

# TDM in Waterloo Region: from Planning to Action

*Presented by:*

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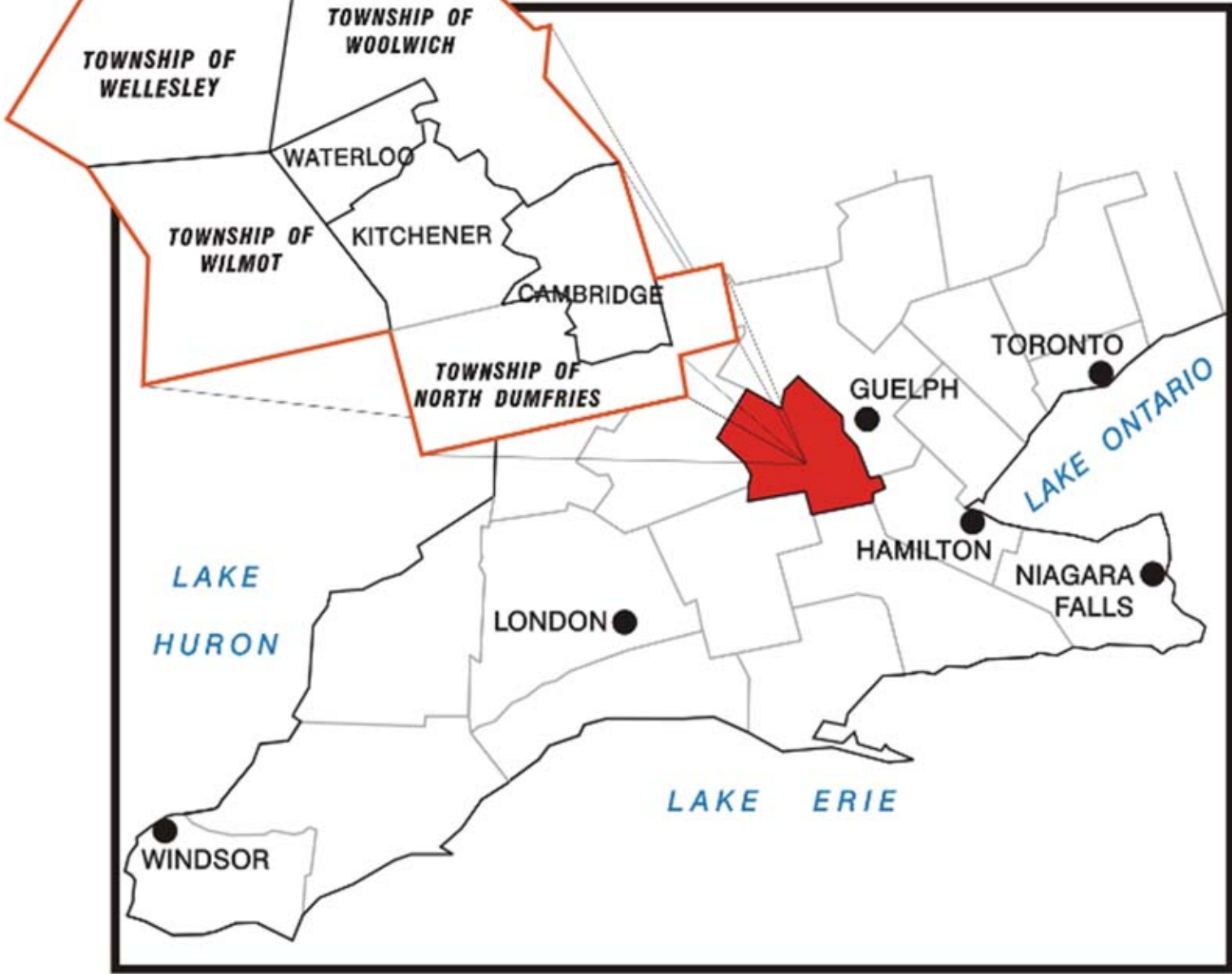


