

Municipal Governments and Sustainable Communities:
A BEST PRACTICES GUIDE 2000
(Excerpts related to Sustainable Transportation)

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Sustainable Community Awards

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TRANSPORTATION

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2000 Winners

TRANSPORTATION

Kamloops, British Columbia — TravelSmart Program

TravelSmart is a broad-based program that reduces urban sprawl and travel demand in Kamloops through land use and transportation system management, neighbourhood design and the promotion of alternative transportation.

BACKGROUND

The City of Kamloops, British Columbia, witnessed considerable growth during the 1990s that placed additional demands on its transportation system. Due to increased environmental awareness and a reduction in public acceptance of government spending, Kamloops needed to find new ways to maintain mobility without spending large amounts of money on road infrastructure. The city therefore launched TravelSmart in January 1997 under the umbrella of its Official Community Plan. Instead of building new roads to accommodate land use plans, TravelSmart integrated land use and transportation planning and focused on alternative neighbourhood designs and travel modes (including transit system options) and on promoting changes in travel behaviour.

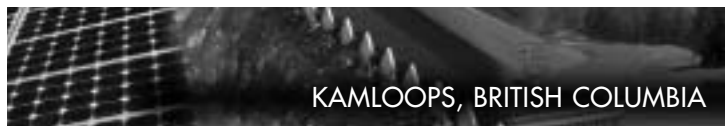
OBJECTIVES

The project's objectives were to:

- provide a clear direction for updating land use planning policies in the Official Community Plan
- develop an integrated land use and transportation strategy, tailored to Kamloops, that recognized the strong links between land use and transportation, balanced livability and mobility goals and carried the community from 85,000 people toward the projected 2020 population threshold of 120,000
- reduce the rate of growth in travel demand within Kamloops
- prepare a short- and long-term transportation system plan that embraced all modes of travel (e.g., cars, public transit, bicycles, etc.) as well as affordability
- ensure that economic development and quality of life goals were taken into account, as well as environmental concerns such as energy consumption and air quality

DELIVERING THE PROGRAM

The program blended supply and demand management approaches in a balanced way to ensure the most efficient evolution of the transportation system and included the following initiatives.



KAMLOOPS, BRITISH COLUMBIA

LAND USE INTEGRATION

The single most important factor influencing travel demand was the pattern of community development, including location, type and density of land use. The city's Official Plan was revised to influence growth patterns to minimize demand for the automobile. The plan now favours a compact form of development in which places of residence are typically located close to employment and community services. The plan supports an increase in density in the central area, which will accept 15 per cent of the future growth up to a population of 120,000.

LESS EXPENSIVE ROAD STRUCTURE ALTERNATIVES

One of the largest areas of potential expenditure facing the community was the cost of road network improvements. The city's Official Plan was revised in some areas to slow or halt development and focused development instead on other parts of the city that were adequately served by existing road structures. Instead of building separate routes for each neighbourhood, underutilized arterial corridors were identified to provide access to the downtown core for a number of neighbourhoods. To avoid the cost of building bypasses over the busy highway that runs through town, Kamloops encouraged residents to use alternatives to the highway. Because of the reduced growth in car use, the projected number of river crossings required in the next 20 years was reduced from three to one.

IMPROVED PUBLIC TRANSIT

TravelSmart identified the need for a comprehensive transit plan to review and improve the level of service and to provide reasonable alternatives to the single occupant vehicle. Improvements being pursued include:

- increased frequency of service to outlying communities
- increased service hours to accommodate the early morning commute and evening entertainment demands
- the use of smaller buses that feed into the main system
- bike racks on buses that encourage people to ride their bikes and use the bus if they find Kamloops' hills too tiring
- providing transit services to new communities as early in the development cycle as possible to encourage residents to choose bus service over driving their cars



THE PROMOTION OF BICYCLE USE

Bicycle use was aggressively promoted. The city is putting the finishing touches on a Kamloops Bicycle Plan that identifies \$6 million worth of additional cycle routes and initiatives for businesses to provide related “end of trip” facilities such as showers and bike racks.

