



London's Urban Transportation Showcase Program Proposal

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executive summary

Executive Summary

It's all about people and how they behave.

There's a growing concern among London area residents that our air quality is among the worst in Canada. And although our air quality is dramatically impacted by emissions from areas well beyond our jurisdiction and our borders, we recognize the need to do what we can to clean up our own backyard, to be as responsible and proactive as possible, to investigate and educate to the maximum level.

The Urban Transportation Showcase Proposal initiatives will give London an added ability to make "real" changes in how we deliver transportation services and ultimately how we reduce greenhouse gas emissions. London has been working on environmental issues and we can demonstrate its commitment to expanding alternative transportation methods, to providing the infrastructure that encourages active transportation methods, to putting people in place to drive transportation demand management, and to delivering resources to research and develop better air quality measures. The Showcase will act as a catalyst to expand what we now have in place and put new technologies and ideas to work in London. We will transform the public concern into a call to action for individuals, businesses, health organizations, citizen groups, educational institutions, service clubs, not-for-profit bodies, other levels of government, and the news media to participate in a broadly based campaign on upgrades to the city's urban transportation system.

We know what is important, what has to be done, where we want to start and why we need to learn more, educate more and most importantly share our knowledge and experience....

- *We must reduce greenhouse gas emissions.*
- *We know a program of public "buy in" must be developed step by step and must deliver clear messages about changes to the transportation and transit systems and the health benefits of cleaner air and active modes of travel.*
- *We know all our efforts must be integrated, coordinated and communicated.*
- *We know there must be a change in public perception, understanding and ultimately behaviour.*
- *We must work hard to achieve our goals.*
- *We must accurately and consistently measure the impact of program initiatives.*
- *We must communicate effectively with other Showcase participants and Transport Canada because our work will be relevant and useful to other municipalities.*
- *We must find creative ways to use communication technologies and make our presence known.*
- *We must make our initiatives valuable to others.*
- *We will accept nothing but the best from our consultants and partners.*
- *We will encourage and educate our community partners and allow them to be active participants.*

The Showcase will act as a catalyst to expand what we now have in place and put new technologies and ideas to work in London.



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showcase overview

Showcase Overview

London, Canada

- Canada's 10th largest city
- located in the heart of Southwestern Ontario.
- Population 336,539 (2001 census data)
- www.city.london.on.ca

The City of London Urban Transportation Showcase Proposal Initiatives have been reviewed and approved by Council. SEE APPENDIX.

Supporters

L.E.D.C.
 TREA
 LPL
 MLHU
 Keigan Systems
 Insights
 EMRCB
 Makin Headlines
 mh New Media
 LTC
 Delcan
 IBI Group
 Fanshawe College
 U.W.O.
 LHSC Foundation
 Standard Broadcasting

Reporting Structure

Environmental and Transportation Committee

● PROJECT DIRECTOR

David Leckie, Director Roads and Transportation

● PROJECT MANAGERS

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* DETAILED SHOWCASE INITIATIVES MAP SEE APPENDIX

traffic management system

Advanced Traffic Signal Control/ Traffic Adaptive System

WHAT IS SMART, BRIGHT AND KEEPS TRAFFIC MOVING?

#1

Measurable Impacts

Reduced greenhouse gas emissions

Reduced air pollutant emissions

Reduced traffic congestion & delay

Improved public safety

Reduced public/private costs

Enhanced quality of life
*

innovation

Innovation

The answer is London's new Computerized Distributed Traffic Signal Control System!

It knows when to change the lights and it can remember when things get really busy. It's technology designed to keep traffic moving and to reduce greenhouse gas emissions and fuel consumption. It's complicated and it's technical and it's replacing London's existing system that has been turning lights from red to green for nearly 20 years. The scheduled replacement brings a Computerized Distributed Traffic Signal Control System to town to coordinate traffic movement and with added funding from the Urban Transportation Showcase, the City's signal system will be upgraded to an active or responsive state.

The benefits are cumulative and include:

- Improved traffic flow
- Reduced wear on vehicles
- Reduced greenhouse gas emissions
- Fewer incidents of road rage
- Reduced travel time
- Reduced fuel consumption
- Reduced health care costs
- Improved safety at intersections

It all adds up to a tremendous opportunity to track the combined multiple savings from a single strategy.

integration

Integration

The technology responds to varying traffic needs, whether time related, weather created, or vehicle volume. It can adapt to conditions and make adjustments to signal timings on single roadways or across the grid. The capabilities of this technology will be utilized in the Transit Signal Priority Initiative and incorporated into the hypothesis of the High Occupancy Vehicle Lane Study. Simulations for the Roadway Improvements will be based in part on the alternatives offered by this technology.

information

Information

When London's last signal system hit the streets, disco was the rage, Starsky and Hutch were fighting crime and the internet wasn't even on the radar. For the past 20 years traffic patterns and volume moved with the times but the ability to control and monitor city traffic was static. What difference will the upgraded system make to London? The results may be impressive and of significant interest not only to Londoners but to other communities of similar size and restricted budgets.

Drivers may notice improvements and changes immediately or timing modifications may be so subtle they just slip into the mainstream of traffic movement with little fanfare. Ultimately, the overall improvements will be noteworthy and public interest will peak as traffic tie ups and synchronized traffic signals become second nature. Take time off the drive home from work and people will notice. Tell them it also makes the air cleaner and saves them gas money and it will be the talk of the town!



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HOV Feasibility Study

HOW DO YOU SEE IT...IS THE CAR HALF FULL OR HALF EMPTY?

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#2

Measurable Impacts

Reduced greenhouse gas emissions

Reduced air pollutant emissions

Reduced traffic congestion & delay
**

Improved public safety
**

Reduced public/private costs
**

Enhanced quality of life
*

HOV lanes aren't new to cities with populations in the seven figures but how would they work in smaller cities? What would be the model and if it made sense in the transportation world, how would you sell it to the public? London is looking for the answers.

High Occupancy Vehicle lanes have not been put into practice in mid-sized (500,000 or less) cities and the study of HOV lanes in London will provide critical data and track the benefits of this initiative in a new environment. HOV lanes are traditionally found in larger metropolitan areas where they are used to deal with non stop, high volume traffic conditions. The opportunity to assess the feasibility and implement the initiative in a smaller urban centre will be of significant interest to other cities of similar size and traffic patterns. London is Canada's tenth largest city and offers a good representation of national municipal transportation challenges. The comprehensive study will provide useable data for many municipalities as it will measure traffic impacts and environmental consequences.

It will address the following issues:

1. Impacts on traffic operations and resultant level of service
2. Impacts on vehicle emissions and related air quality
3. Ease of implementation of legislation/regulatory requirements
4. Impacts on municipal staffing resources (i.e. enforcement personnel)
5. Impacts on safety
6. Ability to effectively enforce the HOV network – are there technology alternatives
7. Operational and maintenance costs

The study of implementing HOV lanes in London will address multiple benefits, including:

- Level of improved air quality
- Reduced travel time for users
- Support for other UTSP initiatives
- Promotion of ride sharing and transit services
- Understanding and evaluation of enforcement options
- Reduced road maintenance costs – fewer vehicles = less wear



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integration

Integration

It is expected the HOV lane study will take six months to complete. The consultant, IBI, is currently working with the City's new traffic forecasting model and this will assist with impact evaluations and expedite the project.

