

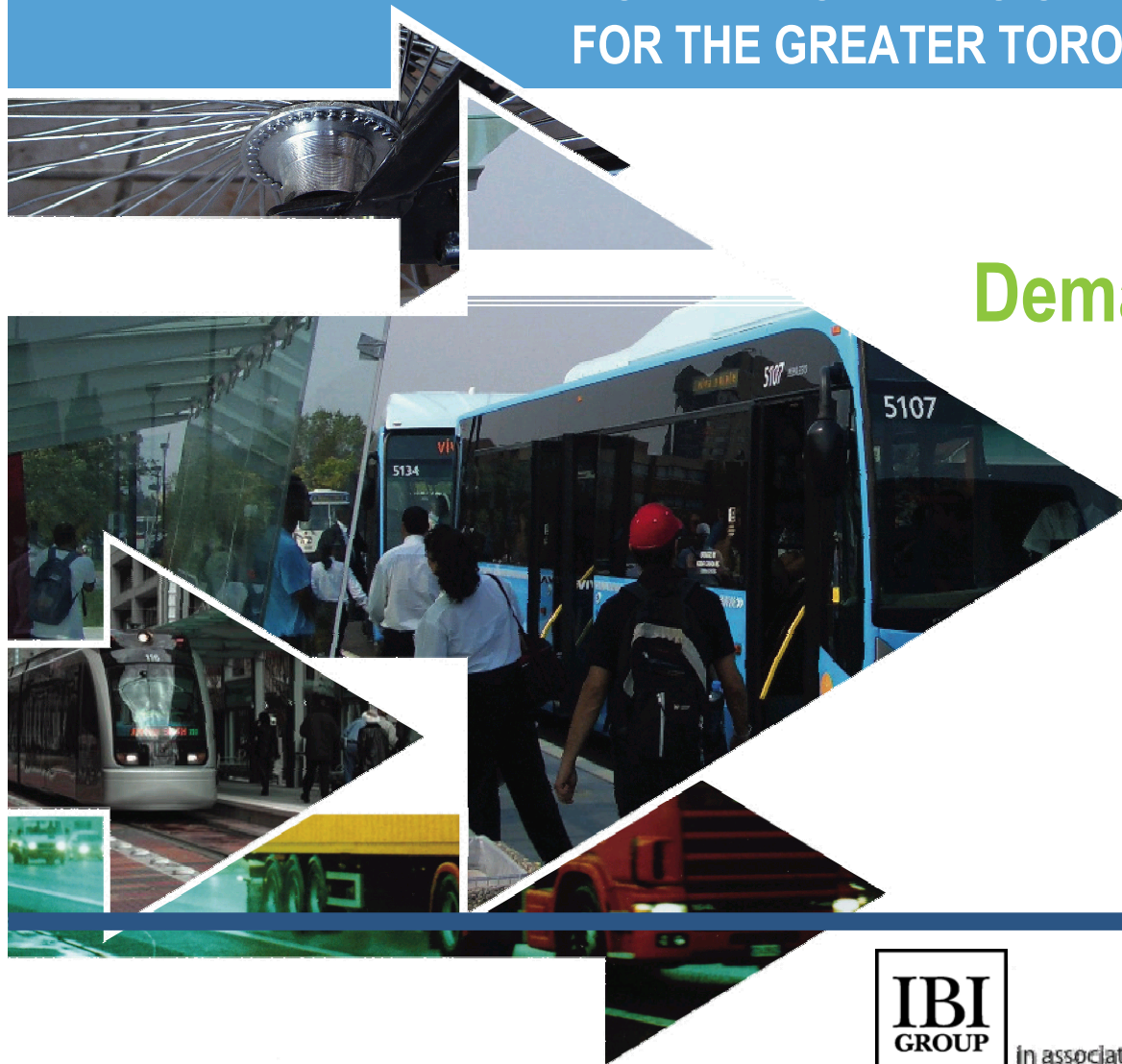
**metrolinx**

LINKING PEOPLE TO PLACES • ON Y VA

## DEVELOPMENT OF A REGIONAL TRANSPORTATION PLAN FOR THE GREATER TORONTO AND HAMILTON AREA

### Transportation Demand Management (TDM)

Presentation to  
Metrolinx Board  
February 8, 2008



**IBI**  
GROUP

in association with

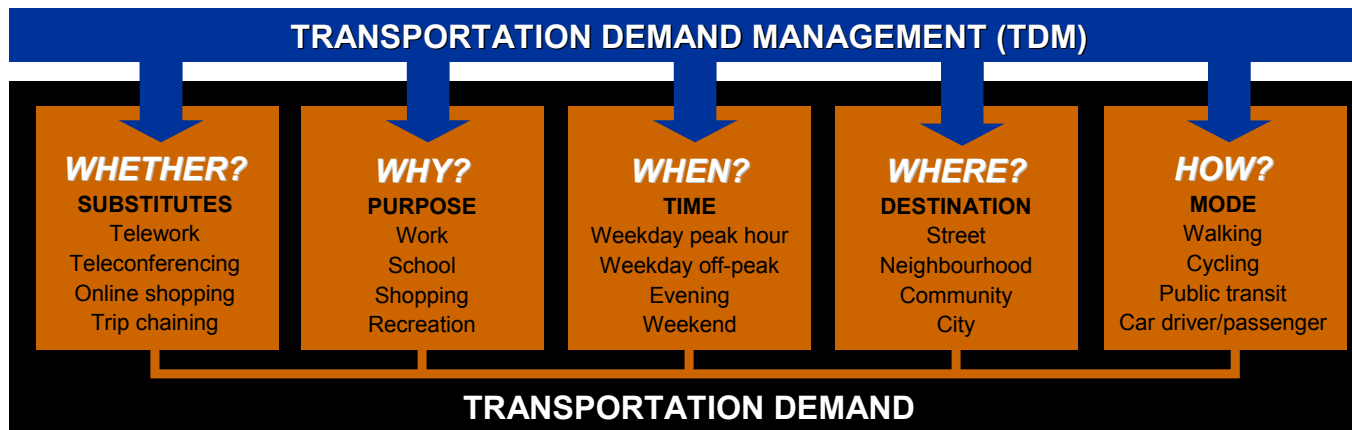


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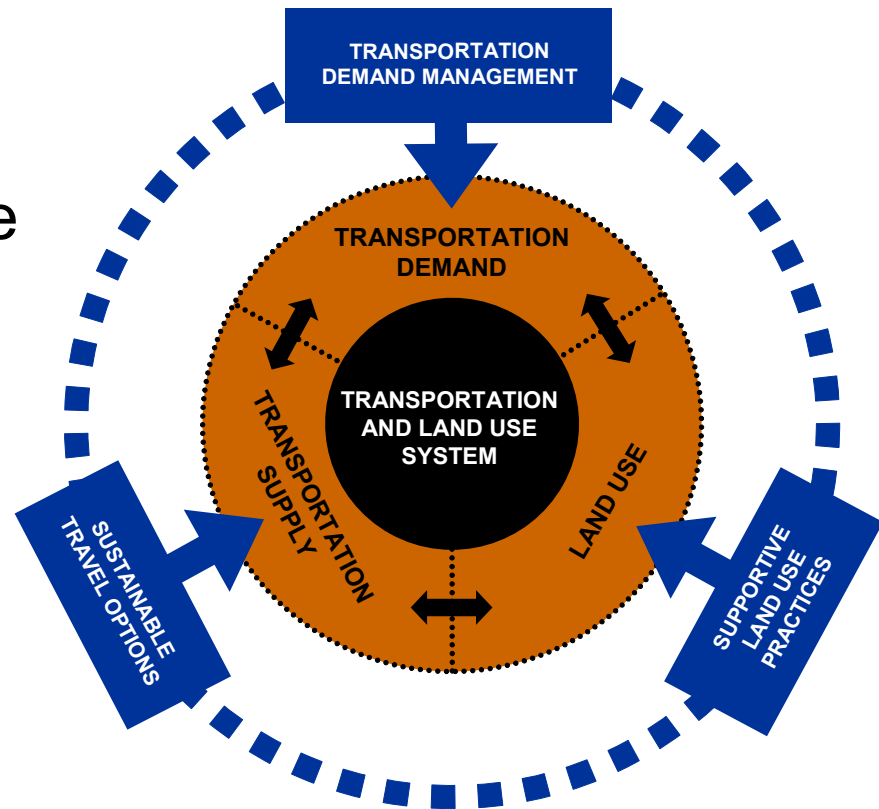
## TDM Primer

- ▶ TDM is the use of policies, programs, services and products to influence whether, why, when, where and how people travel
- ▶ It motivates individuals to rethink their transportation choices



## TDM Primer

- ▶ TDM shapes the economic & social factors that influence travel demand
- ▶ Measures include:
  - Incentives & disincentives
  - Education, promotion & outreach



