

Staff Report

Origin

This report supports Council's Term Goal #8 Sustainability:

To demonstrate leadership in sustainability through continued implementation of the City's Sustainability Framework.

8.1. Continued implementation and significant progress towards achieving the City's Sustainability Framework, and associated targets.

This report presents an overview of TransLink's TravelSmart Program and seeks endorsement of the City's participation in the Program.

Analysis

What is TravelSmart?

TransLink is mandated by the Province to develop and implement transportation demand management (TDM) strategies and programs, which are intended to manage travel demand specifically associated with single-occupancy private vehicles. TransLink's branded TDM program is called TravelSmart and seeks to help people make better travel choices by offering information and tools on cycling, walking, carpooling, and taking transit across Metro Vancouver. The most important outcomes of TDM are new behaviours that result in:

- Modal Shifts: more people choosing to walk, cycle, take transit and carpool;
- Trip Reduction: more people choosing to carpool or conduct business online or by phone;
- Reduction of Vehicle Kilometres Travelled: more people making fewer trips by car and to closer destinations; and
- Time and Route Shifting: more people changing the time or route of their driving trip to avoid traffic congestion.

TravelSmart combines targeted outreach, online tools as well as public education and outreach to help achieve behaviour change (e.g., participating individuals can pledge to take "one less car trip per week"). Through these initiatives, TravelSmart helps to improve an individual's awareness and understanding of transportation options and build positive attitudes about sustainable transportation choices.

Program History in Richmond

In March 2003, Council approved the City's participation in the Transport Canada Urban Transportation Showcase Program, including TravelSmart's personalized transportation marketing program in the City Centre. Overall results indicate that the use of more sustainable modes of transportation increased substantially with TravelSmart participants. Within Richmond City Centre, walking, biking and public transit use together increased by three percent (22.2 per cent to 25.2 per cent) while driving declined by four percent (77.8 per cent to 73.8 per cent) during the pilot program.

During the 2010 Winter Olympics, TravelSmart helped to reduce vehicle traffic in Metro Vancouver by 36 per cent during peak periods. TravelSmart was subsequently re-launched in 2011, with Port Coquitlam, Langley (City and Township) and the North Shore municipalities initially brought in as municipal partners in 2012 followed by Surrey and New Westminster in 2013.

During 2013 and 2014, TravelSmart partnered with the City and other local agencies (e.g., Richmond School District) to provide several programs in Richmond on a stand-alone basis including:

- Travel training in elementary and secondary schools and support for student-led campaigns focused on walking and cycling;
- Business outreach and discounted transit pass programs for employers; and
- Transit training sessions for seniors and new immigrants.

Proposed Richmond-TravelSmart Partnership

More formal collaboration with TravelSmart as a municipal partner via the development and implementation of a TravelSmart branded TDM strategy tailored to Richmond could provide the City with on-going opportunities to expand programs that support and promote sustainable transportation choices for residents, employees and visitors as well as add value to broader sustainability initiatives being undertaken by the City. Potential benefits for various City divisions include:

- Community Social Development: renewal and expansion of the transit training sessions for older adults and recent immigrants, as the past workshops were very well received.
- Economic Development: tailored solutions developed with Richmond businesses to enhance alternative transportation options for employees (e.g., carpooling, cycling), particularly in areas with limited public transportation such as office and industrial parks outside of the City Centre. Data from the City's 2013 Business Development Program indicated that employee access was the number one constraint to workforce attraction and retention; this partnership would help with the City's overall business retention and expansion efforts.
- Sustainability: new opportunities to promote and support community and business awareness of sustainable behaviour and practices. Additionally, an opportunity to explore a potential carbon balancing credit generation project model, which could help the City meet its carbon neutral commitments.¹
- Transportation: expansion of cycling education courses for students, primarily through HUB: Your Cycling Connection, as the City would be eligible for a 30 per cent discount off the

¹ In 2008, the City signed the Climate Action Charter, voluntarily committing to carbon neutrality. The Joint Provincial-UBCM Green Communities Committee established under the Climate Action Charter provides a framework for local governments to achieve carbon neutrality, including opportunities to develop carbon credit projects in the community. Through the provincial Climate Action Revenue Incentive Program (CARIP), those local governments who have signed the BC Climate Action Charter are reimbursed for the amount paid in carbon tax. The City signed the Charter in 2008 and subsequently established the Carbon Neutral Provisional Account, where the City's carbon tax reimbursements are directed. This account is used to support activities to meet corporate carbon neutrality, as well as community projects that could comprise local community-based carbon credit projects.

program costs if it becomes a TravelSmart municipal partner. Other opportunities are the renewal of the travel training sessions for elementary and secondary school students, and targeted outreach to specific neighbourhoods to choose sustainable travel modes for discretionary trips (e.g., creation of map identifying safe walking and cycling routes to recreation and shopping destinations). A further initiative is exploring the potential for TravelSmart to assist in the administration of TDM initiatives secured as part of the development application process (e.g., manage the funding and distribution of transit passes for residents of new multi-family developments).

