

## 3.0 Implementing the Transportation Demand Management Strategy

The Huron County TDM Strategy provides a long-term vision of Transportation Demand Management for the County and local municipalities. This section of the TDM strategy presents a comprehensive and concise plan to improve TDM opportunities, and reduce the single occupant modal split relative to other TDM related transportation modes and strategies throughout the County. The proposed strategy was developed based on a vision for TDM, and presents actions and next steps for the future. The focus of this chapter is to estimate and present the timelines in which the proposed initiatives and recommendations are suggested to be implemented as well as the estimated costs for each initiative. In addition, the TDM strategy includes set of leadership, outreach and marketing strategies to help ensure the successful implementation and future of the TDM Strategy as well as TDM within the County.

### 3.1 Leadership Strategy

#### 3.1.1 Overall Approach

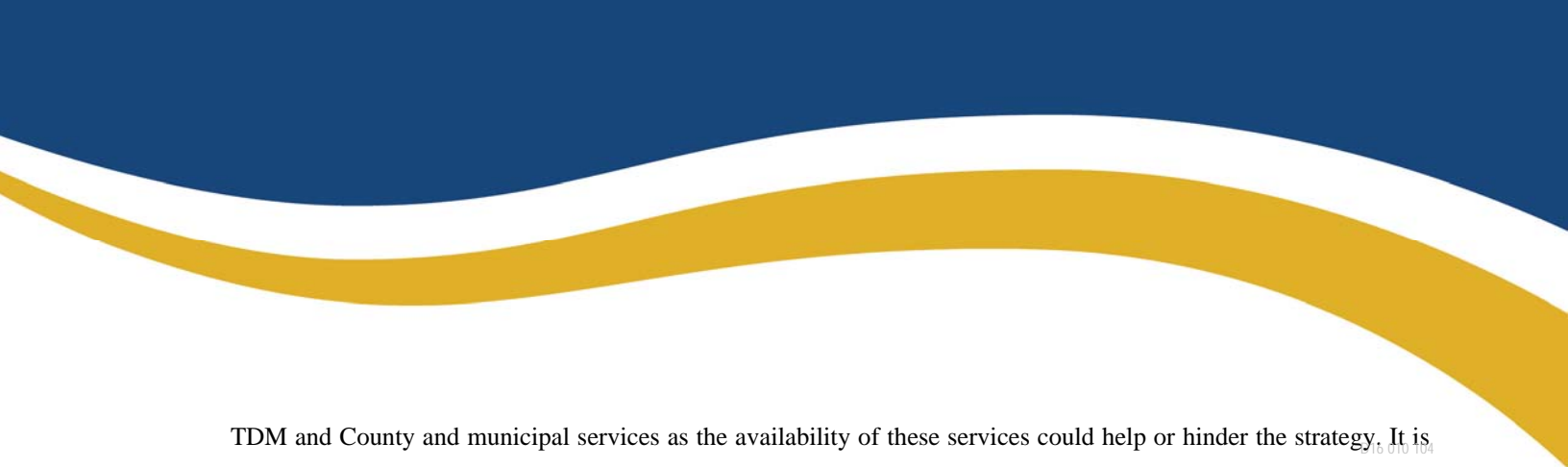
Huron County's approach to TDM implementation and promotion should be based on a coordinated effort from all County departments, staff groups as well as the local municipalities. This encourages shared ownership for TDM implementation, and may increase the chances of success for each measure by appealing directly to the needs and resources of each group. The effectiveness of the plan is based on not defining an "owner" of the initiatives. Each group will have a stake in the programs and initiatives and will provide input that is specific to their needs.

#### *Leadership by Example*

The creation of this strategy for County and local municipal staff is a springboard for future promotion of TDM to stakeholders and the public. Promotion of this plan will be much more credible if stakeholders see the County and local municipalities invested in a successful county-wide TDM program. Additionally, the implementation of a County supported program first, allows for the development and testing of TDM measures to demonstrate their level of success. This step would be used to promote TDM to stakeholders throughout Huron County and provides a basis for the development of future supportive policies and initiatives on a local level.

#### *Integration with other County Programs*

A major element of the leadership strategy is access to the County's services and facilities, by both County staff, local municipal staff and members of the public. Consequently, there will be a significant relationship between



TDM and County and municipal services as the availability of these services could help or hinder the strategy. It is important that during the implementation of the Plan, the County understands and determines the relationship between initiatives proposed by the Plan and their interaction with County and local municipal services.

### **3.1.2 TDM Staff Resources**

As outlined in section 2.4.1, it is recommended that the County implement a TDM Coordinator responsible for the development and implementation of new TDM initiatives and recommendations, as well as the associated communication and outreach strategies. This is proposed as either a new position independent from existing County groups or a current employee on County staff who is aware, invested and interested in the elements of TDM. It is important to note that this individual would need to dedicate the appropriate time and effort to achieve a balance of the needs of various groups when developing and implementing strategies / initiatives. This employee would work in a location accessible by members of the committee and will help to facilitate access and communications with all affected agencies, internal staff and stakeholders. Due to the uncertainty associated with the funding available, this position should be funded by the departments on a trial basis first before a permanent commitment is made.

