Peel Region Goods Movement Strategic Plan

May 4th, 2012 Task Force Meeting

Noorani Khadero, Principal Planner – Transportation System Planning
Action Plan Implementation

Outline

1. Mission & Strategic Directions
2. 5-Year Action Plan
4. Implementation Timeline (2012)
5. Communication Plan
6. Formation of 2 Subcommittees
Mission Statement

Support businesses with a transportation system that moves goods and delivers services quickly and efficiently, maximizes economic opportunities and reduces the associated environmental and community impacts.
Strategic Directions

- 23 action items categorized into four (4) Strategic Directions:
  - Pursue Infrastructure Improvements – 5 action items
  - Partnership, Communication and Advocacy – 7 action items
  - Systems Optimization of Existing Infrastructure – 6 action items
  - Planning and Forecasting – 5 action items
5-Year Action Plan

- 1st 3 years cover 21 action items or 91% of the plan
  - Year 1 (2012) – 12 action items
  - Year 2 (2013) – 7 action items
  - Year 3 (2014) – 2 action items
  - Year 4 (2015) – 1 action item
  - Year 5 (2016) – 1 action item
## Year 1 (2012) Action Plan

<table>
<thead>
<tr>
<th>ACTION</th>
<th>ACTION ITEM</th>
<th>STRATEGIC DIRECTION</th>
<th>TIMEFRAME (YEARS)</th>
<th>PROJECT PARTNERS*</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action 1</td>
<td>Prioritize intersection improvements to increase truck traffic flow on key corridors</td>
<td>Infrastructure Improvements</td>
<td>1</td>
<td>Peel &amp; Area Municipalities</td>
<td>Project Initiation - Mar. 2012</td>
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<tr>
<td>Action 2</td>
<td>Identify and implement access improvements to Toronto Pearson Airport</td>
<td>Infrastructure Improvements</td>
<td>2</td>
<td>TC, MTO, GTAA, Peel, Mississauga</td>
<td>Project Initiation – Mar. 2012</td>
</tr>
<tr>
<td>Action 3</td>
<td>Identify and implement access improvements to CN Brampton and CP Vaughan Intermodal facilities</td>
<td>Infrastructure Improvements</td>
<td>2</td>
<td>TC, MTO, CN, CP, Peel, Brampton</td>
<td>Project Initiation – Mar. 2012</td>
</tr>
<tr>
<td>Action 4</td>
<td>Prioritize improvements to at-grade rail crossings</td>
<td>Infrastructure Improvements</td>
<td>2</td>
<td>TC, CN, CP, Peel, Municipalities</td>
<td>Project Initiation – Mar. 2012</td>
</tr>
<tr>
<td>Action 13</td>
<td>Enhance traffic signals to accommodate and increase better traffic flow along goods movement corridors</td>
<td>Systems Optimization</td>
<td>1</td>
<td>Peel &amp; Area Municipalities</td>
<td>Project Initiation - Mar. 2012</td>
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### Year 1 (2012) Action Plan cont’d

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<td>Action 16</td>
<td>Develop and implement a Regional ITS Strategic Plan and Network</td>
<td>Systems Optimization</td>
<td>3</td>
<td>TC, Peel &amp; Area Municipalities</td>
<td>In progress, Strat. Plan $227K, complete Feb. 2012</td>
</tr>
<tr>
<td>Action 19</td>
<td>Advance Freight Transport Management recommendations</td>
<td>Planning &amp; Forecasting</td>
<td>1</td>
<td>Peel</td>
<td>In progress; $75K funded by TDM</td>
</tr>
<tr>
<td>Action 20</td>
<td>Develop and implement a Strategic Goods Movement Network</td>
<td>Planning &amp; Forecasting</td>
<td>1</td>
<td>Peel</td>
<td>RFP - Dec. 2011</td>
</tr>
</tbody>
</table>

* External project partner participation does not necessarily indicate funding requirement for the development and/or implementation of the action.
Key Action Items Status – Year 1 (2012)

Action 1: Prioritize intersection improvements to increase truck traffic flow on key corridors:

- Steeles Avenue
- Dixie Road
- Derry Road
- Airport Road
- Highway 50
- Mississauga Road/Erin Mills Parkway

- Leverage existing intersection projects within the Transportation Capital Budget:
  - Steeles Ave & Goreway Drive
  - Steeles Ave & Kennedy Road
  - Airport Road & Steeles Avenue
  - Dixie Road & Midway Boulevard
Action 13: Enhance traffic signals to accommodate and increase better traffic flow along goods movement corridors:

Off-Peak only:

- Steeles Avenue – Rutherford to Highway 50
- Queen Street – Rutherford to Highway 50
- Derry Road – Hurontario to Highway 427
- Dixie Road – Lakeshore to Dundas St.
- Dixie Road – Eglinton to Queen St.
- Highway 50 – Steeles to Mayfield Rd.
- Bramalea Road – Derry to Steeles Ave.
- Torbram Road – Derry to Steeles Ave.
- Airport Road – 427 to Bovaird Dr.
Action 16: Develop and implement a Regional ITS Strategic Plan and Network

