

Transportation Demand Management Plan for Greater Sudbury

Presentation to:
City Council

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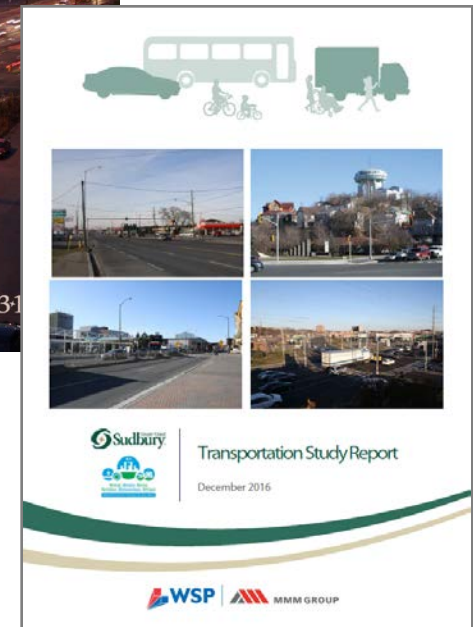
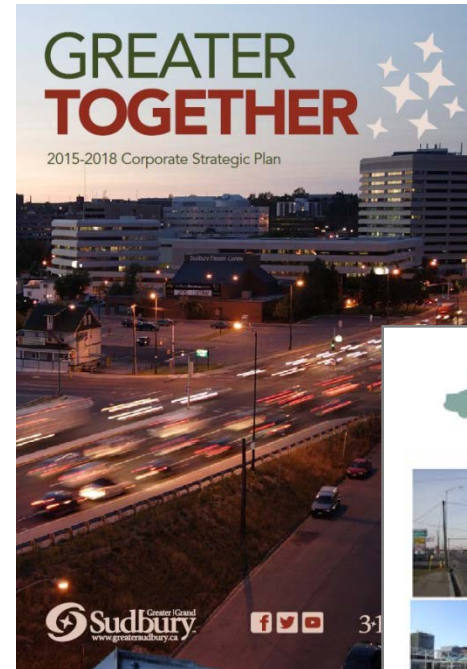
What is Transportation Demand Management?

- TDM is a wide range of policies, programs, services and products that influence how, when and where people travel



Strategic Direction

- Key Pillar: Sustainable Infrastructure
 - *“Provide quality multimodal transportation alternatives ... that connect neighbourhoods and communities.”*
- TMP Recommendation:
 - *“The City should prepare a Transportation Demand Management Plan.”*



TDM Plan Development Process

- Project Kick Off
- Presentation to Operations Committee
- Public Travel Habit Survey
- Vision and Principles

- Integrating TDM into the Development Approvals Process Memo
- Recommended TDM Measures
- Draft TDM Plan and Action Plan

**Summer
2017**

**Fall
2017**

**Winter
2018**

**Spring
2018**

- Community Profile and Background Summary Memo
- Public Consultation Session
- Stakeholder Workshop
- SMAP Workshop

- Circulation of Draft Plan for review by internal staff and SMAP
- Final TDM Plan
- Final Appendices
- Presentation to Operations Committee

