

Waterford Metropolitan Area Transport Strategy

Supporting Measures Report

December 2020

National Transport Authority, Dun Scéine, Harcourt Lane, Dublin 2.

Document Identification Table				
Client / Project Owner	National Transport Authority			
Document Title	Waterford Metropolitan Area Transport Strategy - Supporting Measures Report			
Version				
Document Status	Draft			

Document Status Tables

Version 1

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Version 2

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Version 3

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1 Introduction

The National Transport Authority (NTA) is preparing a new transport strategy for the Waterford Metropolitan Area (WMA) that will consider the future of the transport system in the WMA for the period up to the year 2040.

This report explores potential supporting measures and sets out recommendations for options to be brought forward for further consideration, planning and implementation as part of the Waterford Metropolitan Area Transport Strategy (WMATS). These are consistent with recent changes to Government Policy including the National Planning Framework 2040 and the 2018 Section 28 Sustainable Urban Housing; Design Standards for New Apartments that seek to promote compact development and reduce reliance on the private car, particularly for short trips within the urban environment.

Many of these policies, notably those related to car parking management and smarter travel in addition to favourable development patterns, are already being implemented and will be further developed by the NTA and the Local Authorities over the period of the Strategy.

Other measusures outlined in the report- such as the introduction of levies on parking for out-of-town shopping centres - are likely to be beyond the scope of regional and local bodies to implement anm will require changes at national level for example, a directective from the Department of Transport.

2 Issues and Rationale for Supporting Measures

2.1 What do Supporting Measures Aim to Achieve

Supporting measures seek to:

- Make the transport network easier to access:
 - Quality urban design and walkability improvements.
 - For example, through information provision such as pedestrian wayfinding.
- Promote transport options, especially sustainable transport:
 - For example, through workplace travel planning.
- Manage the use of the transport network to derive greater efficiency:
 - For example, through car parking management.
- Improve integration between transport networks to achieve greater combined benefits:
 - □ For example, Mobility As a Service (MaaS) initiatives and integrated smarter public transport ticketing;
- Embrace new technologies to improve the overall efficiency of the transport network:
 - □ For example, through the application of Intelligent Transport Systems (ITS) to the transport network.

The WMA's Supporting Measures will be essential to the creation of physical, social and cultural environments where walking, cycling and

public transport are attractive alternatives to the private car. It will take a wide range of supportive initiatives to:

- Create communities that prioritise sustainable transport as instinctive modes of choice:
- Improve public awareness and educate users on available options to help them make the best choices; and
- Improve end-to-end trip facilities and integration.

Supporting measures are primarily demand oriented rather than supply oriented, i.e. they attempt to influence and manage people's travel choices rather than seeking to provide more physical capacity for travel (such as more roads, bus and train services etc.). Supporting measures can, however, complement supply-oriented programmes that, for example, either reduce the capacity for private vehicles or provide priority in traffic for new or existing public transport services. An example would be where the quantum of on-street car parking is reduced as a supporting measure and the space is reallocated to provide cycle facilities, an improved pedestrian environment or public transport priority.

2.2 The Role of Supporting Measures within WMATS

One of the key principles for WMATS is to reduce car dependency within the WMA whilst increasing the attractiveness of sustainable transport options. Another fundamental principle of the Strategy is to support the future growth of the WMA through the provision of an efficient transport network.

Supporting measures have an important role to play in providing a future transport network that matches up to these principles. The full benefits of

the significant investment that will be delivered under WMATS cannot be achieved through the provision of infrastructure alone and must be combined with the implementation of measures that support best use of that infrastructure.

3 WMATS Supporting Measures

There are numerous options available for supporting measures that could be applied or expanded within the Waterford Metropolitan Area. Consideration was given, on the basis of professional judgement, to the following criteria:

- How efficient is the supporting measure / how easy the supporting measure is to deliver; and
- How effective is the supporting measure(s) contribution to sustainability?

WMATS supporting measures are grouped into the following categories, each of which is described in detail in the following sections:

- 3.1 Land Use & Built Environment Measures
- 3.2 Behavioural Change Programmes
- 3.3 Car Parking Management
- 3.4 Information and Awareness
- 3.5 End-to-End Trip Facilities and Integration Measures
- 3.6 Built Environment Measures
- 3.7 Strategic Road Demand Management Strategies
- 3.8 Technology for Sustainable Transport

3.1 Land Use and Built Environment Measures

Land Use and Built Environment measures seek to provide for development patterns and layouts that reduce car use and prioritise the use of sustainable modes. Land use policies that support the provision of new development in appropriate locations and at densities which support walking and cycling and enable the efficient provision of public transport services are to be encouraged.

Built Environment measures seek the application of good practice principles to the design and layout of development that maximises the attractiveness of walking, cycling and public transport safely and efficiently for short journeys.

The Land-Use and Built Environment supporting measures are as follows:

- LU&BE-01 Public Transport Oriented Development
- LU&BE-02 Appropriate Development Densities
- LU&BE-03 Mixed-Use Development Patterns
- LU&BE-04 Public Realm and Urban Design
- LU&BE-05 Pedestrian and Cycle Wayfinding
- LU&BE-06 Providing for Filtered Permeability
- LU&BE-07 Safety and Perception of Safety Measures

3.1.1 LU&BE-01 Public Transport Oriented Development (PTOD)

Public Transport Oriented
Development (PTOD) is the creation
of compact, walkable and cycleable
communities centred around highquality, frequent public transport
services.

High intensity uses such as employment and mixed-use development is directed to locations along high frequency bus corridors in WMA.

Implementing this supporting measure will help to integrate new development at appropriate densities with high capacity public transport infrastructure in conjunction with more attractive walking and cycling networks and associated public realm improvements.