## Benefits of TDM

- ▶ Supports sustainable transportation outcomes (health, environment, congestion)
- ▶ Defers/reduces infrastructure needs
- ▶ Increases return on infrastructure investment
- ▶ Improves personal access to opportunity
- ▶ Makes businesses more competitive

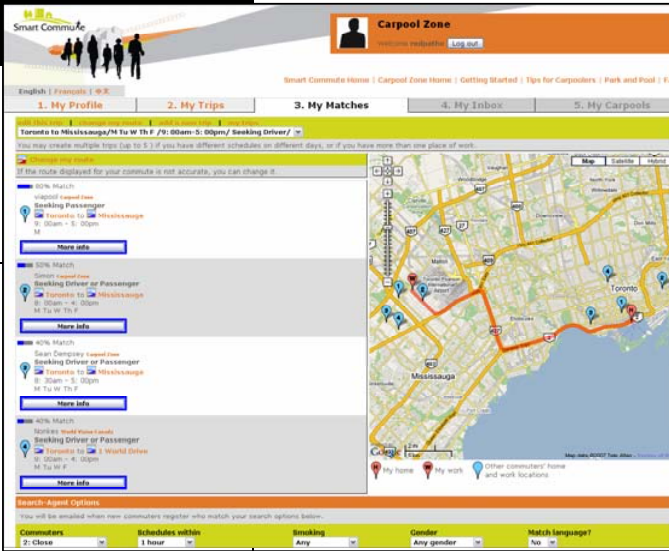


# TDM Measures by Target Market (1)

Initiative Types & Target Markets	Example Measures
<b>Workplace</b> <ul style="list-style-type: none"> <li>Commuters</li> </ul>	<ul style="list-style-type: none"> <li>Subsidized transit passes</li> <li>Tax exemption for transit benefits</li> <li>Ridematching services</li> <li>Vanpool promotion</li> <li>On-site active transportation linkages, bike parking and shower facilities</li> <li>Telework or flexible work hour programs</li> <li>Video/teleconferencing</li> <li>Office locations near transit service</li> <li>Parking pricing</li> <li>Parking cash-out programs</li> <li>Emergency ride home programs</li> </ul>
<b>School</b> <ul style="list-style-type: none"> <li>Students</li> <li>Parents</li> <li>Staff</li> </ul>	<ul style="list-style-type: none"> <li>Walking school buses</li> <li>"School pool" ridematching</li> <li>Cycling skills training</li> <li>Sustainable transportation curriculum</li> <li>On-site active transportation linkages and bike parking</li> </ul>
<b>Post-secondary Institution</b> <ul style="list-style-type: none"> <li>Students</li> <li>Staff</li> <li>Faculty</li> </ul>	<ul style="list-style-type: none"> <li>Universal transit passes</li> <li>Ridematching</li> <li>Parking pricing</li> <li>Virtual classes</li> <li>On-site active transportation linkages, bike parking and shower facilities</li> </ul>



# TDM Measures by Target Market (2)

Initiative Types & Target Markets	Example Measures	
<b>Household</b> <ul style="list-style-type: none"> <li>Individuals and families in their own neighbourhoods</li> </ul>	<ul style="list-style-type: none"> <li>Individualized marketing</li> <li>Community-wide ridematching</li> <li>Car sharing</li> <li>Location-efficient mortgages</li> <li>Developer-provided transit passes</li> </ul>	
<b>Community-wide</b> <ul style="list-style-type: none"> <li>Users of particular transportation services or facilities</li> <li>Specific population segments</li> </ul>	<ul style="list-style-type: none"> <li>Transit fare discounts</li> <li>Parking levies</li> <li>Transit service branding</li> <li>Special community events and challenges</li> <li>Online trip planners</li> <li>Real-time transit information</li> <li>Road pricing (tolls)</li> <li>Distance-based vehicle insurance</li> </ul>	
<b>Corridor</b> <ul style="list-style-type: none"> <li>All those travelling to, from or through the corridor</li> </ul>	<ul style="list-style-type: none"> <li>Various measures concentrated along a particular travel corridor</li> <li>Transportation management associations</li> <li>Shuttle services</li> </ul>	