The lanes designated for study are two of London's arterial roadways, Richmond Street and Oxford Street. The study will integrate with the *Transit Signal Priority Initiative* and the *Traffic Adaptive Control Initiative* and the use of traffic modelling and simulation software will be used. The TDM project will be directly linked to the study, as public education and initiative acceptance are integral.

information

Information

The HOV lane study will be the first project ready for distribution to Showcase partners. It will also serve as a good case study for the on-line survey tools for measuring public awareness and subsequent production of web based communication to Showcase community supporters.

The lanes designated for study are two of London's arterial roadways, Richmond Street and Oxford Street.



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TDM Psychographic Analysis

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The City of London is seeking to conduct psychographic analysis of its population groups to determine opportunities to create the greatest buy-in for initiatives to reduce greenhouse gas emissions

This broad based quantitative research with citizens will be required to start early in the process of developing the Urban Transportation Showcase Program.

#3a

There are two major applications of this survey:

1. establish metrics describing the population's awareness, attitudes and behaviours prior to Program launch, thereby creating a baseline against which the impact of the Program can be evaluated (by conducting additional waves of the survey at various milestones throughout the program, and at its conclusion);
2. segment the London market to identify, describe and size the population groups with the greatest likelihood of buying into initiatives to reduce greenhouse gas emissions.
3. Our approach to the survey will focus on lifestyle and attitudes as the main basis for identifying segments of the population, as we believe that questions about beliefs and values, as well as interests and behaviour patterns, will give greatest insight into openness to the Showcase initiatives. We will be working towards defining the segments in terms of their environmental support, and expect to see segments which cover the following spectrum:
 - a) major environmental supporter and TDM user family
 - b) minor environmental supporter and TDM user family
 - c) occasional environmental supporter and TDM user family
 - d) families who never support environmental or TDM initiatives.

Traditional descriptors such as geographic location and demographic profile will be included to guide us in how the segments could eventually be reached through communications.

Measureable Impacts

Reduced greenhouse gas emissions	N/a
Reduced air pollutant emissions	N/a
Reduced traffic congestion & delay	N/a
Improved public safety	N/a
Reduced public/private costs	N/a
Enhanced quality of life	***



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integration

Integration

The information developed through the focus groups will become part of the toolkit we use to develop overall strategies and help direct the marketing and communications for the London Showcase. It will also be particularly valuable in supporting the efforts of London's Transportation Demand Management Coordinator and Air Quality Manager.

Psychographics Analysis data will be effective in creating the right messages and answering the right questions for specific target audiences. The studies will identify "who is close" to making a behaviour change and what efforts are required to get the next rider on the bus or driver into a carpool? Why does the person who recycles, "because it is good for the environment", choose to take the family car to the corner store, instead of walking? What are the triggers that will really change individual behaviour? What efforts will make the greatest impact in the least amount of time and what are the most effective initiative partnerships going to be?

information

Information

Significant public behaviour change will not happen unless we understand what makes people tick. Twenty years ago people understood all of the reasons why drinking and driving was dangerous and illegal. The effects of alcohol were as apparent then as they are today, but the public generally accepted the behaviour. This is no longer the case as popular opinion has changed the perception of those who drink and drive from "*just having a few and having some fun*" to "*being potential killers*". *It's a big leap but it's been effective. The message today is "be responsible" and the penalties for crossing the legal line are much more severe.*

Making good choices for the environment must become the socially accepted action. People must feel personal reward for taking the bus or walking to work or buying more fuel efficient and environmentally friendly vehicles. Detailed and repetitive psychographics analysis studies will help shape the new public view of environmental issues. It will eventually be *cool* to ride the bus.



London Walks

innovation *Innovation*

In October, 2002, students at London's Jean Vanier Catholic and Westmount Public schools joined thousands of other children and celebrated International Walk to School Day. With unbridled enthusiasm, students launched the London hub of Active and Safe Routes to School, a cross-Ontario program led by the Greenest City in Toronto and the Green Communities Association.

#3b

The ASRTS program consists of several components, including:

- International Walk to School Day (IWALK): an annual celebration of walking to school involving over 25 countries.
- Active Travel Modes: includes the Walking School Bus, Walking Wednesdays, Walking Buddies, Walk a Block, Earth Day and Clean Air Day celebrations, walking challenges and special events.
- No Idling at School: this anti-idling resource comes with a comprehensive No Idling Toolkit, which helps schools to encourage driving parents to turn their engines off while waiting in the school zone, contributing to vehicle efficiency, improved air quality and reduced GHG.
- Neighbourhood Walkabout: parents and school staff lead municipal councillors, school trustees, planners, police and public health on a walk around the school zone to identify and document driver behaviour and road infrastructure impacts on children's safety.
- Blazing Trails Through the Urban Jungle: a classroom resource for grades 4-6 to promote active transportation and safety.

London has been a national leader in providing access and opportunity for those choosing to use active and safe alternative modes of transportation. And there's no better spotlight for travel demand management than our young, active school children and their parents, teachers and administrators.

The Thames Region Ecological Association (TREA), with funding from the Trillium Foundation, will be initiating programs in 23 schools over a three year period. The Showcase Initiative will give the school community an opportunity to become involved in a big way.

Our Goal? Help bring Active and Safe Routes to Schools programming to half (80) of all public, Catholic and private schools in London in three years.

Measureable Impacts

Reduced greenhouse gas emissions
**

Reduced air pollutant emissions
**

Reduced traffic congestion & delay
**

Improved public safety

Reduced public/private costs
**

Enhanced quality of life



integration

Integration

Through the planning, mapping and community consultation conducted for the integration of the Roadway Bike Paths and the Thames River Parkway, London's Urban Transportation Showcase has the best approach to seeing active transportation through a community-wide lens. The London Walks component will bring that large-scale vision down to the community, street, neighbourhood and classroom level, by involving students, parents, and teachers in planning active and safe routes to schools.

information

Information

The TDM coordinator will conduct a baseline needs assessment, documenting London school current ASRTS programming, barriers to increased participation, and opportunities for 'quick starts,' including broader participation in International Walk to School Week in October 2003 and community partnership development with the Green Communities Association, Greenest City and school leaders.

The baseline needs assessment will feed a London Walks Strategic Plan, which, with the advice of our key partners, will lay out a detailed action plan of key steps that will help us reach our goal of 50 per cent participation of students over the next three years.

The action plan will contain key elements, including:

- Marketing, public education and outreach plans, and community reporting mechanisms
- Research needs
- Sustainable funding options
- Quick starts and early program success ideas

The Urban Transportation Showcase Initiative will accelerate London Walk's legacy — a generation of fit and active young people who understand travel demand management because they learned it at school.

- ASRTS indicators, will be used to measure progress made by the school community over the next few years



SMART London - Focus on the Healthcare Sector and Selected Businesses

What's the most expensive form of transportation – one driver in one car on her way to work! Tackling single vehicle occupancy has plagued transportation planners and community organizers in cities across Canada for years. The cost of SOV? Increased air emissions from too many, often idling vehicles, traffic jams and increased parking lot expense.

