

Camosun College Transportation Demand Management Plan, 2019 – 2024

Executive Summary

This *Transportation Demand Management Plan* builds on a strong foundation of previous transportation demand management (TDM) plans and programs at Camosun College. The primary goal of this plan is to provide convenient, environmentally responsible and affordable access to both campuses. In doing so, the college expects to see a shift away from single occupancy vehicle (SOV) trips and towards alternate transportation. Sustainable transportation has benefits not just for the college, but for our community it supports more equitable options, safer routes, reduced greenhouse gas emissions and a healthier society.

The TDM Plan outlines a roadmap on how the College can meet its five goals:

1. Reduce parking demand and total single occupancy vehicle (SOV) trips - **Reduce total emissions and the proportion of trips made by single occupant vehicles.**
2. Improve the quality and diversity of active transportation choices - **Promote active transportation choices for the Camosun community by developing safe and accessible and pedestrian connections, infrastructure and incentives.**
3. Improve the quality and diversity of transit options - **Promote transit options for the Camosun community by developing safe and accessible transit options, infrastructure and incentives.**

Current Mode Share

A central goal in this TDM plan is focused on reducing the College's SOV mode share and increase the number of trips made by active transportation, transit and carpooling.

2018 Mode Share (both campuses)¹:

2018 Mode Share, by campus

Camosun College's TDM Vision & Goals

The vision of

of nearby off-campus housing (the proportion of walking trips to/from the Interurban is 4%). Presumably students living on-campus is a significant factor in the increased number of walking trips

Certain TDM strategies become increasingly important if/when students live on-campus, such as reliable transit service to nearby commercial areas (i.e., Tillicum Centre, Royal Oak), access to campus cashare services, and pedestrian

2. Implement a development referral protocol/program that includes the Office of Sustainability, Transportation & Parking staff in [a] providing input on functional requirements for building design and [b] reviewing and commenting on building designs from a mobility perspective.
3. Include "Mobility Improvements" as a standing line item as part of cost estimates for any new building or renovation to ensure they are included from the start as part of capital project planning and budgeting.

1.3 Implement Integrated "Mobility Hubs" Over the Long Term

In conjunction with future development and campus planning, create a space at each campus that acts

Actions:

1. Audit/survey bike parking infrastructure at both Camosun campus
2. Provide a minimum of 10 bike lockers at both campuses by 2024.
3. Target a secure bike parking occupancy of 95% at both campuses by continuing to add new supply as demand warrants.
4. Promote and communicate bike parking options to encourage use.
5. Provide electric bike charging stations, ideally situated within Mobility Hub vicinity (see 1.3 above).
6. Consider potential partnerships with bicycle advocacy or mobile bicycle maintenance providers to offer services or information on campus on a weekly basis, such as "Wheelie Wednesdays."

2. SERVICES, TECHNOLOGY & EMERGING MOBILITY SOLUTIONS

Sustainable transportation is not limited to transit, cycling, walking, and carpooling. It also refers to other opportunities that provide options for those who do not own a vehicle including shuttle services (e.g., Camosun Express), carsharing, electric vehicles, bikes, etc. This section includes five strategies that outline how adopting new services, technologies and emerging mobility can help advance sustainable transportation options at both campuses.

2.1 Increase Camosun Express Ridership

Increase the visibility and ease of use of the Camosun Express service by implementing changes to routing, scheduling, marketing and customer information.

The Camosun Express is a free shuttle service for students and staff commuting between campuses that began operation in 2014. It provided approximately hourly service between campuses with a midday gap—when the College is in full session from September to April. It is designed to serve both students and staff.

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2. Include questions in future College surveys (e.g., Ancillary Services Survey, Student Sustainability Survey, etc.) to understand student and staff intent to purchase or lease an electric vehicle within the next five years, as well as whether the provision of EV infrastructure at the College would influence this decision.
3. Site new charging stations to convenient and highly visible locations to maximize overall utilization.

3. PRICING & FINANCIAL INCENTIVES

Pricing and financial incentives can be effective tools to disincentivize single occupant vehicle travel, and encourage greater uptake in sustainable modes including transit, carpooling, and cycling. This section includes four strategies focused on how pricing and/or financial incentives could be better designed to encourage sustainable transportation. It does not address employee parking pricing (which is a taxable benefit provided under collective agreements).

