

TERMS OF REFERENCE

Committee Name: Transportation Demand Management Committee **Type:** Standing

Approvals/Reviews/Amendments

POLICY/AMENDMENT APPROVED BY:	DATE OF COUNCIL MEETING:	SECTION AMENDED
<i>“Wayne Lippert”</i> Mayor	January 26, 2009	ORIGINAL POLICY
<i>“Wayne Lippert”</i> Mayor	April 27, 2009	Include Transit as non voting members
<i>“Wayne Lippert”</i> Mayor	September 14, 2009	Addition of a Seniors representative
<i>“Wayne Lippert”</i> Mayor	April 11, 2011	Representation changing - Delete - Ribbons of Green Add - Interior Health
<i>“Wayne Lippert”</i> Mayor	June 27, 2011	Addition of School District #22 representative
<i>“Wayne Lippert”</i> Mayor	November 14, 2011	Amend to include two Community at Large positions.

1.0 Committee Purpose

To identify Transportation Demand Management (TDM) best practices, measurements of success, barriers, constraints, opportunities and support needed by the City of Vernon. Approve, promote and recommend appropriate funding be allocated to effective TDM measures and strategies that result in more efficient use of transportation resources in Vernon.

2.0 Duties

- 2.01 Identify TDM issues in Vernon, considering various types of residents (e.g., elderly, employees, students, people with disabilities and children), employers, retail businesses, tourists and tourist-related businesses, city agencies (e.g., garbage and emergency agencies) and freight/goods delivery organizations.
- 2.02 Define specific goals and objectives for improving TDM in the city, including targets for improving access, choice, safety and environmental protection.
- 2.03 Identify funding sources for TDM measures.

- 2.04 Develop cooperative relationships involving transportation agencies, local governments, businesses and non-profit organizations to support TDM efforts.
- 2.05 Implement a Commuter/Travel Plan demonstration project for the City of Vernon to include staff travel to/from work and during working hours. Identify the facilities and infrastructure required to support the Commuter/Travel Plan at all staffed City of Vernon properties.
- 2.06 Publicize rideshare statistics and promote the use of the adopted rideshare programme "Carpool.ca" at City-sponsored and community events and on the City's website.
- 2.07 Evaluate the desirability and feasibility of creating a Pedestrian and Bicycle Master Plan and, if recommended, identify appropriate goals/objectives.
- 2.08 Encourage businesses to establish Transportation Management/Commuter Associations and arrangements to share parking facilities and encourage use of the City supported rideshare programme. Work to maximize the economic savings from more efficient use of parking.
- 2.09 Identify opportunities for cooperation between the City, employers (including provincial agencies) and other businesses with regard to commuter trip management, parking management, pedestrian/cycling improvements; transit/rideshare promotion and related improvements.
- 2.10 Evaluate TDM activities and recommend where appropriate the implementation of measures that include:
 - 2.10.1 Road space reallocation to favour transit, bicycle lanes and sidewalks.
 - 2.10.2 Parking management in terms of specified users, location, duration and cost.
 - 2.10.3 Raise the profile and accessibility of transit by publicising the requirement for cars to yield to buses; and implement a programme to upgrade facilities at bus stops to increase usage and accessibility, particularly for the mobility impaired.
- 2.11 Review zoning laws and development practices to insure that they support TDM objectives (e.g. minimum parking requirements for cars, provision of bicycle parking and associated facilities and sidewalk standards) and consider requiring all developments to produce and implement a Commuter/Travel Plan.
- 2.12 Identify any institutional barriers that exist to more efficient use of TDM and parking resources, such as conflicts between goals and responsibilities of different agencies within the city and any barriers to improved coordination between municipal agency activities and other stakeholders such as BC Transit, developers/local businesses or provincial agencies. Recommend policy reforms to correct such conflicts.
- 2.13 Identify opportunities to encourage more efficient use of parking resources throughout the city, through more efficient pricing, shared parking, in lieu parking options (developers can contribute to the city's TDM program as a substitute for building on-site parking facilities), parking resource brokerage and other parking management techniques.
- 2.14 Identify potential issues with regards to policy changes, particularly regarding to parking pricing, reduced and more flexible parking requirements and commuter trip reduction incentives. Identify and recommend appropriate strategies to mitigate such problems.

- 2.15 Encourage administrators and participants to identify and develop creative solutions to problems.
- 2.16 Evaluate TDM programs to determine effectiveness and obtain feedback from participants.