WMATS Opportunities

The development priorities for land uses in WMATS will focus on the delivery of PTOD policies as outlines in the Land Use Integration section of the main Strategy Report.

To support PTOD, high-intensity uses such as housing, employment, education and retail should be directed to areas that are (or are planned to be) served by high-frequency public transport. Appropriate locations include, but are not limited to; Plunkett Station, Waterford City Centre, bus corridors and Waterford Institute of Technology.

Associated with the promotion of PTOD, ribbon development in locations not served by high-quality public transport should be discouraged by both Local Authorities.

Description of Measure



3.1.2 LU&BE-02 Appropriate Development Densities

The Southern Regional Assembly RSES RPO 165 aims to ensure the consolidation of development at higher densities within existing urban centres and provision for permeability (improved for existing areas and included in any new development), with a focus on locations where it can be demonstrated that such development supports the use of walking, cycling and public transport.

The density of development has a significant impact on the concentration and distribution of trip demand.

Appropriate development densities as a supporting measure seeks to target higher development densities in highly accessible locations by walking and cycling and/or where there are opportunities for current or proposed sustainable transport.

WMATS Opportunities

This land use measure better aligns the provision of sustainable transport with demand therby reducing the need to travel by private car.

Both WCC and KCC should maximise the opportunity to increase densities within existing built-up areas such as Waterford City Centre and smaller urban settlements.

This will contribute to a more compact development footprint that brings more people closer to destinations by walking and cycling networks and improves the viability of public transport services creating the opportunity for increased capacity and frequencies within the WMA.

Description of Measure

3.1.3 LU&BE-03 Mixed-Use Development Patterns

Mixed Use Development Patterns

Mixed-use development patterns provide a greater variety of essential services and facilities locally – usually considered to be within immediate walking distances of the home.

Description of Measure

Mixed-use development as a supporting measure plays an important role in shortening trip lengths by locating key destinations such as schools, health facilities, leisure and retail services within close proximity of where people live.

WMATS Opportunities

Both WCCC and KCC should prioritise mixed-use development when redevelopment of sites within Waterford City and villages such as Passage East and Slieverue. The concept is equally relevant in greenfield development areas such as Garcedieu and proposed SDZ sites where schools, shops and essential local services should be provided within safe walking distances and environments to housing.

Waterford MASP Policy 6 (b) highlights the aim to develop the '10-minute neighbourhood' for Waterford.



Urban Realm

A quality public realm based on best practice urban design principles is conducive to encouraging safer and higher levels of walking, cycling and public transport use.

Description of Measure

A mobility-friendly built environment includes a safe pedestrian environment, safe street crossings, easy to access public destinations, a mix of housing choices, nearby health centres and recreational facilities.

Additional mobility / age friendly urban design features usually entails the use of measures such as tactile paving, adequate street and park furniture such as rest benches, legible pedestrian signage and well-lit walking areas.

The feeling of safety can be greatly enhanced through the adoption of good urban design principles such as ground floor activity providing passive surveillance.

Further benefits of high-quality urban design is its contribution to creating urban and natural environments that foster strong local business, create strong communities and contribute to quality of life.

WMATS Opportunities

In the context of supporting WMATS, good urban design seeks to provide an external physical environment which prioritises sustainable transport. It evolves from many public and private decisions, made over time, in the land-use planning, architecture and engineering fields. Both Local Authorities should prioritise public realm interventions in a manner consistent with the over-arching principles outlined in the updated Design Manual for Urban Roads and Streets (2019).

There are several opportunities within Waterford City and Metropolitan town centres and villages to declutter the public realm, reduce traffic volumes and speeds and enhance the pedestrian environment. Pedestrian (and cyclist) desire lines should be identified, protected and developed. and prioritised.

The adoption of place-making principles particularly in new developments and emphasising people-centred interventions in places like the Viking Triangle, the North Quays SDZ and Passage East will create an attractive environment where people want to live, visit, work and spend time.

3.1.1 LU&BE-05 Pedestrian and Cycle Wayfinding

Wayfinding, or legibility, relates to the ease with which people can find their way around an area.

Description of Measure

Many of the measures described above in the Public Realm and Urban design section are applicable here. Pedestrian and cyclist routes should be clear, direct and obvious. There are several principles that contribute to good wayfinding, such as architectural cues, surface treatments, lighting, sight lines, and signage.

The updated Design Manual for Urban Roads and Streets (2019) provides additional guidance on wayfinding and Quality Audits. WMATS Opportunities

There are excellent opportunities to build upon recent good work across the WMA including the Viking Triangle and The Deise greenway route which, it is intended, will link through Waterford to Plunkett Rail Station. Routes such as these should be direct and clearly sign posted.

There are several physical barriers to walking and cycling across the WMA including those created by the River Suir, floodplains and railway tracks which must be overcome to create better local and strategic walking and cycling links.

The recent Walkable Neighbourhood Map of Limerick City based on an original walking 'Tube' map in the Spanish city of Pontevedra, provides a good example of a template that could be followed in Waterford.

3.1.2 LU&BE - 06 Providing for Filtered Permeability

Providing for permeability is an essential component of supporting more walkable and cycle friendly cities and neighbourhoods and facilitating better access to public transport.

Description of Measure

Good permeability is achieved through the availability of direct connections between origins and destinations that are accessible, safe and secure.

The National Transport Authority's Permeability Best Practice Guide is available to assist local authorities and other organisations in tackling the issues that impact on permeability providing a basis for addressing the legacy of severance in Irish urban areas.

In many cases, this will involve the opening up of existing (or planned) cul-de-sacs or other barriers to pedestrian movement – particularly housing developments close to schools and supporting local shops and services.

Both Local Authorities should undertake permeability audits of existing built-up areas and identify key pedestrian and cycle desire lines in planned new developments.