3.1 Reduce Carpool Parking Costs for Students

Offer monthly carpool permits at a discount to encourage carpooling among students.

The College has a carpool program that entitles registered vehicles with a permit to occupy identified carpool parking spaces. The spaces are located in the most desirable locations within the General parking areas (i.e., the shortest walking distance from key campus destinations). Campus staff have indicated that uptake in the carpool permit has been limited, presumably due to the effort involved in obtaining the carpool permit and the limited benefit (i.e., convenience only). It is assumed that a number of informal carpools are occurring in General parking areas.

Actions:

There are two options to reward existing carpoolers and encourage a greater number of students to carpool, as follows:

1. Establish a reduced hourly / daily rate for carpool vehicles. This would require a "carpool" rate in the pricing structure and the carpooler to use this rate when making parking payment. Enforcement is needed to ensure that non-carpool vehicles are not paying the carpool rate.
2. Offer carpool parking as a discounted monthly parking permit. This will be attractive to most full-time students who drive as their primary travel mode, and less attractive to part-time students who would rather pay each day.

3.2 Explore Reduced Rates for Daily Motorcycle Parking

Offer reduced daily rate to motorcycles to encourage use and promote flexibility

From 2015 to 2018 the program has had an average of 75 participants per year.

Action:

1. Through bargaining advocate ~~for~~ employee groups to be eligible to enter the ATD program on a voluntary basis.

4. PROGRAMS & MARKETING

4.1 Develop an Annual Outreach Action Plan and Resource it appropriately.

Develop a communications action plan that outlines the activities, methods and required resources to promote TDM initiatives and programs at the College across each calendar year.

To most efficiently promote TDM at Camosun Annual TDM Outreach Action Plan should be created.

To ensure feasibility additional resources may be required. This Outreach Action Plan would:

Identify target audiences, messaging and communications methods to be used to inform and engage students, staff and the larger community in Camosun's TDM initiatives and progress towards its TDM/sustainability goals.

Create a calendar of events and promotions that would be presented as a table showing which activities should be undertaken when, as well as planning and material preparation lead times required. This calendar would enable the team to work as efficiently as possible, since activities would be mapped out and planning/preparation could take advantage of times when more staff capacity is available. It would also enable outreach activities and social media messaging to align with and build from other regular campaigns or events going on in the larger community.

Identify associated material and staff resources for the initiatives, enabling additional requirements to be considered and confirmed as part of Camosun's annual budgeting processes.

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2. To ensure that the benefit of any College investment in TDM infrastructure and programs is maximized, seek additional staff and material resources as required to undertake the desired Outreach Action Plan activities. Update this budget and process annually.

4.2

On its own transportation page, the Camosun College Student Services promotes the Student Life app as being able to help students coordinate ridesharing. If this is the main tool being used at the College, it

With parking pressure a continued issue at Camosun, particularly at the Interurban campus, there is a need for as many alternative options as possible to help reduce the number of SOVs commuting. Park & Ride locations provide one such option allowing people to drive and park their vehicle at off campus location, and to subsequently, bus, bike, or walk to campus. From the 2019 Ancillary Services Survey 21% of respondents selected "Park & Ride" as an option that would motivate them to leave their vehicle at home.

Through the Parking Management Services contract, Transportation & Parking Office has already established one Park & Ride program at the Tillicum Mall. Managed by Robbins Parking, this Park & Ride provides free parking and easy access to a variety of bus routes. Initial uptake by students has been positive and encouraging for future locations. Additional Park & Ride opportunities will serve a greater number of students commuting from different locations in the region.

Action:

1. Seek to develop and implement Camosun Park & Ride/Walk options. This will include landlord agreements and relations, site preparation, student registration logistics, communications and promotion materials and monitoring and reporting.

4.6 Advocate for and facilitate the development of Low Carbon Travel Policies for Staff

Update the College's existing travel

Address the functional design of the existing Interurban campus transit exchange, as its shape and size prevent easy operation of buses within it and BC Transit staff have identified that further capacity is required.

In partnership with the District of Saanich, support the development of further residential and employment density in the vicinity of the Interurban campus, including its proposed town centres at Tillicum Mall and Royal Oak and the transportation corridors between them. This is because density and transit are the biggest drivers of transit and the transit system will normally prioritize service improvements to routes that are performing well or which are serving new areas of

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5.4 Liaise and Advocate with Local Municipalities on Priority Areas

Establish prioritization of sidewalk and bike lane improvements nearby both campuses and approach the Districts of Saanich and Oak Bay to facilitate upgrades.