### **3.1.3 TDM Coordinating Committee (Internal)**

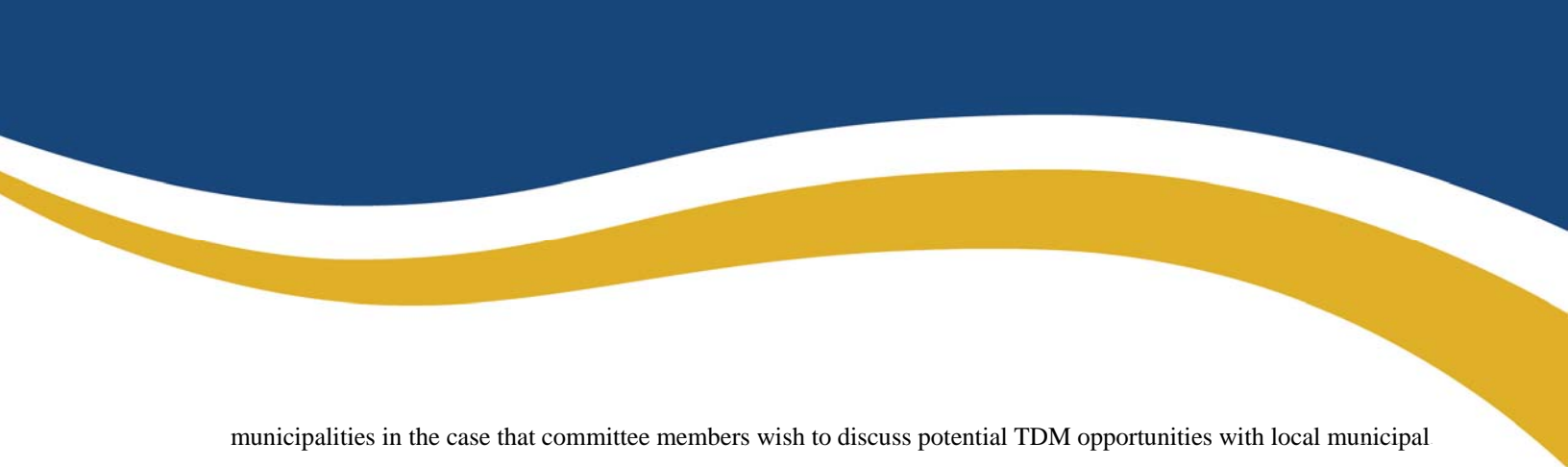
In order to reflect the coordinated approach to TDM by the County and Local municipal departments a TDM Committee should be formed to support implementation and operation of new TDM initiatives. As outlined in section 2.1.4, the committee would consist of representatives from municipal and county departments, councils, the Transportation Task Force, local agencies and organizations and school boards.

## **3.2 Outreach Strategy**

Building on the County's efforts to explore potential TDM opportunities and initiatives, the Plan's Outreach Strategy seeks to extend the County's successes to partners throughout the community. These may include employers, schools, local stakeholders, organizers of special events and community organizations. Through outreach, TDM measures can be introduced to more users, resulting in an increase in use and effectiveness. This could then lead to increased credibility and access to the resources of County partners.

### **3.2.1 Employer Outreach**

The focus of "employer outreach" is to help facilitate employer partner recruitment. It is recommended that the County prepare a business case explaining the operation, benefits and effects of each of the TDM recommendations, available when making initial contact with employers. This business case should also be provided to the local



municipalities in the case that committee members wish to discuss potential TDM opportunities with local municipal businesses. Contact can be made directly with companies as identified by the County, and can be advertised through local business associations and advisory committees. The TDM business case could also be posted on the County and Local Municipal websites.


There may be some companies that wish to partner with the County's TDM strategy as part of corporate social and environmental responsibility efforts. In some cases, companies may be interested in undertaking TDM related surveys or a more comprehensive TDM strategy of their own. As the County will only have one dedicated staff member for TDM matters, this may be difficult to undertake directly. However, the Coordinator would be able to provide guidance, resources and information to help these companies implement the additional measures they require. Local companies are also encouraged to coordinate with the local municipal "champions" to gather more information or aid them with local implementation.

### **3.2.2 Elementary and Secondary School Outreach**

Children are one of the most vulnerable road users, with traffic to and from schools each day posing a risk to safety. They are also one of the most dependent transportation user groups, relying on being driven by family and friends. In some cases, children may also be discouraged from walking or cycling by their parents due to safety concerns. This situation gives rise to health concerns, both as a result of the physical inactivity of driving and of the limited personal development from this lack of independence. As outlined in Chapter 2, School Travel Plans are an important initiative, used to help mitigate these issues and encourage school age children to explore more active modes. These programs can also provide a positive impact on the community not only for the children but teachers and parents as well.

Planning a TDM strategy specific to children travelling to school (i.e. Safe Routes to School Campaign) can be resource-intensive. A partnership with the County's schools, school boards and Health Unit is vital for success. It can be easier to implement these programs on a case-by-case basis, but the number of schools in the County and their dispersion makes full coverage highly resource-intensive. The County should remain focused on continuing to provide promotion and motivation within local schools by the school boards and local committees and organizations. The exploration and development of the Active and Safe Routes to School (ARSTS) program will be an important undertaking to promote the importance of TDM for elementary and secondary school age children.

When exploring TDM measures targeted at school trips, the natural interest is usually towards elementary schools due to the increased safety concern for younger children. In these cases, it is important to account for the potential for parental involvement. This involvement would be effective in TDM outreach through parent groups and by word of mouth, as well as the potential creation of additional parent volunteers able to run programs. The TDM



Coordinator and Committee should consider investigating the participation of an outside champion from an organization like Green Communities Canada or a practical expert on school trip planning to visit and discuss strategies at committee meetings with TDM staff, schools and parents to spark further interest.

### **3.2.3 Community Outreach**

#### *Public Health Outreach*

An increase in the overall health of the County and local municipalities is a focus for the TDM Plan. The County's Health Unit could be an important partner for the future promotion, education and communication of TDM initiatives to the residents (both year round and seasonal).

#### *Festivals and Community Outreach*

The logistics for accommodating the travel needs of large numbers of people to community festivals and other events can be facilitated through TDM. The promotion of shuttle services, carpooling and active transportation to the event venues can have significant positive effects on local traffic. There are several strategies that can be utilized to help meet this goal:

- Organize a valet bicycle parking program for events, where cyclists can have their bikes stored in a secure area, making them easy to find and safe from theft;
- Ensure that all event announcements on the online database generated and maintained by the TDM Coordinator and Committee feature directions to the venue via shuttle, taxi, transit and Active Transportation; and
- Organize a shuttle service from key locations in urban areas to the event's location. Vehicles from EasyRide and other local organizations could be acquired for the event and would be on one route throughout the day.

