

# Helping Peel Residents Change Their Ride

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# What the TDM SM Pilot Program

- Social marketing TDM program using an online platform
- Program to change travel behaviour amongst Peel residents
- 5 year timeframe
  - Current pilot program running for 2 years (to Spring 2019)

# Objective – Why are we doing this?

- ***“To create various platforms of engagement that builds the trust of residents, stakeholders, staff and establish a foundation of commitment to the long-term shift in travel behaviour through the use of the social marketing program and the mobility management tool.”***



# Principles for the TDM SM Pilot Project

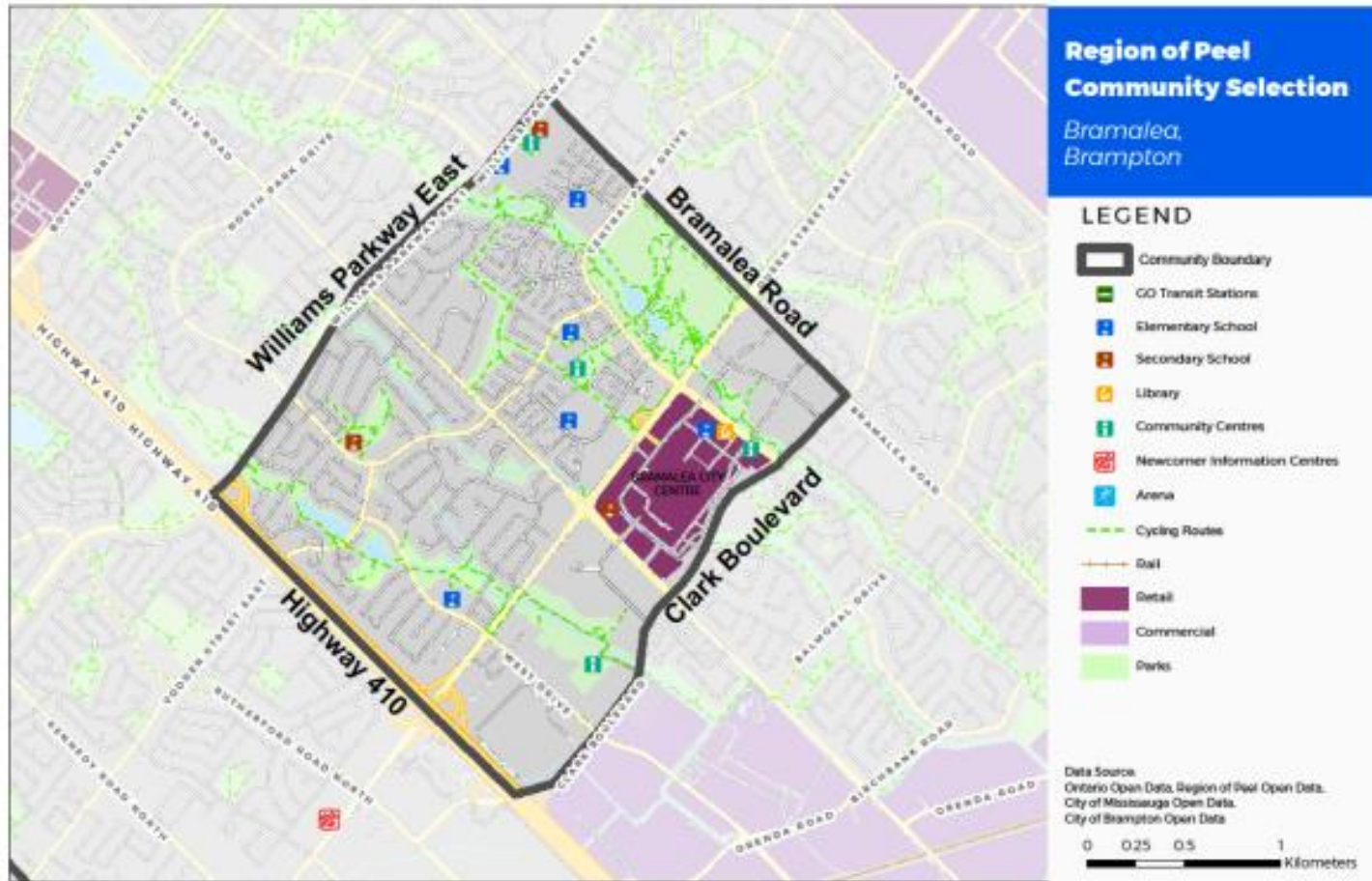
- Encourage participation in the pilot program and encourage buy-in to shift their travel behaviour and use the mobility management tool, a comprehensive engagement and consultation program will aim to:
  - **To be accessible**
  - **Creative and innovative engagement**
  - **Adaptive** to the needs
  - **Good communication**
  - **Partnerships**