3.0 Membership

- 3.01 The Committee shall consist of nine (9) voting members appointed by Council.
- 3.02 Council may request that the Chamber of Commerce nominate, for Council's consideration, one (1) candidate for membership on the Committee who shall represent the Chamber of Commerce
- 3.03 Council may request that Downtown Vernon Association (DVA) nominate, for Council's consideration, one (1) candidate for membership on the Committee who shall represent DVA.
- 3.04 Council may request that Interior Health nominate, for Council's consideration, one (1) candidate for membership on the Committee who shall represent Interior Health.
- 3.05 Council may request that the Greater Vernon Cycle Advisory Committee (GVCAC) nominate, for Council's consideration, one (1) candidate for membership on the Committee who shall represent GVCAC.
- 3.06 Two (2) members of the public may be appointed by Council for membership on the Committee. These members must be residents of Vernon and unaffiliated with the groups requested on the Committee.
- 3.07 At least one (1) member of the Committee should be a representative from the seniors (65+) community.
- 3.08 Council may request that BC Transit nominate, for Council's consideration, one (1) candidate for non-voting membership on the Committee who shall represent BC Transit.
- 3.09 Council may request that School District #22 nominate, for Council's consideration, one (1) candidate for membership on the Committee who shall represent the School District.
- 3.10 Council may appoint two (2) non-voting Council representatives to the Committee.
- 3.11 A staff liaison will be appointed to the Committee by the Chief Administrative Office. The role of the staff liaison will be as outline in Section 3.0 of the City of Vernon Council Committee System Policy.
- 3.12 Members of the Committee will be selected on the basis of their demonstrated interest and participation in Transportation matters, academic or technical qualifications, availability, work experience, knowledge and professional expertise.
- 3.13 At least one (1) member of the Committee should have a traffic planning background.
- 3.14 Participation in the Committee is voluntary. It is noted that the representatives of the DVA, Chamber of Commerce, Interior Health, SENs and GVCAC Committee members shall

participate as representatives of those bodies, not as a representative of another body of which they may be a member or an employee.

- 3.15 Members shall be appointed for a term of two (2) years. Two consecutive terms may be served. Members who have served the maximum term are subject to a mandatory one-year absence from the Committee prior to seeking reappointment.
- 3.16 Members may be appointed for shorter or more flexible terms in consideration of special circumstances e.g. student representatives, non-resident experts or to fill a prematurely vacated term.
- 3.17 In the event that a Committee member misses three consecutive meetings, the Committee Chair may, at his/her discretion, remove the member from the Committee and request that Council appoint a replacement.
- 3.18 Committee members requesting a temporary leave of absence or who intend to resign from the Committee shall provide adequate written notice prior to such action to allow Council to appoint a replacement.
- 3.19 A majority of Committee members shall be residents of, or property owners in the City of Vernon. Committee members who are not residents of or property owners in the City of Vernon may be appointed at the discretion of Council.

4.0 Operation of the Committee

- 4.01 A Committee Chair and Vice-Chair will be selected by a vote of Committee members at the first regular meeting in January or as soon thereafter as possible. This vote requires the participation of no less than two thirds of the Committee membership.
- 4.02 The Chair and Vice-Chair will be appointed to a term of one year and will be expected to carry out the duties normally attributed to such office in conducting the business of the Committee. The Chair will be expected to make himself/herself available from time to time to make presentations to Council or to other Committees of Council.
- 4.03 The staff liaison, in consultation with the Committee Chair, is responsible for the setting of Committee Agendas which will be prepared and circulated by the Committee Clerk by Friday preceding the Committee meeting.
- 4.04 Sub-committees or working groups may be established under the direction of the Chair to evaluate and report on delegated issues as required. The Committee Chair will advise Council of the establishment of subcommittees or working groups and their purpose.
- 4.05 All Committee members will be expected to devote some time between meetings to work on matters before the Committee. Members are expected to be available to serve on sub-committees from time to time. The Chair and Vice-Chair must be able to devote some time between meetings to work informally with City of Vernon staff.
- 4.06 On matters requiring votes, the Committee shall strive for consensus. On matters where there is a lack of consensus, minority positions will also be reported to Council.
- 4.07 City staff and Council members do not have voting rights but are considered full members of the Committee in all other respects.

