

THE REGIONAL MUNICIPALITY OF HALTON
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REGION OF YORK
CLERK'S OFFICE

FILE No. - *p06*

July 10, 2003

Mr. D. Kelly, Clerk
The Regional Municipality of York
17250 Yonge Street,
Newmarket, Ontario L3Y 6Z1

Dear Mr. Kelly:

Re: Urban Transportation Showcase Program -- Submission of Travel Demand Management Detailed Proposal

This will confirm that the Council of the Regional Municipality of Halton, at its meeting held Wednesday, July 9, 2003 adopted the following resolution:

1. THAT Regional Council endorse the key elements that are presented in the Urban Transportation Showcase Program proposal "Smart Commute Initiative" to establish GTA-wide Travel Demand Management services and a Transportation Management Association in Halton;
2. THAT if awarded, the Region participate in the "Smart Commute Initiative" program and consider financial commitments in 2005 and 2006 to support the formation of a Transportation Management Association in Halton, subject to the annual budget process;
3. THAT the Regional Clerk forward a copy of Report PPW99-03 to the GTA municipal participants and the Area Municipalities in Halton for their information.

Enclosed please find a copy of Report No. PPW99-03 which prompted the above.

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Should you require additional information, please do not hesitate to contact Mr. Patrick Murphy, Commissioner of Planning and Public Works.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tina Agnello', written in a cursive style.

Tina Agnello
Regional Clerk
encl.

c.c. Mr. Patrick Murphy, Commissioner of Planning and Public Works



THE REGIONAL MUNICIPALITY OF HALTON

Report To:	Chairman and Members of the Planning and Public Works Committee
From:	Patrick Murphy, Commissioner of Planning and Public Works
Date:	June 17, 2003
Re:	Urban Transportation Showcase Program -- Submission of Travel Demand Management Detailed Proposal
Report No.:	PPW99-03

RECOMMENDATION

1. THAT Regional Council endorse the key elements that are presented in the Urban Transportation Showcase Program proposal "Smart Commute Initiative" to establish GTA-wide Travel Demand Management services and a Transportation Management Association in Halton;
2. THAT if awarded, the Region participate in the "Smart Commute Initiative" program and consider financial commitments in 2005 and 2006 to support the formation of a Transportation Management Association in Halton, subject to the annual budget process;
3. THAT the Regional Clerk forward a copy of Report PPW99-03 to the GTA municipal participants and the Area Municipalities in Halton for their information.

REPORT

In March of 2003, Regional Council approved report PPW30-03 which outlined the basic principles of the Travel Demand Management (TDM) initiative and directed staff to work with the other GTA partners in developing a proposal for submission to the federal government on a GTA-wide TDM program.

The purpose of Report PPW99-03 is to inform Regional Council of the progress and key program elements associated with the "Smart Commute Initiative" submitted to the Transport Canada's Urban Transportation Showcase Program (UTSP). In the event that the application is selected to receive federal funding in part, the estimated costs of supporting the proposed TDM initiatives as outlined in the proposal are presented for Regional Council review and endorsement.

Background

Transport Canada launched the UTSP in June 2001, with a budget of \$40 million over five years. The UTSP was developed to promote the design of alternative strategies for reducing greenhouse gas (GHG) emissions from transportation.

With the announcement of the UTSP, a partnership of GTA upper and lower tier municipalities submitted a joint Expression of Interest (EOI) entitled “Greater Toronto Area Travel Demand Management Program”. Regional staff participated in the submission of the EOI as the proposed Program’s initiatives are consistent with the transportation objectives of the Official Plan, and Travel Demand Management is a key component of the Transportation Master Plan that is currently underway. The Program’s primary objective is to implement a range of TDM measures through the establishment of a Transportation Management Association (TMA) at strategic locations across the GTA.

In December 2002, notice was received from Transport Canada advising that the EOI was short-listed to the second stage of the UTSP selection process. The second stage required the submission of a detailed proposal.

The submission deadline for the detailed proposal was May 16, 2003. The submitted proposal is included in the Document under Separate Cover to this report. Transport Canada is expected to announce the successful proponents in August 2003.

Purpose

GTA TDM Program – Key Elements

The proposed GTA TDM Program is an ambitious program for the delivery of GTA-wide TDM initiatives and the establishment of a network of TMAs based on the Black Creek Regional (BCR) TMA model. A generic description of TMAs and their typical benefits are summarized in Attachment #1 to this report. To develop and coordinate GTA-wide initiatives and administer funding, the proposal identifies the establishment of a non-profit umbrella organization called the *Smart Commute Initiative*.

