

8. Encourage Sustainable Mobility Choices

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8.1 Offer Incentives, Promotion and Education

Action 8-1: Implement the Transportation Demand Management Strategy

About transportation demand management. Transportation demand management (TDM) measures allow communities to shape the economic, social and physical factors behind individuals' travel choices. TDM tools use incentives (monetary and non-monetary), promotion and education to influence whether, why, when, where and how people travel, and can support key goals for changing travel behaviour:

- Mode shift – more people walk, cycle, take transit or carpool
- Trip reductions – more people telework, shop online or conduct business by telephone

- Driving reductions – more drivers make fewer trips by car and to closer destinations
- Time and route shifting – more drivers avoid congestion by changing the time or route of their trip

The Strategy. In 2012 the City adopted a *Transportation Demand Management Strategy* that recognized the importance of TDM in pursuing sustainable transportation goals in general, but also in supporting and building on the impacts of light rail implementation on the travel choices of Ottawa residents. That strategy identified a framework of four long-term goals that are summarized below, a short-term action plan, partner and stakeholder roles, and a performance measurement framework.

Action 8-2: Improve and promote travel options for City employees

Leading by example. The City will act as a role model for other employers in motivating more sustainable travel choices by its employees for both commuting and local business trips. It will do so by enhancing infrastructure, promotion, incentives and monitoring in City workplaces. A recent example of this leadership is the adoption of the WORKshift program, an initiative designed to facilitate flexible work hours and teleworking among employees.

Action 8-3: Use communication and promotion to raise awareness, understanding and motivation

Removing barriers to sustainable choices. The City will develop a strategic communication framework for TDM, building on market research and the TravelWise program identity that has been in use since 2000. A key element of this framework will be a comprehensive, user-friendly Web portal that offers multimodal trip planning tools, access the City's ridematching service, educational materials and social media links. Focused campaigns and special events will help raise awareness, attract partners and community participation, and reward achievements.

Action 8-4: Build community partnerships to extend the City's reach and resources

Engaging workplaces. The City will support and work with employers and post-secondary institutions to offer attractive services and incentives for commuters. In this endeavour there are significant opportunities to support and leverage other City activities, from light rail implementation to cycling skills training and public health outreach.

Engaging schools. The City will continue to champion and support a local school travel planning project, while it works to expand services to schools outside the framework of that particular initiative.

Engaging neighbourhoods. The City is now undertaking a neighbourhood-based personal travel planning pilot project, and will carry lessons forward to future social marketing efforts. There are many other opportunities to partner with groups ranging from festivals to farmers' markets, business groups, community associations and service groups.

Action 8-5: Support the success of related City initiatives

Community services. The City's TDM program will work with other City staff groups to integrate TDM messages and tools into other services and products being delivered to the community. These could include cycling skills training, community grants, and public health or social services.

Other City initiatives. Many things the City does are consistent with the goals of TDM—these include transit fare systems and marketing, traveller information systems, public parking services, development review and approvals, and neighbourhood planning.

8.2 Make Carpooling More Attractive

Demographic shifts and growing personal wealth have led North American automobile occupancies to decline for several decades. In Ottawa, the average automobile occupancy in the morning peak hour has declined from about 1.4 persons per vehicle in the 1960s, to 1.28 persons per vehicle in 1995, to 1.22 persons per vehicle in 2011. Looking more specifically at carpooling by people going to work, the 2011 National Household Survey found an average occupancy of 1.11 workers per car in Ottawa (given that 61.2% of commuters drove and 6.5% were passengers), lower than the average occupancy of 1.13 workers per car in 2006.

In Ottawa's downtown and other areas that enjoy high-quality transit service, ridesharing is unlikely to compete well with transit because it does not offer carpoolers the same independence as transit riders. However, there will continue to be commuters who do not have attractive transit options and who have long commutes for which walking and cycling are impractical. The City will encourage these commuters to carpool rather than drive alone, and they will be the focus of City efforts to improve and promote carpooling.

Action 8-6: Develop and implement a ridesharing strategy

Partnerships. The City will invite the Province of Ontario, Province of Quebec, City of Gatineau and NCC to develop a ridesharing strategy for the National Capital Region. Including the Ontario Ministry of Transportation is suggested because of the Ministry's past investments in carpool parking lots around Ottawa and high-occupancy vehicle (HOV) lanes on parts of Highway 417. Including Quebec agencies would be valuable because of the growing demands on interprovincial bridges (including the Champlain Bridge and Portage Bridge, which already have HOV lanes). Ottawa's other neighbouring municipalities may be interested in participating due to the long distances that many of their residents must travel (almost exclusively by car) to jobs in Ottawa.

Scope. The purpose of a ridesharing strategy would be to jointly identify, coordinate and support ridesharing facilities and services across the region, with a focus on carpooling to workplaces and educational institutions in areas that are less well served

by public transit. A number of measures that could arise from the strategy would be delivered through the City's TDM program (as discussed in Section 8.1) including ridematching services, education, promotion, individualized household marketing, and working with employers and educational institutions to provide incentives such as preferential parking to employees and students. Other measures could include HOV lanes and carpool parking lots, and perhaps vanpooling (in which commuters share a ride in a van that is owned by a third party but driven by one of the vanpool members).

