



Appendix E

Transportation Symposium Results

Planning for Tomorrow: Crucial Directions for Moving York

Key Aims of the Symposium

On June 28, 2006 York Region hosted an exciting one-day Transportation Symposium, as part of the Transportation Master Plan Update Study. The symposium, *Planning for Tomorrow; Crucial Directions for Moving York* built on the work underway by the Region to plan for and manage growth and to create a liveable and prosperous community. Over 100 senior level stakeholders from York Region area municipalities, major businesses and industries, chambers of commerce, provincial officials, conservation authorities, environmental organizations, public health departments and transportation service providers participated.

As was the case with the original Transportation Master Plan (TMP), the study will involve representatives from York Region's area municipalities, community and business stakeholders and the public through an extensive public engagement process. The public and stakeholders are key to providing input and to shaping new directions for achieving the Region's goals. Without the leadership and commitment of all of the stakeholders, the necessary changes will not occur. The June 28th symposium is a key initial step in setting a sustainable course for updating the TMP and moving forward with the necessary actions. The main objective of the Symposium was to identify the key elements of a "made in York Region" sustainable Transportation Master Plan. Through interactive discussion, participants provided views on the following themes:

- Viable ways to shift transportation to more sustainable options including ways to increase modal share and to use transit to shape intensification and urbanization.
- Ways for people to be less dependent on the single-occupant vehicle
- Essential building blocks for facilitating a less auto-dependent urban development pattern including changes in land use and built form to encourage alternative transportation options.
- Changing public attitudes.
- Engaging people and businesses in York Region in this discussion.
- The Region's role through leadership and advocacy.

Regional Chair and CEO, Bill Fisch started off the day highlighting the Region's comprehensive Growth Management Review and calling for a rethinking of transportation priorities with new transportation options for residents and businesses. He told participants that the Region needs their input and guidance early in the process and that to achieve success, we must work together in partnership. Chair Fisch spoke of the success of York Region Transit and Viva and the commitment within the Region to enhancing and expanding the transit service even further.

Bill O'Donnell, Town of Markham Regional Councillor and Chair of the Transportation and Works Committee provided remarks underscoring the importance of the day by stating that the "transportation portfolio is without question, the Region's number one sustainability challenge". He noted that it requires a great number of solutions to be implemented by the greatest number of people.

Several keynote speakers presented viewpoints about the latest trends on sustainability and growth management. Bryan Tuckey, Commissioner of Planning and Development provided the framework for growth management and sustainability in the Region in his presentation "Towards a Sustainable Region". Stephen Willis, Vice President Planning and Environmental, MMM talked about Sustainability Drivers and the new vocabulary for Building Sustainable Communities. Dave Richardson the MMM Project Manager for the TMP provided experiences from Vancouver and Ottawa. Mary-Frances Turner, Vice President of York Region Rapid Transit Corporation spoke about the inspiring story of the implementation of Viva, ongoing challenges, opportunities and the path forward for Viva Phase 2.

The presentation provided context for the discussion that followed. Sue Cumming, Principal of Cumming + Company facilitated and moderated the day highlighting key messages. Richard Soberman provided perspectives in the afternoon on lessons to consider and commented on the key symposium directions.

Planning for Tomorrow: Crucial Directions for Moving York Outcomes from June 28th Sustainable Transportation

Updating the Transportation Master Plan

York Region continues to be one of the fastest growing region in Canada and is expected to continue to experience rapid growth over the next 20 to 30 years. This rapid growth has already put a strain on the transportation system. In 2002, the Region of York began implementing its first Transportation Master Plan (TMP), which was developed as a living plan, which would continue to be reviewed every five years and revised to reflect to changing circumstances. The 2002 Plan was awarded the Transportation Association of Canada's Sustainable Transportation Award in recognition of its integration of land use and transportation growth management policies. The plan anticipated that the performance of the road system would degrade to unacceptable levels without policies and plans to significantly improve transit modal split and develop more sustainable land use development plans.

A number of programs recommended in the original TMP have had the financial support of the Provincial and Federal Government. The Viva rapid transit network is the most notable project that has been undertaken with measurable success in striving toward transportation sustainability. Earlier this year, the Region of York embarked on a program to update the TMP with its overall growth management strategy and other infrastructure master plans. MMM and Cansult Limited were awarded the TMP Update. This update now underway will provide a framework for future transportation decisions, which would support the Regional goals of Sustainable Natural Environment, Economic Vitality and Healthy Communities.



Outcomes and Symposium Directions

The following key strategic directions were noted: These are the critical components identified by the symposium participants to be considered as part of the TMP Update:

- Stay the course, lead, advocate and stick to the tough part of implementation (fund transit and pursue proper infrastructure). Move on with Phase 2 YRT.
- Make transit the better choice. Find the right balance between new road capacity and transit investment.
- Implement transit improvements to make it more attractive. Strive for a better inter-regional transit with coordination in planning, funding and delivery.
- Make single occupant vehicles (SOV) less attractive through disincentives and social marketing on impacts.
- Move ahead with aggressive land use policy changes to create more live-work, to support transit and to create active living environments.
- Re-organize development practices to implement transit supportive initiatives before and while communities are being developed.
- Develop a net gain for environmental plans – measuring the environmental impact of transportation decisions – calculate CO2 emissions and planting trees to exchange.
- Get some good quick hits – higher profile, immediate demonstration project i.e. HOV lanes, bike lanes, and mixed use development friendly development sites.
- Develop a long term communication plan to deal with issues aimed at addressing core values, target youth, television ads, environmental consciousness, change attitudes to make it personal.
- Be bold - create a campaign with the theme “single-occupancy car driving is akin to smoking”. Commit to bigger efforts on communication and education and quality of life, health, economic and community benefits of sustainable transportation options.
- Cultivate community champions and new partners to forge ahead.

Planning for Tomorrow: Crucial Directions for Moving York

Outcomes from June 28th Sustainable Transportation

Shifting to More Sustainable Options

It is well recognized that current norms and values are stumbling block to shifting transportation to more sustainable options. Many noted that it is conceptually easy to foster change but more difficult to change reality of how transportation occurs given public attitudes about mode of transportation and the prevalence of individual vs. collective interest. This discussion underscored the importance of identifying concrete ideas for consideration as part of the development of the TMP Update. The following key ideas were put forward by symposium participants:

Concentrate efforts to really **make transit the better choice**. Some ideas noted:

1. Develop seamless connections between transit and carpool lots.
2. Put higher order transit in its own rights of ways to make transit time competitive.
3. Increase reliability of the schedule .
4. Make it convenient for pedestrians and cyclists to use transit.
5. Focus on better access to information about transit schedules, information and service.
6. Ensure that transit service is in place prior to development with link to pedestrian pathways..
7. Overcome transit service fragmentation (i.e. inability of YRT services to pick up passengers between York University and Downsview Station.
8. Work with employers to create incentives for employees and rewards for using transit.
9. Consider tax incentives for transit passes.
10. Educate the public linking transit use to air quality and public health concerns.

