

Mason Square, Moonee Ponds Green Travel Plan

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1 Introduction

Irwinconsult has been engaged by L.U. Simon Builders Pty Ltd to prepare a Green Travel Plan for the proposed mixed-use residential, retail and commercial development situated between Homer Street to the north, Everage Street to the east, Hall St to the south, and Margaret Street to the west.

This Green Travel Plan has been prepared specifically to encourage the use of non-private vehicle transport modes by the occupiers of the land. It highlights the measures that should be considered in design at planning stage to ensure suitable infrastructure is available for successful travel plan adoption, and considers actions that can be taken during operation.

This Green Travel Plan consists of six sections:

- Aim
- Background
- Sustainable Transport
- Targets
- Actions
- Monitoring & Reporting

2 Aim

A Green Travel Plan is an initiative to encourage travel mode behaviour change. Green Travel Plans are used to promote sustainable transport and encourage people to choose walking, cycling, public transport and vehicle booking services in preference to single occupant car trips whenever practicable.

The coordination, implementation and funding for the Green Travel Plan will be the responsibility of the Body Corporate (or equivalent). Acknowledging the location and accessibility of the subject development, this Green Travel Plan seeks to minimise resident and employee use of private vehicle transport through:

- Providing convenient access to current and relevant public transport information to all residents and employees;
- Improved road safety and personal security for pedestrians and cyclists;
- Maximising the efficient use of on-site bicycle parking; and
- Providing a mechanism to review the efficiency of green travel initiatives and amend existing or implement new initiatives as warranted.

The aim of the plan is to cut the number of single occupancy car journeys to and from work by employees and to and from home by residents by 40 per cent by 2025.

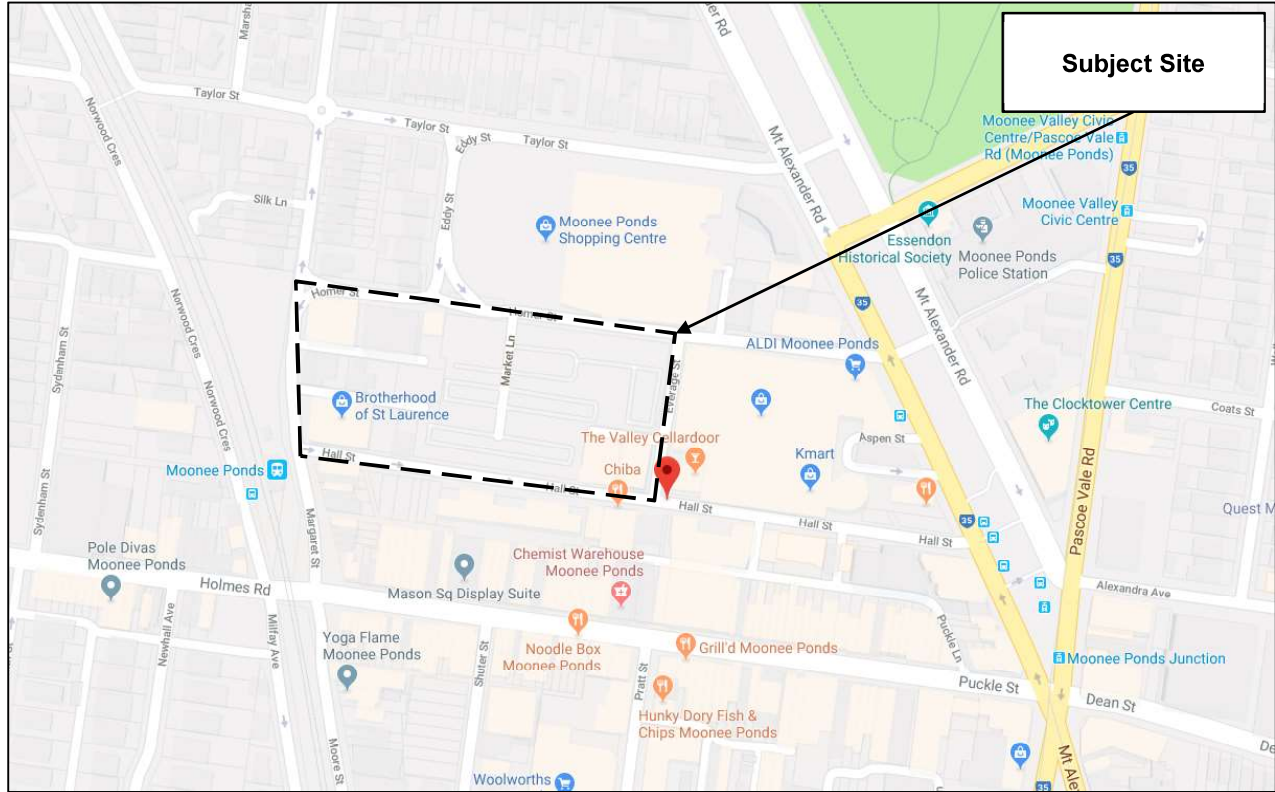
3 Background

3.1 Site Location and Land Use

The subject site is located within an Activity Centre Zone – Schedule 1 (ACZ1) under the Moonee Valley Planning Scheme. The subject site is positioned between Homer Street to the north, Everage Street to the east, Hall Street to the south and Margaret Street to the west, as shown in Figure 1 below.

In addition to the adjacent parklands, surrounding land uses are predominantly residential and commercial. The location of the subject site is shown in Figure 1.

Figure 1 Site Location (source: Google Maps)



3.2 Road Network

3.2.1 Homer Street

Homer Street is a local road managed by Moonee Valley City Council and generally runs east-west along the northern frontage of the subject site. Homer Street comprises an approximate carriageway width of 9m, which accommodates two lane, two way traffic movements east of Market Lane, and two lane, one way traffic movements west of Market Lane.