#3c

innovation *Innovation*

Measurable Impacts

Reduced greenhouse gas emissions

Reduced air pollutant emissions

Reduced traffic congestion & delay

Improved public safety

Reduced public/private costs

Enhanced quality of life

Pollution Probe's SMART Program is designed to Save Money and the Air by Reducing Trips, and London's Urban Transportation Showcase Initiative will make us Smart, Smart, Smart.

Probe's SMART alternatives focus on delivering the right solutions to the right audiences. We know from our trip reduction programs TRP at City Hall – we followed the SMART advice and have reduced SOV by our employees. Eleven of our leading employers have also developed TRP programs – and we want to double that in the first year of London SMART.

The keystone to this increase will be the SMART Health project, where we assist London's thriving health care system, its biomedical facilities and each teaching hospital to find trip reduction solutions for an incredibly difficult sector audience.

With several thousand employees, many on 12 hour and four day shifts, and 24/7 operations, the health care sector is a key component of London's thriving economy. "With world class biomedical activities, a growing entrepreneurial community and a forward thinking and co-operative university administration, it is inevitable that London will grow into a thriving biotechnology centre," says Chandra Panchal of Procyon Biopharma.

The Urban Transportation Showcase Initiative will mean that we will grow SMART.

Until now, traditional approaches to trip reduction have failed.

We need to roll up our sleeves and get creative – working with our environmental community and SMART doctors, nurses, researchers and specialists to design trip reduction programs for our health care employees.



integration

Integration

In the City's current interim report (March 2003) on transportation needs and opportunities for London's Transportation Master Plan, TDM has been prioritized as a "Smart Growth" approach in response to increased SOV usage and growing traffic congestion in London.

This report included the ten important lessons gleaned from research of worldwide TDM programs for implementation of London's program including:

- Social marketing or individualized marketing rather than "we know what is good for you"
- Non-transportation benefits
- Quality of life benefits
- Financial incentives and/or disincentives
- Research and Homework
- Varied promotions actively, continuously and consistently applied to target audiences with key messages that will appeal to motivations or concerns (also one-stop websites)
- Grass root support or "bottom up" approaches to marketing TDM
- Taking time to change commuting behaviour
- Changing travel patterns and attitudes are not only 'big city' issues and
- The 15% SOV Reduction Target for London requiring an active and aggressive investment in TDM and supporting infrastructure

London's TDM coordinator will reinvigorate its Transportation Plan Implementation Committee by introducing a new action component – a transportation management association made up of area experts. This sub committee will exchange information and advise on how to make London SMART.

information

Information

We will roll up what we have learned from our TDM pilot projects with the 11 employers into the first annual SMART Report Card, where we will document program success stories, key challenges and solutions. The Smart Report Card will also update annually the progress made towards reduced SOV's, GHE's, etc.

The SMART report Card will be accompanied by a health sector employer scan, assessing the sector's willingness, strengths, opportunities and challenges to becoming SMART program authorities.



SMART London - Focus on the Neighbourhood

innovation *Innovation*

#3d

Measureable Impacts

Reduced greenhouse gas emissions

Reduced air pollutant emissions

Reduced traffic congestion & delay

Improved public safety

Reduced public/private costs

Enhanced quality of life

How can a community Save Money and the Air by Reducing Trips?

We will choose one neighbourhood in London to research, engage and profile TDM activities, where together with the citizens, the residents will see the benefits of making a commitment to try one or more alternatives to driving alone. There are five S-M-A-R-T elements to test in our pilot program:

- 1. Carpooling** – Drive a bargain and carpool to work, school or events. It doesn't have to be every day. In fact, asking people to carpool every day turns them off. Instead, S-M-A-R-T suggests trying Fridays to start, when people's schedules may be more flexible. Rideboards will be set up community centres and large employers. Existing Internet-based carpool services will also be used to match potential carpoolers.
- 2. Biking or walking** – For trips under 10 km, biking is often just as fast as driving or transit. The only fuel required for walking or biking is a good meal. The ASRTS program will be integrated into a community-wide push for improved health through active transportation.
- 3. Public Transit** – Let someone else do the driving. Marketing efforts will focus on avoiding driving stress as a motivator for taking transit. Transit schedule changes will be promoted by Community S-M-A-R-T.
- 4. Teleworking** – working from home even once a month can make a difference. Employers will be encouraged to pilot tele-work arrangements for select employees. Broader roll-out will be phased in over three years.
- 5. Trip chaining** – combine errands into one journey rather than making several separate trips. This concept will be promoted as one of the tools of a S-M-A-R-T Community.



integration

Integration

Groups involved in Community S-M-A-R-T, such as community groups, church groups, schools and workplaces, will link their Web sites to the Urban Transportation Showcase Web site, which will highlight existing services and information, such as ASRTS, carpool matching services, tips on teleworking, and more. A range of cross-promotional opportunities will be developed.

Workplaces involved in Community S-M-A-R-T that successfully demonstrate the need for improved transit service, can also benefit the broader community with the schedule changes. These changes can then be promoted broadly to the community, as one of the many benefits of Community S-M-A-R-T.

information

Information

Personal contact, through existing social marketing channels such as community groups, church groups, schools, and workplaces will be fundamental to the success of Community S-M-A-R-T. Local champions of the program will promote their transportation solutions at their church, workplace etc.

Using existing information channels, such as community and workplace newsletters, will mean Community S-M-A-R-T is integrated into the fabric of existing community initiatives and networks. This is also a cost-effective means of promoting sustainable transportation.

Our additional baseline research will document travel habits at a neighbourhood level and a special community report releasing the research findings will be developed.



Car Heaven

innovation *Innovation*

We don't actually believe that cars go to heaven, but there is something saintly about Canada's Clean Air Foundation's approach to helping people take their older, more polluting vehicles off the road.

Here's what London likes about Car Heaven:

- It ensures that its donated cars are properly disposed off, freeing up valuable materials for recycling and tending to car nasties, like mercury switches and batteries
- It encourages community spirit and builds on the value of giving back – in this case every vehicle donated means \$50 to support a small but vibrant environmental organization
- It encourages broad based participation – our CAW locals, car dealerships and our auto manufacturers all have a stake in the program – so who better to invite to the table to help design, build and grow a full fledged Car Heaven program in London
- It can potentially link with an important community-based organization providing employment opportunities for special needs teenagers
- Most of all, we like the fact that it helps us get inefficient and polluting vehicles off London's roads.

Car Heaven hasn't made much of a dent yet in London, but the Urban Transportation Showcase Initiative frame will mean unique partnerships for promotion and community development will be established.

We'll need a new volunteer based advisory committee to kick the tires on Car Heaven and figure out exactly how best to proceed. We envision participation from senior mangers of the auto sector, CAW local environment reps and other community partners.

We'll count on and receive ongoing advice, organizing talent and experience from the Clean Air Foundation – and feel great about helping the new organization build its capacity in South Western Ontario.

#3e

Measureable Impacts

Reduced greenhouse gas emissions
**

Reduced air pollutant emissions
**

Reduced traffic congestion & delay
N/a

Improved public safety
N/a

Reduced public/private costs
N/a

Enhanced quality of life
N/a



integration

Integration

Working with Car Heaven founder Ian Morton, London will integrate the City's Car Heaven approach with its other travel demand management outreach and education programming and connect its messaging with ongoing communication activities designed to reach target audiences in the City. An interesting overlap between CAW outreach activities regarding the environmental importance of keeping vehicles properly maintained also exists.