**Region of Peel TDM Workshop**  
Friday, July 11, 2003

# Outline

- Location
- Challenges
- Vision & Goal
- Initiatives
  - What we've done
  - How we got there
  - What are the outstanding issues

# Regional Municipality of Waterloo within Southern Ontario



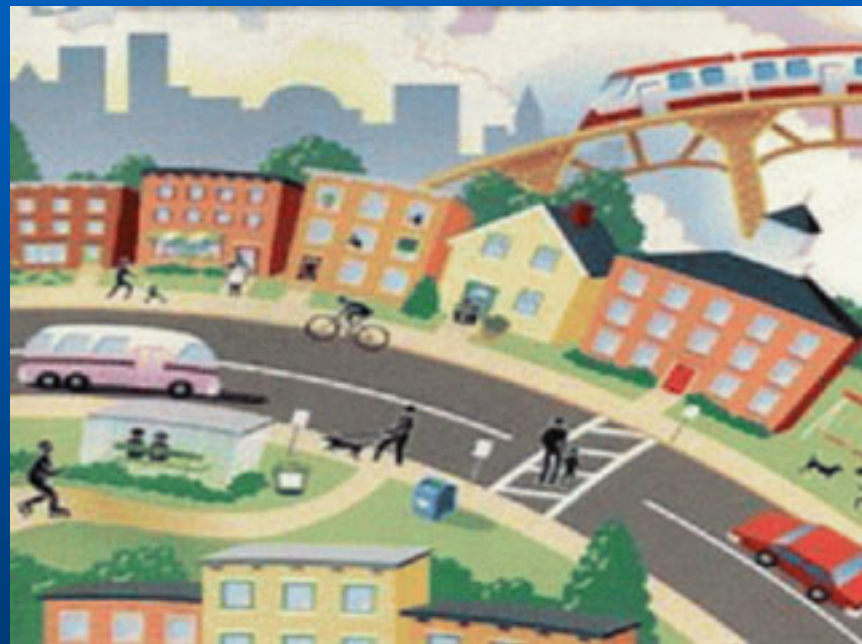
# Our Challenges

- Regional GDP, \$16 billion
- 240,000 more people/170,000 more jobs
- High auto ownership
- Limited congestion (but growing)
- Favourable auto travel times
- Poor air quality



# Set a community vision

See a shift towards greater use of transit, pedestrian and cycling facilities and away from existing high auto reliance.

