The ecoMOBILITY Program

- aims to reduce emissions from urban passenger transportation by helping municipalities attract residents to less polluting forms of transportation, such as walking, cycling, public transit and ridesharing (e.g. carpools).
- 2 components:
  - Financial support for transportation demand management (TDM) projects: 13 projects under way, receiving $3M from ecoMOBILITY
  - Research and Information to Build Capacity to Implement TDM

Capacity Building Activities

- Learning Events and Information Dissemination
  - webinars
  - sessions at national conferences
- Development of Case Studies and Implementation Guides for practitioners
  - Resources for small and rural communities
  - Guidelines on measurement of initiatives
  - Bike sharing guide
  - Case Study library (80+ available)
  - Social Marketing guide
  - And more!

For more information on the program:

www.tc.gc.ca/ecomobility
ecomobilite-ecomobility@tc.gc.ca

North Bay, Ontario Marketing and Branding

Transit Outreach Program

A LONG TIME AGO
IN A CITY FAR FAR AWAY
THE ENVIRONMENT, RIDERSHIP AND STUDENTS BECAME TOPICS OF CONCERN
DISCUSSIONS WERE HELD AS TO WHAT THEY MAY LEARN
The City of North Bay is a municipality in Northern Ontario of 55,000 individuals, located approx. 350 Km north of Toronto and 375 Km West of Ottawa. Our City is known as the Gateway to the North.

Small Transit system
11 routes
40 staff and drivers
24 bus fleet

North Bay Transit Environmental Program
1. Cuta Smart Driver program
2. Preventative Maintenance program
3. No Idling Policy
4. Environmentally friendly cleaning products in bus Wash
5. Hydro conservation – Terminal and shelters, lighting
6. Transit routing
7. Fleet renewal
8. Awarded Green check
9. Transit Terminal

North Bay Transit Outreach Project

Community Overview

Student Initiatives

Background
Youth Action Team Project
- In 2004, The Recreation and Leisure Department developed a Youth Action Team.
- Comprised of a committee of representatives from youth in the community from Grade 7 to the post secondary level.
- Topics included their concerns, interests and issues that affected Youth. It was about mental well-being, athletics, arts, academics, culture, music, leisure and community involvement.
- A survey was distributed and the results analyzed. Transportation difficulties was an area recognized through the survey results.
- In meeting with the students, the prime concern was the fear of taking Transit due to not knowing HOW, WHAT or WHEN!
- These students relied on individual private transportation

Project Overview

Traffic congestion created by these schools directly impacts the two lane roadways as parents wait for the students. Transit coaches service each high school
Project Overview

Algonquin Ave
Traffic as school is out

High School Nodes:
- The communities 6 high schools are geographically dispersed and represent 4 school boards.
- Five of the six target schools are situated in residential neighbourhoods on two-laned roads.

Widdifield Secondary School
Student lots and roadway

St. Joseph-Scollard Hall Secondary School

Chippewa Secondary School
Student parking front and rear of school

E - West Ferris Secondary School
Residential area – 2 lane roadway

F - Ecole Secondaire Publique Odyssee
Project Overview

Major roadway
Trout Lake Rd.

City of North Bay staff believes that in providing the students with the information and tools, their travel patterns can be shifted to public transportation.

Not only would this enhance our ridership but at the same time it would relieve congestion issues on the roadways and reduce harmful emissions.

Promotional Package

- Existing promotional material to advertise the Transit system
- Develop materials to specifically target students
- Package to be distributed at the time of the school presentations
- RFP for Marketing consultant
- Materials will be creative, informative and useful

- Supplement presentation and promotional materials - provide 5 complimentary trip tickets to each student.

Transit Staff will make presentations on

- general information
- how to use the Transit system,
- what to expect,
- where to get assistance,
- when to use passes
- overview of the layout of the system,
- cost/benefit of using Transit and
- summary of all City routes

NEXT STEPS

Marketing Consultant hired
Contacts established with the School Boards
Student Committee formed
Items, designs, colours selected, ordered
Power Point for school presentations
Developed GGOB website
Developed Surveys
Student pkg. assembled
Media release!
Student package

PERSONALIZED FOR EACH SCHOOL

LOCAL PEOPLE LOCAL SCENES

Outreach Program Media Launch

BUS ADVERTISING

Success Measurement

Expected Outcomes

- Anticipate increasing level of transit ridership at area schools
- Reduce number of individuals relying on private transportation
- Will alleviate localized traffic congestion
- Result in direct reduction of air pollutants from vehicle emissions.
- Familiarize young people with North Bay’s Transit system
- Establish communication framework and contacts within local schools
- Engage Secondary school students and develop a culture accustomed to utilizing the transit system
- Demonstrate the advantages of public transportation
- Obtain feedback from students as to the Outreach efforts
- Qualitative data will provide an understanding of the overall effectiveness of each of the project’s components.
**SURVEY RESULTS**

---

**Reduce your carbon footprint**

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**AGE GROUP**

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**FIRST IMPRESSIONS**

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**PRESENTATION ACCEPTANCE**

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**Understanding Of Transit**

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**ENVIRONMENTAL CONCERN**

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<tr>
<td>Total</td>
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<td>100.0</td>
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Lessons Learned/Difficulties