Draft Memorandum of Understanding

The draft Memorandum of Understanding (the “MOU”) between TransLink and the City, as presented in Attachment 1, outlines the purpose, goal, general guiding principles and responsibilities of each of the parties, scope of work, co-branding, and communication protocol.

Next Steps

Should the proposed partnership be endorsed, a detailed work plan for 2015 would be jointly developed based on the activities identified in Schedule A of the MOU and a formal launch would occur in Spring 2015 with a marketing and public awareness campaign having the following typical features:

- News release and Mayor’s statement;
- Deployment of buses in Richmond that have the TravelSmart wrap (see Figure 1);
- Bus shelter advertisements (see Figure 2) and notices in local newspapers;
- Creation of a Richmond web portal on the TravelSmart website; and
- Communication through the Richmond Business Development portal, www.businessinrichmond.ca and the City’s ongoing business outreach.



Figure 1: Transit Bus with TravelSmart Wrap



Figure 2: TravelSmart Bus Shelter Advertisement

The launch would be followed by TravelSmart outreach, participation at City events that align with the goals and objectives of the TravelSmart program (e.g., Activate! Wellness Fair 55+, Move for Health Festival, Island City by Bike Tour), and the implementation of various training


sessions for students, seniors and new immigrants. Engagement and outreach with the business community would be facilitated by the Economic Development Office.

Financial Impact

Any programs or initiatives undertaken, such as school travel planning and the provision of cycling education courses, that require City funding contribution are typically accommodated within the annual operating budget. For 2015, staff propose to increase the number of cycling education courses in order to meet growing demand, which would result in a funding increase of \$1,780 to approximately \$12,980. The 2015 expenditures include a 30 per cent discount off the program costs for cycling education courses through HUB (noted on Page 3), as a result of becoming a TravelSmart municipal partner, which would amount to approximately \$5,000 of savings to the City.

Conclusion

Staff recommend that Council endorse the City's partnership with TravelSmart to promote sustainable transportation behaviour in Richmond in support of Council Term Goals and the City's transportation demand management initiatives. The development and implementation of a TDM strategy tailored for Richmond that focuses on promotion and education to foster personal lifestyle changes would complement infrastructure improvements undertaken by the City and, together, would reinforce progress towards the City's targets for reducing greenhouse gas emissions and shifting travel mode shares towards more sustainable options.



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JC:jc

Att. 1: Proposed Draft Memorandum of Understanding

**TRAVELSMART MUNICIPAL STRATEGIC PARTNERSHIP PROGRAM
MEMORANDUM OF UNDERSTANDING**

THIS MEMORANDUM OF UNDERSTANDING is dated as of the ____ day of October, 2014.

BETWEEN:

South Coast British Columbia Transportation Authority (“TransLink”)

AND:

City of Richmond (the “Municipality”)

WHEREAS:

- A. TransLink is committed to developing a sustainable transportation system. In support of this commitment, the TravelSmart transportation demand management (TDM) program encourages people to change their travel behaviours by providing information, tools and training through various channels, including strategic partnerships that reach out to schools, businesses, seniors and new immigrants; and
- B. The Municipality wishes to promote within its community sustainable, economic and convenient transportation alternatives.

In consideration of the premises, mutual covenants and agreements contained herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by each of the parties hereto, the parties agree as follows:

1. PURPOSE

The purpose of this memorandum of understanding (“MOU”) between the Municipality and TransLink is to outline a joint partnership approach and framework for implementing a TravelSmart branded TDM strategy that facilitates behaviour change with respect to transportation choices.

2. GOAL

The goal of the parties is to implement a TDM strategy incorporating the elements included in Schedule A. It is the parties’ intention to implement the TDM strategy beginning in 2015.

