

WELCOME!



Draft Huron County Transportation Demand
Management (TDM) Plan
Public Information Centre #2



What is TDM?

Transportation Demand Management (TDM) is...

“A **multi-modal approach** to managing transportation demand by supporting cycling, walking, transit, and carpooling as **viable alternatives**.

TDM looks to introducing **incentives** and **disincentives** to **reduce reliance** on the **single-occupant vehicle**.” Source: Geoff Noxon

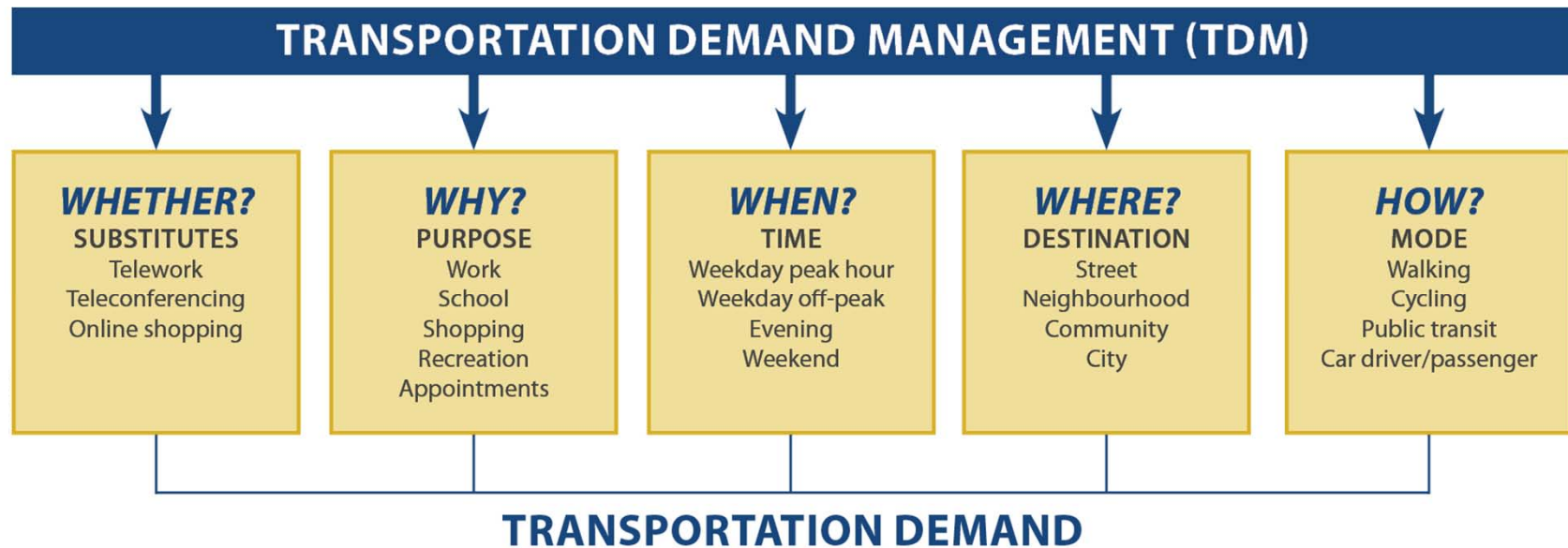
TDM can include:

- Education, promotion and outreach;
- Travel incentives and disincentives;
- Better travel options; and
- Supportive land use.

TDM measures can motivate people to:

- Shift Modes – walk, cycle or rideshare instead of driving.
- Make Fewer Trips – telework, shop online or use the telephone.
- Drive More Efficiently – shop locally, avoid peak traffic periods or congested routes.

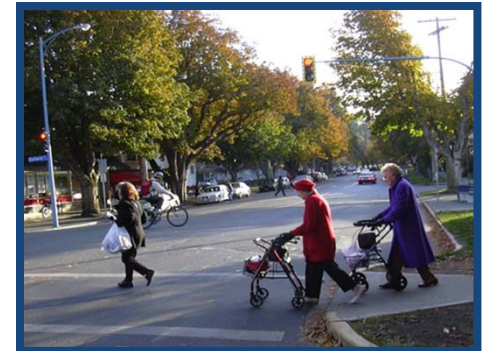
What is TDM?



