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AT and TDM Short-Term Implementation Actions


Transportation Advisory Committee
November 5th, 2013



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Recent Activity Highlights

- Workforce Mobility Project to engage employers.
- Increasing amount of bicycle parking.
- Testing automatic pedestrian/cyclist counting equipment to measure progress.
- Working with community partners to strengthen their activities, including TREA, MLHU, Our Street, London Cycle Link.
- Developing tools and programs.



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Evolution of Bike & Walk Map

We are listening and reacting to Londoners.

2009

2012

2013



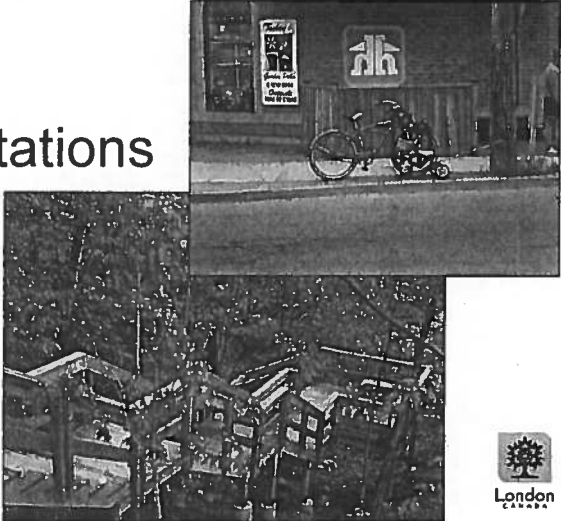
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Developing a Bike & Walk Map Tool

Exploring an Active Transportation App that could include locations of:

- water fountains
- air pumps at gas stations
- bike shops
- washrooms
- fountains
- bike lockups
- etc.

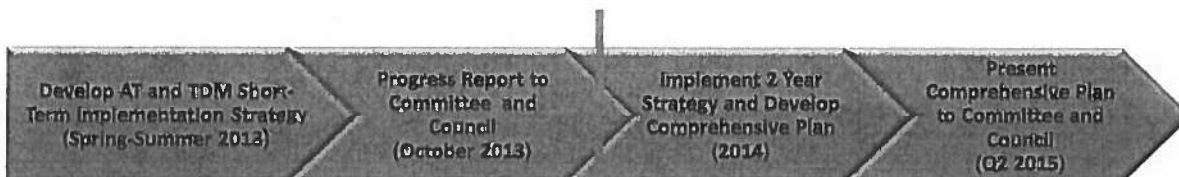


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Approach and Timeframe



We are here



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Why Are We Doing This?

- We listen to Londoners
- We've heard what you need and want





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Our Response


- This plan addresses short-term AT needs
- Actions are realistic, move London forward, and involve partnerships

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Phase 1: Implementation Actions 2014-2015

- Purpose
- Directions (From the TMP):
 - Strengthen policy support
 - Promote sustainable travel throughout the day
 - Target commuter travel
 - Target school travel
 - Increase support for improved AT infrastructure
 - Use parking to support transit, AT and TDM





Phase 1: 27 Actions including:

- Strengthen development review process with AT and TDM assessment criteria
- Undertake a Bike to Health campaign
- Profile “green” commuters
- Continue to support expansion of School Travel Planning in grade schools
- Encourage commercial plazas to offer bicycle parking

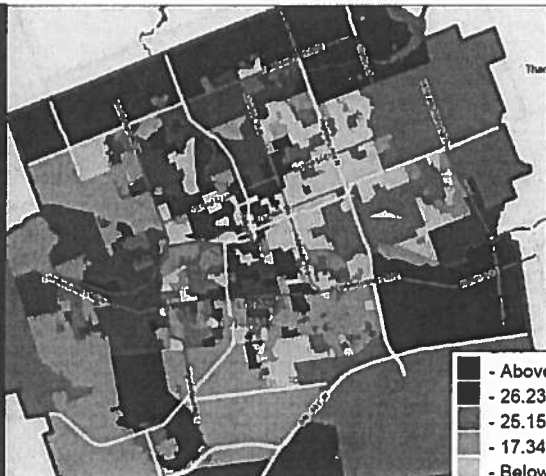


Phase 1: Use of Environics Data

Mine geodemographic data to target communities best suited for AT and TDM initiatives.

**On average,
about 1 in 4
London
households
said they rode
a bike last
year!**

(Environics Analytics)

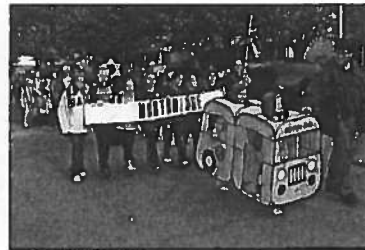


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Phase 2: Develop Comprehensive AT and TDM Action Plan

- Purpose
- Engage public, community groups, and employers in its development



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Challenges

- Meeting Londoners' high expectations.
- Working within current financial reality while moving AT and TDM forward.
- Ensuring the majority are on-board.



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Opportunities . . . Partners

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Opportunities

Connection to Other Projects

- Share the Road in City of London/Middlesex County (Pilot Project)
- Complete Streets Mobility Plan
- Community Energy Action Plan
- Corporate Energy Conservation and Demand Management Plan
- Ontario Cycling Strategy

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TAC's Potential Next Steps

How would TAC like to get engaged...

- **in the Short-Term Actions?**
- **in the Comprehensive Plan?**
- **other?**