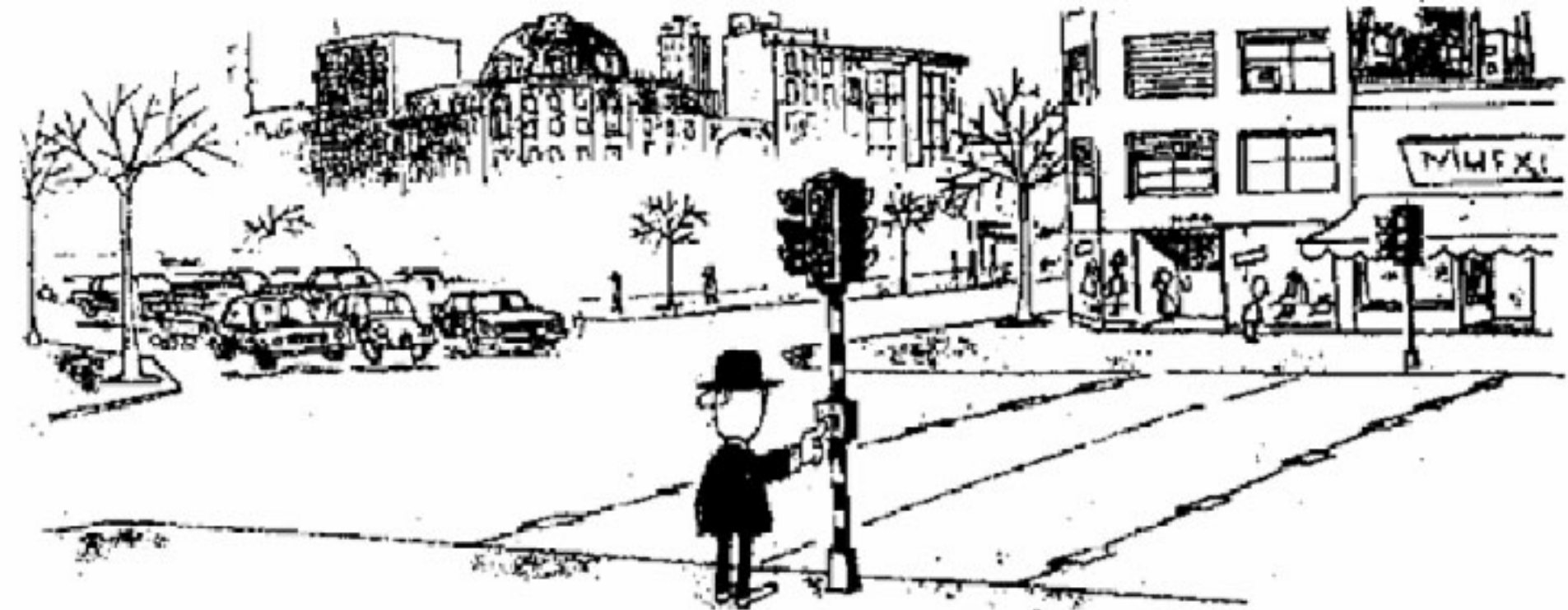


# **Set a community goal**

**REDUCE AUTO TRIPS by 7%**

**Double the number of  
walking, cycling and transit trips**

**14-step ACTION PLAN**



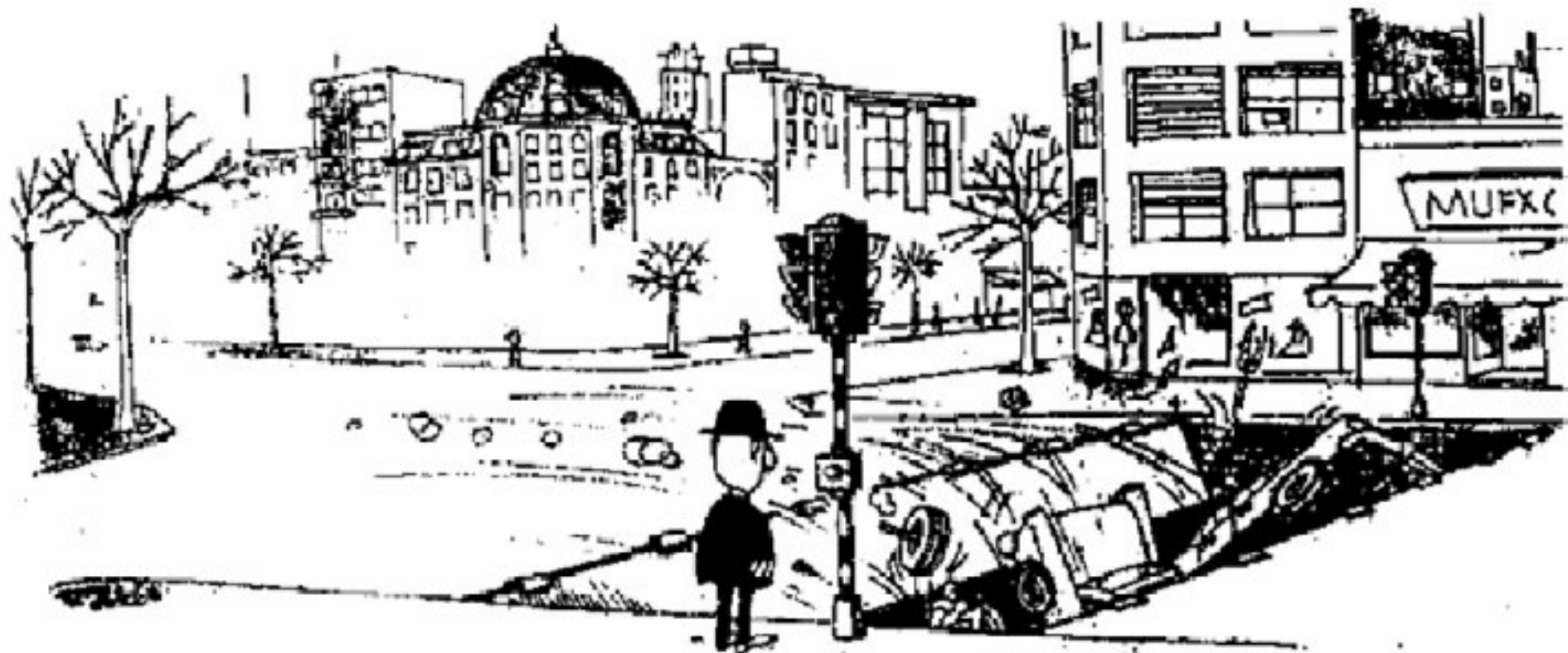






Illustration of a city street scene with a person walking across a crosswalk.

# Organizational Change

- WHAT**
- New TDM position
  - Bring Planners together
