



Transport
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Building Capacity for TDM

ACT Canada Workshop

Ottawa, November 21, 2005



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TDM Synopsis / Perspective — Wilf Koppert, Program Manager, TDM Cycling and Pedestrian Facilities

The attached excellent summary highlights the day's events / outcomes very well and will not be repeated here. However I would like to augment the summary with some pertinent information and perspectives.

The objective of the workshop was to provide an opportunity for senior levels of government, politicians, senior management, Non-Government Organizations, related disciplines and staff to learn about the state of TDM across Canada and in Ottawa.

The most important objective was the opportunity to inform senior levels of government and our own politicians and senior management about our local needs. Networking and animated discussion was quite prevalent and was an important objective in getting people talking about TDM. The Workshops are generating great positive responses and commendations from participants.

The result from ACT Canada will be a **Needs Assessment Report**, based on the input from all workshops, suggesting priorities for stakeholder actions to advance TDM. Information being gathered that will serve to provide a solid foundation for a TDM needs assessment. This document will help to plan future TDM Budgets and Work Programs.

Key Observations from the Workshop

- ◆ Success ← funding
- ◆ TDM needs to be more visibly supported by politicians and management in order to be successful
- ◆ Dialogue and education amongst TDM professionals, policy makers, public, developers, NGOs, employers, educators, business, etc also key to success
- ◆ Full menu of TDM options is important to engage employers, developers, employees, public
- ◆ Active transportation a frequent catalyst for TDM - very strong link between public health, employee / individual health, burden on health care system and TDM
- ◆ Youth programs growing in popularity

Although the timing of the workshop was a definite factor, and I and the organizers understand this, it is still disappointing that no politicians or senior management made an effort to attend. I am positive they would have found it enlightening. I would therefore request that the summary receive PWS management support and wide-distribution.

I am also prepared to conduct a mini-workshop in the New Year at a more appropriate time, if there is interest / demand. It need not cost much.

I would like to thank Rob Orchin, Sharon Lewinson, and Diane Dupuis for their excellent support and work on this project.

Summary Report — Diane Dupuis

Keynote Speaker

Dr. Andrew Pipe, Medical Director, Prevention and Rehabilitation Centre, University of Ottawa Heart Institute and Associate Professor, University of Ottawa.

MC

Wilf Koppert, Program Manager, TDM, Cycling and Pedestrian Facilities, City of Ottawa

Presenters

- ◆ Mona Abouhenidy, Program Manager, Transportation - Strategic Planning, City of Ottawa
- ◆ Katherine Forster, A/Manager, UTSP, Transport Canada
- ◆ Wilf Koppert, Program Manager, TDM, Cycling and Pedestrian Facilities, City of Ottawa
- ◆ Sharon Lewinson, President, ACT Canada
- ◆ Jim Muckle, Mayor's Initiative on Healthy and Productive Workplaces
- ◆ Rob Orchin, Manager, Mobility and Area Traffic Management, City of Ottawa

Daniel Richer, Ottawa Town Crier welcomed participants to the workshop at approximately 8:30.

Sharon Lewinson welcomed participants and explained the goal of the cross Canada workshop series. She thanked the City of Ottawa for hosting the event and for taking on the leadership role of moving TDM forward in the National Capital Region. She explained how significant strategic alliances have been established for this project including all the major national professional associations that have an interest in transportation, and how the City of Ottawa has helped this project come to fruition through their collaboration and participation on both the project Advisory Team and Board of Directors. She outlined how the capacity building workshops are being held to increase TDM understanding, enhance networking opportunities and to gain input on what challenges and opportunities exist to build capacity for TDM in the NCR.

- ◆ **Key message:** TDM is a necessary and critical component of an urban mobility strategy and provides the necessary balance between supply and demand

Wilf Koppert presented TDM in the Canadian Context. His presentation provided an overview of TDM, e.g., what is TDM, TDM measures, (education, promotion, outreach; travel incentives and disincentives; sustainable travel options and supportive land use policies), why we need TDM and how we build capacity for TDM.

- ◆ **Key message:** TDM consists of education, promotion, outreach, travel incentives and disincentives and is complemented by sustainable travel options supply and land use. TDM is an important part of sustainable transportation systems in Canada

Katherine Forster, provided the federal perspectives and actions of TDM policies and procedures including funding initiatives. Transport Canada explained the purpose of the project and how it fits into their sustainable urban transportation strategy. She thanked the City and participants for taking part in this important initiative to develop a needs assessment for what is needed at all levels of government to build capacity for TDM in Canada. She provided an overview of federal government initiatives and programs and stressed how important TDM was to the achievement of sustainable urban transportation.

- ◆ **Key message:** TDM strategies are a necessary part of a sustainable transportation future for Canada and the government is looking to determine what is needed both nationally and at a regional basis to build capacity for TDM

Mona Abouhenidy, presented the challenges and opportunities of TDM in the Ottawa context, outlining the targets set in the Official Plan and Transportation Master Plan (increasing transit from 17 to 30 per cent, cycling from 1.7 to 3 per cent and walking from 9.6 to 10 per cent). TDM is a vital requirement if the city is to achieve these targets. She also pointed out that if these objectives are not meant the city will have to build two additional east-west arterial roads and two additional north-south arterial roads. Ottawa has a good head start but there are challenges ahead.

- ◆ **Key message:** TDM is not an option if Ottawa is to achieve the goals of the TMP and OP - it is a vital requirement that needs increased profile, visibility and resources.

Rob Orchin presented on the local benefits of TDM, touching on the inputs and outputs of urban transportation, public and social cost benefits, individual, business, school, environmental and public health benefits. He outlined how significant regional benefits can be achieved through TDM initiatives.

- ◆ **Key message:** Benefits of TDM are wide-ranging and significant to the individual, businesses and the community at large.

Sharon Lewinson presented the Canadian experience with TDM and success stories including, the Eco-pass program (available in Ottawa and many other communities across the country), the One Tonne Challenge, the Commuter Challenge, University of British Columbia TREK Program and TDM program in the town of Markham.

- ◆ **Key message:** there are a multitude of TDM success stories and TDM is growing and evolving in communities across Canada. TDM is necessary, it works and it is a multi-disciplinary responsibility.