Permeability must be considered in relation to all future developments on every scale.

Opportunities to improve permeability to existing developed areas should be actively sought in conjunction with the implementation of the public transport, pedestrian and cycle network enhancements provided for within WMATS. Of importance will be:

- Direct, high-quality pedestrian connections to high capacity public transport corridors, bus stops and major walking destinations;
- Pedestrian and cycle crossings to link areas that are separated by roads or other physical barriers such as the River Suir or railway tracks including the use of countdown signals at appropriate crossings;
- Planning and design that ensures accessibility for persons with mobility challenges.
- Low cost measures such as filtered permeability will be used to unlock access, reduce severance and form direct connections to local services and longer distance dedicated cycle routes.

WMATS Opportunities

3.1.3 LU&BE-07 Safety and Peception of Safety Measures

Decisions to use the public transport, walking and cycling networks are often influenced by the reality or perceptions of safety and security.

Description of Measure

Safety concerns across the the transport network and can vary according to characteristics such as gender, age and race.

Traditionally, safety concerns have tended to be addressed through hard engineering techniques and/or enforcement measures. However, in recent years there is an appreciation for softer or less tangible measures including the promotion of quality urban design, increasing street activity, sensitive lighting and having a more visbile police presence to discourage opportunistic crime.

WMATS Opportunities

Other safety concerns relate to speed and volume of traffic, noise, air pollution, poor road user behaviour and lack of pedestrian and cyclist priority in public spaces. These can be addressed through a combination of measures including urban design and sensitive, well thought-out transport solutions.

Addressing safety and security issues is a high priority for sustainable modes and must be considered if WMATS is to achieve its sustainable transport objectives and maximise its public transport patronage.

WMATS will promote compact land use patterns and a high quality of urban design that will provide for increased pedestrian activity (safety in numbers) and passive surveillance. The quality of the pedestrian and cycle network (including access to public transport) can be greatly enhanced through projects such as BusConnects.

Both Local Authorities should look to incorporate feedback from a wide range of users before proceeding with transport projects and streetscape interventions.

Other measures could potentially include:

- Innovative physical measures such as landscaping, lighting and design;
- Operational measures including more visible police presence and camera enforcement; and
- Public awareness initiatives.

3.2 Behavioural Change Programmes

Behavioural change programmes are aimed at encouraging people to choose more sustainable transport options. Existing behavioural change programmes include the Smarter Travel Workplaces and Campuses programme directly managed by the NTA and the Green Schools Travel Module administered by the NTA and run by An Taisce on behalf of the Department of Transport, Tourism and Sport (DTTAS). Requirements for Travel Plans are set out in local authority development plans. As such, the local authorities also play a significant role in the review and monitoring of Travel Plans.

The Behavioural Change Programmes supporting measures comprise of the following:

- BCP-01 Workplace Travel Plans
- BCP-02 Smarter Travel Campus
- BCP-03 Green Schools Programme
- BCP-04 School Travel Strategy
- BCP-05 Walking and Cycling Officer



3.2.1 BCP-01 Workplace Travel Plans

Workplace Travel Plans, also known as Mobility Management Plans, comprise a package of measures to promote / support sustainable travel patterns and reduce the need to travel by private car.

The Smarter Travel Workplaces
Programme, managed by the National
Transport Authority, engages with larger
employers in the WMA in the
development and implementation of
Workplace Travel Plans.

Typically, MMPs identify a range of measures to improve the percentage of staff travelling regularly by sustainable transport and reduce the numbers arriving to work by single occupancy car journeys. These measures normally include walk, cycle and public transport promotion and measures that encourage car-pooling and/or journeys by less polluting vehicles including motorbikes or electric vehicles.

Description of Measure

Workplace travel planning provides the opportunity to communicate the implementation of WMATS and to promote the benefits of the Strategy directly with a large number of commuters.

In many cases, large employers are engaged with organisations like Waterford Smarter Travel that can effectively deliver the behavioural change that is required to achieve the full benefits of WMATS. The gradual reduction of workplace parking in tandem with targetted improvements to the walking, cycling, Park and Ride and public transport networks in these areas are obvious opportunities.

Other demand management measures including the consideration of Workplace Parking Levy (WPL) at national level to fund improvements to the sustainable transport network should be considered.

3.2.2 BCP-02 Smarter Travel Campus

Smarter Travel Campus

Smarter Travel Campus is a behavioural change programme encompassing actions to encourage and support third level students and staff to walk, cycle, take public transport or carshare on the commute to campus.

Description of Measure

Smarter Travel Campus is a hands-on programme managed by the National Transport Authority working with Third Level Institutions to implement campus travel plans. For example, Waterford Institute of Technology has been an active Smarter Travel Campus Partner Campus for several years and engages in initiatives during the year to promote smarter travel.

WMATS Opportunities

There is an opportunity to extend the Smarter Travel Campus programme as a supporting measure for WMATS to communicate the implementation of WMATS and to promote the benefits of the Strategy directly with the WMA's third level population, particularly including those attending and working in the large third level institutions, including Waterford Institute of Technology (WIT).

3.2.3 BCP-03 Green Schools Programme Travel Module

Green Schools Programme

Travel is the fourth theme of the Green-Schools programme under which schools prepare action plans to promote and increase the number of students walking, cycling, scooting, using public transport or carpooling on the way to school.

Description of Measure

The National Transport Authority works with An Taisce to oversee a school travel module as part of the Green Schools programme. The NTA has published a Toolkit for School Travel that presents a set of measures for use by schools to promote ways of reducing car use on the trip to and from school.

WMATS Opportunities

Potential to extend the Green Schools
Programme to all schools in the WMA
providing the opportunity to communicate
the implementation of WMATS and to
promote the benefits of the Strategy
directly with the school population.