On behalf of the leading non-profit community and national organizations, we will investigate partnership agreements, ensuring the group's development costs and expert advice is sought and respected, as well as local, London-based implementation groups see rewards too.

information

Information

We will build a baseline of information to support London Car Heaven, including public polling to assess the program's market reach, current community opportunities and overlaps, key target audiences and key messages.

The Car Heaven Advisory committee will use that baseline of information to establish a series of progress 'indicators' of success to evaluate its own work.



London Alliance for Clean Air Transportation – a Promotion and Education HUB

innovation

Innovation

Framing travel demand management programs into one overall package remains a key goal of London's Urban Transportation Showcase Initiative – and we think we have found exactly the vehicle in our Clean Air Transportation Hub.

Its mission? To work together to advance solutions to the City's traffic congestion and transportation related air emissions. Through its membership and partnerships, we want the CATH to develop and distribute messages that will help 'frame and promote' travel demand management solutions to the large and diverse public audience.

#3f

Measurable Impacts

Reduced greenhouse gas emissions

Reduced air pollutant emissions

Reduced traffic congestion & delay

Improved public safety

Reduced public/private costs

Enhanced quality of life

integration

Integration

CATH will bring together a diverse groups of public, private, health, environmental and local community organizations – with different and even competing interests – to achieve its goals. This sparkly 'brain trust' and partnership based initiative will provide wide spread public credibility to TDM initiatives and promotions, and help ensure its long-term sustainability.

The genuine partnerships and collaboration among members will help lay the groundwork for other regional outreach 'hubs' and test public education efforts that could be roll out nation wide.

The opportunity to work together with London's key economic sectors, unions and creative community will also build capacity in our local environmental and grassroots neighbourhood and community groups.

information

Information

The London CATH will realize several key advantages to the UTSI, including:

- Providing an opportunity to steer significant public education initiatives
- Effective and efficient delivery of messages, resources and program support to a wide range of people
- Access to current, formative research on public awareness, attitudes and behaviours
- Better communication and coordination among similar and competing organizations
- Innovative, multi-level solutions to complex problems
- Creation of a community network of leaders who benefit by polling resources
- Development of widespread public support for issues, needs and solutions
- Mobilizations of organizations to achieve together what none could do alone
- Increased credibility to the public on TDM solutions
- Creative space creation for the many TDM solutions offered to London residents (relax, there are many ways to get there)
- Development of a brand and supportive messages for London TDM activities



London
C A N A D A

active transportation

Integration of Roadway Bike Paths and Thames Valley Parkway

MAKING THE RIGHT CONNECTION AT THE RIGHT TIME

innovation

Innovation

#4

Measureable Impacts

Reduced greenhouse gas emissions
**

Reduced air pollutant emissions
**

Reduced traffic congestion & delay
**

Improved public safety

Reduced public/private costs
**

Enhanced quality of life

London has been a national leader in providing access and opportunity for those choosing to use active, alternative modes of transportation. We're talking bikes, blades and good old fashioned foot power with access to an extensive pathway system. One can literally get from one side of the municipality to the other via the off road network. But there are gaps in the system and they need to be fixed. The goal of the planned Bike Path improvements is to provide increased access to multiple destinations.

- To remove the obstacles that may prevent Londoners from choosing the most environmentally friendly and healthiest method of transportation.
- To open up pathways to areas where people work and do business.
- To promote the personal and community benefits of leaving the car at home.
- To identify the triggers that make people willing to walk/bike/rollerblade to their destination.

London has been doing the right thing for many years and the Showcase initiative will give the community the power to take the next step.

The process to build the path system began over 15 years ago and the commitment to the project and the recognition of its value has not wavered but finding available funding is always a challenge. The pathways are upgraded and expanded regularly and the City actively supports their use by alternately publishing the Walking Map and the National Go Green Award winning Bike Map each year. The guides are the most popular publications the City produces and it receives extensive community input and financial support. Pathway use studies have tracked steadily growing numbers of Londoners taking advantage of the network, but there are still improvements to be made and the Urban Transportation Showcase will accelerate and expand planned upgrades.



London
CANADA

integration

Integration

The Thames Valley Parkway basically follows the north-south route of the branches of the Thames River. A series of connections have been identified that will integrate on road routes and the off road pathways. These connections will allow commuters and recreational cyclists to safely travel expanded routes into the downtown core and business areas of the city. Continued upgrades to existing paths include:

- redesign and construction of hazardous areas (blind corners, sharp turns)
- completing links
- purchasing land in developing areas for required path extensions

Transit and TDM studies will include discussions and public feedback on expanded methods of supporting commuter and recreational cyclists. How important, practical and financially feasible are: bike racks on buses, adequate bicycle “parking facilities” at businesses and retail centres, and change rooms and shower facilities supplied by employers?

The final questions to be answered are “If you build it will they bike and does the outcome and benefit to air quality support the cost?”

information

Information

The City supports a Bicycle Advisory Committee and promotes activities and active transportation education throughout the community. It also recognizes the support structure required to maximize pathway use and the Showcase initiative will assist with expanded signage and road markings.

The final questions to be answered are “If you build it will they bike and does the outcome and benefit to air quality support the cost?” The numbers in London have to this point indicated yes. Pathway improvements and expansions have produced increased use. By putting all of the pieces together, finding the right audience, providing continued promotion and regular monitoring, London will provide Showcase partners and interested municipalities with strong data. London will have a complete model and verifiable numbers - a Showcase.



London
CANADA

Warranted Sidewalk Program

THE PATH OF LEAST RESISTANCE

innovation

Innovation

A good solid footing is mandatory when the goal is to get people walking. You've heard it before, studies show most SOV trips are to destinations 2km or less and for a healthy individual the distance is well within their capability to walk. The benefits are very personal – improved health, greater energy levels and zero greenhouse gas emissions.

The logic is simple and the benefits well known.

And London has a plan. The City of London has a warranted sidewalk program based on a priority rating system.

#5

Measureable Impacts

Reduced greenhouse gas emissions *

Reduced air pollutant emissions *

Reduced traffic congestion & delay *

Improved public safety *****

Reduced public/private costs **

Enhanced quality of life *****

The model takes multiple factors into consideration:

- Pedestrian activity
- Street lighting
- Daily vehicle volume
- Service to a school or seniors facility
- Available alternative walking area
- Roadway alignment
- Connections to existing sidewalks

Areas scoring high for need are placed at the top of the list and replacement or new sidewalks are provided. The annual yearly budget for this program is \$200,000. The Urban Transportation Showcase will allow for more walkways to be constructed, linking more pedestrians to more of the services they need and to public transportation stops.

integration

Integration

The London Transit Commission and the City of London will develop a joint area of survey based upon the TDM initial psychographic analysis study profiles and the warranted sidewalk program priority scale. Marketing and communication tools will then be created and tailored to target specific audiences within the identified areas. Alterations to transit routes may be considered, based upon data input. Transit riders will be counted and patterns identified. Can a well-researched, multiple agency, cooperative investigation find the keys to getting people on the streets and into the bus? London is going to find out!

information

Information

Gathering the information for this initiative and ultimately making recommendations from the project will rest with the City of London TDM Coordinator and the London Transit Commission. Public consultation and feedback will be critical to getting the right combination of service, speed and reliability. Public information and key messaging will play important roles and London's Showcase website and strategic deliverables will be well tested.



