



# URBAN TRANSPORTATION SHOWCASE PROGRAM

## 2004 - 2005 Annual Review



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## INTRODUCTION

The Urban Transportation Showcase Program (UTSP) is a Transport Canada initiative under the Government of Canada's Action Plan 2000 on Climate Change. The goal of UTSP is to reduce greenhouse gas emissions through the implementation of innovative 'Showcase' demonstration projects in municipalities across Canada and through the sharing of related information and resources. The program has four major objectives:

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### TABLE OF CONTENTS

<b>Introduction .....</b>	<b>1</b>
<b>Program Overview .....</b>	<b>1</b>
<b>Showcases .....</b>	<b>2</b>
<b>Information Network .....</b>	<b>8</b>
<b>Lessons Learned .....</b>	<b>9</b>

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- To support the development and integration of strategies, transportation planning tools and best practices so as to reduce greenhouse gas (GHG) emissions;
- To demonstrate, measure and monitor the effectiveness of a range of integrated urban GHG reduction strategies;
- To evaluate the effects of these strategies for other important policy objectives to build strong cities (smog reduction, congestion relief, improved public transit infrastructure); and,
- To establish a comprehensive and pro-active national Information Network for the dissemination of information on successful GHG reduction strategies for sustainable urban transportation.

## PROGRAM OVERVIEW

The Urban Transportation Showcase Program is a key component of the Government of Canada's Action Plan 2000 on Climate Change. The transportation sector is responsible for approximately one quarter of Canada's total GHG emissions and almost half of these emissions are from urban passenger transportation.

With a budget of \$40 million over 5 years, the Urban Transportation Showcase Program (UTSP) is supporting the creation of multi-year initiatives called 'Showcases' to demonstrate and evaluate integrated approaches to reducing urban transportation-related GHG emissions. Selected from 48 project ideas submitted by municipal and regional governments from across Canada, the Showcases are using a variety of innovative approaches and coordinated measures within an overall transportation and land use planning framework. Through integrated planning and project implementation, each of the initiatives is bringing together new technologies, infrastructure improvements and social marketing to improve the sustainability of urban transportation systems and address other urban challenges, including air quality, traffic congestion, and pedestrian and cyclist safety.

Valuable new information, analytical approaches, planning resources and lessons learned from the Showcases are also being shared with cities and transportation practitioners from across Canada through UTSP Information Network activities. The Network supports sustainable transportation-related learning events and awards programs, provides information on the Showcase demonstrations and in-

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Showcases selected to be implemented:

- Whitehorse, Yukon
  - Greater Vancouver, BC
  - Winnipeg, Manitoba
  - Region of Waterloo, Ontario
  - Greater Toronto Area and the City of Hamilton, Ontario
  - Montreal, Quebec
  - Gatineau, Quebec
  - Halifax, Nova Scotia
- 

cludes a web site with a library of case studies on other sustainable transportation initiatives from across Canada.

#### SELECTION PROCESS AND TIMELINE

The Urban Transportation Showcase Program held a two-stage national competition to select the Showcase demonstrations. In the fall of 2001, Transport Canada received 48 expressions of interest from across the country. These were reviewed by Transport Canada and fifteen finalists were invited to submit detailed project proposals. Each finalist received \$30,000 to develop their detailed proposal. A Selection Committee of experts in sustainable transportation evaluated the full proposals and recommended the eight winning Showcases to the Minister of Transportation who made the final selection decision in November 2003.

This section provides brief summaries of the five Showcases underway in 2004. More detailed information on the Showcases, their progress in 2004/2005 and

### SHOWCASES

lessons learned is available on the UTSP web site ([www.tc.gc.ca/utsp](http://www.tc.gc.ca/utsp)).

#### SHOWCASES UNDERWAY

##### Smart Commute Initiative

**Lead Organizations:** Greater Toronto Area - City of Hamilton

**UTSP Funding:** \$2.5 million

**Total Project Cost:** \$7.9 million

A coalition of regional and municipal governments across the Greater Toronto Area and the City of Hamilton have established an umbrella organization called the Smart Commute Association (SCA) to coordinate, manage and market various commuter options programs aimed at reducing single occupancy vehicle use through expanding the range of sustainable transportation options.