Develop strategies to **make single occupant vehicles (SOV) less attractive**. Some ideas noted:

1. Pursue disincentive measures to SOV use – parking charges, reduced parking supply. Implement “pay parking” everywhere.
2. Explore road pricing measures – user and administration fees, and tolls – to hit the pocket of the auto driver.
3. Limit infrastructure improvements and consider letting congestion take its course.

Build on growth management and successes **to move ahead with aggressive land use policy changes** to achieve a more balanced transportation system, more mixed-use development tied for live-work balance and healthier communities. Ideas noted:

1. Create better land use /urban design planning integration with transportation. Allow higher order transit to lead land use / urban planning.
2. Use land use policy to create more choices including better live-work balance, transit convenience and efficiency, planning priority of transit in communities.
3. Require that higher density and mixed use development must occur within corridors to maximize transit opportunities.
4. Intensify areas and promote active living environments.
5. Create accessible communities through linkages between properties / pedestrian and cycling paths and make modes beyond SOV practical.
6. Obtain legislative power to acquire property for pedestrian / cycling through changes to Development Charges or other means.

Educate the public on true benefits and costs of sustainability. Get to the public opinion shapers Chambers of commerce, Boards of Trade, school children through curriculum based transit info (as was done with recycling), reinforce the connecting between fitness and transit, retail discounts for people who use transit for shopping (premise being that parking and congestion costs businesses money). Strive for a maximum “30 minute commute” by educating people on the value of time and social costs.



Planning for Tomorrow: Crucial Directions for Moving York

Outcomes from June 28th Sustainable Transportation

Less dependency on single-occupant vehicle

The attractiveness and dependency on the single-occupant vehicle impedes shifting to more sustainable practices for how people and goods are moved. Recognizing that moving away from the single occupant car use is a hard sell, the following ideas were suggested to be considered as part of the Region's TMP Update:

- Consider integrating transit options in the workplace; telecommuting, carpooling with co-workers, flex hours, compressed work week, incentives to take transit, bike lockers, showers, etc.
- Continue to enhance comfort towards business class style services as a motivator to leave car behind.
- Enhance convenience of transit with connections to other transit systems and use of e-tickets,
- Enable closer live/work spatial relationships with employment growth along with residential growth
- Enhanced communications – e-communications and targeted marketing. Provide internet based route information (like in Ottawa) which tells you what is the closest stop, route planning, and integration with trail information.
- Implement a Region of York Transit incentives package including smart card, creative pricing – one month free for every 11 months purchased, free tickets to encourage first time user.
- Review and redefine the functions of the regional road network on a comprehensive basis (i.e. all of Yonge Street as transit / HOV way).
- Shift the funding from roads to trees and transit and alternate modes (bikes, walking, HOV etc).
- Reduce / eliminate parking at high schools.
- Bus lanes on all new and upgraded four lane roads.
- Buy transit passes for staff.
- Explore service options for dial a bus and shuttle buses.
- Every six lane road should have a dedicated HOV and bike lane.

Essential building blocks for facilitating less auto-dependent urban development pattern

Land use decisions and community development shape our urban environments and are seen as crucial for facilitating a less auto-dependent environment. The following ideas were noted to establish essential building blocks as part of an integrated land use and transportation strategy:

- Build transit, roads, sidewalks, multi-use trails before and while communities are being developed, HOV lanes, designated car pool spots at major businesses, zoning changes and reduced parking, improvements to the natural environment, wider corridors for open spaces, less paved surfaces.
- Re-organize land use by providing housing and transit to match our jobs.
- Create physical connections to transit with sidewalks.
- Provide more family friendly amenities in higher density development.
- Make sure that designs incorporate transit including stops, shelters and sidewalks.
- Build mixed use quality developments.
- Support grid pattern of streets. Build skinnier streets. Consider use of reversible lanes
- Build sidewalks everywhere and use these to create connections to schools, shops, parks, community centres which interface with transit.
- Dedicate parts of ROW for transit and bikes.
- Build and commit to transit nodes early and allow density to occur.
- Reduce zoning requirements for parking, parking price strategies and parking authority to manage parking.
- Facilitate higher densities and mixed uses along transit corridors through partnerships with developers to integrate land uses which would better compliment and support transit (both financial

Planning for Tomorrow: Crucial Directions for Moving York Outcomes from June 28th Sustainable Transportation

Changing public attitudes to achieve a higher level of sustainability and to embrace alternative transportation options

A central theme of the symposium discussion focused on changing public attitudes and creating more awareness of the implication of individual choices.

The following key ideas were noted:

- Develop a strategy built around advocacy, social marketing and the creation of consistent messages aimed at shifting minds.
- Develop a long term communication plan to deal with issues aimed at addressing core values, target youth, television ads, environmental consciousness, change attitudes to make it personal. Target efforts to include direct marketing for children / youth where the most promise for future change is likely.
- Develop marketing program and public awareness campaign to educate people on built form impacts and need for change.
- Be bold - create a campaign with the theme “single-occupancy car driving is akin to smoking”.
- Focus on changing attitudes about “community” and lifestyle.
- Work with employers about the true costs of commuting for their employees (added stress, time away from families, lower productivity, more illness, etc).
- Work with public health officials to convey messaging around sustainable transportation and health benefits.
- Talk about the economic benefits, personal and corporate. Broaden message beyond the “do this because it is good for you approach” .
- Create ways for citizen grass roots to articulate what they want for their community, including a transit focus and the built form to support it.
- Utilize web based communication tools.
- Publicize articles and happenings in environmental publications, community newsletters, local papers and through established organizations within the Region.
- Reinforce individual accountability.
- Work with community stakeholders to facilitate

changing public attitudes/values related to development.

- Find topics that resonate with the media.
- Give people a reason to own/operate fewer vehicles
- Showcase demonstration projects that will make sense from land use, transportation, environmental perspective
- Develop personal commuting plans.
- Target ratepayer groups.
- Keep public advisory group going after the studies are complete for ongoing consultation.



Engaging people and businesses in our community in the discussion

The Region having engaged the stakeholders in the discussion around key inputs for the TMP was advised that they need to engage a broader stakeholder base in delivering solutions. The following ideas were noted:

- Engage businesses by presenting / demonstrating the cost savings of TDM measures to not only their employees but to the employer.
- Get the right champion for a program - Chamber of Commerce for Smart Commute.
- Move ahead with incentives / demonstration projects/ showcase projects i.e. HOV lanes and preferred parking spaces.
- Identify short list of business partners and work with these to create short-term solutions and quick hits.

