



TDM ACTIVITIES: INTRODUCTION & UPDATE



Transportation Advisory Committee
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WHAT IS TRANSPORTATION DEMAND MANAGEMENT?

- Strategies that result in more efficient use of a transportation system
- Encouraging Londoners to use options other than driving alone or *driving at all!*
- More than just weekday peak trips
- Part of an active lifestyle

Over the last few years cycling has been a priority and taken up a larger share of time.



GOALS OF TDM

✓ Reduce

- Reliance on single occupancy vehicles (SOV)
- Vehicle kilometres travelled (VKT)
- Capital expenditures
- Maintenance costs
- Traffic congestion
- GHG emissions

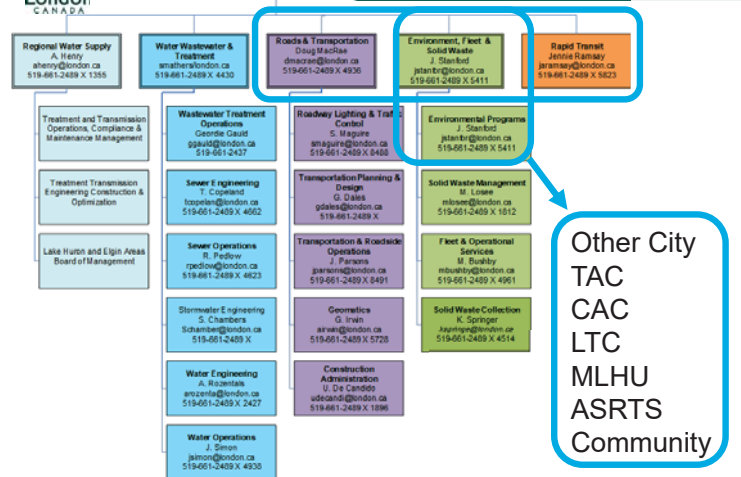


✓ Improve

- Traffic safety
- Air quality
- Health



WHERE DOES TDM FIT INTO THE CITY?



TDM IN SMART MOVES 2030 TMP (AS OF 2013)

Priority Action Areas:

- Strengthen Policy Support
- Promote Sustainable Travel for all Time Periods
- Target Commuter Travel
- Target School Travel
- Increase Investment in AT Infrastructure
- Use Parking to Support Transit, AT, and TDM



PAST TAC TDM WORK EXAMPLES

- Developed list of local workplaces to target with Business Travel Wise Program (early 2000s)
- Struck an AT/TDM Working Group (2015)
- Included TDM projects in committee workplan (2018-present)
- Committee asked to participate in specific TDM projects (ongoing)
- Committee asked generally how they'd like to be involved in TDM activities (ongoing)



TRANSPORTATION MANAGEMENT ASSOCIATION

Workplan item 18.11

- TMA is usually a non-profit, member-controlled organization that provides transportation services in a particular area or areas
- Feasibility Study just started; based in part on past work in the Oxford East business area
- Define location(s), governance models, and current context and programming



Workplan item 18.12

- Ontario Trillium Foundation-funded project
- Lead is SustainMobility – delivers TMA programs in GTA
- 6 other municipalities
- Commuter programs and supports to be Londonized
- Includes a Guaranteed Ride Home Program (stumbling block to more carpooling and cycling)



BE PART OF THE SOLUTION
 ONTARIO'S COMMUNITIES ARE COMING TOGETHER TO REDUCE 20,000,000 KM OF VEHICLE TRAVEL!



BIKE SHARE BUSINESS CASE

- Supports “1st/last mile” transit trips and extends walk-shed
- Background details and preliminary analysis completed
- Implementing a RFP to obtain pricing and a vendor
- Proposed launch Summer 2020



REGIONAL RIDESHARE

Background

- Carpool promotion since 2007
- Expanded regionally in 2015
- Share costs based on population as percentage of the whole
- Developed new brand and coordinated marketing
- Continue to seek more partners and participating employers
- CityStudio project evaluating post-secondary student use

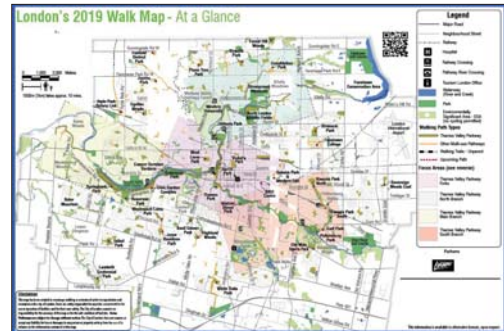


Program is evolving

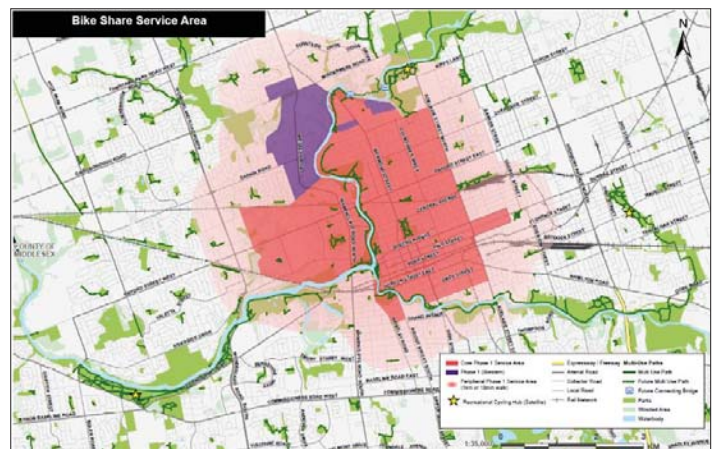


UPDATED BIKE & WALK MAPS

- Worked with Fanshawe College
- Wide distribution through Libraries, Tourism London, employers and shops