Both the District of Saanich and District of Oak Bay have established pedestrian and cycling plans to

Action Plan

The tables below present a summary of all the five-year strategies and related actions, according to strategy area. Specific actions within each area are described in more detail in their relevant sections within the TDM Plan document. Within the annual business plan of the Transportation & Parking Office, as well as through coordination with other departments (primarily Facilities Services), more detailed implementation plans will be developed.

Prioritization of actions will be guided by the following:

- Target Audience: **whether the strategy is intended for staff, students, or both.**
- Campus: **which campus the strategy is intended for.**
- Partners: **which may need to be involved to help support the action.**
- Impact: **whether the strategy is expected to have a low, medium, or high impact (solid circle) on shifting to sustainable modes.**
- Staff Resources: **identifies whether the strategy requires a low, medium, or high (solid circle) degree of staff time / resources.**
- Estimated Cost: **TBD with business planning**

1. Campus Facilities

2. Services, Technology & Emerging Mobility Solutions					
Action	Target Audience	Campus	Partners	Impact	Staff Resources
2.1 Increase Camosun Express Ridership	Students/Staff	Both	Wilsons / Internal		
2.2 Expand Electric Vehicle Charging Opportunities	Students/Staff	Both	Internal		

3. Pricing & Financial Incentives					
Action	Target Audience	Campus	Partners	Impact	Staff Resources
Rates for Daily Motorcycle Parking					
3.3 Reduce Secure Bike Parking @ Co					

transportation options					
4.6 Advocate for and facilitate the development of Low Carbon Travel Policy	Staff	Both	N/A		

5. Coordination and Partnerships
Action

Monitoring and Evaluation

Transportation demand management is an iterative process intended to influence travel behaviour over an extended period of time. The College will adopt the following monitoring and evaluation protocols to test how well it is achieving the actions identified in this Strategy and, more importantly, how well it is meeting the goals.

Annual TDM Overview

Strategy 4.2 identifies an annual summary of TDM options and performance against its TDM goals. While it has been positioned as an explicit strategy with the Programs + Marketing Area, once established, it would also serve as a monitoring and evaluation tool. Importantly, it is recommended that the Overview include a visual scorecard on how the College is performing on its TDM metrics, which will serve as valuable data for students and staff alike and help reinforce non-SOV travel as the behavioural norm at the College.

Five-Year Comprehensive Review

A TDM Strategy should be a living document and be updated to reflect changing context and lessons learned. A five-year update horizon will provide an adequate monitoring and evaluation window to understand how well the strategic actions are meeting the goals of this Strategy. Over time, there may be a need to refine and/or update the goals, which may require new actions developed accordingly.

Continuation & Expansion of Bi-annual Screenline Count

The College has been collecting mode share data every two years since 2010 with the exception of 2014. To ensure data reliability and consistency over time, the College will replicate the travel mode share survey (e.g., screenline counts) that were completed for this TDM Strategy. In addition, the College may wish to expand the counts beyond the AM and PM peak periods and include a midday count, which would capture students and staff travelling to campus at that time. For instance, items such as scheduling of Camosun Express trips are currently being based on assumptions about midday travel patterns which may or may not be accurate.

Involve Students in Future Data Collection + Monitoring

Students are an excellent resource to assist with future annual screenline counts. Involving students in screenline counts alleviates pressure on staff resources. In keeping with the College's Sustainability Plan, it also integrates sustainability as part of the educational experience that could teach students data collection methods and familiarize them with TDM more broadly.

Incorporate TDM Metrics into Annual Institutional Accountability Plan/Report and Sustainability Plan

The College publishes its annual Institutional Accountability Plan and Report, which provides educational research and statistical reporting for the College community and support in strategic information, provincial government reporting, survey research and planning support. The report includes a number of performance measures to highlight how specific outcomes align with the strategic plan. Performance measures include [a] total credentials awarded, [b] student spaces in developmental programs, and [c] total spaces for Indigenous students, among others.

To formalize TDM into the College's institutional strategy and direction, consideration should be given to including select TDM metrics to demonstrate the College's TDM performance year over year. Metrics could include:

