City of Greater Sudbury Transportation Demand Management Plan

Stakeholder Consultation Presentation

September 13 & 14, 2017

Why are we developing a Transportation Demand Management Plan?

As Greater Sudbury's population continues to demand more transportation choice and a higher quality of life, the need for a transportation demand management (TDM) plan becomes for evident.

TDM encourages more people to take sustainable modes of transportation. Transit, carpooling, and active transportation are more environmentally and economically friendly ways to commute.

The implementation of a TDM Plan can result in less wear on roads and lower congestion levels within the downtown core and decreased greenhouse gas emissions.

What is Transportation Demand Management (TDM)?

TDM is a wide range of policies, programs, services and products that influence how, why, when and where people travel.

TDM programs, services, and measures are designed to encourage the long-term use of sustainable travel options such as cycling, walking, transit, and carpooling.

TDM provides the framework for using the transportation system more efficiently, and utilizing scarce municipal transportation resources more effectively.

What is Greater Sudbury's Vision?

Draft vision:

Greater Sudbury will promote and encourage walking, cycling, carpooling and transit for daily travel to create a sustainable, efficient, equitable and accessible transportation network.

The transportation network will be:

- **Sustainable**
- **Efficient**
- **Equitable**
- Accessible
- Effective
- Affordable

How does this work? (A bit about policy)

A number of federal, provincial, and City policies support the actions proposed for Greater Sudbury's new TDM Plan.

The overarching goal of these policies is to provide and encourage more travel choices so that the City can create an environment that is safe, convenient, and accessible for everyone.

These goals focus on four areas for creating a more inclusive transportation system.

- Transit
- Network connectivity
- Community development
- Sustainability

Policy

City of Greater Sudbury
Official Plan
Flexible | Balanced | Sustainable

Transit

- growing and improving the transit network.
- increasing capacity and attractiveness of the system

Community Development

- focus on intensification of urban areas.
- developing a multimodal transportation system
- increase connectivity and mobility for different communities.

Network Connectivity

- having an accessible and connected downtown core that can support growth
- become a hub for all forms of transportation.

Sustainability

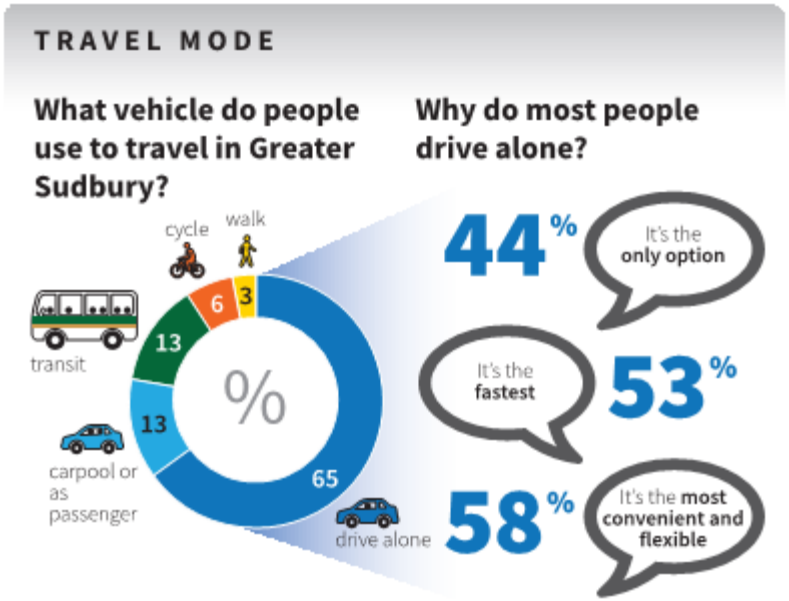
- intensification and investment in transportation systems are critical to accommodate sustainable environmental
- economic development within the Greater Sudbury Area

Survey

Residents of Greater Sudbury were invited to complete an online survey to provide the City with information on how, why, and where they travel.

The survey was completed by nearly 1500 residents, providing excellent data on how residents travel through the community.