3. GENERAL GUIDING PRINCIPLES

TransLink will:

- subject to the provisions of this MOU, implement and carry out its responsibilities under the TDM strategy as indicated in Schedule A; and
- at its own cost, supply staffing and services as reasonably required from time to time to carry out its commitments under the TDM strategy set out in Schedule A.

The Municipality will:

- subject to the provisions of this MOU, implement and carry out its responsibilities under the TDM strategy as indicated in Schedule A;
- use all TravelSmart promotional materials, tools (such as pledge cards), maps and other materials as supplied by TravelSmart without alteration; and
- at its own cost, supply staffing and services as reasonably required from time to time to carry out its commitments under the TDM strategy set out in Schedule A.

In addition, in the event that TransLink creates a dedicated portal or page at www.travelsmart.ca for the Municipality's use (the "Municipal Portal") as part of the TDM strategy, the Municipality acknowledges and agrees that TransLink will own all right, title and interest in the travelsmart.ca domain and the Municipal Portal. TransLink may consult with the Municipality with respect to the content of the Municipal Portal, but TransLink will have the sole right to determine and approve content for the Municipal Portal.

In cases where the Municipality provides content for the Municipal Portal, the Municipality agrees to provide only content that it is legally entitled to publish and agrees that any content that does not meet TransLink's policies or is not related to the purpose of the Municipal Portal will not be included in the Municipal Portal. TransLink reserves the right to remove any content at any time.

4. CO-BRANDING

The parties will consult with each other on opportunities to co-brand materials and electronic media relating to the TDM strategy and sustainable, economic and convenient transportation alternatives. Each party will obtain the prior written consent of the other before including any logo, mark, or other branding (collectively, the "Branding") of the other party on any materials or electronic media.

In providing consent for the use of its Branding, a party:

- warrants and represents that it owns all right, title and interest, including intellectual property rights, in and to the Branding, or is entitled pursuant to a license or otherwise to grant the consent to use;
- warrants and represents that the Branding does not in any way infringe on any rights of third parties;
- grants a non-exclusive, non-assignable licence to use the Branding for the purposes of this MOU.

The party receiving the consent:

- will use the Branding in the form and style provided without alteration, and will attach such notices and acknowledgements of the Branding as the consenting party may reasonably require in order to protect its ownership of and rights to the Brands;
- will indemnify and save harmless the consenting party, its subsidiaries, directors, officers, employees, agents, successors and assigns (collectively, the "Indemnified Parties") from any losses, claims, damages, actions, causes of action, costs and expenses which any of the

Indemnified Parties may sustain, incur, suffer or be put to at any time, either before or after this MOU ends, that are caused by, arise out of or occur, directly or indirectly, as a result of the use of the Brands;

- will, when this MOU ends or is terminated, immediately remove the Brands from electronic media and remove them from other materials as soon as is practicable.

This section shall survive any termination or expiration of this Agreement.

5. COMMUNICATION PROTOCOL

The parties agree to abide by the following protocols for communications relating to the TDM strategy:

- Each party will assign a primary contact who has the authority and capacity to implement the TDM strategy, and be a main point of contact for issues related to this MOU and the TDM strategy. The primary contacts are as follows, or such other person who may be specified in writing by a party:
 - Municipality: Donna Chan, P.Eng., PTOE, Manager, Transportation Planning
 - TransLink: Patricia Lucy, Program Manager, Transportation Demand Management
- To the extent that any confidential information is shared between the parties pursuant to this MOU, the party receiving such confidential information will treat the information as confidential and will not disclose such confidential information to any third party, except as required by law;
- Any public communication by the Municipality relating to the TDM strategy that includes references to TransLink or this MOU must be reviewed and agreed to by the parties before being released; and
- Public comment and enquiry relating to a component of the TDM strategy will be referred to the party directly responsible for the particular component of the TDM strategy. Public comment and enquiry relating to the TravelSmart program will be referred to TransLink.

6. GENERAL

This MOU constitutes the entire agreement between the parties and supersedes and replaces every previous agreement, communication, expectation, negotiation, representation or understanding, whether oral or written, expressed or implied, statutory or otherwise, between the parties with respect to the subject matter of this MOU. This MOU may only be amended if the amendment is in writing and signed by the parties hereto.

The parties acknowledge that this MOU and all information provided to or by TransLink is subject to the British Columbia *Freedom of Information and Protection of Privacy Act*, and may be subject to public disclosure under the FOIPP Act.

