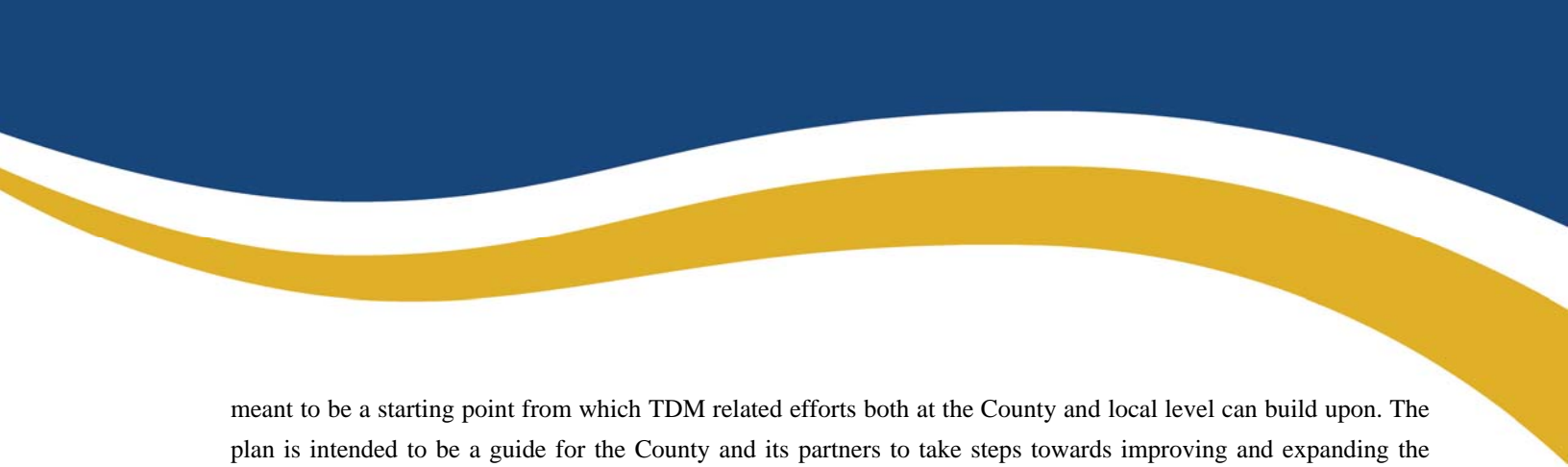


EXECUTIVE SUMMARY

In the spring of 2010, the Corporation of the County of Huron retained the MMM Group to develop a Transportation Demand Management (TDM) Plan and Strategy to address the unique transportation needs for the County and its local area municipalities. Transportation Demand Management (TDM) is a multi-faceted and multi modal approach used to reduce or redistribute transportation demand. Implementing such an approach can lead to increased efficiency and use of the available transportation infrastructure, through the implementation of strategies which influence travel behaviour and reduce reliance on the single-occupant vehicle. The goal of the TDM Plan and Strategy developed for the Corporation of the County of Huron was to review the travel needs of residents as well as visitors and employees, with the objective of identifying a suite of services, programs and delivery models. These services and programs would be used to respond to these needs and reduce the daily kilometers traveled by single-occupant vehicles by encouraging alternative travel modes. The Huron County TDM Plan outlines a suggested strategy through a number of proposed TDM recommendations and associated budgets for each. The cost associated with implementation of the Plan will be determined by which programs, initiatives and recommendations County staff and Council select to proceed with. In addition, they will also be dependent on available funding allocated by Council as well as existing partnership funding from both the private sector and / or other levels of government.

Several key areas for TDM initiative development were identified leading to the proposition of 28 TDM strategies through a number of consultation venues undertaken. Of these proposed recommendations and initiatives, there are ten general TDM strategies, three Active Transportation TDM strategies, four shuttle bus service TDM strategies, two taxi services TDM strategies, three transit service TDM strategies, five vanpool / carpool service TDM strategies and one air / rail TDM strategy. The TDM Strategy also proposes the exploration and possible implementation of five TDM pilot programs in the Huron County TDM Plan. Implementation timelines, public outreach opportunities, the proposed budget and potential partnerships have been identified for each recommendation and pilot project and are summarized in Chapter 3, tables 3-1 through to 3-7. For those recommendations and initiatives which are ultimately chosen for implementation, we have proposed implementation and maintenance strategies for future consideration.

The 28 recommendations and five pilot projects were developed and are responses to the current needs, issues and priorities of Huron County along with experiences from other municipalities throughout Canada which are currently targeting similar goals. It is not expected that all proposed recommendations will be implemented as the needs, issues and priorities for Huron County will change with time. Therefore, the TDM Plan will need to evolve and be updated to respond to these changes and opportunities over time. It is also important to note that all future decisions will be based on available funding opportunities to be discussed at a later date. As such, the proposed strategy is



meant to be a starting point from which TDM related efforts both at the County and local level can build upon. The plan is intended to be a guide for the County and its partners to take 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, and safety as well as decrease the number of single occupant vehicles on the road over time.