



TDM CYCLING ACTIVITIES: INTRODUCTION & UPDATE



**Cycling 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

Cycling is just one part of this. Over the last few years it has taken up a lot 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

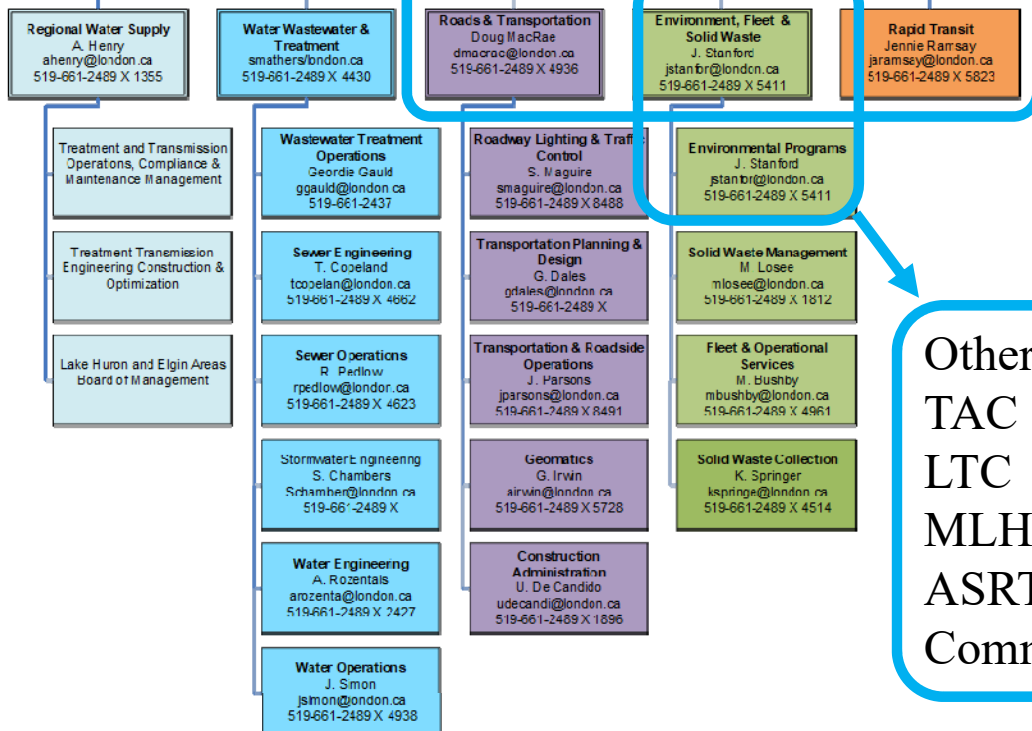
- Traffic safety
- Air quality
- Health



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WHERE DOES TDM FIT INTO THE CITY?





WHERE DOES TDM FIT INTO CAC?

Mandate: The CAC will advise and support City Council in the implementation of the cycling component of Active Transportation and Transportation Demand Management by:

- publicizing the benefits and importance of the initiatives designed to achieve the objectives of the BMP, TMP and LRSS;
- assisting in the development of new cycling policies, strategies and programs;
- encouraging public participation in the initiatives. ;
- advising on measures required to implement the City's commitment to cycling;
- recommending and advising on new cycling initiatives in the context of available approved budgets and under future potential budget allocations; and
- assisting in monitoring the effectiveness of cycling facilities and support programs.