No party will be entitled to assign this MOU without the prior written consent of the other party hereto.

Either party may terminate this MOU by giving the other party 30 days' written notice.

If any term of this MOU is held invalid or unenforceable, the remainder of this MOU will not be affected thereby and the MOU will be construed as if the invalid provision had been omitted.

This MOU may be executed in counterparts and when counterparts have been executed by the parties, each originally executed counterpart, whether a facsimile, photocopy, PDF or original, will be effective as if one original copy had been executed by the parties.

The parties by their authorized signatories have executed this MOU on the date first set out above.

South Coast British Columbia Transportation Authority

City of Richmond

Colleen Brennan
VP, Communications and Customer Engagement

George Duncan
Chief Administrative Officer

Patricia Lucy
TravelSmart, Program Manager

Joe Erceg, MCIP
Deputy Chief Administrative Officer



SCHEDULE A

City of Richmond – TravelSmart Partner Strategy

Objective:

To implement with the municipality a TDM strategy that facilitates transportation behaviour change during 2015 and beyond, linked to the goals of the City’s Official Community Plan and Sustainability Framework, and aligned with the health promotion messages of the Healthy Communities Partnership.

TransLink, through its TravelSmart program (“TravelSmart”) will help to promote and facilitate the use of transit, carpooling, car sharing, cycling, and walking as viable alternatives to the single occupant vehicle. While the City works on improving infrastructure and local services to make these travel options more viable and attractive, TravelSmart will assist residents in seeing how they can overcome other barriers to travel sustainably.

To launch the City of Richmond as a TravelSmart strategy partner through a combination of mass marketing (digital and traditional), news release/Mayor Statement and participation in a community event.

Context:

In the City of Richmond, the Official Community Plan sets the stage for future generations to live, work, play and learn, and move towards sustainability in an incremental manner.

For TransLink, this partnership will contribute to a more efficient use of the transportation network. TravelSmart and the City will use both existing and new relationships with schools, senior groups, and businesses to disseminate information, and help reduce barriers to trying new transport behaviours. Education and messaging about Compass will be incorporated when appropriate. The TransLink Customer Feedback tool will be used to capture feedback from the community and inform future service planning.



Scope of Work:

Launch

The launch is the first communication about the partnership. Scheduled for Spring 2015, it will raise awareness of the TravelSmart brand and program within the community, encourage residents to visit travelsmart.ca and "Take the Pledge", and allow the City to demonstrate its commitment to sustainable transportation. The launch creates an opportunity for TransLink and the City to gain media attention for the partnership. The launch campaign is the main mass media component for the partnership and a visible cue for the community which complements the other program elements.

Business

- The City's Economic Development Office will identify specific opportunities to deliver information sessions at various office and industrial locations in Richmond, based on data gathered through its Business Development Program.
- TravelSmart will deliver information sessions as agreed in a work plan, and develop subsequent programming subject to demand from and involvement of participating businesses.
- The City and TravelSmart will jointly develop a communications strategy to connect with the Richmond business community.

Schools

- TravelSmart will engage with an agreed upon number of elementary, middle and high schools as pre-determined annually.
- The City will continue with its HUB/HASTE model of school travel planning during 2014.

Seniors and New Immigrants

- TravelSmart will work with City staff to present the TravelSmart for seniors and New Immigrants program at venues accessible for seniors in the Richmond community where appropriate.

TravelSmart Richmond Content

TravelSmart will have Regional content that forms the 'go to' point for information about transport options in the City of Richmond. The City will provide topic and content for articles and resources. Sample topics include items like the City's new Street and Traffic bylaw, which is more supportive of parking for car sharing and those with disabilities; the opening of any new transport facilities like cycling facilities; and stories about citizens who are happily living a 'carless' lifestyle, for example.



What Does Success Look Like?

- A TravelSmart plan agreed to by both parties
- At least one seniors workshop preformed in calendar year
- At least one information session hosted at a Richmond industrial or business park
- At least one carsharing education workshop
- Five articles posted on travelsmart.ca
- New TravelSmart member accounts / pledge takers

Resources

- Designated financial funding as determined in the discretion of each party
- Various City staff as required
- Designated lead TDM Officer from TravelSmart

Time Line

Fall 2014 – MOU and program outline to council
March to June – initial launch
June to December – TDM Program development
Summer – Seniors presentation & Island City by Bike Tour

APPROVED

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