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Regional Plan Advisory Committee
August 11, 2010

TO: Chair and Members of Regional Plan Advisory Committee

SUBMITTED BY:

A handwritten signature in black ink, appearing to read "Ken Reashor", written over a horizontal line.

Ken Reashor, P.Eng., A/Director Transportation & Public Works

DATE: July 11, 2010

SUBJECT: Transportation Demand Management Functional Plan

ORIGIN

Regional Municipal Planning Strategy, Section 4.3.4.

RECOMMENDATION

The Regional Plan Advisory Committee recommends that Halifax Regional Council adopt in principle, the Transportation Demand Management Functional Plan to guide the promotion and implementation of sustainable transportation projects and programs within HRM.

BACKGROUND

Within HRM, the framework for promoting and encouraging sustainable transportation has been established within the Regional Municipal Planning Statement (to be referred to as the Regional MPS). The Regional MPS integrates land use and transportation planning allowing for improved management of travel demand and the strategic improvement of the transportation network. As well, this approach allows for the integration of mixed-use transit and pedestrian-oriented centres which are complemented by a multi-modal transportation system. The design and location of these centres will encourage the use of sustainable modes of transportation.

DISCUSSION

Overview of the TDM Functional Plan

The TDM Functional Plan has been created to contribute to an efficient, effective and sustainable transportation program as outlined in the Regional Municipal Planning Strategy. This will be achieved through policies, programs and services that are intended to reduce reliance upon the single occupant vehicle trip and increase the use of sustainable modes such as cycling, transit, ridesharing as well as workplace commuter options programs (HRM's SmartTrip commuter options program).

The plan provides a framework for the development and implementation of TDM throughout HRM. Primary categories within the framework include: Transit-oriented development, public transit and transit priority, active transportation, ridesharing, commuter options, information sharing and incentives, among others. Descriptions of each category are found in later chapters in the plan providing a basis for the recommended strategies provided in the plan. The recommended strategies will lead to an implementation plan for TDM over the next several years. For example, one of the strategies for ridesharing is to investigate strategies to remove barriers for increased ridesharing. Under this strategy there are several recommendations listed about how this can be accomplished.

Relationship to other Plans

Many policies and plans already exist in HRM that support sustainable transportation initiatives. These include:

- Regional Municipal Planning Strategy which provides the outline for the plan and direction for the development of sustainable transportation programs and policies for all of HRM
- Active Transportation Plan which is a comprehensive plan providing direction for the development of infrastructure and policies to support active modes of transportation, which are part of any sustainable transportation plan
- Regional Parking Strategy which is based on the principles of TDM. The lowering of parking requirements, decreasing demand for all day parking and improving conditions for short-term parking are some of the policies within the strategy which support reducing reliance upon the single occupant vehicle trip.

- HRMSmartTrip.ca which is the on-line ridematching service supported by HRM. This service enables residents to find carpool partners as well as transit, bicycling and walking buddies. Again this is a tool which can aid in promoting the use of more sustainable modes of transportation.
- ecoMOBILITY is a Transport Canada funded program aimed at encouraging TDM at the municipal level. HRM submitted two proposals to Transport Canada, both of which were accepted. One is the TDM Migration Fund which is proposed to fund sustainable transportation programs from funds obtained from less sustainable transportation choices. The other program is a guaranteed ride home pilot program which is an insurance policy for those who travel to work using a sustainable mode 3 or more times per week and on occasion when an emergency occurs, need a way to get home. It is part of an overall Workplace Commuter Options program.

Overall there is a good foundation for the TDM Functional Plan. As HRM moves forward with implementation, the various components of sustainable transportation will result in a shift in how HRM residents move throughout the area.

Funding

HRM established a budget to implement TDM programs several years ago. This budget is seen as being the primary funding source for TDM, however, as other funding opportunities come into existence, (such as the ecoMOBILITY program), it is anticipated that HRM will continue to pursue them.

BUDGET IMPLICATIONS

The budget to implement the Transportation Demand Management Functional Plan will be decided by Council on a yearly basis. The approval of this plan does not represent a significant budget commitment.

FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

ALTERNATIVES

Regional Council may choose not to adopt this plan. This is not recommended as the plan will enable HRM to move ahead with the promotion, development and implementation of sustainable transportation projects and programs that will increase the use of sustainable modes of transportation and decrease the dependence upon the private automobile.

ATTACHMENTS

Executive Summary

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

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Transportation Demand Management Functional Plan

Executive Summary
May 2010



Transportation Demand Management Functional Plan Executive Summary

The Transportation Demand Management (TDM) Functional Plan is part of a broader transportation plan that contributes to establishing an efficient, sustainable transportation network through the development of policy, programs, and services which intend to reduce single occupant vehicles and the negative impacts associated with automobile use. It is intended to focus on increasing the use of sustainable transportation modes rather than increasing roadway capacity.

The following goals set out the framework within which the TDM Functional Plan is being developed:

- 1) Identify and implement opportunities and programs to reduce transportation energy consumption and emissions.
 - a) Promote and educate HRM residents about ways to reduce reliance upon SOV trips, particularly during peak travel times; and
 - b) Develop set of options to reduce transportation related energy consumption and greenhouse gas emissions.
- 2) Maximize the availability, appeal and use of fiscally sustainable, environmentally responsible and integrated transportation modes.
 - a) Consider overall transportation goals and how TDM is incorporated; and
 - b) Ensure accessibility to transportation for all by encouraging the provision of a variety of transportation modes.
- 3) Enhance and support the use of alternatives to single occupant vehicle trips.
 - a) Encourage telecommuting, walking, cycling, transit, vanpools, park and ride and ridesharing;
 - b) Maximize inter-connectedness between public transit, vanpools, carpools, walking and cycling; and
 - c) Adopt engineering design and planning standards that are support of public transportation, cycling and walking.
- 4) Ensure land use and urban design support fiscally and environmentally sustainable transportation.
 - a) Integrate transportation and land use through mixed use, transit-oriented, pedestrian friendly developments;
 - b) Develop policies that require TDM is considered as part of development approvals; and
 - c) Encourage the development of inter-connected public streets that are safe and convenient for pedestrians, cyclists and easily served by transit.
- 5) Ensure that TDM is disseminated to both HRM staff and residents.
 - a) Develop an educational and promotional campaign to encourage behavioural change for peak travel periods;
 - b) Implement commuter trip reduction programs for HRM employees and fleet management programs; and
 - c) Develop commuter options outreach program for large employers within the region.

Introduction to TDM

Transportation demand management (TDM) is a set of strategic initiatives geared toward improving the efficiency of the transportation network, encouraging alternatives to the single occupant vehicle trip and encouraging behavioural change.

*Transportation Demand Management Functional Plan
Executive Summary*

There are many benefits associated with the development of a TDM program, including: improved land use efficiency; reduction in pollutants in the environment; reduction in traffic congestion; decrease in public investment in infrastructure; among others. Such benefits have a positive impact upon the entire community, improving quality of life for residents, visitors.

TDM within HRM

Transportation demand management within HRM is part of many projects and plans. The Regional Plan sets out the need for a TDM Functional Plan as well as its importance within a sustainable transportation system. It has positive environmental impacts as a decrease in the use of single occupant vehicle trips will reduce the levels of greenhouse gases emitted as well as the pollution resulting from road building and maintenance.

TDM has an impact upon how parking regulations are developed and on the demand for parking spaces. TDM looks at how to change travel behaviour through the promotion of transit as a preferred commuting modes, encouraging active transportation and implementing commuter options programs.

All of these are part of the Regional Plan objectives of investing in sustainable transportation over 25 years. The TDM Functional Plan will provide the basis to encourage the change in travel behaviour required to support HRM's objectives.

