

HURON COUNTY TRANSPORTATION DEMAND MANAGEMENT (TDM) PLAN TABLE OF CONTENTS

1.0	STUDY BACKGROUND AND INFORMATION	1-1
1.1	What is Transportation Demand Management (TDM)?	1-1
1.1.1	Definition	1-1
1.1.2	Benefits of TDM	1-2
1.1.3	TDM Strategies Across Canada	1-3
1.2	Transportation Demand Management in Huron County	1-6
1.2.1	Public Transit	1-8
1.2.2	Active Transportation	1-8
1.2.3	Taxis / Shuttles	1-9
1.2.4	Rail, Water and Air Services	1-10
2.0	DEVELOPING THE TRANSPORTATION DEMAND MANAGEMENT STRATEGY	2-1
2.1	Methodology for Developing the Plan	2-1
2.2	Consulting with the Public	2-2
2.3	Mission, Vision & Goal of the Study	2-9

2.4	A TDM Strategy for Huron County	2-9
2.4.1	General TDM Initiatives and Recommendations for Huron County and Local Municipalities	2-12
2.4.2	Active Transportation	2-15
2.4.2.1	<i>What is Active Transportation (AT)?</i>	2-15
2.4.2.2	<i>Benefits of AT</i>	2-16
2.4.2.3	<i>Need for a Network</i>	2-23
2.4.2.4	<i>Route Selection Criteria</i>	2-24
2.4.2.5	<i>An AT Network Concept for Huron county</i>	2-26
2.4.2.6	<i>What Might the AT network Look Like?</i>	2-27
2.4.3	Shuttle Bus Service	2-35
2.4.4	Taxi Service	2-36
2.4.5	Transit	2-37
2.4.6	Vanpool / Carpool	2-38
2.4.7	Air and Rail	2-40
3.0	IMPLEMENTING THE TRANSPORTATION DEMAND MANAGEMENT STRATEGY	3-1
3.1	Leadership Strategy	3-1

3.1.1	Overall Approach	3-1
3.1.2	TDM Staff Resources	3-2
3.1.3	TDM Coordinating Committee (Internal)	3-2
3.2	Outreach Strategy	3-2
3.2.1	Employer Outreach	3-3
3.2.2	Elementary and Secondary School Outreach	3-3
3.2.3	Community Outreach	3-4
3.2.4	Other Outreach	3-4
3.2.5	Household Outreach	3-5
3.3	Marketing Strategy	3-5
3.3.1	Market Segmentation and Messaging	3-5
3.3.2	Web and Social Media	3-7
3.3.3	Collateral	3-7
3.3.4	Media Relations	3-8
3.4	Partnership Strategy	3-8
3.5	Maintenance Strategy	3-9
3.6	Implementation of the Strategy	3-11

3.7	The Investment	3-13
3.7.1	The Investment Approach	3-13
3.7.2	What is the Investment?	3-13
3.7.3	Where Will the Money Come From?	3-13
3.8	Monitoring Implementation and Performance Measures	3-14
3.9	Next Steps	3-15

List of Tables

Table 1-1:	Best Practices Inventory	1-4
Table 3-1:	General TDM Strategies	3-13
Table 3-2:	Active Transportation TDM Strategies	3-13
Table 3-3:	Shuttle Bus Service TDM Strategies	3-13
Table 3-4:	Taxi Service TDM Strategies	3-13
Table 3-5:	Transit Service TDM Strategies	3-13
Table 3-6:	Vanpool / Carpool Service TDM Strategies	3-13
Table 3-7:	Air / Rail TDM Strategies	3-13

List of Figures

Figure 1.1: Huron County	1-7
Figure 2.1: Online Questionnaire Question 2 Results	2-4
Figure 2.2: Online Questionnaire Question 5 Results	2-5
Figure 2.3: Online Questionnaire Question 4 Results	2-6
Figure 2.4 : Online Questionnaire Question 3 Results	2-6
Figure 2.5: AT Candidate Route Network	2-26
Figure 2.6: Preliminary AT Network Concept	2-26

List of Appendices

Appendix A – Background Information Report

Appendix B – 2010 EasyRide Report (Dillon Consulting Ltd.)

Appendix C – Online Questionnaire Results

Appendix D – Draft Pedestrian & Cycling Charters

Appendix E – RideShark Draft Program