TDM PROJECTS – CYCLING FOCUS

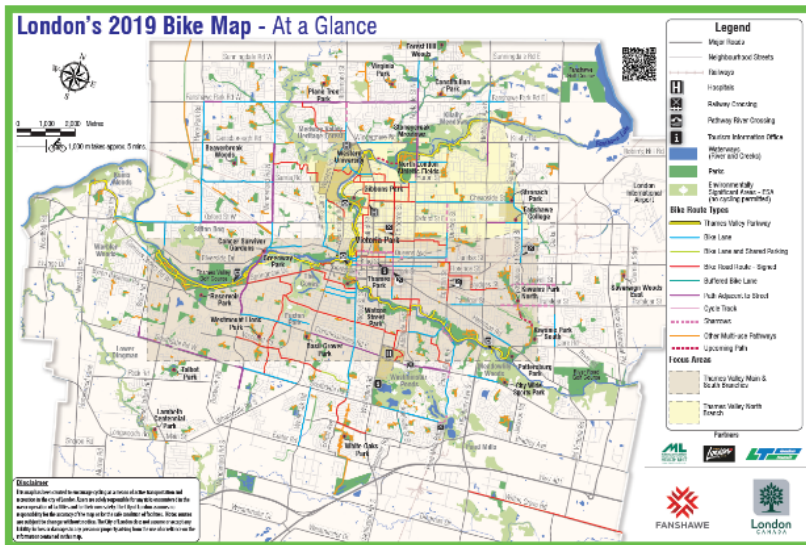
- Updates on 7 of 14 Actions from 2016 Cycling Master Plan
- Feasibility Study for a Transportation Management Association & Commute Ontario
- Greenhouse gas emissions from burning fossil fuel





UPDATED BIKE MAP

CMP Action #3 - Identifying Touring Loop Routes



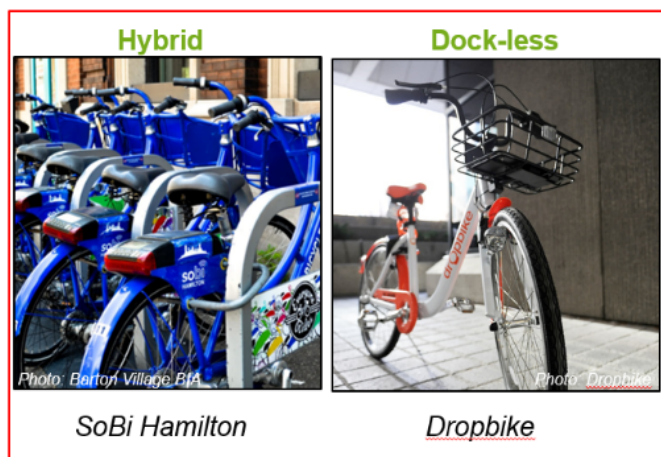
- In progress
- Focus has been TVP routes
- More routes identified for spring 2020



BIKE SHARE BUSINESS CASE

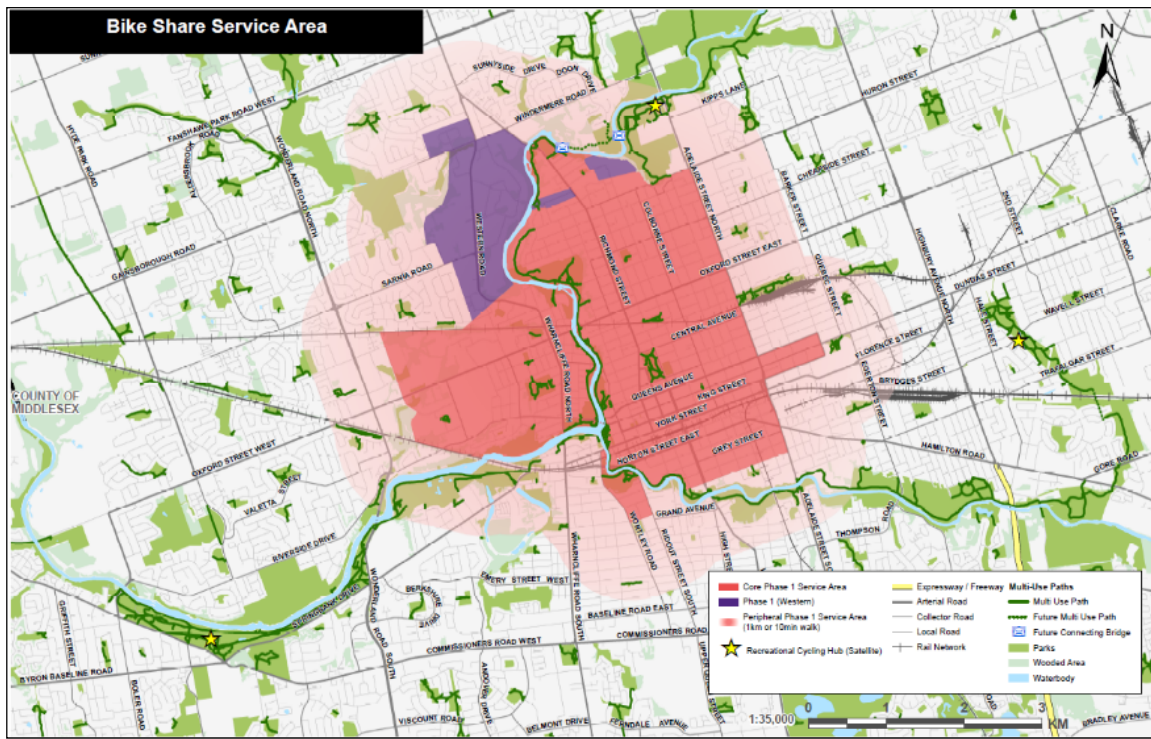
CMP Action #4 - Exploring a Bike Share System