### **3.2.4 Other Outreach**

Other opportunities for TDM outreach can be explored and spearheaded by several other County and local municipal groups and organizations:

- EasyRide is a key information source for shuttle bus and transportation service throughout the County for those disadvantaged and vulnerable groups. The promotion of TDM through extended service, increase accessibility and an increase in the people to which they offer their services would help to promote the use of the shuttle service throughout the County for recreational and utilitarian purposes;

- The County’s approach to Active Transportation should consider new ideas for further promoting cycling and pedestrian routes / activities as a viable mode of transportation throughout the County. Members of County and Local Municipal staff, the Accessibility Advisory Committee as well as the Huron Tourism Association should be involved in the promotion of these initiatives; and
- Aboutown Transit service could consider a “train-the-trainer” approach to teaching people how to use the system, or offer complimentary bus tickets for needy clients of the County’s social programs.

It is recommended that the TDM Committee, through discussions with County and local municipal groups, explore future TDM opportunities which respond to the need of population groups and geographic considerations within the County.

### **3.2.5 Household Outreach**

Ideally, the outreach strategy should be designed to inform the citizens of Huron County of the benefits of TDM. However, in view of limited resources and significant partnerships, opportunities to provide household outreach would be too specific at this stage.


In the short term, the TDM plan should remain focused on the organizations and groups described above, which will have some influence on individual households as families and individuals receive the TDM messages from school, work, and other organizations. Individualized marketing can be considered if opportunities for Provincial or Federal TDM grants arise in the future, and if individual involvement through volunteerism arises within the community.

## **3.3 Marketing Strategy**

### **3.3.1 Market Segmentation and Messaging**

Effective TDM strategies typically focus on influencing factors that impact individual travel choices. Research has shown that public attitudes have relatively little bearing on personal travel choices. Instead, the focus should be on availability, cost, convenience and practicality of the travel options available.

Huron County may not be solely motivated to invest in TDM because of traffic congestion and air pollution. The geographical layout and population of the County also does not lend itself to viable alternatives to a single occupant vehicle as an individual’s primary mode of transportation. If and when inquiries arise regarding TDM, it is best to explain the purpose of the TDM program, emphasizing personal values such as good health, tourism, safety, financial savings, and enjoyment of the outdoors.



Across Huron County, people's preferences, behaviours and attitudes vary widely. TDM marketing should focus on communications and incentives geared towards individuals that may respond to them with some degree of consistency. The following paragraphs discuss potential market segments, and how effective messaging might vary among each.

*Short-distance Commuters* - Short-distance commuters could be targeted with messages focusing on the convenience, cost and health benefits of walking or cycling to work. In addition, practical advice regarding route selection, bike parking, and remaining active in cold or wet weather would be useful and affective. This information could be provided on the online database.

*Long-distance Commuters* - A significant number of Huron County commuters travel into the urban centres from outlying communities, and for these people public transit and active transportation are not practical or viable options. In these cases, carpooling is most cost-effective and convenient for long trips. Marketing messages could focus on the financial benefits of Ridesharing. Information and advice on using the Ridematching service could be provided along with testimonials from commuters who have experienced the benefits of Ridesharing. Long-distance commuters can be reached both in their home communities, as well as at their work location.

*Commuters with Physical Limitations* – Within Huron County there is an increasing number of elderly individuals as well as people with physical limitations. In many cases, these individuals may be prevented from getting to their destination on their own. In these instances, the carpooling and shuttle services would be important transportation options. The marketing of these opportunities and availability of the services should be provided in further detail on the online database or the TDM newsletter to better inform these individuals.

*Recreational Cyclists* - People who cycle for recreational purposes are good groups to target as potential commuter cyclists. They already enjoy cycling, have access to a bicycle, and should be familiar with Huron County's network of cycling and trail facilities. Many residents, however, may have simply never tried cycling and could be unfamiliar with appropriate routes, techniques and advice for commuting to work / school by bike. This could be reinforced through special events like Bike to Work Week with additional messages of reinforcement of the health benefits of even occasional cycle commuting.

*A family with Children - Distance from here to school* is a significant constraint for many children in Huron County. Marketing messages delivered through individual schools and communities can reach children and their parents, emphasizing the health benefits of Active Transportation and may influence some to use AT modes. In addition, these messages can also be used to inform and promote School Travel Planning or ASRTS initiatives.

### 3.3.3 Web and Social Media

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The Internet has become a widely used channel for spreading awareness, building public interest, generating discussion and capturing feedback which can be used for TDM as well.

A fundamental element of the County's TDM program is the proposed central transportation database which is to include information on each of the available transportation options throughout the County and the local communities. This is both a critical marketing element, and a very practical and beneficial service for residents. The database could be a basic web page with links and downloads, or a more advanced portal with interactive features, breaking news and chat functions. The site's location (inside or outside the County's main website) matters less than the ability of the public to reach it quickly (i.e. a memorable URL address and / or one-click access from the County's home page). The website would also integrate the proposed Ridematching service as a link onto the website. Based on further investigation, the County may either want to provide an additional webpage with a link to the county website or having the Ridematching interface right on the website itself.

Social media is also another means of exposure for TDM initiatives and programming. Although social media does not appeal to all demographics, they can be very effective in reaching younger audiences. For example, social media marketing could focus on two major networking sites, Facebook and Twitter. Facebook is currently the premier social networking site, and allows users to create profiles, network with "friends", and post messages, images and videos. Organizations can create pages that display information and streaming or downloadable media, and that permit staff to post updates and news.

For these types of sites, a key to maintaining interest is to update the content in a regular and timely fashion. Due to the sheer volume of information available, it is easy for users to sign up to receive updates from the Facebook page, only to subsequently forget about it when these updates are sparse. However, it is also important not to overload the audience with updates, as a high volume of updates will cause them to be ignored. If implemented, updates may be effective if completed posted on a weekly basis.

