

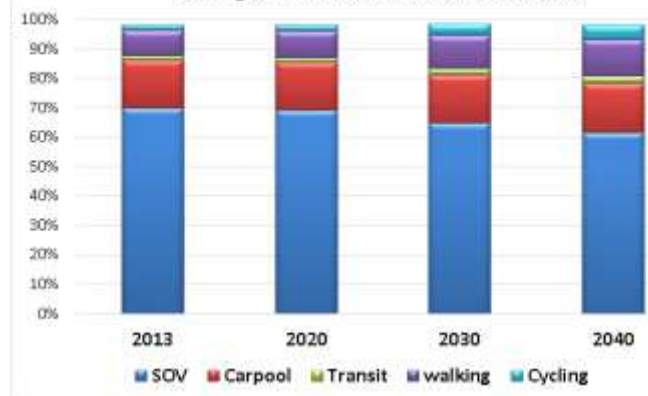
9.0 Transportation Demand Management (TDM) Strategy

Vision Statement: to promote a sustainable, safe, effective and integrated multi-modal transportation network so that travel choice can be improved through a more efficient use of services and infrastructure already in place. This is supported by a framework of policies, programs and initiatives in partnership with public agencies, local government, businesses, Interior Health, the non-profit sector, schools and institutions.

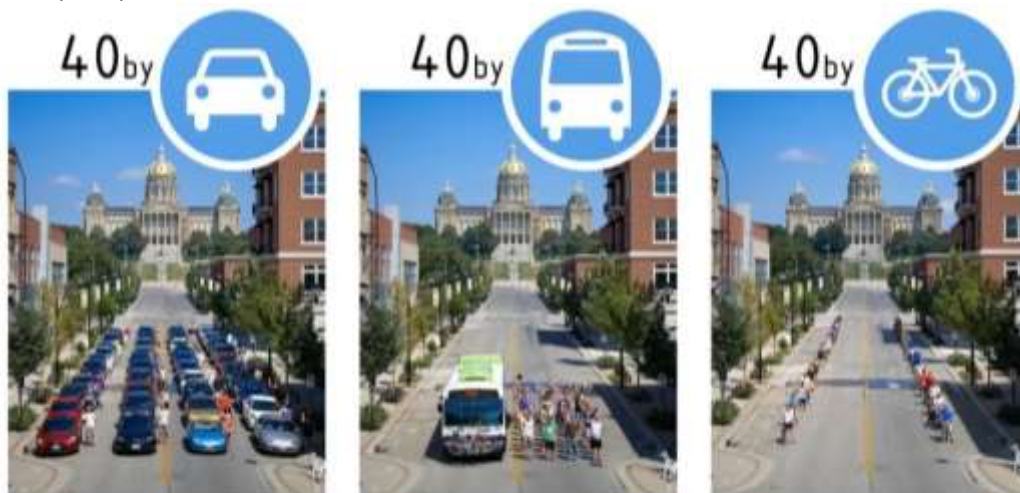
As stated in Chapter 6, managing demand is a cost-effective alternative to increasing road capacity. A demand management approach to transport also has the potential to deliver desired environmental outcomes, improved public health, stronger communities, and more prosperous cities. Utilising Transportation Demand Management (TDM) measures and initiatives not only manages costs to the community, but also supports the community’s desire for sustainable transport options and liveable neighbourhoods. Target mode shares for all trips by 2040 are:

Table 8 and Chart 6 Mode Shares in 2013 and Target for 2040

Travel Mode	In 2013	Target for 2040
SOV	70%	62%
Transit	1.7%	2.5%
Walking	8.4%	12.5%
Cycling	1.9%	5.0%
Carpooling	16.2%	17%
Other	0.3%	1%



These photographs capture how changing SOV trips to bus or bike will delay or defer completely the need to add road capacity.



Amount of space required to transport the same number of passengers by car, bus, or bicycle.

Event info at www.facebook.com/Urban.Ambassadors - Photos by www.tobinbennett.com
(Des Moines, Iowa - August 2010)

