



PO Box 1749
Halifax, Nova Scotia
B3J 3A5, Canada

Item No. 2
Halifax Regional Council
January 26, 2010

TO: Mayor Kelly and Members of Halifax Regional Council

A handwritten signature in black ink, appearing to read "Ken Reashor".

SUBMITTED BY: _____
Ken Reashor, Acting Director, Transportation and Public Works

DATE: November 23, 2009

SUBJECT: Transportation Demand Management (TDM) Migration Fund Survey

INFORMATION REPORT

ORIGIN

Staff

BACKGROUND

At the May 27, 2008 meeting of Halifax Regional Council, a motion was approved to submit two applications to Transport Canada's ecoMOBILITY funding competition. On January 8, 2009, Transport Minister John Baird announced that fourteen projects across Canada had been awarded funding, including both projects submitted by HRM. Final approvals and funding commitments for the project were completed at the April 28, 2009 meeting of Halifax Regional Council.

DISCUSSION

In June 2009, HRM hired UrbanTrans Consulting to undertake the development and analysis of a program entitled, the Transportation Demand Management (TDM) Migration Fund. The TDM Migration Fund is a tool that will balance a set of transportation-related revenue generators with a set of transportation investments to provide pricing signals that are intended to influence travel choice. The goal is to provide for a shift toward more sustainable transportation options being chosen by commuters in particular.

A significant component of the program is gauging public understanding and acceptance of the fund. In order to do so, focus group sessions were held to determine if residents understood the concept of the fund and to gauge their understanding and knowledge of sustainable transportation modes. The results were positive and the focus groups said that they would support the development of this fund if it was directed at sustainable transportation initiatives only.

Following the focus groups, a survey was developed to gauge the general public's understanding of funding for sustainable transportation projects through pricing of less sustainable modes (such as single occupant vehicle trips). The survey (see Attachment A) tested how residents felt about potential pricing mechanisms including changes to parking rates at meters and increases in bridge tolls. Questions also asked how important certain modes were and how they could be funded. The results of the survey (see Attachment B) indicate that there is support for using pricing signals to encourage a shift towards sustainable transportation modes. Moderate increases in fees were also supported indicating that there is an upper threshold residents are willing to accept. Charging developers for parking they build was also seen as a possible funding source. However no one clear method of funding sustainable transportation infrastructure was obvious, but as per earlier questions, modest increases at parking meters and charging developers were the more popular funding options.

BUDGET IMPLICATIONS

There are no budget implications associated with this report.

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.

ATTACHMENTS

Attachment A - Copy of TDM Migration Fund Survey
Attachment B - Summary of Survey Results

**Transportation Demand Management (TDM) Migration Fund
Survey
Council Report**

January 26, 2010

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.

Report Prepared by: Roxane MacInnis, TDM Planner, 490-4160

Report Approved by: 
David McCusker, Manager, Strategic Transportation Planning, 490-6696

paths

Improvements to
pedestrian paths



4. I understand that my commute to work using my own car has an impact on the environment.

- Strongly agree
- Agree
- Somewhat agree
- Somewhat disagree
- Disagree
- Strongly disagree

5. Below are a number of options for prioritizing transportation investments and decisions within Halifax. From each pair, select the one option that you would choose. In some cases neither option may be appealing to you, but please still pick one.

Pair A

- Increase bridge tolls by \$0.25 and use the extra revenue to improve transit service, bicycle routes, and pedestrian paths.
- Keep bridge tolls the same and make no improvements to transit service, bicycle routes, and pedestrian paths.

6. Pair B

- Increase bridge tolls by \$0.50 and use the extra revenue to improve transit service, bicycle routes, and pedestrian paths.
- Keep bridge tolls the same and make no improvements to transit service, bicycle routes, and pedestrian paths.

7. Pair C

- Increase parking fees at downtown meters by \$0.25 per hour and use the extra revenue to improve transit service, bicycle routes, and pedestrian paths.
- Keep parking fees the same and make **no** improvements to transit, bicycle routes, and pedestrian paths.

8. Pair D

- Increase parking fees downtown by \$0.50 per hour and use the extra revenue to improve transit service, bicycle routes, and pedestrian paths.
- Keep parking fees the same and make **no** improvements to transit, bicycle routes, and pedestrian paths.

9. Pair E

- Implement a \$0.50 toll on an existing road and use the extra revenue to improve transit routes, bicycle routes, and pedestrian paths.

- Implement **no** tolls and make **no** improvements to transit, bicycle routes, and pedestrian paths.

10. Pair F

- Charge developers fees when they construct new parking spaces at business and retail locations and use the extra revenue to improve transit service, bicycle routes, and pedestrian paths.
- Implement **no** new developer charges on parking spaces and make **no** improvements to transit service, bicycle routes, and pedestrian paths.

