

Part D

The Tools in Our Toolkit





2. Managing Travel Demand

This tool focuses on making better use of the existing transportation system, for example by encouraging off-peak travel and by discouraging driving, especially single-occupant vehicle trips. The three main types of demand management tools include: regulation and design (e.g., pedestrian-only zones), pricing (e.g., peak period parking charges), and information (e.g., personal travel planning, marketing).

Of the three categories noted above, regulation and pricing have the greatest potential to significantly reduce traffic and congestion and increase the use of walking, biking, rolling, and transit. For example, adjusting the price of automobile insurance based on monthly or annual distances driven has been shown in other jurisdictions to reduce vehicle-kilometres-travelled by as much as 10–15%.⁴

³ *Land Use Impacts on Transport: How Land Use Patterns Affect Travel Behavior*, TDM Encyclopedia, Victoria Transport Policy Institute, January 11, 2022, https://www.vtppi.org/tdm/tdm20.htm#_Toc119886787

⁴ *Pay-As-You-Drive Insurance in British Columbia*, September 28, 2018, https://vtppi.org/PAYD_BC_Background.pdf

There are three key policy tools available to help steer the transportation system towards the future we want: one where we can realize our goals, and where we can build a more just, equitable, and inclusive transportation system that is resilient and future-ready.

Each of the following three policy tools drive the strategies and actions described in Part E.

1. Managing Land Use

It's often said that the best transportation plan is a good land use plan. Land use influences travel behaviour in many ways, especially by determining how far we need to travel to different destinations, which then impacts the modes we're likely to use and the total kilometres we're likely to travel in a year.

Local government land use planning and zoning regulations have great power to create more compact urban forms, more complete communities, more active transportation, and more transit-friendly streets. This includes the quantity and quality of intersections, street design, and grid patterns. In this way, land use

can reduce sprawl, promote more sustainable modes of transportation, and reduce levels of vehicle ownership and use. Residents of walkable, complete communities oriented around frequent transit typically own 10%–30% fewer vehicles, drive 20%–40% fewer kilometres, and use walking, biking, and transit 2–10 times more than residents in automobile-dependent locations.³

That's why it's so important for the region to co-ordinate land use and transportation planning. To that end, Transport 2050 will help coordinate land use policies (outlined through Metro 2050 and municipal official community plans) and transportation decisions, especially with respect to the location of future major transit investments.





Balancing the Three Tools

The task of every long-range transportation plan is to find the optimal balance between the different policy tools on the table. By carefully managing land use, travel demand, and service levels and infrastructure, the region can work towards achieving its goals and targets.

3. Managing Service Levels and Infrastructure

Service level means the quality of the service experienced by the traveller or, in the context of goods movement, by the person or business shipping freight.

Aspects of service level include speed, convenience, frequency of service, comfort, and other qualities.

Service level is a key factor for determining how competitive different modes of travel are.

In many cases, people will change their choice of travel mode because of service levels. For instance, many travellers will not use transit, despite the affordability of the fare, because it is not quick and convenient enough when compared with vehicles. However, a proportion of vehicle drivers will change to transit when they observe fast-moving buses passing them in dedicated transit lanes.

Selectively improving the relative service levels of the different modes or in different places can shift travel patterns. Hence, how we use our scarce road space, and how priority is allocated between active transportation, transit, cars, trucks, and other vehicles, has a major impact on service level.

Reimagining our streets in order to increase the quality and supply of walking, biking, rolling, and transit service and infrastructure is an essential prerequisite to increasing the share of trips by active and shared modes. It also helps to reduce traffic congestion and emissions (although not nearly as much as the land use and demand management tools described above) and helps to make significant improvements to affordability, health, safety, and community well-being.