A speed limit of 40km/hr applies along the road.

3.2.2 Everage Street

Everage Street is a local road managed by Moonee Valley City Council and generally runs north-south along the eastern frontage of the subject site. Everage Street comprises an approximate carriageway width of 9m, which accommodates two lane, two way traffic movements. Kerbside parking is available on the eastern side of Everage Street and is restricted to 1P 9am-6pm Monday to Sunday on the northern end of Everage Street, and 1P 9am-5:30pm Monday to Friday and 9am-12pm Saturday at the southern.

A speed limit of 40km/hr applies along the road.

3.2.3 Hall Street

Hall Street is a local road managed by Moonee Valley City Council and generally runs east-west along the southern frontage of the subject site. Hall Street comprises an approximate carriageway width of 7m, which accommodates two lane, two way traffic movements.

A speed limit of 40km/hr applies along the road.

3.2.4 Margaret Street

Margaret Street is a local road managed by Moonee Valley City Council and generally runs north-south along the western frontage of the subject site. Margaret Street comprises an approximate carriageway width of 8m, which accommodates two way, two lane traffic movements within the vicinity of the subject site. All day off-street car parking is available via Margaret Street adjacent to the subject site.

A speed limit of 40km/hr applies along the road.

3.3 Proposal

The proposed development mix has been outlined in Table 1, based on the latest plans produced by DRC Architecture Pty Ltd and the development schedule provided by L.U. Simons Pty Ltd.

Table 1 Proposed Development Mix

Usage	Type	Inventory (Across the Entire Development)
Residential	3 or more bedroom apartment	96 dwellings
	2 bedroom apartment	453 dwellings
	1 bedroom apartment	720 dwellings
Tenancies	Retail	2,777 sq m
	Office	2,798 sq m

In addition to the above, the following is also proposed across the entire development:

- A total of 1,292 car parking spaces
- A total of 1,003 bicycle parking spaces
- A total of 128 motorbike spaces

3.3.1 Car Parking

The approved number of car parking spaces for the proposed development is 1,292 spaces.

3.3.2 Bicycle Parking

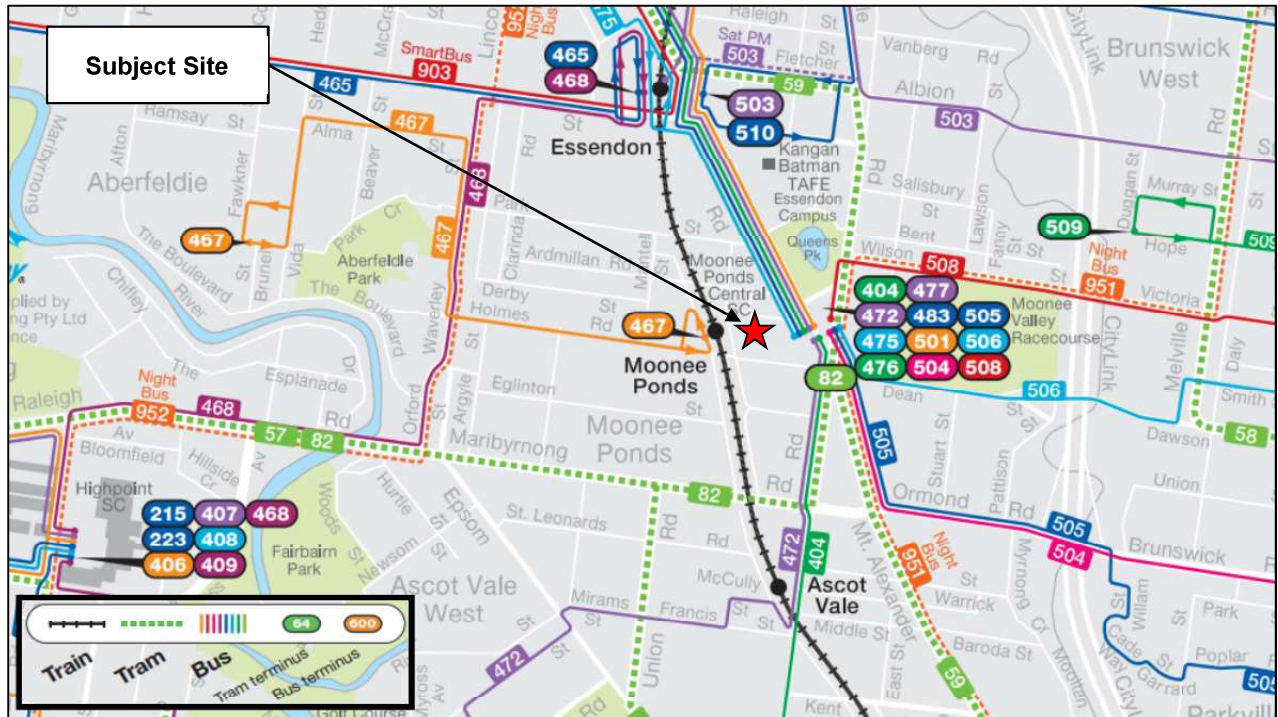
Clause 52.34 of the Moonee Valley Planning Scheme specifies the bicycle parking requirements for various uses. The proposed bicycle provisions of 1,003 bicycle parking spaces exceed Planning Scheme requirements, noting that visitors can also use the bicycle loops provided adjacent to the Homer Street and Hall Street towers on the ground level. It is also noted that due to the development consisting of multiple towers, spreading out the bicycle parking spaces instead of having a singular collective area will be more beneficial to residents/employees due to ease of access.

