Urban Transportation Showcase Program

Program Update & Overview of Detailed Proposals

September 2003

Transport Canada Transports Canada

Origins of the program

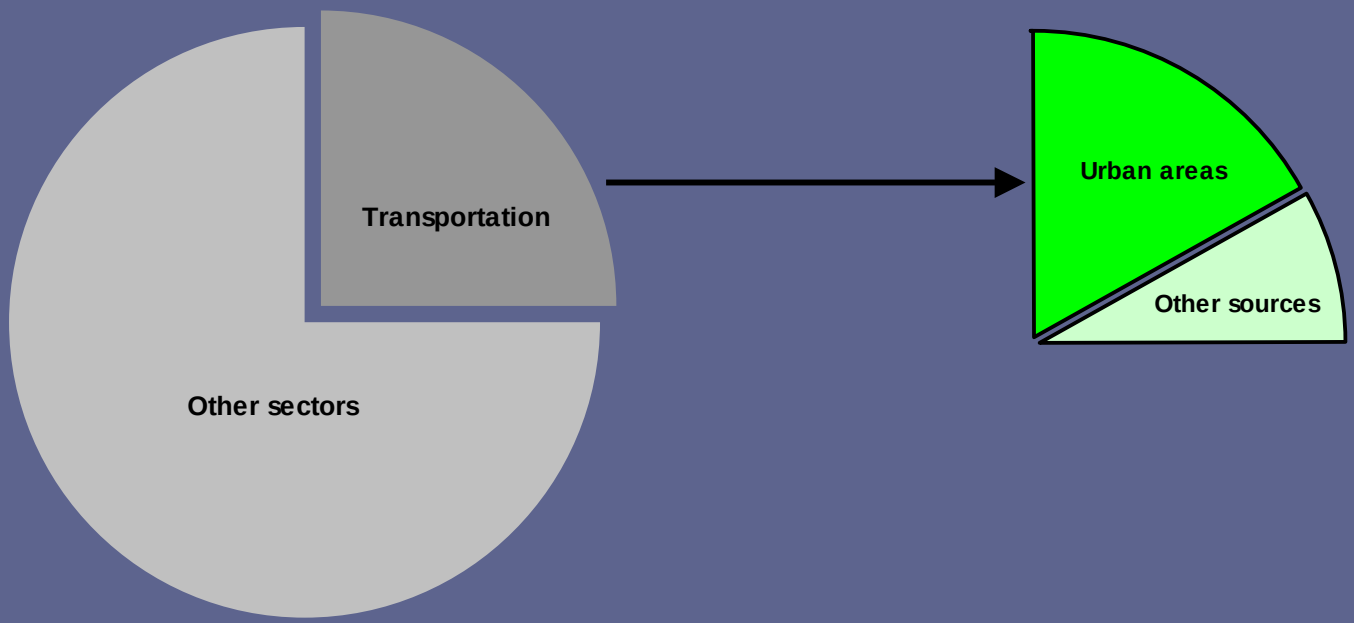
Supporting Canada's climate change plan

- 1998: Canada signs Kyoto Protocol
- 1998-1999: Transportation Table consulted Canadians & evaluated options to reduce GHGs from transportation
- 2000: Action Plan 2000 on Climate Change announced new federal initiatives, including the Urban Transportation Showcase Program
- 2001: Urban Transportation Showcase Program launched

Transportation: a climate change challenge

One-quarter of Canada's greenhouse gas emissions come from transportation

Two-thirds of our transportation emissions come from urban areas



What will the program accomplish?

Encouraging energy-efficient urban transportation

- Reducing greenhouse gas emissions while improving quality of life
- Helping communities meet their own challenges
- Demonstrating a range of solutions for urban areas of different types and sizes
- Sharing lessons learned and enabling replication of effective measures across Canada
- Sharing the benefits and costs of innovation

What's in a showcase?