PROMOTIONAL PROGRAMS WORKPLACES

In partnership with Go Green and B.C. Transit, the city offered workshops and seminars for large employers to promote transit, bike use and teleworking. It also offered ride-matching services to encourage car-pooling.

SCHOOLS

A Safe Routes to School program encouraged children to bike, walk and take public transportation to school instead of having their parents drive them. City staff attended special events in the schools to promote the program and each year a package promoting this and other safety initiatives was sent to each school in the city.

GENERAL PUBLIC

Billboards with Go Green slogans were placed on commuter streets to promote trip reduction and alternate modes of transportation. In addition, city staff visited neighbourhoods to inform residents about TravelSmart.

FINANCING THE PROGRAM

The total cost of the TravelSmart planning project was \$300,000 and was funded by the city (\$245,000) and the Province (\$55,000). Initiatives were supported by the city’s general revenue, the city’s development cost charges, the B.C. Transportation Financing Authority, specific developers and B.C. Transit.

Other TravelSmart implementation funding came from the general revenue fund, provincial funds, blends of provincial and federal infrastructure funding, the development cost charges fund, the Ministry of Transportation and Highway and contributions from specific developers.

RESULTS

TravelSmart is expected to yield dramatic environmental and economic results; however, at the time of writing, the impact of this project has not yet been fully measured.

REDUCED COSTS

The anticipated future road costs required before Kamloops reaches a population of 100,000 were reduced from \$120 million to \$14 million.

ENERGY EFFICIENCY AND AIR POLLUTION AND GREENHOUSE GAS REDUCTION

TravelSmart is expected to reduce energy consumption from 128 to 125 gigajoules per capita per year. This corresponds to a reduction in carbon monoxide from 116 to 111 kg per capita per year and a reduction of carbon dioxide from 7,200 to 7,000kg/capita/year.

LESSONS LEARNED

- The most critical component of TravelSmart was a shift in travel behaviour and public attitudes. Kamloops recognized that an ongoing awareness campaign and community involvement would be required to sustain TravelSmart.
- A wide range of partnerships enhanced communication.
- Setting an environmental precedent within the city’s municipal operations provided a role model for the community.
- The integration of land use and transportation planning can have a significant effect on the affordability of providing an efficient transportation system that balances livability and mobility goals.



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PARTNERSHIPS

Many partnerships have contributed to the success of TravelSmart. The B.C. Ministry of Transportation, B.C. Transit and the B.C. Ministry of the Environment, Lands and Parks provided expertise through their involvement on the project's steering committee. The B.C. Ministry of Transportation assisted in funding and the B.C. Ministry of the Environment, Lands and Parks also provided funding for a summer student. The University College of the Cariboo provided its university growth projections. Finally, there was close co-operation between the city and the Kamloops Indian Band on roadwork projects between native lands and the city's road network.

**TRANSPORTATION
DEMAND
MANAGEMENT****RESORT MUNICIPALITY
WATERLOO, ONTARIO***Forming a Regional Transit System in
the Region of Waterloo*

This project was initiated as a result of the Regional Transportation Master Plan's principle objective of reducing automobile travel through the increased use of alternative modes of transportation and recommendations by the Transportation Association of Canada regarding transportation management at the municipal level. The formation of a regional transit system was also part of the Province of Ontario's discussions regarding the rationalization of local services among municipal and regional governments.

Primary reasons for integrating transit services are the need to increase transit ridership and to reach the automobile travel reduction targets outlined in the transportation master plan. The new regional transit organization and transit support functions are staffed by personnel who originally worked for Cambridge Transit, Kitchener Transit and Project Lift, plus the transit support staff from other departments of these cities.

The new organization will allow for the delivery of necessary transportation systems to effectively deal with present and future problems of congestion. Other anticipated outcomes of the new regional transit services are fewer parking problems, decreased road maintenance costs and a decreased need for new roads.