Planning for Tomorrow: Crucial Directions for Moving York

Outcomes from June 28th Sustainable Transportation Symposium

Engaging people and businesses in our community in the discussion (cont'd)

- Seek out new partners and involve small and medium size businesses.
- Publicize the full cost for operations and capital for road building and parking. Make the business case for change.
- Enlist community champions.
- Expand ring of converted people.

How aggressive should the Region be with respect to making changes?

There is much enthusiasm and support for the efforts, commitment and achievements undertaken by York Region. The symposium participants are optimistic about the role of Region and its ability to move towards more sustainable transportation alternatives. The following advice was offered by those in attendance:

- Stay the course, lead and advocate and stick to the tough part of implementation (fund transit and pursue proper infrastructure).
- Move on with Phase 2 YRT.
- Utilize a mix of aggression and persuasion depending on the circumstances.
- Move forward with aggressive land use policies.
- Set a good example – i.e. parking @ government offices – support for TDM.
- Get special zoning powers from the Province.
- Find the right balance between new road capacity and transit investment. Real leadership would be actually downscaling road expenditures as in Vancouver.
- Strive for a better inter-regional transit with coordination in planning, funding and delivery.
- Show them the benefits! Show them the money! What are the best practices elsewhere?
- Impress senior levels of government on the urgency.
- Be part of a national strategy - get one going.
- Seek changes to the development charges act to

allow shift in road funding to transit funding.

- Develop a net gain for environmental plans – measuring the environmental impact of transportation decisions – calculate CO2 emissions and planting trees to exchange.
- Get some good quick hits – higher profile, immediate demonstration project i.e. HOV lanes, bike lanes, development site, on-street bike lanes.
- Bigger efforts on communication and education and quality of life, health, economic and community benefits – i.e. \$1000 to take YRT, \$9000 to take own car.

Next Steps

To be added.



Who to Contact

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Check the Region of York Web site for regular updates www.region.york.ca

Summary of Question Responses June 28, 2006 Sustainable Transportation Symposium

Table 12

Question # 1:

- Reduced rates for students
- Secure bike parking at schools
- Park-and-Ride (for both motor vehicles and bikes)
 - At interchanges
 - At public transit hubs
 - Bicycle parking at YRT stops
- Park-and-Ride funding partnerships
- Fare integration
- More mixed use developments (live-work)
- Bike lockers
- Bike parking facilities
- HOV lanes
- Build road/transit infrastructure before communities are developed
- Build sidewalks and bike paths before communities are developed
- Integration of transportation options in the workplace
 - Telecommuting
 - Carpooling
 - Flex hours
 - Incentives to take transit (discounts)
- Designated car pool spots at major businesses
- Reduce parking zoning requirements
- Create a parking authority
- Sustainable funding for travel demand management
- Education in schools with respect to alternative modes (Public Health should lead)

Question #2:

- Pedestrian and cycling master plans at both the local and Regional levels
- Funding
- Prioritize routes based on demand
- Utilize existing programs (Smart-commute)
- Physical separation of modes along transportation corridors
- Higher densities and mixed use developments along transit corridors

Summary of Question Responses

June 28, 2006 Sustainable Transportation Symposium

- Work with developers to build partnerships/stations/developments
- Higher densities of employment along transit corridors
- Incentives to employees who don't drive
- Employer car sharing programs
- Employer and employee education on travel demand management
- Educating and engaging youth about alternative modes (start early)
- Internet-based route information – transit, walking and cycling routes and include
 - Closest stop
 - Plan routes
 - Route times
- Reduce zoning requirements for parking
- Parking pricing strategies
- Parking authority
- More convenient, faster and reliable service
- HOV lanes
- Promote transit among municipalities
- Fare integration
- Coordination of bike and walking facilities into developments through policy requirements, and maintain these facilities during the winter months as well as the summer

Table 10

Question # 1:

- Social Shift
 - Distributed work
 - Work at home, etc.
- Transit Service before / at occupancy – within 300 m
- Better Live-Work
 - Better quality of life
 - Job labour force balance
- Sidewalks and housing type balance
- Transit shelters
- Bike paths
- Focus investment on intra-York travel
- Direct/social marketing

Summary of Question Responses June 28, 2006 Sustainable Transportation Symposium

- Internet-based trip planner
- Marketing/education of kids
- 30 minute commute – VOT education
- Creating cultural attractions
- Try alternative modes one day per week
- Mixed-use developments – tax incentives for office commercial
- Air pollution tax

Question # 2:

- Executive row
- Adequate service/capacity
- Be “visible”
- Need to protect ROWs further into the future – 100 yrs?
- Use freeway corridors
- FUNDING, FUNDING, FUNDING!!!
 - Equitable
- 4-lane and HOV lane roads
- GTTA with equitable funding

Table 1

Question # 1: SOV

- Congestion pricing
 - Area based
 - Distance based
- “What are the REAL costs of driving?”
- PARKING charges
- Dedicated part of ROW for transit / bike lanes
- Reversible lanes

Road Construction

- How do we build them more “environmentally friendly”
 - Build convenience
 - “Skinny streets”

Summary of Question Responses

June 28, 2006 Sustainable Transportation Symposium

Linkages to Modes

- Integration
 - Transit
 - Parking
 - Bikes
 - Kiss ‘n’ Ride

Communities

- Grid pattern of streets
- Sidewalks
- Connections to schools/shops/parks (walking and cycling)

T.O.D

- Development charges for transit
- “Quality” development
- Make sure designs incorporate transit

Increasing Transit Modal Share

- Reducing or eliminating parking at high schools

Public Attitudes

- Long term community plan to deal with issues aimed at addressing “core values”
 - Target youth
 - TV ads
 - “Environmental Consciousness”
 - Δ attributes – make it personal
- Give people a REASON to own/operate fewer vehicles
- Demonstration projects that “make sense” from a land use/transportation/environment perspective
 - Buy transit passes
 - Reduce parking by approximately 50%
 - Exemption from R/C for tax deduction

Summary of Question Responses June 28, 2006 Sustainable Transportation Symposium

How aggressive should York Region be in terms of policy and legislation?

- Enforce HOV lanes
- Aggressive land use policies
- Set a good example
 - Parking at government offices
 - Support for TDM
- Get special zoning powers from Province

How do we engage business?

