

## **COMMITTEE OF THE WHOLE MARCH 3, 2003**

### **URBAN TRANSPORTATION SHOWCASE PROGRAM GTA TRAVEL DEMAND MANAGEMENT PROGRAM**

#### **Recommendation**

The Commissioner of Engineering and Public Works and the Commissioner of Planning recommend:

1. That staff continue to participate with the Region of York, the City of Toronto and other GTA municipalities in developing a proposal for Transport Canada for the "Greater Toronto Area Travel Demand Management Program" as an Urban Transportation Showcase Program initiative;
2. That a subsequent report be prepared when more detailed program and cost elements of the "Greater Toronto Area Travel Demand Management Program" have been determined in consultation with other GTA municipalities; and
3. That copies of this report be forwarded to the Region of York, the local municipalities in York Region and the City of Toronto.

#### **Purpose**

This report is to provide information regarding a joint application for the establishment of GTA-wide travel demand management program for Transport Canada under the Urban Transportation Showcase Program. The application has been initiated by the City of Toronto, and the Regions in the GTA, various municipalities within York Region, the City of Hamilton and other stakeholders are participants.

#### **Background – Analysis and Options**

##### **Travel Demand Management**

Traffic congestion is one of the top issues identified by residents in the City of Vaughan and throughout York Region. Traditionally, solutions to traffic congestion have usually involved increasing capacity; that is, constructing new roads, adding lanes to existing roads and building new transit facilities.

Another way to address traffic congestion is to lessen demand by changing travel behaviour and encouraging more efficient use of the existing transportation infrastructure and services. This may be accomplished through Travel Demand Management (TDM). Examples of travel demand management include:

- Transit service improvements;
- Shuttle buses;
- Rideshare programs such as carpooling and vanpooling;
- Guaranteed ride home programs;
- Promoting alternative transportation modes such as walking and cycling; and
- Encouraging flexible work hours and working from home.

A Transportation Management Association (TMA) is a non-profit organization aimed at providing sustainable transportation solutions as well as improved mobility and accessibility in a specific development area. A TMA is an ideal means of promoting, instituting and managing travel demand management.

In September 2001 the Black Creek Regional Transportation Management Association was formally established to address traffic congestion in northwestern Toronto and southern Vaughan. The Black Creek Regional TMA was a co-operative effort of the City of Vaughan, the Region of York, the City of Toronto and York University. It is the first TMA in Ontario, and the prototype upon which other proposed TMAs in the GTA are being based.

#### The Urban Transportation Showcase Program

The Urban Transportation Showcase Program (UTSP) is part of the Government of Canada's *Action Plan 2000 on Climate Change*. It calls for the creation of community showcase programs to demonstrate and evaluate ways of reducing greenhouse gas emissions from transportation and to develop better planning and practices for transportation and land use. Refer to Attachment No. 1 for more details.

The program has a budget of \$35 million over five years. Funding under the UTSP of up to \$10 million per showcase is available. A two-stage, nation-wide competitive process to select four or more Canadian cities to showcase their strategies for dealing with these urban challenges is underway.

In October 2001, an Expression of Interest was submitted on setting up a "Greater Toronto Area Travel Demand Management Program". The proposal is a GTA-wide collaborative effort led by the City of Toronto, and includes the City of Vaughan, Region of York, Town of Markham, Town of Richmond Hill, City of Mississauga, City of Brampton, Peel Region, Halton Region, Durham Region and City of Hamilton.

#### The GTA Travel Demand Management Program Proposal

The GTA Travel Demand Management Program proposal is a GTA-wide, four-year program of promoting, instituting and managing travel demand management through the creation of a network of TMAs across the GTA. The proposal is organized around the following 11 tasks:

1. Organize a committee/non-profit organization;
2. Organize TDM/TMA Forum;
3. Organize inputs and comments from forums;
4. Prepare educational/marketing materials;
5. Develop TDM/TMA assistance program;
6. Develop and possibly operate GTA-wide vanpool program;
7. Develop and possibly operate GTA-wide car sharing program;
8. Develop a GTA-wide ride matching service;
9. Work with stakeholders to develop TMAs in the GTA;
10. Prepare business plans for the formation of each TMA; and
11. Formation and operation of TMAs.

#### Proposal Analysis

An independent selection committee was established in July 2002 by Transport Minister David Collenette to review the 48 Expressions of Interest submitted by municipalities across Canada. In December 2002 the GTA Travel Demand Management Program proposal was announced as one of 15 submissions short-listed for stage two of the UTSP.

In order to proceed through stage two, Transport Canada requires that the participants demonstrate their commitment to the proposal. The City of Vaughan, as well as every other interested municipality in the GTA, has to decide whether or not to continue to participate in the program and be included in the detailed proposal. The decision carries with it a commitment to provide a proportional share of the cost of the program.

If implemented, the program will be a major step forward in travel demand management in the GTA. The GTA Travel Demand Management Program could effectively reduce single-occupant vehicle trips by up to 15 percent, thereby reducing congestion, improving air quality and providing more travel choices. Given these benefits, staff recommends that the City of Vaughan continue to participate in the program.