4 Sustainable Transport

The subject site is well situated to take advantage of the local sustainable transport network, which provides practical alternatives to private motor vehicle travel.

Figure 2 is an extract from Public Transport Victoria's (PTV) Moonee Valley Local Map and shows the location of the site with respect to nearby public transport and bike/pedestrian paths.

Figure 2 Public Transport Victoria's Moonee Valley Local Map



4.1 Walking

Walking is a fundamental and direct means of access to most places like nearby public transport services and other amenities such as shops, newsagents, post offices etc. It is a sustainable form of transport and can provide significant health benefits.

The subject site has very good walking facilities in place with all street frontages and the surrounding streets providing a network of footpaths, which can connect pedestrians to local destinations. If residents and employees were to walk a distance of 800m from the subject site, they would be able to access Moonee Ponds Central, restaurants, supermarket, chemist, small to large retail shops, recreational facilities, many public bus routes, several tram stops and Moonee Ponds Railway Station. It is also noted that once the development is completed, there will be several additional retail shops within the precinct.

A map showing pedestrian routes to key destinations from the subject site can be found in Appendix C.

The majority of the footpaths are quite wide (over 2m wide) and can accommodate a large number of pedestrians.

In addition, there are pram crossings at all nearby intersections and pedestrian crossings at major intersections to facilitate pedestrian movements through the local area. There are also regular pedestrian crossings, located midblock between intersections.

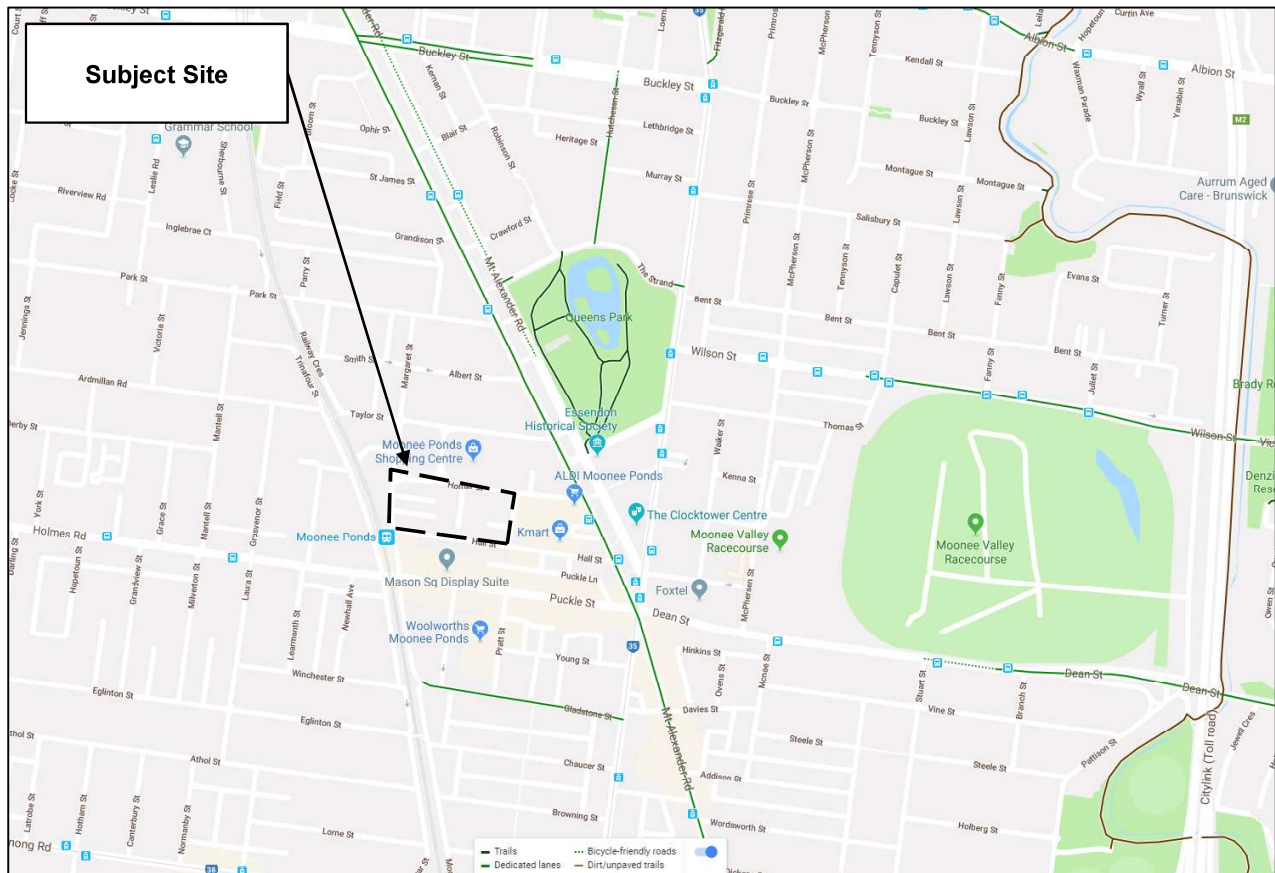
4.2 Cycling

Bicycles are an excellent form of transport. They have almost no impact on the environment, make minimal noise, produce no greenhouse gases and consume no fossil fuels. Cycling also has significant health and fitness benefits and is an enjoyable pastime.

As such, cycling is an important component of a sustainable and integrated transport system and it is a practical alternative to motor vehicle travel for many trips.

