



**Region of Peel Transportation Demand Management Study  
July 11, 2003 Stakeholder Workshop Summary**

Prepared for:  
The Regional Municipality of Peel



July, 2003

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## Introduction

The desire to create a sustainable community, paired with increasing congestion and overall growth, facilitated the Peel Region to review, and potentially update, the regional transportation demand management (TDM) policies. The TDM workshop provided an opportunity for local municipalities, major employers and other stakeholders to discuss future TDM policies and potential programs.

The major theme that emerged during the workshop was the need for public private partnerships to coordinate transportation and development initiatives between governments, transit agencies, developers, and major employers. Specifically, workshop participants advocated for TDM policies that provide incentives to use and education about alternative modes of transportation; facilitate the development of local public-private partnerships; improve coordination between employers and between various government agencies; and include TDM in the transportation planning and development review process.

## Workshop Overview

Fifty three participants attended the half-day July 11 Region of Peel Transportation Demand Management (TDM) workshop. The workshop began with introduction from Peter Brown, Vice President of Global Planning and Real Estate for Nortel Networks; Roger Maloney, CAO Region of Peel; and Mayor Susan Fennel, City of Brampton.

The first session focused on creating public private partnerships. The following presentations were given:

- How Employers can Reduce Travel: The Nortel Case Study, presented by Sharon Lewison, Nortel Networks
- Why Transportation Management Associations (TMAs) are Winning Partnerships, presented by Janet Lo, Black Creek Regional TMA
- TDM in Waterloo Region: from Planning to Action, presented by JoAnn Woodhall, TDM Planner Region of Waterloo

The second and third sessions provided an overview of TDM and its effectiveness, presented by Stuart Anderson and David Ungemah, UrbanTrans Consultants. The presentations were followed by a small group exercise.

## General Comments

Overall participants were favorable to the ideas presented at the workshop. They encouraged Peel Region to continue with development of TDM policies and supporting strategies, and co-ordinate with local municipalities, major employers or TMAs to implement these TDM strategies.

Some additional common comments that surfaced during the question and discussion period of the presentations were the need for coordination between employers, between employers and government agencies and between government agencies. Several comments were made about the need for transit agency coordination both interregionally and with the employers they serve. Participants noted the importance of not only providing transportation options, but also providing the incentives and education to promote these options.

Most participants were very supportive of integrating TDM-friendly site design elements into new development projects, including the addition of bus stops and sidewalks. Several participants suggested funding/implementing TDM strategies using development charges. This was not seen as reducing the area's competitive edge.

Please see Appendix A for a full summary of comments.

## Group Exercise Results

Small group breakout sessions were formed to further discuss the key TDM activities that should be pursued by the public sector and employers. Participants had a colour dot on their name badge that corresponded to one of the four groups:

- Market strategies
- Direct services
- Public polity
- Facility design

After each group presented their strategies, each workshop participant was given four dots to "vote" on or prioritize the strategies. The top four strategies voted by the participants were:

- Development of public private partnerships (including TMAs),
- Creation and support for education and awareness programs,
- Incorporation of TDM principles into new development and numerous specific facility design recommendations,
- Improved alternative transportation infrastructure and better use of that infrastructure, incentive programs, and changes to TDM and transit policy.

The following paragraphs record the comments from each of the groups and the number of votes the strategy received. Several topics came out of all four small groups, including:

### **Market Strategies**

- Education (12 votes)
- Development of TMAs (11)
- Communication (1)
- Access to information

### **Direct Services**

- Incentives are required to encourage people to use sustainable modes of transportation (12)
- All day GO Train service (2 way) (7)
- Bicycle racks on buses (2)
- Off-site parking and tie in to existing transit and shuttle services (2)
- Carpool matching: Guide to how to carpool (1)
- Airport related transportation, so other people can use the roads (1)
- Shuttle bus service (1)
- Vanpool with proper packaging (how to start vanpool) (1)
- 24 hour transit operating service: to match shifts
- Telecommuting
  - Some office spaces are saved

### **Public Policy**

- All new development must consider TDM principles and it must be approved by regional and municipal planners (13)
- Implement and encourage public partnerships (7)
- Develop a public education/awareness program (4)
- Review current provincial and municipal transit policies (4)
- Regional and local municipalities should lead the way (3)
- Implement an incentive or disincentive program (2)
- Review corridor design (2)
- Implement transit priority measures (1)
- Establish urban design guidelines checklists (1)
- Review snow-maintenance guidelines for transit.
- Ensure safety measures are implemented
- Revise current TDM policies to reflect more travel options

### **Facility Design**

- Designated right-of-way for bus, HOV, etc (6)
- Pedestrian-friendly design and linkages at site and community scale (6)
- Drop off kiss and ride opportunities/enhancement (4)
  - Build on Peel's "kiss and ride" potential (3)
  - Lots of one car families, so make it easier to drop off/pick up, reducing pressure to pick up a second or third family car.
- Use of community centre as carpool drop off location or carpool lot (3)
- Community focal points (2)

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- Pedestrian and cycling master plans (2)
- Cycling facilities (2)
  - Shower amenities
  - Cycling paths through employment areas
  - Completing linkages
- Linkages for TDM (i.e., peds and cyclists) (1)
- Transit shelters or stops with good lighting, phones, etc (quality stops) (1)
- Adequate facilities and bus only lanes when developing new roadways
- Carpool lots at recreation centers

### Next Steps

The next steps include additional stakeholder interviews and meetings with area municipalities to develop and assess the TDM policy changes and packages of TDM strategies. Additional data, planning and outreach needs will be identified and an action plan developed for implementing a regional TDM strategy.