11. How would you rank the quality of bus service in Halifax?

- Very Good
- Good
- Neither good nor poor
- Poor
- Very Poor

12. How would you rank the quality of bicycle routes and paths in Halifax?

- Very Good
- Good
- Neither good nor poor
- Poor
- Very Poor

13. How would you rank the quality of sidewalks, crosswalks, and the general walking experience in Halifax?

- Very Good
- Good
- Neither good nor poor
- Poor
- Very Poor

14. If the community expresses a desire to increase the number of **bus routes and the frequency of bus service, which of the following options should be used to pay for those improvements? (Select only one)**

- Increase bridge tolls
- Increase parking rates at downtown meters
- Implement tolls on an existing roadway
- Increase transit fares
- Charge developers fees when they construction new parking spaces at business and retail locations
- Tax off-street commercial parking lots

15. If the community expresses a desire to increase the number of **bicycle paths and routes and improve sidewalks, which of the following options should be used to pay for those improvements? (Select only one)**

- Increase bridge tolls

- Increase parking rates at downtown meters
- Implement tolls on an existing roadway
- Increase transit fares
- Charge developers fees when they construction new parking spaces at business and retail locations
- Tax off-street commercial parking lots

Next

Save

Cancel

HRM Transportation Survey



Demographics

The following questions are optional, but your responses will help us know whether your survey responses are fully representative of the community.

16. Into which of the following categories does your age fall?

- Less than 16
- 16 to 19
- 20 to 29
- 30 to 39
- 40 to 49
- 50 to 64
- 65 to 80
- 80 +

17. What is your postal code?

18. If you are employed or attend school, what is your school or work postal code?

19. Into which of the following categories does your household income fall?

- Less than \$10,000
- \$10,000 to \$19,999
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 +

20. Please provide us with your contact information if you would like to be entered into a prize draw for one of two iPod Shuffles or an iPod Nano!

Name :
Phone :
Email :

Back

Done

Save

Cancel

Respondents: 1053 displayed, 1053 total Status: Open
 Launched Date: 09/22/2009 Closed Date: 10/22/2009

1. Thinking about all of your travel, how often do you use the following travel modes in **non-winter** months?

	Several Times a Week	Several Times a Month	A Few Times a Month	Rarely or Never	Response Total
Transit	32.31% (317)	9.79% (96)	14.98% (147)	42.92% (421)	981
Walk	56.19% (545)	14.23% (138)	15.36% (149)	14.23% (138)	970
Bike	27.67% (251)	6.28% (57)	8.71% (79)	57.33% (520)	907
Carpool	9.69% (87)	8.13% (73)	15.48% (139)	66.7% (599)	898
				Total Respondents	1017
				(skipped this question)	36







2. Thinking about all of your travel, how often do you use the following travel modes in **winter** months?

	Several Times a Week	Several Times a Month	A Few Times a Month	Rarely or Never	Response Total
Transit	41.36% (407)	10.57% (104)	12.4% (122)	35.67% (351)	984
Walk	46.4% (445)	12.93% (124)	16.58% (159)	24.09% (231)	959
Bike	7.86% (69)	4.9% (43)	6.95% (61)	80.3% (705)	878
Carpool	11.82% (105)	9.46% (84)	15.09% (134)	63.63% (565)	888
				Total Respondents	1013
				(skipped this question)	40

3. Using the scale provided, how important are the following transportation measures to the long-term and successful growth of Halifax?

	1	2	3	4	5	6	7	Response Total	Response Average
New, Downtown Shuttle Bus	7.5% (74)	5.07% (50)	6.48% (64)	11.35% (112)	14.59% (144)	15.81% (156)	39.21% (387)	987	5.25
Incentives to encourage carpooling	7.79% (77)	4.95% (49)	10.11% (100)	16.28% (161)	20.32% (201)	15.07% (149)	25.48% (252)	989	4.84
Construction of new carpool lanes	14.04% (138)	10.78% (106)	12.31% (121)	19.23% (189)	16.28% (160)	11.39% (112)	15.97% (157)	983	4.11
Expanded transit service (more routes & more frequent buses)	4.88% (49)	2.19% (22)	2.39% (24)	4.48% (45)	8.37% (84)	14.64% (147)	63.05% (633)	1004	6.05
Cheaper transit fares	6.8% (68)	7.1% (71)	10.1% (101)	17.4% (174)	16.1% (161)	14.5% (145)	28% (280)	1000	4.84
Programs to help employees use sustainable travel modes	5.05% (50)	3.73% (37)	7.67% (76)	10.49% (104)	17.46% (173)	20.99% (208)	34.61% (343)	991	5.33
More bike routes and paths	8.39% (84)	5.39% (54)	4.6% (46)	9.89% (99)	10.19% (102)	12.69% (127)	48.85% (489)	1001	5.42
Improvements to pedestrian paths	6.04% (60)	4.93% (49)	6.95% (69)	12.19% (121)	14.5% (144)	16.11% (160)	39.27% (390)	993	5.3
								Total Respondents	1013
								(skipped this question)	40

4. I understand that my commute to work using my own car has an impact on the environment.

		Response Total	Response Percent
Strongly agree		696	70%
Agree		222	22%
Somewhat agree		57	6%
Somewhat disagree		14	1%
Disagree		1	0%
Strongly disagree		6	1%
		Total Respondents	996
		(skipped this question)	57

