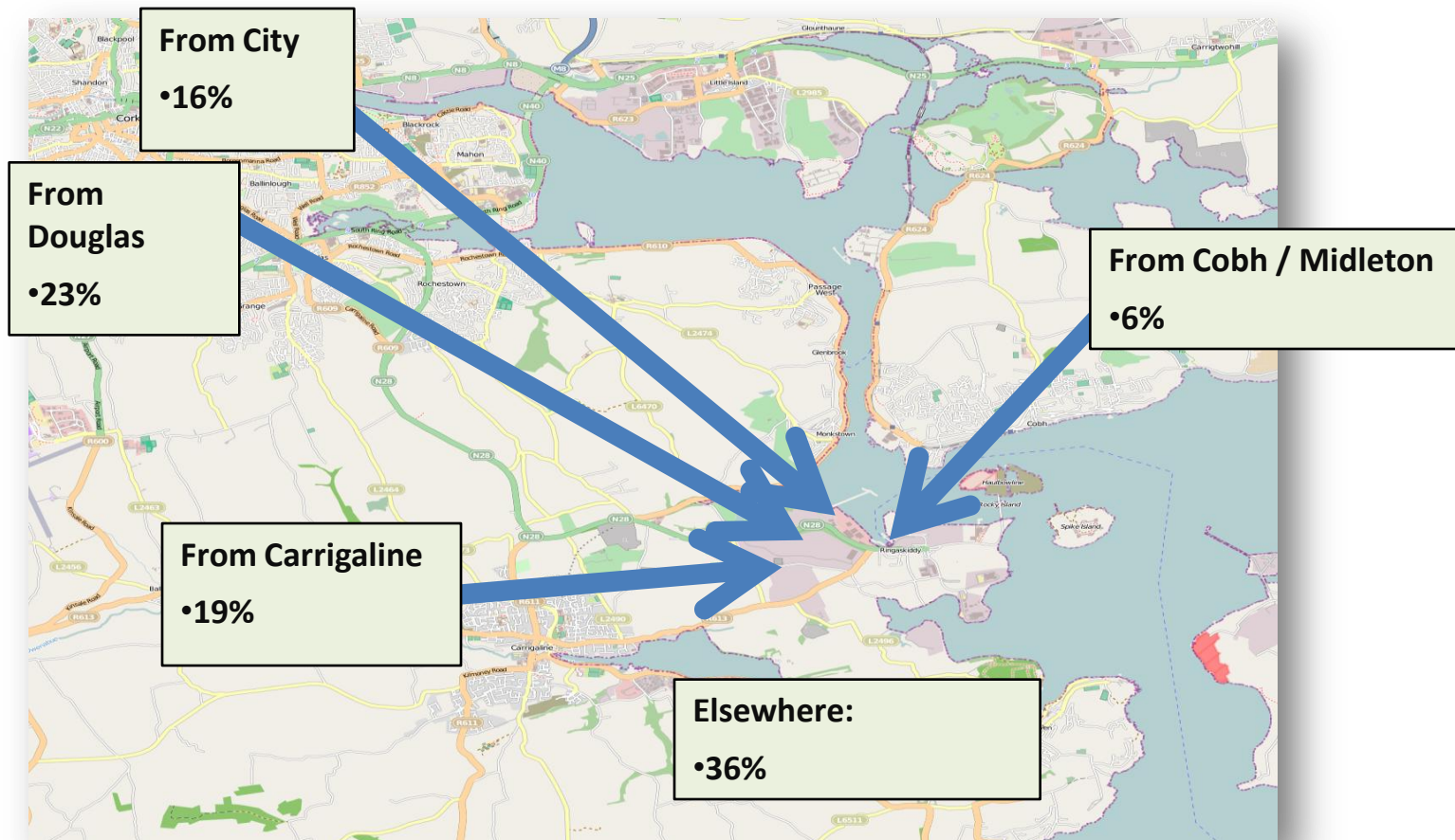
What modes of transport do commuters use? (Census 2006)

- 94% of people working in Ringaskiddy travel to work by car
- Of this 94% only 5% share a car when travelling to work.
- 2% of people use public transport to access the area.
- 1% of people walk to the area while less than 1% cycle.