## Appendix A: Presentation Comments Summary

The following questions and comments were provided during the presentation question and answer session. Several participants responded during the session or presented questions to the presenters and five participants returned written comments, also included below.

### Presentation Questions

1. What are the possible transportation demand management (TDM) applications in the Region of Peel?
  - Is there a business case for subsidizing transit, and if yes, why hasn't it been done in the Region of Peel?
  - It is important to provide choices. How do you provide those choices for viable time savings for all areas in the region?
  - The way we develop our communities are not often transit friendly.
  - I don't see the cities and regional government going out of their way. I have never been approached by the government or by other employers. The partnerships are not there yet. We need champions.
  - Education. The community leaders are not even thinking about getting out of/away from the car.
  - Interregional coordination between transit agencies.
  - Airport corporate centre, airport and new development.
  - Region is much too big for TDM applications.
  - TDM needs to be locally focused on three municipalities.
2. What has been the experience with TDM strategies in the Region of Peel?
  - No cooperation or partnerships
    - Dealing with transit authorities is a challenge.
  - They are non-existent
3. Should new development projects be required to incorporate TDM-friendly site design elements?
  - Yes, this is a must (numerous responses).
  - Fire codes do not allow drop off areas that could be used for those ridesharing.
  - Bus stop locations are not always pedestrian friendly or connected with pedestrian paths. You don't recognize the obstacles unless you actually ride the bus.
  - Services make sense, even if the demand isn't there today.
  - They should be incorporated into development charges, as a cost of operation.
  - Getting cars/traffic through the community is more important than the people who live or work there.
  - Must create community uses (land uses) that allow people to walk there. It is not just about the transportation, it is also about providing the services.

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- Mississauga Transit told an employer that they would have to wait for a bus shelter for approximately 3-4 years, even if the employer paid for it.
  - Also include Crime Prevention through Environmental Design principles.
  - Not necessarily. Some simple/efficient ideas can produce good results.
  - No, optional with minor incentives.
4. Would incorporating these TDM-friendly site design elements reduce the region's competitive edge?
- No (2 responses)
  - Absolutely not!
  - No. On the other hand it will be improved since this would mean better productivity for the employers.
5. What size of development should be required to incorporate these TDM-friendly site design elements? What types of development?
- Any that collects 500+ people per day.
  - Companies of about 5,000 employees.
  - At least mid-size employer.
  - Malls
  - Intermodal hubs (e.g., airport, subway station, bus station)
  - Small to large
  - All sizes
6. Are Transportation Management Associations the right fit for Peel?
- Yes (3 comments)
    - I could happily see Sheridan College participating
    - Needs successful synergy between private and public sectors
    - Yes, but local is a must
      - Mississauga city centre
      - Brampton downtown
      - Bramalea city centre
      - Airport
      - Meadowvale business park
      - Lakeshore (to tie with GO)
  - This is a start
7. Identify 4-8 key TDM activities that should be pursued by the public sector and employers.
- a. Market strategies
    - Minor incentives
    - TMAs (not regional)
  - b. Direct services
    - airport shuttle



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- Regional transit services
- c. Public policy
  - Incorporate ITS elements (e.g., transit priority signals, variable message signs, toll tag related services)
  - Tax incentives
  - Public sector
- d. Facility design
  - local level

### **Other Comments:**

- Biggest missing point in the need to have parking charges. Mississauga City Hall needs to charge and tie in TDM policies. Need to convince private sector to employ parking charges.
- Need much better transit service focused on what each TMA area needs.

**Appendix B: Meeting Evaluation Summary**

Ten workshop participants returned the meeting evaluation form. The results are recorded below.

1. How would you rate this workshop overall?

<b>Very Good</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Very Poor</b>
5	4	1	0	0

2. What did you like most about today’s workshop?

- Presentations by Nortel, Black Creek and Waterloo. Very informative and reassuring that success can be made.
- Discussion of TMA’s
- Educational
- Presentations
- Set up
- Presentations provided ideas and data being used in other locations that could be adopted by businesses in Peel.
- The information! New concepts for me. Enthusiasm of presenters.
- Talking about transit options. Meeting people.
- Sharing of experiences and success stories of other regions/companies implementing TDM.
- Enjoyed practiced implementation examples and ideas shared.