- Show me the benefits!
- Show me the money!
- What are the best practices elsewhere? (anywhere on the planet)
- Impress senior levels of government on “The Urgency”
- What is the “Natural Strategy”?

Table 8

Ideas for Sustainable Transit/Transportation Options

- HOV lanes – network
 - Need more feeder routes
 - Longer
- Make Yonge St. and Hwy 7 accessible to transit, 3 + vehicles and taxis in rush hour only
- Designate road use at different times of day
- Tax incentives for using transit
 - Extend Federal Government rebate on monthly passes
- Expand parking lots at car pool locations
- Look beyond the 25 year range plan – looking at the ultimate plan
- More feeder routes, comfort, fare integration (Smart Card)
- Bus priority signaling for all buses
 - More aggressive
- Reliability
- Provide more employment within the Region – more affordable housing

Summary of Question Responses June 28, 2006 Sustainable Transportation Symposium

- Higher densities along transit corridors
- More grid system designed of communities
- More pedestrian access routes leading out of subdivisions to bus routes
- Making transit and pedestrian options more pleasant
- More bike racks at stations and on buses
- Focus on transit, pedestrians and cycling when designing communities
- Importance of social marketing strategies linked to demographics
- More incentives for students to use transit
- Change peoples expectations
- Education of public

Environment

- Measuring environmental impact
- Developing environmental compensation policies and include them in the TMP Update
- Linking existing provincial environmental policies in he TMP Update (particular the ORM) – green space strategy to Rouge Park
- Integrate TMP with environmental policies
- Shift funding from road to transit

Changing Public Attitudes

- Identifying cost of transportation delays and congestion
 - Social cost
 - Economic cost
- Learn from other social change programs
 - Smoking
 - Drinking and driving
 - Recycling
- Transit/carpooling only work if they are convenient
- Paying for driving
 - Higher gas taxes
 - Parking fees
 - Tolls/congestion pricing

Summary of Question Responses June 28, 2006 Sustainable Transportation Symposium

Other Ideas

- Sustainable funding
- Funds to implement the plans we already have
- Don't pick and choose projects
- Provide Regions the funding to implement their plans

Policy/Advocacy/Leadership

- Designing in order to accommodate future needs
 - e.g. design now for future HOV
- Aggressive on HOV
 - Park-and-ride opportunities
 - Cycling and pedestrians networks
- TMP must enunciate the long term vision so we can point to when implementing in short term
- Respectful leadership and not micro-managing – work with internet and external stakeholders
- Municipalities have to become a TRUE partner
 - Need trust from senior government to allow us to implement
 - Shouldn't have to continuously pass the test
 - Region needs to speak with one voice

Engaging People/Business

- Businesses have the clout/ability to influence change in the short term
- Need to engage public over long term – changing attitudes with public will take longer
- Link back to sustainability for businesses – demonstrate benefits to individuals/businesses
 - e.g. less stressed employees
 - Less parking
 - Better on-time arrivals

Summary of Question Responses June 28, 2006 Sustainable Transportation Symposium

Table 9

Shift Transportation

- Ride sharing
 - Cost of parking - not free
 - Keeping parking charges high – closer to the true cost
 - Providing the service and the land use infrastructure
 - Change **culture** – education **factor**
 - Cost in operating your SOV
 - Making transit a viable option
 - Time, frequency and cost
- Density along the corridors
 - Transit subsidies
 - All levels of government have to make **transit** a priority!!
 - Make congestion a **reality**
 - Live and work within the same Region
 - Live and work – same proximity
 - Critical mass to serve
 - Live-work opportunities same place
 - Zoning by-laws should reflect need for transit and reducing parking supply
- Minimizing the amount of road infrastructure
 - Improved air quality
 - **LRT** better option than buses
 - ‘Feed’ transit services
 - huge cost to the environment relating to road infrastructure
 - construction (runoff)
 - polluting from cars/vehicles
 - maintenance

Transit

- Locating themselves on the transit corridors (max density and mix use)
 - Providing the appropriate levels of facilities for their employees
 - Provide your employees with incentives
 - Variety – bulk discount passes
- Change your culture and opinion

Summary of Question Responses June 28, 2006 Sustainable Transportation Symposium

- Make cars too expensive
- **Frequency** of transit
- Duration
- Increase density (change built form)
- Integrate TOD guidelines into the planning approval process

Table 4

Page #1

- Get builders involved in creating sustainable communities
 - Incentives for purchasing sustainable homes – get an alternative car with the house
- Employers build houses nearby for employees
- Incentive/recognition for leaders
- Subsidize transit for large employers
- Create analytical tools for employers to see how distributed their employees are
- Transport goods at off-peak hours
- Flex hours for employees

Page #2

- Convenient
- Incentives
 - Tax
 - Coupons – movie passes
- Fare integration
- Networks of different mobility forms
- Local employment for local residents
- Destinations that are designed/planned to encourage other modes
- Transit built early
- Better conditions for walking
- Affordable transit
 - e.g. families
- Public relations – information
- Length of service

Summary of Question Responses June 28, 2006 Sustainable Transportation Symposium

- Shift work
- Personal commuting plans
 - Interactive web-site like Mapquest
- Ride matching options
- Community building
 - Change lifestyles encouraging people to get out and walk about
 - Mindset
 - Health and safety improve if people are out walking
- Kiosks in subdivisions to allow retailers to come into residential areas
- Bring commercial and community space back into the neighbourhoods

Natural Environment

- Less need for roads
- Get people to understand other costs
- “Community cars” – designed for local roads – not highways – electrical – for local trips – lower speeds
- Incentives for alternative fuel cars
- Focus on young people – more likely to change habits

Table 3

Page #1

- Easy to get to
 - Parking available
 - Bike storage
- Access to small communities
- Comfort
 - A/C
 - Coffee/drive thru
 - Space/sitting down
- Convenience
 - Speed
- Mapquest equivalent transit schedule
- Financial sustainability

Summary of Question Responses June 28, 2006 Sustainable Transportation Symposium

- Need to close gap
- Linkage to other transit systems
- Employer sponsored transit passes
 - Tax exemptions
- Communication
 - Text messaging – GO
- Service riders on other jurisdictions
 - No pick up south of Steeles

Page #2

- Flexible work hours
 - Mobile employment opportunities
- Encourage live/work balance for all ages and family types
- E-ticket/RFID technology
 - Smart Card

Table 5

Page #1

- Work with chambers / board of trade
- Individuals be accountable for their future
- Target youths/schools – trained behaviour
- Tour on Viva bus
- Link to fitness (20-30 min walk per day)
- Community involvement – Advocacy
- IKEA
 - Discount if used transit
 - Get group of retailers to promote Municipal Departments (Parks and Rec.) for youths to get to sports activities
- Breakdown jurisdiction barriers
- Change is possible – mindset
 - Younger generations are more environmentally aware
- Lead by example

