



City of Greater Sudbury  
Transportation Demand Management Plan  
Stakeholder Workshop  
**September 14, 2017**

# Why are we developing a Transportation Demand Management Plan?

As Greater Sudbury's population continues to grow, the need for a transportation demand management (TDM) plan becomes for evident.



TDM encourages more people to take sustainable modes of transportation. Transit, carpooling, and active transportation are more environmentally and economically friendly ways to commute.

The implementation of a TDM Plan can result in less wear on roads and lower congestion levels within the downtown core and decreased greenhouse gas emissions.

# What is Transportation Demand Management (TDM)?



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

**TDM** programs, services, and measures are designed to encourage the long-term use of sustainable travel options such as cycling, walking, transit, and carpooling.

**TDM** provides the framework for using the transportation system more efficiently, and utilizing scarce municipal transportation resources more effectively.

# What is Greater Sudbury's Vision?

## Draft vision:

Greater Sudbury will promote and encourage walking, cycling, carpooling and transit for daily travel to create a sustainable, efficient, equitable and accessible transportation network.



The transportation network will be:

- **Sustainable**
- **Efficient**
- **Equitable**
- Accessible
- Effective
- Affordable



## How does this work? (A bit about policy)

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A number of federal, provincial, and City policies support the actions proposed for Greater Sudbury's new TDM Plan.

The overarching goal of these policies is to provide and encourage more travel choices so that the City can create an environment that is safe, convenient, and accessible for everyone.

These goals focus on four areas for creating a more inclusive transportation system.

- Transit
- Network connectivity
- Community development
- Sustainability

# Policy



## Transit

- growing and improving the transit network.
- increasing capacity and attractiveness of the system

## Community Development

- focus on intensification of urban areas.
- developing a multimodal transportation system
- increase connectivity and mobility for different communities.

## Network Connectivity

- having an accessible and connected downtown core that can support growth
- become a hub for all forms of transportation.

## Sustainability

- intensification and investment in transportation systems are critical to accommodate sustainable environmental
- economic development within the Greater Sudbury Area

# Survey

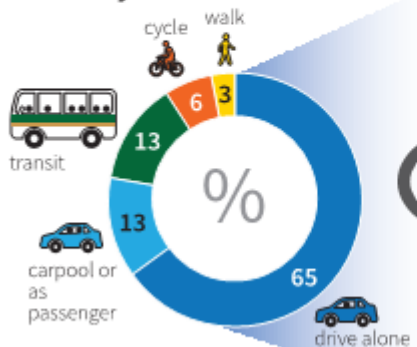
Residents of Greater Sudbury were invited to complete an online survey to provide the City with information on how, why, and where they travel.

The survey was completed by nearly 1500 residents, providing excellent data on how residents travel through the community.

## Survey Highlights

### TRAVEL MODE

What vehicle do people use to travel in Greater Sudbury?



Why do most people drive alone?

44% It's the only option

53% It's the fastest

58% It's the most convenient and flexible

### OTHER FINDINGS

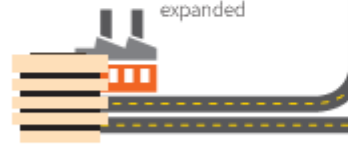
49% do not cycle

68% are not comfortable cycling in Greater Sudbury

52% would consider walking and cycling if the active transportation routes were improved and expanded