To cover the entire GTA, the proposal envisions the establishment of nine new TMAs and the expansion of the BCR TMA. The TMAs will be responsible for working with local businesses to deliver TDM initiatives tailored to their individual needs. The Smart Commute Initiative and the TMA network will represent areas in:

1. BCR TMA (expansion)
2. Durham
3. Halton
4. Hamilton
5. Peel – Brampton
6. Peel – Mississauga
7. Toronto – Consumers Road
8. Toronto – Downtown
9. York – Markham/Richmond Hill

10. York – Newmarket/Aurora

With an employment base along the QEW corridor of 137,000 employees and large number of commuters along the regional and local roads, Halton Region has been identified as a potential location for a TMA.

The key proposed initiatives in the GTA TDM Program include:

- Organize a non-profit organization (Smart Commute Initiative) which would administer funding, develop and operate GTA-wide TDM initiatives, and provide assistance to TMAs across the GTA. Assisting the management of the Smart Commute Initiative would be a steering committee/board formed with staff representation from each of the contributing municipalities. An advisory committee comprised of representatives from non-government, public, and private industry will be formed to provide technical support to the steering committee/board. The Smart Commute Initiative will be staffed with an Executive Director and four support staff.
- Organize TDM/TMA Forum to solicit input and comments with regards to TDM/TMA services. A baseline survey will be conducted prior to the forum to gauge the receptiveness of the various TDM initiatives.
- Prepare educational/marketing materials and conduct educational/training programs to support TMAs and their partners in training coordinators and educate and raise public awareness. Materials could include brochures on the TDM initiatives, training manuals or toolkits, guidelines for TDM supportive land use, and promotional material highlighting impacts of travel choices on air quality.
- Develop and coordinate a GTA-wide ridematching service that would be administered at both the GTA and TMA levels. At the GTA level, information to assist matching potential carpoolers through an on-line database or a toll-free telephone number service. At the TMA level, ridematching could be customized to suit the needs of employers within the TMA.
- Develop and coordinate GTA-wide vanpool program. With assistance from the Smart Commute Initiative, a vanpool program would be owned and operated by individual companies and provide an alternate commuting service for employees travelling long distances.
- Develop and coordinate GTA-wide car sharing program. The car sharing program would be available to members who, on occasion, require the use of a car, and would be provided from a third party vendor for a user fee. Members would pick up and drop off the car at the reserved times. The cars would be parked at convenient locations across the GTA.
- Work with stakeholders to develop, form, and operate a network of TMAs across the GTA. Interest in forming a TMA would be gauged in each of the potential TMA areas by establishing contacts with employers and institutions. Each TMA would be a non-profit organization and would have a board comprised of public and private partners and a staff complement of one or more than one person. If interest in forming a TMA is strong, a business plan would be prepared for the TMA.

The goal of these initiatives is to impact commuting GTA-wide. Commuting occurs between regions and municipalities over this large geographic area, thus requiring support from all levels. The GTA TDM Program provides an excellent opportunity for a co-ordinated planning and action by GTA municipalities and the private sector to reduce congestion, improve air quality, and provide travel choices. The EOI selection and further development of the Program through the detail proposal is a positive sign indicating the federal government's interest in addressing urban transportation challenges.

The GTA TDM Program aims to reduce peak period single occupant automobile travel by encouraging ridesharing and promoting alternative modes of transportation including walking, bicycling, and transit. Working towards these objectives will provide a number of benefits including:

- Reducing congestion on the transportation network, thereby improving operations and goods movement;
- Making more efficient use of all of the transportation facilities and services in Halton, thereby ensuring a more environmentally sustainable and fiscally responsible approach to planning the Region's transportation infrastructure improvements;
- Enabling more equitable access to transportation services by offering viable and competitive alternatives to the automobile; and
- Improving air quality in Halton and assisting in meeting the Kyoto commitments in reducing GHG.

Participation in the GTA TDM Program provides an opportunity to assess the potential for TDM in the Region and to identify TDM initiatives that will best benefit residents and businesses of Halton.