3. In which areas do you feel the workshop could have been improved?

- More time for group discussion (2 comments).
- Drop the introductions from politicians—focus on issues.
- Involvement of Peel transit and possible changes for the future.
- Would have liked more time after individual presentations for Q&A, although I’ll ask them over lunch.

4. Regarding the TDM Workshop, how would you rate the following statements?

I learned new information.

<b>strongly agree</b>	<b>agree</b>	<b>neither agree nor disagree</b>	<b>disagree</b>	<b>strongly disagree</b>
6	2	1	1	

I was given an opportunity to provide input

<b>strongly agree</b>	<b>agree</b>	<b>neither agree nor disagree</b>	<b>disagree</b>	<b>strongly disagree</b>
3	4	2		

5. Will you be interested in working with Peel Region and area municipalities in developing TDM policies, programs and services?

Yes	No
6	1

6. Is there additional information you think would be useful? Please list below.

- Still feels resource-shy in terms of fleshing out how some programs work. Vanpooling for example, common oversight funding mechanisms.

7. Check which organisation you represent:

Public Agency	Private Sector	Non-Profit/ Neighbourhood Group
5 (2 Universities)	5	0

8. Please include your name and contact information below (*optional*).

(Included under separate cover)

9. Would you like to stay involved for future meetings or updates on TDM?

Yes	No
8	0

10. Would you like your name to be added to our mailing list for Regional Official Plan Strategic Update?

Yes	No
9	0

**Additional comments:**

- Where are the on-street bike lanes on regional roads? Interesting to see that neither Mississauga Transit nor Brampton Transit was represented at the session. To provide a quantum leap in convenience, municipal transit must be integrated. Why are there separate transit authorities for Brampton and Mississauga for instance?
- Group participate at end of session provided additional data and was a good summary of the morning presentations. Showed common elements in each category.
- I'm confident that the University of Toronto at Mississauga is interested in TMA participation in significant ways.

## Appendix C: Workshop Agenda

### Region of Peel Transportation Demand Management Study Stakeholder Workshop Agenda July 11, 2003

#### Registration 8:30-9:00 a.m.

Coffee and light breakfast

#### Welcome and Introductions 9:00-9:15 a.m.

The desire to create a sustainable community, paired with increasing congestion and overall growth, motivated the Regional Municipality of Peel (Peel Region) to review, and potentially update, the regional transportation demand management (TDM) policies. The TDM workshop provides an opportunity for major employers, provincial and municipal staff, and other stakeholders to discuss future TDM policies and potential programs.

Nortel Networks

Peter Brown, Vice President  
Global Planning, Real Estate – BCP  
Nortel Networks

Region of Peel

Roger Maloney, C.A.O. Region of Peel

City of Brampton

The Honourable Mayor Susan Fennell

#### Creating Public Private Partnerships 9:15-10:15 a.m.

As the number of commuters and vehicle emissions steadily increases, TDM emerges as a critical component of any regional or local transportation strategy. Most successful TDM programs involve partnerships between the public and private sectors to maximize the use of existing transportation investments. Find out how a major employer, a local non-profit, and a municipality are creating public-private partnerships to manage transportation demand.

**Moderator: Tom AppaRao**  
**Director of Transportation Planning, Region of Peel**

#### **How Employers Can Reduce Travel: The Nortel Case Study**

Sharon Lewinson, Nortel Networks

#### **The Role of Transportation Management Associations (TMAs) and Working with Employers to Reduce Trips**

Janet Lo, Black Creek Transportation Management Association

## **How a Region can Work with Employers on Promoting Transportation Measures to Reduce Travel**

JoAnn Woodhall, Regional Municipality of Waterloo

### **What is Transportation Demand Management?** 10:15-11:00 a.m.

TDM has continually evolved over the past several decades, responding to the changing nature of transportation challenges and individual travel preferences.

**Stuart Anderson**, UrbanTrans Consultants will provide an overview of Transportation Demand Management (TDM) and the “toolbox” of available TDM strategies. He will discuss applications both in Canada and internationally.

### **Break** 11:00-11:15 a.m.

### **TDM Effectiveness** 11:15-11:45 a.m.

Experience has shown that TDM provides results in changing travel behaviour and reducing single-occupant vehicle trips. **David Ungemah**, UrbanTrans Consultants will discuss the effectiveness of TDM strategies, using case study information from throughout North America, Europe and Australia. Vanpooling, carpooling, biking, walking, transit, teleworking and alternative work arrangements are often used in combination with a variety of TDM support strategies. Mr. Ungemah will also discuss the importance of packaging strategies to meet the Region of Peel’s specific needs.

### **Group Exercise** 11:45 -12:15 p.m.

To further discuss and prioritize TDM strategies, workshop participants will break into small groups to discuss market strategies, direct services, public policy and the design of facilities.

### **Next Steps** 12:15-12:30 p.m.

In general, TDM strategies complement each other and the effectiveness of TDM strategies occurs when strategies are combined to provide an overall program or service. Workshop participants will be asked to consider next steps in implementing a regional TDM policy and local programs.

### **Closing Remarks and Lunch** 12:30-1:30 p.m.