EXECUTIVE SUMMARY:
The purpose of this report is to obtain Council authorization for the City of Kingston to enter into an agreement with the Ministry of Transportation to receive up to $20,000 in funding over a 1-year period under the Ontario Transportation Demand Management (TDM) Municipal Grant Program. The total budget for this project is $40,000 and the Ministry is providing up to 50% of project costs. The project will commence once a consultant is selected to develop a transportation demand management (TDM) plan for Kingston.

RECOMMENDATION:
THAT Council approves the development of a transportation demand management plan to encourage cycling, walking, public transit and car-pooling in order to reduce daily vehicle kilometres travelled by single-occupant vehicles in the City of Kingston,

- and further-

THAT Council authorizes the Mayor and Clerk to sign a funding agreement, satisfactory to the Director of Legal Services, in the amount of $20,000 with the Ontario Ministry of Transportation under the Ontario Transportation Demand Management Municipal Grant Program in order to implement this program,

- and further-

THAT Council approves an amount of up to $20,000 representing the City’s share of cost for the transportation demand management plan to be funded from the Working Fund Reserve,

- and further-

THAT Council gives all three readings to the draft by-law in order to meet the funding agreement deadlines.
AUTHORIZING SIGNATURES:

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<tr>
<th>ORIGINAL SIGNED BY COMMISSIONER</th>
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<tr>
<td>Denis Leger, Commissioner of Corporate Services</td>
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<th>ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER</th>
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<tr>
<td>Gerard Hunt, Chief Administrative Officer</td>
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CONSULTATION WITH THE FOLLOWING COMMISSIONERS:

<table>
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<tr>
<th>Commissioner</th>
<th>Department</th>
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<tr>
<td>Cynthia Beach</td>
<td>Sustainability &amp; Growth</td>
<td>N/A</td>
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<tr>
<td>Terry Willing</td>
<td>Community Development Services</td>
<td>N/A</td>
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<tr>
<td>Denis Leger</td>
<td>Corporate Services</td>
<td>N/A</td>
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<tr>
<td>Jim Keech</td>
<td>President, Utilities Kingston</td>
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OPTIONS/DISCUSSION:

In 2009, the Ontario Ministry of Transportation released a 2009-10 municipal application guide for the purpose of identifying municipalities that may be interested in receiving grants for Transportation Demand Management (TDM) projects. The City of Kingston submitted an application under this grant program on September 25, 2009, which has been approved pending signing of the funding agreement. The City has secured grant funding of up to $20,000 in order to develop a TDM plan.

What is TDM?

Transportation demand management (TDM) refers to a variety of strategies to reduce congestion, reduce reliance on the single-occupant vehicle, and achieve a more sustainable transportation system.

TDM is a multi-modal approach to managing transportation demand by making the most of existing infrastructure, by supporting cycling, walking, transit, and carpooling so that they are viable alternatives to driving alone, and by introducing other incentives and disincentives to reduce reliance on the single-occupant vehicle. TDM works to change how, when, where, and why people travel.

TDM focuses on managing the demand for transportation, rather than simply increasing the supply of roads and highway infrastructure. TDM initiatives involve education, promotion, and outreach and providing various incentives and disincentives to help travelers choose alternatives that have less impact on the environment and the transportation system.

TDM strategies are complementary to transit and highway infrastructure investments, helping to make better use of the transportation infrastructure and reducing the demand for new infrastructure.

TDM strategies have multiple benefits including:

- Increased transit ridership
- Improved health through active transportation such as cycling or walking
- More pedestrian-, cycling-, and transit-oriented neighbourhoods and developments
- Reduced traffic congestion
- Energy conservation through reduced reliance on cars and oil
- Reduced pollution and greenhouse gas emissions
- Improved mobility for non-drivers
- Cost savings through reduced need for highway and parking infrastructure improvements
- A more sustainable transportation system

Recognizing the need for the Project

Kingston's vision is to become the most sustainable city in Canada—environmentally, economically, socially and culturally. Lessening residents' dependence on cars for daily travel is fundamental to achievement of this vision by reducing pollution and delays due to traffic congestion, sustaining local businesses and institutions, improving health for all citizens and equity for those who are disadvantaged, and attracting visitors and investors. By directly addressing the factors that shape individual travel decisions, TDM initiatives are a relatively inexpensive way to maximize the value of Kingston's significant investments in infrastructure for public transit, carpooling, cycling and walking. Furthermore, municipal TDM initiatives can leverage significant resource investment by partners such as businesses, institutions and other government agencies.