London
C A N A D A

Warranted Walkway Lighting

LONDON SHINES A LIGHT ON ACTIVE TRANSPORTATION

innovation

Innovation

The City of London will institute a new scoring system to evaluate and identify areas most in need of walkway lighting. The system administration will be similar to the already established warranted sidewalk program. Criteria for scoring will include:

- Comparisons of pedestrian traffic volume
- Horizontal or vertical view obstructions,
- Length of the walkway
- Criminal activity stats
- Lighting availability on connecting streets

#6

Measureable Impacts

Reduced greenhouse gas emissions *

Reduced air pollutant emissions *

Reduced traffic congestion & delay *

Improved public safety *****

Reduced public/private costs *

Enhanced quality of life *****

The purpose of this program is to deliver people transportation resources to the most productive areas. To provide safe, well lit walkways in the places where people use the walkways to connect to bus stops, schools, community centres and neighbouring streets. The City has developed the scoring system and criteria to ensure available funding is used to the best advantage of the public and the environment.

integration

Integration

The warranted sidewalk program and the TDM initiatives are natural fits for this initiative. The sidewalk program model has been used to develop the lighting profile. The functionality and adaptability of the score card system will be carefully evaluated at the end of the Showcase.

information

Information

Finding the correct balance between the sidewalk and lighting programs and tracking pedestrian use and public feedback via the Showcase survey tools and inter-activity will shed some light on the environmental value of the initiative.



Exhaust Treatment Equipment

LOST EXHAUST

innovation

The London Transit Commission continues to work toward providing Londoner's with efficient and environmentally friendly bus service. In keeping with its commitment to reducing diesel emissions the LTC will install transit exhaust after treatment equipment on a minimum of 50 buses.

The special *catalyst mufflers* scrub the exhaust and clean out 20 – 30 % of the particulate matter before it is released to the air.

The buses will be selected for the additional equipment based upon the following criteria.

The buses will be:

- mechanically suitable for installation of the *catalyst mufflers*
- demonstrate the greatest potential for reduced emissions
- provide longest life and value of the modification
(not slated for replacement within five years)

The buses will be tested for emissions both prior to and after the installation of the mufflers. The particulate reduction will then be calculated based upon the bus mileage per year.

Fifty city transit buses will reduce particulate emissions by 20 – 30 % per year. The benefits are cleaner air and demonstrable community leadership in reducing vehicle emissions.

integration

The measurement of greenhouse gas emissions from the exhaust after treatment project will be used by the HOV Study-Transit Signal Priority/-Adaptive Signal Control and TDM project. Although not specifically part of the Showcase proposal the measured reduction in exhaust emissions based on the introduction of the new diesel buses and the use of the ultra-low sulfur fuel will also be calculated and provided to each initiative model.

information

This initiative has all the elements required for public education. The technology is easily explained. The cost can be justified and the benefits can be accurately measured. People recognize bus exhaust and the message inherent in proven reductions is *cleaner air*. The TDM initiatives will be closely linked to, and supportive of, all messaging from the transit initiatives. Measurable success will be the foundation of public education. Demonstrating how London makes the most of good news will be beneficial to other Showcase partners and interested municipalities.

The Transit Exhaust After Treatment project will be undertaken at the same time the LTC begins a scheduled replacement of 70 older diesel buses with new vehicles designed to be 45% more efficient in emissions. The replacement vehicles will also be ultra-low sulfur fuel compatible and thereby add another 15-20 % reduction in emissions. The 70 replacement buses should all be in operation by 2006.

#7

Measureable Impacts

Reduced greenhouse gas emissions *

Reduced air pollutant emissions ****

Reduced traffic congestion & delay N/a

Improved public safety N/a

Reduced public/private costs N/a

Enhanced quality of life *



London
CANADA

LTC Public Education Programs

PUBLIC TRANSPORTATION GOES UPTOWN!

innovation

Innovation

The people who already use public transportation don't need to be convinced of its need. They use it daily to gain the mobility and freedom to go where they want or do what they must. Public Transportation makes the things in life accessible - by everyone, from every corner, and every income level.

VIP takes a new route, calling on the people who don't carry a bus pass but wield a good dose of influence. This program ensures community leaders use their voices to support the continuance and enhancement of public transportation while being a source of information for fellow citizens. These people believe in the merits of Public Transportation and they can explain how it builds better communities.

#8

Measurable Impacts

Reduced greenhouse gas emissions
**

Reduced air pollutant emissions
**

Reduced traffic congestion & delay
**

Improved public safety
**

Reduced public/private costs

Enhanced quality of life
**

integration

Integration

1. Policy Research ensures VIP and linked projects are on schedule and on the right route.
2. Increased use of public transportation means decreased greenhouse gases and cleaner air. This message triggers an immediate why-this-matters-to-me response from environmentalists and concerned citizens. It can also partner with other messages of encouragement to leave the car at home and instead: walk, bike, roller blade or take the bus.
3. Local, regional and national components will all build awareness and appreciation of the ability of Public Transit to deliver key personal benefits. VIP will personalize this message at the local level: Yes, Public Transportation *can* take you to the Canada Day Fireworks.

information

Information

- Advertising messages speak to opinion leaders and policy influencers. These people help ensure public transportation issues remain a high priority.
- Toolkits are placed in the hands of educators and outreach staff. This group holds demographically-wide and diverse, captive audiences.
- Senior levels of government receive enhanced information to ensure support and funding from the top down.
- Communications and Public Affairs blanket the community with additional information



London
CANADA

municipal transit system

Transit Signal Priority

BUS TRAVEL TIME GETS A BOOST

#9

Measurable Impacts

Reduced greenhouse gas emissions

Reduced air pollutant emissions

Reduced traffic congestion & delay

Improved public safety
*

Reduced public/private costs

Enhanced quality of life
*

Act 1. Scene 1. How we get people to take the bus.

Setting: *In front of garage, any subdivision in London. Two men are standing talking. One man is leaning on a rake.*

First man: *Basically, the bus goes first.*

Second man: *What do you mean, the bus goes first?*

First man: *Just what I said, the bus goes first. When it pulls up to the intersection something happens with the lights and the bus lane gets the green first.*

Second man: *Even if it is turning?*

First man: *Yes, especially if it is turning and so there's no long waits at the intersections.*

Second man: *How does the light know the bus is there?*

First man: *Well, I don't think the light actually knows anything, but you know, some kind of monitor or something sends a signal somewhere and a computer makes the light change. Anyway, bottom line is that I can catch the bus one street over, ride it right downtown, no time lost, I don't have to pay to park and I don't fight traffic. I save gas and I bought a bus pass for about what I would pay in parking. I called my insurance agent and got a reduced rate because I don't drive the car to work and my kids think I'm great because I'm helping the environment and it's healthier.*

Second man: *You save money and you don't have to get up earlier.*

First man: *You got it. And it's all because **now** the bus goes first.*

Second man: *But I like my car!*

First man: *Then drive your car and I'll wave as I go past because*

First & second man: *"the bus goes first"*

innovation

Innovation

London will test Transit Signal Priority on two main arterial streets. The expanded technology will identify transit vehicles at intersections and then assign the right-of-way to the bus over all other car, truck or people traffic. Priority for transit vehicles reduces idling time, emissions and route travel time.