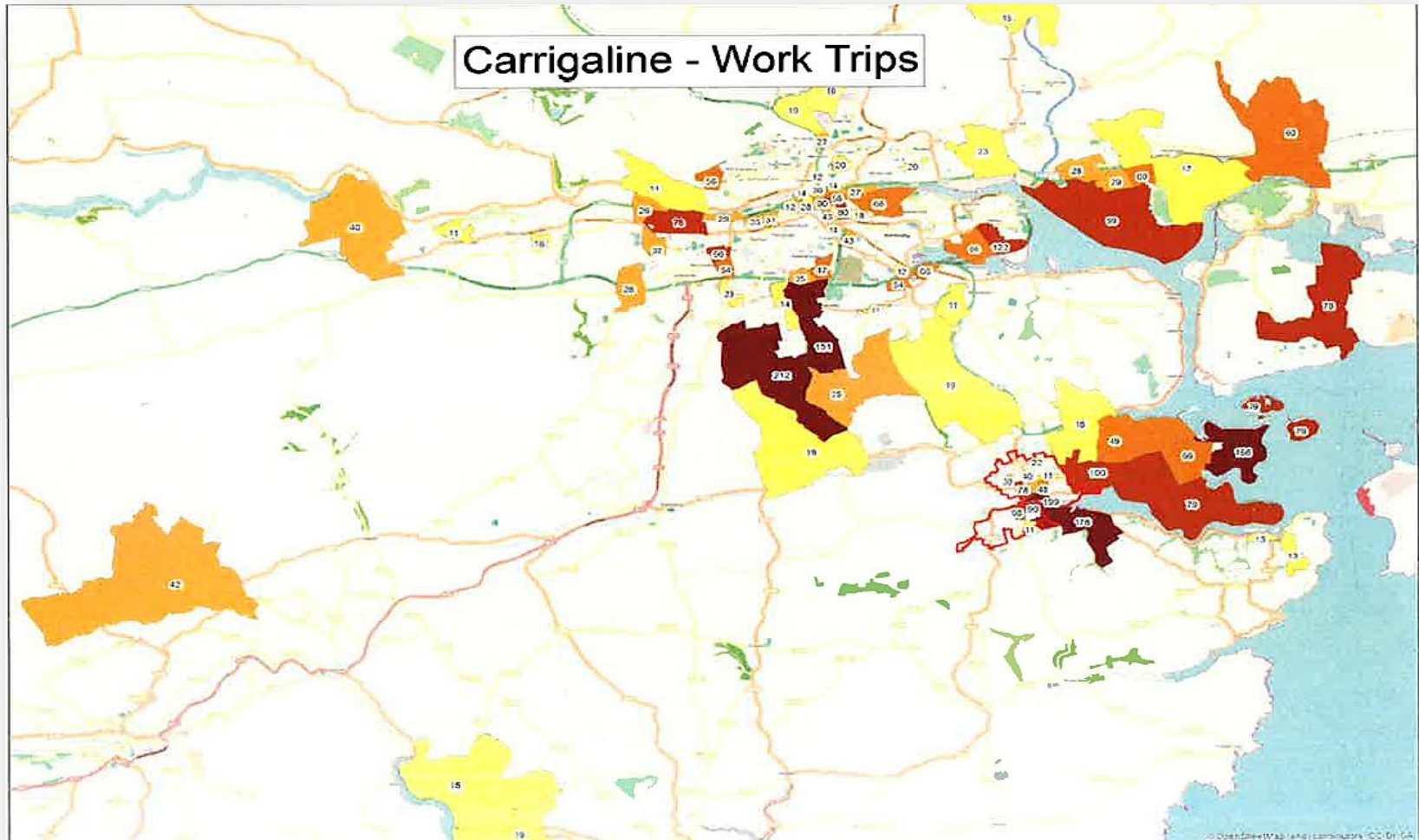
Source: POWCAR 2006

Where do Ringaskiddy Trips Originate from? (Census 2011)





The Challenge: Trip Distribution (Census 2011)





Key Objectives



- To provide the basis for increased car occupancy, greater use of public transport, walking and cycling
- To maximise the potential benefits of investment in improvements in transport infrastructure and services along the N28 Corridor
- To provide for strategic traffic movements associated with industry and port activities
- To reduce impact of traffic on local communities along the N28
- To provide the basis for increased car occupancy, greater use of public transport, walking and cycling



Why is this important?