BIKE SHARE – SERVICE AREA





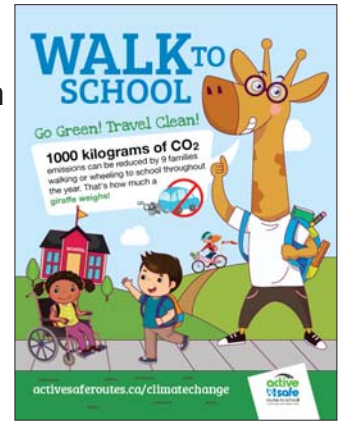
MEASURING

- For Cycling: Listed in the Strategic Plan - Prepare background methodology, an approach to monitoring and implement
- We need more information in these areas:
 - GHGs
 - # of pedestrians, desire lines, and who is walking/wants to walk
 - More surveys (cycling and introduce walking survey)
 - TMA measurement



PARTNER SUPPORT - WALKING

ELMO ASRTS active member and support for Climate Change campaign



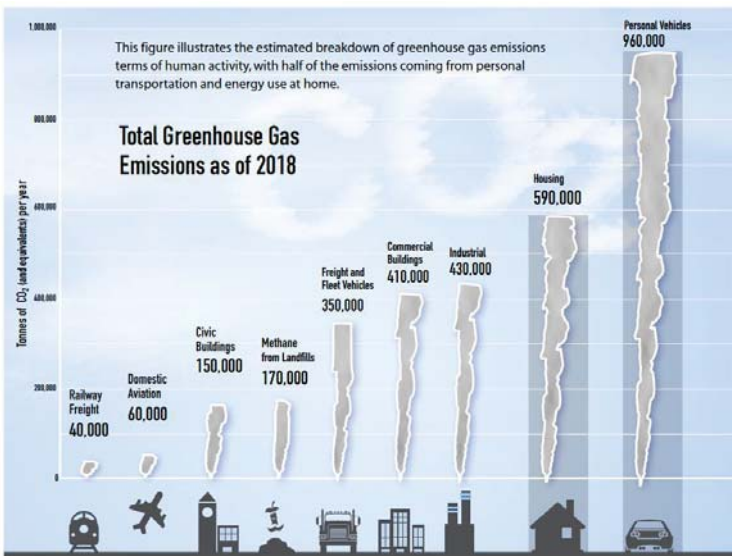
PARTNER SUPPORT - CYCLING

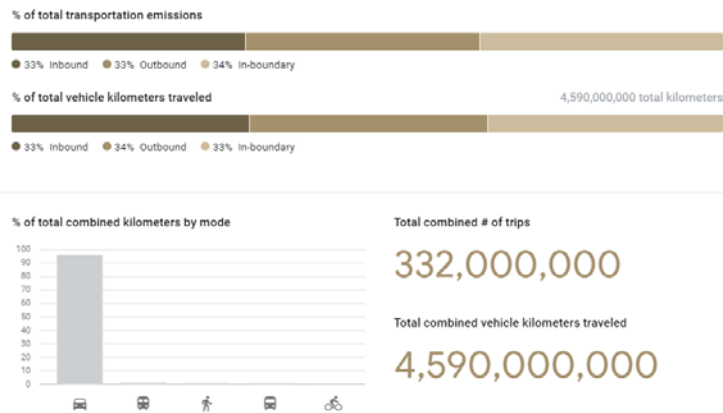
- London Celebrates Cycling
- CAN Bike
- Big Bike Giveaway



PARTNER SUPPORT - TDM

- MLHU
- LTC
- Businesses





GHG REDUCTION ACTIONS - CLIMATE EMERGENCY

What can London's Businesses & Employers do immediately?

- Invest in energy efficiency measures for buildings and processes
- Apply green procurement strategies to the supply chain
- Invest in **green fleet measures**
- Reduce business travel, especially by air, through webinars and video conferences. If business travel is required, consider carbon offsetting
- Reduce employee commuting – promote cycling, **transit, carpooling, telework (Commute Ontario)**



GHG REDUCTION ACTIONS - CLIMATE EMERGENCY

From 2018 Community Energy Use & GHG Inventory Report to CWC, October 22/19

What can Londoners do immediately?

- **Drive less (or not at all)** – make more trips by **walking, cycling, transit, carpooling (Commute Ontario)**
- If you must own a vehicle, own an electric or hybrid vehicle, or a very fuel efficient one
- Make your home more energy efficient – and work towards net-zero energy
- Reduce food waste, especially for high-impact foods such as red meat and dairy
- Go local – for food, for products, for vacations



QUESTIONS

- Now
- January TAC Meeting
- At a Sub-committee or Working Group meeting