Rob Orchin presented the TDM regional experience and perspective. The presentation outlined past and present TDM activities, successes and challenges, lessons learned and future directions. Current activities include the Ottawa Cycling Plan, the Ottawa Pedestrian Plan, the evolution of the internal TravelWise commuter options program (employee survey), the NCR Ridematching system, etc. Future TDM directions were outlined that included an employer TDM roundtable, updating the TDM strategic plan and increased linkages and outreach among stakeholders.

- ◆ **Key message:** Ottawa has been a national leader in TDM since the early 1990's and has important local success stories. Existing TDM initiatives and future directions will continue to place Ottawa as a national leader in the support of sustainable urban transportation.

A brief breakout session, facilitated by Jim Muckle from the Mayor's Initiative on Healthy and Productive Workplace, encouraged participants to list the barriers, priorities and mechanisms/processes (summarized in the following table) for TDM in Ottawa-Gatineau.

Barriers

Poor agency and government coordination - jurisdictional barriers (f,p,m)

Poor politician involvement/lack of political will

Employers not leading in offering TDM programs

Poor comprehension of TDM, e.g., what is TDM, when to use it

Lifestyle complexity/TDM is perceived as being unfriendly

Funding - lack of and not well allocated

Lack of community engagement

Lack of infrastructure for alternative modes

Priorities

More frequent transit service / Not raising fares twice a year / Bus pass tax deductible

Urban density too low / Mixed land use/design / Tighten development requirements

Eastern bridge for commercial traffic and to improve transit between O & G

Time for action - just do it and measure it

Public awareness/education (tie it to health and \$\$) perception of practitioners making it normal / Find a vocal leader (community/political) / Public education

Access to information and tools

Target school-aged children, special needs, seniors

Multiprong commitment strategy

Mechanisms/Processes

More joint meetings of TDM experts / Create on-going dialogue with stakeholders

Neighbourhood planning initiative (PS - educate pilot project teams)

TDM filter - decision making (decision to centralize city staff at 100 Constellation)

Budget bicycle/pedestrian pathway development

Making TDM relevant for the population to incite adoption

Modal connectivity, e.g., bicycle/transit

Annual review of progress as per TDM plan / Measureable performance indicators - ties to \$\$

Local power to enable/empowerment (downloading to municipalities)

Luncheon Keynote Speaker — Dr. Andrew Pipe

Dr. Pipe elaborated in significant detail on the links and interdependencies between health and transportation. He highlighted that the health of the community is dependent on the provision of a transportation network and land use strategies that encourage, support and allow for the use of active transportation modes and options that reduce SOV's (transit and carpooling). The health of the community is a result of the infrastructure in place and the priorities of the City.

Following his keynote address Dr. Pipe was presented with a certificate for 1,000 cycling maps in recognition of the vital link between transportation and health, and to demonstrate that the city of Ottawa is actively working to provide a sustainable transportation program. The maps will be forwarded to Dr. Pipe after they are printed.

The afternoon was a working session.

The afternoon concluded with both the City and ACT Canada thanking participants for their interest and support in moving TDM forward in the City of Ottawa.

Workshop evaluations received were all extremely positive.

Break out session overview

TDM and health

Question one: What are the immediate priorities for linking health and transportation?

- ◆ Talk with each other
- ◆ Need infrastructure (showers, lockers, etc.)
- ◆ Develop political will
- ◆ Keep focus on modal connectivity to be able to take whole trip by active means

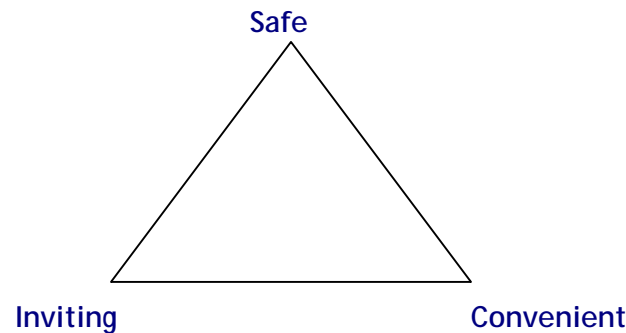
Question two: How should the link between health and travel choice be marketed?

- ◆ Use poster person - people who do it need to be more visible
- ◆ Find champions (employers, community leaders)
- ◆ Means of getting the word out - commercials, public services announcements, partnerships
- ◆ High profile project, e.g., David Suzuki
- ◆ Publicize available alternatives, e.g., city fleet
- ◆ Rewards and recognition, e.g., Bruce Timmermans Awards
- ◆ Weighing risks, e.g., r\walking vs. ...

Question three: What are the key barriers for getting the general public to minimize driving alone?

- ◆ Provide bus tickets for work requirements (e.g., meetings off site)
- ◆ Help people learn about the real costs of driving alone
- ◆ De-coolify using a car alone
- ◆ Employer fleet access
- ◆ Policy changes
- ◆ Employers provide a bike allowance for employees who use their bicycles for work related activities as well as financial support for safety accessories such as lights, bell, etc.
- ◆ Make other options more attractive
- ◆ Eco-pass, winter eco-pass, transferable transit pass

- ◆ Use/set up feeder buses to get to main routes
- ◆ Tax incentives (tbd)
- ◆ Ensure bike parking is safe and secure
- ◆ Reward multi-passenger drivers/cars
- ◆ Educate employers about options to offer their employees (guaranteed ride home, work at home)
- ◆ Infrastructure support



Question four: What are the key opportunities for reaching the general public and encouraging transit use, carpooling, cycling, walking and teleworking?

- ◆ The group indicated that these issues were covered off in the previous questions.

TDM and employers

Question one: How can employers be engaged in TDM?

- ◆ Transport Canada's Commuter Options Handbook - what's available, benefits
- ◆ Use local leader (vs. other Canadian) as example - quantify the benefits
- ◆ Incentives - tax rebate for TDM improvements, help planning and development
- ◆ Leadership by example - local government - facilities, services
- ◆ Start with local and federal government in Ottawa as examples
- ◆ Also include larger employers
- ◆ Can we require Norteleque efforts through development approvals
- ◆ Zoning by-law revisions will motivate developers
- ◆ Use NGOs for low cost expertise for employers
- ◆ TMAs to reach employers in one area, e.g., Byward Market
- ◆ Retail-oriented developer
- ◆ Reach executives of BIAs, Chamber of Commerce, BOMA

Question two: What are the immediate priorities needed to motivate and encourage employers to offer commuter options programs?