The subject site is well positioned to make use of cycling as a mode of transport. Although there are no dedicated bicycle lanes along the street frontages, Homer Street and Hall Street connects to several bicycle paths via Mt Alexander Road as shown in Figure 3. Bike trails can be found east of the site along Moonee Ponds Creek (1km east of the site, whilst dedicated bicycle lanes are located on Mt Alexander Road (210m east of the site). These bike paths allow users to connect to the north and north-western suburbs such as, Essendon, Flemington and Parkville etc, as well as to the Melbourne CBD.

Figure 3 Bicycle Paths Near Subject Site



In general, cycling for 3km is considered a reasonable riding distance. If residents and employees were to cycle a distance of 3km from the subject site, they would be able to access Moonee Ponds Central, Melbourne Showgrounds, restaurants, supermarkets, shopping mall, recreational facilities, and train stations such as Moonee Ponds Railway Station, Ascot Vale Railway Station and Newmarket Railway Station.

4.2.1 Public Bicycle Service

A bicycle-sharing platform called 'GetAroundBikeShare' offers commuters a convenient alternative mode of transportation. Registered users are able to reserve and unlock bikes using a code received by text or email. Unlike the Melbourne Bike Share program, which is only available in the inner suburbs, bikes provided by this service are available in the Moonee Ponds, Flemington and Footscray areas as well, (<https://getaroundbike.com/>). Bikes are located on Hall Street, 30m east of Everage Street.

4.3 Public Transport

The subject site is very well located to take advantage of the local public transport network. The services that are within a reasonable walking distance from the site are summarised in Table 2 . It provides residents and employees with a practical alternative to private motor vehicle ownership.

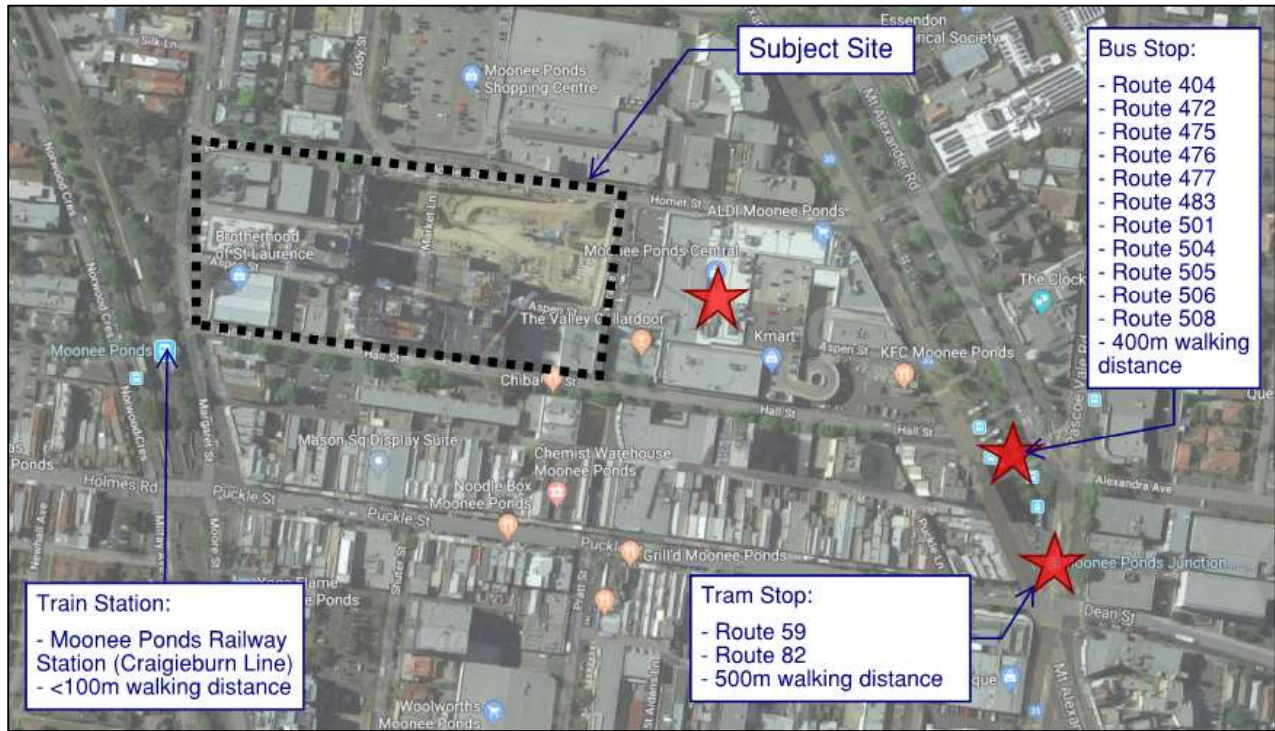
Additionally, joining local associations such as the Public Transport Users Association gives members access to the myki commuter club for discounted yearly myki transport tickets, (<http://www.ptua.org.au/>).

The proximity of the site to the nearby public transport options will subsequently aid in encouraging the use of public transport over the need of a private motor vehicle.