The extension of the programme would ideally be prioritised in areas where new sustainable transport infrastructure has been introduced e.g. an extension through the city of the Waterford Greenway.

3.2.1 BCP-04 School Development and Transport Planning

The 'school run' is a significant contributor to peak time congestion. The extent to which transport planning is considered in schools across the WMA is of critical importance to the achievement of modal shift, the improvement of public health and reducing the impact of car-based journeys to school / linked trips to school and work.

There are several land use planning and transport planning considerations relevant to the provision of new schools and the retrospective provision of walking and cycling infrastructure within the catchment of existing schools. The most significant include:

- The appropriate siting of schools. New schools must be better integrated into existing or planned new development areas to optimise walking and cycling catchments;
- The provision of high quality pedestrian and cycle networks in the vicinity of primary and secondary schools;

WMATS Opportunities

- Mandatory Travel Surveys and Travel Plans for each school in the WMA;
- Identification of drop off areas for parents and school buses within walking distance of the school to facilitate Park and Stride campaigns or 'Walking (Cycling) Buses';
- Review school opening and closing times including consideration of staggered times in areas where there is a concentration of schools;
- Implementation of "School Streets" (i.e the restriction on the movement of vehicles in the immediate vicinity of schools)

The siting of new schools in areas highly accessible by quality walking, cycling and public transport networks is critical to reducing demand to travel by car. Both Local Authorities should engage with the Department of Education to encourage the development of schools in brownfield sites or within approved greenfield development sites.

WMATS recommends the further investigation of this topic through a comprehensive metropolitan-wide School Transport Planning Strategy with tailored measures to reduce the car-based trips of 'the school run'.

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Description of Measure

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3.2.1 BCP-05 Walking and Cycling Officer

Walking and Cycling Officer

The establishment of a dedicated WMA Walking and Cycling officer is recommended.

Description of Measure

London and Manchester have, in recent years, appointed Walking and Cycling Commissioners to raise the profile of active travel and to act as a conduit between local authorities and key stakeholder groups.

The measure could facilitate decisionmaking processes focused on promoting and prioritising walking and cycling above motorised modes in the city.

WMATS Opportunities

There is an opportunity to build upon the success of the Waterford Smarter Travel programme across the wider WMA region.

At a minimum, the appointment of a dedicated walking and cycling officer (similar to that of Dublin City Council) should be considered to coordinate promotional events between relevant stakeholder groups and to raise the profile of both modes.

There is an opportunity for such an officer to liaise with the emerging NTA Cycle Design Office.



3.3 Car Parking Management

Car parking has a significant influence on people's travel behaviour with a long-established link between a lack of reliable public transport and over provision of car parking. The availability and price of parking are major determinants of the relative attractiveness of the private car versus sustainable transport options. Parking management measures include pricing and supply controls that make car use more expensive and less convenient, thereby increasing the relative attractiveness of non-car modes. Transport demand management through parking restraint can be targeted to locations where accessibility by alternative modes is high thereby encouraging mode shift to public transport, walking and cycling.

Parking restraint can also be applied as a fiscal measure or alongside land use planning measures.

The Parking Management supporting measures comprise:

- P-01 On-Street Parking Controls
- P-02 Parking Standards for New Developments
- P-03 Mobility Hubs
- P-04 Managing the General Availablity of Parking
- P-05 Workplace / Private Parking Levies

3.3.1 P-01 On-Street Parking Controls

On-street parking controls are generally considered to refer to the implementation of parking charges, parking duration limits and/or time of day parking restrictions.

Description of Measure

There are significant and competing demands for kerbside spaces in Waterford City Centre and smaller urban settlements. These include but are not limited to: loading and unloading facilities; a need to ensure bus priority and ease of boarding; objectives to increase footways, street trees, street crossings and dedicated cycle infrastructure.

Effective parking control strategies aim to provide for a suitable balance of long and short-term parking and parking duration limits to specific sites or areas but increasingly, a need to facilitate streetscape improvements and prioritise sustainable transport interventions.

Waterford City Council operates a Pay Parking system for payment of On-Street Parking and some limited residential parking controls in inner - City areas. This approach will be required elsewhere across the WMA.

The availability and pricing structure for council controlled on-street parking within the WMA should be reviewed by both LAs in tandem with WMATS implementation. In many cases, this will require a reallocation in road space used for on-street parking to facilitate sustainable transport.

In general, long-stay commuter and shopper on-street parking within Waterford City and Metropolitan Town Centres should be minimised, regulated to ensure quick turnover of spaces and relocated to strategic Park and Rides where appropriate. Delivery and Servicing requirements should also form part of this consideration.

Waterford City Council currently offers 9 dedicated Electric Vehicles (EVs) charging zones and offers free car parking for electric vehicles parked in an E.V. charging bay. These incentives may need to be revised in the medium to long term as the attractiveness of EVs increases in light of WMATS priorities and competing demands on limited kerbside space.

WMATS Opportunities

3.3.2 P-02 Parking Standards for New Developments

Appropriate car parking standards are required to manage the parking supply, increase the attractiveness of sustainable transport options and to effectively manage the demand for travel by the private car.

Description of Measure

Parking standards for new developments are set out in the Waterford City and County Development Plans.

In many cases, minimum parking standards are applied to new development including employment sites. This tends to lead to an over-provision of private car parking acting as a real barrier and disincentive to prioritise sustainable transport.

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WMATS Opportunities

WMATS provides the opportunity to prescribe more robust parking management in targeted areas in tandem with improvements to sustainable transport provision. These include new regeneration areas ear-marked for development such as North Quays SDZ.