There are several methods that can be used to achieve this priority system including passive priority, early green, extended green and selective priority and adaptive/real-time control. Transit signal priority can be implemented at the local intersection level or it can be part of a larger, more intricate street network level. There are several elements of this operation that will make it successful.

- The ability to identify the transit vehicle (bus) before it gets to the intersection
- Determining the level of priority required
- A predictable schedule for the bus arrival at the intersection
- Identifying when the bus has exited the intersection and returning the signals to normal operation



London
CANADA

integration

Integration

The City's existing initiative on the new *Distributed Traffic Signal Control System* will allow transit signal priority to be implemented as desired on both the individual and street network system.

Transit Priority Routes for consideration are:

Richmond Street, from University of Western Ontario to Oxford Street
Oxford Street East, From Richmond Street to Fanshawe College

Transit Signal Priority will work with the HOV study and Roadway improvement initiatives to maximize traffic flow improvements.

information

Information

Transit Priority

Routes for
consideration are:

- Richmond Street,
from University of
Western Ontario to
Oxford Street
- Oxford Street East,
from Richmond Street
to Fanshawe College

Who cares if the bus goes first?

Getting the most out of this initiative will require a strong, strategically placed information campaign. It is all about people and how they behave. When London implements traffic signal priority and the bus begins to go first, how many people will be riding the bus? This initiative will utilize the profiling developed in the Transportation Demand Managements psychographic analysis. The data will help identify the audience most likely to leave their SOV's and recognize the value and benefits of transit signal priority. What are the triggers that will make them active transit riders and the program successful in improving air quality?



London
CANADA

roadways

Roadway Operational Improvements

TRANSPORTATION TECHNOLOGY TESTED SAVINGS SOUGHT FROM SIMULATIONS

#10

Measurable Impacts

Reduced greenhouse gas emissions

Reduced air pollutant emissions

Reduced traffic congestion & delay

Improved public safety

Reduced public/private costs

Enhanced quality of life
*

Pick an intersection, any intersection...

and make it better. Make it healthier-reduce vehicle emissions. Keep the traffic moving, even during rush hour and don't forget it's bad form and dangerous to make pedestrians sprint from sidewalk to sidewalk. Understand all drivers want an advance green, either for a left turn or straight through. It doesn't matter, they just want to go first and they want to go now. One more thing, road rage is no longer an occasional occurrence it's a spectator sport. Oh, and the bus heading south needs to cross two lanes and turn west without holding up the rest of traffic.

These are some of the challenges and demands faced by municipal transportation engineers as they endeavour to optimize roadways and intersections. Creating efficiencies, incorporating requirements, reducing emissions and fuel costs and working within budget limits are also part of the job description.

How do they do it?

innovation

Innovation

The City of London Transportation Division will begin an intersection improvement program. Existing traffic signal system and road geometry will be examined and upgraded to increase the efficiency of the roadway structure. Incorporated into each of the reviews will be the use of traffic simulation software and roadways will be traveled, *in virtual reality*, long before a grader moves earth or even before minor readjustments are made to existing roadways and intersections. This method of consistent, evaluative roadway management will create optimized road patterns, including geometry, signal timing and length of turn lanes. Current and anticipated traffic numbers will be simulated and displayed thereby allowing engineers to evaluate and modify design as required. Bottlenecks will be identified and eliminated and previously unforeseen safety hazards corrected.

No two intersections are alike but there are transferable commonalities. Traffic volumes peak at various times, and days of the week, for multiple reasons. Directional volumes are tied to industry, businesses and time of day. Modeling technology measures and defines the best opportunities for greenhouse gas reductions and the best methods to alleviate traffic tie ups. London will investigate all possible options for creating the changes that will deliver major benefits to travelers and the environment. The groundwork developed in London will benefit other cities of similar size and traffic volumes.



integration

Integration

Traffic simulation software will be used to visualize traffic patterns and volume requirements with the integration of other London Showcase transit initiatives, including the traffic signal priority system.

Timing and scheduling will be key elements in both the application and measurement of this project.

Engineers developing roadway improvements will incorporate the use of adaptive signal control in simulations prior to recommending new roadway design,

And the HOV lane study will use volume numbers provided by the traffic management team to assess functionality and sustainability.

Tried and Proven

The use of traffic simulation at one north London intersection has optimized traffic flow during peak weekend times. Measurements show fewer vehicles left sitting at lights in either through or turn lanes. Savings calculated on 6 hours per week.

*Greenhouse gas reductions:
595.92 kg/yr*

Cost: one time cost for roadway changes and equipment - \$50,000

Benefits: better traffic flow – significant reduction in wait and idling times

Savings: Calculated \$30,000 per year in fuel costs (51,000 L)

information

Information

Incorporating the traffic simulation software into the public education portion of the Showcase will allow City engineers to creatively illustrate and back up measurement numbers.

Simulation will assist in the development of city policies i.e. access to roadways.

Local politicians and the public will be able to literally *see for themselves* how street access points (laneways/entrances to businesses) and roadway design, impact traffic movement and safety. Standards can be developed and decisions supported visually. Transportation engineers will test drive every change and consider all options, virtually, and the results will be monitored and measured. Multiple benefits will be tracked, recorded and comparisons considered.

Example: A left turn lane is being added to street A to accommodate an entrance to a new condominium complex. Area residents are concerned the road widening will cause confusion and back ups in what has always been a through lane. Councilors and concerned citizens are directed to the Showcase website to access a simulation of the street changes. Not only does the simulation visually answer traffic flow questions but it also provides a detailed accounting of the project costs and savings. Viewers learn the length of the turn lane will accommodate traffic without affecting the travel time for vehicles traveling through. In fact the turn lane will also safely collect traffic accessing a strip mall thereby reducing current back ups, driver frustration and improving roadway safety.

Fewer vehicles stopping and waiting reduces greenhouse gas emissions, saves time and fuel costs. **Seeing is believing!**



Impact Assessment & Reporting

Traffic simulation and modelling software proposed for use in several of the Showcase initiatives (Signal Priority/Vehicle Recognition/HOV) will also provide analytical tools for establishing a baseline for pre-initiative greenhouse gas emission levels as well as a regular evaluation of air quality changes. An evaluation table will illustrate individual project recordings as well as the cumulative benefits.

A baseline will be established for each of the initiatives and individual timelines established to measure change. A monitoring schedule will be incorporated into the highlights of each initiative workplan or schedule and a reporting system will be established to provide required information to Transport Canada and other Showcase partners. Day to day management and review of the information will fall to the Transportation Demand Management Coordinator. As the Showcase progresses, studies, reports and measurements will be integrated into the overall communication strategy.

The work to establish baseline has already been completed for several of the initiatives.

Examples of industry standards in recording will be paralleled to ensure ease of use and understanding by other Showcase municipality and partners.

