

REGION OF OTTAWA-CARLETON
RÉGION D'OTTAWA-CARLETON

REPORT
RAPPORT

Our File/N/Réf. 47-95-0024
 Your File/V/Réf.

DATE 4 June 1999

TO/DEST. Co-ordinator
 Transportation Committee

FROM/EXP. Planning and Development Approvals Commissioner

SUBJECT/OBJET **REPORT ON THE NORTEL NETWORKS**
“GREENCOMMUTE” TRANSPORTATION DEMAND
MANAGEMENT PROGRAM

DEPARTMENTAL RECOMMENDATION

That the Transportation Committee and Council receive this report for information.

INTRODUCTION

The purpose of this report is to provide Committee members with background to a presentation that will be made by Nortel Networks (Nortel) at the Transportation Committee on 16 June 1999. At that time, Nortel staff will provide additional documentation on the Nortel Networks transportation demand management (TDM) program, GreenCommute.

DISCUSSION

In May 1997, Nortel announced plans to expand its research campus at Carling Avenue and Moodie Drive in the City of Nepean by approximately 93,000 square metres (1 million square feet) in two phases. One of the key challenges for Nortel was to minimize the transportation impacts of 3,800 additional employees on the site and surrounding road network. To this end, Regional staff and Nortel agreed to establish operating objectives for the Carling campus (shown below) and, in pursuit of these objectives, Nortel committed to establishing a transportation demand management (TDM) program at the Carling campus in conjunction with the Region and OC Transpo.

<i>Year</i>	<i>Objective for non-auto modal share</i>	<i>Objective for average auto occupancy</i>
1997 (observed)	12%	1.2 persons per vehicle
2000	15%	1.3 persons per vehicle
2005	25%*	1.5 persons per vehicle

* An eventual target not specifically tied to 2005.

On 8 October 1997, Regional Council approved a motion requesting that Nortel report on its TDM program to Transportation Committee on an annual basis. This request was subsequently formalized in the Regional site plan agreement, wherein Nortel agreed to provide reports annually until 2006, or until the program objectives are achieved. This report is, therefore, the first of several.

Nortel hired a full-time TDM co-ordinator in March 1998, and began intensive development work leading to the formal GreenCommute program launch on 22 March 1999. The Region and OC Transpo have participated throughout this time as partners of Nortel in GreenCommute, and have provided ongoing advice and assistance to Nortel in several areas, including the following:

- development of a baseline survey on the commuting habits of Nortel's employees across the region, and conduct of baseline traffic and transit counts at Nortel sites across the region;
- development and implementation of OC Transpo's "Test-Ride" project at the Carling campus, which offered interested employees an opportunity to try complimentary transit service for the month of April 1999;
- provision of a direct-dial OC Transpo information telephone, telidon screen, timetable rack and information cases for the "transit hub" in the site's main building; and
- provision of OC Transpo bus route maps, Regional cyclist guide maps, and letters from the Regional Chair and OC Transpo Chair to 6,000 Nortel employees.

Regional and OC Transpo staff believe that Nortel's GreenCommute program is a significant step in the development of region-wide employer-based TDM programs, and in the development of innovative transit marketing measures. GreenCommute provides an opportunity to test new measures in an environment where corporate backing, employee interest and other supportive elements are present. We expect the high degree of cooperation shown over the past year to continue as GreenCommute evolves and matures.

CONFORMITY TO OFFICIAL PLAN AND TRANSPORTATION MASTER PLAN

The Region's contributions to GreenCommute conform to policies in the Official Plan (9.5.1) and Transportation Master Plan (2.5.1.4) regarding the use of partnerships to deliver TDM measures.

CONSULTATION

As Nortel's GreenCommute program is a private initiative, public consultation on its development and implementation would not be appropriate.

FINANCIAL IMPLICATIONS

This report has no financial implications. Funds to support the Region's involvement in the GreenCommute partnership are drawn as required from account 912-33413, Transportation Demand Management.

Approved by Pamela Sweet

for N. Tunnacliffe, MCIP, RPP

GN/jg