# Community Selection Process

- An extensive review of communities was undertaken
- Criteria for selection and evaluation was developed
- Five communities were evaluated
- The community that was selected...



# Selected Community - Bramalea



# Bramalea Community Profile

- 46% of trips are work or school based
- 54% are for other purposes such as discretionary trips

Of the total trips:

- 82% are auto based
- 18% split between transit, walking and cycling. The mode share target for this project will be to increase the use of sustainable modes by 10% to a mode share of 28%.



# Bramalea Community Profile

- 50 plus places of worship
- 10 plus schools
- Main hospital
- Cross section of the Region of Peel – income, age distribution, culture and linguistic groups, religious organizations,



# Bramalea Community Profile

## Households

- 65% are apartment units
- Majority of households are made up of 2 to 4 members
- 17% of households had more than 3 vehicles,
- 3% of households had no access to a vehicle.

# Bramalea Community Profile

- Bramalea is a very young community, with 70% of its population of working age
- Engaging with a young community comes with challenges and opportunities, as many events will need to be held at times when they can attend such as weekends and evening
- To accommodate other cohorts, there will be a need to engage with the community during other times of the day.

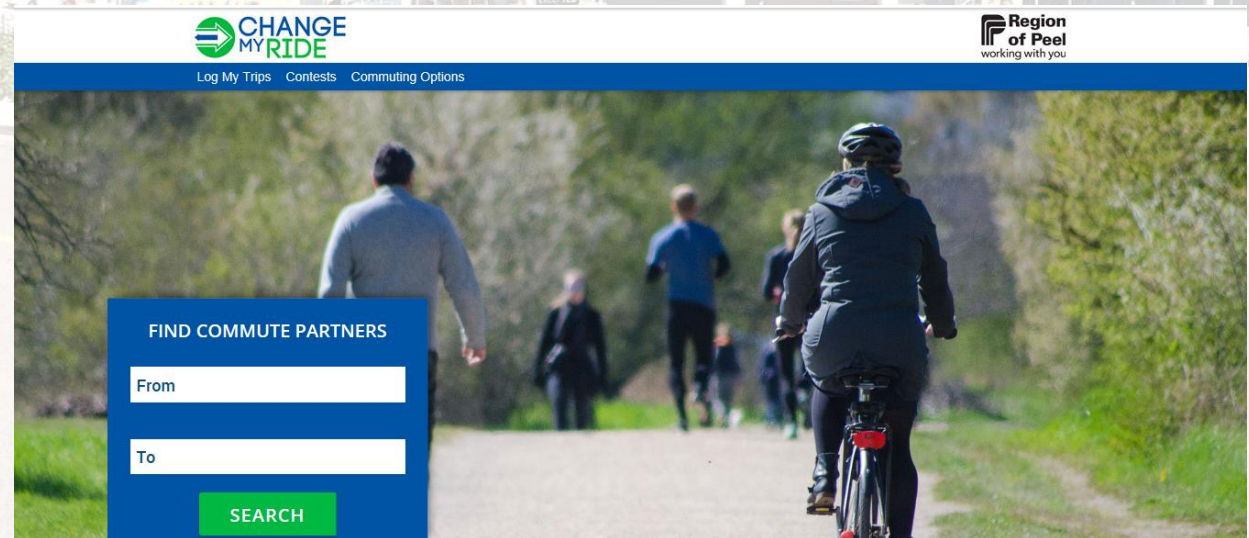
# Why the Pilot is Important for Bramalea