- ◆ Resource library - ridesharing, BUGs
- ◆ What's there and useful
- ◆ Tools
- ◆ Business case
- ◆ Need local version of commuter options guide
- ◆ Who's who: local, provincial
- ◆ Showcase local role models
- ◆ Start balancing incentives/disincentives
- ◆ City parking - lead by example
- ◆ Federal parking policies
- ◆ Carpool incentives
- ◆ Federal "proximate commuting" policy
- ◆ Long range planning - reduce parking supply for commercial developments in conjunction with improved supply options
- ◆ Identify and highlight/reward senior role models within organizations, e.g., create champions, establish cultural norm within work force
- ◆ Fertilize other employers
- ◆ Group them, help develop/deliver messages - media worthy, how to benefit them
- ◆ Gather and disseminate data - travel behaviour, impacts, costs, health, business, productivity, sick days, retraining/recruiting, congestion costs on profitability and society
- ◆ Municipal tax impacts
- ◆ TW roundtable - enable: info exchange and partnerships, needs mission, objective/action oriented not just talking, coordinate outreach
- ◆ Avoid duplication - fed/local/Ngo
- ◆ Reach parents through kids - trickle up

Question three: What are the key challenges in reaching employers?

- ◆ Lack of business case - need numbers to demonstrate/sell benefits, data need to durable, e.g., "good science"
- ◆ How can we create a "social conscience" among employers?
- ◆ Lack of understanding of consequences, e.g., overcome by illustrating alternative future scenarios, use community pressure to influence employers - Hampton Park roundabout, AltaVista Transportation Corridor

Question four: What are the key opportunities for reaching employers?

- ◆ Citizen power
- ◆ Media influence - public - employers
- ◆ Use employee pressure - grassroots
- ◆ Would survey of employee needs highlight opportunities and benefits for employer?
- ◆ City could do work and analysis on employers' behalf?
- ◆ Could help attract and retain employees (selling point)
- ◆ Ottawa Business Journal has shown interest in the Commuter Challenge, LRT, ecology

TDM and the community

Question one: What are the key opportunities for reaching the public?

- ◆ Health messages are connecting
- ◆ Route selection convenience
- ◆ Parking pricing policy
- ◆ Secure bicycle storage throughout the City of Ottawa tax deduction for alternative modes
- ◆ Safe and secure routes for cycling (and connectivity to Hull and in the downtown core, Bronson to Carleton U)
- ◆ User info systems (@ cross walks and on buses)
- ◆ Focus on kids - education and safe active transportation routes
- ◆ High school programs too
- ◆ Individualized/employer-based BSM
- ◆ Orientation workshops - mode specific, e.g., CAN-BIKE, transit for kids

Question two: What are the highest priority actions?

- ◆ Ottawa/Gatineau transit integration
- ◆ Eco-pass in Ottawa (look at Boulder, Colorado model)
- ◆ Brainwash politicians
- ◆ Real time info system
- ◆ Land use policy - increase density and mixed use
- ◆ Permanent dedicated city TDM staff
- ◆ Targeted info campaigns
- ◆ Access to transit stations from public facilities

TDM and developers

Question one: How can developers be encouraged to implement TDM?

- ◆ Show them “What’s in it for them” Developers concerned with the bottom line
- ◆ Zoning - give a break or incentives for TDM measure implementation
- ◆ Zoning - require TDM measure implementation / considerations
- ◆ Expedite building permits for developments with TDM measures / principles
- ◆ Development industry needs a champion to lead in implementing TDM - (Greenberg in Westboro)
- ◆ Educate and engage politicians to provide policies

Question two: What are the immediate priorities needed to motivate and encourage developers to incorporate TDM?

- ◆ Develop a Business Case for TDM development
- ◆ Tax reform - make it expensive or impossible for Greenfield development
- ◆ Developers to pay real costs for infrastructure and services in Greenfield development (Quebec City has a computer program on line where public can see real costs)
- ◆ Stop building roads

Question three: What are the key challenges in reaching developers?

- ◆ Interest in bottom line - must be profitable
- ◆ Easy access to politicians therefore must convert politicians first
- ◆ City must be willing to help - educate promote tools facilitate
- ◆ Where TDM located in City organization - unit, division, branch, etc.
- ◆ Shows priority - less visibility / organizational clout, less developers will pay attention
- ◆ Developers must buy into concept of living, working, shopping, playing within community (new urbanism)
- ◆ Market requires provision for cars e.g. , Roads, garages.

Question four: What are the key opportunities for reaching developers?

- ◆ Develop a toolkit for TDM implementation - involve developers, community, staff, NGO’s, etc in the development of it
- ◆ Present case studies of successful TDM development
- ◆ Also educate public re TDM
- ◆ Through educating and engaging politicians to promote TDM when they come to see them about a development
- ◆ Change buying publics perceptions needs towards TDM
- ◆ Encourage developers, to involve politicians, community, staff, NGO’s, etc in discussions about development before design is started, not after.

