

# HALIFAX | Transportation Demand Management Strategy



Youth Advisory Committee Meeting  
February 20<sup>th</sup>, 2020

# Goal of Today's Presentation

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- Learn about what TDM is and how it relates to HRM's policies, plans, and programs
- Understand barriers for youth to access sustainable transportation
- Learn more about how we can engage youth



# What is sustainable transportation?

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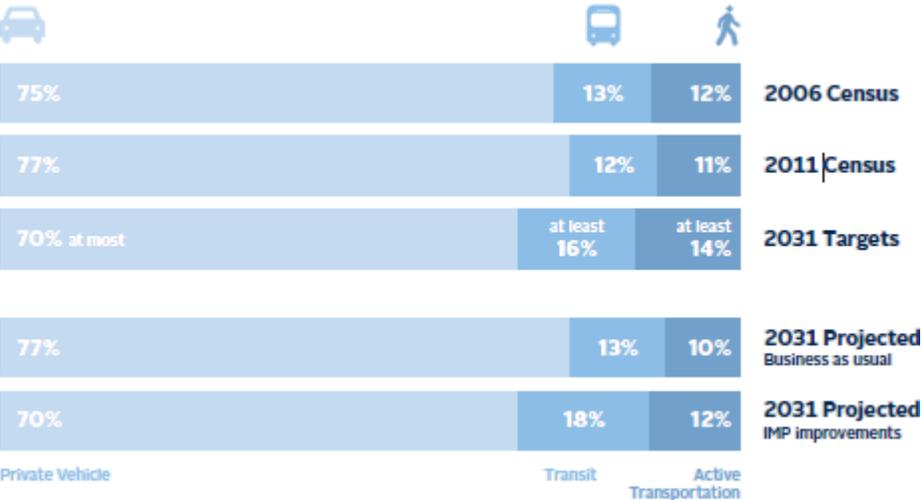


# Integrated Mobility Plan (IMP)

## The IMP Vision

*Residents will have a choice of connected, healthy, affordable, sustainable travel options for moving both people and goods, through integrated transportation and land-use planning.*

### IMP Mode Share Targets



The IMP seeks to provide mobility options for people and goods to support an increase in the number of people walking, cycling, and taking transit.



# How do we change how people move?

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Transportation Demand Management (TDM) is about encouraging people to use sustainable forms of transportation more often.



## CONNECTED

Connects people, places, goods and services



## HEALTHY

Safe, comfortable and convenient for all ages and abilities



## AFFORDABLE

Investment is strategic and travel is affordable



## SUSTAINABLE

Environmentally, socially and economically responsible



# How do we change how people move?

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To help to shift transportation behaviours and attitudes, TDM focuses on:

## 1. Education, Promotion, and Outreach

- I.e. Events, marketing campaigns, pop-ups

## 2. Incentives and Disincentives

+ Swag

+ Prizes

+ Money

- Pricing

- Inconvenience



# How do we change how people move?

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Some things that HRM does right now includes:

- SmartTrip program for large employers
  - Subsidized transit passes
  - Guaranteed Ride Home Program
  - Cycling workshops
- Marketing campaigns
- Bike Week and other promotional events



# Kingston Example

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The city of Kingston and area school boards hosted a transit orientation initiative, called the 'Transit High School Bus Pass Project'.

The purpose of this project was to inspire youth to consider transit as a viable mode of travel and encourage them to use transit even after they graduate from high school.

Students were given a bus pass once they start grade 9 and subsequently taken on a bus ride to learn first-hand how a bus operates.



# Kingston Example Results

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What: The city of Kingston and area school boards hosted a transit orientation initiative, called the ‘Transit High School Bus Pass Project’.

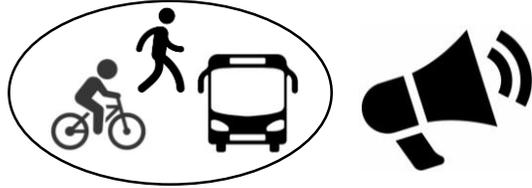
Why: to inspire youth to consider transit as a viable mode of travel and encourage them to use transit even after they graduate from high school.

How: Students were given a bus pass once they start grade 9 and subsequently taken on a bus ride to learn first-hand how a bus operates.

Results: **70% increase in transit ridership** within the city.



# 5 TDM Policies in the IMP



Promote alternatives to single occupant vehicle trips.



Develop relationships with school boards and post-secondary institutions to promote AT and transit.



Work with SmartTrip members to encourage flexible work locations and incentivize sustainable modes.



Expand the breadth of the SmartTrip Program to increase its utility and provide more benefits to members



Build a relationship with organizations that support TDM initiatives.

# What is the TDM Strategy?

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In order to help meet HRM's targets for mode share, the TDM Strategy aims to:

- Develop an internal approach to TDM to establish HRM as a leader and allow us to build capacity in other institutions;
- Incentivize the use of carsharing, carpooling, transit, cycling, and walking through commuter programs, community outreach, communications, and marketing;
- Reduce single occupant vehicle (SOV) trips during peak hours through flexible work hours and telecommuting;
- Reduce the need for car ownership through ridesharing, CarShare, improved transit and infrastructure, and shared micromobility options; and
- Garner positive perception of the IMP and its related projects



# Discussion

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## Thinking about transportation behaviour change:

- What are the main barriers for youth in using sustainable transportation?
- What ideas do you have for how we can reduce those barriers and encourage new behaviours?
- How can we further engage?