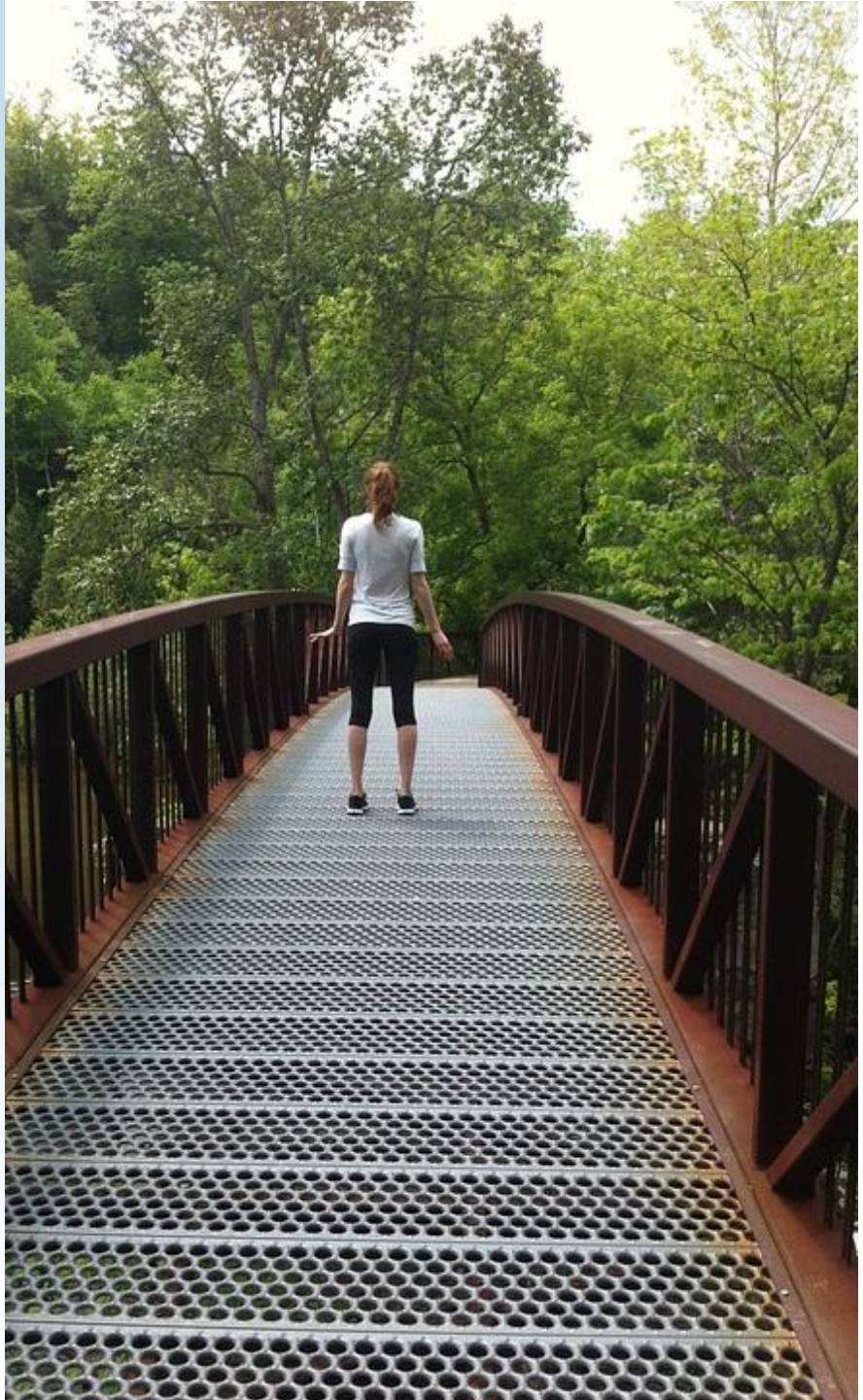
Survey Highlights



Benefits

There are many benefits to developing a TDM Plan and encouraging the use of sustainable travel options:

- Social Benefits
- Environmental Benefits
- Financial Benefits
- Health and Safety Benefits
- Sustainability Benefits



Case Study: Halifax

- A regional, single tier municipality.
- The developer and the municipality to contribute towards TDM programs or infrastructure
- This allows the municipality to address larger transportation issues.
- The idea works well in areas that are spread out with only a concentration of density in the core.