The commuter options initiatives are being delivered by a network of smaller, non-profit transportation management associations, or local "smart commutes" (SCs), which are being located throughout the larger region. With regional oversight and coordination provided by the Smart Commute Association, the local SCs are beginning to determine their local area's sustainable transportation needs and to develop an appropriate mix of corresponding transportation services that encourage more efficient use of the existing transportation infrastructure and services. The SCs are also responsible for the local level marketing and promotion of the services which include:

- Rideshare matching for carpool and vanpool programs;
- A guaranteed-ride-home program;
- Shared parking co-ordination; and,



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Participating municipalities in the Smart Commute Initiative include:

- the Region of York
- City of Toronto
- Region of Durham
- Region of Peel
- City of Hamilton
- Region of Halton

Other municipalities assisting with the local smart commute include:

- Town of Markham
- Town of Newmarket
- City of Vaughn
- City of Mississauga



- Transit improvements, including more convenient transit routings and transit stops with shelters.

In May 2004, participating municipalities entered into a Memorandum of Understanding to implement the Smart Commute Initiative and the Smart Commute Association was formally launched in January 2005. Prior to fiscal year end, the SCA completed several analyses of member employers to determine regional commuter options, while the two existing SCs (Black Creek\* and 404-7) contacted over 500 businesses and over 100,000 employees through a direct mail campaign, calls and visits and five promotional/recruitment events.

*For more information:* [www.smartcommute.ca](http://www.smartcommute.ca)

\* Recently changed to "Smart Commute - North Toronto, Vaughan".

### Sustainable Region Showcase for Greater Vancouver

**Lead Organization:** Greater Vancouver Transportation Authority

**UTSP Funding:** \$8.8 million

**Total Project Cost:** \$30.9 million

The Greater Vancouver Transportation Authority (GVTA) is working with the Greater Vancouver Regional District and their municipal and non-profit partners to carry out six integrated projects to reduce urban transportation GHG emissions in Greater Vancouver.

- *Main Street Corridor Transit and Pedestrian Priority:* Street and sidewalk enhancements will improve pedestrian safety, while transit technologies such as transit priority traffic lights will advance the reliability and efficiency of bus service along a major arterial in Vancouver. With all construction activity to be completed by late 2006, baseline traffic and pedestrian analyses have been completed. Detailed design was well underway as of March 2005.
- *Central Valley Greenway:* A 22-kilometre bicycle and pedestrian pathway will link Downtown Vancouver, Burnaby and New Westminister and become the backbone of the regional cycling network. At the start of the year a federal Environmental Assessment Review was completed and work moved forward in all three partner municipalities. In November 2004, New Westminister City Council approved the detailed design of their portion of the Greenway and a Request for Proposals (RFP) for a key segment was completed in early February. Detailed design of Burnaby's segment has been completed and construction is scheduled to begin in May 2005. In Vancouver, Expressions of Interest for the design of the pedestrian bridge were issued.
- *Transit Villages:* Two transit stations (Surrey Central and Commercial/Broadway) are being redesigned to enhance the urban realm and improve active transportation connections to the stations. Contracts for the Commercial/Broadway station and area redesign were awarded in February 2005 and the work is now underway. A partnering agreement with the City of

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Partner groups in Sustainable Region Showcase include:

- Greater Vancouver Transportation Authority
  - Greater Vancouver Regional District
  - City of Vancouver
  - City of New Westminster
  - City of Burnaby
  - City of Surrey
  - Better Environmentally Sound Transportation
- 

Surrey and GVTA was completed in December that will see up to \$3 million dollars committed to development of a transit oriented plan for the station in Surrey. Two public open houses have been held along with an 'Ideas Forum' that included a design charette to define issues and opportunities and visualize station potentials.

- *Goods Movement Efficiency:* A comprehensive inter-modal transportation study will be undertaken to support the creation of a policy strategy, information base and a dynamic computer model for improved goods movement in Greater Vancouver. A project RFP was completed at the end of March 2005.
- *Travel Smart:* A household-based personal transportation program targeting individuals who have expressed an interest in reducing their vehicle trips will be piloted in households in six different neighbourhoods spread throughout the region. Early in 2005, a marketing and research phasing plan was developed and a consultant was selected to manage the innovative project.
- *Hybrid Bus:* Two buses are being fitted with diesel/electric hybrid engines and will be operated on regular bus routes to test their performance and to gauge community and customer response. At the beginning of 2005, two former Ballard fuel cell buses were stripped of their fuel cell equipment and transported to another facility for conversion pending signing of the final contract. The retrofit of the buses is scheduled to be completed by spring 2005.

