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TO:	CHAIR AND MEMBERS CIVIC WORKS COMMITTEE MEETING ON OCTOBER 7, 2013
FROM:	JAY STANFORD, M.A., M.P.A. DIRECTOR, ENVIRONMENT, FLEET & SOLID WASTE
SUBJECT	ACTIVE TRANSPORTATION (AT) AND TRANSPORTATION DEMAND MANAGEMENT (TDM) – UPDATES AND THE NEXT STEPS

RECOMMENDATION

That on the recommendation of the Director – Environment, Fleet & Solid Waste, the following report **BE RECEIVED** for information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

Some relevant reports that can be found at www.london.ca under City Hall (Meetings) include:

- Update – Key Energy Stakeholder Engagement – Community Energy Action Plan (July 22, 2013 meeting of the Civic Works Committee, Item #16)
- Environmental Programs Update (April 8, 2013 meeting of the Civic Works Committee, Item #2)
- London 2030 Transportation Master Plan (June 19, 2012 meeting of CWC, Item #16)

BACKGROUND

PURPOSE:

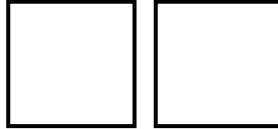
This report is both a companion piece to the Transportation Infrastructure Gap report on this Civic Works Committee Agenda and a report that City staff wish to circulate widely to facilitate additional dialogue and action in the community. The purpose of this report is to provide Committee and Council with the following:

- A brief overview of the history of Active Transportation (AT) and Transportation Demand Management (TDM) in London;
- An update on AT and TDM activities over the last two years;
- Solidify the role of AT and TDM in London - how AT and TDM are positioned in ReThink London and the 2030 Smart Moves Transportation Master Plan (TMP); and
- The next steps - introduce the short-term implementation strategy for the immediate “path” ahead (2014-2015) for AT and TDM and how it ties in to the Province’s newly released Ontario Cycling Strategy, London’s developing Community Energy Action Plan and other potential initiatives like Complete Streets.

CONTEXT:

Transportation Demand Management (TDM) has been a City focus since it was introduced in the Transportation Plan Review in 1994. In 2000, specific staff resources (TDM Coordinator) were first assigned to the area.

The purpose of the TDM Program is to design and promote more efficient use of the existing transportation system by shifting more daily trips from driving alone to carpooling; shifting commuter drive time from peak to before/after peak; taking transit; teleworking; cycling and walking. It is closely tied to the City’s ReThink London (Official Plan) process and the 2030 TMP goals and policies. The TDM Program, including active transportation strategies, encourages these transportation options to prolong the life of the existing roadway network and



defer the need for costly road-widening capital projects while encouraging a healthier, active lifestyle for Londoners.

Target audiences for TDM initiatives include adults, children and youth, local employers, neighbourhood and business associations, and City staff. A combination of promotional campaigns, programs, and infrastructure is used to make these sustainable transportation choices easier and safer to use. These are developed in-house and in partnership with local organizations, businesses and senior levels of government.

The term “active transportation” (AT) refers to purpose-driven trips (e.g., commuting, shopping, recreation, other errands) made on foot, by bicycle, or other human-powered means that have the added health benefit of increasing physical activity and reducing health care costs associated with a sedentary lifestyle (e.g., obesity), as well as the social benefit of “eyes on the street” associated with walk-friendly communities.

AT is a recent catch phrase in London that has caught on particularly from the 2030 TMP, ReThink London, and London’s Roundtable on the Environment and the Economy public input sessions. AT is also catching on as a set of separate activities in many North American cities. However, building AT infrastructure and encouraging Londoners to walk and cycle more has been a City priority for many years. This includes the building of the Thames Valley Parkway (e.g., multi-use paths) as well as transportation engineering requirements for sidewalks with new road construction ensuring pedestrians have safe facilities to walk. Other partners, such as the Middlesex London Health Unit (MLHU) and Thames Region Ecological Association (TREA), have also been heavily focused on similar promotions for many years.