Why is this Important?

There are many reasons to implement TDM strategies:

- Traffic Congestion;
- Air Quality;
- Health Benefits;
- Improve Mobility of an Aging Population;
- Financial Benefits;
- Improve accessibility for people most in need;
- Limited services for people with mobility issues;
- Limited availability of services;
- Limited connectivity to external transportation sources;
- Lack of safe and secure routes to schools; and
- Support Marginalized Populations.



A TDM Strategy for the County of Huron

In the spring of 2010, the Corporation of the County of Huron retained the MMM Group to assist County Staff and the County's Transportation Task Force to develop a Transportation Demand Management (TDM) Plan and Strategy.

The Huron County Transportation Demand Management Study (2011) included the following steps:

- Assessment of the travel needs of residents;
- Identification of a suite of services, programs and delivery models that can respond to these needs;
- Development of initiatives to be used to reduce daily kilometres traveled by single-occupant vehicles by encouraging travel mode alternatives; and
- Development of solutions that support sustainable transportation.

Throughout the study, County Staff Members, the Transportation Task Force as well as the Public were consulted through a number of consultation events. These included:

- Three Transportation Task Force Meetings;
- An Online Questionnaire (August 2011 – Ongoing)
- Public Information Centre #1 – Rural Energy Expo at the REACH Centre (November 6, 2010)
- Presentation to County Council (March 16, 2011)
- Public Information Centre #2 – Knights of Columbus Hall (March 25, 2011)

TDM Mission, Vision and Goal for Huron County

Mission

“To improve the efficiency and affordability of the existing transportation system by offering residents, visitors as well as employees, cost effective travel options and services to support the reduction of single occupant vehicle (SOV) use and increase accessibility throughout the County.”



Vision

“A community that provides its residents, visitors and members of the business community with numerous mobility options allowing them to access their destinations, community services, and goods in an efficient, affordable and equitable manner.”



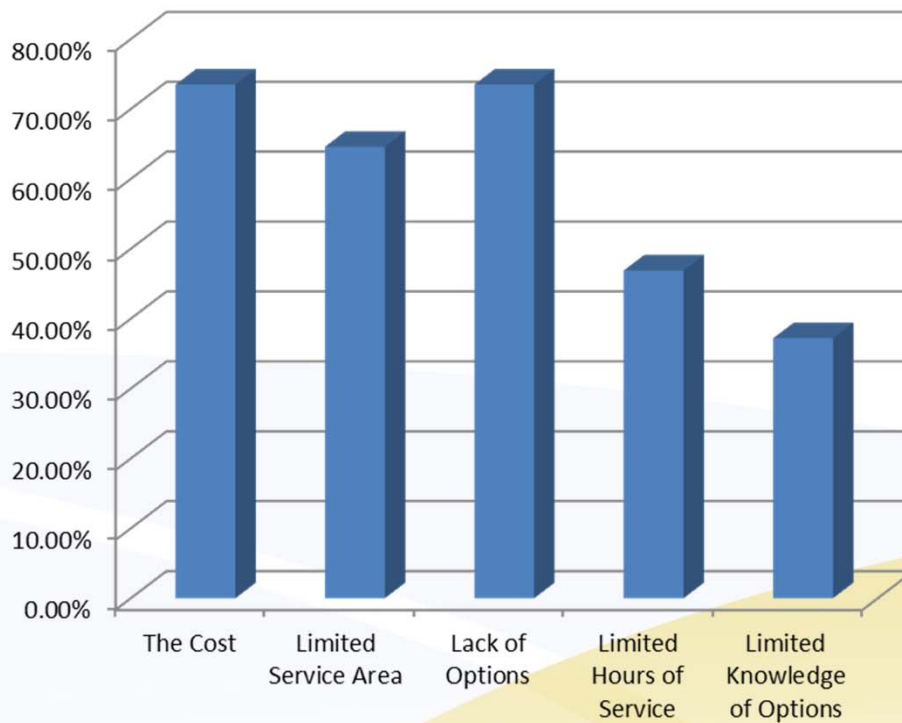
Goal

“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.”