- Not everyone functions on my time frame!
- Scheduling into the schools for presentations
- Delays may have caused loss of interest of students
- Small numbers filled out surveys
- Less time to monitor ridership

Successes

- Students did indicate that our project helped them to understand our system
- Our project made them more comfortable in taking Transit
- We made positive contact with a huge student body
- Educated them and encouraged them to take Transit
- Partnership with Co-op programs (Experiential programs) established
- We remain optimistic that this campaign will have a significant impact on overall ridership on a long term basis.
Contact Us

North Bay Transit
190 Wyld St.
North Bay, Ont.
P1B 1Z2

Dorothy Carvell, Transit Manager
P – (705) 474-0626, Ext. 2165
F – (705) 476-5308
E – dorothy.carvell@cityofnorthbay.ca

LocalMotion
EcoMobility Demonstration Project
June, 2009

Who’s Involved

City of Edmonton
- Office of Environment
- Transportation Planning
- Edmonton Transit
- Community Services

Transport Canada
- Financial Support

Parkallen Community League
- Community Connections

Global Alliance for EcoMobility
- The Idea & Information Sharing

What Makes this Project Unique?

- Target area was a single neighbourhood
- Cross Departmental Team
- Community Development Approach
- Trying many different elements

How We Chose

- Built Form
- Local Amenities
- Size / location
- Access to Transit
- Community Interest / Capacity
- Departmental plans / Capacity

Parkallen – Our Host Community
Our Goal
To reduce single passenger vehicle usage in Parkallen in June 2009

Developing LocalMotion
- Expression of Interest
- Host Community Selection
- Stakeholder Engagement
- Community Planning Workshops

Parts of the Project – June, 2009

1. The Community Challenge & Incentives
- The LocalMotion Challenge
- Eco-mobility “Tool Kit”
- “Try It” Bike Library
- Communities on Foot Map
- Discount cards for being eco-mobile
- Eco-mobile swag and random prizes

LocalMotion Challenge
- Register by household
- Get a free LocalMotion “Tool Kit”
- Track kilometres
- Submit your log
- Prize draw

“...It has made us more mindful of how we get around our community...It has also made us more aware of what is available right in our own community...and it isn’t always necessary to jump in our car to ‘get things done’.”

Communities on Foot Map
- Part of an overall community walking map series
- Community resource that looks at local destinations and preferred walking routes.
- Maps are on-line at: www.edmonton.ca/walkmap
2. Eco-mobility Events

- The Launch Party
- Block Party
- School Activities
- ICLEI Conference Field Trip & Conference Presentations

3. Pilot some improvements

- Take pedestrian signals off-line & shorten timings
- Improve bike route markings with sharrows
- Add bike lockers to nearby transit station & bike racks in area.

4. Eco-mobility Education

- Community Programs
- Linking in with the school
- Workshops & Activities
- Electronic Newsletter

5. Measurement

- Phone survey, including one day travel logs
- Self-reporting of car kilometres
- Cordon counts
- Pedestrian signals
- Feedback wall
- Survey Monkey

Sharing the Learnings

- Final Report on the Process & Learnings
- LocalMotion E-Newsletter / Parkallen Community Newsletter
- Video documentation:
  - A series of 10 video shorts to document the process, the trials & the tribulations of participants.
  - One mini-documentary: release - Nov 18th, 2010
  - available at: www.edmonton.ca/localmotion

Outcome Highlights

- 13,534 less kilometres driven
- 3,979 kg less CO₂ emitted
- Average reduction of 400 car kilometres per household
- 12% of the residents registered for the challenge
- Hundreds of residents took part in elements of the project.
% Change in Vehicle Volumes

Phone Survey Results
- 31% residents say the project has impacted their travel behavior.
- 32% started to make more eco-friendly transportation choices.
- 42% consciously planned their trips more efficiently.
- KM Driven on Collection Day went from 35.54 km to 25.90 km (27%)

Phone Survey Results
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- 32% started to make more eco-friendly transportation choices.
- 42% consciously planned their trips more efficiently.
- KM Driven on Collection Day went from 35.54 km to 25.90 km (27%)

We walked more and my husband and children biked more than they generally would have done. It has made us more mindful of how we get around in our community and more aware of, and impressed by, the number of others using cleaner modes of transportation, i.e. walking, biking and busing. It has also made us more aware of what is available right in our own community... grocery stores, dentists, restaurants, etc., and that it isn't always necessary to jump in our car to 'get things done'.

"It was fun! It brought the community together and helped us to identify common interests and philosophies. It was structured in a way that provided a challenge to everyone, it was inclusive, and not judgmental."

"we have really changed our transportation methods. We view the month as a tremendous success and thank you for your involvement."

*The Localmotion project has moved mountains in my family.*

Learnings
- Timing of the project – good & bad
- Uptake on some of the program components was mixed
- Community based social marketing was a powerful tool for behavior change during the project.

The Legacy
LocalMotion – The Next Phase
- Community Challenge
- LocalMotion Events
- Travelling Bicycle “Try-It” Library

Bicycle “Try It” Library
Summary

- The community based social marketing approach to driving reduction was successful in the short term.
- The cooperative effort of civic departments working collaboratively with the community was also a success.

Questions?