- Focus on community diversity and bringing awareness of transportation options to those groups that have never been reached in a direct manner before
- Status symbol of owning a car or two for members of the community
- Debunk myths of Canadian Culture
- Turning a popular belief on its ear



# What Makes it Different

- Technology is part of the program
- Designed to be easy to use and understand for all residents
- Will enable residents to shift to sustainable modes



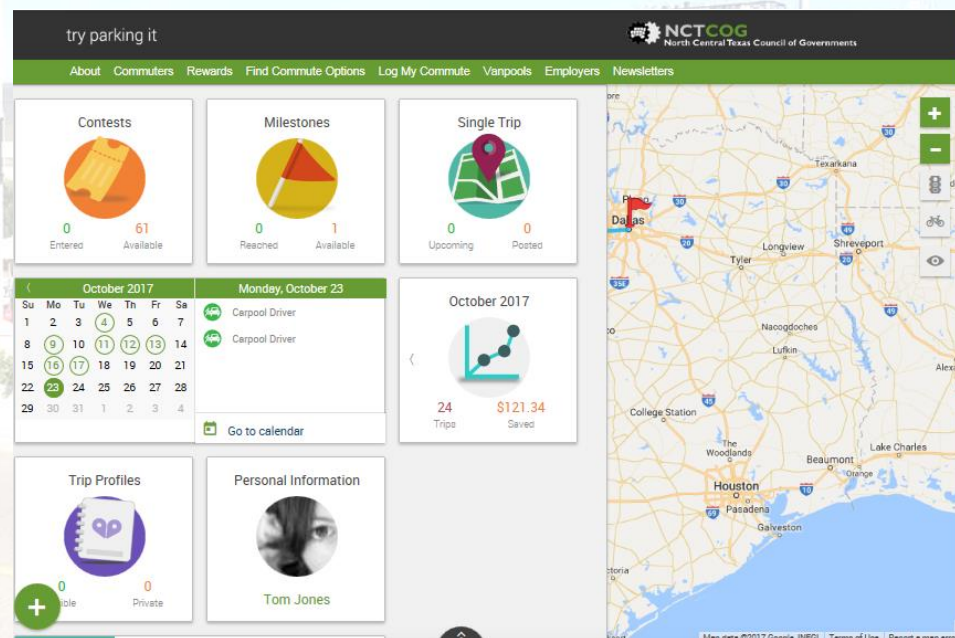
# ChangeMyRide

- Portal / hub for all transportation system in the community – a true mobility management system
- Includes:
  - Custom branding
  - Integrated portal
  - Reward system founded on local businesses
  - Community support



# The Tool

- Helps people find carpool partners, transit, walking and cycling buddies and transit routes
- Commute tracker for people to log their sustainable trips for emission, VKT, health and cost benefits
- Gamified user dashboard



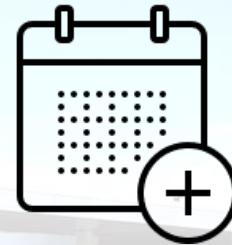


# Sponsorships

- Incentives to draw people to participate
- Changing behaviour through community focus and individualized travel behaviours
- Segmentation of the population

# How to reach the community

- Community events
- Communication materials
- Councillors
- Travel Ambassadors



# Travel Ambassador

The selection process will include:

- Criteria
- Members of various groups within the community
  - Average people within the community
- Understand the issue of the community members about traveling around Peel
- Relate to barriers and opportunities

Training process:

- They will be trained about the program and the online tool
- Their role in delivering the program
- Expectations
  - Follow script
  - Attend events
  - Liaison with community members



# Where will this take us?

- Are we able change behaviour and shift travel to more sustainable modes
- Is a Social Marketing program more effective when an online platform is incorporated
- How will this fit into the Region's long range plan?
- Will certain age groups be more welcoming and willing to embrace sustainable modes
- What will the impact be on seniors' travel and social interactions
- How will the program improve integration into the community for new Canadians

**THANK YOU!!**

**QUESTIONS**