At the City of London, there is a distinction between the roles of Environmental Programs (TDM Coordinator), Transportation Planning & Design, Planning and Parks & Recreation:

- Environmental Programs is tasked with encouraging Londoners to use the existing AT infrastructure and programs today; developing and implementing TDM policies and programs which will lead to a shift in how infrastructure is used; and how more infrastructure and programs are to be developed in the future.
- Transportation Planning & Design handles both existing transportation infrastructure requiring retrofits and future transportation infrastructure that needs to be built.
- Planning is tasked with ensuring land use policies and plans reflect the type of infrastructure that facilitates AT, carpooling and transit use in the future. Planning (Environment & Parks Planning) is also the link to the extensive network of paths in parks and green spaces.
- Parks & Recreation handles maintenance of trails and paths within the park system (e.g., Thames Valley Parkway).

The Transportation Advisory Committee (TAC), an advisory committee that reports to the Municipal Council, through the Civic Works Committee, advises and supports City Council in the implementation of the City's current and future Transportation Plan.

Other agencies, boards and commissions also play a role. For example, Tourism London promotes cycle tourism to Londoners and visitors, and the London Transit Commission facilitates cyclists taking the bus for part of their trip with bike racks on the entire fleet.

In summary, AT and TDM has a well established framework in the city, focuses on partnerships and collaborations, and is a foundation for both our future transportation system and a more liveable, healthy city today.

DISCUSSION:

This section is divided into 3 subsections:

1. Update on Recent AT and TDM Activities
2. Solidifying the Role of AT and TDM in London
3. The Next Steps – 2014/2015 and Beyond

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1. Update on Recent AT and TDM Activities

Over the past couple of years, AT and TDM activities have focused on employer initiatives, school initiatives, supporting infrastructure improvements, general promotion and education for Londoners and City staff initiatives. Examples of these recent initiatives include:

- Workforce Mobility Project: Supporting employers in offering staff more commuter options such as dedicated carpool parking, ride-match services, providing more bicycle parking and potential use of employer incentives;
- Elgin London Middlesex Oxford (ELMO) Active & Safe Routes to School (ASRTS) Program: Encouraging more grade school students and their parents to choose active modes to get to and from school through the School Travel Planning model;
- Increasing the amount of bicycle parking available to London cyclists and offering free bicycle parking at several festivals;
- Developing tools and programs, such as the latest Bike & Walk Map and LondonCarpools ride-match service, to make it easier for Londoners to choose these options;
- Developing videos and working with the media to educate all road users on safely using new facilities, such as “sharrows” and bike boxes, and how to Share the Road;

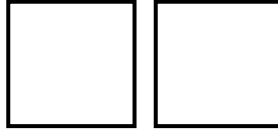


Sharrow on Dufferin Avenue



Bike Box on Platt's Lane

- Testing automatic pedestrian and bicycle counting technologies with staff in Transportation Planning & Design and Environment & Parks Planning, facilitating expansion of these tools into several locations, and using these data to measure progress;
- Using Environics Analytics geodemographic data along with other relevant local data, research and insight (e.g., Nordex Research, Western University – Geography Department) to gain a better sense of where the Londoners who are most apt to cycle, live;
- Working with community partners to help strengthen their activities and ensuring consistent messaging. Some of these partners have included the MLHU, TREA, Our Street, London Cycle Link, and Share the Road Cycling Coalition. The role of cycling has been a dominant item for these groups; and
- Showing municipal leadership by providing preferred carpool parking spaces and increasing the number of lockers available to City staff who bike or walk to work or run over their lunch hour.



This list does not include the many other ongoing AT and TDM activities underway through initiatives lead by other service areas and organizations. For example, London’s Strengthening Neighbourhoods Strategy includes the *Walk to Shop* initiative, several neighbourhood walk and bike friendly special events, and *Our Street Day*. The MLHU promotes AT through *Healthy City/Active London* and physical activity guidelines, and encourages sharing the road through *Be Safe...Be Smart*. City staff is involved in all of these activities.

A summary of some key AT and TDM statistics includes:

- 200 km of pathways - an increase of 83 km in the last five years.
- 37 km of bike lanes – an increase of 25 km in the last five years.
- On average, about 1 in 4 London households said they rode a bike last year (Environics Analytics, 2013).
- In 2009, the proportion of daily work trips by London residents on foot or by bicycle was 8.0% (2030 Smart Moves Transportation Master Plan, Household Travel Survey, 2010).
- Approximately 41% of all walking and cycling trips are made during the midday period (2030 Smart Moves Transportation Master Plan, Household Travel Survey, 2010).
- Between 2010 and 2012, vehicle ownership in Summerside (test neighbourhood for the federally-funded TravelWise Summerside EcoMobility project in 2009-2011) decreased by 3%, compared to an overall 7% increase in the rest of London (Polk Canada, 2013).

