

TDM – What's Stopping Us

Erica Warsh

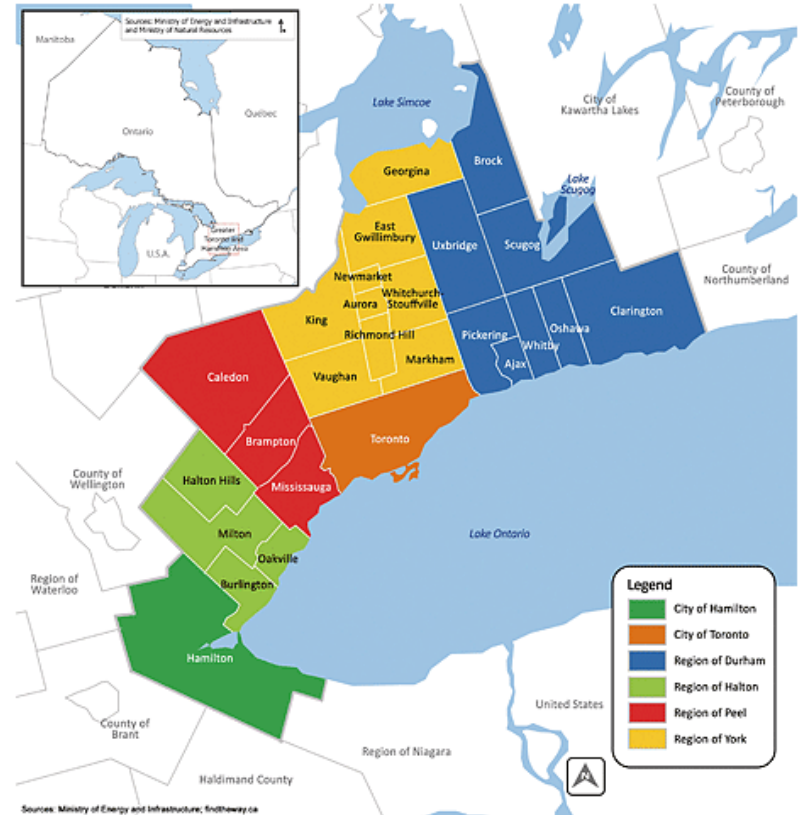
TDM Coordinator

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Mississauga

- Population - 722,000
- Canada's 6th largest city
- Pearson International Airport
- Access to major highways – 401, 403, 410, 427, QEW
- GO Rail and Bus Service
- BRT System, MiWay Express and Local Service
- Future Hurontario LRT
- Smart Commute Mississauga and Pearson Airport Area



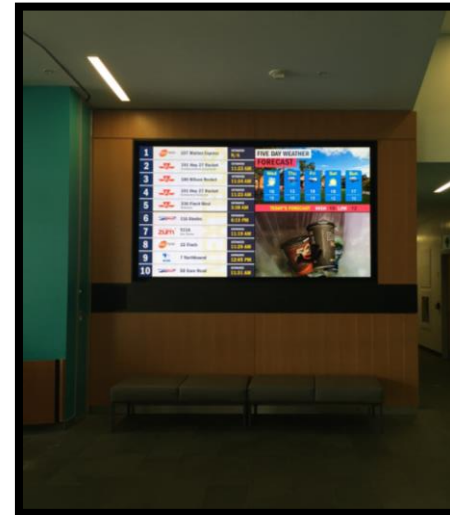
Project Team

City Staff

- **TIP**
 - TDM Coordinator, Project Lead
 - Manager, Transportation Projects
 - Manager, Transportation Asset Management
 - Manager, AT
 - Manager, Development Engineering
 - Manager, Transportation Planning
- **MiWay**
 - Supervisor, Community Outreach
 - Manager, Service Development
 - Manager, Marketing
- **Works and Maintenance**
 - Manager, Parking
- **Development and Design**
 - Planner, Development and Design
- **Policy Planning**
 - Policy Planner
- **Economic Development**
 - Senior Consultant Marketing
- **Legal Services**

