

ENVIRONMENT COMMITTEE – APRIL 13, 2010

TRANSPORTATION DEMAND MANAGEMENT (TDM) PROJECTS IN VAUGHAN

Recommendation

The Director of Economic Development recommends that:

1. The presentation from Asher Mercer, York Region TDM Coordinator and this report be received for information purposes only.

Contribution to Sustainability

The Transportation Demand Management (TDM) projects to be outlined in the presentation from York Region's TDM Coordinator, Asher Mercer, are consistent with the objectives outlined in Green Directions Vaughan, specifically relating to Goal 3: How We Get Around and Goal 5: How We Lead.

Economic Impact

There are no additional economic impacts resulting from this report.

Communications Plan

As these projects are based on a community-based social marketing model, the marketing and communications will be limited and targeted to the specific communities in which the projects are carried out. The marketing and communications strategy will be outlined by York Region in the accompanying presentation.

Purpose

The purpose of this report is to update the Environment Committee on two TDM projects, lead by York Region, taking place in the City of Vaughan.

Background - Analysis and Options

York Region has undertaken two TDM projects in the City of Vaughan. The first project is taking place in Blocks 11, 12 and 18 (roughly between Rutherford Road north to Teston Road and Keele Street, east to Bathurst Street). The TDM project in this area is the result of a requirement placed on the developers, by York Region, to mitigate increasing traffic congestion due to further residential development. The second project is taking place simultaneously in the City of Vaughan and in the Town of Markham. The community of Thornhill was chosen, in discussion with York Region, based on its urban form and availability of transit. The two areas represent different types of development and will allow for comparing the results of the community-based social marketing projects across diverse urban forms. Each project will employ a community-based social marketing component to shift a portion of the community's travel pattern away from single occupancy vehicle (SOV) travel to more sustainable modes, such as walking, cycling, carpooling or taking transit.

Asher Mercer, the TDM Coordinator for York Region, will provide an overview of each of these projects, including scope, partners, timeline and anticipated outcomes.

City of Vaughan staff have been providing assistance and support on the two projects. City staff sit on the steering committee and working groups for each project, as well as liaising with other stakeholders and internal City departments to share resources and relevant data.

Relationship to Vaughan Vision 2020

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

N/A

Conclusion

York Region is currently working on two TDM projects in the City of Vaughan. While the projects differ in scope, the resulting changes in travel behaviour will be tracked and the results will be comparable across the projects. These pilot programs may form the basis for ongoing TDM and community-based social marketing projects across the City and the Region.

Attachments

N/A

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Respectfully submitted,

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