Transportation Program Implications

The GTA TDM Program has been estimated to cost about \$7.7 million over a three-year period. The UTSP has indicated that Transport Canada would provide funding up to one-third of the Program's cost. The participating municipalities and private sector partners would provide the balance of the funding. The municipal and private sector portions will be a mix of in-kind activities and financial contributions. The current estimates for each sector, including the estimated portion for Halton Region, is outlined below:

Year	Federal	Private	Municipal	Halton Region	
				In-kind	Financial
2004	694,000	612,500	618,620	25,500	-
2005	877,000	1,079,000	537,720	7,600	23,700
2006	1,070,000	1,553,000	682,920	7,600	60,000
Total	2,641,000	3,244,500	1,839,260	40,700	83,700

The in-kind contribution is related to Regional staff involvement associated with the participation in the administration of the Smart Commute Initiative. The financial contribution for year 2005 will cover the cost of determining the feasibility of forming a TMA in Halton while the financial contribution for year 2006 will cover the cost of operating the TMA if it is formed.

The cost of maintaining the program beyond the three-year UTSP period is expected to require less public sector funding as private sector participation increases. During this three-year period, the Smart Commute Initiative will seek status as a charitable organization. This status will enable the Smart Commute Initiative to undertake funding campaigns and access grants from various foundations in anticipation of reduced or depleted public sector funding.

Conclusion

When fully implemented, the GTA TDM Program has the potential to reduce single occupant vehicle trips within the GTA by up to 15 per cent, thereby reducing traffic congestion, improving air quality and providing improved travel choices.

The objectives of the GTA TDM Program are consistent with the TDM initiatives currently underway as part of the Transportation Master Plan as well as work currently underway as part of the Official Plan Review.

The GTA TDM Program is in keeping with the leadership role that Halton Region has played related to air quality. The Region is a member of the "Halton Partners for Clean Air" initiative, "GTA Clean Air Council", and has established the "Halton Public Sector Smog Response Plan".

FINANCIAL/PROGRAM IMPLICATIONS

The associated total costs for the Region for its role during the three-year start-up phase of the program is estimated at \$40,700 for in-kind services, and \$83,700 for financial support. The implementation of the TDM program will require capital budget funding and these items will be put forward as proposed budget items in the 2004 capital budget.

RELATIONSHIP TO THE STRATEGIC PLAN

Mobility and Prosperity – Transportation – "To respond to Halton Residents' issues and concerns about congestion in the Region's transportation systems and to pursue their resolution as a priority."

Respectfully submitted,



Patrick Murphy
Commissioner of Planning and Public Works

Approved by



A. Brent Marshall
Chief Administrative Officer

If you have any questions on the content of this report, please contact:

Jane Clohec
Edward Soldo
Eric Hakomaki

Tel. # 7966
Tel. # 7475
Tel. # 7213

TRANSPORTATION MANAGEMENT ASSOCIATIONS

TMAAs are non-profit organizations comprised of both private and public sector partners, and are aimed at providing sustainable transportation solutions as well as improved mobility and accessibility in a specific development area. The area that the TMA serves is typically defined by the extent of economic activity that is occurring within the area, and by the natural or physical boundaries of the area. TMA districts can be as large as a Region or as small as a corridor or node.

To meet the needs of commuters to and from a defined TMA district, TMAAs typically offer an array of Transportation Demand Management (TDM) related services. The variety of services that are offered to address the needs of local businesses and commuters typically include:

- Transit improvements such as convenient transit routing and transit stops;
- Rideshare and Ridematching (carpooling) programs;
- Guaranteed ride home programs;
- The coordination of shared parking;
- Pedestrian and bicycle network and facility planning;
- Shuttle and vanpool services; and
- Marketing and promotion of alternative modes and commuter services.

There are approximately 190 TMAAs established in the United States and 10 in Canada (4 in BC, 4 in Quebec, 1 in Nova Scotia and 1 in Ontario). They range widely both in size and in the scope of services offered. In September 2001, Black Creek Regional Transportation Management Association (BCRTMA) was launched as the first TMA in Ontario. The Region of York, City of Toronto, City of Vaughan, York University and a number of private businesses contributed to the establishment of this TMA. Since its launch, the BCRTMA has been successful in:

- Providing ridematching services for 252 carpoolers;
- Lobbying for, and promoting new GO Transit services along Highway 407 that now provides service to about 4,000 riders per day;
- Lobbying for, and promoting a new train station at York University that now provides service to about 150 riders per day;
- Significantly contributing to minimizing traffic volume increases in the TMA. The student population for York University has increased by 10% while the total traffic volume increased by only 1%; and
- Promoting York Region Transit services to York University. Some services have seen an increase of ridership up to 360%.

As the first TMA in Ontario, the Black Creek Regional TMA has become the prototype on which other TMAAs in the GTA are being based.