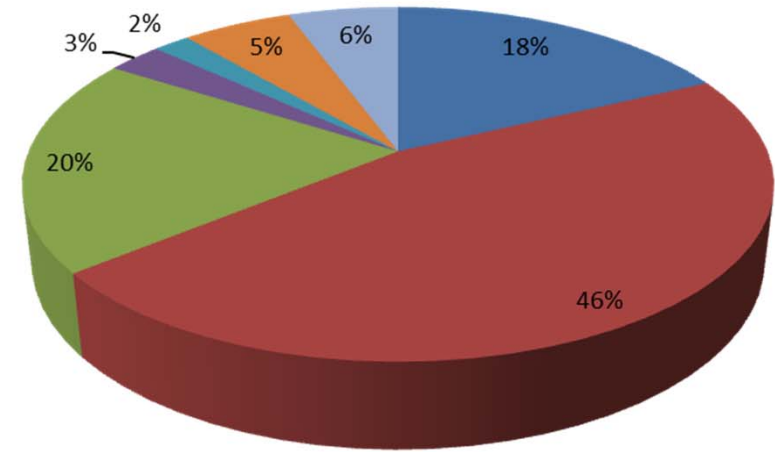
What Have you Told Us to Date?

The following summarizes the key findings to date from the online questionnaire which reflects the current trends, perceptions and attitudes towards TDM and were used to develop the TDM Strategy for the plan.

What do you think are the barriers to available transportation options in Huron County?



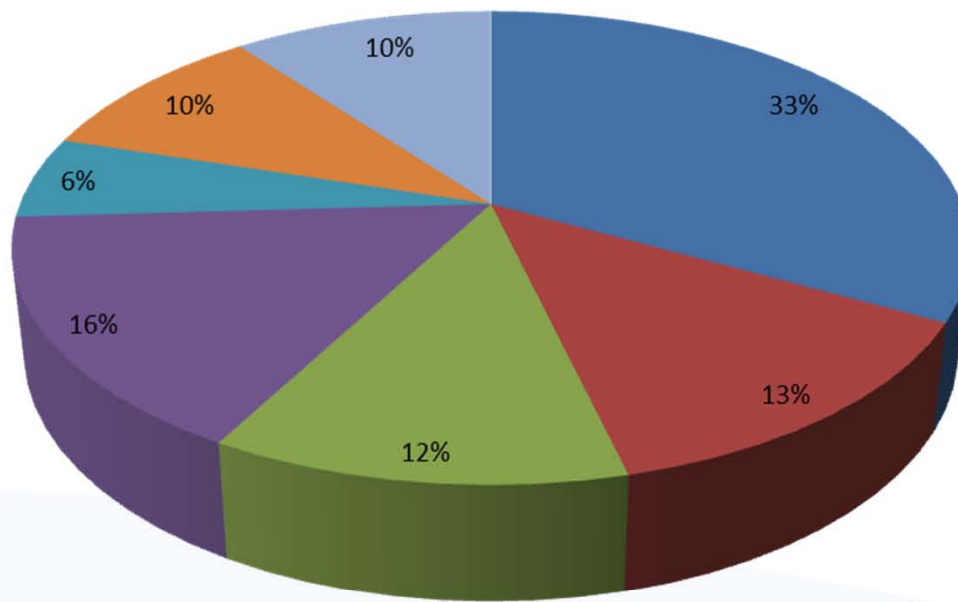
What improvements may encourage you to use alternative modes of transportation to automobiles?



- Hiking and Cycling Trails
- Improved Connections
- Maps of Facilities / Services
- Secure Bicycle Parking
- Bicycle Facilities on Roads
- Better Transportation Education
- Shower / Change Facilities

What Have you Told Us to Date? Cont'd.

What strategies are most important to you when developing the Transportation Demand Management Plan for Huron County?



