

MEMO



TO: Transportation Advisory Committee, City of London
FROM: Jon Kostyniuk (Vice-Chair, TMP / TDM Lead)
DATE: April 24, 2016
SUBJECT: Workplan Potential Initiatives – FOR DISCUSSION
Transportation Master Plan and Transportation Demand Management

In accordance with the Transportation Advisory Committee (TAC) Workplan, Items #2 and #3, please find below potential transportation initiatives to address as a committee for the remainder of our mandate. Initiatives have been listed out with comments for committee discussion and direction to working groups.

Feedback and direction from the TAC as a whole is requested as to which potential initiatives are to be priorities in the coming 6 months, 12 months, etc. to be reviewed on a regular basis as directed by the Chair. Specific points removed if covered under other TAC Workplan item or beyond TAC mandate.

This document is submitted for discussion and direction from the TAC. As TMP / TDM lead, I will monitor, pursue, and advise the TAC on active items within my purview. The following sections are intended as a review of the TAC's mandate regarding the TMP and TDM and intended as a starting point to move forward from.

Item #2: Transportation Master Plan (TMP)

London's latest TMP was reviewed to identify initiatives the TAC can be involved in and advise the City on.

~~1) Develop Proposal for Provincial and Federal Funding of Bus Rapid Transit~~

- *ShiftLondon* EA is currently underway; better covered under TAC Workplan, Item #6 – removed.

~~2) Initiate Class Environmental Assessments for Bus Rapid Transit Corridors~~

- *ShiftLondon* EA is currently underway; better covered under TAC Workplan, Item #6 – removed.

3) Initiate Corridor Land Use Planning Studies

- Current Example – Dundas Place
- Identify and present other opportunities to the TAC in coordination with City Staff.

4) Refine and Implement Short-Term Transit Improvement Plan

- Express branded buses along BRT corridors;
- Shared lanes with high occupancy vehicles (HOVs);
- Improved use of technologies such as transit signal priority and automotive vehicle location; and
- A “green street” right-of-way.

5) Undertake Transit Route Restructuring Study

- Progress has already been made under this point by the City in 2015.

- We will monitor implementation progress and report back to the TAC, as needed.

~~6) Implement On-Street Priority Cycling Routes~~

- Not included within mandate of TAC, Cycling Advisory Committee mandate – removed.

7) Finalize a Downtown Parking Strategy

- Updated study completed in 2014-2015.
- Advise and support recommendations of downtown parking strategy.

8) Identify Opportunities for Park-and-Ride Facilities

- In support of enhanced transit service and rapid transit studies, advise and provide feedback on the design of park-and-ride facilities.

9) Finalize and Implement a Short-Term Transportation Demand Management Plan

- See TAC Workplan, Item #3 (below)

10) Develop a Communications Plan to Build Community Support

- Advise and support City Staff as needed in development of plan

As part of this workplan objective, we will liaise with appropriate staff to brief the TAC on the progress of the action items contained in the plan and make recommendations as to how the committee can most effectively fulfill its mandate to:

- Publicize the benefits and importance of the TMP; and
- Encourage public participation in the initiatives designed to achieve the objectives of the TMP.

Item #3: Transportation Demand Management (TDM)

At the April 5, 2016 TAC meeting, Allison Miller (TDM Coordinator, City of London) presented 8 TDM priorities for the 2016-2019 years for TAC to support staff in. These priorities are as follows:

1) Rapid Transit, Mobility, and TDM

- Promote mobility and TDM in support of *ShiftLondon*.

2) Improving TDM Metrics

- Researching and feedback to TDM Coordinator on best practices and emerging technologies to quantify TDM performance metrics.

3) Regional Rideshare

- Promotion of Regional Rideshare website.
- Policies and incentives to increase awareness and usage of service.

4) Carshare

- Review current Carshare programs around London.
- Consider fleet size, location of storage nodes, service demands, etc.
- Promotion of Carshare service providers and use promotion to general public.

~~5) Bikeshare Research and Business Case~~

- Not included within mandate of TAC, Cycling Advisory Committee mandate – removed.

6) Expand *Business Travel Wise* Program

- Support TDM Coordinator with strategies and feedback.

7) Create an Employer Commuter Marketing Strategy

- Strategies on how to engage employers and assist them to develop company-specific commuter strategies (e.g. tailoring to company size, location, etc.).

~~8) Research Emerging Role of Autonomous Vehicles and Mobility Enhancements~~

- Advise that this priority would better fit under the TAC Workplan, Items #10 and #11 as to not duplicate efforts of other working groups – removed.

As part of this workplan objective, we will liaise with appropriate staff and follow relevant policy and procedure changes to brief the TAC on the progress of the active transportation and TDM action items contained in the TMP via the City's TDM coordinator and elsewhere, and to make recommendations as to how the committee can most effectively fulfill its mandate to:

- Assist the development of new active transportation and transportation demand management policies, strategies and programs; and
- Advise on measures required to implement the City's commitment to active transportation.

Thank you for your consideration and feedback regarding the above.

Jon Kostyniuk

TMP and TDM Lead