Recently, Londoners have had several opportunities to voice their opinions and needs on AT and TDM, particularly through:

- 2030 Smart Moves Transportation Master Plan - complete
- London’s Roundtable on the Environment and the Economy - complete
- Rethink Energy London Community Energy Action Plan (CEAP) - in progress
- ReThink London - in progress

Many comments have been received over the duration of these initiatives. The feedback from those we’ve heard from has been consistent with the desire to make London more “walk-friendly” and “bike-friendly”.

2. Solidifying the Role of AT and TDM in London

2030 Smart Moves Transportation Master Plan

London’s 2030 Transportation Master Plan (TMP) supports the importance of continuing to develop AT and TDM initiatives. Specifically, the following seven broad directions were proposed in the TMP approved by Council (June 2012) as a focus for City efforts. Each direction includes a series of priority actions and allows for the development of new actions within the general category:

1. Strengthen policy support
2. Promote sustainable travel for all time periods
3. Target commuter travel
4. Target school travel
5. Increase investment in AT infrastructure
6. Finalize downtown parking strategy
7. Use parking to support transit, active transportation, and TDM

(NOTE: Finalizing a downtown parking strategy as it relates to encouraging AT and TDM is not dealt with here. It is identified in the TMP as having a medium and longer-term timeframe. It should be dealt with under both a downtown strategy and a city-wide strategy).

Budget for AT infrastructure capital costs is estimated in the TMP at between \$20 and \$24 million dollars over the next 20 years. The suggested operating and maintenance costs are \$7.25 million for the next 20 years for AT, TDM and parking (parking is not dealt with separately in the Plan).

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ReThink London

Based on feedback from Londoners, ReThink London recognizes the importance of providing mobility and accessibility options for all Londoners. That is, individuals' transportation needs vary from one individual to the next, so one size does not fit all. Londoners need and are expecting a more multi-modal form of transportation planning now and for the future. We need to recognize the continued need for personal motor vehicles for many trips, but it is essential to plan and grow other forms of transportation, including transit and active transportation.

3. The Next Steps – 2014/2015 and Beyond

Based on all the activities underway (e.g., ReThink London, Community Energy Action Plan) and ongoing work required as part of the implementation of the TMP (e.g., Transportation Infrastructure Gap), City staff have identified two important next steps in the continued expansion of AT and TDM in London:

- Short-Term Implementation Strategy, 2014 – 2015
- Development of a Comprehensive AT and TDM Action Plan



This approach allows for both the implementation of a number of AT and TDM items and the ability to engage the public, community groups and employers in the development of the comprehensive long-term plan. This timeframe also allows for the important discussion on financing opportunities that is fundamental to the future transportation system in London.

Short-Term Implementation Strategy, 2014 - 2015

The 2030 TMP helps set out many of the upcoming priority actions over the short and longer-term. The Plan aims to create a sustainable transportation system by achieving these goals:

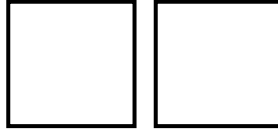
- Ensuring the accessibility offered by London's transportation system is available to everyone;
- Improving safety for all road users;
- Reducing air and noise pollution, greenhouse gas emissions and energy consumption, including through the efficient purchase and use of motor vehicles (as this Plan is closely tied to the transportation component of the Community Energy Action Plan);
- Maximizing the availability, appeal, and cost-effectiveness of fiscally-sustainable methods to move people and goods today and into the future;
- Enhancing the attractiveness and quality of the urban environment Londoners live and move in; and
- Ensuring that programs and infrastructure availability is disseminated to City of London staff and all Londoners.