Innovation

Test and evaluate new approaches to old problems

Manage transportation demand as well as supply

Modify best practices to meet local needs

Integration

Implement a range of coordinated strategies

Examine synergies among different strategies

Consider the relationship between land use and transportation

Information

Document "what, where, when and how" of strategies

Measure and report greenhouse gas impacts

Measure and report other impacts (congestion, smog, safety, economy)

Information Network

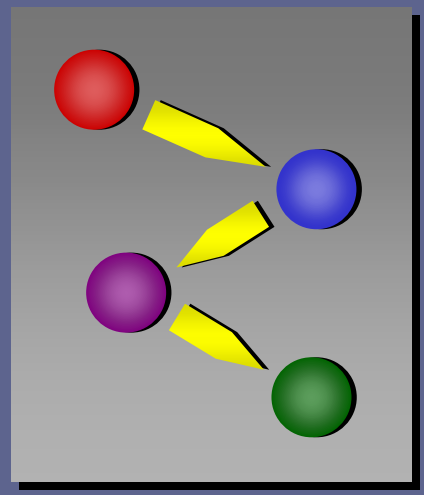
Sharing knowledge and experience

- The creation of an effective national dialogue is essential to program success
- Participants and observers will communicate through newsletters, workshops and conferences
- Showcase status reports and results will be posted on the program's Web site
- An online library of innovative practices will provide real-life examples to learn from