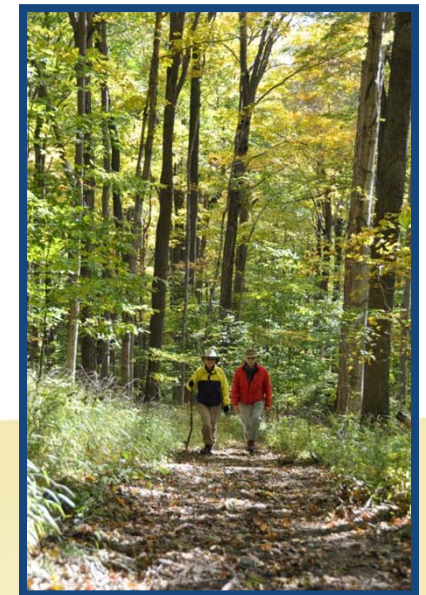
- Improve Quality of Life
- Provide Better Access to Schools & Employment
- Provide Better Access to Commercial Areas
- Get to Appointments & Errands
- Improve Connections
- Improve Walking and Cycling
- Reduce Greenhouse Gases



The TDM Strategy: Recommendations & Pilot Projects

The Draft TDM Plan developed for Huron County consists of a number of recommendations and Pilot Projects that address a broad range of travel options for the residents of Huron County, including:

- **Taxi**
- **Transit**
- **Carpool / vanpool**
- **Shuttle Service**
- **Air / Rail**
- **Active Transportation**



Each of these recommendations and pilot projects are and are meant to be considered on an individual basis for implementation.

If you would like to review the proposed recommendations and pilot projects in more detail please see the Draft Report provided on the display table or visit the County's website at:

<http://www.huroncounty.ca/sustainablehuron/>

Give Us Your Route Ideas!

You are invited to mark-up the Draft Active Transportation Concept Map on the display board and provide your ideas on Active Transportation routes that you feel the County should explore in the future for the development of Active Transportation facilities and routing in Huron County and its Local Municipalities.



Map Board will be located here for discussion and commentary.

Tell Us Which Pilot Projects are Important to You?

Pilot Project	Important	Slightly Important	Not Important
Taxi Service: Conduct a Survey of Huron County Residents and Taxi Service Providers to explore how taxi service might be improved.			
Active Transportation: Develop an AT (pedestrian and cycling) linkage from downtown Clinton to the Health and Library Complex as a demonstration project.			
Transit: Undertake a Private Operator Survey of Huron County residents and Transit service Providers to explore how transit service might be improved.			
Vanpool / Carpool: Retain a service provider to create and maintain an online TDM and Rideshare (car pool) matching service for County residents.			
Shuttle Service: Summer Shuttle Service (June – September) linking key destinations throughout the County.			

Tell Us Which Recommendations are Important to You?

Pilot Project	Important	Slightly Important	Not Important
Active Transportation: Undertake, in partnership with local municipalities, an Active Transportation and Trails Master Plan.			
Shuttle Service: Initiate discussions and work with the EasyRide organization to explore opportunities to expand shuttle bus services throughout Huron County.			
Transit: Expand the existing privately operated bus services to other urban centres throughout the County.			
Vanpool / Carpool: Identify major employers and members of the community, to work to invest in and implement potential vanpool and carpool opportunities.			
Air / Rail: The TDM Committee should continue to investigate opportunities for future air and rail transportation within and through the County.			

Implementation = Partnerships

The Huron County TDM Strategy provides a long-term vision of Transportation Demand Management for the County and local municipalities.

