




TDM: Local Challenges and Opportunities

Championing Sustainable
Transportation in the Kootenay
Wednesday, Nov. 4th 2009

MEGAN WALSH
science. knowledge. community.

The Geographical Challenge



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- Provincially, transportation accounts for 36% of total emissions
 - In the East Kootenay, according to 2007 CEEI reports, transportation accounts for 54% of community emissions on average
 - Requires unique, regional solutions



The Challenges...

A Regional Perspective

- Distance between communities
- Irregular work schedules
- Climate
- Tourism and Second-Homeowners
- Capacity and demand
- Population



The Challenges...

From a Community-Wide Perspective

- Population
- Personal preferences and behaviours
- Limited options
- Change - or the desire not to
- Lack of neighborhood connectedness
- Capacity

The Challenges...

The Local Government Perspective

- Funding
- Internal capacity
- Priorities
- Challenges of regional or inter-community coordination
- Community interest and involvement
- Multi-stakeholder coordination





The Opportunities and Tools

- Action happening on the community and local government level
- Legislation, resources, tools and funding are becoming increasingly available
- Success stories to learn from and follow



Local Government: Success Stories

- District of Elkford
 - Integrated GHG reduction strategies into their OCP (currently at Draft stage)
 - Policies focus on: Core development; Linkages and connectivity between neighborhoods and existing pathways; Requirements for pathways in new developments



It's the Whistler Way

- Whistler, BC
 - Public awareness and education campaign in place for 6 years
 - Coordinated by the Transportation Demand Management Planner
 - Development of a comprehensive Transportation Strategy
 - All Policies prioritize alternative transportation.

Travelsmart



- City of Kamloops
 - Comprehensive program that integrates **land use and transportation system planning management**
 - Patterns of growth molded to optimize use of existing transportation facilities
 - TDM techniques tailored to Kamloops, with emphasis on enhanced transit and cycling facilities



Transportation Demand Management Plan

- City of Kelowna/Regional District of Central Okanogan
 - Developed a Transportation Demand Management Plan, which has been given consideration in the OCP and RGS
 - Actions centre around: Reduced peak traffic; increased cycling; expansion of local transit; support for policy changes to reduce SOV.



Common Threads

- Integration with existing Policy frameworks
- Development of complimentary Policies that support an over-all sustainability model
- Consultation with and involvement of the community



Community Based Success Stories

- Nelson CarShare
 - Expanded since the 1990's, now sharing 14 cars in that community
 - Expanded throughout the Kootenay, including cars in Kimberley, Revelstoke, Golden, Kaslo and Fernie
 - 126 now sharing vehicles in their communities



- Kootenay Rideshare
 - Very active on-line ridesharing program
 - Individuals post rides either offered or needed on the website; Similar sites exists in Fernie
 - Completion of a feasibility study for expansion of the Kootenay Rideshare throughout the Basin
 - Potential to be expanded

Employee-Based Commuting



- Tembec offers a bus service for mill employees
- Teck Coal transports mine employees to and from the mine sites
- Significant opportunity to coordinate through Chambers of Commerce, or local employers to encourage carpooling



Ridership Incentives

- Cranbrook's Transit system continues to see increased riders (July 2009, reported to have increased 4% since previous years count)
- U-Pass for College of the Rockies Students
- Free rides on Clean Air Day

Opportunities for Further Implementation



- Corridor-based commuting
 - Cranbrook/Kimberley: 3300 trips/day!
 - Elk Valley
- Education and participation campaign
 - Commuter Challenges
 - Ridesharing
- Coordination with local organizations
 - FBC
 - CBT
 - Wildsight



...More Opportunities

- OCP Amendments or Revisions
 - Integrating land-use planning and transportation system management for TDM
- Use of existing programs and events



Thanks!

Questions?