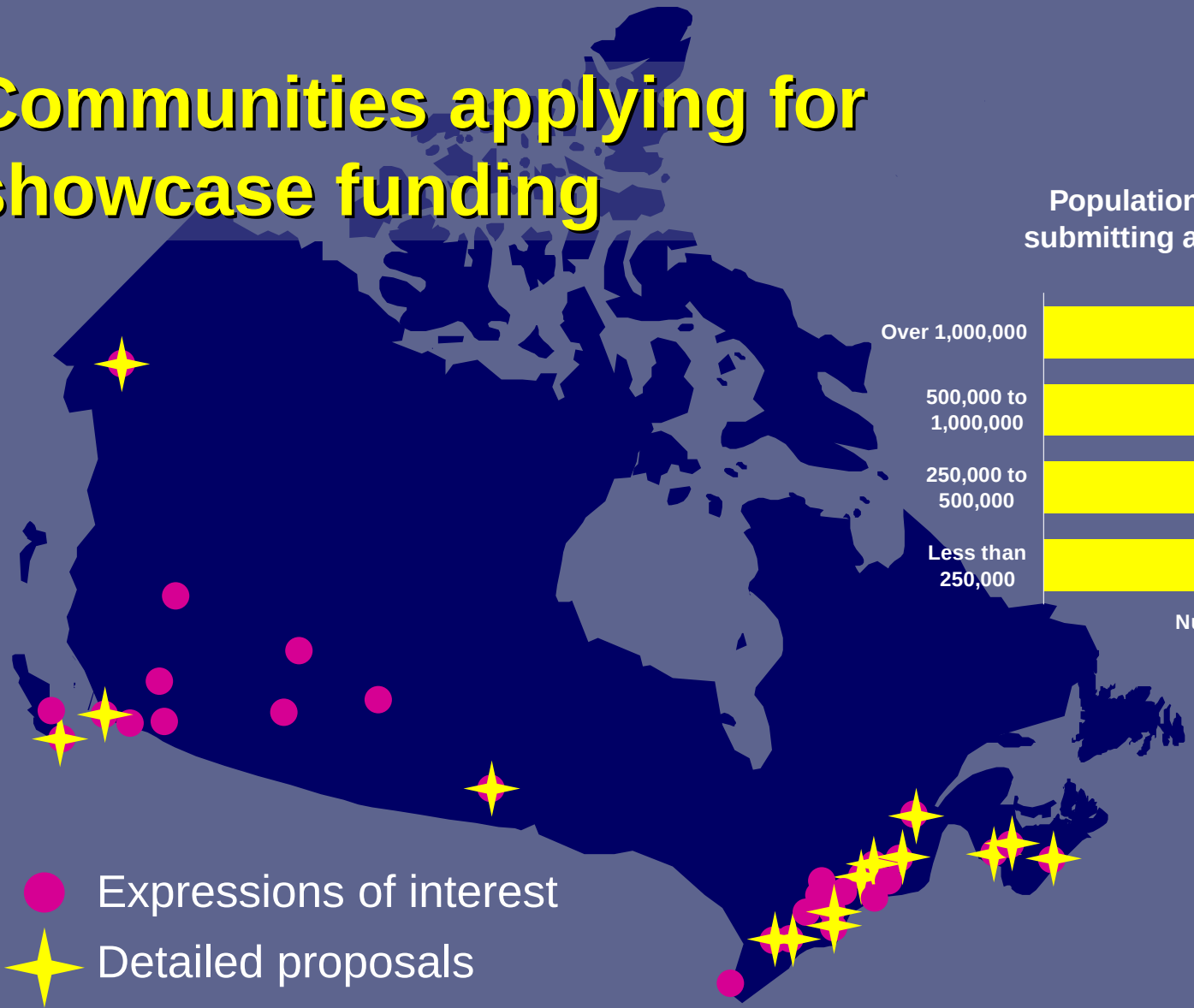
Selection process

Encouraging better, brighter ideas

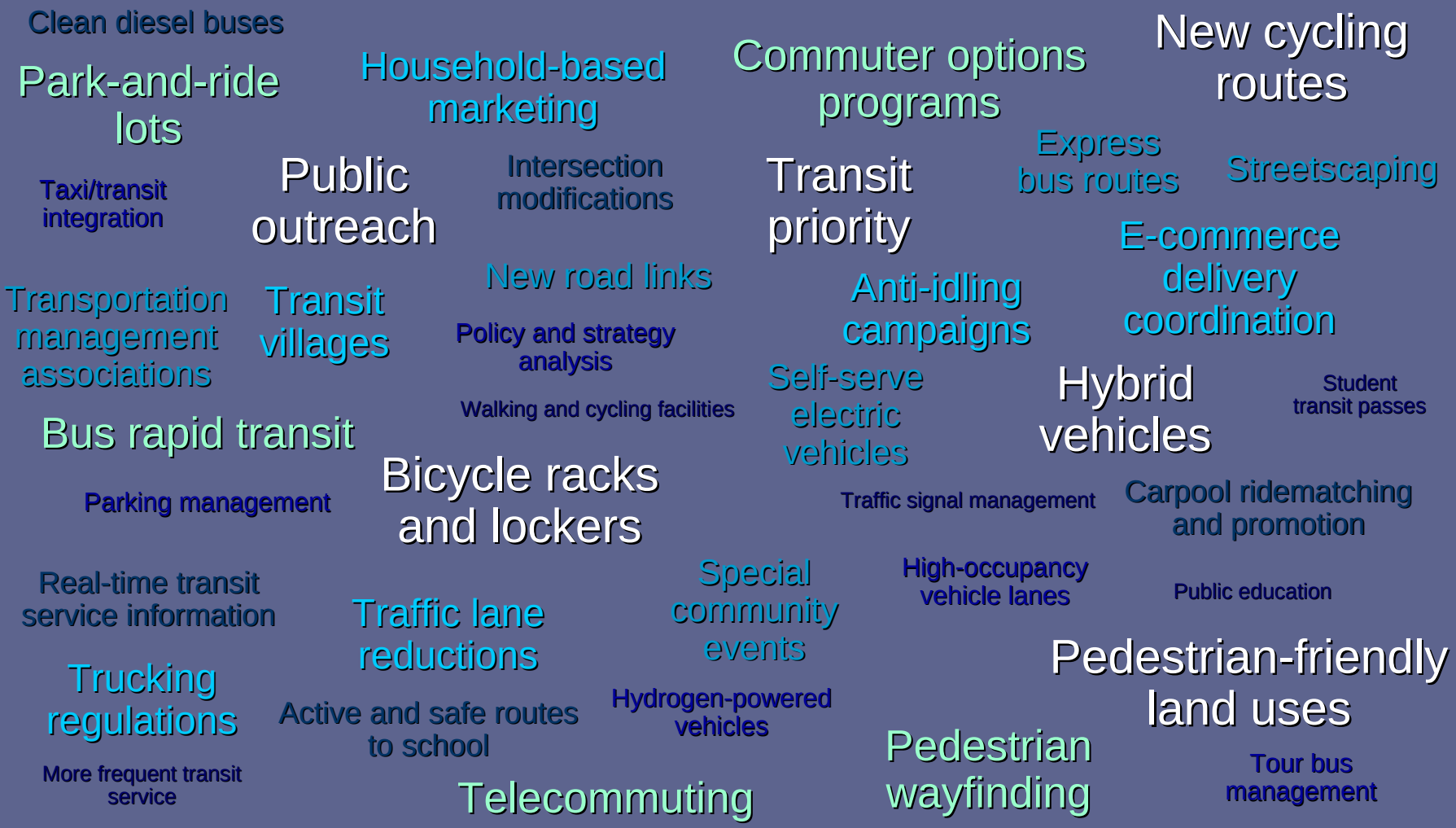
- All Canadian communities were invited to compete for showcase funding
- 48 expressions of interest were received
- 15 communities were invited to submit proposals
- Evaluation was conducted by an independent selection committee
- Successful applicants will be announced by the Minister of Transport in fall of 2003