5. Pair A

		Response Total	Response Percent
Increase bridge tolls by \$0.25 and use the extra revenue to improve transit service, bicycle routes, and pedestrian paths.		846	85%
Keep bridge tolls the same and make no improvements to transit service, bicycle routes, and pedestrian paths.		144	15%
		Total Respondents	990
		(skipped this question)	63

6. Pair B

		Response Total	Response Percent
Increase bridge tolls by \$0.50 and use the extra revenue to improve transit service, bicycle routes, and pedestrian paths.		572	60%
Keep bridge tolls the same and make no improvements to transit service, bicycle routes, and pedestrian paths.		381	40%
		Total Respondents	953
		(skipped this question)	100

7. Pair C

		Response Total	Response Percent
Increase parking fees at downtown meters by \$0.25 per hour and use the extra revenue to improve transit service, bicycle routes, and pedestrian paths.		821	84%
Keep parking fees the same and make no improvements to transit, bicycle routes, and pedestrian paths.		160	16%
		Total Respondents	981
		(skipped this question)	72


8. Pair D

		Response Total	Response Percent
Increase parking fees downtown by \$0.50 per hour and use the extra revenue to improve transit service, bicycle routes, and pedestrian paths.		625	65%
Keep parking fees the same and make no improvements to transit, bicycle routes, and pedestrian paths.		333	35%
		Total Respondents	958
		(skipped this question)	95

9. Pair E

		Response Total	Response Percent
Implement a \$0.50 toll on an existing road and use the extra revenue to improve transit routes, bicycle routes, and pedestrian paths.		484	50%
Implement no tolls and make no improvements to transit, bicycle routes, and pedestrian paths.		481	50%
		Total Respondents	965
		(skipped this question)	88

10. Pair F

		Response Total	Response Percent
Charge developers fees when they construct new parking spaces at business and retail locations and use the extra revenue to improve transit service, bicycle routes, and pedestrian paths.		832	84%
Implement no new developer charges on parking spaces and make no improvements to transit service, bicycle routes, and pedestrian paths.		155	16%
		Total Respondents	987
		(skipped this question)	66

11. How would you rank the quality of bus service in Halifax?

		Response Total	Response Percent
Very Good		24	2%
Good		363	36%
Neither good nor poor		341	34%
Poor		205	20%
Very Poor		67	7%
		Total Respondents	1000
		(skipped this question)	53

12. How would you rank the quality of bicycle routes and paths in Halifax?

		Response Total	Response Percent
Very Good		5	1%
Good		60	6%
Neither good nor poor		221	22%
Poor		383	39%
Very Poor		325	33%
		Total Respondents	994
		(skipped this question)	59

13. How would you rank the quality of sidewalks, crosswalks, and the general walking experience in Halifax?

		Response Total	Response Percent
Very Good		53	5%
Good		480	48%
Neither good nor poor		255	25%
Poor		162	16%
Very Poor		51	5%
		Total Respondents	1001
		(skipped this question)	52

14. If the community expresses a desire to increase the number of **bus routes** and the frequency of bus service, which of the following options should be used to pay for those improvements? (Select only one)

		Response Total	Response Percent
Increase bridge tolls		135	14%
Increase parking rates at downtown meters		225	23%
Implement tolls on an existing roadway		109	11%
Increase transit fares		126	13%
Charge developers fees when they construction new parking spaces at business and retail locations		269	27%
Tax off-street commercial parking lots		130	13%
		Total Respondents	994
		(skipped this question)	59

15. If the community expresses a desire to increase the number of **bicycle paths and routes and improve sidewalks**, which of the following options should be used to pay for those improvements? (Select only one)

		Response Total	Response Percent
Increase bridge tolls		99	10%
Increase parking rates at downtown meters		266	27%
Implement tolls on an existing roadway		106	11%
Increase transit fares		19	2%
Charge developers fees when they construction new parking spaces at business and retail locations		324	33%
Tax off-street commercial parking lots		165	17%
		Total Respondents	979
		(skipped this question)	74

16. Age

		Response Total	Response Percent
Less than 16		2	0%
16 to 19		7	1%
20 to 29		214	22%
30 to 39		281	29%
40 to 49		224	23%
50 to 64		211	22%
65 to 80		26	3%
80 +		2	0%
		Total Respondents	967
		(skipped this question)	86

17. What is your postal code?

Total Respondents	951
(skipped this question)	102

18. If you are employed or attend school, what is your school or work postal code?

Total Respondents	757
(skipped this question)	296

19. Into which of the following categories does your household income fall?

		Response Total	Response Percent
Less than \$10,000		35	4%
\$10,000 to \$19,999		46	5%
\$20,000 to \$29,999		69	8%
\$30,000 to \$39,999		88	10%
\$40,000 to \$49,999		97	11%
\$50,000 to \$59,999		87	9%
\$60,000 to \$74,999		131	14%
\$75,000 to \$99,999		154	17%
\$100,000 +		211	23%
		Total Respondents	918
		(skipped this question)	135

20. Please provide us with your contact information if you would like to be entered into a prize draw for one of two iPod Shuffles or an iPod Nano!

Total Respondents	976
(skipped this question)	77