Workshop Agenda

8:00 – 8:30	Continental Breakfast	
Morning Plenary Session		
8:30 – 8:45	Introduction	
	<ul style="list-style-type: none"> ◆ Welcome ◆ Project Summary 	Ottawa Town Crier – Daniel Richer Sharon Lewinson, ACT Canada
8:45 – 10:00	Opportunities and Challenges	
	<ul style="list-style-type: none"> ◆ TDM: A Canadian context ◆ Federal perspectives and actions on TDM ◆ Local TDM opportunities & challenges TDM's ◆ Local benefits ◆ Q& A session 	Wilf Koppert, City of Ottawa Katherine Forster, Transport Canada Mona Abouhenidy, City of Ottawa Rob Orchin, City of Ottawa
10:00 – 10:15	Refreshment Break	
10:15 – 11:10	Successes and Lessons Learned	
	<ul style="list-style-type: none"> ◆ Canadian experience with TDM ◆ TDM and Health link ◆ TDM regional experience and prospects ◆ Q&A 	Sharon Lewinson, ACT Canada Jim Muckle, Mayor's Initiative on Healthy and Productive Workplaces Rob Orchin, City of Ottawa
11:10 – 11:45	Moving Forward: Key Issues	
	<ul style="list-style-type: none"> ◆ Strategic needs and objectives ◆ Open floor audience participation 	Sharon Lewinson, ACT Canada Jim Muckle, Mayor's Initiative on Healthy and Productive Workplaces
11:45 – 12:00	Conclusion	
	<ul style="list-style-type: none"> ◆ Synthesis of results ◆ Next steps 	Wilf Koppert, City of Ottawa Sharon Lewinson, ACT Canada
12:00 – 1:30	Lunch — Keynote Speaker: Andrew Pipe, CM, MD, LLD, DSc, Medical Director, Prevention and Rehabilitation Centre, University of Ottawa Heart Institute	
Afternoon Working Session		
1:30 – 1:45	Introduction to working session	
	<ul style="list-style-type: none"> ◆ Purpose of working session ◆ Instructions to working groups 	Sharon Lewinson, ACT Canada Wilf Koppert, City of Ottawa
1:45 – 2:45	Breakout sessions	
2:45 – 3:00	Refreshment Break	
3:00 – 3:50	Breakout group reports	
3:50 – 4:00	Conclusion	
	<ul style="list-style-type: none"> ◆ Synthesis of results ◆ Next steps 	Rob Orchin, City of Ottawa Sharon Lewinson, ACT Canada

Keynote Speaker — Andrew Pipe, CM, MD, LLD, DSc

Medical Director, Prevention and Rehabilitation Centre, University of Ottawa Heart Institute
Associate Professor, University of Ottawa



Dr. Andrew Pipe graduated from the Queen's University Medical School in 1974. Currently the Medical Director of the Prevention and Rehabilitation Centre, Dr. Pipe is an Associate Professor at the University of Ottawa, with appointments in the Department of Family Medicine and the Division of Cardiac Surgery.

Dr. Pipe's research interests have included smoking cessation, the clinical performance of artificial heart valves, cardiovascular adaptations to exercise and drug use in sport. Dr. Pipe has extensive clinical trial experience and is currently conducting research supported by the Heart and Stroke Foundation of Ontario and Pfizer.

Recognized as one of Canada's leading experts in cardiovascular disease prevention, physical activity and health and smoking cessation Dr. Pipe has addressed audiences in over 20 nations and is frequently consulted on issues related to tobacco use and smoking cessation, drug use in sport and physical activity and health. A former chairman of Physicians for a Smoke-Free Canada, Dr. Pipe is a Life Member of the Canadian Council on Smoking and Health.

In addition to his clinical responsibilities, Dr. Pipe has been extensively involved in sports and sport medicine for many years. He served as the Chief Medical Officer to Canada's 1992 Summer Olympic Team in Barcelona and has been the Team Physician for Canada's National Men's Basketball Team since 1978. A member of the Canadian Olympic Hall of Fame, he served as Chair of the Canadian Centre for Ethics in Sport from its inception until 2003.

Dr. Pipe is the recipient of the International Olympic Committee's Award for "Sport, Health and Wellbeing" and honorary degrees from Queen's University (LLD) and Brock University (DSc). In 2002 he was named to the Order of Canada.


Presentation Slides

**Building Capacity for
TDM in Canada**

  **Transport Canada** **Transports Canada**

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 **ACT Canada**
Association for Commuter Transportation of Canada

Introduction

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Project summary

- Goal: Build capacity across Canada for the development and implementation of TDM plans, programs and activities
 - Significant increases in TDM understanding, roles & responsibilities of various disciplines, priority, funding & staff resources are needed to make a meaningful contribution
- 3 major project elements:
 - **Strategic alliances** with interdisciplinary partners
 - **Capacity-building workshops** to gather input from stakeholders and educate non-TDM professionals
 - **Needs assessment report** suggesting priorities for stakeholder actions to advance TDM



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Project participants

- ACT Canada – with funding from Transport Canada
- Advisory Team
 - CPA, CUTA, FCM, CITE, CIP, TAC, Transport Canada, Environment Canada, Natural Resources Canada, Public Health Agency of Canada, Pollution Probe, Green Communities, VTPI, Go for Green
- Municipal governments
 - Halifax Regional Municipality, City of Ottawa, Region of Peel, Region of Waterloo, City of Calgary, Town of Markham, Capital Regional District
- Event hosts, coordinators and sponsors
 - BA Group, Smart Commute Association, Calgary Chamber of Commerce, Canadian Petroleum Products Institute, Alberta Infrastructure and Transportation, VTPI, BC Transit, BC Ministry of Environment



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Project outcomes

- Needs assessment
 - Identify TDM best practices, measurements of success, barriers, constraints, opportunities and support needed by government, NGOs and private sector
- Networking
 - Workshop series offers an opportunity for TDM stakeholders to exchange ideas and build regional capacity for TDM
- Alliances
 - Multidisciplinary advisory team
 - Local stakeholders
 - Workshop attendees



Cross-Canada workshops

- Purpose of workshops
 - Raise awareness and understanding – convince the unconvinced
 - Provide tools and resources to those in the field
 - Highlight local/regional efforts and successes
 - Understand local/regional needs and challenges
 - Spark new ideas and local/regional/national synergies
 - Sow seeds for future networking and collaboration
- Sending the message that TDM is...
 - Feasible
 - Effective
 - Cost-effective
 - A shared responsibility among many partners

Halifax (Nov. 8) ✓ Toronto (Nov. 18) ✓ **Ottawa (Nov. 21)** Calgary (Dec. 1)
 Victoria (January) Waterloo (January) Quebec (January)




TDM: The Canadian context

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Overview of presentation

- What is TDM?
- TDM measures
- Why do we need TDM?
- Why build capacity for TDM?



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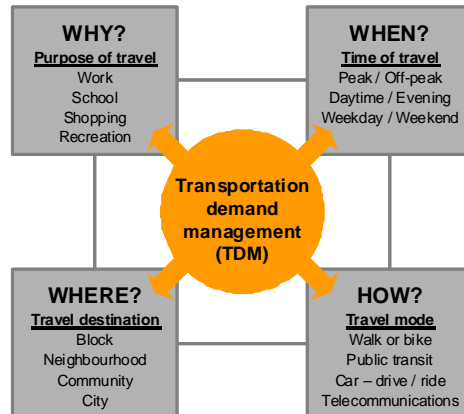
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What is TDM? (1)

- A working definition:

Transportation demand management (TDM) is...
 ↓
 a wide range of policies, programs, services and products
 ↓
 that influence how, when, where and why people travel
 ↓
 to make travel behaviours more sustainable

What is TDM? (2)



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TDM measures (1)

- Transport Canada identifies two major TDM activities:

Education, promotion and outreach

Travel incentives and disincentives

- These are complemented by:

Sustainable travel options

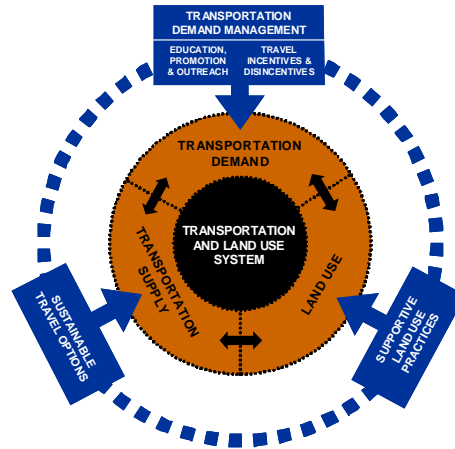
Supportive land use



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TDM measures (2)



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TDM measures (3)

Education, promotion and outreach

- Build awareness, understanding and positive attitudes about sustainable transportation choices
 - **Branding and positioning** — shape perceptions and remove biases
 - **Information and education** — enhance understanding of travel choices and their impacts
 - **Targeted marketing measures** — build individual understanding of choices, and offer incentives
 - **Special events** — raise awareness and encourage trial
 - **Recognition and rewards** — encourage leadership and success



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TDM measures (4)

Travel incentives and disincentives

- Offer a benefit or disbenefit related to travel choices
 - **Personal services** — help decision-making (e.g. ridematching, emergency ride home)
 - **Road/parking/vehicle pricing** — increase or redistribute car costs
 - **Transit pricing** — increase affordability and equity
 - **Commuter options** — make commuting less costly and stressful
 - **School-based measures** — encourage sustainable student travel



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TDM measures (5)

Sustainable travel options

- Complement TDM by making sustainable options (walking, cycling, transit, ridesharing) faster, easier, more comfortable & secure
 - **Innovative travel services** — add new choices to the menu of available travel options (e.g. car sharing, station cars, vanpooling services)
 - **Transit service improvements** — increase the speed, comfort or convenience of transit services
 - **Infrastructure changes** — improve travel options

TDM measures (6)

Supportive land use practices

- Complement TDM by influencing development to minimize travel needs, reduce trip lengths, enable efficient transit, make walking and cycling more attractive
 - **Regional planning practices** – build compact communities through intensification and infill
 - **Area-specific planning practices** – make walking, cycling, ridesharing and transit more convenient and comfortable
 - **Site design practices** – encourage sustainable options



Why do we need TDM? (1)

- Canadian cities are facing a new transportation reality
 - Mobility demands are growing faster than population
 - Insufficient money, land and public support to meet future needs by road-building
 - Air quality, climate change, energy conservation, congestion are major public issues
- We must shape future demand to “fit” balanced transit, road and pathway networks
- We need to maximize the return on smart infrastructure investments



Why do we need TDM? (2)

- Advantages of TDM over infrastructure
 - Changes travel patterns faster, more affordably and flexibly
 - Defers or eliminates infrastructure needs by reducing trip volumes and lengths, and moving trips out of peak hours and congested corridors
 - Maximizes effective “menu” of travel options by building individual understanding and will to use them
- The bottom line: TDM will be an increasingly important part of sustainable transportation systems in Canada



Why build capacity for TDM?

- TDM is an emerging discipline
 - Lack of awareness
 - Need more experimentation and information sharing
- Need to find TDM champions and resources
- Need to create TDM organizations and partnerships
- Lack of interagency coordination and limited municipal powers make it hard to build momentum
- “Hot potato” measures need time to build acceptance (e.g. road pricing)



TDM: The federal perspective


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TDM: Local opportunities and challenges

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Overview of presentation

- The role of TDM: A policy perspective
- TDM opportunities
- TDM challenges

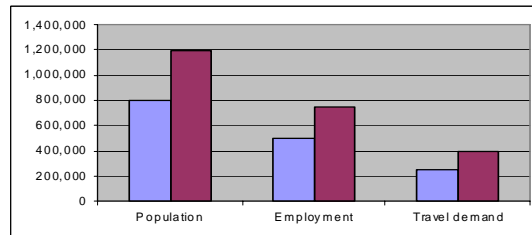


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The role of TDM: A policy perspective (1)

- Ottawa's Official Plan and Transportation Master Plan (TMP) support a green & healthy community
- 50% increase in population and employment by 2021
- 60% increase in trips by 2021

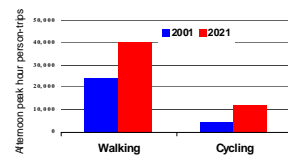
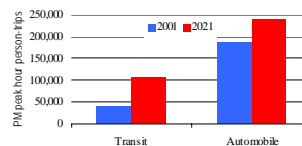


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The role of TDM: A policy perspective (2)

- Continued reliance on infrastructure provision is not sustainable
- Ambitious peak hour targets:
 - ✓ **Transit: 17% → 30% of motorized trips**
 - ✓ **Auto: 83% → 70% of motorized trips**
 - ✓ **Cycling: 1.7% → 3% of all trips**
 - ✓ **Walking: 9.6% → 10% of all trips**
 - ✓ **Stabilize auto occupancy at 1.3**



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The role of TDM: A policy perspective (3)