### 3.3.5 Collateral

Collateral refers to printed materials for marketing communications. In the spirit of sustainability, this plan recommends limiting the use of printed materials to specific initiatives where it serves a key functional purpose or audience need. This could include posters in workplaces, libraries and community centres to promote special events, pamphlets, and maps of walking or cycling routes. In addition, as is outlined in chapter 2, collateral information may include the TDM Committee newsletters as well as the annual reports generated by the Committee and distributed to staff internally at the County and local municipal level.



### 3.3.6 Media Relations

The County should seek to build a positive media relationship that supports the TDM strategy. Although generally supportive of measures promoting physical well-being and the environment, the media will need the reassurance that the County is using TDM resources efficiently and effectively. To that end, the County can create two groups for media relations:

- “Internal champions” - these could include the TDM Coordinator or a member of the TDM committee who is able to offer an overview of the TDM strategy and initiatives, and answer questions on the program’s direction, effectiveness and funding structure. The Warden, Mayor or Reeve, a Councillor or Senior Manager, if well briefed, could also be effective in this role.
- “Regular citizens” - these could include members of the community who have experienced positive health, environmental or financial benefits by making more sustainable travel decisions or otherwise participating in TDM initiatives. These stories bring a valuable “human interest” angle to municipal initiatives.

Ribbon-cutting ceremonies are another channel for media exposure, and typically involve new infrastructure. They could also be arranged for the launch of TDM initiatives such as new bike racks, or a Ridematching service to generate interest from other users and potential partners.

TV, radio, local and community newspapers, and online news outlets can all be considered in media relations. The County should endeavour to have a link to the TDM website included in any online coverage, as a way to build traffic to the site.

## 3.4 Partnership Strategy

In order to ensure the successful implementation of the TDM plan, the County should seek the cooperation of outside agencies, volunteer groups, government bodies, private organizations and individuals. These partners could also be key players in achieving the benefits associated with TDM education and promotion. They are also able to promote the use of alternative transportation modes throughout the County. The TDM Committee and Coordinator should explore new partnerships and continue to work with existing partners that have similar mandates in order to ensure consistent messaging and avoid duplicated efforts.



To help generate and maintain interest in TDM activities and initiatives the County should continue to work with other stakeholders, agencies, organization such as:

- Huron County Ontario Provincial Police;
- School Boards;
- Ministry of Health Promotion & Sport;
- County departments;
- Neighbouring Local and Regional / County Municipalities;
- Manufacturing and Business Associations;
- Local Municipalities;
- Ministry of Transportation;
- Ontario Parks,
- CN Rail;
- Aboutown and EasyRide;
- Local Accessibility and County Committees;
- Interest Groups (e.g. local cycling groups); and
- Tourism Committees and Associations.

In addition to these organizations and committees, the County and the TDM coordinator should explore private partnerships and support such opportunities throughout the community. These partnerships could include but are not limited to commercial and retail businesses, taxi companies, local employers and companies, banks etc. The support from these organizations provides potential for additional promotion and encouragement for TDM throughout the community.

Another opportunity available for the County is the exploration of partnerships with the Provincial and Federal government to facilitate funding opportunities and continue TDM work throughout the County. These grants and funding programs such as the Provincial and Federal Gas Tax Transfer would be an effective means of supporting TDM initiatives over time.

### **3.5 Maintenance Strategy**

The TDM Strategy for Huron County is primarily based on soft infrastructure such as initiatives and programs which include the proposed TDM programming and recommendations. As this is the case, the maintenance strategy outlined below will provide the county with only some initial potential maintenance suggestions for the development and implementation of the AT Master Plan as well as the proposed hard infrastructure TDM recommendations such as carpool and vanpool facilities.

Regarding the implementation of the carpool / vanpool lots, a maintenance strategy will be determined at the time of implementation and will be dependent on factors such as:

- Size and Location; and
- Surface vs. Paved parking.

The lot locations and size will be determined by key destinations for employment and recreation as well as the demand for each and will require additional study research. This information will be gathered through discussions with local and external employers, community groups etc. The maintenance strategy will be assessed as a separate initiative when implementation is finalized.

The proposed Active Transportation Master Plan study should include the development of a detailed maintenance strategy for the proposed network and facilities. However, as is the case with the carpool and vanpool strategies, this will have to be determined once the master plan is being undertaken. The following is an example of a maintenance strategy which could be further developed as part of a comprehensive AT and Trails Master Plan at a later date.

*“The incremental cost to maintain (including winter maintenance) bike lanes, paved shoulders is relatively low compared to standard annual road snow clearing and maintenance budgets. Generally, most municipalities adjust maintenance budgets based on the number of kilometers of each facility and increase maintenance budgets relative to the length of new infrastructure added on an annual basis. For example, if five kilometers of pavement markings and bike stencils for bike lanes are added, then the annual maintenance budget is adjusted accordingly based on the owner’s maintenance performance measures. The County and Local Municipal existing level of service standards regarding maintenance should be reviewed with consideration given to the Minimum Maintenance Standards for Municipal Highways.*

*Maintenance costs for pedestrian and cycling facilities should be based on the following assumptions:*

- *The maintenance budget for the AT network will need to grow in an incremental fashion with the incremental growth of the AT network. As each new network segment is added (either on or off-road), the impact to the operations budget should be calculated by County and local municipal staff so that it can be added into the respective annual maintenance budget request.*
- *Maintenance costs for on-road facilities are estimated to range from \$5,000 to \$9,000 /km/year depending on the facility type (paved shoulder with edge /signs, bike lane in urban area, painted lines vs. thermo plastic etc.) and economies of scale gained from incorporating cycling facility maintenance in current maintenance programs at the County and local municipal level. Annual maintenance can include but is not limited to*

*line and stencil reapplication, replacement of bike lane and bike route signs, minor asphalt repairs (pothole patching and crack sealing), sweeping, snow plowing and replacement of older style catch basic grates with bicycle friendly grates.*