Summary of Question Responses June 28, 2006 Sustainable Transportation Symposium

- Championed by York Region
 - Rapid transit
 - Technology – trip planning
 - Transit schedules
- Parking / marketing – how to get to transit
- Legislation to limit car use
- York Region should be aggressive to support a transit environment
 - Put monies for highways into transit system that is sustainable

Page # 2

- Chambers/Boards of Trade/Economic Development
 - Web sites, new bulletins, lobby local/provincial municipalities
 - Educate business and direction
 - Public awareness, signage, marketing campaign
 - Local papers, internet
 - Statistics
 - Comparison costs
 - Environmental issues (to next generation)
 - Individuals need to be accountable
 - Information is key
 - Community event to get word out

Table 2

Page # 1

- Transit
 - Start of it all
 - Priority on road system
 - Transit HOV lanes
- Carpooling
 - Dedicated lanes
 - Employer-based
 - Flexibility to engage this
 - Business see interest

Summary of Question Responses June 28, 2006 Sustainable Transportation Symposium

- Land use
 - Corridor intensified
 - Mix of uses that allow people to walk and cycle for short trips
 - Reducing parking standards
 - Increase growth goes to transit corridors
 - Employment areas
- Mobility hub
 - Variety of options
 - Include car sharing
 - Popular in condos
 - Option for reduced parking standards
- Dialogue and engagement with public and SH
 - i.e. business communities
 - prioritize transit and carpooling

Page # 2

- Connections to business – employment areas
 - Transit, walking, cycling
- Need to be creative and aggressive with:
 - Pedestrian trail systems
 - Demand management
- Lack of sidewalks for transit
- Congestion is an opportunity to encourage transit **but** need connections to transit, live-work: **low hanging fruit**
- Employers see live-work as a viable option: save on office space and overhead and savings on road system
- Mobility hub idea – remote service areas so people don't have to travel far distances

Page #3

- If no Phase 2 to Viva we're sunk
 - How do we make this breakthrough?
 - How do we get dedicated long term funding?
- **Full cost quality of life accounting**
- Make case to public for need for support = politicians on side must be politically possible
- Address sidewalk issue

Summary of Question Responses June 28, 2006 Sustainable Transportation Symposium

- Barrier to transit use
- Region needs to tie local municipal networks together
- Adaptive flexible approach to transit
 - i.e. HOV and transit lanes –IT’S ONLY PAINT

Page # 4

- easier to build in first place vs retrofit
- Supportive communities
 - Sidewalks, mixed use
 - Locating jobs and public building on corridors
 - Mobility hubs
- Marketing and education of public
 - Dialogue – continuous effort
 - Permanent people engagement groups – attitudes are shifting
- Partnerships
- Public health argument – wellness

Page # 5

- Transit – direct connection to and direct effect on:
 - Economic vitality
 - Quality of life
 - Natural environment systems
- Community and businesses are seeing they have to play a role in helping these things happen
 - Elected officials listen to that
- Need business community to get behind transit system
 - They see they are part of the community
- Drivers need to show team how they can save money

Page # 6

- Not providing housing and transit to match jobs we’re creating

Summary of Question Responses June 28, 2006 Sustainable Transportation Symposium

Table 2 and 12 - Afternoon Session

- Develop “habit” for taking transit
- Educating youth today to encourage better decision making tomorrow
 - Viva’s advertisements are a great start
 - Need to redouble efforts
 - Trail system
- Need better way to have engaging dialogues with public
 - Better profile, marketing
- Better info on costs of driving
- Engaging businesses
 - Larger employers
- Make investments to make transit better, faster, etc.
- Target businesses
 - No mass form of communication
 - Build partnerships
 - e.g. 2020 Smart Commute
 - YR business directory
 - Need more full-time staff to do
- Need to be more aggressive with TDM
 - Staff it up to make it happen
- Big step in transit is 5 years ago - need to double / triple efforts on TDM, pedestrian, cycling, publications, staffing, etc.
 - Quadruple funding to this - need a complete comprehensive program
- Partnership with business and business organizations
 - Give business and chambers opportunities to be part of solution
 - Need to convert what we’re talking about to what matters to them
- While waiting for big investment and steps toward transit, pedestrian and cycling – what are the shorter term quick hits that people can actually use?
- HOV and bike lanes on every new 6-lane road and bike lanes on every new 4-lane upgrade
- Need to get a broader audience – **expand the ring of converted people**
- Target rate payer groups and sustainable transportation advisor group
- Keep study advisory group as part of implementation and beyond

Summary of Question Responses June 28, 2006 Sustainable Transportation Symposium

Table 11

#1

- Connections
 - Carpool
 - Seamless
 - Speed
- Convenience
 - Reliable
 - Lifestyle
 - Affordable
- In place prior to development
 - Interim strategies
 - Shuttle service
 - Sidewalks
 - Cycling and pedestrian

#2

- Legislative powers
 - Property
- Intensification
 - Livable cities – open space balance
 - Trail system
 - More robust
- Accessible communities

#3

- New thinking
 - EA's (additional requirements)
 - Protect/restore/compensate

Summary of Question Responses June 28, 2006 Sustainable Transportation Symposium

1

- As costs increase shift may naturally take place so drivers will become the ‘**new smokers**’
- Feasibility still plays a strong role
- Incentives must be **increasing**
- Promotional transit opportunities
 - Marketing campaign (aggressive)

2

- Very aggressive to take on increased housing demand in York Region
- Must have super aggressive **incentives**
- Interim solution is needed
- **Charging for parking**
- Lead by example – York Region Admin. Centre
- Do what we expect others to do
- Legislation to do **certain** things
- Leadership = doing by example

3

- York Region leading by example – showing them the way
- Reduce parking requirements to force staff and visitors to use alternative modes
- What is successful engagement?
 - Engaged in the discussion just or the **solution**
- Engaging businesses by presenting demonstrating the cost savings to TDM (Smart Commute) programs

Table 7

- Better live-work balance
 - Mixed use developments
 - Affordable housing
 - Different mix of housing stock and employment opportunities
- Improve transit convenience

Summary of Question Responses June 28, 2006 Sustainable Transportation Symposium

- Seamless integration
- Faster service
- Mixed use development near transit
- Incentives (employee)
 - Pool cars
 - Subsidy
- Improved air quality
- Decentralize office space

Table 3

Ideas / approaches to change attitudes?

How far you go?

How to engage people?