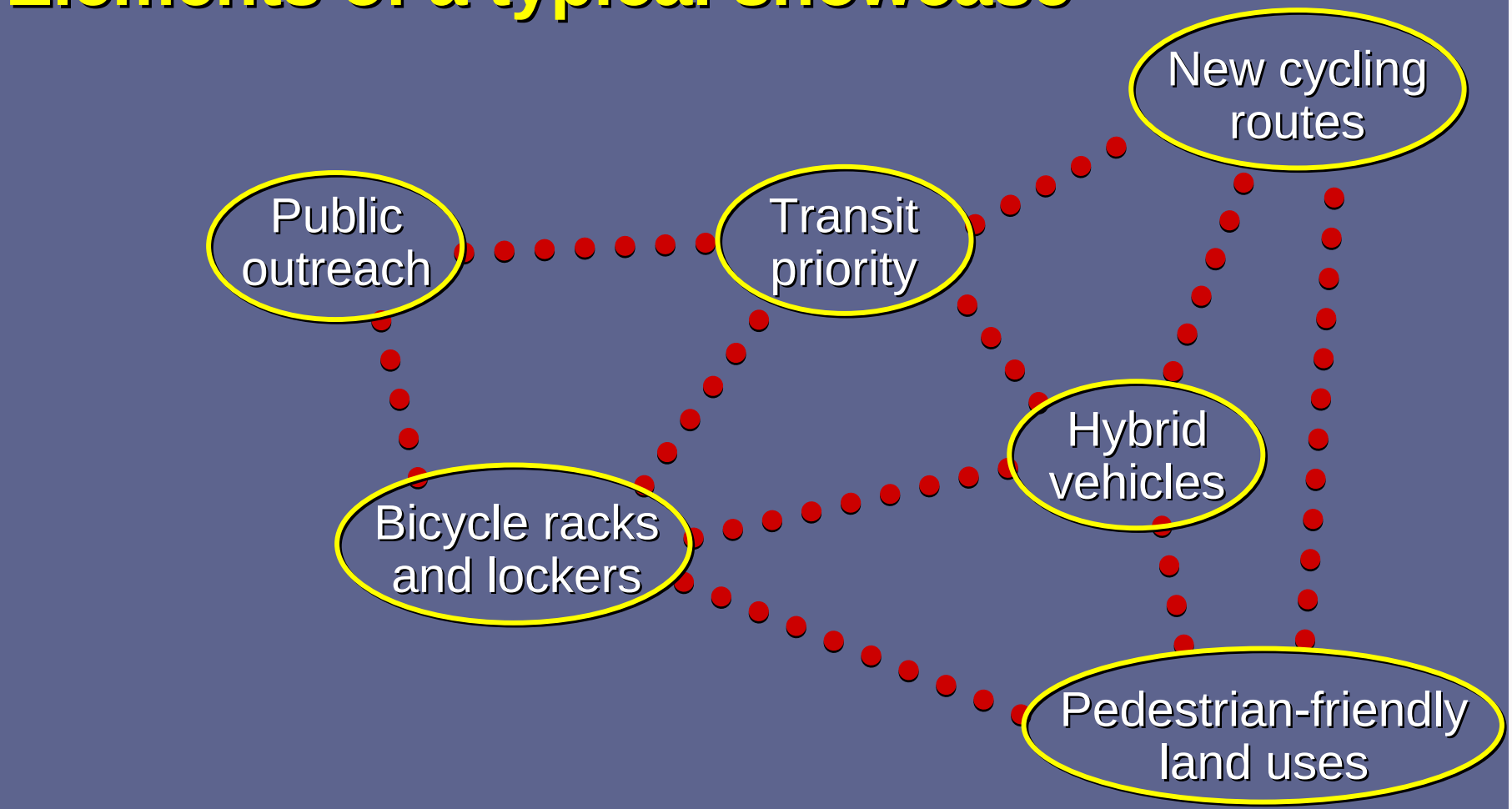
Communities applying for showcase funding