Waterford and Kilkenny's statutory
Development Plans are due for review in
the short-term of WMATS implementation.
Maximum parking standards should be
applied by both LAs alongside support
other measures including more compact
development that is highly accessible by
public transport, and provision of quality
walking and cycling networks.

Consideration should be given to a zonal approach to parking standards in the WMATS. This approach is consistent with recent changes to government policy outlined in the National Planning Framework 2040 and the Section 28 Sustainable Urban Housing Guidelines.

parking areas more usually in the form of multi-storey garages or, to a lesser extent, underground car parks.

Mobility Hubs are consolidated car

Description of Measure

The concept is relatively new to European cities but is gaining traction particularly in new regeneration areas planned around mass public transit systems (Public Transit Oriented Development). Private car parking is minimised and consolidated to areas that often require a short walk to access the vehicle meaning that the instinct to use the car as a primary mode is curtailed somewhat.

In addition to providing some private car parking facilities for predominantly residential use, mobility hubs are characterised by a high level of accessibility to high capacity public transport and a high degree of supporting sustainable transport infrastructure (Mobility as a Service systems) including car-sharing, car-clubs, bike-sharing systems, cargo bikes and Electric Vehicle Charging Points (EVCP).

WMATS Opportunities

The application of mobility hubs is consistent with the NPF 2040 & the Section 28 Sustainable Urban Housing Guidelines which seeks to minimise or wholly reduce car parking in central areas or those well served by public transport.

Mobility Hubs will be encouraged in regeneration areas or central areas where high-density housing is supported by high-frequency public transport. They will contribute to sustainable transport mode share targets by prioritising walking, cycling and public transport use, and reducing the need to own a private vehicle.

Mobility Hubs will enable low car parking ratios to be applied in accessible, well connected areas across the WMA.

The provision of Mobility Hubs satisfies several requirements for low parking provision and high-quality cycle parking located within easy reach of public transport. Other advantages include a reduced land take, cost of development and contributions to place-making objectives.

This approach is consistent with a growing preference of younger workers to eschew car ownership in favour of being located near workplaces, leisure facilities and public transport.

Mobility Hubs

3.3.4 P-04 Managing the General Availability of Parking

Description of Measure

Managing the availability of long-stay parking, particularly within urban centres, is a highly effective way of making sustainable transport options more attractive relative to the private car.

More robust management of car parking levels and areas – including the repurposing of existing car parking areas to other uses - is a proven implementation tool in the creation of attractive, prosperous and pedestrian-friendly town centres.

Managing the availability of parking can be achieved through the development management process and other mechanisms including town centre renewal projects and regeneration of areas as outlined above in P-01 to P-03.

WMATS Opportunities

Waterford City has significant amounts of long-stay parking – particularly surface car parking. There will be a general reduction in the provision of parking in the vicinity of high capacity public transport corridors and encouraging shared mobility systems to enable more compact development patterns. General reduction of parking should take place in tandem with improvements to the walking, cycling and public transport and Strategic Park and Rides.

The benefit of this approach is three-fold as the removal of on-street parking enables more efficient public transport while reducing the attractiveness of private car travel, as well as freeing up kerbside space for place-making initiatives including public seating, cycle parking and parklets.

Reducing parking supply also has the potential to support other measures by reallocating surface car parking to urban realm improvements, sustainable modes or more compact development for example. As land values increase, the attractiveness for higher value uses including residential and employment uses increases.

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3.3.5 P-05 Workplace / Private Parking Levies

The availability of free private parking at destinations has a significant impact on the relative attractiveness of the private car versus sustainable transport options.

Description of Measure

By influencing parking supply, local authorities and organisations can foster a market for priced and controlled (rather than free) long-stay parking.

Some cities, notably Nottingham, have introduced a Workplace Parking Levy (WPL) in 2012. All money raised by the tax on business parking spaces has been used to invest in its tram, rail and bus infrastructure.

WMATS Opportunities

As part of WMATS implementation, employers should be encouraged to limit or eliminate the availability of free parking particularly in areas served by the WMATS high capacity public transport corridors, connections to strategic Park and Ride facilities, and/or within highly accessible locations served by quality walking and cycling networks.

The introduction of a WPL (or similar) to fund investment in the sustainable transport network across the WMA should be kept under consideration over the lifetime of the Strategy.



3.4 Information and Awareness

Information, education, promotion and outreach measures that are aimed at raising awareness and improving understanding of the options and travel choices available to people play an important role in overcoming barriers to switching from private car use to sustainable modes.

The use of technology in the communication of information has evolved considerably over recent years and opportunities to take advantage of effective and efficient new methods of communication should be explored as part of the implementation of WMATS.

The Information and Awareness supporting measures comprise:

- IA-01 Journey Planner
- IA-02 Real Time Passenger Information
- IA-03 Marketing/Information Campaigns

3.4.1 IA-01 Journey Planner

Journey Planner

Journey Planners make the public transport network easier to understand and provide the public with readily accessible information on the transport options available to them.

Description of Measure

The National Transport Authority's National Journey Planner and Cycle Planner helps people plan personal journeys, door-to-door, anywhere in Ireland, using public transport, cycling (including public bike share scheme) and/or walking. There is also an App available for download on Android and iPhone.

WMATS

The Journey Planner will need to be updated and regularly maintained as the implementation of WMATS progresses for it to remain effective.

3.4.1 IA-02 Real Time Passenger Information

Real Time Passenger Information RTPI provides accurate information on actual departure and arrival times on a live feed, enabling passengers to more efficiently plan their trips and the public transport operator to maintain or improve performance.

Description of Measure

The National Transport Authority is currently providing an RTPI service for bus passengers in Waterford City. RTPI signs are strategically located where they will provide information to the greatest number of bus passengers and to include as many main routes as possible. All Bus Éireann stops are included on the website, smartphone Apps and SMS phone services.

