

MANAGEMENT REPORT TO METROLINX

Report Title:	Green Paper #4: Transportation Demand Management				
Report Number:	P&P 08-004	Date to Board:	Feb. 08, 2008	Date to Committee:	N/A
Report To:	<input checked="" type="checkbox"/> BOARD	<input type="checkbox"/> ADVISORY COMMITTEE <input type="checkbox"/> AUDIT COMMITTEE <input type="checkbox"/> GOVERNANCE COMMITTEE <input type="checkbox"/> HUMAN RESOURCES COMMITTEE <input type="checkbox"/> TECHNICAL ADVISORY GROUP <input type="checkbox"/> OTHER:			
Report Referred From:	N/A				
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Item Class:	IN CAMERA	<input type="checkbox"/>	DECISION	<input checked="" type="checkbox"/>	INFORMATION <input type="checkbox"/>

1.0 RECOMMENDATION:

RESOLVED:

THAT the Board approve the release of the fourth consultation paper for the Regional Transportation Plan, titled **Transportation Demand Management** subject to minor housekeeping changes, and final formatting of content and document design.

2.0 PURPOSE & EXECUTIVE SUMMARY:

The purpose of this report is to seek Board approval for release of the fourth consultation paper for the Regional Transportation Plan (RTP), titled Transportation Demand Management and to begin the formal public consultation process.

3.0 BACKGROUND:

At its meeting of July 27, 2007, the Board approved a work plan for the development of the RTP which includes the release of a series of Green Papers that would begin a public consultation dialogue. Each discussion paper is part of an iterative development process towards the draft RTP master document. The following outlines the timetable of the Green Papers which have been approved for public consultation by the Board:

- Towards Sustainable Transportation November 23, 2007
- Mobility Hubs January 25, 2008
- Active Transportation January 25, 2008

The following outlines the remainder of the Green Paper presentations to the Board:

- Moving Goods and Services February 8, 2008
- Roads and Highways February 22, 2008
- Transit February 22, 2008

4.0 DISCUSSION:

Transportation Demand Management (TDM) is a relatively new concept, however it can play a vital role in shaping the Regional Transportation Plan. Transportation planning decisions traditionally have focussed almost exclusively on supply – building more roads, expanding subway lines, designing larger buses. However, in recent years, more attention has been paid to the demand side of the equation. By considering the way people and businesses use the system, it is possible to have a significant impact on its capacity and efficiency.

TDM employs the use of policies, programs, services and products to influence *why*, *when*, *where* and *how* people travel. Its goal is to make personal travel decisions more sustainable, and to make more efficient use of our existing transportation system.

The paper considers best practice initiatives from around the world, ranging from expanded school and employer incentive programs to regulatory and pricing measures that encourage people to use the transportation system efficiently.

TDM has two general approaches:

- **Education, promotion and outreach** – raising individuals' awareness, improving their understanding and building positive attitudes about sustainable transportation choices; and
- **Incentives and disincentives** – offering tangible benefits or obstacles related to personal travel choices and making certain choices more or less attractive on a practical level.

A meeting with the Technical Advisory Group was held on December 17, 2007 with representatives of municipalities and ministries. Following this consultation session, the paper was posted online for further comments from the participants.

A copy of the draft paper is attached as Appendix A.

5.0 FINANCIAL MATTERS:

N/A

6.0 HUMAN RESOURCES MATTERS:

N/A

7.0 ENVIRONMENTAL MATTERS:

N/A

8.0 COMMUNICATION MATTERS:

The process for the RTP and the release of this paper are consistent with the Strategic Communications Framework outlined at the October 26, 2007 Board meeting. This paper was posted on the Metrolinx website as part of the February 8, 2008 Board package. Following approval of the resolution under 1.0, the paper will be officially released within ten (10) days of this meeting. Release will include a posting on the Metrolinx website and the Environmental Registry. A limited number of printed copies will be distributed.

9.0 LEGAL MATTERS:

N/A

10.0 CONCLUSION:

Green Paper #4: **Transportation Demand Management** describes the meaning and various options of TDM, and identifies opportunities for applications in the Greater Toronto and Hamilton area. Following board approval, staff will proceed expeditiously to begin engaging key stakeholders on the issues and ideas presented in this paper.

Respectfully submitted,



Approved for Submission to the Board



Joe Perrotta, MCIP, R.P.P.
Director, Policy and Planning

W. Michael Fenn, CEO

Appendices:

Appendix A: Green Paper #4: Transportation Demand Management

**Staff & Others
Consulted:**

Name	Telephone
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Notifications:

Name	Mailing or E-mail Address
N/A	

Special Instructions:

N/A