- Convenience
- Benefits and costs fully understood
- Reliability and predictability
- Higher density developments that are 'family friendly'
- Congestion affects live-work decisions
- Add more HOV lanes in peaks
 - Increase congestion
 - Increase transit appeal

Table 8 (Shifting)

Page #1

- Need land use / urban design coordination with transportation
 - Elevate transportation challenges in land use planning
- Long term plan / implementation
- Funding - demonstrated commitment
- Funding and governance for real time delivery
- More transit supportive urban design / developments
- Road pricing / tolls?
 - User fees / admin.
 - Peak periods

Summary of Question Responses

June 28, 2006 Sustainable Transportation Symposium

- Grow consensus with business / government / public on role of transit

Page 2 : Question # 2: Transit

- Need reliability / quality
- Get ‘first timer’ more incentives to try Viva / transit
- Extend service times at key areas
 - e.g. hospitals, institutions
- Need better inter-regional services / coordination, e.g. GTTA
 - Planning
 - Funding
 - Delivery

Page 3: Question #3: Changing Attitudes

- Public information on real costs and consequence
- Pricing
 - Full cost for operations / capital
- Social responsibility
- Incentives / demo / showcase projects
 - e.g. HOV and preferred parking
- Adopt a lower traffic LOS with possibly more congestion but must increase transit support to replace service
- Cannot be affecting negatively / put a positive message – not to be seen as a punishment to drivers
- TDM incentives in development / building approvals
 - Reduce parking spaces
- Locations of businesses / development to more mixed uses / accessible transit locations
- Address safety of shift workers
 - Non-normal hour workers



Strategies for Success

Transportation Master Plan
Symposium #2
October 14, 2008

What We Heard from the Public



- Transportation and traffic congestion are most important issues
- Provide bold ideas and initiatives
- Public transit solutions are favoured
- Get more creative in engaging residents
- Support for road network expansion
- Other solutions (HOV, TDM, ped-cycling) also supported
- We don't need more plans, we need more implementation

Transportation Challenges /Opportunities



- ❑ Rapid growth management
- ❑ Traffic congestion
- ❑ Air pollution
- ❑ Facilitating healthy lifestyles
- ❑ Availability of funding
- ❑ Regional integration (GTHA)
- ❑ Providing more reliable sustainable transportation choices



Strategies for Success



- ❑ How can the TMP be successful given the current challenges?
- Emphasize York Region's Sustainability Strategy under the theme of:
Integrate and coordinate infrastructure and land use planning

Integrated Growth Management



Slide 5

Our Transportation Direction



Make sustainability the cornerstone of our Transportation Master Plan

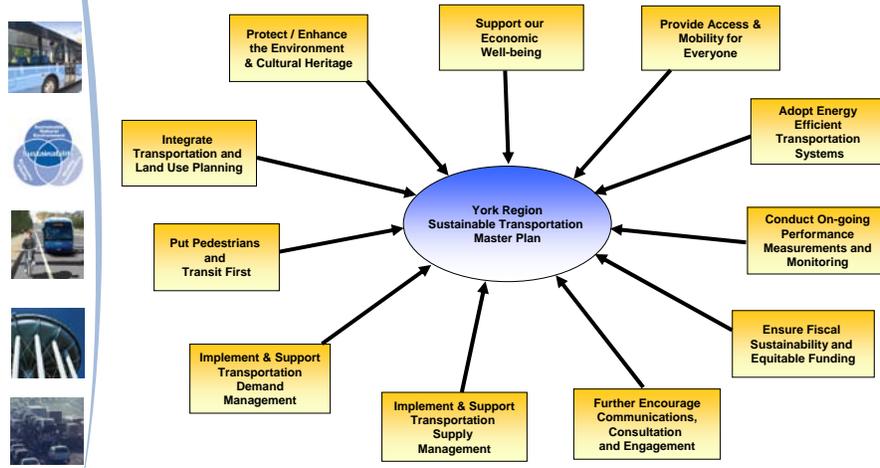


➤ **Key actions focussed on sustainability principles**



Slide 6

Transportation Sustainability Principles



Some Key Actions

- ❑ Transit, walking and cycling networks, policies and programs that shape sustainable growth
- ❑ Aggressively implement the Pedestrian and Cycling Master Plan
- ❑ Road expansion for transit & goods movement
- ❑ TDM Program
- ❑ A strong policy framework focusing on disincentives to single occupant vehicle use
- ❑ A network of rapid transit connections, north-south to Toronto and east-west in York Region
- ❑ Educate the public with respect to their travel behaviour and role in a sustainable transportation system



TMP Generally Consistent with Metrolinx's Regional Transportation Plan



- ❑ Road and Transit Recommendations recognize Metrolinx's Plan
- ❑ Complementary policies and initiatives between plans
- ❑ Both plans focus on sustainability with transit and alternatives modes as priorities

Making it Happen!



- **Now is the time to implement key actions to demonstrate commitment to sustainability**

York Region Transportation Master Plan Symposium # 2



Proposed Transit and Road Networks



Slide 1

First ...Some Definitions



- Subway
- Light Rail Transit (LRT)
- Bus Rapid Transit (BRT)
- Transit Priority Initiatives (TPI)
- High Occupancy Vehicle (HOV) Lanes
- Transit Signal Priority (TSP)
- Queue Jump Lanes



Slide 2

Subway



Slide 3

Light Rail Transit



Slide 4

High Occupancy Vehicle Lanes



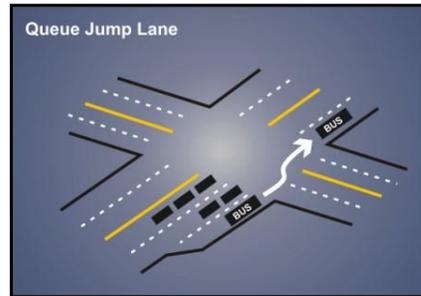
Slide 5

Transit Signal Priority



Slide 6

Queue Jump Lanes



Slide 7

How did we get there?



Principles

Network development

Metrics based on the principles

Network tuning and refinement

Policy development

Vet with stakeholders:
sufficient? appropriate? workable?



Slide 8

What was the process?



- Started with 2002 TMP and 10 year capital works program



- Developed most comprehensive transit solution possible



- When transit not feasible...then we added road links



How did we decide?