WMATS Opportunities

There is potential to extend the RTPI onstreet infrastructure within the WMA alongside the implementation of public transport improvements delivered by WMATS.

3.4.2 IA-03 Marketing/Information Campaigns

Marketing/Information Campaigns Information provision and appropriate marketing are important factors that can encourage people to use sustainable modes.

Description of Measure

Transport for Ireland is the "single public transport brand" which the National Transport Authority has developed to promote and integrate public transport provision in Ireland.

The Authority also delivers marketing campaigns and other customer engagement activities to promote, deliver and encourage sustainable transport use.

WMATS Opportunities

In delivering sustainable transport improvements, consideration should be given to branding, marketing and advertising, and using smart, creative, cost-efficient campaigns targeted at increasing and maintaining sustainable transport demand. Information campaigns should be an integral part of WMATS delivery.

3.5 End to End Trip Facilities and Integration Measures

The End to End Trip Facilities and Integration Measures consist of:

- I-01 Interchange Facilities
- I-02 Integrated Ticketing
- I-03 Public Transport Fares
- I-04 Bicycle Hire / Sharing Scheme

- I-05 Private Carpooling / Car Sharing Scheme (Lift Sharing)
- I-06 Public Car Sharing Schemes (Car Clubs)
- I-07 Park and Ride

3.5.1 I-01 Interchange Facilities

Interchange Facilities

One of the features of a successful public transport network is how effectively and attractively the opportunities for interchange between various services and modes are presented.

Description of Measure

Effective interchange can significantly enhance the opportunity to use public transport to access a range of destinations. Key aspects of high-quality interchange include coordinated scheduling, comfortable and attractive waiting areas, clear and legible information, and minimised distances between connected services.

WMATS Opportunities

During the period of the Strategy provision should be made for high quality passenger interchange points integrated with the revised transport networks. Interchange between the proposed radial and orbital bus services, and between bus services and rail, where identified, should be as seamless and attractive as possible.

3.5.1 I-02 Integrated Ticketing

Integrated ticketing and smartcard technology offers a convenient way to pay public transport fares. Smart ticketing allows for responsive fare structures to be implemented to simplify use and offer better value for money. At present, the Leap card offers significant discounts on cash fares and includes daily and weekly fare capping.

Description of Measure

There are significant benefits to passengers should they switch to Leap for their travel including a 30% saving compared to paying with cash at present. In future, the Leap Card may become part of an integrated Mobility As A Service (MaaS) platform that will enable integration with public transport, bicycle sharing systems (BSS) and car clubs and private hire services.

WMATS Opportunities

One of the goals of WMATS is to deliver an integrated transport system to allow people and goods to move efficiently throughout the WMA and to provide access with a variety of modes for people. Promotion of Leap (or future MaaS platforms) in Waterford will help to inform existing and potential passengers of the benefits of such a system.

There are opportunities to extend the range of payment options and integrated ticketing measures over the lifetime of the Strategy including that of Go Car and the Cycle Hire Scheme as in Dublin. The development of Leap card products is undertaken on a national basis by the NTA.

3.5.1 I-03 Public Transport Fares

To ensure that public transport fares are attractive and customer friendly, the fare system should be:

- Easy to use and understand;
- Regionally integrated;
- Designed to provide price incentives for more frequent use; and
- Affordably priced to make transit an attractive alternative to the private car.

Description of Measure

Public transport faces several areas of competitive disadvantage relating to the price of travel; free parking (especially at workplaces) is the most significant. In the 2017 Fares Determination, the National Transport Authority made significant improvements to the attractiveness of Waterford's public transport fares by:

- Expansion of the Bus Éireann city fare area to better reflect the current movement of people and include new city suburbs and industrial areas;
- Increase the Leap discount to 30% on both city and stage carriage bus services; and
- Extending free travel on PSO subsidies public transport to young children up to the age of 5.

WMATS Opportunities

Though the setting of public transport fares is not within the remit of a Local Authority, fare structure reviews should be regularly undertaken by the NTA to ensure that the WMATS networks are supported in a manner that encourages increased public transport use and provides for appropriate cost recovery.

The development and implementation of a WMA-wide zone-based fare structure will be considered as part of the strategy. For example, trips that involve the use of multiple public transport services should be considered as a single trip and the fare applied based on the zone to zone fare structure, not the number of public transport services used.

Bike Sharing Scheme

A public Bicycle Sharing Scheme (BSS), such as that available in Cork, Galway and Limerick, is a highly effective urban transport system and can have the added benefit of widening the catchment of public transport.

Description of Measure

A bicycle-sharing system, public bicycle scheme, or public BSS is a service in which bicycles are made available for shared use to individuals on a short term basis for a price or free. Many bike share systems allow people to borrow a bike from a "dock" and return it at another dock belonging to the same system. Docks are special bike racks that lock the bike, and only release it by computer control.

Public BSS can contribute positively in widening the public transport catchment area and addressing the 'last-mile' of a trip while also facilitating a wide range of trips in full within the city.

There is currently no BSS present in Waterford City.

WMATS Opportunities

The NTA has completed a feasibility assessment of the extension of it Regional Cities bike scheme to include Waterford. Implementation of this is proposed to commence in 2020/2021.

Other BSSs such as dockless bicycles should be considered as complementary measures to the docking-based system, particularly in areas not covered by the NTA scheme.

Carpooling

Carpooling for commuter trips to work and education can reduce traffic congestion and delivers benefits to the individual by way of travel savings. Commuter trips are often the most suitable for carpooling as they are undertaken most often and according to a routine pattern.

Description of Measure

Carpooling is most effective when it is undertaken on a company-wide or office-wide/specific location basis. The National Transport Authority actively supports Car Sharing through the Smarter Travel Workplaces Programme.