- Without a sustainable transport strategy, current levels of car dependency will continue into the future
- This could compromise the capacity for further employment growth
- Greater potential benefit can be derived from the investment in other sustainable transport initiatives
- Would be complementary to demand management proposals on the N40



Timing is Crucial

- To derive the greatest benefit from any future investment in transport infrastructure and services on the N28 Corridor, there is a need to:
 - Plan for the future operation of the N28, across all modes, for both local and non-local trips
 - Ensure transport demand management measures and planned for and delivered in tandem with infrastructure investment, public transport service improvements and future development
 - Avoid any additional vehicular capacity on N28 corridor being used up by unsustainable car traffic
 - Be ready to take advantage of opportunities from investment elsewhere
- The planning of future development along the corridor needs to reflect sustainable transport objectives and to be supported by the N28 Corridor Sustainable Development Strategy
- Need for complementarity between the multiple transport enhancements in terms of planning and delivery



Study Mechanisms and Processes

- Baseline Surveys
- Analysis
- Stakeholder Consultation / Public Engagement
- Development targeted Soft and Hard Measures which will lead to transfer to non-car modes of travel:
- Optimisation of options
- Development of an Implementation Strategy
- Achieve Stakeholder and Public buy-in so as to achieve support for traffic management interventions and other intervention proposed:
- Consider Area Based Mobility Management approach:
 - Crucial that there be a lead role for the Local Authority
 - Complements the site based Mobility Management Planning already taking place
 - To ensure delivery of the Strategy into the future



Progress to date

Data Gathering complete:

- Baseline Traffic Surveys
- Census 2011 POWSCAR data
- Policy Document review

Analysis:

- Travel attributes established
- Traffic model built and validated
- Potential Impacts of workplace travel planning measures assessed

Stakeholder/Public Consultation:

- Stakeholder and Public Consultation held in May 2012
- Development of Workplace Travel Plans under Smarter Travel Workplaces Initiative, by NTA, with 2 larger employers already engaged and more planned
- Involvement by key stakeholders such as NTA, NRA, City Council, Bus Operator and the County Council's Area Committee.



Desired Outcomes

- Buy-in from Key Stakeholders and Local Communities
- On-going expansion the number of companies engaging in work place travel plans
- Area Based Mobility Management Framework in Place
- Basis for targeted investment in local road network and for improvements in public transport services
- Reconcile the competing demands of different road users along the N28 Corridor
- Protect the integrity of the Strategic Road Network
- Support National Ports Policy
- Support TEN-T designations
- To identify measures for implementation in the short term in advance of any major infrastructural investment which would complement the longer term objectives for the area
- Inform the design of future upgrade to the N28



Short-Term Implementation

Hard Measures

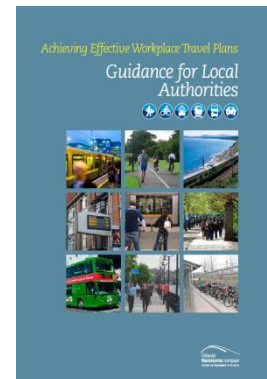
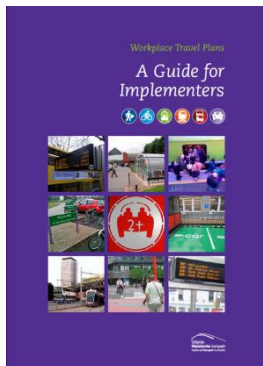
- Signalisation of congested junctions on N28
- Improved Scheduled Bus Service targeting Douglas, Carrigaline and City
- Improved bus infrastructure such as stops and shelters
- Provision of off-road cycle network connecting with Passage West Greenway and Carrigaline
- Improve walking infrastructure to provided better access to public transport
- Cross harbour passenger ferry

