Transportation Demand Management (TDM)

TDM is a set of strategies and programs designed to deal with traffic congestion, air quality and health challenges.

TDM initiatives aim to:
- Reduce auto trips
- Provide and promote sustainable modes of transportation
- Enable a range of transportation services to meet diverse needs of the population
- Maximize capacity of transportation system and infrastructure

Sustainable Transportation Initiatives in Peel

1. High Occupancy Vehicle (HOV) Lanes

HOV lanes encourage carpooling and reduce number of vehicles on roads. It gives priorities to buses and vehicles that carry at least two people.

There are HOV lanes on Highway 403, between Highway 407 and 401 in Peel. The HOV lanes are maintained by the Ministry of Transportation.

2. Walk and Roll Peel

Walk and Roll Peel is designed to raise awareness of the benefits of walking and cycling, and promote the existing trails and paths in Peel.

The website has an advanced trip-planning feature that helps users map out their own trails and paths route.
3. Peel Safe and Active Routes to School Initiatives (PSARTS)

The PSARTS is a community steering committee run by the Region of Peel.

The program is established to improve health and safety of children by educating and encouraging use of active and sustainable modes of transportation to and from school.

The PSARTS committee identifies and develops school travel plans to promote safe and active routes to school, benefiting not only health of children and the environment, but also the overall quality life of Peel Region.

4. Carpool and Commuter Lots

Carpool/Commuter lots allow and encourage auto users to park their vehicles and carpool or take public transit.

There are six carpool lots in Peel Region, five of which are operated by the Ministry of Transportation, and one is maintained by Peel Region.

<table>
<thead>
<tr>
<th>Carpool and Commuter Lot</th>
<th>Operating Agency</th>
<th>Year Opened</th>
<th>Parking Spaces</th>
<th>Transit Connection</th>
<th>Carpool Signage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hwy 401 and Hurontario Street</td>
<td>MTO</td>
<td>1979</td>
<td>160</td>
<td>Missauga Transit</td>
<td>Yes</td>
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<tr>
<td>Hwy 401 and Mississauga Road</td>
<td>MTO</td>
<td>2006/7</td>
<td>73</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Q.E.W. &amp; Winston Churchill Blvd</td>
<td>MTO</td>
<td>1981</td>
<td>160</td>
<td>Go Transit</td>
<td>Yes</td>
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<tr>
<td>Hwy 10 and RR 24</td>
<td>MTO</td>
<td>1983</td>
<td>40</td>
<td>Orangeville Transit, GO Transit</td>
<td>Yes</td>
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<tr>
<td>Hwy 10 and Hwy 9</td>
<td>MTO</td>
<td>1980</td>
<td>57</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Mayfield Road and Hwy 50</td>
<td>Peel Region</td>
<td>2010</td>
<td>204</td>
<td>Go Transit</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Partnering with Metrolinx and municipalities in the Greater Toronto & Hamilton Area, Smart Commute was established in 2004 to reduce traffic congestion and greenhouse gas emission. Smart Commute initiatives aim to take action on climate change and make commuting healthier, more enjoyable and affordable.

Smart Commute is implemented through local non-profit Transportation Management Associations (TMAs) that provides services specific to the local needs.

There are three TMAs in Peel

SC Mississauga was launched in 2005. Members include:
- Hatch
- Walmart Canada Corporation
- HB Group Insurance
- University of Toronto at Mississauga
- Bank of Montreal (BMO Financial Group)
- City of Mississauga

SC Brampton-Caledon was launched in 2005. Members include:
- Maple Lodge Farms
- Rogers
- Hudson’s Bay Co.
- Nestlé Canada Inc.
- MARS Canada Inc.
- Town of Caledon

SC Pearson Airport Area was launched in 2010 for the Pearson Airport Area. Members include:
- Greater Toronto Airports Authority (GTAA)
- Winners Merchants International
- AeroCentre
- WorleyParsons Canada Ltd.
- Lafarge Canada Inc.