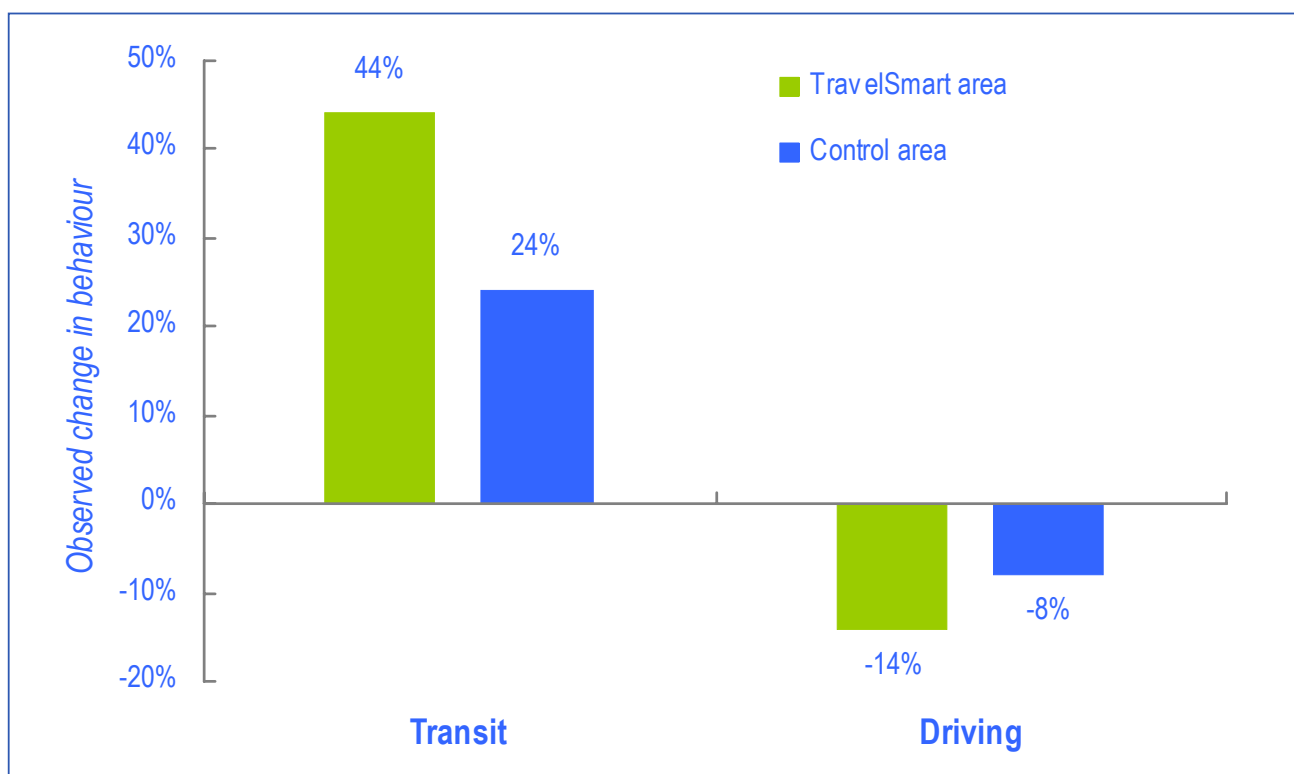
## Lessons Learned

- ▶ TDM is a “team sport”
  - Government, business, institutions, NGOs
- ▶ TDM requires a strategic approach to marketing
  - Focus on people most likely to change, and why
- ▶ Incentives, disincentives & information do work
  - Carrots & sticks best in combination



# Leveraging New Infrastructure

## ► Portland MAX LRT – Interstate Corridor

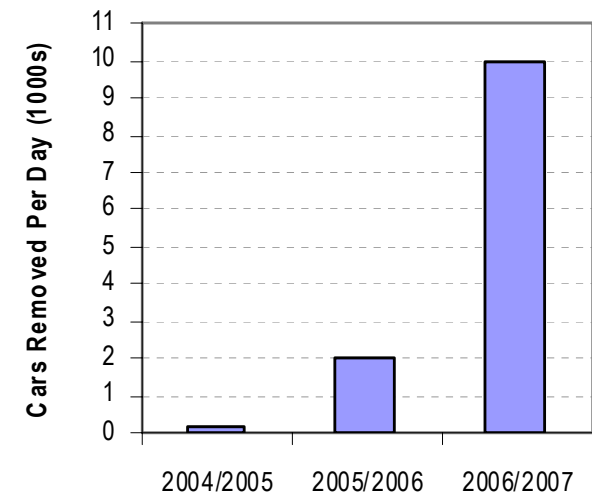




## Existing Programs as a Foundation

- ▶ Needs much greater investment, staffing, coordination & priority
- ▶ Smart Commute people, organizations, partnerships, brand & tools are a fundamental building block
- ▶ York University is a “best of breed” case study in Canada
- ▶ Opportunities to build on trip planners, Presto smart card, HOV lanes, active & safe routes to school