There is a benefit to employers through reduced overall parking requirements.

WMATS Opportunities

There are obvious opportunities to build upon previous Smarter Travel work in the area, particularly in WMA employment centres such as Waterford City Centre, Waterford Institute of Technology and industrial estates in the wider Waterford area.

Major employers can incentivise Lift Sharing through initiatives such as priority parking for Carpooling staff and Guaranteed Ride Home schemes.

3.5.1 I-06 Public Car Sharing Schemes (Car Clubs)

Public car sharing is a model of car rental where people rent cars for short periods of time, often by the hour. They are important in urban areas in facilitating car-free or low-car developments. They are particularly attractive to customers who make only occasional use of a vehicle.

Description of Measure

Car sharing schemes can reduce the number of cars on the road and free up land traditionally used for parking spaces. By supporting people who choose not to own a car, car sharing can encourage use of public transport, walking and cycling. Membership of such a scheme can be more cost effective than owning a private car.

Estimates by car club charity CarPlus (now Comouk) estimate that a car club typically removes at least 10 private cars. Vehicles provided by car clubs are often more environmentally friendly than private cars.

WMATS Opportunities

Interventions that support the provision of car sharing schemes will be considered as part of WMATS such as reserving parking spaces for public car sharing schemes like GoCar and YukoCar. There are currently no dedicated car club spaces across Waterford City.

A significant increase in the availability of car club vehicles and spaces across the WMA anticipated over the lifetime of the Strategy will be assessed, particularly as "car-free" and "car-lite" developments take place. These include consideration of recent innovations in the car club market including electric-vehicle based schemes, tie-in with bike sharing schemes, and 'floating' or one-way car club services - where the car does not necessarily have to be returned to the same bay from which it was taken.

3.5.2 I-07 Park and Ride

Park and Ride

Park and Ride involves the provision of high-capacity car parking facilities at designated public transport stops and interchanges to provide onward access to the City Centre and other key destinations via high frequency public transport, walking or cycling.

Description of Measure

Park and Ride as a key component of WMATS is a means of increasing the accessibility of the transport network to those that might not otherwise access the network through modes such as walking, cycling or public transport transfer.

The location of Park and Ride sites is key to achieving the desired benefits of reducing private car journeys to the city centre - particularly commuter car parking.

appropriate locations on the periphery of Waterford City within the WMA to widen the catchment and maximise the use of the proposed public transport network.

Park and Ride sites will be proposed at

The provision of Park and Ride will provide the opportunity to reduce provision of long-stay commuter parking in the city centre and potentially free-up existing car parking areas for other uses.

All strategic Park and Ride facilities will provide ancillary services including sheltered waiting areasand RTPI boards.

WMATS Opportunities

It is intended that all Park and Ride faciliies will be accessible by quality walking, cycling and public transit to ensure that 'the last mile' trips can be taken by sustainable transport.

3.6 Strategic Traffic Demand Management Strategies

The Strategic Traffic Demand Management Strategies comprise:

- STDM-01 Road User Charging
- STDM-02 HGV Management Strategies

■ STDM-03 Strategic Road Corridor Demand Management Strategies

Road User Charging

There can be different purposes and benefits of road user charging in demand management terms including:

- Prioritising strategic traffic for example the Dublin Port Tunnel is free for HGVs and tolled for private cars;
- To influence route choice; and
- To deter the use of the private car in specific areas or at specific times of the day – for example urban area congestion charging schemes.

Pricing measures to manage road use include:

- Fixed location tolling commonly associated with the delivery of major infrastructure such as a bridge or tunnel;
- Road based tolling usually associated with sections of motorway;
- Road user charging variations by time of day;
- Distance based tolling; and

Description of Measure

 Cordon based road user charging, e.g. city centre congestion charging. As it currently stands, WMATS does not include any specific measures for road user charging.

However, over the duration of the Strategy, subject to changes in national policy, road user charging approaches may be considered if deemed appropriate.

These may depend upon a number of factors that could include:

- A mechanism to provide a revenue stream for sustainable transport measures;
- A measure to reduce the environmenental impact of roadbased travel;
- Improvedlocal road traffic conditions; and
- A mechanism to ensure the successful delivery of alternative modes.

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WMATS Opportunities

3.6.2 STDM-02 HGV Management Strategies

Heavy Good Vehicles (HGVs) and freight represent a key economic driver moving goods throughout the WMA and nationwide.

However, HGVs due to their size can have significant impacts on the safety of pedestrian and cyclists and traffic operations, in particular within urban environments, and hence need to be carefully managed.

Description of Measure

HGV management techniques typically involve the removal of HGV routes from locations where they are least appropriate (such as busy city centres and neighbourhoods) to more appropriate routes including the strategic road network.

Many cities, including Dublin, restrict the movement of HGVs to routes outside of the city centre including the purpose-built Dublin Port Tunnel. Instead, there are designated 'Lorry Routes' that HGV drivers must stick to. These can be on a permanent basis or a time-limited basis to avoid peak times when pedestrians, cyclists and public transport users are likely to be using the route.

A potential future restriction on HGVs in Waterford City Centre would improve the environment for pedestrians and cyclists and improve safety, while the regulation of delivery times can improve traffic operations.

HGV management measures could potentially include:

- HGV restrictions within Waterford City Centre – particularly for lorries where the city centre is not the desired destination;
- Mobility management planning at key freight locations such as the Port of Waterford, to reduce the HGV impact during peak periods; and
- Delivery restrictions within urban areas to reduce HGV impact on urban centres during peak periods.

Where road user charging on strategic traffic routes such as the Southlink N25 is considered appropriate, it is recommended that HGVs should not be charged, in a manner similar to the Dublin Port Tunnel.

WMATS Opportunities

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Corridor-based demand management strategies can be effective in ensuring the efficient operation of the strategic road network.