Table 2 Public Transport Options

Service	Route	Route Description	Nearest Stop	Distance From Site	Peak Arrival Frequency
Train	Craigieburn Line	Craigieburn – City	Moonee Ponds Railway Station	<100m (1 min walk)	3-6 mins
Tram	59	Airport West - Flinders Street Station, City	Moonee Ponds Junction/Pascoe Vale Road	500m (6 min walk)	5-6 mins
	82	Moonee Ponds - Footscray			7-8 mins
Bus	404	Footscray - Moonee Ponds via Newmarket	Moonee Ponds Interchange/Mt Alexander Road	400m (4 min walk)	20 mins
	472	Williamstown - Moonee Ponds via Footscray			15 mins
	475	Moonee Ponds - East Keilor via Niddrie			20 mins
	476	Moonee Ponds - Plumpton via Keilor, Watergardens			16-22 mins
	477	Moonee Ponds - Broadmeadows Station via Essendon, Airport West, Gladstone Park			17-20 mins
	483	Sunbury - Moonee Ponds via Diggers Rest			45-60 mins
	501	Moonee Ponds - Niddrie via Strathmore			25-30 mins
	504	Moonee Ponds - Clifton Hill via East Brunswick			30 mins
	505	Moonee Ponds - Melbourne University via Parkville Gardens			35 mins
	506	Moonee Ponds - Westgarth Station via Brunswick			7 mins
508	Alphington - Moonee Ponds via Northcote & Brunswick	15 mins			

Figure 4 Nearby Public Transport Locations

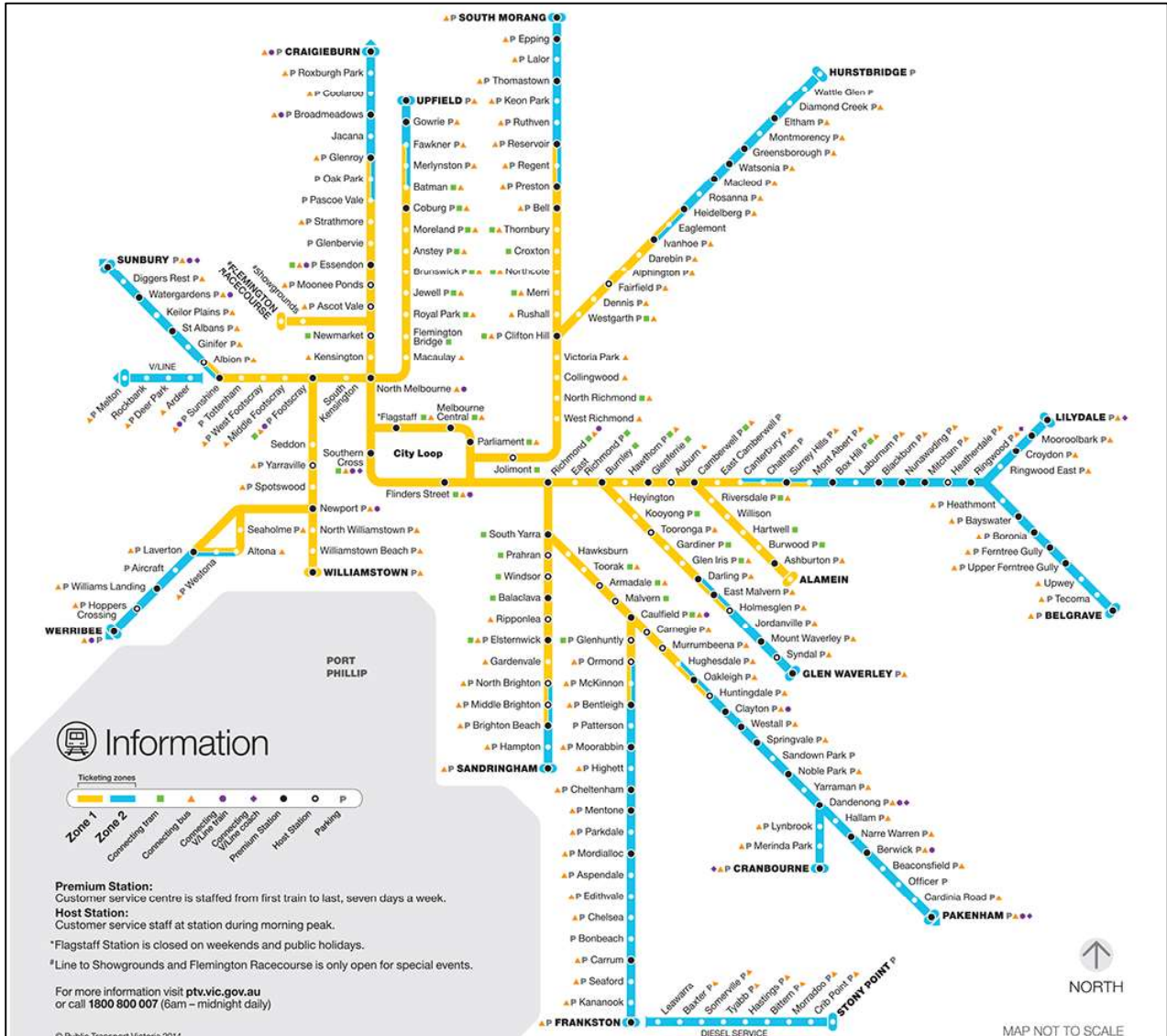


4.3.1 Train

The metropolitan train system plays a significant part in moving people around Melbourne and its outer suburbs and is a practical and convenient alternative to private motor vehicle use.

The subject site is well placed to make use of the Melbourne train network with Moonee Ponds Railway Station situated less than 100m west of the development site. The station services the Craigieburn line, which connects the northern suburbs to the Melbourne CBD, and thus is a convenient access to the wider metropolitan area.

Figure 5 Melbourne Rail Network Map



In addition, the rail network is to introduce a new metro tunnel that will involve the development of five new rail stations. Moonee Ponds Railway Station services the Craigieburn line, which upon completion of the metro tunnel, passengers of the Craigieburn line will be able to access the Metro Tunnel services by interchanging at Melbourne Central station and Flinders Street station. The Metro Tunnel will create 27 per cent more capacity on the Craigieburn line during peak periods. Refer to Figure 6 for location of the new rail stations.