Stakeholder Engagement



Public Health
Santé publique
SUDBURY & DISTRICTS



Centre de
santé communautaire
du Grand Sudbury



SUDBURY
CATHOLIC
SCHOOLS



Laurentian University
Université **Laurentienne**



Sudbury
Cyclists
Union
Connecting Greater
Sudbury Cyclists



Canadian
Red Cross

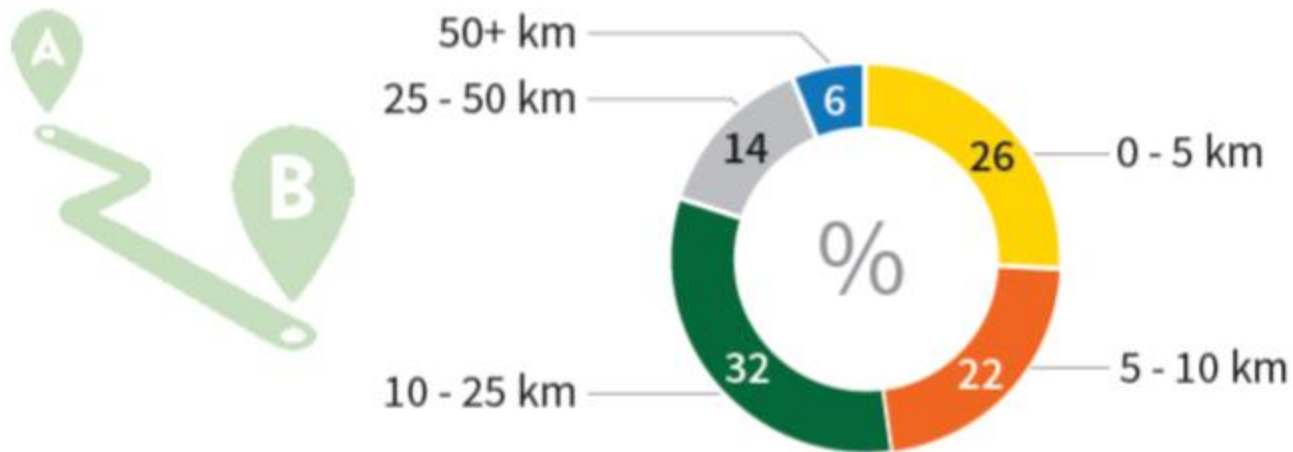


Coalition for a
Liveable
Sudbury

Public Consultation

TRAVEL DISTANCE

How far do people travel in Greater Sudbury?



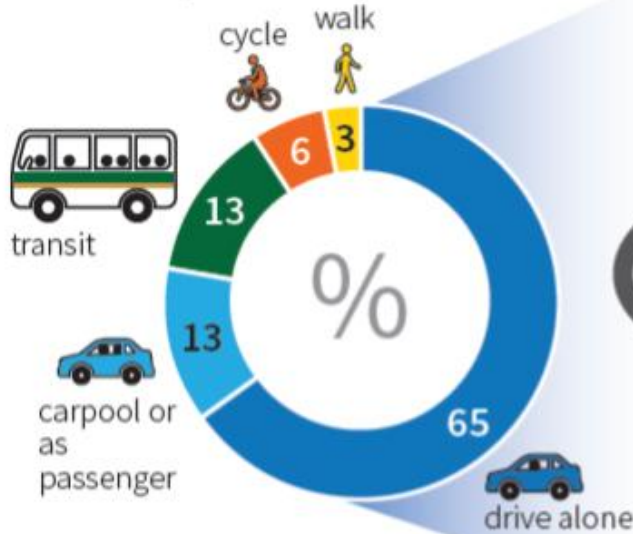
54% of survey respondents have a commute of **15 to 30 minutes**



Public Consultation

TRAVEL MODE

What vehicle do people use to travel in Greater Sudbury?



Why do most people drive alone?