Building on the 2030 TMP's support to more actively manage transportation demand, the short-term actions proposed for the next two years are presented in Appendix A. These actions have been identified from two perspectives:

- affordability – generally pursuing no cost and low cost solutions
- community engagement - creating the opportunity to engage the public and business community in actions that can lead to greater understanding and input for the Comprehensive AT and TDM Action Plan

Development of the Comprehensive AT and TDM Action Plan

It is important to note that the comprehensive plan needs to be the community's plan for London, not the City of London's plan for the community. To be successful, established community partners, such as local employers and neighbourhood associations, need to determine what roles they will play. Additional groups, such as the Healthy Communities Partnership which is administered by the MLHU, also need to play an active role in sharing the message with Londoners. Individuals need to be engaged and involved in its development and implementation. In addition, the City will need key community partners to help reach individual



Londoners. Londoners also need to test and adjust some of their transportation choices by using the programs and infrastructure. The (lofty) goal is to inspire the community to be action-oriented and accountable, as the City of London cannot make these actions happen on its own.

The Comprehensive AT and TDM Action Plan will focus on the education, programs, infrastructure needs and supports necessary for Londoners to use these modes more efficiently. This Plan will work closely with the transportation components covered in the upcoming CEAP. This includes the recognition that personal vehicles will continue to play a role for many trips, but purchasing the right-size of vehicle and using it more efficiently are ways to address environmental concerns on the continuum of transportation choices.

These actions also align with the Province’s new Ontario Cycling Strategy. The Province’s long-term vision is: “Cycling in Ontario is recognized, respected and valued as a core mode of transportation that provides individuals and communities with health, economic, environmental, social and other benefits.” The Comprehensive AT and TDM Action Plan will allow London to do its part to encourage and facilitate cycling locally and regionally.

Mining geodemographic data through Environics Analytics research along with other relevant local research that has been developed in the last few years (e.g., Nordex Research, Western University – Geography Department) will assist City staff in targeting those communities that are best suited for future AT and TDM initiatives and positioning future strategies. For example, preliminary data analysis already shows that in 2011, one in four London households reported riding a bike the previous year for recreation. The areas of highest recreational bike-riding participation have been mapped and will be used for targeting bicycle use for commuting and running errands. These types of data are useful to both short-term and long-term strategies.

Newer concepts will also be explored such as ‘Complete Streets’ which refers to roads designed to accommodate diverse modes, users and activities including walking, cycling, public transit, automobile, nearby businesses and residents. Within Complete Streets, safe and comfortable access for all is not an afterthought, but rather an integral planning feature. Such street design helps create more multi-modal transportation systems, and safer and more liveable communities. The role of AT and TDM is very evident in a complete streets concept.



Conceptual view along Wonderland Road South looking towards Bradley Avenue (Source: Southwest Area Secondary Plan - Revised, City of London, November 2012)

Currently Transportation Planning & Design is examining the role of a Complete Streets Mobility Plan in London and whether or not a formalized project would be advantageous. A focused look at the Complete Streets concept from a mobility lens can provide many direct and indirect benefits including improved accessibility for non-drivers, user savings and affordability, energy conservation and emission reductions, improved community liveability, improved public fitness and health, and support for strategic objectives such as urban redevelopment and reduced sprawl.

The proposed project would be directed by Roads and Transportation with leads from Planning and Environmental Programs. In addition, the roles for various groups, the broader community, local agencies, boards and commissions would also be developed. In its Ontario Cycling Strategy, the Province has identified partnering with municipalities to implement Complete Streets policies and develop applicable active transportation or cycling plans as a key action area.

The proposed Complete Streets Mobility Plan would include a review of policies adopted in other municipalities and their applicability to London. The goal would be to ensure that appropriate roads and rights-of-way are planned in a more balanced way to prioritize a hierarchy of users: pedestrians first, followed by cyclists, transit, commercial vehicles, taxis, high-occupancy vehicles (carpools) and single-occupancy vehicles. This hierarchy is being adopted in municipal policies throughout North America.

More details on the proposed Complete Streets Mobility Plan and how it would work closely with the development of the Comprehensive AT and TDM Action Plan will be presented to Committee and Council in the future.