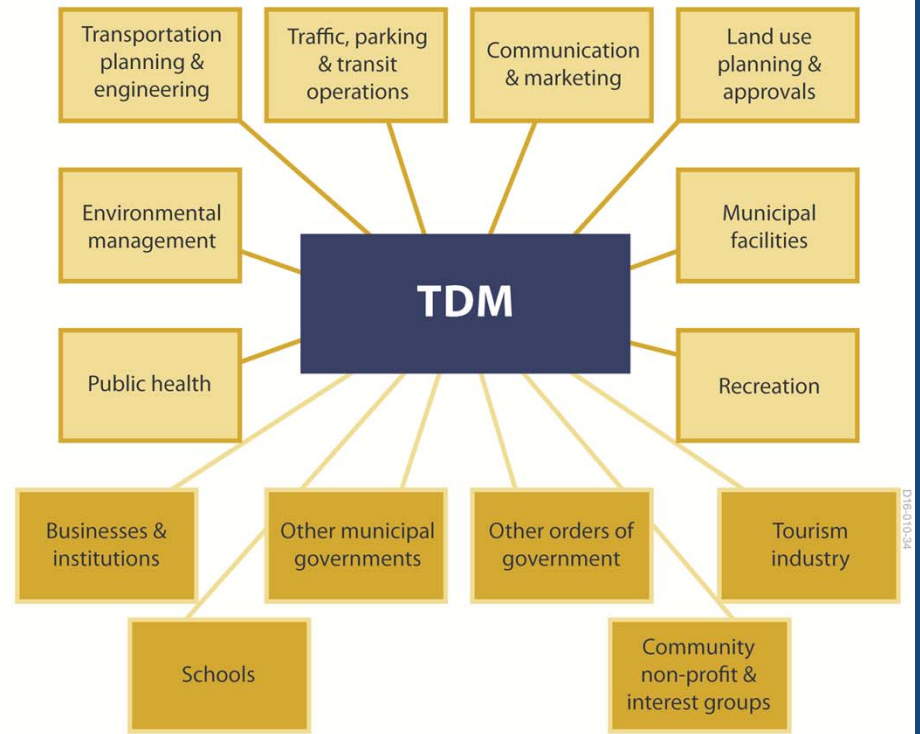
Implementation Strategy

Includes a suggested 10+ year implementation plan consisting of three phases:

- **Immediate Actions (years 0 – 2);**
- **Short Term (years 3 - 5); and**
- **Longer Term (6 – 10+ years).**

INTERNAL PARTNERSHIPS

EXTERNAL PARTNERSHIPS



Source: FCM Centre for Sustainable Community Development



Implementing the TDM Strategy

Outreach Strategy

- Employer Outreach
- Elementary and Secondary School Outreach
- Community Outreach
- Other Outreach
- Household Outreach



Funding Strategy

The TDM Strategy outlines suggested investment strategy that recognizes the need for partnerships and external funding sources. These could include:

- The Ministry of Transportation (MTO)
- The Association of Municipalities of Ontario (AMO)
- The Ministry of health Promotion and Sport; and
- Gas Tax.

Marketing Strategy

- Marketing geared towards specific groups and individuals
- Web and social media use
- Printed materials for marketing communications
- Media Relations

How do you Implement the Plan?

A number of recommendations have been developed as part of the TDM Strategy to facilitate successful implementation.

1. Assign the responsibility of a **“TDM Coordintor”** in the County to an existing County staff member.
2. Identify **TDM “Champions”** for **each municipality** within Huron County.
3. Create a resident **TDM Committee** made up of TDM Champions, the Coordintor as well as members of the Transportation Task Force **(could meet 3 or 4 times a year)**.
4. Develop and distribute an **Annual TDM Report**.



Adopting this TDM Plan in Principle will...

1. Establish a **strategic policy** with recommendations and initiatives to **suppliment the County and local Municipalities** in effort to **decrease** the use of **single occupant vehicles** and **increase** the number of **travel choices** available to residents and visitors;
2. Establish a **Council endorsed TDM Plan** and support the County and Local Municipalities in **exploring funding** from **other levels of government**;
3. Identify **accessible travel solutions**, to **those** who are **most in need**; and
4. Establish a **framework** for the **future development** of a **County Wide Active Transportation (AT) network concept** (pedestrian and cycling connections) to support active and health living.



Next Steps

1. Assemble comments received from this Public Information Centre and review them for incorporation into the draft TDM Plan;
2. Review input to the draft TDM Plan from Council (following the March 16, 2011 Council Meeting), the Transportation Task Force, County Staff and members of the public;
3. Finalize the TDM Plan Report; and
4. Submit Final Report to Council for adoption in principle (May / June 2011).



Thank You!

