

TRANSPORTATION MASTER PLAN

Regional Council adopted the Transportation Master Plan on 09 July 1997. The budget approved in 1998 clearly reflects Council's commitment to begin to address the ambitious goals of the Plan.

The Transportation Master Plan includes several key principles:

"In general, TDM (Transportation Demand Management) measures are applied to reduce peak hour demand for automobile travel by eliminating or shortening trips, shifting trips outside of the peak hour, and encouraging walking, cycling and transit use rather than automobile use. Societal trends that favour increased telecommuting and home-based work are also expected to yield a four percent reduction in the future peak hour travel demand."

" Walking has the fewest environmental and social impacts of all travel modes. In support, this Master Plan recommends sidewalk provision on all Regional roads in the urban area, better promotion of walking, improved maintenance of pedestrian facilities through co-ordination among responsible jurisdictions, and enhanced pedestrian friendly design practices."

" Cycling is a realistic alternative to travel by automobile for a substantial portion of peak hour trips at most times of the year, and this Master Plan is intended to bring about a significant increase in travel by bicycle. It recommends a number of supportive policies, including greater consideration of cycling requirements in roadway design, construction and maintenance procedures. The principal focus is on the implementation of an extensive network of cycling facilities on Regional roads."

The Master Plan cites increased transit ridership as the single most important component of the strategy to address the modal split goals of the Master Plan. Council has a number of programmes as well as resources to focus on transit priority, including the transitway programme, the pilot rail programme, the park and ride programme, the transitway system improvement programme and the arterial transit priority programme as well as the operation of O.C. Transpo.

The Transportation Master Plan also directs that traffic calming will be considered "as possible solutions to operational or safety problems stemming from excessive speeds or poor driver behaviour".

1998 BUDGET PRIORITIES

1. During the 1998 budget debate, Regional Council approved budgets for TDM, traffic calming and cycling initiatives.
2. Regional Council has made it very clear that traffic calming is a priority. The Department expects to be undertaking many more traffic calming studies in the years to come as evidenced by the three studies directed by the Committee this spring. New studies are required while the backlog of implementation priorities mounts. There currently exists an identified implementation backlog of several millions of dollars. The Department expects that the Council will annually wish to identify funds for traffic calming initiatives.

3. The Department anticipates that Council will wish to increase its ongoing budget allocation for future cycling initiatives as well.
4. Regional Council in 1998 introduced funds for TDM initiatives.

MOBILITY MANAGEMENT BRANCH

In order to begin to address Council's directives from the Master Plan in the areas noted above, it is necessary to provide the resources to do so. The Master Plan directives are clear and the budgets are in place; it is now time to put the people in place to deliver the programmes.

The Environment and Transportation Department will be creating a new Branch in the Mobility Services Division, using funds from the Capital budget, with two general themes: - TDM and Travel Environment Management, including traffic calming and pedestrian and cycling initiatives.

The Branch to be known as the Mobility Management Branch will include, in its initial stages the following functional areas: - Manager, Branch administrative support, TDM co-ordination, traffic calming co-ordination, pedestrian and cycling co-ordination and community relation/outreach. As the Branch matures and demands increase, it may be necessary to consider other resources.

WORK PLAN FOR NEW BRANCH

The first order of business is to hire a new manager to begin the staffing process. When the key resources are in place, the Branch will be expected to develop both short-term and long-term discussion papers to begin to identify strategic directions in both streams: - TDM and Travel Environment.

Essentially the Branch must begin by developing a plan to address Council's desire to reduce our community's dependence of the single occupant vehicle. The Branch will be responsible for developing pilot/demonstration projects to prove the value of certain approaches designed to reduce our auto dependence. A programme not unlike the Solid Waste Division's waste reduction 3Rs programme may be a model to explore.

The Branch will also be responsible for the development of public education programmes to ensure that all residents are fully aware of the community and environmental impact of their transportation choices.

The day-to-day management of existing traffic calming studies and implementation will be the responsibility of the new Branch while implementation of the Cycling Facilities Improvement Programme and other cycling operational issues and new initiatives to address pedestrian issues will fall to this Branch.

In order to deliver Council's multi-year, multi-million dollar programmes in both TDM and traffic calming, it will be necessary to continue the extensive use of the private sector for the design of educational initiatives, various community traffic calming studies, new pedestrian and cycling initiatives and the design and construction of the physical elements of various proposals. A more detailed overview of some of the key elements of a work plan are attached at Annex A.

*Approved by
Doug Brousseau*

DB/js

Attach. (1)

POTENTIAL WORK PLAN COMPONENTS

1. Walking

- Review practices and standards:intersection design
- Review practices and standards:lighting
- Review practices and standards:signal timing
- Review practices and standards:maintenance
- Pedestrian safety education programmes
- Promote walking and increase profile of pedestrian issues
- Review design circulations for Transportation Master Plan conformance

2. Cycling

- Identify one-year programme for the cycling transportation network improvements
- Participate on the Regional Cycling Advisory Committee
- Review practices and standards:intersection design
- Review design circulations for TMP conformance
- Increase cycling amenities at transitway stations
- Increase cycling amenities elsewhere in the transportation system
- Review practices and standards:signal timing
- Review practices and standards:maintenance
- Cycling safety education programmes
- Promote cycling and increase profile for cycling issues
- Maintain and update cycling map

3. Roadway

- Implement employer-based traffic reduction programmes
- Implement community/household-based traffic reduction programmes
- Promote car-pooling
- Implement car pool parking lot programme
- Provide ridesharing information and services to targeted markets
- Develop and implement HOV programme

4. Travel Environment

- Identify areas for potential traffic calming initiatives
- Develop and maintain traffic calming priority ranking system
- Undertake neighbourhood and arterial traffic calming studies
- Implement approved traffic calming measures
- Develop and pilot new traffic calming approaches
- Create and implement education programmes with regard to individual driving behaviour