- Background details and preliminary analysis completed
- Implementing a RFP to obtain pricing and a vendor
- Proposed launch Spring/Summer 2020





BIKE SHARE – SERVICE AREA



AWARENESS AND EDUCATION

CMP Action #6 - Creating a Cycling Specific Web Presence

- In progress
- Updated cycling information on City website
- Produced how-to/safety videos



<https://www.youtube.com/watch?v=qA0J3lZ-iC8&feature=youtu.be>



BICYCLE PARKING

CMP Action #8 - Enhancing Bicycle Parking

- Adding short-term bike racks in spring 2020
- Doubling number of bike corrals
- Festival bike parking system for events
- Developing Business Bike Rack Program



BICYCLE PARKING

- Secure Public Bike Parking Downtown Pilot
- Neighbourhood Bike Parking Concepts
- Listed in Strat Plan - Undertake background details and community engagement on bike parking challenges, opportunities, priorities and implementation plans.



City of Portland



City of Toronto



MEASURING

CMP Action #9 – Establishing Performance Measures

- **In progress.** Measures include:
 - Counts
 - Facility length
 - New measures (connectivity, safety, travel time, etc.)
- Listed in the Strategic Plan - Prepare background methodology, an approach to monitoring and implement



AWARENESS AND EDUCATION

CMP Action #11 Enhancing Enforcement

- In progress
- Working with LPS, Fanshawe, Western Police on promotions (**upcoming**)





SPECIAL EVENTS AND PARTNERS

CMP Action #12 - Establishing High Profile Events

1. London Celebrates Cycling:

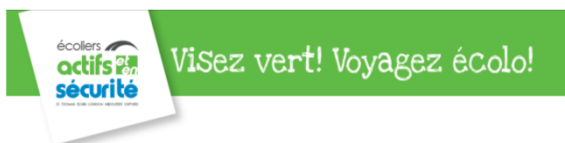
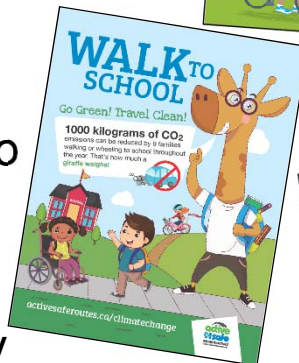
- Every June (last 3 years)
- Partnership event
- Goal to celebrate those who ride and reach new cycling audiences (to encourage to ride)
- Event is evolving and growing



SPECIAL EVENTS AND PARTNERS

2. Partner Event Support

- CAN Bike
- ELMO ASRTS: Climate Change campaign & Bike to School Week support
- Big Bike Giveaway





CYCLING IN LONDON SURVEY

Tied to all CMP actions and Promoting Sustainable Travel for All Time Periods

- Part of Western University Doctoral research
- First dedicated, comprehensive cycling survey in London
- Supported by EES
- Results on the facilitators and barriers to further uptake of cycling will be used when considering future infrastructure and programs