**Impacts of Smart Commute Programs**



Source: Smart Commute Initiative:  
Effective Congestion Relief

# Putting Plans and Policies in Place

Municipal Plan	TDM Goals and Recommendations
<b>Oakville</b> - Transportation Master Plan (2007)	<ul style="list-style-type: none"> <li>• Hire a City of Oakville TDM Coordinator, in addition to a Halton Region coordinator</li> </ul>
<b>Durham</b> – Transportation Master Plan (2003), Setting the Stage for TDM (2006), TDM Study report (2007)	<ul style="list-style-type: none"> <li>• Develop a TDM Program in Durham Region</li> <li>• Hire a TDM coordinator</li> <li>• Pursue funding for TDM initiatives</li> <li>• Develop TDM-supportive land use guidelines and checklist</li> <li>• Launch Smart Commute Durham with Region to deliver services</li> </ul>
<b>Hamilton</b> - Travel Demand Management Policy Paper (2005)	<ul style="list-style-type: none"> <li>• 20% reduction in auto vehicle kilometres of travel by 2031 through mode shifts and other TDM measures</li> <li>• Hire a TDM coordinator</li> </ul>
<b>Peel</b> - Transportation Demand Management Study (2004)	<ul style="list-style-type: none"> <li>• Integrate TDM into TMP and OP</li> <li>• Coordinate with Smart Commute, Area Municipalities and Stakeholders</li> <li>• Develop 5 year TDM action plan</li> <li>• Identify TMAs</li> </ul>
<b>Brampton</b> - Transportation and Transit Master Plan (2004)	<ul style="list-style-type: none"> <li>• Implement TDM programs for City staff</li> <li>• Provide start-up support for a car-sharing initiative downtown.</li> <li>• Create and support TMAs for key areas of high commercial/industrial activity</li> <li>• Develop and undertake a social marketing campaign for major employers and residents</li> </ul>
<b>York</b> - Transportation Master Plan (2002)	<ul style="list-style-type: none"> <li>• Establish network of HOV lanes</li> <li>• Hire a TDM coordinator</li> <li>• Revise land use and parking policies to support TDM</li> </ul>

## TDM Vision: Key Issues

- ▶ Bring TDM into the mainstream
  - Planning, decision making, public life
- ▶ Leverage infrastructure investments
  - Required by Building Canada Fund
- ▶ Apply sticks, not just carrots
  - Road pricing, parking management
- ▶ Be a technology leader
  - Smart cards & traveller information
- ▶ Create alignment & partnerships
  - Programs, policies, legislation



## Options for Action

### ► Trend, Incremental & Bold Scenarios

- Government leadership
- Commuter travel
- School travel
- Promotion & outreach
- Traveller information
- Transportation pricing
- Parking management
- Supportive infrastructure & land use



## Options for Action: Some Incremental Initiatives

- ▶ Routine part of infrastructure & service improvements
- ▶ Larger employers must offer commuter programs
- ▶ Employer transit pass subsidies are routine
- ▶ Removal of legal vanpooling barriers
- ▶ College & university U-Passes are routine
- ▶ School travel plans are mandatory
- ▶ New homes include transit passes, car sharing
- ▶ 511 travel information system
- ▶ Real-time wireless transit & traffic information
- ▶ Parking reform: More paid, tighter zoning, tax equity for structured/surface lots

## Options for Action: Some Bold Initiatives

- ▶ Free transit passes for most employees & students
- ▶ Employer transit benefits are tax-exempt
- ▶ Emergency ride home offered at larger workplaces
- ▶ Part-time telework is routine
- ▶ Schools rationalized to minimize travel
- ▶ Region-wide branding & individualized marketing
- ▶ Single integrated online travel planner
- ▶ Tolls on provincial highways & arterials, revenue used for transportation
- ▶ Distance-based vehicle registration & insurance
- ▶ Parking reform: Most paid, zoning maximums, no surface lots near rapid transit, commercial tax, employee cash-out

## Evaluating Options

### ► Benefits

- People, Environment & Economy

### ► Risks

- Public & political acceptance
- Resource & cost requirements
- Regulatory & legislative barriers
- Technical feasibility
- Effectiveness
- Implementation risk



## Quick Wins

- ▶ Metrolinx commitments
  - Web-based trip planner
  - Personal carbon footprint calculator
- ▶ Possibilities
  - Business travel plans for provincial & municipal offices
  - Vanpooling pilot project & removal of legal barriers
  - Pilot projects for school travel plans
  - Pilot projects for individualized marketing