Recommended Strategies

Section Number	Recommended Strategy	Description
5.1.1	Ridesharing	Aggressively expand both public and private ridesharing throughout HRM <ul style="list-style-type: none"> • Undertake a coordinated region-wide assessment of the potential rideshare market in HRM • Elevate marketing of ridesharing programs on campuses of Universities and Colleges • Investigate strategies to remove barriers for increased ridesharing • Elevate importance, knowledge and awareness of ridesharing with transit agencies and other stakeholders
5.1.2	Transit Pass Program	Elevate importance, knowledge and awareness of transit pass programs with major stakeholders <ul style="list-style-type: none"> • Incorporate mandatory policy for transit pass facilities and programs in the workplace
5.1.3	Neighbourhood Zero Emission Vehicles	Work toward provincial legislation <ul style="list-style-type: none"> • Lobby NZEV legislation approval provincially Adopt Legislation on a municipal level <ul style="list-style-type: none"> • Undertake a region-wide assessment for NZEV's Develop a long term implementation plan <ul style="list-style-type: none"> • Market to major employers
5.1.4	Carshare Programs	Undertake a needs assessment and develop a long range plan <ul style="list-style-type: none"> • Use results from needs assessment to develop a long range plan for carshare service in conjunction with

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Section Number	Recommended Strategy	Description
		<p>HRM policies</p> <ul style="list-style-type: none"> ◦ Work to include and support carshare programs within HRM's TDM policies ◦ Reserve public parking for carshare users <p>Update parking terms and variances</p> <ul style="list-style-type: none"> ◦ Re-evaluate parking variances with consideration for carshare programs
5.1.5	Park and Ride	<p>Undertake a needs assessment and develop a long range plan</p> <ul style="list-style-type: none"> ◦ Review future park and ride locations based on the following variables: location; function and lot capacity <p>Accelerate the development of infrastructure needed to support regional park and ride activities</p> <ul style="list-style-type: none"> ◦ Develop guidelines and standards for multi-modal infrastructure that supports Park and Ride such as pedestrian walkways, bicycle facilities, park and ride lots, crosswalks, and transit stops.
5.1.6		
5.1.7	Priority Parking	<p>Address priority parking in context with pricing and supply</p> <ul style="list-style-type: none"> ◦ Reserve the best parking spaces for vehicles that support TDM initiatives and sustainable travel characteristics ◦ Create TDM incentives using parking as a tool ◦ Meet with major employers about reserving private parking spaces for vehicles who exhibit sustainable travel characteristics
5.2.1		
5.2.2	Reserved Lane Program	<p>Undertake a region-wide assessment of the potential for reserved lane programs</p> <ul style="list-style-type: none"> ◦ Assess feasibility of HOV lanes ◦ Improve user information to explain, regulations, function and benefit of reserved lanes ◦ Review existing conditions of reserved lane systems, such as bus lanes and bicycle lanes periodically
5.3	Commuter Trip Reduction Program	<ul style="list-style-type: none"> ◦ Improve user information ◦ Market strategy to major employers in area
6.0	Tax Reform, Information, Marketing and Outreach	
		<p>Explore pricing mechanisms to establish/increase the costs for parking</p> <ul style="list-style-type: none"> ◦ Address parking/policy/zoning/pricing connection in the context of external costs <p>Initiate a region-wide effort to implement adopted TDM policies, ensure regional coordination and consistency and increase public awareness of sustainable transportation</p> <ul style="list-style-type: none"> ◦ Formally integrate TDM into all transportation planning and programming processes ◦ Improve TDM vision and knowledge and continue efforts to increase regional coordination

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Section Number	Recommended Strategy	Description
		<ul style="list-style-type: none"> ◦ Provide aggressive public education, marketing and advertising aimed at changing travel attitudes and behaviours ◦ Develop a single, integrated customer-information for all TDM services
7.1	Settlement and Land Use Patterns	Develop a long range plan that considers a comprehensive strategy for settlement and land use <ul style="list-style-type: none"> ◦ Create a holistic strategy with TDM initiatives of HRM and major development and infrastructure systems in the region
7.2	Land Use By-law Requirements	Evaluate and Update Bylaws <ul style="list-style-type: none"> ◦ Update and develop new bylaws that encourage TDM initiatives
7.3	Development Process	Incorporate land use with regional demand management <ul style="list-style-type: none"> ◦ Develop new directions for comprehensive planning, land use and site planning to emphasize TDM strategies, easy access to transportation services and reduced SOV travel
8.0	Single Occupant Vehicle Trip Disincentives	Raise acceptable congestion in exchange for developer contributions to TDM Programs Develop financial disincentives to driving alone and incentives for using sustainable modes <ul style="list-style-type: none"> ◦ Investigate pricing tools that more accurately reflect the true costs of transportation ◦ Promote incentives for employers who undertake TDM activities