  - Form Regional Transit System
- HOW**
- Regional Council
  - Senior management buy-in
  - Sustainable transportation into corporate goals

# Employers



Clarica *in Motion*



# Build a Parking Garage?

- The expected demand is 1,200 stalls
- Capital Cost = \$21 M
- Op. and Maint. = \$19 M
- TOTAL = \$40 M
- Cost per employee = \$33,000

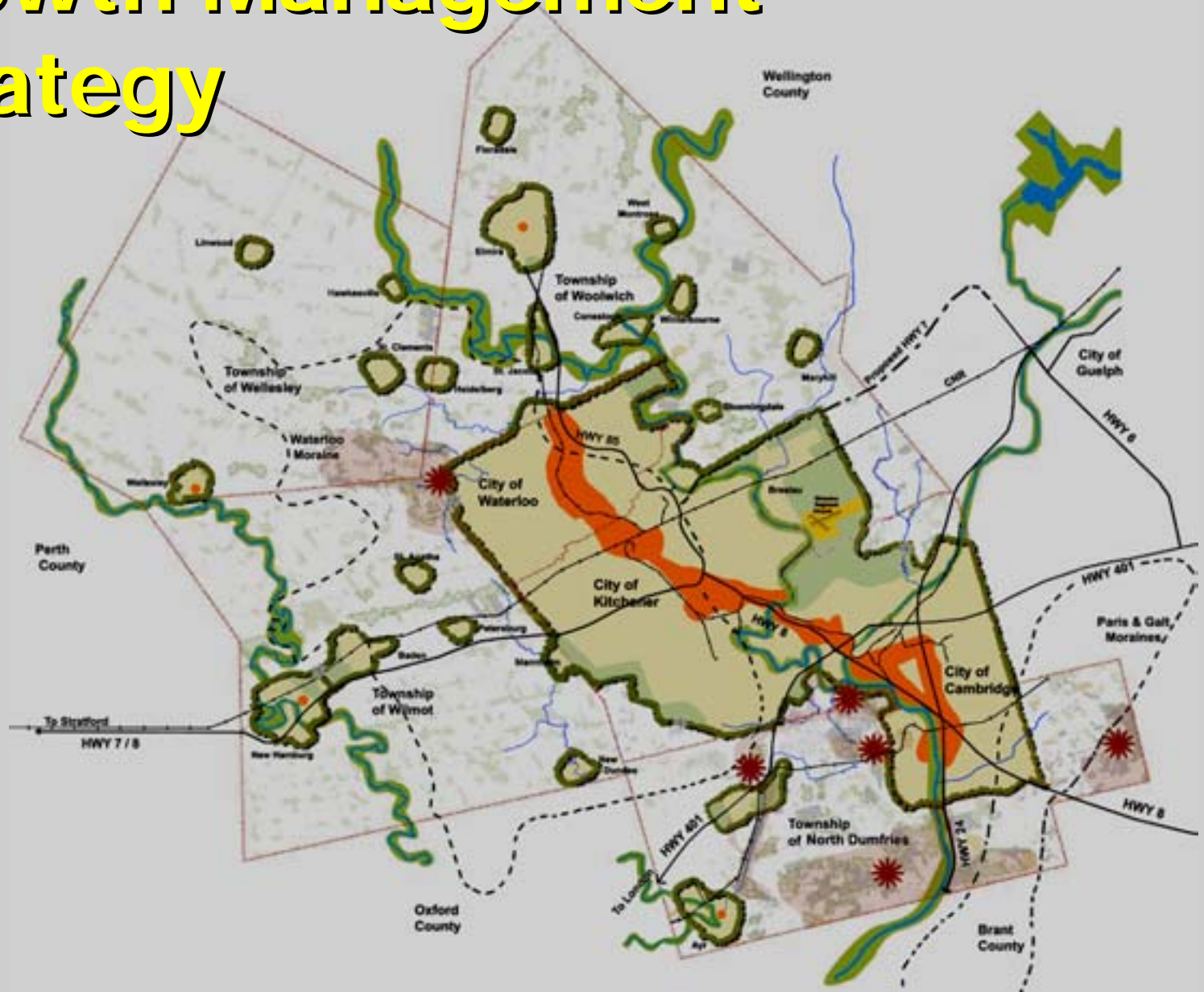
# Or Manage Demand?