Aside from its overall goals related to sustainability, Kingston also faces important transportation challenges at an operational level, especially in its core area. The city has been working with key stakeholders (e.g. downtown businesses, Queen's University and major hospitals) to overcome issues related to motor vehicle access in this area. Notwithstanding the city's efforts to expand transit service, conventional transportation solutions to these problems involve major capital expenditures on roads and parking.
The range of possible TDM tools is very broad, but every city has unique transportation demand characteristics and opportunities for stakeholder collaboration and partnership. For this reason, a “made in Kingston” approach is required to identify pragmatic and cost-effective strategies that will maximize the odds of success. The process of developing a TDM strategy represents a chance to build consensus around the need for action and the nature of preferred solutions, and to build awareness and enthusiasm for implementation among decision makers and partner organizations.

Project Objectives

The goal of this project is to develop a TDM strategy for the City of Kingston. The implementation of the initiatives recommended by the strategy is not included in the proposed scope of work. However, there are several important objectives to be achieved:

- To heighten stakeholder awareness of TDM and the recommended initiatives (i.e. among city staff through their involvement in the project; among external organizations and the business community through direct consultation and collaboration; and among individuals and community groups through a call for public expressions of interest in the project, and through public notice of city council’s consideration of the draft TDM strategy).
- To identify the long-term role of TDM and its contribution to the city’s vision and goals.
- To identify mid-term (up to 10-year) and short-term (up to 3-year) initiatives for implementation by the city and its partners.
- To identify resource requirements (municipal funds and staff, as well as partner roles and contributions) to implement the overall TDM strategy and key initiatives.
- To identify a performance measurement plan for the TDM strategy, with indicators that include actions to be taken and outcomes to be achieved.
- To achieve an endorsement of the TDM strategy from key partner organizations.
- To present City Council with the TDM strategy and associated resource requirements.

Staff is recommending all three readings of the enabling by-law be given at the April 6, 2010 Council meeting in order to meet the funding agreement deadline of April 9, 2010.

EXISTING POLICY/BY LAW: N/A

NOTICE PROVISIONS: N/A

ACCESSIBILITY CONSIDERATIONS: N/A

FINANCIAL CONSIDERATIONS:
The cost of this project is estimated at $40,000. The Ministry of Transportation has approved to fund up to 50% of the project through payments outlined in the funding agreement. The municipal portion of the project budget will be funded from the working fund reserve.

CONTACTS:
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OTHER CITY OF KINGSTON STAFF CONSULTED:
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Alan McLeod, Senior Legal Counsel 613-546-4291 ext. 1237
Stephen Dickey, Deputy City Treasurer and Manager of Accounting Services 613-546-4291 ext. 2370
Marjorie Robinson, Insurance Specialist 613-546-4291 ext. 1340

EXHIBITS:
Exhibit A – Draft By-Law
DRAFT BY-LAW

A BY-LAW TO DESIGNATE THE MAYOR AND CLERK AS SIGNING OFFICERS FOR THE ONTARIO TRANSPORTATION DEMAND MANAGEMENT MUNICIPAL GRANT PROGRAM TO APPROVE THE EXECUTION OF THIS AGREEMENT

PASSED

WHEREAS the Ontario Ministry of Transportation released a 2009-2010 municipal application guide for the purpose of identifying municipalities that may be interested in receiving grants for transportation demand management projects

WHEREAS the City of Kingston has been approved for funding under the Ontario Transportation Demand Management Municipal Grant Program in the amount of $20,000; and

WHEREAS the province requires an authorizing by-law in order to process these funds

NOW THEREFORE the Council of the Corporation of the City of Kingston hereby enacts as follows:

1. That Council authorize the Mayor and Clerk to sign the Ontario Transportation Demand Management Municipal Grant Program Agreement in the amount of $20,000 attached to this bylaw as Appendix A

2. This by-law shall come into force and take effect on the day that it was passed.

GIVEN ALL THREE READINGS AND PASSED

CITY CLERK

MAYOR