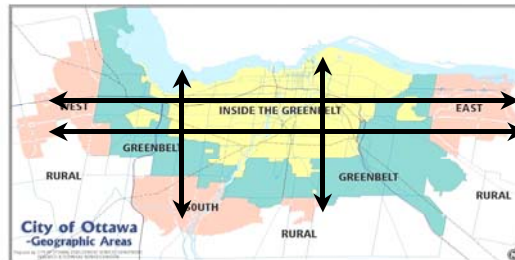
- ✓ Increase in home-based work and teleworking
- ✓ Shift in trips from peak hour to adjacent time periods
- ✓ Increase in internal trips within the urban communities



TDM is a vital requirement

The role of TDM: A policy perspective (4)

Not achieving TMP transit objective means:



- 2 additional 4-lane east-west arterial roads
- 2 additional 4-lane north-south arterial roads

The role of TDM: A policy perspective (5)

- TDM is 1 of 4 key areas of actions in TMP
 - Land use planning
 - Transportation demand management
 - Transportation supply management
 - New infrastructure and services

- Role of TDM
 - Make alternatives to driving more attractive
 - Build a positive public attitude towards non-driving alternatives
 - Provide information and incentives that encourage responsible travel behaviour



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The role of TDM: A policy perspective (6)

- TDM section of TMP includes detailed policies
 - Need to develop a long-term strategy
 - Need to work with other level of governments
 - Need leadership by example & outreach to encourage others
 - Need integration with health, environmental & recreation
 - Need promotion, awareness & education
 - Work with employers to create commuter options programs
 - Work with schools, colleges & universities
 - Work with developers & community organizations
 - Work with festivals & tourism sector



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TDM opportunities (1)

- Ottawa has a strong head start
- We have strong travel options – transit, walking, cycling
- Land use planning & approvals are single-tier
- We can build on employer partnerships – ECOPASS, Federal Government, Ottawa University, Nortel
- Post-secondary institutions are interested & active
- Community groups are engaged & educated
- Desire not to expand urban boundary



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TDM opportunities (2)

- Planned BRT extension and new LRT
- Promote commuter options in areas with inadequate road facilities
- Prevent Queensway gridlock in the absence of infrastructure alternatives
- Make best use of interprovincial bridges & maintain ease of interprovincial travel
- Help attract investment to Ottawa
 - Corporate investments more sensitive than ever to quality of life, ease of commuting



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TDM challenges

- Changing attitudes is not an easy task
 - Acceptance of non-automobile modes and more 'urban' lifestyles
- Suburban parking
 - Free & lots of it
 - Need to change current development model
- Transit under pressure to do more with less
 - Resources allocated to areas of highest demand
 - Hard for service to be competitive in low-demand areas
- Low TDM profile & lack of resources
 - Essential services & operations are priorities



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TDM: Local benefits

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Overview of presentation

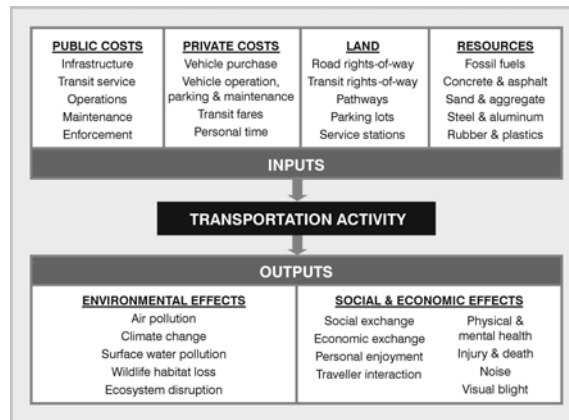
- Urban transportation inputs and outputs
- Public and social cost benefits
- Individual benefits
- Business benefits
- School benefits
- Environmental benefits
- Public health benefits



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Urban transportation inputs and outputs



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Public and social cost benefits (1)

- Capital costs
 - Road construction
 - Parking
 - Rights-of-way
 - Other infrastructure
- Operating costs
 - Repairs
 - Cleaning
 - Snow removal
 - Policing
 - Ontario = \$9.1 billion



Public and social cost benefits (2)

- TDM can:
 - Make today's infrastructure more efficient (e.g. Queensway)
 - Make new infrastructure investments more successful (e.g. light rail)
 - Help resolve short-term traffic issues, such as during major construction projects
 - Slow congestion growth, and even reverse it
 - Denver, Colorado – reduced VMT by 74,800 miles per day



Public and social cost benefits (3)

External costs of auto use

Costs	\$US per vehicle-mile
Traffic Services	1.2¢
Fuel Externalities	1.6¢
Roadway Land Value	2.6¢
Traffic Congestion	4.0¢
Environmental Costs	4.0¢
Roadway Costs	4.8¢
Non-residential Parking	12.0¢
Crash Damages	10.0¢+
Land Use Impacts	?
Equity Impacts	?
Total	40.2¢



Source: Victoria Transportation Policy Institute

Individual benefits

- Access to employment
 - Options for those who cannot drive
 - Access to greater opportunities
- Increased free and usable time
- Reduced spending on transportation
 - 14% of Canadian household spending
 - 5% to 20% of delivered price of goods
 - Fluctuating gas prices



Business benefits (1)

- Employers also benefit from TDM measures
- Increased productivity
 - Guardian Life Insurance: 10-20%
 - Matsushita Kitibuki: 10%
- Improved employee retention and morale
- More competitive cities attract more new businesses



Business benefits (2)



- Reduced space requirements
 - AT&T: \$180M
 - York University: \$33M
 - IBM: \$56M per year
- Improved efficiency
 - ARCO products: 10%
- Reduced freight costs

School benefits

- Grade schools
 - More active, healthier children
 - Less traffic and greater safety around schools
- Colleges and universities
 - Removing transportation barriers improves attractiveness to students
 - Lower parking demands can free up parking lands for new buildings



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Environmental benefits

- Reduced air pollution
 - Ontario's smog: \$881M
- Reduced greenhouse gas emissions
 - 50% of average person's emissions are transportation-related
- Reduced noise
- Protection of natural areas



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Public health benefits

- Increased physical activity
 - Obesity
 - Cardiovascular health
- Reduced risk of injury and hospital visitation
 - Safer streets around schools
 - Fatality/injury risk for transit users is 5% of risk for auto users over the same distance



Questions & panel discussion

Break



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TDM: The Canadian experience

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Overview of presentation

- TDM in Canada
- Where is TDM happening?
- Who's doing what?
- Success stories

TDM in Canada

- Momentum for TDM in Canada is growing
- TDM is working
- TDM is successful
- TDM has tangible benefits
- TDM is here to stay



Where is TDM happening?