Action 8-7: Help carpoolers find each other

Ridematching service. The City has offered an online public carpool ridematching service at www.ottawaridematch.ca for several years. Integration and promotion of that service with other online trip planning tools (as discussed in Section 8.1) should improve its participation levels and effectiveness. The ability of the ridematching service to provide employers with dedicated sub-sites (where employees can choose to matched only with colleagues) will provide an incentive for employers to work with the City on a wider range of TDM initiatives.

Action 8-8: Provide and/or promote carpool lanes and parking lots in collaboration with MTO

About carpool lanes. Carpool lanes are HOV lanes that are reserved for use by vehicles with a minimum of two or three occupants, as well as buses and (typically) taxis. They may be reserved 24 hours a day, or only at peak hours. They may run the length of a freeway corridor, or (in the case of queue jump lanes) be limited to one short approach to a signalized intersection. There are a few examples of these lanes in Ottawa. For example, the NCC operates a 2+ carpool lane on the Champlain Bridge and a 3+ carpool lane on the Portage Bridge, and the MTO has constructed new 2+ carpool lanes on Highway 417 west of Moodie Drive. However, there are no carpool lanes on City of Ottawa roads with the exception of a short approach to the Portage Bridge on Wellington Street. Development of the recommended ridesharing strategy (discussed previously in this section) could lead to additional carpool lanes on City, MTO or NCC roadways, and to promotional measures that increase their use.

About carpool lots. Carpool lots encourage ridesharing by letting long-distance rural commuters meet and park their vehicles for the day. The City operates one carpool parking lot on Carp Road south of Highway 417, and the Ontario Ministry of Transportation has several in the area:

- Three along Highway 417 – at Panmure Road, Limoges Road, and Upper Dwyer Hill Road
- Three along Highway 416 – at Bankfield Road, Rideau River Road and Shanly Road (near Spencerville)
- Two along Highway 7 – at Dwyer Hill Road and Cemetery Road (near Carleton Place)

Greater use of these lots may be encouraged through more effective promotion, security and other incentives. It should be noted that the City's park-and-ride lots do not permit carpool parking due to high occupancy levels. Development of the recommended ridesharing strategy (discussed previously in this section) could lead to additional carpool lots on City or MTO lands, and to promotional measures that increase their use.

8.3 Enhance City Parking Facilities and Services

Action 8-9: Implement the Municipal Parking Management Strategy

About parking. Public parking is a strategic tool for city building. By effectively managing its supply and price, the City can influence how people choose to travel and promote a behavioural shift from driving to walking, cycling and transit. By providing public parking, the needs of stores, services, institutions and tourism destinations where customers and visitors arrive in automobiles can be met in the most efficient manner. Public parking generally uses each parking space more efficiently than private (dedicated) parking because spaces are shared between users, and thus reduces the amount of urban land dedicated to the car. On-street parking supports businesses and helps build vibrant streetscapes.

The Strategy. In 2009 the City adopted a *Municipal Parking Management Strategy* to guide the provision, operation and control of on-street parking and City-owned off-street parking facilities. The strategy recognizes that the City has an important role in public parking provision and enforcement—one that supports the local economy, sustainable

travel choices by individuals, residential intensification, neighbourhood quality of life, and the financial sustainability of current and future parking initiatives themselves. The strategy contains details on financial management, accountabilities and performance measurement, but the issues of greatest relevance to this Plan concern the City's approach to setting municipal parking rates, conducting parking studies and monitoring, and encouraging more sustainable modes of travel, as described below.

Action 8-10: Set off-street and on-street parking rates based on local parking studies and stakeholder consultation

Approval by Council. Council will set rates, hours and locations of on-street and off-street public parking annually, when it approves the parking management program work plan and budget. These decisions will be based on the results of local area parking studies and consultation with stakeholders including business improvement associations, community associations, the local councillor, and places of worship. Where justified, the City may vary the rates and hours of on-street and off-street public parking in different areas.

Adjustments by staff. City staff may still make adjustments to public parking at other times of the year. Changes to on-street parking rates, hours, and locations should be consistent with the *Municipal Parking Management Strategy*, within the range approved by City Council as part of the annual budget, and supported by the local councillor, business improvement association, and community association. Changes to off-street parking rates to reflect seasonal and market adjustments or to encourage more sustainable modes of transportation (e.g. motorcycles, scooters, carshare vehicles) should be consistent with the *Municipal Parking Management Strategy*, and within the range approved by City Council as part of the annual budget.

Action 8-11: Conduct parking studies and monitoring in designated local areas

Initiating studies. The City will conduct parking studies for different areas within Ottawa based on criteria including on-street parking utilization during peak periods, potential for integration with a Community Design Plan or other local study, stakeholder

requests and readiness to participate, and City funding and resources as established through annual budgets and term of council priorities.

Monitoring. All areas with paid public parking will be monitored annually for utilization, with a demand target of 75% to 85% of capacity. Results will be communicated to stakeholders. If utilization changes unexpectedly, staff and stakeholders may consider adjusting parking rates before the next annual report to Council.

Action 8-12: Provide parking facilities for more sustainable modes of travel

Parking for bicycles and efficient vehicles. The City provides unsecured bicycle parking (e.g. standard racks) at no cost to cyclists and, where prudent and operationally feasible, will provide secured bicycle parking (e.g. cages or lockers) at a price that recovers operational costs. The City will also consider reducing parking rates for vehicles that occupy less than half a regular parking stall or that otherwise reduce the demand for parking, where practical (e.g. carshare vehicles). Furthermore, the City will encourage other parking operators to provide similar incentives bicycles and other efficient vehicles.