- Major tasks under the ITS Plan:
  - Coalition Building Workshop - Completed
  - Need Assessment - Completed
  - Opportunity Analysis - Completed
  - Define ITS Program - In process
  - Develop Region ITS Architecture – In process
  - Deployment Plan – In Process
Action 17: Develop an enforcement mechanism for road construction projects - best practices for capital projects

- Major tasks under the enforcement mechanism:
  - Consultation with internal staff
  - Review road occupancy permit process
  - Seek advice from other sections
  - Legal advice
  - Revise permit process plan
  - Training for inspectors
  - Contractual obligations
  - Report to Regional Council
    - Approve amended Road Occupancy Permit
    - New approval process
    - Possible by-law enforcement & fines
  - Engage area municipalities
Action 18: Improve incident management

- Major tasks under incident management:
  - Review Police’s Standard Operating Procedures
  - Review best practices from other areas
  - Coordinate meeting with Chair’s Office & Police
  - Legal advice
  - Police Services to present at Task Force meeting
  - Draft report to Police Services Board
Action 19: Advance Freight Transport Management recommendations

Objective: Integrate management and planning of goods movement with Transportation Demand Management concepts

- Action item of 5-year Transportation Demand Management Plan
- Study is underway and will be completed by Fall of this year
- Steering committee – Staff from Peel and area municipalities
- Major tasks: Outreach program, identify best practices, determine benefits, identify FTDM projects, develop an action plan and final report
- Draft report received and comments provided for refinement
Action 20: Develop and implement a Strategic Goods Movement Network

Objective:

The Strategic Goods Movement Network Study will identify and document the truck priority routes for goods movement throughout the Regional Municipality of Peel and protect and preserve these routes.

The Study will consider the following:

- Existing truck restrictions
- Current and future land use
- Transportation of Dangerous Goods (TDG), and
- The movement of agricultural and farming equipment where applicable

Scope: All roads in Peel Region, 10-month project

Final Product: Map of goods movement corridors with an Action Plan to implement the network
Action 20: Develop and implement a Strategic Goods Movement Network cont’d

Major Tasks:

- Stakeholder Identification and Outreach
- Background Information and Best Practices
- Needs Assessment
- Draft Goods Movement Network
- Development of Action Plan
- Development of Final Report & Goods Movement Network
- Presentations (4)
Implementation Timeline

1st Quarter:

- Action item assignment
- Preliminary project charters
- Draft timelines
- Background work

2nd Quarter:

- Engage partners
- Formalized project charters and timelines
- Advance work on Action Items

Each action item has its own timeline and deliverable
3rd Quarter:
- Continue advancing work on Action Items
- Progress report to Peel Goods Movement Task Force
- Peel Goods Movement Task Force meeting

4th Quarter:
- Progress report to Regional Council
- Continue advancing work on Year 1 Plan

1st Quarter 2013:
- Year 1 draft report of recommendations
- Draft report to Peel Goods Movement Task Force
- Final report to Regional Council
Questions?
Communication Plan

Communication Plan Purpose: Think strategically about the “who”, “what”, and “when”

- Goals & Objectives
- Audiences
- Budget & Tactics
Audience, message and tactic, example #1

- Audience: General public
- Message: Create broader public awareness of the benefits of freight
- Tactic: Booth at Truck World

Audience, message and tactic, example #2

- Audience: Agency Advocacy
- Message: Support the streamlining of EA process to expedite infrastructure improvements
- Tactic: Work with MTO and TC to align messaging at different events
Communication Plan - End Product

- Communication Plan that identifies:
  - Key Audiences
  - Messages
  - Budget and Tactics
  - Tactic Calendar
  - Production timetable for materials

- Tentative Timeline:
  - Communication Plan Summer 2012
  - Roll-out tactics Fall 2012
Stakeholder Input - Subcommittees

- Creation of Subcommittees – today
  - 2 Subcommittees – 2 Strategic Directions per committee:
    - Subcommittee #1: Infrastructure Improvements and Systems Optimization
    - Subcommittee #2: Partnership, Communication & Advocacy and Planning & Forecasting

- Example: Subcommittee input on Communication Plan:
  - Refinement of key message and supportive messages
  - Advocacy issues, what is important to industry stakeholders?
  - Tactics and budget

- Terms of Reference & Sign-up Sheet
Subcommittee Terms of Reference

Purpose: Oversee the Action Items associated with the respective Strategic Directions

Objectives:

- To provide, through consensus, guidance, expertise, direction, and support to ensure that the Action Items are delivered as expected to the satisfaction of the Peel Goods Movement Task Force (PGMTF)

- To present regular status updates on the Action Items to the Peel Goods Movement Task Force

- Meet quarterly or as determined by the subcommittee

- Support: Staff facilitator and project team members
Subcommittee Structure

Peel Goods Movement Task Force

Subcommittee #1: Infrastructure Improvements / Systems Optimization
- Subject Matter Expert
- Action Item Project Teams

Subcommittee #2: Partnership & Communication / Planning & Forecasting
- Subject Matter Expert
- Action Item Project Teams
Thank You!