Measures in proposed showcases



Elements of a typical showcase



Detailed proposal

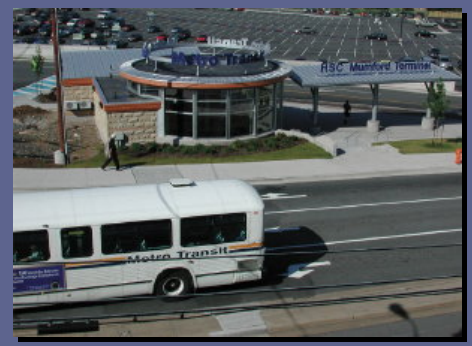
Gatineau, Quebec

- The showcase would operate hybrid diesel-electric buses in two major transit corridors
  - A major suburb-to-downtown route (Gréber-Fournier-Maisonneuve-Portage) in Gatineau
  - A downtown arterial (Sherbrooke Street) in Montreal
- Transit priority would be created through reserved lanes, traffic management and signal modifications
- Promotional campaigns at nearby businesses and schools would help build ridership
- Modifications to transit terminals and park-and-ride lots would increase ridership and service efficiency

Detailed proposal

Halifax, Nova Scotia

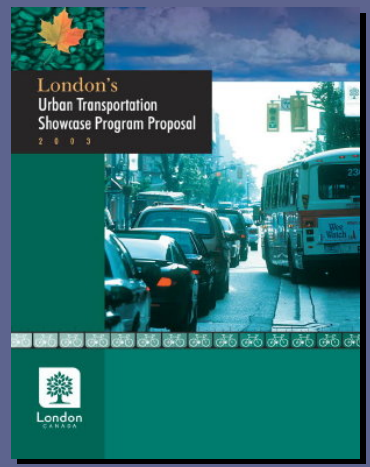
- The showcase would create two bus rapid transit corridors to serve downtown Halifax
  - Windmill Corridor from Halifax to Sackville: 23 km long, 4 stations
  - Portland Corridor from Halifax to Cole Harbour: 14 km long, 5 stations
- Transit priority measures would provide exclusive lanes, queue jumps and special traffic signal timing to reduce bus delay
- Multimodal access to rapid transit stations would include drop-off zones, park-and-ride lots, bicycle lockers, walking and cycling links
- Public outreach to workplaces, schools and community groups would build ridership