- Applied environmental filter
- Tested network capacity (modeling)



- Analyzed connectivity



- Checked continuity

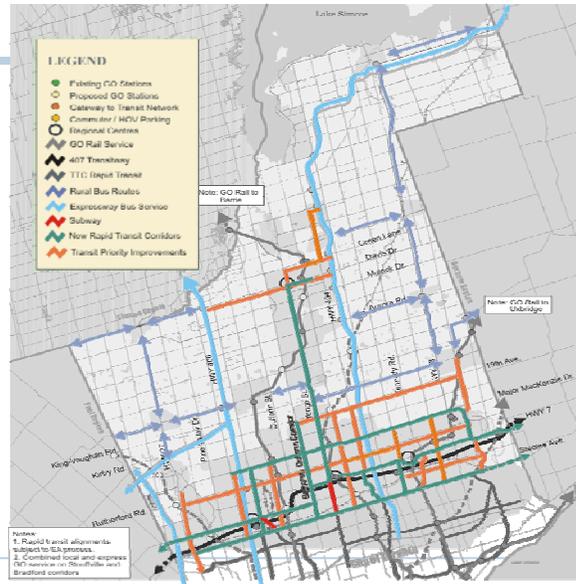


- Is it consistent with Metrolinx RTP?



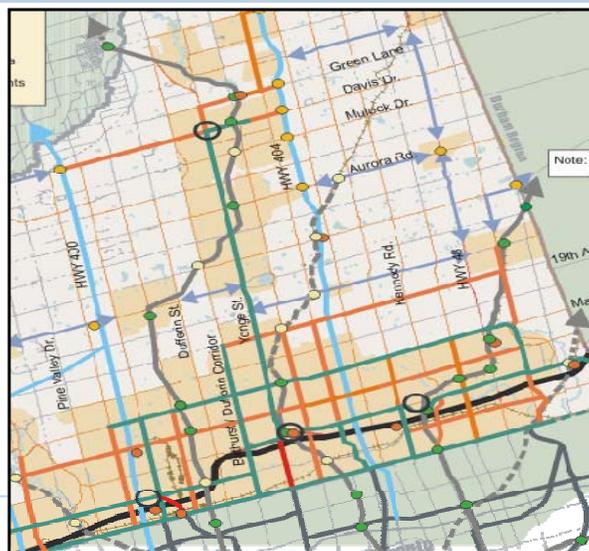
- Does it all make sense?

2031 Draft Transit Network



Slide 11

2031 Draft Transit Network



Slide 12

2031 Draft Road Network



Slide 13

Conclusions...

- Did we get it right?
- Is there anything missing?
- Does it all make sense? (We think so!)



Slide 14

Transportation Symposium Comments- By Table and Table Leader				
Table	Transit Comments	Road Comments	Policy Comments	Additional Comments
4	The focus was on rural areas and what needs to be done to increase transit in places where it is currently limited or non-existent. The idea of developing transit corridors was supported and encouraged.	The concern involved surrounding limiting the reduction of lanes as well as connecting regional and local roads. The Bradford Bypass was discussed identifying pros and cons for its development.	ITS was largely discussed. It is encouraged to increase the public's knowledge on the opportunities for new technologies and opportunities. TOD is supported but more must be done to ensure its success. There was much discussion as to the impact of "Big Box" stores on TOD and how this should be handled.	
Loy's Table	The discussion regarding transit involved the issue of road widenings and accomodating new lanes for HOV, bikes and exclusive transit lanes.	Discussion focused on Highway 400 and its connection with other highways and roadways.	X	
5	The focus was on integrating transit into York Region by identifying key recommendations from Metrolinx as well as developing a strong relationship with Toronto. The development of Centres and Corridors as a means of increasing density and intensification is a primary goal.	The concept of widening Bayview was discussed as well as prioritizing transit over roadway expansion.	Ensuring safe, reliable and accessible transit throughout York Region is the primary goal. In addition, TOD as well as transit supportive development to increase the use of York Region transit and other transit technologies must be a focus.	
Asher	X	X	Policies and recommendations must be in accordance with the RTP from Metrolinx. The RTP must be looked at in great detail for both transit and roadway goals in order to ensure coordination with York Region.	
Mark	X	X	Jurisdictions and responsibilities must be outlined in order to ensure smooth implementation. The development of further environmental policies is important.	
10	Rural areas and smaller municipalities require further development to their existing transit systems.	X	The focus was on TOD as well as the development of appropriate DC bylaws to support transit throughout new developments.	
Transportation Symposium Comments- Individual Comment Sheets				
Comments	Transit Network	Road Network	Policies / Strategies	How were they addressed?
1	Indicate who is to pay for the recommended transit improvements, who is the responsible road authority as well as a proposed implementation plan.		●	Addressed; Chapter 8 looks at all possible funding issues
2	Must mention future growth and development in west Pickering, Region's transportation linkages and impacts on Rouge Park.		●	Addressed; several policies and infrastructure improvements were identified to address growth in adjacent municipalities and regions.
3	Parking fees should be increased.		●	Addressed; refer to parking policies in Chapter 6
4	Allocate a way to increase transit development, a higher number of bike lanes and less space to parking.	●		Addressed; several policies speak to these issues in Chapters 6 and 7.
5	Further the implementation of the "pedestrian first" policy to focus on strategies which have the least environmental footprint.		●	Addressed; refer to the 'pedestrians first' policy (principle 2) found in Chapter 6 as well as multiple references throughout the report.
6	Implement barrier free connections nature trails across regional roads.		●	Addressed; refer to Chapter 6 environmental policies.
7	Focus on getting the province to implement policies that force GO transit to allow non-motorized traffic to cross their tracks.		●	Addressed; this policy was considered but not recommended. This issue relates more to traffic engineering than a broader transportation planning challenge.
8	Increase the funding for sustainability and widening of trail systems in order to build and support these systems at the local level.		●	Addressed; Principle 10 in Chapter 6 speaks directly to the funding of sustainable infrastructure.
9	Include more information on implementation, more specifically discussions of required approvals.		●	Addressed; please refer to Chapters 7 and 8.
10	Discuss the creation of partnerships with other Regions & Toronto regarding these policies.		●	Addressed; several policies speak to partnerships in Chapter 6. more specifically Chapter 8 looks as further possible partnership options.
11	Choose one policy from each category to make as a top priority to be implemented.		●	Addressed; please refer to Chapter 6. We have developed a number of "bold directions" which are high priority.
12	Discuss and assign who can implement these policies or who will be responsible for the implementation of the policies.		●	Addressed; this has been addressed in some detail in Chapter 8.
13	Provide more background information for public or stakeholder meetings.			Addressed; this information can be found in Chapter 4 as well as the detailed appendices.
Comments	Transit Network	Road Network	Policies / Strategies	How were they addressed?

14	Look not just at how much it will cost to implement these strategies but also what return will be generated.				●	Addressed; funding cost and return are outlined in detail in Chapter 8.
15	Accelerate principles to pursue permanent gas tax transfer and seek additional forms of subsidy to "short term" instead of "medium term".				●	Addressed; the gas tax transfer remains a "medium term" policies. Please refer to Chapter 8 as to why this is justified.
16	"Fare Integration and/or elimination of double fares"- this will have a fare revenue implication and should be led by Metrolinx in conjunction with possible fare by distance or peak/off peak fare structure. York Region should support Metrolinx work, but Metrolinx should lead and identify potential funding.				●	Addressed; A "bold direction" policy has been developed that speaks to York Region's desire to work directly with Metrolinx and other agencies to implement fare integration policies. Please refer to Chapter 8 for further detail pertaining to funding and related issues.
17	Make transit currently in place a better option since it is under-utilized.				●	Address; the focus is mainly on transit and bringing increased ridership. Please refer to policies found in Chapter 6 and the proposed network in Chapter 7.
18	Encourage work-places to expand tele-commuting even if it is just one day a week.				●	Addressed; Refer to Chapter 6 for TDM related policies.
19	Reduce gridlock by organizing/promoting flexible work hours.				●	Addressed; Refer to Chapter 6 for TDM related policies.
20	Support corporations in developing "smart commute" committees within the workplace				●	Addressed; considered but not specifically recommended, however, the Region has identified several strategies to promote TDM within the workplace.
21	Considering building mixed-use facilities to decrease the use SOV to get to basic day-to-day activities.				●	Addressed; refer to land use and planning policies in Chapter 6.
22	More focus on environmental policies to decrease the impact.				●	Addressed; refer to environmental policies found in Chapter 6.
23	Increase the amount of transit oriented development around high density developments.				●	Addressed; refer to the TDM and planning and design policies that focus on TOD, found in Chapter 6.
24	Generate alternative timelines, technologies and strategies for the proposed TMP.				●	Addressed; all technologies and phasing are outlined in Chapter 7.
25	Give more detail regarding the marketing strategies proposed for the TMP.				●	Addressed; refer to marketing and education policies found in Chapter 6.
26	Integration with Metrolinx to ensure smooth implementation.				●	Addressed; throughout the report there is reference and coordination with the proposed metrolinx plan and their policies.
27	Focus on making all public transit facilities as welcoming and comfortable as possible through covered shelters at all stops, sufficient lighting, bicycle lockers at all stops and appropriate bins for recycling etc.				●	Addressed; refer to policies throughout Chapter 6 which address the urban design and amenities of public transit facilities throughout York Region.
28	Designate sections of all transit vehicles for passengers who wish to use cellphones, ipods etc. (quiet location for others).				●	Addressed; this was considered, however, this is an issue that YRT should specifically address.
29	Deter putting storm water ponds near roads to decrease the number of animals close to the roads.				●	Addressed; policies pertaining the safety of natural wildlife are included in the environmental policies section in Chapter 6.
30	Consolidate translink policies for insurance, translink charges such as a tax for employee parking during the development process to discourage parking and encourage transit.				●	Addressed; York Region has recommended several policies that discourage parking and encourage transit use in Chapter 6.
31	Look at the relationship of today's economy and the policies that we are implementing, Do they make sense?				●	Addressed; the recommendations were developed to address both short term and long term conditions.
32	Endorse changes in federal income tax regulations that currently favour the use of automobiles through deductions.				●	Addressed; considered, but not recommended, however, the Region has identified other means of funding and taxation, addressed in Chapter 7.
33	Should show better continuous road connections between highway 400 and highway 404.		●			Addressed; transit corridors and roadway enhancements have been proposed on east west corridors between highway 400 and highway 404. The Region strongly support a link between Highway 400 and 404 (The Bradford Bypass) The proposed network can be found in Chapter 7.
34	Need for 6 lane widening should be strategic and carefully planned.		●			Addressed; York Region supports a policy that limits 6 lane road widenings including transit lanes in Chapter 6.
35	Elgin Mills should be included as a key East/West corridor.		●			Addressed; there are other east-west corridors which prove to be more feasible options.
36	Show a Metrolinx layer on the map.	●	●			Addressed; Metrolinx has not been included as a layer on the map, however, we have included their proposed networks in our overall transit and roadway network.

37	Regional roads should be landscaped with minimal widening to enhance pedestrian and transit user experience.			●	Addressed; refer to policies pertaining the enhancement of the pedestrian realm and transit oriented focus in Chapter 6.
Comments		Transit Network	Road Network	Policies / Strategies	How were they addressed?
38	Need to prioritize improvements in pace with municipal intensification strategies.			●	Addressed; please refer to our phasing plan in Chapter 7.
39	Transit priorities should respond to and encourage development of the regional urban structure.			●	Addressed; several policies support this notion.
40	Proposed structure needs to be done with the pedestrians in mind.			●	Addressed; the vision and goals of the overall master plan reflect this.
41	Should consider the looping of the subways along Major Mackenzie Drive.	●			Addressed; design elements of the subways should be addressed in the EA process.
42	Can't just focus on regional centres. Need to take both land use steps to plan for balance in regional cores.			●	Addressed; linkages to several areas throughout York Region are recommended in Chapter 6.
43	More east/west connections to local centres with regional centres.	●			Addressed; please refer to the proposed road and transit networks in Chapter 7.
44	Pedestrians should have more focus in regard to road widenings.			●	Addressed; please refer to the policies in Chapter 6 which speak to the importance of pedestrians throughout this master plan.
45	Design of any widenings needs to be done at a human scale and include trees and landscaping.			●	Addressed; please refer to the policies in Chapter 6 which speak to the importance of pedestrians throughout this master plan.
46	Should have a minimum boulevard width that will be generous to pedestrians and boulevard amenities.			●	Addressed; this policy is very specific, pedestrians and transit are the primary focus of this master plan, refer to policies in Chapter 6. The Region's pedestrian and cycling master plan addresses these design issues in greater detail.
47	Yonge subway should link Major Mackenzie to tie in with Major Mac. Transitway by Metrolinx.	●			Addressed; design elements of the subways should be addressed in the EA process.
48	Focus key strategies on transit into regional employment areas.			●	Addressed; please refer to transit oriented strategies and land use policies in Chapter 6.
49	Transit initiatives need to be followed up with a strong marketing proposal at a door-to-door level to ensure that small businesses are aware of the charges and the services available.			●	Addressed; please refer to the marketing policies outlined in Chapter 6.
50	Be flexible with the timing of certain infrastructure projects.			●	Addressed; please refer to the proposed phasing plan of both transit and roads, found in Chapter 7.
51	Need to undertake a TMP update every 5 years to confirm a course of action for medium and long term priorities.			●	Addressed; in Chapter 9 we have outlined the next steps of the master plan. This includes frequent updates and report cards.