

City of Mississauga Corporate Report



Date: June 9, 2021 To: Chair and Members of General Committee From: Geoff Wright, P.Eng, MBA, Commissioner of Transportation and Works	Originator's files:
	Meeting date: June 23, 2021

Subject

Transportation Demand Management Strategy and Implementation Plan Progress Report Update – All Wards

Recommendation

That the report titled “Transportation Demand Management Strategy and Implementation Plan Progress Report Update – All Wards”, dated June 9, 2021 from the Commissioner of Transportation and Works, be received for information.

Executive Summary

- In April 2018, Council approved the Transportation Demand Management (TDM) Strategy and Implementation Plan (“TDM Plan”), which identified 23 actions over a 10-year period.
- The TDM Plan identifies short, medium and long term opportunities for the City to lead TDM programming and initiatives, to encourage sustainable travel habits through both hard and soft measures.
- The TDM Plan Progress Report provides an update on the action items to date.
- Of the 23 Actions in the TDM Plan, 4 have been completed and 12 are in progress.

Background

In April 2018, Council approved the Transportation Demand Management (TDM) Strategy and Implementation Plan (herein referred to as “the TDM Plan”). As Mississauga’s first TDM Plan, the goal is to reduce single-occupant vehicle trips, particularly during peak times, and to make sustainable modes of transportation more viable options for Mississauga residents and workers, including City staff.

This plan emphasizes the importance of TDM for an urbanizing city, and recommends actions for decreasing automobile use by increasing the attractiveness of sustainable modes including walking, cycling, carpooling and transit. The TDM Plan provides a framework and recommended areas of focus for the City of Mississauga to support and promote TDM strategies and tactics.

Figure 1: Goals of the TDM Plan

- Shift Travel Behaviour
- Integrate Transportation and Land-Use Planning
- Use Existing Transportation Infrastructure More Efficiently
- Improve Health, the Environment, and Quality of Life

The recommendations of the TDM Plan guide next steps for strengthening policies and developing new programming to continue to support TDM in Mississauga. A robust performance monitoring framework, based on the goals and objectives, is part of the action plan. This allows the progress of its implementation to be evaluated at regular intervals.

The City's progress to 2021 reflects the work being done to provide sustainable transportation initiatives for staff and the residents of Mississauga.

Comments

Putting the Plan into Action

The TDM Plan prioritized policies and programs into actions that meet the objectives of the City's Strategic Plan. The TDM Plan identified 23 actions over a 10-year period. These actions are split amongst short term (1-2 years), medium term (3-5 years) and long term (6-10 years) and are grouped under the following five themes: Coordinate, Promote, Enhance, Monitor and Evaluate, and Advocate.

Coordinate

Action items identified in the theme of **coordinate** intend to foster collaboration among staff whose responsibilities relate to transportation. A key example is the development of a TDM Working Group.

Promote

At its core, TDM is about **promotion** and providing relevant information to make sustainable transportation an easy choice for residents, workers, and City employees. The TDM Plan recommends the development of a TDM webpage to provide ready access to transportation information.

Enhance

The TDM Plan identifies opportunities for **enhancement** to partnerships and policies that require the implementation of TDM strategies. For example, the incorporation of bicycle parking requirements for new developments into the Zoning By-law is recommended by the TDM Plan.

Monitor and Evaluate

To advance TDM in Mississauga and truly understand its impacts, the results of the action items need to be **monitored and evaluated**. There is little information currently available on the effectiveness of TDM on transportation behaviours; therefore it is important to assess the effectiveness of campaigns and initiatives.

Advocate

The TDM Plan has identified opportunities to **advocate** for the City's TDM priorities to higher levels of government and to improve municipal authority as it relates to TDM. For example, the Plan recommends lobbying the Provincial government to update the Planning Act to give municipalities the authority to require TDM measures through the development process.

Table 1 below provides a progress update on action items within the TDM Plan as of 2021. Of the 23 Actions in the TDM Plan, 4 have been completed and 12 are in progress.

Table 1: Summary of TDM Actions Completed and Underway

STATUS	ACTION	DESCRIPTION	THEME
Completed	1	Establish a TDM Working Group to, among other things, help integrate TDM and transit as well as TDM and major construction projects.	Coordinate
Completed	9	Develop a program of internal incentives	Enhance
Completed	10	Simplify the program so that staff understand its intent, services and benefits.	Enhance
Completed	11	Host lunch-and-learn sessions at workplaces across Mississauga	Enhance
In Progress	2	Develop a formalized process for incorporating TDM soft and hard measures/TDM supportive infrastructure in the existing development applications process as part of a TDM Plan under existing legislation (Planning Act and City by-laws).	Coordinate
In Progress	5	Establish a web-page on the City of Mississauga's website that provides a central location for information about all existing TDM programs in Mississauga.	Promote
In Progress	6	Promote new active transportation facilities as they are being constructed and as they are opened.	Promote

