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Item No. 11.2.2(ii)
Halifax Regional Council
March 15, 2011

TO: Mayor Kelly and Members of Halifax Regional Council

Original Signed

SUBMITTED BY: Mr. Fred Morley, Chair, Regional Plan Advisory Committee

DATE: September 16, 2010

SUBJECT: Transportation Demand Management Functional Plan

ORIGIN

The Regional Plan Advisory Committee meeting of September 15, 2010.

RECOMMENDATION

It is recommended that Halifax Regional Council adopt, in principle, the Transportation Demand Management Functional Plan to guide the promotion and implementation of sustainable projects and programs within HRM.

BACKGROUND

As per the staff report dated July 11, 2010 attached as Attachment 1 to this report.

DISCUSSION

The Regional Plan Advisory Committee discussed the Transportation Demand Management Functional Plan, as presented by staff, at their September 15, 2010 Committee meeting. The Committee concurred with the functional plan and brought forward, for Council's consideration, the following suggestions that may assist Council with their goal of promoting and encouraging sustainable transportation and improvements to the management of travel demand and the transportation network:

1. Create incentives for Developers to construct fewer parking spots such as encouraging the use of a car share program.
2. Incorporate a more aggressive approach to Active Transportation Corridors and bike lanes along network roads. Encourage alternatives to "rubber tire" modes of transport such as active transportation, light commuter rail, fast ferries, Metro Transit, and the use of electric vehicles such as mopeds.
3. Integrate use of the natural water facility by upgrading the ferries, Park 'n Rides and use of a fast ferry.
4. Encourage equity in parking fares as it should not be cheaper to park at a business park than to park in the downtown; charging the same for parking regardless of location could help to encourage use of public transit and/or other modes of transportation.
5. Have a marketing campaign, similar to the "buy local" campaign, to educate the public on other modes of travel rather than single occupancy commutes.
6. Prepare a "Toolkit" for employers explaining options they could offer to their employees in regard to car share programs or to supplement their fleet vehicles. Show the cost of operating/maintaining a vehicle and then alternatives on how employers/employees could save money both corporately and personally.
7. Promote free or reduced transit fares for special events such as concerts / conferences / Moosehead Hockey games, etc., in the downtown. This incentive could encourage more people to attend events / functions downtown if they did not have the worry of parking and getting in and out of the downtown. The promoter could include the cost of transit in their tickets and the public would simply show their ticket to the transit operator.

The Regional Plan Advisory Committee recommends that Regional Council adopt, in principle, the Transportation Demand Management Functional Plan as outlined in the July 11, 2010 report.

BUDGET IMPLICATIONS

As per the staff report dated July 11, 2010 attached as Attachment 1 to this report.

FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN

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

COMMUNITY ENGAGEMENT

The Regional Plan Advisory Committee is comprised of thirteen members with ten of those members being citizen volunteers and three being elected officials. The requirement for Community Engagement has been fulfilled at the Committee level.

ALTERNATIVES

1. Regional Council may choose not to adopt in principle the Transportation Demand Management Functional Plan. This is not the recommended option.

ATTACHMENTS

1. Staff report dated July 11, 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: Chris Newson, Legislative Assistant, 490-6732.



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Regional Plan Advisory Committee
August 11, 2010

TO: Chair and Members of Regional Plan Advisory Committee

SUBMITTED BY: Original Signed
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 Smart Trip 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

None

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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