- *Maintenance of mature off-road multi-use trails, particularly in greenways and parks can range between \$4,000 to \$6,000 per linear kilometer of trail (3.0 m wide), depending on the level of service standard. Annual maintenance can include drainage and storm channel maintenance, sweeping, clearing of debris, trash removal, weed control and vegetation management, mowing of grass along shoulders, minor surface repairs, repairs to trail fixtures (benches, signs) and other general repairs.*
- *An on-going maintenance challenge is the cost of loading snow from curb lanes of roads. This occurs because there is no snow storage space left on the street after both the road plow and the sidewalk plow have passed. Given the importance of snow clearing for both pedestrians and cyclists, the County and local municipalities should consider in their next review of their respective road rights-of-way and design guidelines/standards that additional snow storage space be designed into the road cross section.*

*It is recommended that the County and Local Municipalities review their annual maintenance budgets to accommodate the addition of AT infrastructure and further that it implement a program to update its existing pedestrian and cycling infrastructure to current guidelines and adequately maintain those facilities.”*

All other maintenance opportunities should be determined based on the future development of the TDM Plan. It is, however, recommended that the County and local municipalities review their annual maintenance budgets to accommodate the addition of any physical infrastructure related to TDM.

### **3.6 Implementation of the Strategy**

The TDM Strategy for the County of Huron provides a long-term vision for TDM in the County as well as the local municipalities. The proposed recommendations and pilot programs as well as the candidate active transportation network require an implementation strategy that prioritizes TDM initiatives. The recommendations and pilot programs proposed include both soft and hard infrastructure and services which will be used to promote alternative modes of transportation which can help to promote and enhance Huron County’s economy, health and quality of life. This section outlines a strategy for implementing the recommendations of Huron County’s TDM Strategy. The recommended implementation strategy includes a 10+ year Implementation Plan consisting of three phases:

- Immediate actions – years 0 – 2;
- Short term – years 3-5; and
- Longer-term strategy (years 6 – 10+).

A successful TDM strategy requires champions, partnerships and leadership at both the County and Local Municipal level in order for the plan to move from the planning and design stage to the funding and implementation stage. The relationship between levels of government, decision makers and organizations is an important factor in determining whether a strategy, initiative or transportation improvement will proceed and be successful.

An efficient reporting and implementation structure is vital to ensuring that the decision-making process associated with the implementation of the TDM Strategy is managed and all relevant County and local municipal departments are appropriately engaged. Led by the TDM Coordinator, a TDM Committee is proposed to be formed with representation from the Transportation Task Force, Aboutown, EasyRide, local municipal champions and staff members, representatives from Huron County school boards, local stakeholders and organizations. One of the Coordinator's roles would be to oversee and make recommendations regarding funding and priorities associated with the Huron County TDM Plan and other active transportation related initiatives. In addition, they would be responsible for the coordination of County and local initiatives with input from the local municipal TDM "champions".

The AT component of the TDM Plan consists of a candidate network that was developed using the County's Geographic Information System (GIS) base. This GIS based candidate route network map provided to the County as part of the TDM Plan is intended to be used as an Active Transportation facility management tool. The draft AT route network is meant to be used as a basis to develop an Active Transportation Master Plan for the County. The candidate route network builds upon the Active Transportation, trails and cycling network which have been adopted and implemented by the County and the local municipalities. The County's Public Works Department and proposed TDM Committee should explore the future development of such a plan for County-wide implementation. This type of study would require a more detailed assessment of the potential routes, the application of specific facility types, as well as possible implementation, outreach and funding strategies.

Tables 3-1 through 3-7 provide further details on the implementation of each recommendation, initiative and pilot project as outlined in Chapter 2. These charts provide detailed information on proposed public outreach initiatives and potential partnerships. These charts will help guide the TDM Coordinator and TDM Committee as they set priorities for TDM initiatives and pilot projects suggested in the TDM Strategy.

Huron County Transportation Demand Management Strategy

**Table 3-1 General TDM Strategies**

	Implementation	Public Outreach	Investment	Lead(s) / Partnerships <sup>1</sup>
<b>Recommendations</b>				
Assign the responsibility of a "TDM Coordinator" in the County to existing staff. The individual(s) should assume responsibility for the development and execution of TDM initiatives and programs and address these TDM issues as they arise.	Immediate	Other	Existing Resources to be confirmed	N/A
Identify TDM "Champions" for each municipality within Huron County who will make up a TDM Committee to Council led by the TDM Coordinator for the County.	Immediate	Other	Existing Resources to be confirmed & Student	Lead: TDM Coordinator
Develop and distribute (by mail or electronically) a quarterly TDM newsletter within Huron County.	Immediate	Community Programs	\$5,000 / yr.	Leads: TDM Coordinator & TDM Committee
				Transportation Task Force School Boards Employers
Develop and distribute an Annual Report on the progress and state of TDM in Huron County.	Immediate	Other	\$1,000 / yr.	Leads: TDM Coordinator & TDM Committee
				School Boards Huron County OPP Employers EasyRide Transportation Task Force
Hold TDM Committee Meetings every three months to share ideas and information and report on progress within Huron County.	Immediate	Elementary and Secondary Schools	Existing Resources to be confirmed	Leads: TDM Coordinator & TDM Committee
		Other Community Programs		County Departments Transportation Task Force Aboutown EasyRide School Boards
Create internship / co-op opportunities for students to work with the TDM Coordinator.	Immediate	Elementary and Secondary Schools	Volunteer Based or \$10,000 / yr.	Leads: TDM Coordinator & County Staff
		Community Programs		Surrounding Area Colleges and Universities