### Financial Implications

Based on the Expression of Interest submitted to Transport Canada, the overall budget for the GTA Travel Demand Management Program is estimated at \$11.7 million over four years. Transport Canada, the GTA municipalities and the private sector would share approximately equally the cost of the program. Both in-kind and financial support can be considered as part of the contribution.

The amount of financial contribution expected from each municipality will depend on the number of TMAs planned that extend to within its boundaries. As the City of Vaughan already has the Black Creek Regional TMA, it is expected that at most one other TMA would be created through the GTA Travel Demand Management Program. Accordingly, Vaughan's share of the overall cost of the program should be comparatively low.

A subsequent report will be prepared when more detailed program and cost elements of the GTA Travel Demand Management Program have been determined in consultation with other GTA municipalities.

The original schedule for the UTSP specified a four-year period for the implementation of the selected showcase projects. However, there was a delay in selecting the projects for stage two, and there is now only a window of two and a half years for implementation assuming the current Transport Canada schedule of August 2003 for completion of the selection process is adhered to. The City of Toronto, as lead in the proposal, will be requesting that Transport Canada extend the implementation deadline to provide for the full four-year period as originally specified.

### Conclusion

It is recommended that staff continue to participate in the "Greater Toronto Area Travel Demand Management Program" proposal for Transport Canada for the Urban Transportation Showcase Program. This program, if selected for implementation, could effectively reduce single-occupant vehicle trips by up to 15 percent, thereby reducing congestion, improving air quality and providing more travel choices.

Continued participation in stage two of the program would commit the City of Vaughan to provide its share of the municipal cost if the program is ultimately selected for implementation.

### Attachments

1. Backgrounder – Urban Transportation Showcase Program

### Report prepared by:

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Respectfully submitted,

Bill Robinson, P. Eng.  
Commissioner of Engineering and Public Works

Michael De Angelis  
Commissioner of Planning

**News Release**

No. H129/02

For release December 11, 2002

**TRANSPORT MINISTER ANNOUNCES FIRST PHASE  
FUNDING FOR URBAN TRANSPORTATION SHOWCASE PROGRAM**

OTTAWA - Transport Minister David Collette today announced the 15 municipalities from across Canada to receive funding under the Urban Transportation Showcase Program. Each municipality will receive up to \$30,000 to develop and submit more detailed proposals on projects designed to lower greenhouse gas emissions from transportation in their cities.

The municipalities were chosen by a selection committee which reviewed 48 proposals from municipalities across Canada. The successful municipalities are: Gatineau, the Greater Vancouver Regional District, Halifax, London, Moncton, Montreal, Ottawa, Quebec City, Saint John, Toronto, Victoria, Waterloo, Whitehorse, Winnipeg, and York Region.

"The Government of Canada is committed to finding new and innovative solutions to help reduce greenhouse gas emissions through a mix of technology applications, infrastructure enhancements and behavioural change," said Mr. Collette.

"Transportation accounts for about a quarter of Canada's greenhouse gas emissions, and these projects will continue our work towards finding sustainable transportation solutions."

The Urban Transportation Showcase Program, with a budget of \$40 million over five years, is designed to promote alternative strategies for reducing greenhouse gas emissions from transportation in municipalities. The program is part of the Government of Canada's *Action Plan 2000 on Climate Change*.

The municipalities selected have four months to develop and submit their detailed proposals. The selection committee will then review the proposals and assist the Minister in selecting at least four from across Canada for implementation. Information from the showcases and other sustainable transportation best practices will be shared with cities across Canada through a national information network.

Funding for this project was provided for in the December 2001 federal budget and is therefore built into the existing financial framework.

Backgrounders on the Urban Transportation Showcase Program and the municipalities selected to develop more detailed proposals are attached.

Contact:  
Anthony Polci

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This news release may be made available in alternative formats for persons with visual disabilities.

**BACKGROUND**  
**URBAN TRANSPORTATION SHOWCASE PROGRAM**

The Urban Transportation Showcase Program is a key component of the Government of Canada's *Action Plan 2000 on Climate Change*. The \$40 million program calls for the creation of community showcase programs to demonstrate and evaluate ways of reducing greenhouse gas emissions from transportation and to address other urban challenges, such as air quality, congestion, safety and rising operating costs.

The program was developed in consultation with provincial, territorial, municipal and other partners in response to the *1999 Transportation Climate Change Table Report*. The report identified a need for Canada to develop better planning and practices for transportation and land use. A two-stage, nation-wide competitive process to select four or more Canadian cities to showcase their strategies for dealing with these urban challenges is underway.

The showcases may include: transportation services, infrastructure investments, demand management initiatives, land use strategies, pricing strategies, public outreach and advanced technologies.