- 4.08 As per the Council Committee System Policy, a conflict of interest exists where:
- 4.08.01 A Committee member is a director, member or employee of an organization seeking a benefit from the City upon which the Committee will make a recommendation.
 - 4.08.02 The Committee member has a direct or indirect financial interest in the outcome of Committee deliberations. A conflict of interest does not exist if:
 - 4.08.03 the financial interest of the Committee member is in common with members of the municipality generally; or
 - 4.08.04 the financial interest is so remote or insignificant that it cannot reasonably be regarded as likely to influence the member in relation to the matter. When a conflict of interest exists, Committee members:
 - 4.08.05 are not entitled to participate in the discussion of the matter or to vote on a question in respect of the matter;
 - 4.08.06 must declare to the Committee that a conflict exists and the nature of the conflict; and
 - 4.08.07 must absent themselves from the meeting during consideration of the issue to which the conflict relates. The member's declaration of a conflict and their exit from and return to the meeting shall be noted in the minutes.
- 4.09 A majority of the members of the Committee constitutes a quorum.
- 4.10 The City may provide on-going research, administrative and advertising support to the Committee as approved by Council.
- 4.11 The Chief Administrative Officer may assign a Committee Clerk to assist the Committee by carrying out the duties specified in Appendix "A" of the City of Vernon Council Committee System Policy.
- 4.12 City staff will administer any budget allocation for Committee expenses as approved by Council.
- 4.13 The Committee shall have reasonable use of City miscellaneous services such as photocopying, paper supplies, meeting area, etc. which are primarily provided through the Committee Clerk.
- 4.14 When speaking in public or to the media on an issue, committee members must distinguish whether they are speaking as a member or as a representative of another agency or community group or as an individual. Committee members need to convey the public interest and remember that they represent the Corporation of the City of Vernon. This means they must be consistent with the City's position on specific issues.

5.0 Reporting

- 5.01 The Committee will respond to issues referred by Council by submitting reports with the assistance of the staff liaison to Council in accordance with Council policy and the Council

Procedure Bylaw. If deemed appropriate by the Chief Administrative Officer, Committee reports will be accompanied by a staff report.

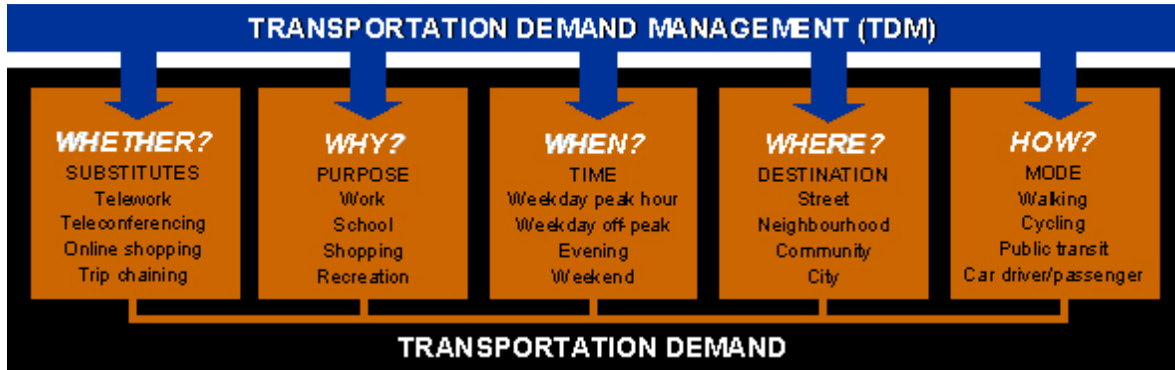
- 5.02 The Committee Chair will be expected to make himself/herself available to Council to respond to any questions that Council may have regarding Committee submissions.

6.0 Meetings

- 6.01 The Committee shall meet at 8:00 am or 4:00 pm on a non-Council day once per month. Meetings will be scheduled by the Chair in consultation with the staff liaison, with at least 7 days advance notice given. Should there be no Agenda items, the Committee will not meet. Additional meetings may be scheduled at the discretion of the Chair, with at least 7 days notice. Meetings may also be cancelled at the discretion of the Chair, with at least 7 days notice.
- 6.02 Notices of meetings shall be posted on the City Hall Bulletin Board by the Committee Clerk in accordance with the Council Procedure Bylaw.
- 6.03 Committee meetings will be open to the public, and the staff liaison may schedule applicants or delegates to speak at the meeting with the approval of the Committee Chair.
- 6.04 The Committee may go "In Camera" if they are dealing with confidential matters outlined in the Local Government Act and/or Community Charter.
- 6.05 The Committee may from time to time invite resource people to attend and participate in a meeting. This may include making presentations.

WHAT IS TDM?

Transportation Demand Management (TDM) includes a wide range of policies, programs, services and products that influence why, when, where and how people travel to make travel behaviours more sustainable.



Transport Canada identifies two major TDM activities: Education / promotion / outreach and Travel incentives / disincentives. These are complemented by Sustainable travel options and Supportive land use.