Hold information / promotional sessions at elementary and secondary schools around the County.	Short Term	Elementary and Secondary Schools	\$5,000 / yr.	Leads: TDM Coordinator & TDM Committee
				Transportation Task Force Huron County OPP EasyRide Aboutown Huron County and Local Municipal Cycling Committees
Hold TDM workshops throughout the year with stakeholders throughout the community.	Short Term	Community Programs	\$7,500 / yr.	Leads: TDM Coordinator, TDM Committee & Huron County Health Unit
				United Way of Perth-Huron Employers Transportation Task Force EasyRide Aboutown
Adopt an Active and Safe Routes to School (ASRTS) program.	Short Term	Elementary and Secondary Schools	\$7,500	Leads: TDM Coordinator & School Boards
		Community Programs		Transportation Task Force Huron County Health Unit Huron County OPP
Explore the use of School Buses outside of school hours as additional public transportation vehicles.	Short Term	Elementary and Secondary Schools	Existing Resources to be confirmed	Leads: TDM Coordinator, School Boards & School Bus Operators
		Community Programs		Aboutown EasyRide
Undertake a School Travel Plan for elementary and secondary schools throughout the County.	Short - Longer Term	Elementary and Secondary Schools	\$10,000	Leads: TDM Coordinator & School Boards
		Community Programs		Huron County Health Unit

1. Suggested Program Leads to be confirmed by County Staff.

Huron County Transportation Demand Management Strategy

**Table 3-2 Active Transportation TDM Strategies**

	Implementation	Public Outreach	Investment	Lead(s) / Partnerships <sup>1</sup>
Recommendations				
Local Municipalities should consider undertaking, if they have not already done so, a review of current sidewalk policies, and update their current sidewalk inventory database.	Short Term	Other	Existing Resources	Lead: Local Municipal & County Staff Members
				TDM Coordinator & Committee  Transportation Task Force
Explore and develop Pedestrian & Cycling Charters for the County of Huron in partnership with local municipalities.	Short Term	Employer Household Community	Existing Resources	Leads: TDM Coordinator & Local & County Employers Huron County OPP
Prepare and hold an Active Transportation and Health Promotion Workshop.	Short Term	Community	\$30,000	Leads: Local and County Planning Departments, County Health Unit & TDM Coordinator
		Other		Trails / Cycling Committees Transportation Task Force Ministry of Health Promotion Local Stakeholders Share the Road Organization
Undertake, in partnership with local municipalities, an Active Transportation and Trails Master Plan.	Short - Longer Term	Community	\$65,000	Leads: Local and County Transportation and Planning Staff, TDM Coordinator & County Health Unit
				Trails / Cycling Committees Transportation Task Force MTO Ministry of Health Promotion
Pilot / Demonstration Project:				
Active Transportation Connection (Clinton, ON)	Short Term	Community	~\$500,000 (@ \$250,000 / km)	Lead: Dave Laurie, Transportation, Economic Development Huron County
		Other		Trails / Cycling Committees Transportation Task Force MTO County Departments

1. Suggested Program Leads to be confirmed by County Staff.





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**Table 3-3 Shuttle Bus Service TDM Strategies**

	Implementation	Public Outreach	Investment	Lead(s) / Partnerships <sup>1</sup>
Recommendations				
Initiate discussions and work with the EasyRide organization to explore opportunities to expand shuttle services throughout Huron County.	Immediate	Community	Existing Resources	Leads: EasyRide, TDM Coordinator & TDM Committee
		Other		Local and County Government Transportation Task Force Huron County OPP
Promote and include detailed information on the current shuttle services available.	Immediate	Community	\$5,000 / yr.	Leads: TDM Coordinator & TDM Committee
		Household Other		Local and County Staff Members EasyRide Aboutown
Coordinate and work with EasyRide to maximize facility / vehicle use.	Short - Longer Term	Community	\$5,000	Leads: EasyRide, TDM Coordinator & TDM Committee
		Other		Aboutown Transportation Task Force United Way of Perth-Huron Huron County Health Unit
Work with others to create a shuttle service (coordinate with EasyRide if possible) for schools to provide transportation to and from after school activities.	Longer Term	Elementary and Secondary School	\$75,000 / yr.	Leads: TDM Coordinator & Elementary & Secondary Schools
		Community Other		EasyRide Transportation Task Force United Way of Perth-Huron
Pilot Project:				
Summer Shuttle Services	Short - Longer Term	Employer	\$100,000 / yr.	Leads: TDM Coordinator & TDM Committee
		Community		Transportation Task Force EasyRide Huron County OPP MTO Local and County Staff Members

1. Suggested Program Leads to be confirmed by County Staff.



Huron County Transportation Demand Management Strategy				
Table 3-4 Taxi Service TDM Strategies				
	Implementation	Public Outreach	Investment	Lead(s) / Partnerships
Recommendations				
Organize and coordinate Taxi services within Huron County.	Short Term	Employer	Existing Resources	Leads: TDM Coordinator & Local Taxi Companies
		Other		Employers Huron County OPP Transportation Task Force
Complete a map of the boundaries, routes and areas of deficiency of taxi services.	Longer Term	Other	\$10,000	Leads: TDM Coordinator & GIS Mapping Experts
				Huron County OPP Transportation Task Force
Pilot Project:				
Taxi Survey of Huron County Residents	Immediate	Employer	Existing Resources plus \$15,000	Leads: TDM Coordinator & TDM Committee
		Household		Local & County Employers Transportation Task Force
		Community		Taxi Providers Huron County OPP Survey Creators

1. Suggested Program Leads to be confirmed by County Staff.



## Huron County Transportation Demand Management Strategy

**Table 3-5 Transit Service TDM Strategies**

	Implementation	Public Outreach	Investment	Lead(s) / Partnerships <sup>1</sup>
<b>Recommendations</b>				
Explore additional funding opportunities to enhance the existing bus service provided by a privately operated company.	Short Term	Other	Existing Resources	Leads: TDM Coordinator & TDM Committee Provincial and Federal Government Aboutown Transportation Task Force EasyRide
Work with the TDM Coordinator to expand and refine the Aboutown service schedule.	Short Term	Other	\$2,000	Leads: TDM Coordinator & TDM Committee Aboutown
Expand the existing privately operated bus services to other urban centres throughout the County.	Longer Term	Employer Community Other	Existing Resources	Leads: TDM Coordinator & TDM Committee Aboutown Transportation Task Force Huron County OPP MTO
<b>Pilot Project:</b>				
Undertake a Transit Service Survey of the County	Immediate	Employer  Household Community	Existing Resources and \$12,500	Leads: TDM Coordinator & TDM Committee Transportation Task Force Local and County Employers Huron County OPP Survey Creators Aboutown