In Progress	7	Review partnership opportunities and assess City's ability to provide targeted outreach support to enhance TDM programs.	Enhance
In Progress	12	Create a TDM incentive program for the Hurontario LRT construction period. Relying solely on a communications plan will not likely be sufficient to encourage a shift to sustainable modes.	Enhance
In Progress	13	Add bicycle parking requirements to the City's Zoning By-law, and develop a program to install bicycle racks throughout the City.	Enhance
In Progress	14	Create a comprehensive TDM outreach and education program.	Enhance
In Progress	16	Update the City's Traffic Impact Study guidelines to require the consideration of TDM measures and TDM-supportive infrastructure and design elements in development applications.	Enhance
In Progress	17	Enhance Official Plan policies related to TDM, and ensure that the TDM section of the upcoming TMP is reflective of the TDM Plan and Implementation Strategy.	Enhance
In Progress	19	Evaluate "quick win" projects and programs to determine effectiveness, decide the need for continuation, and make improvements.	Monitor & Evaluate
In Progress	20	Set up a formal review process for the delivery of existing TDM programs that the City is involved in to: a. Ensure the strategic positioning of the City in the delivery of TDM programs:	Monitor & Evaluate
In Progress	23	Work with the Province for amendments to the Planning Act that would allow municipalities to create enforceable undertakings that would require developers to: a. Provide a number of TDM hard measures in accordance with a new TDM policy that would require a certain TDM standard to be met as part of as part of the urban development process for a defined period of time	Advocate

Appendix 1: TDM Action Plan & Progress Status outlines the details of each action, their status and any next steps.

It should be noted that prior to COVID-19, the TDM program focused on the internal TDM programming for City of Mississauga employees which included the following successful campaigns:

Fuel Your Carpool Campaign: By analysing pre/post Smart Commute Tool data, the Fuel Your Carpool campaign resulted in a 27% increase in registered users on the City of Mississauga's Smart Commute Tool. There was a 28% increase in carpool trips logged by City employees during the campaign period (January 28, 2019 to February 28, 2019).

Bike to Work Day: The 2019 Bike to Work Day resulted in a 10% increase in registered participants in comparison to 2018. The campaign resulted in 34% new registrants that had never cycled to work before.

Try Transit Campaign: The purpose of the Try Transit Campaign was to increase enrollment in the Employee Discount Transit Program. The campaign resulted in 16 new employees (11% increase) into the program. Staff hosted lunch-and-learn sessions and offered prize incentives.

As shown through the 2019 successes, the City of Mississauga continues to be a leader in providing TDM strategies for their employees. Due to COVID-19, would-be trips are largely not happening right now. Transit lines and other infrastructure are still operational, serving essential trips, but many residents have shifted their travel plans and/or are working from home. As such, the internal TDM programming for City of Mississauga employees was paused for 2020 and to date in 2021.

Once recovery of COVID-19 starts to take shape, people are expected to start making more trips again, and increased bustle of some sort will symbolize society's re-emergence which would allow the TDM program to again focus on reducing single-occupant vehicle trips and to make sustainable modes of transportation more viable again for Mississauga residents and workers. One of the initiatives for 2022 is the rebranding of Smart Commute, as outlined in Figure 2 below.

Figure 2: Smart Commute

Smart Commute is a program of the municipalities in the Greater Toronto and Hamilton Area. It helps employers and commuters explore different commute choices like carpooling, cycling and transit. The funding/partnership with Sustain Mobility, which ran Smart Commute Mississauga, was terminated in 2019.

The Region of Peel will be the lead for developing a new rebranded Smart Commute Program within Mississauga, Brampton and Caledon. Presently, Regional staff is working with other municipal leads to rebrand a new Smart Commute program for the Region of Peel; this includes waivers and a car pool matching software.

Strategic Plan

TDM in Mississauga influences all five pillars of the Mississauga Strategic Plan. The strategies and action items of the Plan will clearly influence the ways that Mississauga residents and employees **Move** around the City. As the City continues to intensify, having residents making sustainable travel choices is imperative. People will be able to explore their neighbourhoods on **Connected** trails, sidewalks and transit routes. This can also lead to a sense of **Belonging** in one's community when they explore it as a pedestrian or on a bike and have the ability to feel more attached to their neighbourhood, which is often lacking in automobile trips. Reducing the number of single-occupant vehicles on City roads will reduce the production of greenhouse gas emissions and improve our abilities to be a **Green** city. TDM Strategies can also help the City to **Prosper**, by attracting innovative businesses who seek a creative pool of employees, who are continually changing the ways they want to work and access their places of employment.

Financial Impact

There are no immediate financial impacts resulting from the adoption of the recommendation in this report. The implementation and funding of proposed, future initiatives will be subject to approval through the annual budget and business planning process.

Conclusion

The TDM Plan Progress Report provides an update on the progress the City has made to support and promote TDM strategies and tactics. Of the 23 Actions in the TDM Plan, 4 have been completed and 12 are in progress. The action items illustrate the next steps for strengthening policies and developing new programming to continue to support TDM in Mississauga.

Attachments

Appendix 1: TDM Action Plan & Progress Status



Geoff Wright, P.Eng, MBA, Commissioner of Transportation and Works

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