- Large urban centres
 - Experiencing transportation-related problems such as congestion, air pollution or infrastructure capacity constraints
- Growing urban areas
 - Recognizing need for a proactive approach to avoid major problems
- Relatively stable or smaller communities
 - Understand the benefits of sustainable transportation
 - Encouraging commuter options and active transportation to improve citizens' quality of life



Who's doing what?

- Municipal plans call for TDM as an important way to make the most of transportation infrastructure
- Outreach focusing on work trips (commuter options) found in larger metropolitan areas, e.g. Vancouver, Montreal, Toronto, Calgary
- Many government agencies, institutions and other employers have commuter options programs
- Transit use is a key focus of TDM initiatives
- Federal programs encourage TDM by municipal governments and agencies

Success stories Transport Canada case studies

- Public transit promotion and support
 - Allégo program - Greater Montreal
 - *Off ramp* secondary school vehicle trip reduction program - Greater Vancouver
 - Universal transit passes in Canada - Halifax/London/Victoria
 - EcoPass employer-sponsored transit passes - Winnipeg
- Active transportation
 - Green Commuting initiatives - Winnipeg
 - BikeShare community bicycle lending program - Toronto
- Public outreach and education
 - TravelSmart plan - Kamloops



www.tc.gc.ca/utsp



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Success stories Public outreach and education

- One-Tonne Challenge - across Canada
 - Asks Canadians to reduce their GHG emissions by 1 tonne or approximately 20%
 - Aggressive marketing
- National Commuter Challenge - across Canada (Go for Green)
 - National initiative to engage employers across the country
 - Almost 40,000 people participated in 2004
- Beat the Rush - Calgary



Take action on Climate Change



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Success stories Commuter options programs

- Nortel - Ottawa
- TREK Program, University of British Columbia - Vancouver
- TDM program - Town of Markham
- Transport Canada - Ottawa
- York University - Toronto
- Carpooling program - City of Calgary



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UBC TREK Program

- Ridesharing, shuttles, walking, cycling, website, TDM audit checklist
- U-Pass introduced in 2003 when TREK was firmly established
- Highlights of achievements (1997-2004)
 - 4.8% reduction in SOV trips despite growth in enrolment (22%), faculty and staff
 - 63% increase in transit ridership
 - 13% reduction in daily automobile volume



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Town of Markham

- Internal commuter options program for employees
- SMART Movement partnership with Pollution Probe
- Vanpooling and telework pilot projects
- Secondary school program
- Transportation fair
- Employee surveys



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Youth programs

- Youth program objectives
 - Reduce car trips to school
 - Encourage walking and other active modes
 - Reduce pollution and greenhouse gas emissions
 - Promote healthier lifestyle choices
- Programs
 - Active and Safe Routes to School
 - iWalk club
 - off ramp program
 - You Can Clear the Air

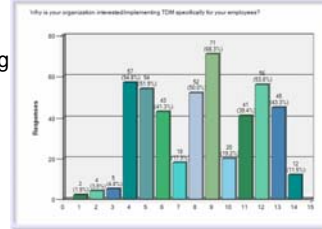


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ACT Canada research

- Cross-Canada survey
 - Targeted survey across Canada asking for information on TDM programs, initiatives, resources and contacts
 - Over 200 contacts included in survey
 - Aggregated results available on ACT Canada website
- Environment Canada inventory of alternative transportation programs across Canada
- Key observations
 - Success ← funding
 - Full menu/suite of options is important
 - Active transportation a frequent catalyst for TDM
 - Youth programs growing in popularity



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TDM: The health link

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TDM: Regional experience and prospects

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Overview of presentation

- TDM activities past & present
- Case study: Nortel
- Successes & challenges
- Lessons learned
- Future directions



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TDM activities past & present (1)

- 1990s
 - NCC study on interprovincial TDM strategies
 - Support for cycling promotion & cycling skills education
- Late 1990s and 2000
 - Nortel TDM pilot project
 - RMOC creation of TravelWise & internal SmartCommute programs
 - Growth of Commuter Challenge, Walk to School Day
 - Launch of OC Transpo ECOPASS program
 - Ottawa cycling guide & map
 - Rack and Roll pilot project

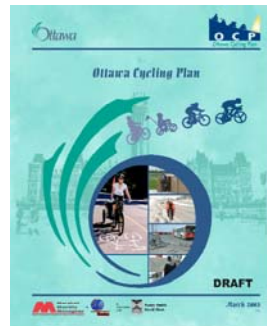


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TDM activities past & present (2)

- 2001-2005
 - Official Plan and TMP – targets & policies
 - Draft TDM strategy
 - Growth of ECOPASS
 - Active & Safe Routes to School project
 - U-Pass work with University of Ottawa & Algonquin College
 - Completion of Ottawa Cycling Plan
 - Rideau Canal Pedestrian Bridge
 - Initiation of Ottawa Pedestrian Plan
 - Commuter options program for City staff in progress (survey)



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TDM activities past & present (3)

- 2001-2005 cont...
 - NCR Ridematching system in collaboration with Transport Canada
 - O-Train pilot project
 - Can-Bike support
 - Health/active living interstitial
 - Internal corporate collaboration (pathways, Mayor's Initiative on Healthy and Productive Workplaces)
 - partnerships with NCC, TAC, Citizen's for Safe Cycling, EnviroCentre
 - Car-free day events
 - Bruce Timmermans awards



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Case study: Nortel (1)

- TDM was a proactive solution to a legislated challenge
- Partnership: RMOC, OC Transpo, Nepean, NCC
- Site design: Direct transit routing, transit hub, walking/cycling links, bike & carpool parking
- Other elements
 - Carpool registration, enforcement
 - Web-based ridematching & information
 - Promotion – free transit pass, transportation fairs
 - Bicycle Users Group (BUG)
 - Ongoing monitoring