For more information: [www.translink.bc.ca](http://www.translink.bc.ca)

## MetroLink: Innovation Towards Integrated Bus Rapid Transit

**Lead Organization:** Halifax Regional Municipality

**UTSP Funding:** \$4.1 million

**Total Project Cost:** \$12.3 million



Halifax Regional Municipality is establishing two bus rapid transit (BRT) corridors from the suburban communities of Sackville and Cole Harbour to downtown Halifax. The two BRT corridors will be equipped with transit priority traffic signals and queue jumping lanes which will give the buses a competitive edge over vehicular traffic at key signalized intersections.

Called MetroLink, the new service utilizes 20 new Canadian-made buses featuring bike racks and more comfortable passenger seating. To encourage more sustainable transportation to and from MetroLink stations, on-road bikeways and trails link the stations to existing networks and nearby destinations. Large 'Park & Ride' lots are being developed to serve key stations.

Following the signing of the UTSP Contribution Agreement in July 2004, project organizers have made significant progress, including the completion of detailed design for the BRT corridors and associated bikeway connections. In addition, a product branding exercise was completed that give MetroLink buses and stations a unique and recognizable look. Purchase orders for the new buses were submitted and the first ones are expected to arrive in the spring of 2005. A special

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A special amendment to the provincial Motor Vehicle Act was granted to operate MetroLink's traffic signal priority system on provincially-owned road corridors.

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amendment to the provincial Motor Vehicle Act was also granted in October 2004 to operate transit signal priority on provincially-owned sections of the BRT corridors.

As the project moves towards a summer 2005 launch, a BRT Advisory Committee has been established to advise and provide recommendations on all customer-related aspects of the MetroLink service, including input on the Park & Ride lots and bikeway connections. Members include municipal staff, environmental organization representatives, youth, cyclists, wheelchair users, and other commuters from the BRT corridor areas.

*For more information:* [www.halifax.ca/metrotransit/BRT.html](http://www.halifax.ca/metrotransit/BRT.html)

### **iXpress: Central Transit Corridor Express Bus Project**

**Lead Organization:** Regional Municipality of Waterloo

**UTSP Funding:** \$3 million

**Total Project Cost:** \$9.2 million



The Regional Municipality of Waterloo is developing an express bus system incorporating new transit technologies and active transportation connections. Called iXpress, the limited-stop service will utilize existing roadways to link major centres such as universities, regional hospitals, shopping malls and the downtown districts of Waterloo, Kitchener and Cambridge. The system's 13 stations will be integrated with existing transit service routes and include enhanced bicycle and pedestrian connections. In addition to improving transit services in the region, one of the project's goals is to build ridership along the region's 'Central Transit Corridor' to support the eventual development of a rapid transit light rail system.

Scheduled to go into service in September 2005, iXpress will feature low-floor buses equipped with bicycle racks and a satellite-based tracking and communication system to provide signal priority at key intersections along the route and provide real-time bus arrival and departure information for passengers at selected stops. The satellite tracking system will also support the development of a dynamic, web-based trip planning tool for service users.

The project's initial phase (up to March 2005) included extensive field testing to establish route options for the system and public consultation that included open houses, direct mailings and an on-line survey. A technology review was carried out and preliminary design for system components was completed. A pedestrian accessibility audit was initiated and the opportunity to construct cycling links to the stations was studied at eight potential iXpress bus stop locations. In December 2004, Grand River Transit received the buses to be used on the iXpress system. In late March 2005, Waterloo Regional Council approved one of four potential iXpress routes.

*For more information:* [www.grt.ca](http://www.grt.ca)

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The iXpress rapid bus system will build ridership along the region's 'Central Transit Corridor' to support the eventual development of a rapid transit system.

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## Whitehorse Moves

**Lead Organization:** City of Whitehorse

**UTSP Funding:** \$700,000

**Total Project Cost:** \$2.4 million

The City of Whitehorse is implementing a number of inter-related projects to improve active transportation connections, enhance pedestrian and cycling safety and calm traffic along major arterials and at key intersections. Whitehorse Moves includes the following components:

- *Road diets:* The conversion of two four-lane collector roads to two lane roads with a centre left-turn lane and improved pedestrian crossings.
- *Walking and cycling network improvements:* The improvement of three major multi-use trails between downtown and residential areas through the addition of new connections, a river crossing, improved lighting and a new staircase at a particularly steep grade. Trees, lighting, benches, bicycle racks, transit shelters with transit information will also be added in strategic downtown locations to enhance the pedestrian realm and help improve transit use.
- *Traffic Roundabout:* A traffic circle at a major intersection to reduce vehicle delay and slow the speed of traffic to improve the safety of pedestrians, cyclists and drivers.