1. Suggested Program Leads to be confirmed by County Staff.





Huron County Transportation Demand Management Strategy

**Table 3-6 Vanpool / Carpool Service TDM Strategies**

	Implementation	Public Outreach	Investment	Lead(s) / Partnerships <sup>1</sup>
<b>Recommendations</b>				
Identify major employers and members of the community to work with to invest in and implement potential vanpool and carpooling opportunities.	Immediate	Employer  Public Health / Community	Existing Resources and \$1,000	Leads: TDM Coordinator & TDM Committee
				Local Employers  EasyRide United Way of Perth-Huron Aboutown County / Local Municipalities RideShark
Develop a carpool to work day twice a year at both Municipal and County Offices.	Immediate	Employer  Community Elementary and Secondary School	\$5,000	Leads: TDM Coordinator & TDM Committee
				Elementary & Secondary School County Departments Employers Local Municipalities Transportation Task Force
Implement carpool parking at each office or educational facility through additional signage or pavement markings.	Short Term	Employer  Elementary and Secondary School	\$10,000	Leads: TDM Coordinator, TDM Committee, Elementary & Secondary Schools & Local Employers
				Elementary & Secondary School  Local and County Government Representatives


Develop and implement vanpool or carpool lots at key locations throughout the County.	Longer Term	Other	\$60,000 (Est.)	Leads: TDM Coordinator & Local & County Transportation Services MTO Transportation Task Force
Integrate vanpool / carpool facilities / parking at "rural mobility hubs" throughout the County.	Longer Term	Employer  Community  Other	\$50,000	Leads: TDM Coordinator & TDM Committee Transportation Task Force Local and County Government Aboutown EasyRide
<b>Pilot Project:</b>				
Create and maintain an online TDM database to coordinate transportation options throughout Huron County for both residents and visitors.	Immediate	Employer  Other Community Municipal and County Employees	Existing Resources and \$12,500	Leads: TDM Coordinator & TDM Committee Transportation Task Force EasyRide RideShark  Aboutown Huron County OPP United Way of Perth-Huron County / Local Municipalities CN Rail

1. Suggested Program Leads to be confirmed by County Staff.

Huron County Transportation Demand Management Strategy				
Table 3-7 Air / Rail TDM Strategy				
	Implementation	Public Outreach	Investment	Lead(s) / Partnerships <sup>1</sup>
Recommendations				
The TDM Committee should continue to investigate opportunities for future air and rail transportation within and through the County.	Short - Longer Term	Other	\$5,000	Leads: TDM Coordinator & TDM Committee
				Local and County Staff Members CN Rail Airport Representatives Transportation Task Force

1. Suggested Program Leads to be confirmed by County Staff.





By adopting the TDM Plan, its initiatives and recommendations, the County and the local municipalities have the opportunity to support a more sustainable transportation system and encourage the development of communities in Huron County that are more active, safe and healthy as well as sustainable.

### **3.7 The Investment**

#### **3.7.1 The Investment Approach**

The TDM strategy is meant to be a starting point from which TDM related efforts both at the County and local level can be increased. This strategy proposes recommendations with regards to TDM pertaining to the development of an Active Transportation network and pilot projects focused at expanding travel choices beyond the personal vehicle. Execution of these recommendations and pilot projects will generate a number of benefits for the County as a whole. Subsection 2.4.1.2 outlines the various benefits of active transportation including those related to health and fitness, transportation accessibility and safety, reduced environmental impacts and potential economic prosperity locally and through tourism. As such, the costs of the TDM Plan can be justified as part of the cost of providing a more sustainable, balanced and efficient transportation system in Huron County and its local municipalities.

#### **3.7.2 What is the Investment?**

The Huron County TDM Plan requires program development and operations funding to ensure successful execution. A proposed budget has been estimated for the general TDM Recommendations, the proposed Active Transportation TDM Strategies, and the proposed shuttle bus service, taxi service, transit service and vanpool / carpool service pilot projects. As noted above, Tables 3-1 through to 3-7 identify the proposed budget for the recommendations and proposed pilot projects. These tables are to be used as a basis for future development of County and local municipal budgets and will require further investigation.

#### **3.7.3 Where Will the Money Come From?**

The Huron County TDM Plan can only be successful if funding and staff resources are committed by Huron County and local municipal Councils. In addition to this investment, the County should seek out other sources of revenue such as other ministries or federal grant programs. Some of these funding opportunities may include:

- The Ministry of Transportation (MTO);
- The Association of Municipalities of Ontario (AMO);


- The Ministry of Health Promotion and Sport;
- Gas Tax;
- The Canada-Ontario Infrastructure Program;
- Federation of Canadian Municipalities Green Municipal Fund;
- Ontario Trillium Foundation that was recently expanded in response to the money collected throughout the Province by casinos;
- Human Resources Development Canada program that enables personnel positions to be made available to various groups and organizations;
- Corporate Environmental Funds that usually fund small, labour-intensive projects where materials or logistical support is required;
- Service Clubs such as Lions, Rotary and Optimists have assisted with a number of high visibility projects at the community level; and
- Private citizen donations/bequeaths.

### **3.8 Monitoring Implementation and Performance Measures**

A component of measuring the implementation of the Plan and its success in meeting objectives is to establish performance measures and targets.