Case Study: Town of Ajax

- Some regional municipalities pursue technical transportation network performance objectives while others are focussed more on ensuring greater consistency between TDM objectives and existing policy.
- The town of Ajax's TDM objectives have been well managed to integrate both technical performance and simple concepts for performance standards. For example, using reduce, remode, re-time, and re-route for measurements.

Case Study: City of Greater Bendigo

- Performance Measurement are measures that are used to monitor the outcomes of a given TDM program.
- The City of Greater Bendigo has an Integrated Strategy that adopts 15 targets over five categories: '*Connect, Health, Moving, Engaging, Inspiring*'.
- The simplicity and compactness of these targets makes them easier to understand, monitor and achieve.

TDM Programs

TDM programs are tools that municipalities use to promote sustainable modes of transportation to residents and workers, and educate them on the benefits to themselves, the environment, and their community

Household

A focus on encouraging members of the household to use transit, carpooling, and active transportation modes for travel

Workplace

Encouraging companies to incorporate TDM policies into the workplace and promote active modes of transportation

School

A focus on getting more school aged children to walk and bike to school instead of being driven.

Suggested Programs - Household

- Community-based social marketing approach
- Community events
- Transportation app
- Education, promotion, and awareness
- Land-use policies

Suggested Programs - Workplace

- Ridematching
- Emergency Ride Home Program
- Transit pass subsidy
- Telework
- Carshare
- Bikeshare
- End-of-trip facilities
- Priced parking
- Flexible work hours

Suggested Programs - School

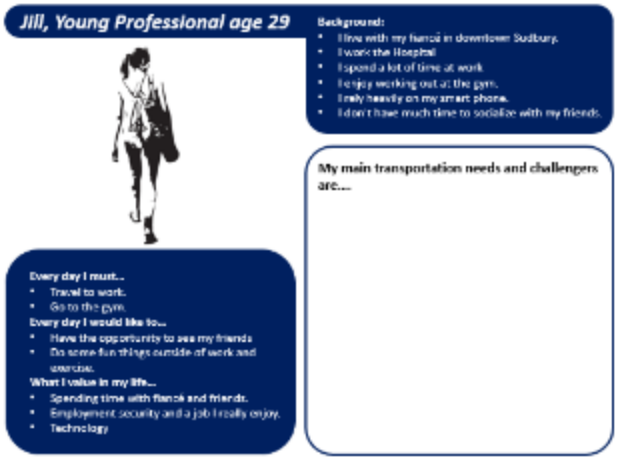
- School travel planning and support
- School safety programs
- Transit pass subsidy
- Bike parking and maintenance
- Bikeshare
- Carshare on university campuses

Persona Activity

What is this?

This activity allows you to think about a specific person and their lifestyles to understand what influences their travel choices and what could possibly encourage them to choose more sustainable modes.

There are 6 personas, each with unique needs and circumstances. The forms are all set up like the one to the right and includes space to determine transportation needs and potential challenges. Before we start the activity, we will review Jill's needs and challenges.



Persona Activity

Each table has be given a persona to play. Each persona represents a person who may live in Sudbury.

1. Think about what people within different groups need, and how their travel better fit into their lifestyles

2. Identify what the persona's main transportation needs and challengers are.

3. Consider how you can help this person change their travel behaviour, whether it is all the time or part of the time

Understanding why people may travel the way they do is an important piece of the TDM puzzle.

Timeline

Information Gathering
- Best Practices
- Policy Review
- Existing Programs

May – June 2017

Consultation
- Survey
- Public Consultation
- Stakeholder Consultation
- Sustainable Mobility Advisory Panel

June-Sept 2017

TDM Plan
- Draft Report
- Final Report and Implementation Plan

Sept – Nov 2017

Operations Committee Meeting
- Presentation
- Report

December 2017

Thank you for participating!

Please contact us if you have any further comments or questions.

Marisa Talarico, M.Pl.
Active Transportation Coordinator
City of Greater Sudbury
1800 Frobisher Street
P.O. Box 5000, Station A
Sudbury, ON P3A 5P3
705.674.4455, ext. 3646
marisa.talarico@greatersudbury.ca

Roxane MacInnis, M.Pl.
Project Manager
WSP Canada Group Limited
1145 Hunt Club Road
Suite 200
Ottawa, ON K1V 0Y3
613.690.1153
roxane.macinnis@wsp.com