Although necessary environmental assessments and construction cost increases slowed some project components, infrastructure improvements did get underway. During the short construction season, the traffic roundabout was completed, the pedestrian bridge was started, new stairs to the Airport Trail were completed and one of the two roads selected for the road diet was converted. Design work for the other infrastructure improvements was also completed during the year and information brochures on the individual elements were prepared and distributed at project events and through regular city mailings. Other infrastructure elements are scheduled to commence beginning in late spring 2005. Comprehensive baseline data was also collected and project measures were established to allow for effective monitoring and evaluation of all project components.

*For more information:* [www.whitehorse.ca](http://www.whitehorse.ca)

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The Whitehorse Moves Showcase is helping the city maintain one of Canada's highest modal splits for year-round bicycle commuters -- a significant achievement for such a cold climate, northern city.

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### BENEFITS MEASUREMENT

To measure and evaluate the impacts of the Showcases, the UTSP incorporates a benefits measurement approach. Showcase implementers are required to set up clear measures (e.g., transit passenger counts, operating costs, GHG emissions, transit ridership and single occupant vehicle trips) and targets for each project component. For each measure, organizers also establish baseline data against which project results will be measured and monitored. Given the early stage of projects, quantitative technical results can be expected in future annual reviews.



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## SHOWCASE PARTNERSHIPS

The five Showcases currently being implemented received \$19.1 million in contributions from UTSP and an additional \$48.6 was committed by project organizers and other funders, including over 30 municipal, regional, provincial, non-governmental and institutional partners.

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## UPCOMING SHOWCASES

The following three Showcases are projects for which contribution agreements have not yet been concluded. For more information on the upcoming Showcases and their status, please visit the UTSP web site at [www.tc.gc.ca/utsp](http://www.tc.gc.ca/utsp).

### The Urban Transportation Showcase Program of the Société de Transport de l'Outaouais

**Lead Organizations:** Société de transport de l'Outaouais, Société de transport de Montréal

The proposed Showcase seeks to improve the competitiveness of public transit through the development of dedicated bus lanes on major transportation corridors, improved park-and-ride services and the use of hybrid diesel-electric bus technology.

### Winsmart

**Lead Organization:** City of Winnipeg

The proposed Showcase features a combination of integrated sustainable transportation initiatives, including active transportation infrastructure improvements, sustainable transportation policy development, transit fleet operations efficiencies such as AVL equipment, testing of a hybrid-bus, an Ecopass program and development of Ethanol 85 and Biodiesel fuelling stations.

### Branché - Mobility Reinvented

**Lead Organization:** Agence métropolitaine de transport

The proposed Showcase seeks to develop a fleet of shared electric vehicles and bicycles to be based in downtown Montreal and at selected suburban commuter rail stations for trips in areas that cannot be well served by conventional public transit.



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## LEARNING EVENTS

The 23 Learning Events covered a number of innovative and leading edge topics in sustainable transportation, including:

- Innovative Transportation Financing for Sustainable Cities
  - Mobility Outside Urban Areas
  - Congestion Charging
  - Intergovernmental Cooperation in Sustainable Urban Transportation
  - Transportation, Air Issues and Human Health
  - Bus Rapid Transit in Canada
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## INFORMATION NETWORK

The UTSP Information Network provides forums for sustainable urban transportation practitioners to share information and lessons learned from the Showcase demonstrations and other sustainable transportation initiatives from across Canada. The Information Network initiated activities in 2003. Since that time, projects have included learning events, publication of Canadian case studies, sponsorship of award programs and development of a web site hub. To implement the network, the UTSP has partnered with a variety of organizations including:

- Association of Commuter Transportation of Canada
- L'Association québécoise du transport et des routes
- Canadian Urban Transit Association
- Environment Canada
- Federation of Canadian Municipalities
- Forum of Federations
- Moving the Economy
- Natural Resources Canada
- Pollution Probe
- Sierra Club of Canada
- Smart Growth Canada Network
- Transportation Association of Canada
- Vélo Quebec
- York University
- **Learning Events:** Transport Canada sponsored, supported and participated in twenty-three sustainable transportation learning events over the last two years that supported key objectives of the UTSP. Learning Events included workshops, presentations on innovative transportation projects and programs, plenary discussions, workshops and tradeshow and attracted over 1600 transportation professionals. According to participant feedback, the events were valuable learning experiences and provided timely and helpful information and resources on facilitating sustainable urban transportation initiatives in their own communities. Event proceedings and contact information are available on the UTSP web site.
- **Case Study Library:** Selected by an advisory committee composed of representatives from the 15 Showcase finalists, the on-line library features profiles of sustainable urban transportation initiatives from across Canada, providing information on key success factors, lessons learned and results. The growing library currently features 30 case studies organized in the following categories:
  - Public transit - Service and operations
  - Public transit - Promotion and support
  - Active transportation