Detailed proposal

London, Ontario

- The showcase would apply a wide range of demand and supply management strategies
- Traffic management measures would make road operations more efficient and responsive to actual demands
- A study of public attitudes would help identify target markets for outreach measures
- Promotion of sustainable transportation would occur at area workplaces and schools
- Walking and cycling routes would be improved
- Two transit priority corridors would be created



Detailed proposal

Greater Moncton, New Brunswick

- The showcase would improve the efficiency of transit and road operations
- Restructured transit routes would improve service in the area's busiest corridor
- Three intermodal transfer stations would include park-and-ride lots and bicycle parking
- A pilot transcab project would improve transit service to outlying areas
- New arterial road links to a new bridge would reduce congestion and delay
- LED technology to replace conventional bulbs in area traffic lights would be powered by landfill gas
- Three strategic studies would support a more sustainable future transportation system

Detailed proposal

Metropolitan Montreal, Quebec

- The showcase would demonstrate the benefits of self-service electric cars and bicycles as an alternative to car ownership
- 100 electric vehicles, 50 electric bicycles and 10 low-speed vehicles would be stationed in downtown Montreal and the nearby town of Saint-Jerome
- Interested users would register with a local car sharing firm, and pay for each use based on duration and distance travelled
- Electric vehicles would offer advanced technologies including GPS location, in-vehicle navigation systems, smart card access and 24-hour remote assistance

Detailed proposal

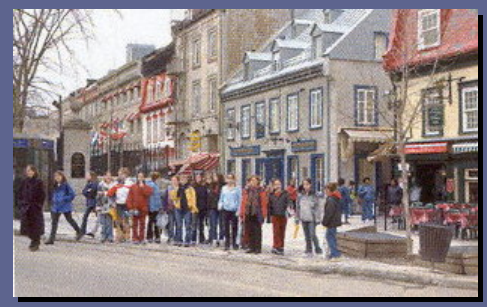
Ottawa, Ontario

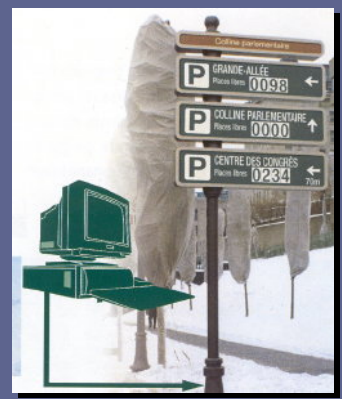
- The showcase would improve travel by sustainable modes along Carling Avenue, an automobile-oriented arterial road
- Transit service improvements would include higher frequencies, transit priority measures, enhanced passenger access and amenities
- Cycling facility improvements would include new bike lanes and pathways, signs, markings and signalized crossings
- Walking facility improvements would include barrier-free access, streetscaping and new links
- Transportation demand management measures would target workplaces, schools, hotels, retail uses and residential neighbourhoods
- Development guidelines and partnerships would integrate sustainable transportation modes

Detailed proposal

Quebec City, Quebec

- The showcase would result in enhanced multimodal access to, from and within the tourist destination of Old Quebec
- Hybrid diesel-electric buses would offer free transit service between passenger terminals, parking lots and major destinations
- Other transit improvements would include transit priority measures, improved passenger amenities and advanced information technologies
- Pedestrian-friendly zones would be created by limiting traffic, parking and patios
- Bicycle paths and parking would be added
- Tour bus and truck restrictions would reduce noise, pollution and congestion

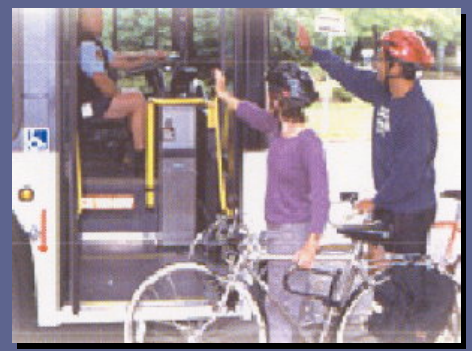




Detailed proposal

Greater Saint John, New Brunswick

- The showcase would improve sustainable travel options across the community
- Express bus routes would link new park-and-ride lots to downtown, extending transit service to new outlying areas
- New cycling and walking trails will improve active transportation options, including access to park-and-ride lots
- Transit priority measures would be added to reduce delay in several key corridors
- A ridematching pilot project would be conducted in a suburban community
- Special transit routes would serve major public events
- The potential of alternative fuels to reduce emissions from transit operations would be demonstrated



