

# Transportation Demand Management Plan for Greater Sudbury

Presentation to:  
Operations Committee

**Marisa Talarico, M.Pl.**  
Active Transportation Coordinator



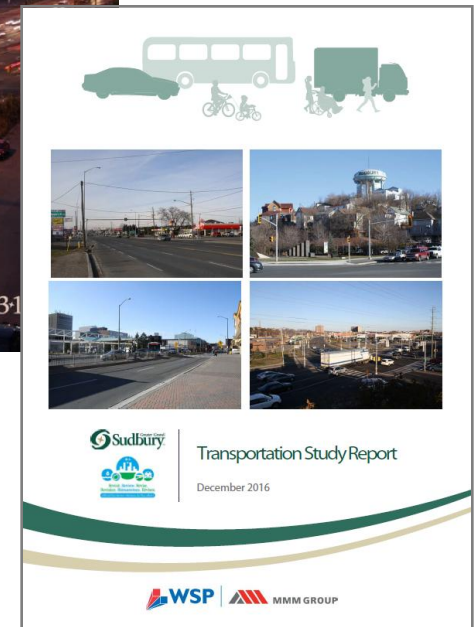
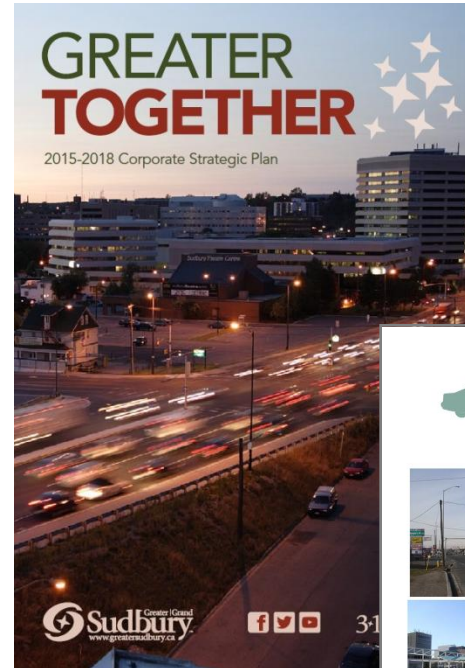
# What is Transportation Demand Management?