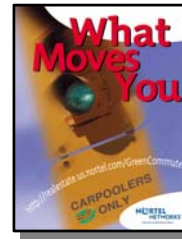
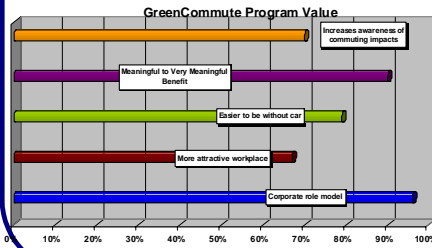


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Case study: Nortel (2)

- Results: Within two years of program initiation non-drivers changed from 1 in 5 to 1 in 4
- Telework, carpooling and cycling most successful



Successes and challenges

- Successes achieved
 - Creation of dialogue among key TDM stakeholders (employers, schools, service providers, advocates)
 - Demonstration of ability to leverage resources from non-profit private sectors and federal government
 - Validation of employer interest & tools (Nortel, Ottawa U.)
 - Demonstration of leadership by federal government (ECOPASS, commuter options programs)
- Challenges encountered
 - Building awareness & understanding among decision-makers
 - Need to compete for resources
 - Public/media perception of value

Lessons learned

- Need to educate decision-makers, media and the community about TDM
- Need to include TDM in development approval processes – right infrastructure & parking supply
- Need to offer employers pre-packaged tools & services
- Need to focus on strategic markets – individuals receptive to messages & incentives
- Need to promote positive options & benefits
 - “What’s in it for me?”
 - “Anti-auto” stance a non-starter with public, politicians



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Future directions

- Develop commuter options program for City staff
- Employer TravelWise roundtable
- Carpool promotion
- Cycling promotion
- Update TDM strategic plan
- Enhanced TDM health linkage
- Increased collaborative pilots and projects
- Commuter options training for employers
- Employer and school outreach



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Questions & panel discussion

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Moving forward: Key issues

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Where we are
National view (1)

- Growing federal and provincial interest
 - Need to complement infrastructure
 - Funding availability
- Growing municipal interest
 - “Triple bottom line” awareness
 - Tight financial constraints
 - Need for creative solutions



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Where we are
National view (2)

- Growing practitioner awareness
 - Association for Commuter Transportation of Canada
 - Professional associations, all levels of government, consultants and national NGOs supporting workshops
- Growing public interest
 - Transportation is a “hot button”
 - Opposition to new roads in some areas
 - Concern with infrastructure costs
 - Seek flexible services & customized information
 - Enthusiastic about technology as part of the solution



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Where we are
Local & regional view

- Ambitious plans, targets and policies
 - Call for supply-side and demand-side solutions
 - Question of infrastructure affordability puts greater emphasis on TDM
- There's a solid foundation:
 - Tools & successful demonstrations
 - Stakeholder dialogue & interest
- But:
 - Decision-makers' attention is elsewhere
 - Resource constraints limit ability to gain momentum
 - Limited engagement of employers & schools
 - Ottawa & Gatineau efforts are not integrated

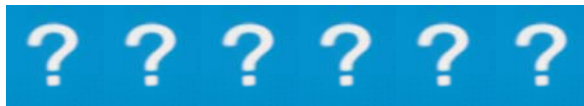


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Where do we go from here?
Questions for discussion

1. What **barriers** have prevented TDM from advancing faster in Ottawa-Gatineau?
2. What are the key **priorities** for short-term TDM actions in Ottawa-Gatineau?
3. What **mechanisms or processes** could improve TDM collaboration and coordination among government and stakeholders in Ottawa-Gatineau?



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Synthesis of results

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Next steps

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Next steps

- Afternoon working session to address key issues in detail
 - Employers, schools, development, public engagement
- Four more workshops over next 3 months
- ACT Canada will prepare a needs assessment report based on input and comments received at the workshops by March 2006
- Workshop presentations and needs assessment report to be available at www.ACTCanada.com



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Lunch

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Break



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Overview of afternoon session

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Objectives of working session

- Focus on local situation
- Identify:
 - Challenges
 - Opportunities
 - Needs
 - Priority actions
- Create partnerships & networks
- Build momentum



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Breakout group instructions

- Find your group
- Elect a reporter – to keep notes & make brief presentation
- Review discussion guide for your group
- 60-minute discussion followed by 15-minute break before presentations
- Stay focused & have fun!

Group 1 TDM and employers
Group 2 TDM, community and schools
Group 3 TDM and development
Group 4 TDM and health



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Break

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Reports and discussion

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Synthesis of results

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Next steps

- Complete workshops by January 2006
- Submit needs assessment report
- Post workshop slides and report on ACT Canada website
- ACT Canada's forward directions:
 - Networking
 - Information exchange
 - TDM resource
 - National TDM conference in 2006/2007
 - Other areas of focus as identified in the workshops



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List of Participants

Danny Albert, TDM Coordinator, University of Ottawa
Kris Barnier, Provincial Affairs Specialist, Canadian Automobile Association
Robin Bennett, Cycling Facilities Coordinator, City of Ottawa
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Sue Cragg, Operations Manager, Canadian Fitness and Lifestyles Research Institute
Katarina Cvetkovic, Program Manager, Transportation Association of Canada
Michelle Davy, Environmental Project Officer, Transport Canada
Carmel Dufour, Consultant & Project manager, Société de transport de l'Outaouais
Joanne Pereira-Ekström, Manager, Sustainable Transportation, Natural Resources Canada
Keith Fagan, VP Marketing and Operations, Globis Data Inc.
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Stephane Girardin, Environmental Officer, Industry Canada
Michael Giroux, Vice-President, Operations, Cement Association of Canada
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Fanis Grammenos, Senior Researcher, CMHC
Michael Haynes, Coordinator - Active Transportation, Go for Green
Richard Hayter, Mayor's Initiative on Healthy and Productive Workplaces
Hugues Jeansonne, Parking Systems Technician, Carleton University
Jay Kassirer, President, Cullbridge Marketing and Communications
Kathleen Dugas, Project Officer, Public Health Agency of Canada
ArtoKeklikian, Senior Planner, Transportation, National Capital Commission
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Johanne Lacombe, Executive Director, Go for Green
Chris Lyon, Project Manager, McCormick Rankin Corporation
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JoAnn Woodhall, TDM Planner, Region of Waterloo
Henry Zygowski, Principal, NCE Ltd.