An independent selection committee, consisting of seven members - Richard Soberman (chair), Jack Chadirdjian, Douglas Floyd, Anthony David Perl, Michael Poulton, Barry Prentice and Rhoda Witherly - was established by the Transport Minister in July 2002 to review the expressions of interest submitted by municipalities. The 15 municipalities selected for the second phase of the program will be provided up to \$30,000 in funding and given four months to develop and submit their detailed project proposals. The committee will review the final proposals and assist the Minister in selecting at least four showcase proposals from across Canada for implementation.

Public education and outreach will be an important component of the program, and will include seminars, workshops and regular reports on the implementation and results of the showcases. This approach will lay the foundation for communities to adopt best technologies and strategies across Canada by 2010.

The Government of Canada *Action Plan 2000 on Climate Change*, which commits \$500 million in funding over five years to reduce greenhouse gas emissions, is expected to take Canada about one-quarter of the way to the greenhouse gas reduction target set by the Kyoto Protocol.

Detailed program information is available on Transport Canada's Web site at [www.tc.gc.ca/Programs/Environment/UrbanTransportation/menu.htm](http://www.tc.gc.ca/Programs/Environment/UrbanTransportation/menu.htm)

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**BACKGROUNDER**  
**MUNICIPALITIES SELECTED FOR PHASE TWO**

Fifteen municipalities have been chosen to receive funding under the Urban Transportation Showcase Program to develop detailed project proposals.

**Gatineau** emphasizes park-and-ride, as well as more reserved bus lanes as a means of improving the competitiveness of public transit. This proposal also includes the use of hybrid electric bus technology.

Contact: Salah Barj, Société de transport de l'Outaouais. Tel: (819) 770-7900 ext. 6917

**The Greater Vancouver Regional District** proposes an innovative, broadly based combination of programs involving development of land use patterns that support greater transit use and the application of a variety of transportation demand measures, including a universal transit pass and main street transit priority corridors.

Contact: Stephen Rees, TransLink (GVTA). Tel: (604) 453-4561

**Halifax** proposes maximizing the passenger, as opposed to the vehicle, carrying capacity of existing under-utilized corridors and possibly reducing road space for automobile use and increasing space for transit.

Contact: David McCusker, Halifax Regional Municipality. Tel: (902) 490-6696

**London** proposes an integrated package targeting parking as a key to control traffic. In addition, a number of traditional travel demand management mechanisms are also included.

Contact: Lorenzo Mele, City of London. Tel: (519) 661-5389

**Moncton's** proposal combines complementary transportation and land use plans including improved transit service, parking management, park and ride, and incorporation of parking and transit charges within an integrated 'smart' card technology.

Contact: Geoff Greenough, City of Moncton. Tel: (506) 853-3527

**Montreal** proposes the use of a fleet of electric vehicles based in downtown Montreal and at selected suburban commuter rail stations, intended for trips in areas that cannot be well served by conventional public transit.

Contact: Jean Bertrand, Ville de Montréal. Tel: (514) 872-5964

**Ottawa** proposes a multifaceted approach to reclaiming a busy city street (Carling Avenue) from cars and trucks to make the street more friendly to transit and pedestrians.

Contact: Dennis Jacobs, City of Ottawa. Tel: (613) 580-2424 ext. 25521

**Quebec** suggests a unique solution to accommodating residential and tourist travel demand using frequent mini-bus service within the walls of the old city.

Contact: Benoît Andrews, Ville de Quebec. Tel: (418) 691-7655

**Saint John** intends to reduce greenhouse gas emissions through new park-and-ride facilities served by transit and augmented by improved traffic signal synchronization.

Contact: Terry Gray, City of Saint John. Tel: (506) 658-2835

**Toronto's** proposal, through the establishment of transportation management associations, offers potential for cost-effective, private-sector financial support based on car pooling/van pooling as an alternative, particularly in areas where employment sites have poor access to rapid transit.

Contact: Jennifer Hyland, City of Toronto. Tel: (416) 392-9714

**Victoria** focuses on reducing car use through transportation management associations, transit priority and the use of double-deck buses to increase transit capacity.

Contact: Brad Dellebuur, City of Victoria. Tel: (250) 361-0325

**Waterloo** proposes linking three communities with cycle-friendly, express bus service along a clearly defined corridor, incorporating information technology to provide real-time transit information and web-based trip planning opportunities.

Contact: Graham Vincent, Regional Municipality of Waterloo.

Tel: (519) 575-4489

**Whitehorse**, recognizing the extreme climate conditions of the North, as well as the need for practical solutions in small communities, stresses public education and the use of community-based design as a means of influencing individuals to alter their travel behaviour.

Contact: Sabine Schweiger, City of Whitehorse. Tel: (867) 668-8312

**Winnipeg** provides a rapid transit bus corridor approach for auto trip reduction on main routes connected to the downtown. The proposal offers a comprehensive approach for developing more sustainable choices for people using the Pembina Highway.

Contact: Andrew Cowan, City of Winnipeg. Tel: (204) 986-6357

**York Region** intends to convert existing high volume bus routes to a central two-lane bus transitway on the York section of Yonge Street. The intention is to eventually integrate the transitway with the TTC Finch Subway station.

Contact: Paul May, Region of York. Tel: 1-877-464-9675 ext. 5029

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