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

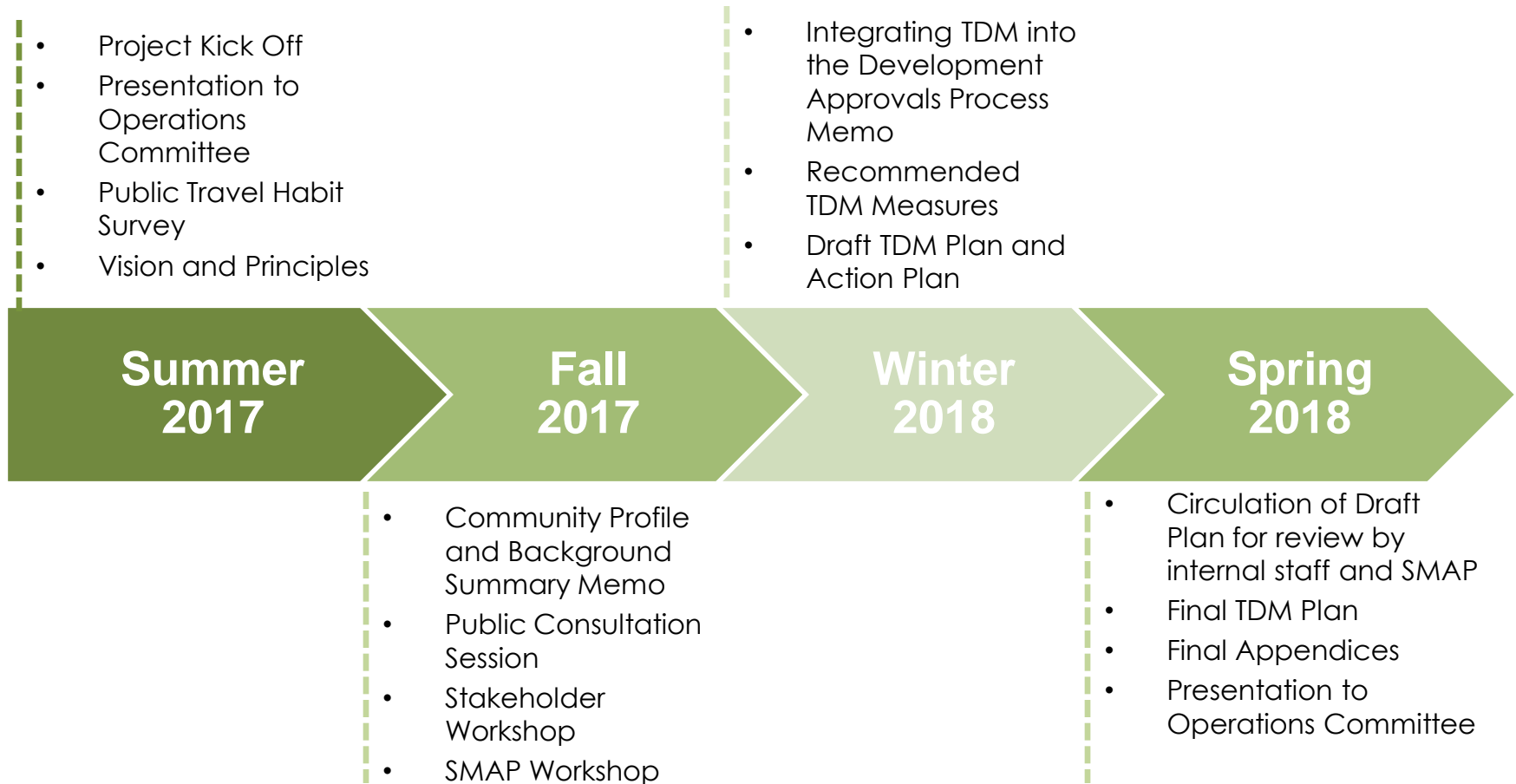


# Strategic Direction

- 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



# Stakeholder Engagement



**Public Health**  
**Santé publique**  
SUDBURY & DISTRICTS



Centre de  
**santé communautaire**  
du Grand Sudbury



**SUDBURY**  
**CATHOLIC**  
**SCHOOLS**



**Laurentian University**  
Université **Laurentienne**



Greater | Grand  
**Sudbury**



**Sudbury**  
**Cyclists**  
**Union**  
Connecting Greater  
Sudbury Cyclists

  
**HEALTHY KIDS**  
**ENFANTS EN SANTÉ**  
GREATER SUDBURY • GRAND SUDBURY

**rethink**  
**green**  
Solutions for a  
Sustainable Sudbury



Canadian  
Red Cross

**Canada**  
 Canada Revenue  
Agency



Coalition for a  
**Liveable**  
Sudbury



# Public Consultation

## TRAVEL DISTANCE

How far do people travel in Greater Sudbury?



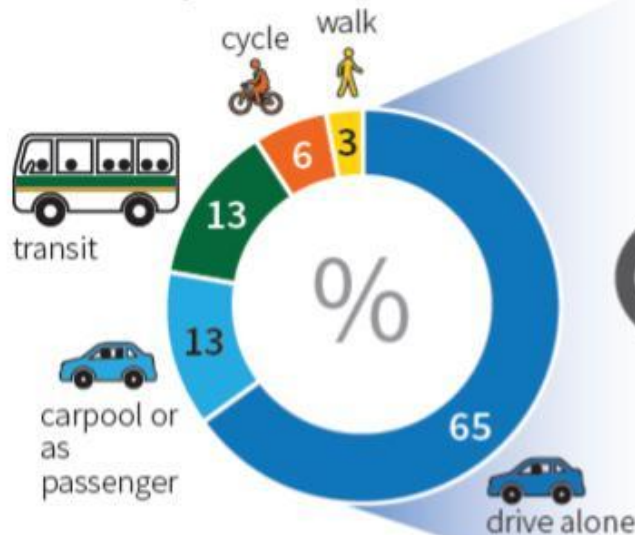
**54%** of survey respondents have a commute of **15 to 30 minutes**