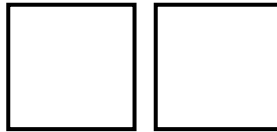
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APPENDIX A
AT AND TDM SHORT-TERM IMPLEMENTATION ACTIONS, 2014-2015

Actions	Type of action (New – Traditional – Innovative)	Cost (No – Low – Moderate – High)	Reach (Low – Moderate – High)	Lead
1. Strengthen Policy Support				
Assist in reviewing the Transportation Impact Study process for developments to consider walking, cycling, carpooling and transit components/assessments as higher priorities than current considerations, and consider development-specific TDM criteria.	New	No cost	High	City
Form or coordinate an AT working group/committee of volunteers to brainstorm projects and promotions.	Traditional	No cost	Moderate	City
Seek Provincial and Federal Government funding and business support for AT and TDM pilot projects and research.	Traditional	No cost	Moderate	City
Establish internal process to compile policy options and implementation plans from other best practice municipalities with respect to AT and TDM activities.	New	No cost	Low	City
Report back to the community and Council on progress on an annual basis.	Traditional	No cost	Moderate	City
Advocate for increased levels of Provincial and Federal government support and continue to work with them on AT and TDM projects.	Traditional	No cost	Low	City and partners
2. Promote Sustainable Travel for All Time Periods				
Develop city-wide branding for TDM programs, incentives and supports that is easily recognised and replicated.	Traditional	No cost	High	City
Create a TDM page on the City’s website, including how-to videos.	Traditional	Low cost	High	City
Continue to host or partner with various AT and TDM community events	Traditional	Low cost	Moderate	City and Partners
Develop a mobile app to highlight bike friendly features in London.	Innovative	Low to Moderate cost	Moderate	City and partners
Continue to support ongoing bike safety promotion and develop new initiatives.	New	Low cost	Moderate	City and partners
Undertake a Bike to Health campaign to promote cycling for short and medium trips.	New	Low cost	Moderate	City and MLHU
3. Target Commuter Travel				
Continue to research Corporate best practices from elsewhere and pilot/adopt for use through the Business Travel Wise Program. Explore Transportation Management Associations (TMAs).	Traditional	Low cost	Moderate	City and employers



Actions	Type of action (New – Traditional – Innovative)	Cost (No – Low – Moderate – High)	Reach (Low – Moderate – High)	Lead
Cultivate Corporate champions to raise awareness among employers, City staff. Also, profile “green commutes”.	New	Low cost	Low	City
Increase the number of carpool spaces offered at Corporate satellite offices and continue to offer them to more businesses for their own parking management.	Traditional	Low cost	Low to Moderate	City and employers
Officially incorporate bikes and e-bikes into the City vehicle fleet.	Innovative	Moderate Cost	Low	City
4. Target School Travel				
Continue to support the expansion of the School Travel Planning project at the grade school level.	Traditional	Low to Moderate cost	Moderate	Partners
5. Increase Investment and support for improved AT Infrastructure				
Identify “Trigger Projects”, immediate projects that could be developed through workshop sessions (e.g., enhanced trail crossings, new trail heads, improved safety conditions, elimination of path constraints).	New for London	Moderate cost	Moderate to High	City and partners
Assist in analysis to gain support for and promotion of the 4 priority bike routes identified in the TMP.	Traditional	Low cost	High	City
Build on the City’s modest bicycle parking program with more parking at City facilities, on public property and at transit stations.	Traditional	Moderate cost	Moderate to High	City
Assist in promoting pedestrian and bike counter data to the public and as part of evidence for moving projects forward.	New	Low cost	Moderate	City
Increase promotion and celebrate successes for new cycling and walking infrastructure projects.	New	Low cost	High	City
6. Finalize downtown parking strategy				
Note: Finalizing a downtown parking strategy as it relates to encouraging AT and TDM is not dealt with here. It is identified in the TMP as having a medium and longer-term timeframe. It should be dealt with under both a downtown strategy and a city-wide strategy.				
7. Use parking to support transit, active transportation and TDM				
Provide and publicize attended bike parking at large events and festivals.	Traditional	Low to Moderate cost	Moderate	City and partners
Develop “Benefits of bicycle parking for your business” brochure/information.	New	Low cost	Low to moderate	City and partners
Develop a strategy to encourage small businesses and commercial plazas to increase their bicycle parking.	New	Low to Moderate cost	Moderate to High	City and partners
Work with public and private parking lots to offer more preferential parking spaces for carpoolers and cyclists.	New	Low to moderate	Moderate	City and Impark