TRANSPORTATION MANAGEMENT ASSOCIATION

- 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



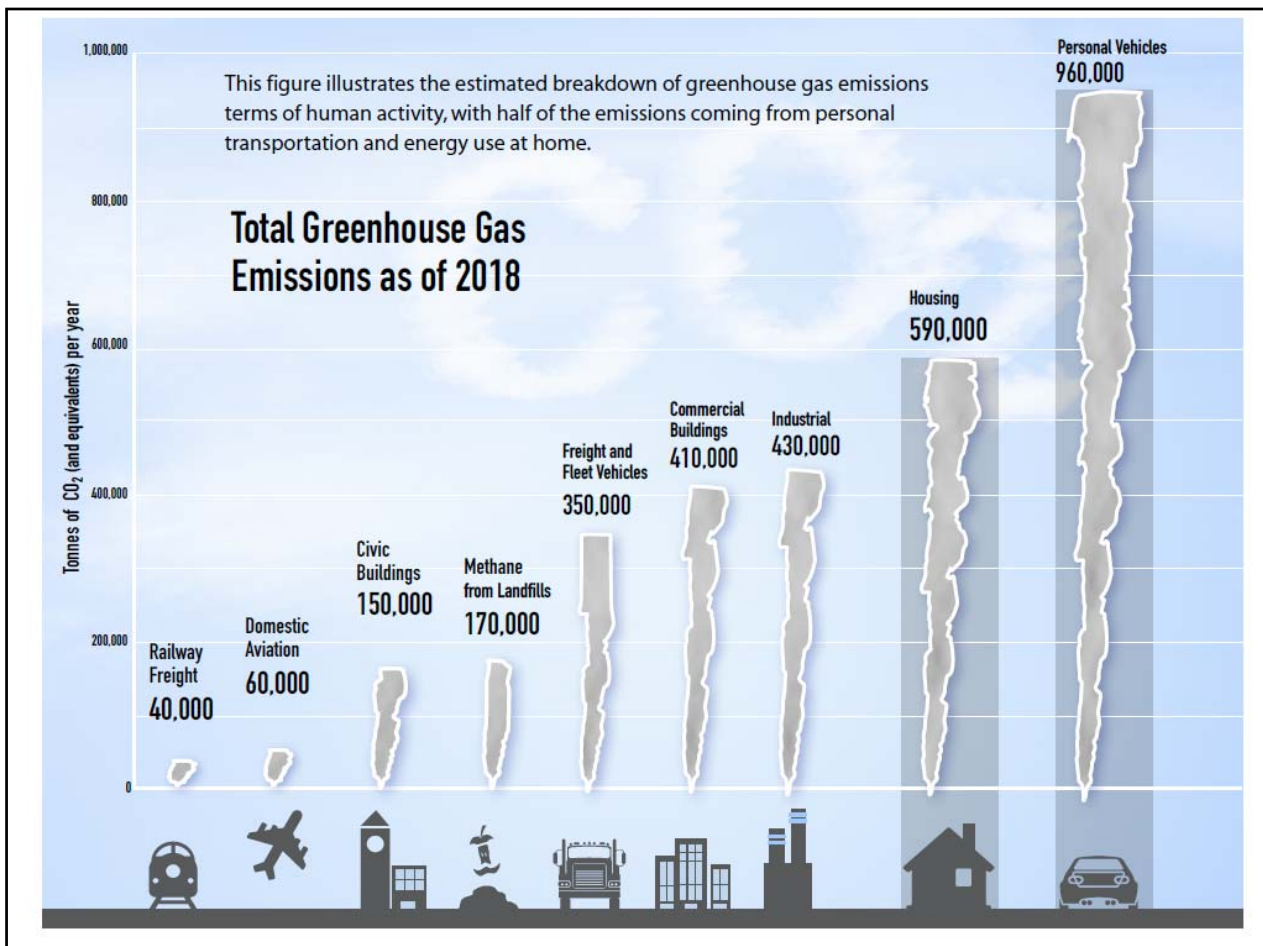


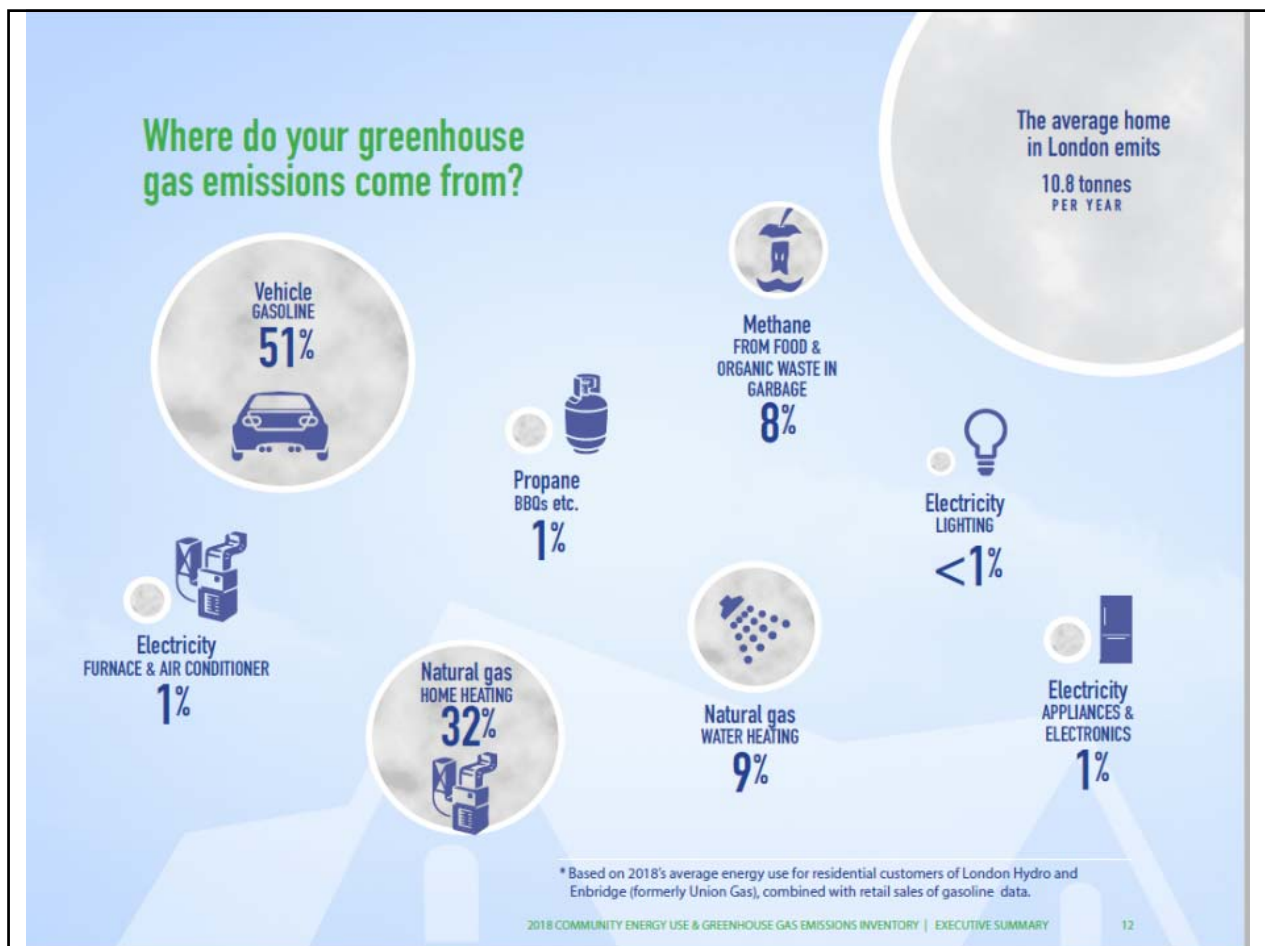
- Ontario Trillium Foundation-funded project
- Lead is SustainMobility – delivers TMA programs in GTA
- 6 other municipalities
- Commuter programs and supports to be Londonized
- Includes a Guaranteed Ride Home Program (stumbling block to more commuter cycling)



BE PART OF THE SOLUTION

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





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
- 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



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



QUESTIONS

- Now
- Next CAC
- At a Sub-committee or Working Group meeting