WHAT DO WE NEED TO MEASURE	ANALYTICAL TOOLS	APPLIES TO WHICH INITIATIVES			
Air Quality/GHG emissions Impact to the Environment	<ul style="list-style-type: none"> Environment Canada's MOBILE 5C model coupled with emission factors USEPA's MOBILE model Cities for Climate Protection (Torrise Smith Associates) model various software packages for traffic simulation models coupled with modal emission models Keigan Systems 3D Geospatial Software 	1, 2, 3(b-f), 7, 9, 10			
Safety Implications	<ul style="list-style-type: none"> City's Warranted Sidewalk and Lighting Program Methodology & Prioritization program Police Accident Reporting Statistics 	4, 5, 6			
Changes to travel time, both vehicles and person	<ul style="list-style-type: none"> Sim Traffic 5.0, Syncro 5.0 Software Software tools such as INTEGRATION and PARAMICS 	1, 2, 3(b-f), 9, 10			
Changes to traffic patterns	<ul style="list-style-type: none"> Software tools such as INTEGRATION and PARAMICS 	1, 2, 3, 9, 10			
Changes to public behaviour	<ul style="list-style-type: none"> "Before" and "After" Studies, surveys, interviews, psychographics, social marketing 	3(a-f), 4, 5, 6, 8, 9			
Reductions in fuel consumption	<ul style="list-style-type: none"> Traffic simulation models Sim Traffic 5.0, Syncro 5.0 Software 	1, 3(b-f), 4, 5, 6, 8, 9			
Costs - Savings and Expenditures	<ul style="list-style-type: none"> JD Edwards Accounting Software (City's Financial Management System) "Before" and "After" use of spreadsheets 	All			
Initiatives: <table style="width: 100%; border: none;"> <tr> <td style="width: 33%; vertical-align: top;"> <ol style="list-style-type: none"> 1. Advanced Traffic Signal Control 2. HOV Feasibility Study 3. TDM Initiatives <ol style="list-style-type: none"> a) TDM Psychographic Analysis b) London Walking c) Smart London – focus on Healthcare Centre and Selected Businesses </td> <td style="width: 33%; vertical-align: top;"> <ol style="list-style-type: none"> d) Smart London – focus on Neighbourhood e) Car Heaven f) London Alliance for Clean Air 4. Integration of Roadway Bike Paths 5. Warranted Sidewalk Program </td> <td style="width: 33%; vertical-align: top;"> <ol style="list-style-type: none"> 6. Warranted Pathway Lighting Program 7. Exhaust Treatment Equipment 8. LTC Public Education Programs 9. Transit Signal Priority 10. Roadway Operational Improvement </td> </tr> </table>			<ol style="list-style-type: none"> 1. Advanced Traffic Signal Control 2. HOV Feasibility Study 3. TDM Initiatives <ol style="list-style-type: none"> a) TDM Psychographic Analysis b) London Walking c) Smart London – focus on Healthcare Centre and Selected Businesses 	<ol style="list-style-type: none"> d) Smart London – focus on Neighbourhood e) Car Heaven f) London Alliance for Clean Air 4. Integration of Roadway Bike Paths 5. Warranted Sidewalk Program 	<ol style="list-style-type: none"> 6. Warranted Pathway Lighting Program 7. Exhaust Treatment Equipment 8. LTC Public Education Programs 9. Transit Signal Priority 10. Roadway Operational Improvement
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Proposed Reporting Formats

Reporting and dissemination of information will be fundamental to the success of London's UTS initiatives.

Major activities with respect to reporting and dissemination of information include:

- Initiation/launch (meet & greet) for all partners
- Quarterly submissions documenting the progress, measurable results and lessons learned to-date
- Website with up to-date information on the status of each initiative and measureable improvements to the environment the initiatives are having
- Formal review session at the mid point of the program; all partners are brought together to discuss lessons learned and identify actions that could improve on the program
- One day conference, at the end of the program, to disseminate information to a broad audience (e.g. municipal staff, urban and transportation planners, transportation engineers, community organizations, etc.)

The City of London is currently developing the Environmental Awareness Reporting (CLEAR) Network. This web based initiative, approved by Council, is being developed so that the community can have access to easily understood information on how the City is doing with respect to protecting the environment. Information on the CLEAR network will be consistent with the following guiding principles; measurable, understandable to the majority of the target audience (i.e. residents), relevant to the majority of the target audience, important to the community as a whole, practical/ affordable to obtain and consistent with corporate goals and objectives.

The CLEAR Network will be expanded and used as the delivery mechanism for key information on indicators/measures of air quality and transportation to the public in London as well as nationally.



financial plan

Financial Plan

Program Initiative	City contribution provisional budget 2002 -2006	UTSP contribution	Partners Funding & in-kind contributions *	Description
Traffic Management System				
1. Advanced traffic signal control system/traffic adaptive control system	\$2,000,000	\$1,038,000	Potential partner contribution (Delcan)	Expanding installation of Computerized Distributed Traffic Signal Control System to include a technology designed to recognize vehicle volume/patterns & continuously prioritize traffic flow.
2. Feasibility study for HOV lanes & test electronic compliance technology		\$100,000		Study would consider comparative value/benefits of HOV lanes on designated roadways. Consideration of roadway modifications and possible electronic compliance technology (currently used in London, England).
3. Transportation Demand Management Initiatives Including expanded employee trip reduction program & Commuter Challenge and Active Safe Routes to School	\$100,000	\$320,000		TDM initiatives will tie community behaviour to technology advances. Public awareness programs will be developed and expanded throughout the life of the program.
Active Transportation				
4. Bike path connections including integration of on-road and Thames Valley Parkway/expand pathways and install additional signage	\$1,500,000	\$100,000		Pathway plans will encourage more Londoner's to cycle and walk thereby promoting alternative methods of transportation and healthy lifestyle.
5. Enhanced Warranted Sidewalk Program	\$600,000	\$150,000		Sidewalks to be constructed on priority basis. Showcase funds will expand program.
6. Enhanced Warranted Walkway Lighting	\$120,000			Lighting to be installed on priority basis.
Municipal Transit System				
7. Exhaust Treatment Equipment		\$33,300	\$66,700 (LTC)	Treating the bus exhaust prior to it being released to the air will mean a 20 - 30% reduction in harmful emissions. Benefits can be easily measured.
8. LTC Public Education Programs		\$30,000	\$90,000 (LTC)	Local elements of national campaign that highlights the benefits of public transportation to the environment and the health of the community. Goal is to get more people on the bus. Showcase funds will expand project.
9. Transit Signal Priority		\$1,035,000		Technology identifies transit vehicles and assigns right-of-way.
Roadways				
10. Road Operational Improvements	\$1,560,000			Includes the optimization of turn lane lengths and traffic signal timings in an effort to reduce vehicle delay, fuel use and emissions.
Monitoring & Measurement				
Monitoring and Reporting Air Quality web-based sensor network		\$137,400		Mandated by program for all initiatives. Collected data from active signal project and other measurables will be used in communications strategies.
3-D Geospatial imaging program		\$2,500	\$7,500 (Keigan Systems)	Displays data in easily understood image.
On-line survey tool		\$3,800	\$10,000 (Makin' Headlines)	Allows for inter-active communication with public and on-line training.
UTSI Monitoring & Reporting	\$5,000	\$80,000		Reports, conferences, website
TOTAL^L	\$5,885,000	\$3,030,000	\$174,200	