Description of Measure

Corridor-based strategies can combine different demand management approaches and generally aim to make the best use of Intelligent Transport Systems such as:

- Variable Speed Limits;
- Incident Detection Systems;
- Variable Message Signs; and
- Ramp Metering on National Routes.

The appropriateness of each measure depends greatly on the context of the route and what the desired outcome is. For example, a National Road is likely to have more of a movement function than an inner city street and the above measures may be appropriate to improve the safety of the corridor.

WMATS Opportunities

Strategic Road Demand Management Studies may be undertaken and implemented as part of WMATS along appropriate corridors identified through traffic monitoring over the lifetime of the Strategy.

3.7 **Technology for Sustainable Transport**

The Technology for Sustainable Transport supporting measures comprise:

- TST-01 Mobility as a Service (MaaS) / Transport as a Service (TaaS).
- TST-02 Intelligent Transport Systems (ITS)
- TST-03 Dynamic Parking Systems or Virtual Loading Bay Systems
- TST-04 Autonomous Vehicles

3	.7.1	.1 TST-01 Mobility as a Service					
	Mobility as a Service	Mobility as a Service (MaaS) is sometimes referred to as Access-Not-Ownership or Transport as a Service. MaaS is a concept usually applied as an alternative to owning a private car to support urban living.	Description of Measure	MaaS typically involves the use of technology to support a mobility system encompassing public transport, cycle hire schemes, car clubs, taxis and mobility hubs. MaaS systems can also include smartphone apps that provide accurate distances, times and routes for walking and cycling trips and up-to-date Real Time Information and Countdown for public transit (such as CityMapper). Transport services can typically be paid on a subscription basis or on a Pay-As-You-Go basis like the Leap card.	WMATS Opportunities	The opportunity presented by MaaS will support the use of car clubs, ride-sharing, public transport and bike sharing schemes, and would facilitate reduced parking, particularly in denser, more compact areas where such measures are more likely to be successful such as Waterford City and Metroplitan town centres. As MaaS -based technology in Ireland improves, there is also the opportunity to incporporate this in large workplaces such as local government and lifescience companies across the WMA. MaaS will also be a useful tool in land use planning to support car-free or low-car developments near public transport hubs and provide access to a car without owning one when needed.	

3.7.1 TST-02 Intelligent Transport Systems (ITS)

Intelligent Transport Systems (ITS) represents the evolution of traffic management from a static unresponsive activity to a dynamic responsive activity that can adapt to the ever-changing traffic conditions as they are presented in real time.

This is facilitated through the rapid collation and analysis of performance data which allows for swift informed decision making.

Description of Measure

Smart Mobility is supported by the application of Intelligent Transport Systems (ITS). Measures could include:

- Expanding the Urban Traffic Control;
- Application of Variable Speed Limits;
- Installation of a Bus Priority Signalling System;
- Cycle head start signals at junctions;
- Use of dynamic parking systems (see below); and
- Smart delivery and servicing systems including pre-booking of delivery bays.

The application of Intelligent Transport Systems (ITS) to the transport network in Waterford will increase the efficiency of its operation.

The application of Bus Priority (and/or cycle head start) traffic signals may be used to provide sustainable transport priority and safety through known bottlenecks across arterial routes and link roads in the WMA region.

These electronic-based or SMART systems can be investigated further during the lifetime of the Strategy as the technology progresses.

3.7.2 TST-03 Dynamic Parking Systems or Virtual Loading Bay Systems

To support a more efficient use of kerbside space, urban areas in Europe have begun trialling smart technology including dynamic on-street parking models and virtual loading bays, recouping costs by charging for vehicles to use this service.

find, purchase and book available parking spaces in the nearby area with the use of an app. This reduces congestion by eliminating the need to search for available spaces and, in effect, acts as a demand management technique as spaces must be paid for.

Dynamic Parking Systems help users to

Many car club operators, such as the Autolib system in Paris, operate on this basis by booking ahead for an Electric Vehicle charging point enabled parking space.

WMATS Opportunities

In a similar vein, Virtual Loading Bay systems allow kerb space to be utilised in areas where other traffic restrictions are in place, typically at off-peak times where impact on congestion is less prounounced. Search traffic and emissions are reduced.

The opportunities for the WMA stem from the potential to reduce the emissions from vehicles but also to minimise conflict for competing demands for limited road space and to help to reduce search traffic and local congestion.

These electronic-based systems can be investigated further during the lifetime of the Strategy as the technology progresses.

Description of Measure

3.7.3 TST-04 Autonomous Vehicles

Autonomous Vehicles (AVs) or driverless cars, use technology to reduce or even to eliminate the need of a human driver.

This technology could potentially improve the safety of overall traffic conditions and, if regulated appropriately, could result in a more efficient vehicle movement on roads and highways.

AVs may potentially provide an opportunity to improve safety, with cars programmed to obey traffic regulations and speed limits and geofencing preventing them from entering certain spaces.

Driverless cars could potentially free up kerbside space as the demand for onstreet residential and long stay parking is no longer needed.

Though outside of the scope of the draft Strategy, both the NTA and Local Authorities will need to assess and monitor benefits or otherwise, offered by shared use AVs that are likely to present themselves during the Strategy timeframe.

However, autonomous vehicles are not considered as a substitute for walking, cycling and high-capacity public transport. There are a number of outstanding legislative, legal and technical issues in relation to autonomous vehicles and their impact on active travel and public transport.

Future assessment of the benefits (or otherwise) will need to measure their relevance against over-arching objectives to promote more active travel, provide equitable transport and to reduce congestion, pollution and street clutter.

WMATS will be guided by the development of AV policy at a national/EU level.

WMATS Opportunities

Description of Measure