Detailed proposal

Greater Toronto Area and Hamilton, Ontario

- The showcase would create a new regional organization to promote transportation demand management (TDM) practices
- The Smart Commute Association would oversee regional activities and develop new tools
- Up to 10 transportation management associations (TMAs) would be created to work with local governments, employers and community groups
- Various program modules would include employer-based transit fare sales, development guidelines, telecommuting, cycling, parking management, car sharing and vanpooling

Detailed proposal

Greater Vancouver, British Columbia

- The showcase would improve sustainable transportation through six coordinated strategies
- Transit and pedestrian priority measures would improve travel along busy Main Street
- Two hybrid diesel-electric buses would be placed in revenue service
- A new 22-km Central Valley Greenway would become the spine of the region's cycling network
- Transit villages would be developed at SkyTrain stations and Simon Fraser University
- New goods movement models and policies would increase trucking efficiency
- TravelSmart household-based marketing would change individual travel attitudes and habits

Detailed proposal

Greater Victoria, British Columbia

- The showcase would strengthen the synergies among transit, cycling and walking through three major strategies
- A 19-km bus rapid transit corridor would link downtown Victoria to five major growth centres
- Corridor features would include transit priority measures, multimodal station access, real-time arrival information, hybrid buses and a distinctive identity
- Walking and cycling enhancements throughout the region would include bicycle lanes, off-road trails, streetscaping and traffic management
- Public outreach and education would include a high school transit pass, cycling and walking events, and planning and design manuals for active transportation

Detailed proposal

Waterloo Region, Ontario

- The showcase would introduce high-quality express bus service in a 33-km corridor
- 11 stations would serve 4 downtown areas, 2 universities, office complexes, major hospitals and shopping centres
- Transit priority measures would speed transit service on arterial roads
- Real-time passenger information and Web-based trip planning would improve customer service
- Multimodal access improvements would include walking and cycling links, bike parking, bike racks on buses, and park-and-ride lots
- Marketing and outreach measures including community-based campaigns would encourage ridership

Detailed proposal

Whitehorse, Yukon Territories

- The showcase would include 3 strategies to encourage use of sustainable travel modes
- "Road diets" would reduce traffic lanes and improve active transportation routes
- Walking and cycling network improvements would include new and upgraded links, enhanced amenities
- Public outreach, including tire inflation and anti-idling campaigns, would educate individuals
- Transportation demand management measures would include ridematching, community-based social marketing, and possibly a public bike fleet

Detailed proposal

Winnipeg, Manitoba

- The showcase would apply multimodal strategies in the 15-km Pembina corridor and the 35-km Selkirk corridor
- Clean bus propulsion and fleet refuelling technologies would be demonstrated
- Efficient auto use would be promoted through ridematching, modal shift incentives for drivers, new park-and-ride spaces, and traffic signal optimization
- Steps including a pilot project to coordinate e-commerce deliveries would promote efficient trucking
- Walking, cycling and transit travel would be improved through a wide range of other steps
- Research into innovative land use practices would be conducted

Detailed proposal

York Region, Ontario

- The showcase would create a 2.7-km transitway along Yonge Street, a major arterial road, through an innovative public-private partnership
- Low-cost infrastructure approach would use bus technology and existing median lanes
- Intelligent transportation systems would improve customer information, transit operating speeds, security and monitoring
- A community partnership would help integrate the transitway with heritage main street revitalization
- Communications, branding and employer-based promotion would foster awareness and new ridership

Urban Transportation Showcase Program

For more information, please contact us:

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