city of london yearly expenditures

City of London Yearly Expenditures

INITIATIVES	Sept - Dec 2003	Jan - Dec 2004	Jan - Dec 2005	Jan - Mar 2006	TOTAL
Traffic Management System					
1. Advanced Traffic Signal Control/Traffic Adaptive System Initiatives	\$2,000,000				\$2,000,000
2. HOV Feasibility Study					
3. Transportation Demand Management	\$35,000	\$35,000	\$35,000		\$105,000
a) TDM Psychographic Analysis					
b) London Walks					
c) SMART London - focus on Healthcare Centre and Selected Businesses					
d) SMART London - focus on Neighbourhood					
e) Car Heaven					
f) London Alliance for Clean Air					
Active Transportation					
4. Integration of Roadway Bike Paths and Thames Valley Parkway	\$300,000	\$300,000	\$900,000		\$1,500,000
5. Warranted Sidewalk Program	\$200,000	\$200,000	\$200,000		\$600,000
6. Warranted Walkway Lighting Program	\$40,000	\$40,000	\$40,000		\$120,000
Municipal Transit System					
7. Exhaust Treatment Equipment					
8. LTC Public Education Programs					
9. Transit Signal Priority					
Roadways					
10. Roadway Operational Improvements	\$520,000	\$520,000	\$520,000		\$1,560,000

showcase workplan schedule

Showcase Workplan Schedule

INITIATIVES	Sept - Dec 2003	Jan - Mar 2004	Apr - Jun 2004	Jul - Sept 2004	Oct - Dec 2004	Jan - Mar 2005	Apr - Jun 2005	Jul - Sept 2005	Oct - Dec 2005	Jan - Mar 2006
Traffic Management System										
1. Advanced Traffic Signal Control/Traffic Adaptive System Initiatives										
2. HOV Feasibility Study										
3. Transportation Demand Management										
a) TDM Psychographic Analysis										
b) London Walks										
c) SMART London - focus on Healthcare Centre and Selected Businesses										
d) SMART London - focus on Neighbourhood										
e) Car Heaven										
f) London Alliance for Clean Air										
Active Transportation										
4. Integration of Roadway Bike Paths and Thames Valley Parkway										
5. Warranted Sidewalk Program										
6. Warranted Walkway Lighting Program										
Municipal Transit System										
7. Exhaust Treatment Equipment										
8. LTC Public Education Programs										
9. Transit Signal Priority										
Roadways										
10. Roadway Operational Improvements										

* DETAILED WORKPLAN SEE APPENDIX

showcase staffing

Showcase Staffing

CITY OF LONDON PROJECT MANAGEMENT

David A. Leckie P.Eng.

With a thoughtful and deliberate hand, David A. Leckie holds the reigns of five engineering divisions within the Environmental Service Department. He is the Director Roads and Transportation so his responsibilities are broad, ranging from road transportation to subdivision and development. Most of David's career spanned almost 30 years with the Ontario Ministry of Transportation where he was consistently moved into greater roles of responsibility, culminating as Regional Director for the Ministry's Southwestern Region. Since 1999, this same dependable leadership has helped move the City of London's transportation needs into the forefront and its plans towards the future.

Shane Maguire, B.E.Sc., P.Eng.

As Division Manager Transportation Systems Engineering for the City of London Shane Maguire is a bit of a time traveler. He scrutinizes today's transportation needs for his community; at the same time he analyzes tomorrow's needs of a growing city. Pedestrians, cyclists, and motor vehicle drivers all benefit from his experience with infrastructures and his constant scrutiny of capacity, safety and maintenance issues. With 16 years experience in both private business and multi-level municipal jobs, Shane knows exactly what a new idea requires to come to life and how to see it through to completion.

Jay Stanford, M.A.; M.P.A.

UTSI Role: Project Manager, TDM Initiatives and Reporting

Jay Stanford has been employed in the field of environmental management, in both the public and private sectors, for the last 16 years.

He is currently the Division Manager of Environmental Programs & Customer Relations for the City of London. His responsibilities include policy development and implementation; air quality management; transportation demand management (TDM); all waste diversion programs (recycling and composting); communications; and development and monitoring of environmental initiatives.

Prior to joining the City, Jay was an environmental consultant at Proctor & Redfern (now called EarthTech Canada) specializing in waste management programs and behaviour change initiatives.

Jay has a Bachelor of Arts in Geography (Urban Systems), Master of Arts in Geography (Environmental Management) and a Masters in Public Administration.

Gregg Barrett, M.A.; M.P.A.

UTSI Role: Technical, Multi-purpose Pathways

Gregg Barrett is the Manager of Manager-Parks Planning and Design. In this position Gregg is responsible for all parks development and redevelopment projects in the City, including Neighbourhood, District and Regional Parks. This includes development of Master Plans for the City's Environmentally Significant Areas.

Improvements in the City's unique multi-purposes pathways (bike, run, walk, roller blade) and developing important community linkages through active transportation practices are made through Gregg's role in the Planning and Development Department

Gregg has two Bachelor of Arts degrees Geography (Urban Systems) and Science (Biology), and a Masters in City Planning.

David Leckie

Shane Maguire

Jay Stanford

Gregg Barrett

Doug Green

Allison Cook

Air Quality Manager



London
CANADA

Doug Green, P.Eng.

Doug knows his role as Manager of Traffic Engineering and Transportation Planning inside and out. If you need data, information, evaluations or details on regulations, he's an expert. Doug is also a problem-solver. He takes the time to make sure safety issues are addressed and that transportation capacity is managed properly. The City of London can count on Doug to work closely with consultants and contractors to keep them on track. Doug is there to supervise transportation evaluations and studies and to ensure the most important questions always get asked.

Allison Cook, B.A., M.C.P**UTSI Role: TDM Initiatives Coordinator**

Allison Cook will join the City of London on June 9 as the City's TDM Coordinator. Prior to joining the City she held a variety of transportation positions with the Cities of Ottawa and Winnipeg. Her employment and academic experience includes local, national and international TDM initiatives as well as knowledge of current marketing practices such as social based marketing.

While finishing her Master in City Planning degree at the University of Manitoba, Allison worked as a Project Assistant in a "Building Communities," a City of Winnipeg partnership program. In this capacity Allison worked on municipal planning, managing neighbourhood improvement programs through public consultation, used various planning tools and computer technology. This worked was valuable input into her Master's Thesis entitled "Active Transportation as an Integral Component of Urban Transport: Factors Influencing Winnipeg."

Allison holds an undergraduate degree in Geography (Human).

TBA**UTSI Role: Technical Evaluator & Leader**

The Air Quality Manager position is currently vacant and will be filled by the end of July. First round interviews are scheduled for the end of June. Candidates being sought must have the following characteristics that will be key to their involvement in the UTSI: Develops local strategic and tactical policies, procedures, programs and ensures implementation plans are appropriate, effective and efficient in delivering air quality initiatives as part of a larger environmental services program. Provides administrative direction; operational and management policy; researches and identifies priorities, standards and procedures; and financial control for air quality projects designed to meet Corporation needs and expectations. This will be a senior level position reporting to Jay Stanford.

SECTION 8

Partner Roles & Responsibilities

Delcan	• Municipal Transit System
IBI Group	• HOV Feasibility Study
London Transit Commission	• Exhaust Treatment Equipment
	• LTC Public Education Programs
Keigan Systems	• Measurement and Assessment
mh New Media	• Public survey
	• web site development
Makin Headlines	• TDM initiatives
Thames Region Ecological Association	• TDM initiatives
Insights	• Psychographic Analysis/Focus Groups

*** DETAILED COMPANY PROFILE AND STAFF SEE APPENDIX**



London
CANADA