Figure 6 New Metro Rail Stations (source: Metro Tunnel)



4.3.2 Tram

The metropolitan tram system is a significant contributor to moving people in and around inner Melbourne. It is a practical alternative to private motor vehicle use. The subject site is well positioned to make use of tram routes 59 and 82. The nearest stop to the subject site is on Pascoe Vale Road, approximately 500m walking distance east of the site.

The tram routes are practical for both work and leisure, providing access to the Melbourne CBD, Queen Victoria Market, Royal Melbourne Hospital, Royal Children's Hospital, north of the Melbourne CBD, Highpoint Shopping Centre and Footscray Market.

4.3.3 PTV Bus Network

The subject site is well serviced for bus transport with PTV bus routes 404, 472, 475, 476, 477, 483, 501, 504, 505, 506, and route 508 operating within a 4-minute walk from the subject site. Route description and the peak arrival frequency can be found for each bus route in Table 2.

4.3.4 Car Share

GoGet and Flexicar are services that provide car sharing vehicles. Several vehicles provided from these services are located within the vicinity of the subject site and are shown in Figure 7 and Figure 8.

Car share services reduces the needs of users or businesses to own their own car by providing convenient access to a shared car on an as needs basis.

Users gain access to their booked vehicle by using the smart card provided to them on sign up. Users are able to pre book the vehicle for collection at a designated pick up point via phone or online. When finished the vehicle is returned to the designated space.

Figure 7 GoGet Car Share Locations

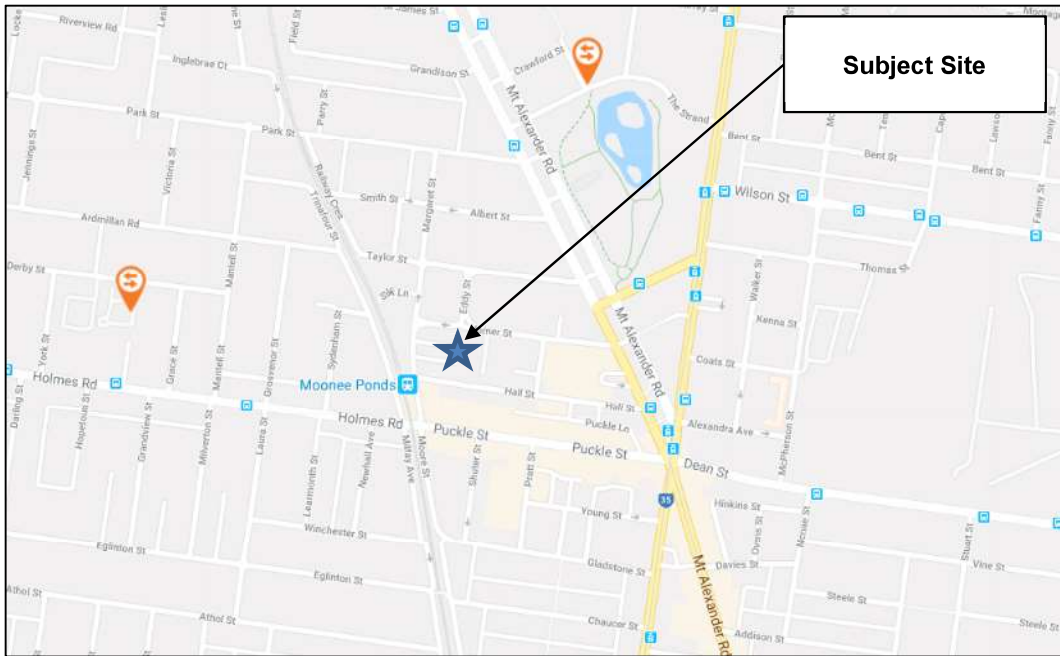
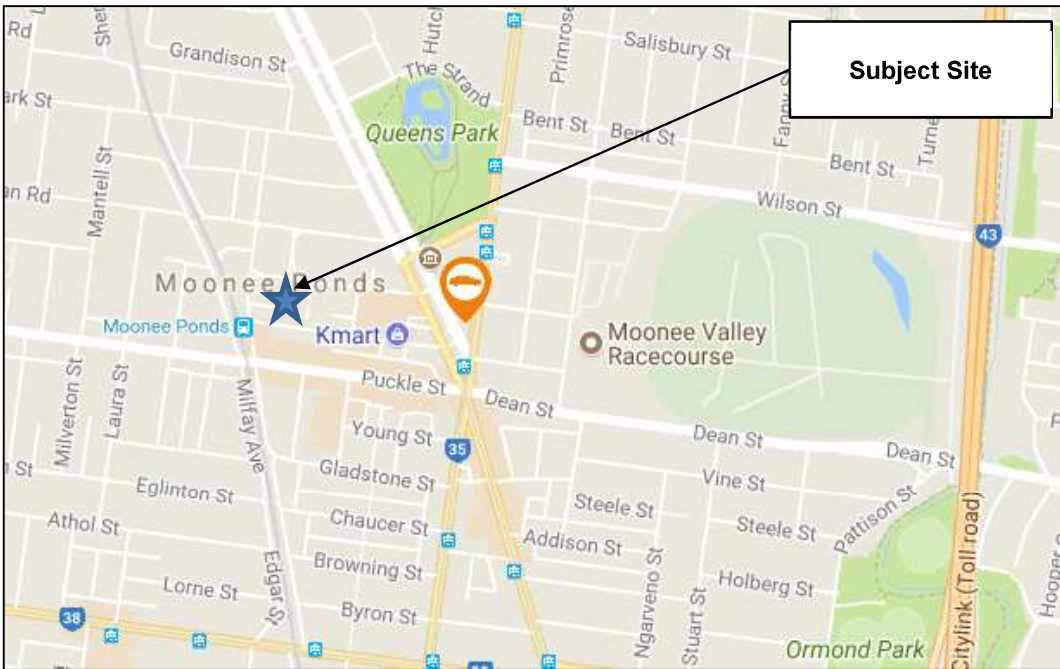


Figure 8 Flexicar Care Share Locations



4.3.5 Vehicle Booking Services

Vehicle booking services such as Uber, in particular UberPool, is another form of sustainable transport, which, due to competitive pricing and ease of access, are becoming more popular as an alternate mode of transport to private motor vehicle, particularly in metropolitan locations. UberPool allows users to share their journeys with other users that are heading in the same direction, whilst also splitting the costs between the users. UberPool has recently been made available in Melbourne after trialling for several successful months in Sydney, and will be servicing the Moonee Ponds area.

