



BEST PRACTICE EXAMPLES

Mobility Management of the Mater Misericordiae University Hospital and the Children's University Hospital

Overview : The Mater Hospital and the Children's University Hospital have over 3000 employees. Parking and planning constraints led the hospitals to take a strategic approach to reducing the number of single-occupant vehicles accessing the site. Dublin City Council required a mobility management plan for the hospital. They decided to outsource this action to Vipre Ireland Limited.

Target Audience				Actions			
	Children	X	Transport companies		Clean and Energy Efficient Vehicles		Traffic Management
	Teenagers		Car sales people		Cycling	X	Car Pooling
	Students		Private companies		Transport Demand Management	X	Transport for People with reduced mobility
X	Adults		Other		Flexible mobility services		Eco Driving
X	Old Age Pensioners				Travel Awareness Event(s)		Walking
X	Decision makers			X	Mobility management		Other
	Local and regional authorities				Public Passenger Transport		

Background & Objectives

A new hospital campus development will result in an extended adult hospital and a co-located National Paediatric Hospital on the site of the former car-park. This car park (with 600 spaces) closed in January 2006, presenting the hospitals with major parking difficulties while the build was ongoing.

Dublin City Council required a mobility management plan for the hospitals that addressed the traffic and parking impact in and around the area and placed a ceiling figure on car spaces for the new development.

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Implementation

Parking and planning constraints led the hospitals to take a strategic approach to reducing the number of single-occupant vehicles accessing the site. Vipre were engaged to provide consultancy and mobility management services.

Onsite commuter centres were established in each hospital to manage the implementation of the travel plan and to communicate travel initiatives to staff, patients and visitors. The centres are working towards a measurable travel behaviour change and a reduction in single occupant cars on site.

Conclusions

The hospitals saw the advantage of outsourcing the implementation of their travel plan to an experienced team from Vipre. Over 5 years, their implementation of the travel plan will achieve a 20% reduction in cars accessing the site, reducing congestion and parking overheads. This reduction will meet the planning requirements and create an image of positive social responsibility.

So far, a 16% reduction in staff travel by car was recorded as already achieved in September 2006' and also that the project won the Irish Times Living Dublin Award in 2007 for its contribution to improving quality of life in Dublin City.

Working towards these targets provides the opportunity for the hospitals to develop and refine more efficient operational policies for parking over the development period. Through offering a range of alternative travel options, implementation of the travel plan will create a more satisfied workforce.