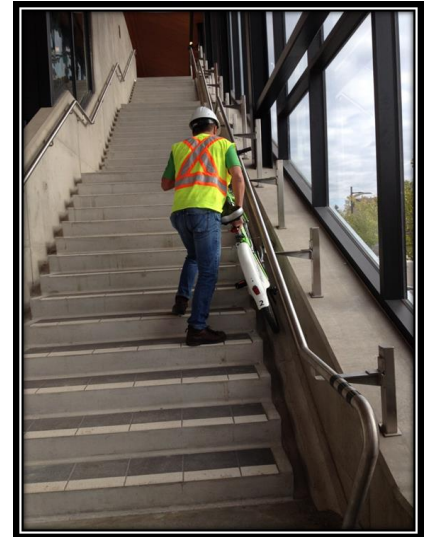
Consulting Team

- **WSP/MMM Group**
 - Roxane MacInnis – Project Manager
 - Geoff Noxon – Sub-Consultant



TDM and Mississauga Today

- We ask for TDM plans as a part of Traffic Impact Study
- Asked for in developments near transit or multiple dwelling complexes without dedicated garages
- Typical responses:
 - Bike Parking
 - Transit information
 - Smart Commute Membership
 - Carpool Parking

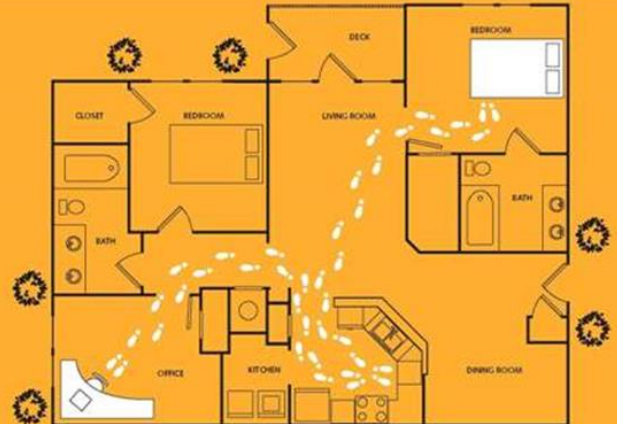


Challenges

- Policy
- Understanding
- Trade offs
- Monitoring

YOUR NEW COMMUTE.

You'll even have time to stop for coffee.



TELEWORKING WORKS. Imagine your commute to work consisting of a simple walk from your bedroom to your home computer. No traffic. No stress. No time or money wasted on travel. And imagine how teleworking—even just one or two days a week—could be a real boost for your job productivity, as well as your quality of life. Take the time to find out if teleworking is right for you.

Challenges - Policy



Challenges - Understanding

- Why is TDM important
- What their development can provide
- Cost to implement





The subject property located at XXXX is an ideal candidate to implement some Transportation Demand Management (TDM) measures to reduce vehicle trips to and from the site. TDM measures will provide staff with the opportunity to be more sustainable commuters and allow this site to minimize the impacts on traffic and the environment. TDM measures are typically seen as a benefit to employees and can often attract a level of talent that is looking for multiple transportation options in their daily lives.

The site's location along the future LRT corridor provides opportunity to encourage people to use transit to get to the site. Please consider providing employees with Preloaded Presto Cards to motivate employees to use transit.

The LRT project will also include improved cycling infrastructure which will increase cycling along the corridor. Your site plan shows bicycle parking outside the site, near a main entrance which is the ideal location. Typically outdoor bike parking is geared towards short term storage. Please consider providing some space for secure indoor bicycle parking for employees.

In addition to indoor bike parking, employees who cycle value end trip facilities for showers and changing into work attire. Please consider providing change rooms with shower facilities as a benefit for staff who choose to walk or cycle to work.

For staff who may choose to carpool, consider implementing priority carpool parking spaces near the building entrances to incentivize carpooling.

Finally, also consider having the businesses join the Smart Commute network of businesses. More information can be found about the Smart Commute network here: <http://smartcommute.ca/mississauga/>. Smart Commute Mississauga helps to promote sustainable transportation through programming and incentives.

Challenges – Trade Offs



Challenges – Monitoring



Next Steps

- Action Plan
- City Led Programs
- Monitor Success
- Bike Parking
- Explore DC Potential



Thank you!

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