44%

It's the only option

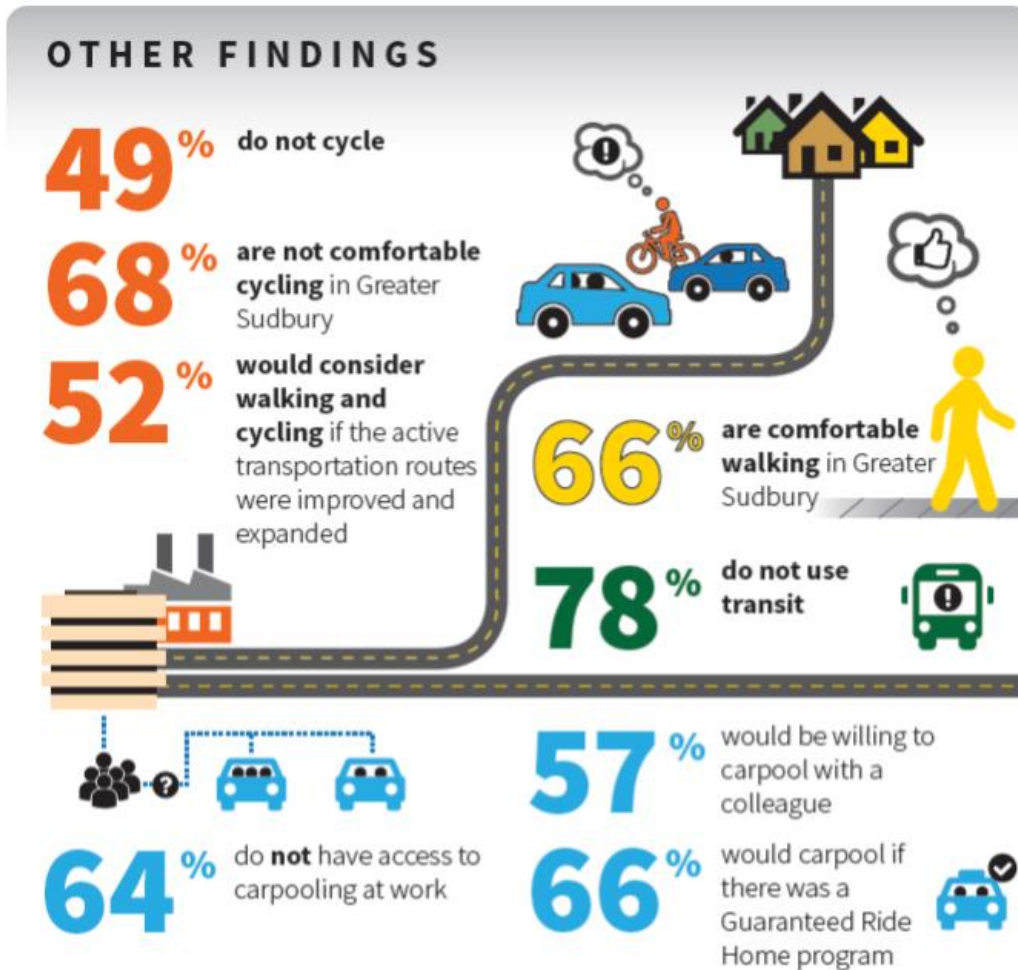
It's the fastest

53%

58%

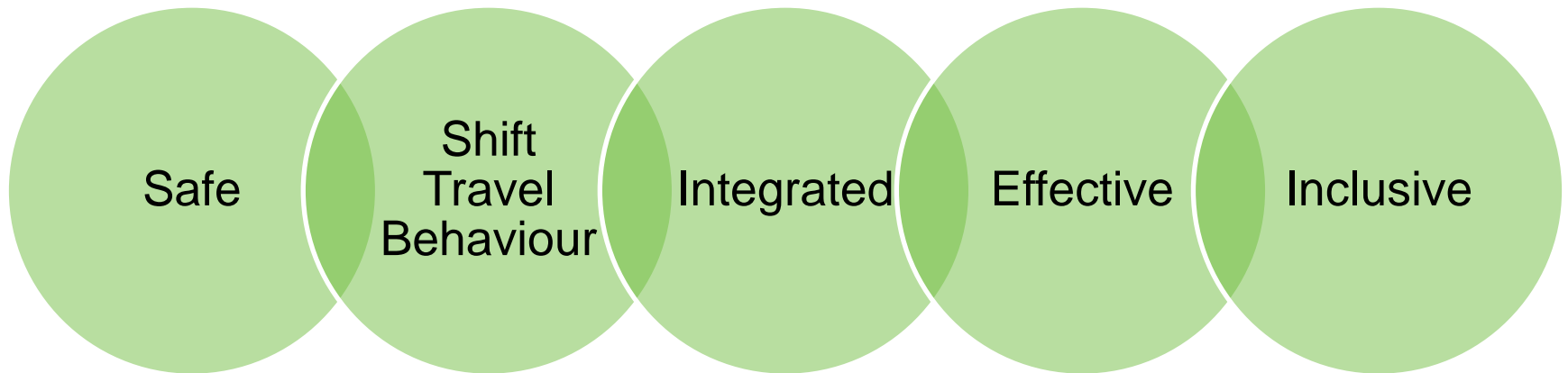
It's the most convenient and flexible

Public Consultation



Vision and Principles

“Greater Sudbury is a community that embraces sustainable mobility through efficient use of the transportation network and services to ensure that all residents have equal and equitable access to the services they need, the destinations they want to go to and the people they want to see.”



Recommendations and Action Plan

Phase 1 Short Term (Years 1 & 2)	Phase 2 Medium Term (Years 3-5)	Phase 3 Long Term (Years 6-10)
<ul style="list-style-type: none"> ✓ Identify sustainable, long-term staffing resources ✓ Identify potential financial and staff resources for marketing and promotion of TDM measures for active transportation and transit ✓ Develop partnerships internally through the TDM Working Group ✓ Develop partnerships externally to deliver TDM programs ✓ Develop a proposal for a workplace program ✓ Enhance Official Plan policies ✓ Develop a TDM web page ✓ Improve the use of social media to promote sustainable transportation within the community ✓ Create TDM collateral targeting to different community ✓ Continue to develop AT infrastructure ✓ Promote existing and new active transportation facilities as they are delivered ✓ Develop a pilot project to deliver School Travel Planning 	<ul style="list-style-type: none"> ✓ Evaluate short-term projects to assess effectiveness and make improvements ✓ Create a TDM outreach program based on work undertaken in first phase ✓ Work with community groups to encourage long term behaviour changes ✓ Update TIS Guidelines to include TDM-supportive infrastructure ✓ Develop TDM recognition program for new and existing developments ✓ Develop a workplace travel planning program 	<ul style="list-style-type: none"> ✓ Update the TDM strategy and implementation plan to ensure it is up to date with current technology, programs and research ✓ Evaluate change in TDM delivery and incorporate into updated strategy ✓ Update outreach and education programs ✓ Continue to deliver the programs established in earlier phases ✓ Review policies within the Official Plan and the Transportation Master Plan

Next Steps

- Begin implementation of Phase 1 recommendations with existing resources
- Prepare business case(s) for consideration during 2019 and future budget processes
- Monitor implementation of short-term measures and report back in 2019



Questions?

Thank you

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