# 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

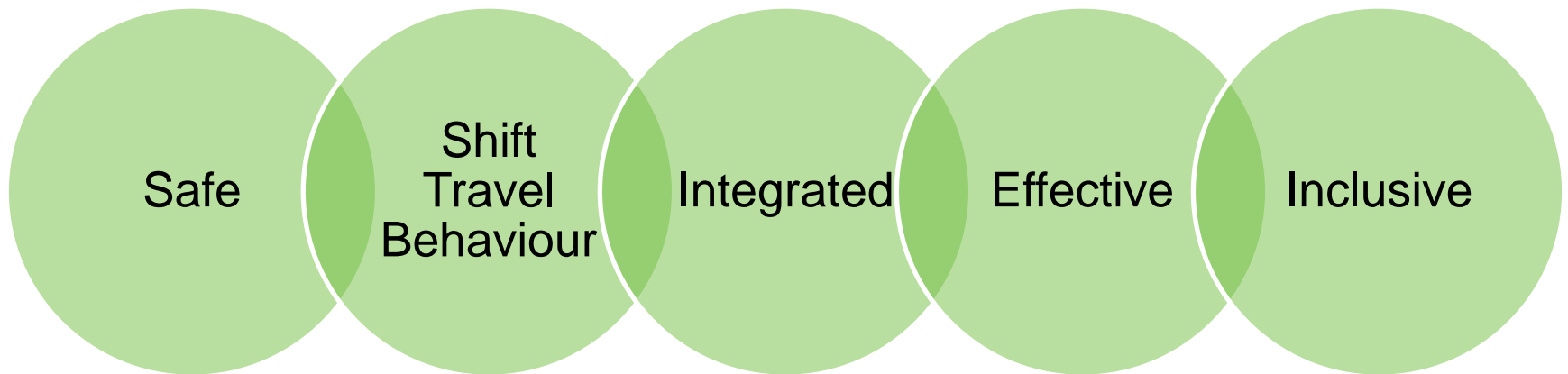




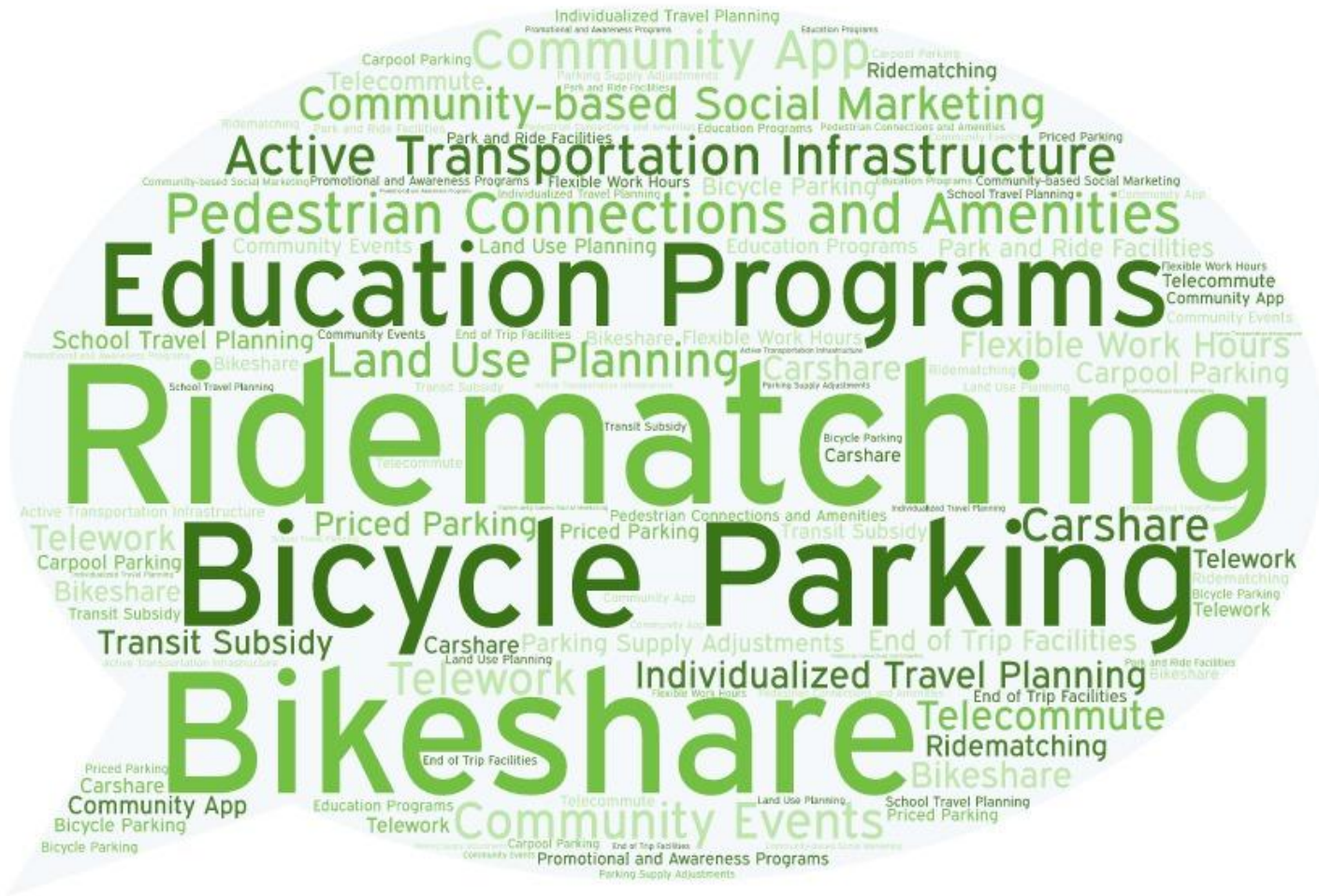
# Vision and Principles

*“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.”*

---



# TDM Measures Toolkit



# Recommendations and Action Plan

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

# Next Steps

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



# Questions?

Thank you

**Marisa Talarico, M.Pl.**

Active Transportation Coordinator  
Infrastructure Capital Planning Services Division  
Growth and Infrastructure Department

[marisa.talarico@greatersudbury.ca](mailto:marisa.talarico@greatersudbury.ca)

705-674-4455 ext. 3646