Implementation of the TDM Plan is expected to begin in 2012. It is proposed that the County and its local municipal partners consider the phasing of proposed initiatives and pilot projects consistent with the implementation strategy outlined above and within the timeframe proposed. The TDM Coordinator and TDM Committee should also revisit the implementation timeline on an annual basis and revisit it as necessary, in accordance with available funding, and as authorized by County and Local Municipal Councils.

Collecting data to evaluate the different and changing aspects of travel behaviours throughout the County will assist in evaluating the effectiveness and overall contribution of various activities to achieve the stated vision and goals of the TDM Plan. This data collection should begin in 2012 and build upon the various TDM initiatives and pilot programs, and may include public attitude surveys. The data will establish a benchmark with which to compare later data as the TDM Plan is implemented and built upon.



The data collection will be used to:

- Confirm the overall direction and implementation of the TDM Plan;
- Confirm statistics on the number and type of active transportation, shuttle, transit and taxi users;
- Assess the change in the number of kilometers traveled by single-occupant vehicles; and
- Isolate and build upon the areas / transportation modes which should be expanded upon.

Over time, the evaluation system should identify changes in modal preference to assist in determining where to implement changes to “hard and soft” infrastructure. The results of this assessment may be used to determine the success of implementing various types of initiatives or pilot projects. However, caution must be used in relying on an immediate response to a given improvement. An extended timeframe should be established to ensure that TDM awareness and promotional initiatives are in place to assist in changing travel patterns and habits.

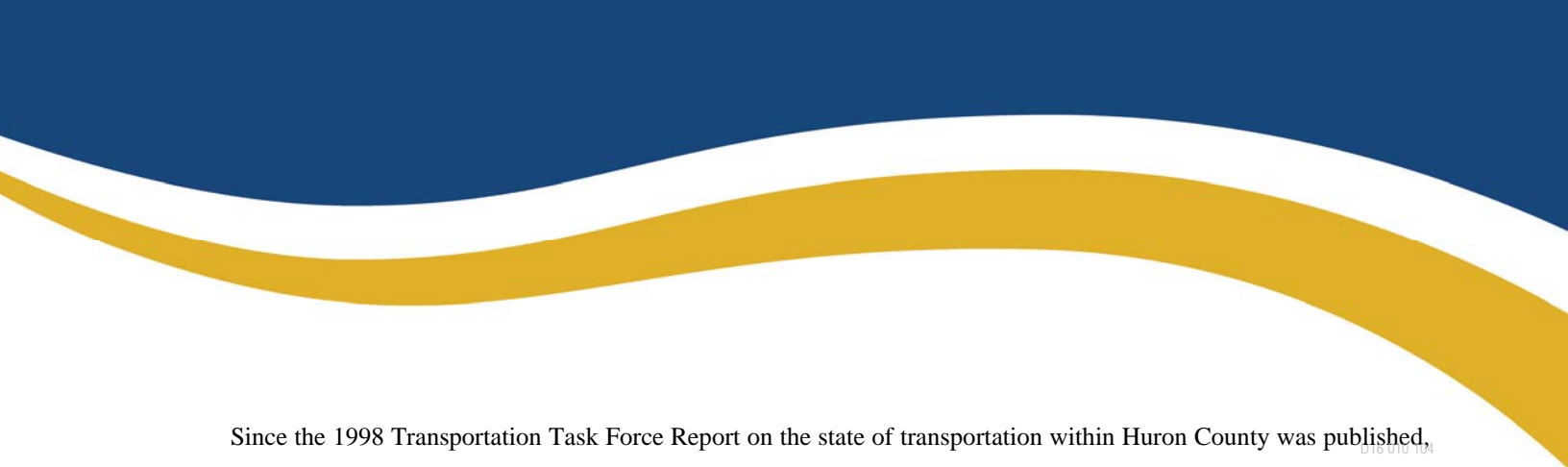
Data collected through evaluation/monitoring programs along with information collected through on-going public consultation exercises, such as user surveys and public attitude surveys conducted every five years, will inform and assist in preparing the list of annual priorities and measuring the performance of the Plan.

### **3.9 Next Steps**

There are a number of suggested steps that the Corporation of the County of Huron and its partners should take in 2012 and 2013 to advance the TDM Plan:

- Following Council’s adoption of the TDM Final Report, issue a media release and public notice announcing the completion of the TDM Plan and note that the report is available for public review for a 45 day period, following which if there are no major concerns it will be formally adopted by the County. The draft report should be posted in digital format on the County’s website as well as the local municipalities so that it can be viewed and downloaded by the public, and copies made available at the County and Local Municipal offices;
- Digital copies of the County’s TDM Plan should be provided to all County departments, local municipal departments as well as the Transportation Task Force and affected agencies such as EasyRide and Aboutown;
- The County should develop and distribute a TDM newsletter developed by the TDM Coordinator and TDM Committee; and
- The TDM Coordinator and volunteer should develop and post the online database for transportation coordination.





Since the 1998 Transportation Task Force Report on the state of transportation within Huron County was published, the County has become increasingly more aware of the need for Transportation Demand Management throughout the County and the local area municipalities. Residents are increasingly more aware that there is a need for alternative modes of transportation. However, in many cases these opportunities are limited to a certain group, do not provide service to a vast majority of the County's communities, have limited timeframes or are inaccessible to those with mobility limitations.

The Transportation Demand Management Plan for the County is the next logical step in the continued evolution of alternate transportation modes and choices for Huron County. It consolidates the hard work that has been done by the Transportation Task Force, the initiatives that have been spearheaded by EasyRide and the newly developed transit service which is being provided by Aboutown. The plan is intended to be the guide for the County to take the next steps towards improving and expanding the number of sustainable transportation options and to promote these initiatives and pilot programs as a benefit to Huron County's economy, environment, safety and decrease the number of single occupant vehicles on the road over time. The development of the TDM Plan is based on an understanding of current needs, issues and priorities along with experiences from other municipalities throughout Canada which are currently targeting similar goals. It is inevitable that needs, issues and priorities will change. Therefore, the TDM Plan will need to evolve and regularly updated to be an effective tool.





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