78% do not use transit



64% do not have access to carpooling at work

57% would be willing to carpool with a colleague

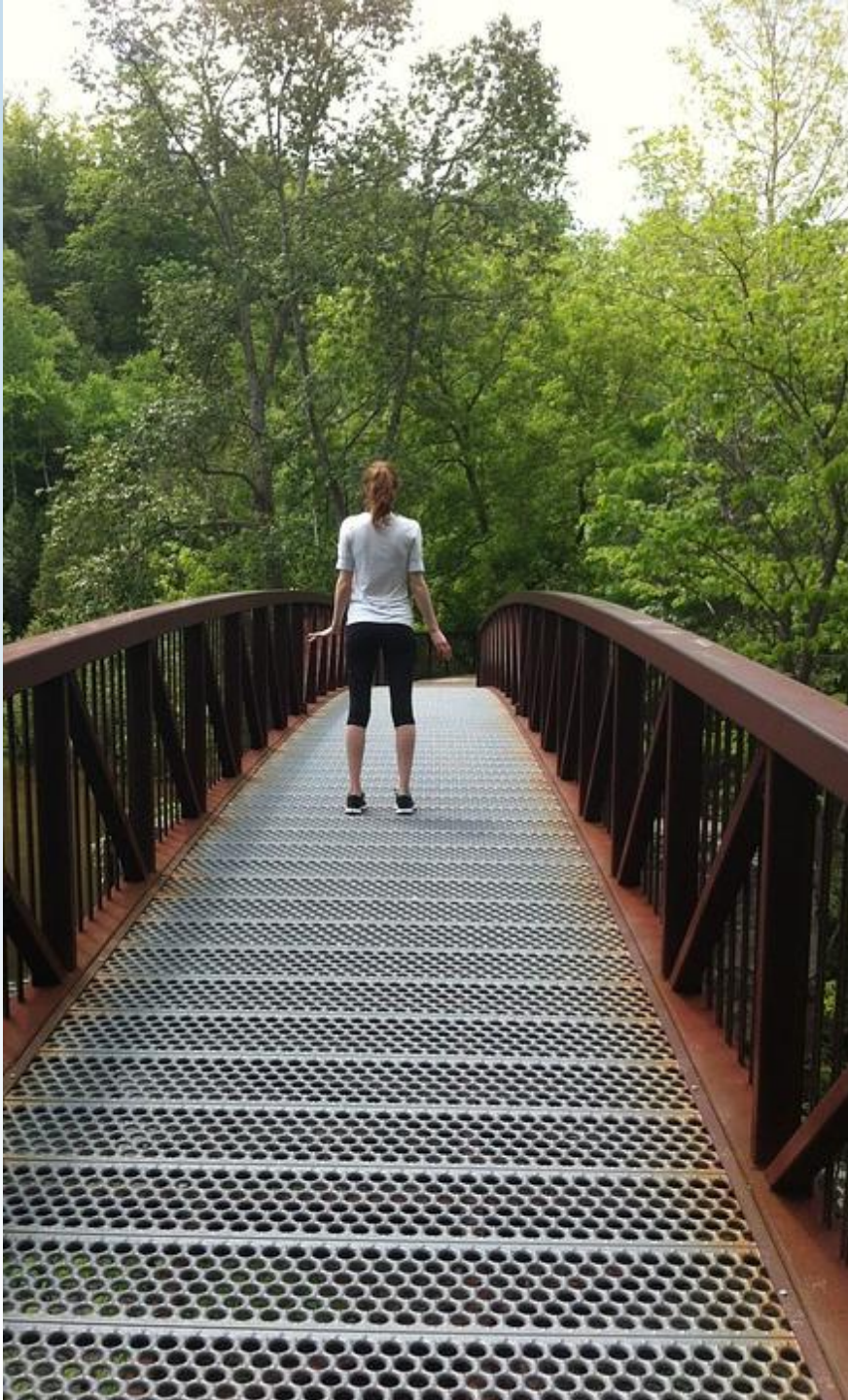
66% would carpool if there was a Guaranteed Ride Home program

# Benefits

There are many benefits to developing a TDM Plan and encouraging the use of sustainable travel options:

- Social Benefits
- Environmental Benefits
- Financial Benefits
- Health and Safety Benefits
- Sustainability Benefits





## Case Study: Halifax

- A regional, single tier municipality.
- The developer and the municipality to contribute towards TDM programs or infrastructure
- This allows the municipality to address larger transportation issues.
- The idea works well in areas that are spread out with only a concentration of density in the core.



## Case Study: Town of Ajax

- Some regional municipalities pursue technical transportation network performance objectives while others are focussed more on ensuring greater consistency between TDM objectives and existing policy.
- The town of Ajax's TDM objectives have been well managed to integrate both technical performance and simple concepts for performance standards. For example, using reduce, remode, re-time, and re-route for measurements.



## Case Study: City of Greater Bendigo

- Performance Measurement are measures that are used to monitor the outcomes of a given TDM program.
- The City of Greater Bendigo has an Integrated Strategy that adopts 15 targets over five categories: *'Connect, Health, Moving, Engaging, Inspiring'*.
- The simplicity and compactness of these targets makes them easier to understand, monitor and achieve.

# TDM Programs

TDM programs are tools that municipalities use to promote sustainable modes of transportation to residents and workers, and educate them on the benefits to themselves, the environment, and their community

## Household

A focus on encouraging members of the household to use transit, carpooling, and active transportation modes for travel



## Workplace

Encouraging companies to incorporate TDM policies into the workplace and promote active modes of transportation



## School

A focus on getting more school aged children to walk and bike to school instead of being driven.



## Suggested Programs - Household

- Community-based social marketing approach
- Community events
- Transportation app
- Education, promotion, and awareness
- Land-use policies



## Suggested Programs - Workplace

- Ridematching
- Emergency Ride Home Program
- Transit pass subsidy
- Telework
- Carshare
- Bikeshare
- End-of-trip facilities
- Priced parking
- Flexible work hours



## Suggested Programs - School

- School travel planning and support
- School safety programs
- Transit pass subsidy
- Bike parking and maintenance
- Bikeshare
- Carshare on university campuses



# Timeline



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## Information Gathering

- Best Practices
- Policy Review
- Existing Programs

May - June 2017

## Consultation

- Survey
- Public Consultation
- Stakeholder Consultation
- Sustainable Mobility Advisory Panel

June-Sept 2017

## TDM Plan

- Draft Report
- Final Report and Implementation Plan

Sept - Nov 2017

## Operations Committee Meeting

- Presentation Report

December 2017

# Thank you for participating!

Please contact us if you have any further comments or questions.

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