Subsequently, the location of the site lends itself to utilising this as an alternative mode of transport.

5 Targets

The Green Travel Plan should have targets to meet in order to achieve the aims set out in this report. Targets should be specific, measureable, achievable, and realistic and has a time frame.

The following targets will ensure that the aims of this Green Travel Plan are achieved:

- Reduce the number of single occupancy car journeys to and from home by residents by 40% by 2025.
 - Replace 10% of single occupancy car journeys among residents with walking trips by 2025.
 - Replace 10% of single occupancy car journeys among residents with cycling trips by 2025.
 - Replace 20% of single occupancy car journeys among residents with public transport trips by 2025.

- Reduce the number of single occupancy car journeys to and from work by employees by 40% by 2025.
 - Replace 2% of single occupancy car journeys among employees with car pooling trips by 2025.
 - Replace 9% of single occupancy car journeys among employees with walking trips by 2025.
 - Replace 9% of single occupancy car journeys among employees with cycling trips by 2025.
 - Replace 20% of single occupancy car journeys among employees with public transport trips by 2025.

It is important to note that when setting targets for the proposed development consideration should be given to the existing travel patterns for people living and working within the nearby area.

6 Actions

The Green Travel Plan aims to reduce the number of single occupant vehicle trips undertaken by residents and employees of the proposed development. The plan is an outline of the actions and incentives that will be adopted to encourage the use of sustainable transport modes.

In general, the Body Corporate (or equivalent) will be responsible for ongoing implementation of the actions identified within the Green Travel Plan.

6.1 Green Travel Action Plan

The following outlines a list of actions for each mode of travel to encourage travel mode behaviour change, and reduce the number of single occupancy car journeys to and from home/work by residents and employees. The list of actions are not exhaustive and should be updated if necessary on a periodic basis.

A draft action plan is also provided in Appendix A outlining who will perform the action, the timeline of the action and approximate capital cost.

6.1.1 General Actions

In general, the following action plans may be implemented to encourage sustainable travel:

- Create an events calendar that may hold 3-4 events per year. It would be best in conjunction with state wide events such as Ride to Work Day, World Environment Day, National Walk to Work Day etc. Additionally, these events may include the provision of lunch, morning teas or breakfasts, guest speakers, demonstrations etc. Applying this action creates additional awareness of sustainability to residents and employees. Being a state wide event, residents/employees may feel the need to participate in these events in order to contribute to their community/workplace.
- Allocate display boards in prominent locations (such as lobby) to show public transport maps and timetables. Applying this action will make it easier for residents and employees to know where the nearby public transport options can take them, when it can take them and how long these options will take. This will give residents/employees a clear understanding of their travel options.
- Provide Welcome Packs to residents moving in, which will contain sustainable transport information. Applying this action, will provide residents with information and hence promote the use of alternative modes of travel to private vehicles.

6.1.2 Walking

To promote walking as a means of transport, the following action plans may be implemented:

- Produce a map showing safe walking routes to and from the site with times, noting distances to local facilities, such as shops and bus stops (e.g. Walkscore). Applying this action will allow residents/employees to understand how far a certain destination is and how long it would take to walk there. Residents/employees may find that the time it takes to walk to their destination would be within their comfortable walking distance and hence choose to walk instead of drive. The map will be provided within the Welcome Pack for new residents.
- Lobby Council to open-up short cuts for pedestrian access proximate to the subject site. Applying this action would make getting to destinations easier and hence appeal to residents and employees to choose to walk instead of drive to their destinations such as Moonee Ponds Central, restaurants, supermarket, chemist, small to large retail shops, recreational facilities, many public bus routes, several tram stops and Moonee Ponds Railway Station.
- Negotiate with local council for improvements to footpaths across the wider road network. As above, applying this action improves walkability and safety with the removal of trip hazards and barriers to walking.
- Lobby Council to install more pedestrian crossings, pram crossings, zebra crossings, and wombat crossings for the safety of pedestrians. Applying this action will encourage residents/employees to walk to their destinations, as it would be safer to do so.
- Ensure pedestrian safety and access is not compromised during construction. Applying this action will ensure that current walkers around the subject site are not being affected by the construction of the

development. This will ensure that the walking community in this area will continue to choose to walk instead of possibly taking another mode of travel that may be less sustainable.

6.1.3 Cycling

To encourage cycling as a mode of transport, the following actions may be implemented:

- Ensure bike parking is clearly visible or provide signage to direct people to bike parking spaces. Applying this action will help visitors store/park their bike safely and in a timely and efficient manner.
- Lobby Council to review condition and interconnection opportunities of existing onsite cycle routes. Applying this action may lead to more routes for cyclists to travel, and hence give residents/employees more options of where to travel and to get to work.
- Lobby Council to provide new cycle routes. Applying this action may help in the safety of cyclists by separating motor vehicles and cyclists from the road.
- Establish an internal Bicycle Users Group (BUG). Applying this action can establish a cycling community within the subject site and hence encourage more of the residents/employees to join in.
- Supply a toolkit to each dwelling/workplace - this can consist of puncture repair equipment, a bike pump, a spare lock and lights. Applying this action may encourage more residents and employees to cycle as the maintenance of their bicycle can be cheaper if they had their own toolkit.

