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

Transportation Demand Management (TDM)

Presentation to Metrolinx Board
February 8, 2008
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)

<table>
<thead>
<tr>
<th>Initiative Types &amp; Target Markets</th>
<th>Example Measures</th>
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<tbody>
<tr>
<td><strong>Workplace</strong></td>
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<tr>
<td>▪ Commuters</td>
<td>▪ Subsidized transit passes</td>
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<td></td>
<td>▪ Tax exemption for transit benefits</td>
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<td></td>
<td>▪ Ridematching services</td>
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<td></td>
<td>▪ Vanpool promotion</td>
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<td></td>
<td>▪ On-site active transportation linkages, bike parking and shower facilities</td>
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<td></td>
<td>▪ Telework or flexible work hour programs</td>
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<td></td>
<td>▪ Video/teleconferencing</td>
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<td>▪ Office locations near transit service</td>
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<td></td>
<td>▪ Parking pricing</td>
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<td></td>
<td>▪ Parking cash-out programs</td>
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<td></td>
<td>▪ Emergency ride home programs</td>
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<tr>
<td><strong>School</strong></td>
<td></td>
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<tr>
<td>▪ Students</td>
<td>▪ Walking school buses</td>
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<tr>
<td>▪ Parents</td>
<td>▪ “School pool” ridematching</td>
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<tr>
<td>▪ Staff</td>
<td>▪ Cycling skills training</td>
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<td></td>
<td>▪ Sustainable transportation curriculum</td>
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<td></td>
<td>▪ On-site active transportation linkages and bike parking</td>
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<tr>
<td><strong>Post-secondary Institution</strong></td>
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<tr>
<td>▪ Students</td>
<td>▪ Universal transit passes</td>
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<tr>
<td>▪ Staff</td>
<td>▪ Ridematching</td>
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<tr>
<td>▪ Faculty</td>
<td>▪ Parking pricing</td>
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<td></td>
<td>▪ Virtual classes</td>
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<td></td>
<td>▪ On-site active transportation linkages, bike parking and shower facilities</td>
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## TDM Measures by Target Market (2)

<table>
<thead>
<tr>
<th>Initiative Types &amp; Target Markets</th>
<th>Example Measures</th>
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</thead>
<tbody>
<tr>
<td><strong>Household</strong></td>
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</tbody>
</table>
| Individuals and families in their own neighbourhoods | - Individualized marketing  
- Community-wide ridematching  
- Car sharing  
- Location-efficient mortgages  
- Developer-provided transit passes |
| **Community-wide**                |                  |
| Users of particular transportation services or facilities  
Specific population segments | - Transit fare discounts  
- Parking levies  
- Transit service branding  
- Special community events and challenges  
- Online trip planners  
- Real-time transit information  
- Road pricing (tolls)  
- Distance-based vehicle insurance |
| **Corridor**                      |                  |
| All those travelling to, from or through the corridor | - Various measures concentrated along a particular travel corridor  
- Transportation management associations  
- Shuttle services |
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

![Bar chart showing observed change in behavior between TravelSmart area and Control area for Transit and Driving.]

- Transit: TravelSmart area 44%, Control area 24%
- Driving: TravelSmart area -14%, Control area -8%
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

Cars Removed Per Day (1000s)

Source: Smart Commute Initiative: Effective Congestion Relief flyer
### Putting Plans and Policies in Place

<table>
<thead>
<tr>
<th>Municipal Plan</th>
<th>TDM Goals and Recommendations</th>
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<tr>
<td><strong>Oakville</strong> - Transportation Master Plan (2007)</td>
<td>- Hire a City of Oakville TDM Coordinator, in addition to a Halton Region coordinator</td>
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</tbody>
</table>
| **Durham** – Transportation Master Plan (2003), Setting the Stage for TDM (2006), TDM Study report (2007) | - Develop a TDM Program in Durham Region  
- Hire a TDM coordinator  
- Pursue funding for TDM initiatives  
- Develop TDM-supportive land use guidelines and checklist  
- Launch Smart Commute Durham with Region to deliver services |
| **Hamilton** - Travel Demand Management Policy Paper (2005) | - 20% reduction in auto vehicle kilometres of travel by 2031 through mode shifts and other TDM measures  
- Hire a TDM coordinator |
| **Peel** - Transportation Demand Management Study (2004) | - Integrate TDM into TMP and OP  
- Coordinate with Smart Commute, Area Municipalities and Stakeholders  
- Develop 5 year TDM action plan  
- Identify TMAs |
| **Brampton** - Transportation and Transit Master Plan (2004) | - Implement TDM programs for City staff  
- Provide start-up support for a car-sharing initiative downtown.  
- Create and support TMAs for key areas of high commercial/industrial activity  
- Develop and undertake a social marketing campaign for major employers and residents |
| **York** - Transportation Master Plan (2002) | - Establish network of HOV lanes  
- Hire a TDM coordinator  
- Revise land use and parking policies to support TDM |
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