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#### SUSTAINABLE TRANSPORTATION AWARD WINNERS

UTSP sponsored both the FCM-CH2M HILL Sustainable Community Awards and the Sustainable Urban Transportation Award. Recent winners include:

- City of Calgary, Alberta  
Transportation Solutions Group (2002 TAC Sustainable Urban Transportation Award)
  - Region of Waterloo, Ontario  
"You Can Clear the Air" school curriculum (2003 TAC Sustainable Urban Transportation Award)
  - City of Ottawa, Ontario  
O-Train: Light Rail Pilot Project (2003 FCM- CH2M HILL - Transportation Award)
  - City of Edmonton, Alberta  
Multi-use Trail and Streetcar Corridor (2004 FCM- CH2M HILL - Transportation Award)
- 

- Efficient motor vehicle use
- Goods movement
- Outreach & education
- Pricing
- Land use & development
- Road planning & design
- Long-range planning & policy
- Advanced technologies
- Service delivery innovation

The Canadian Urban Transit Association prepared a case study on U-Pass programs and two case studies were developed by the non-profit group Moving the Economy on integrated transportation mobility programs.

- **Awards Programs:** UTSP supports two national awards programs, one sponsored by the Federation of Canadian Municipalities (FCM) and the other by the Transportation Association of Canada (TAC) that recognize leadership, innovation and achievement in sustainable urban transportation. Sponsorship of both the FCM-CH2M HILL Sustainable Community Awards and the TAC Sustainable Urban Transportation Award began in 2003. Award winners from the first two years of support from the Information Network are featured in the side bar to the left.
- **Web site:** The UTSP web site ([www.tc.gc.ca/utsp](http://www.tc.gc.ca/utsp)) houses the case study library, information on the showcase demonstrations, award program winners, presentations from learning events, an image bank and a directory of sustainable urban transportation links. The Information Network web site was launched in early 2004 and has had on average 13,000 hits per month in the first year.

## LESSONS LEARNED

One of UTSP's key objectives is to share new information, tools and resources to help municipalities and other agencies implement more sustainable transportation options to reduce urban GHG emissions. The following key lessons have been distilled from the five Showcases currently underway. More detailed "lessons learned" are available in the Showcase section on the UTSP website. They are in no specific order.

- **Build collaborative and cooperative working arrangements early on in the process and develop project protocols:** Most Showcases are multi-jurisdictional efforts involving multiple municipal and agency partners. This combined with UTSP's relatively tight program schedule has demanded the establishment of collaborative working relationships based on trust and willingness for designing and managing each project. Such a collaborative approach can be a departure for project partners used to more traditional,

compartmentalized forms of project management and decision making. For agencies, departments and municipalities with limited experience working together, a more collaborative working approach can take time to be established as the required relationships are developed. Formal working agreements and project protocols can help facilitate increased coordination, cooperation and collaboration for better project results and more effective implementation. Careful coordination and planning is also required to prevent duplication or working at cross-purposes.

- ***Seek early and expedited approvals where feasible and practical:*** Many Showcase project elements require a significant planning program in advance of implementing specific measures to secure any necessary federal, provincial or municipal approvals. These can delay project work and/or divert project energies if not identified early on during project scoping. Ensuring that approving authorities understand the Showcase initiative, its underlying principles and objectives and its relatively compressed schedule is also important. With greater familiarity and support and awareness, project partners and approving authorities can work together to find solutions to time constraints and expedite necessary approvals.
- ***Ensure private sector partners see the "value" of becoming involved:*** Some Showcase elements involve private sector partners as project participants and/or funders. To ensure their engagement and involvement, the business case for the transportation improvements and programs needs to be clearly made given the time and potential monetary costs of their involvement. For example, employers need to understand the value of their participation in transportation demand projects and may also need to see early successes before they 'buy in' to the project.

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## MORE INFORMATION

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