Soft Measures

- Area Based Mobility Management Framework
 - Led by Local Authority with support from Community and Industry
 - Workplace Travel Planning – “NTA Smarter Travel Workplaces”
 - Schools Travel Planning – Green Flag for Schools
 - Ongoing promotion and marketing in support of sustainable travel initiatives
 - Personalised travel planning in targeted areas

Other supporting measures

- Signage and information dissemination
- Parking Management
- Continued focus on improvement to Bus offering
- On-going emphasis on road space reallocation





Smarter Travel Workplaces

Partner Charter

Partner agrees to:

- Survey employees
- Promote sustainable travel
- Develop an Action Plan
- Support personnel to implement the plan
- Dedicate resources
- Monitor performance

Facilitator assists with all of these steps

The image shows a document titled "Smarter Travel Workplaces Partner". It features a blue and green curved header and footer. The main text is in blue and black. It includes the logo of Clare County Council and the National Transport Authority. The document outlines the commitment of a partner in the programme and lists the following actions:

- Survey employees on their commuting habits
- Encourage employees to use more sustainable transport
- Develop and implement an action plan of sustainable travel initiatives
- Support personnel to implement the action plan by:
 - Appointing a full-time person or
 - Nominating a part-time person who will dedicate more than 5 hours a week or
 - Giving support to a team of volunteers
- Dedicate financial and non-financial resources to supporting initiatives
- Monitor the performance of the action plan

At the bottom, there are two signatures: Gerry Murphy, Chief Executive, National Transport Authority, and Tom Coughlan, County Manager, Clare County Council.

Logos for "smartertravel >>> workplaces" and "Údarás Náisiúnta Iompair National Transport Authority" are at the bottom right. A URL is provided: "For more information see www.smartertravelworkplaces.ie".



Work Place Travel Plans - Progress to Date

NTA Smarter Travel Workplaces Team is working with Ringaskiddy employers on an individual basis, to deal with issues particular to their site.

The following resources, facilitated by an experienced Travel Planner/ Facilitator:

- employee survey and analysis,
- suggested action plan,
- assistance implementing actions,
- promotional and mapping resources,
- private group on carsharing.ie
- assistance monitoring success
- Partner seminars and information sharing,
- partner walking/cycling challenges, and
- on-going information, advice & support

Expected that *subject to survey results*, carsharing likely to be the main focus for promotion, with some walking/ cycling promotions.



STWP and the Promotion of Area Based Approach

Smarter Travel Workplaces may work in the future with a limited number of area-based clusters

Envisaged that the employer cluster would be set up/ facilitated by the relevant Local Authority, so that they can support the employers in the longer-term, or where infrastructure is being provided

The STW team will assist with advice for the employer cluster, including:

- *Survey content & set up*
- *Assistance with survey analysis to identify areas for action*
- *Support, information and advice to assist employers to implement their chosen actions*
- *Resources such as free group on carsharing.ie, design materials, and promotional materials (bike lights, etc)*
- *Monitoring*



N28 STS Next Steps

Identify hard and soft measures for implementation:

- Test these using traffic model
- Identify most beneficial measures
- Prioritise
- Develop strategy for implementation

Engagement Process:

- Agreement among Key Stakeholders
- Approval at policy level to publication of draft strategy
- Public consultation/Employer consultation
- Adoption of Strategy Report taking account of consultation process

Statutory Process:

- Variation to Carrigaline Area Local Area Plan to give effect to strategy

Implementation:

- Implement suite of hard transport measures to facilitate transfer to non-car modes
- Area Wide Mobility Management process by Local Authority with support from stakeholders
- Other supporting measures
- Regular progress reviews with stakeholders
- Review of strategy at regular intervals