6.1.4 End of Trip Facilities

To encourage employees of the development to walk and/or cycle as a mode of transport, the following actions may be implemented:

- Provide showers and changing rooms for employees. Applying this action may encourage employees to walk and/or cycle to work because it allows them to refresh themselves before and/or after their travel.
- Provide lockers for a change of clothes – ensure lockers are in close proximity to changing rooms for employees. Applying this action may encourage employees to walk/cycle to work as they have the opportunity to store their belongings in a safe environment.

6.1.5 Car Parking

To promote the use of car pooling and car sharing for employees, the following actions may be implemented

- Allocate priority parking spaces for employees that choose to car pool. Applying this action will promote the use of car pooling among employees as finding a parking space will be easier, which can save them time and money if they were to park outside the development.
- Set up a car pooling database. Applying this action may further promote the use of car pooling as employees are able to know who they can car pool with, making it more organised and efficient for the employees who choose to travel to work by a private motorised vehicle.
- Provide employees with direction to car share services. Applying this action can encourage residents/employees to use car sharing services as access to these vehicles will be much easier.

6.1.6 Public Transport

To encourage public transport use, the following action plans may be implemented:

- Provide an interest-free loan to buy an annual Myki Card. Applying this action will be more cost effective for residents/employees who travel daily, compared to topping up balances as they go. This could then force residents/employees to stick to using public transport for the year as their annual pass has already been paid for.
- Provide a minimum of two (2) Myki Cards within the Welcome Pack (Residents Only). Similar to above, applying this action may promote the use of public transport as residents will not need to purchase a Myki card.
- Provide a map showing public transport routes proximate to the site. Applying this action will educate residents on nearby bus, tram and train services.
- Put up a noticeboard with leaflets and maps showing the main public transport routes to and from the site. Similar to above, applying this action will educate residents on what bus and train routes they are able to

take, how often the services run, where these services could take them, and any disruptions to the service.

- Provide discounted travel cards. Applying this action can promote the use of public transport as residents will be paying for their travels at a discounted rate.

6.1.7 Management

To manage the Green Travel Plan and check to see if it is meeting the targets outlined in Section 5, the following managing action plans may be implemented:

- Conduct surveys and keep records of the success/uptake of other initiatives. Applying this action can help monitor the progress of the Green Travel Plan, and to see if targets outlined in the Green Travel Plan are being achieved.

6.2 Green Travel Communication

Regular communication between residents, employees and the Body Corporate (or equivalent) about the Green Travel Plan and sustainable transport information should be enforced. This will allow residents and employees to be aware of the Green Travel Plan and also inform them of any on-going changes. In addition, residents and employees would also be kept up to date with sustainable travel options, allowing them to continuously know what their best method of travel is, which in turn could reduce the use of single occupancy motorised vehicle trips. Examples of what residents, employees and the Body Corporate (or equivalent) could be communicating about is provided below:

1. Will there be any future construction on site that could block walking/cycling access for residents and employees?
2. Are there any major works, such as level crossing removals, that could affect the current public transport schedule around the development?
3. Will there be any major public events such as festivals or holidays, which could affect travel times for residents and employees near the subject site?

Due to the various nature of individual workplaces, employers will communicate with their employees about sustainable travel alternatives and updates on travel information via periodic meetings or via a company e-mail/newsletter system. The Body Corporate (or equivalent) will undertake regular communication regarding green travel initiatives with a representative from each employer.

Residents should also be aware that regular monitoring of the Green Travel Plan will be occurring, and thus there may be a need for their participation in surveys on a periodic basis. Refer Section 7 for further information on monitoring and reporting.

Furthermore, detailed travel information will be supplied within Welcome Packs, which will be provided to all residents of the development site and is to include the following regarding sustainable transport alternatives.

6.2.1 Walking

To highlight pedestrian accessibility in the vicinity of the site, an access plan will be prepared within the Welcome Pack issued to residents showing pedestrian linkages in the vicinity of the site and nearby public transport services and other amenities such as shops, newsagents, post offices etc.

6.2.2 Cycling

To promote and market the use of bicycles, a map of the extensive network of on and off-street bicycle paths in the vicinity of the site will be provided within the Welcome Pack.

In addition, information on how to use bike share services will be provided within the Welcome Pack too.

6.2.3 Public Transport

To encourage public transport use, information sourced from PTV will be provided through posters and leaflets. The information provided will detail the scheduling / frequency of local services, the location of train stations / tram stops and linkages to other networks. This information will be included within the Welcome Pack.

In addition, information on car share services may be provided within the Welcome Pack too.

6.2.4 Vehicle Booking Services

It is known that sometimes motor vehicle transport is necessary, as such, details for private car services such as UberPool should also be provided in the Welcome Pack (subject to availability at the time the development is completed).

6.2.5 Sustainable Transport Information Displays

Copies of all sustainable transport information and maps/timetables included within the Welcome Pack will be made available to all residents of the development site.

7 Monitoring & Reporting

The Green Travel Plan should be monitored to make sure it is achieving the targets as set out in Section 5 above.

A review of the Green Travel Plan should take place on a periodic basis, combined with surveys of the residents to track how the plan is being utilised and what modes of transport are most frequently used by residents of the development.

Feedback from residents should be included in this review and the suitability of green travel options provided assessed.

There should be regular communication with residents and employees, in addition to informing them that the green travel plan will be monitored, and that they will be notified of any on-going changes.