- \$40 M
- Free Transit pass for 1,200 employees for over 300 years!
- 1,200 bikes and \$39 M in the bank
- 4,000,000 taxi rides (at \$10 each)
- Etc.

# Land Use

- WHAT**
- Official Plan Review
  - Development Review
  - Provincial Smart Growth
- HOW**
- Community Planning section
  - Development process
  - Growth Management Strategy

# Growth Management Strategy



# Transportation Services

- WHAT**
- Transit
  - Cycling
  - Walking
  - Roads for all modes
  - Carpooling
  - Carsharing
  - Intercity trips



# Services - Transit



 **corporatepass**



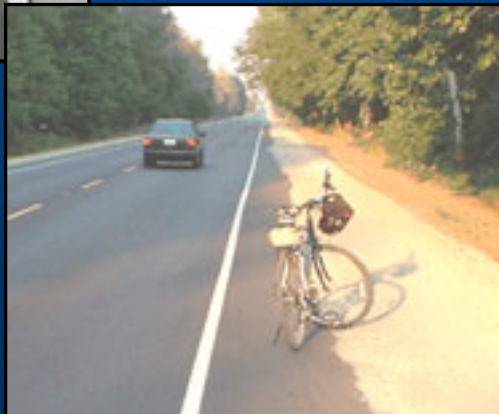
**GRT**  
GRAND RIVER TRANSIT  
Regional Municipality of Waterloo

Jane Jones



# Services - Cyclists

**Construct Facilities**



**Update Cycling Master Plan**

**Dedicated Cycling Budget**



# Services - Pedestrians



Identify missing links and coordinate implementation



# Education

- WHAT**
- Transportation Fairs
  - Cycling skills training
  - Grade 3 curriculum supplement
- HOW**
- Partnerships
  - Opportunities

# Take it to the street!

Our "Kids" say..



Region of Waterloo



Travel Wisely!

...Lets Clear the Air

# Marketing/Promotion

- Commuter Challenge
- Earth Day
- Suzuki Nature Challenge
- Community events
- Environmental award
- Publications
- Opportunities to speak

# Our TDM program

- Set community vision and goal
- Organizational change
- Employer opportunities
- Land use opportunities
- Transportation services
- Education
- Marketing/Promotion



# Lesson Learned

- Break down barriers
- Funding challenge
- Structural constraints
- Make the tough decisions
- Watch out for the short term vision
- Don't get discouraged
- Pick your battles selectively



**Celebrate the small successes!**

