

Managing Parking while Supply is Shrinking

TDM at BC Children's Hospital and
BC Women's Hospital + Health
Centre



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for BC Children's Hospital and BC
Women's Hospital + Health Centre

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TDM Officer, TransLink



Context and Project Partners

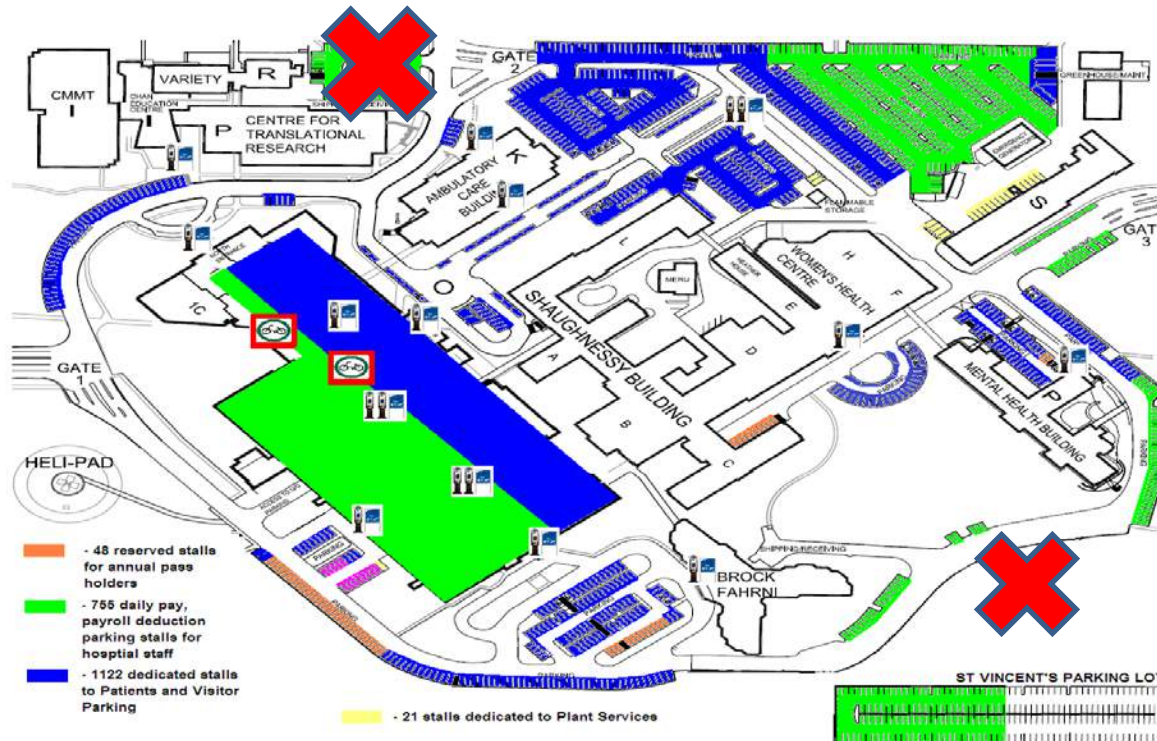
BC Children's Hospital and BC Women's Hospital + Health Centre:

- is a destination for employees, patients and visitors
- provides health and medical services as part of the **Provincial Health Services Authority**
- is located within a residential neighbourhood in the heart of the City of Vancouver
- is redeveloping to build the new Teck Acute Care Centre
- works with Integrated Protection Services Parking Administration to manage parking and transportation demand management on site, who invited TravelSmart - the TDM branch of TransLink – to assist



Objectives

- Develop a TDM plan to address a significant loss of parking stalls
- Meet City of Vancouver's requirement for a TDM Plan as part of the site redevelopment

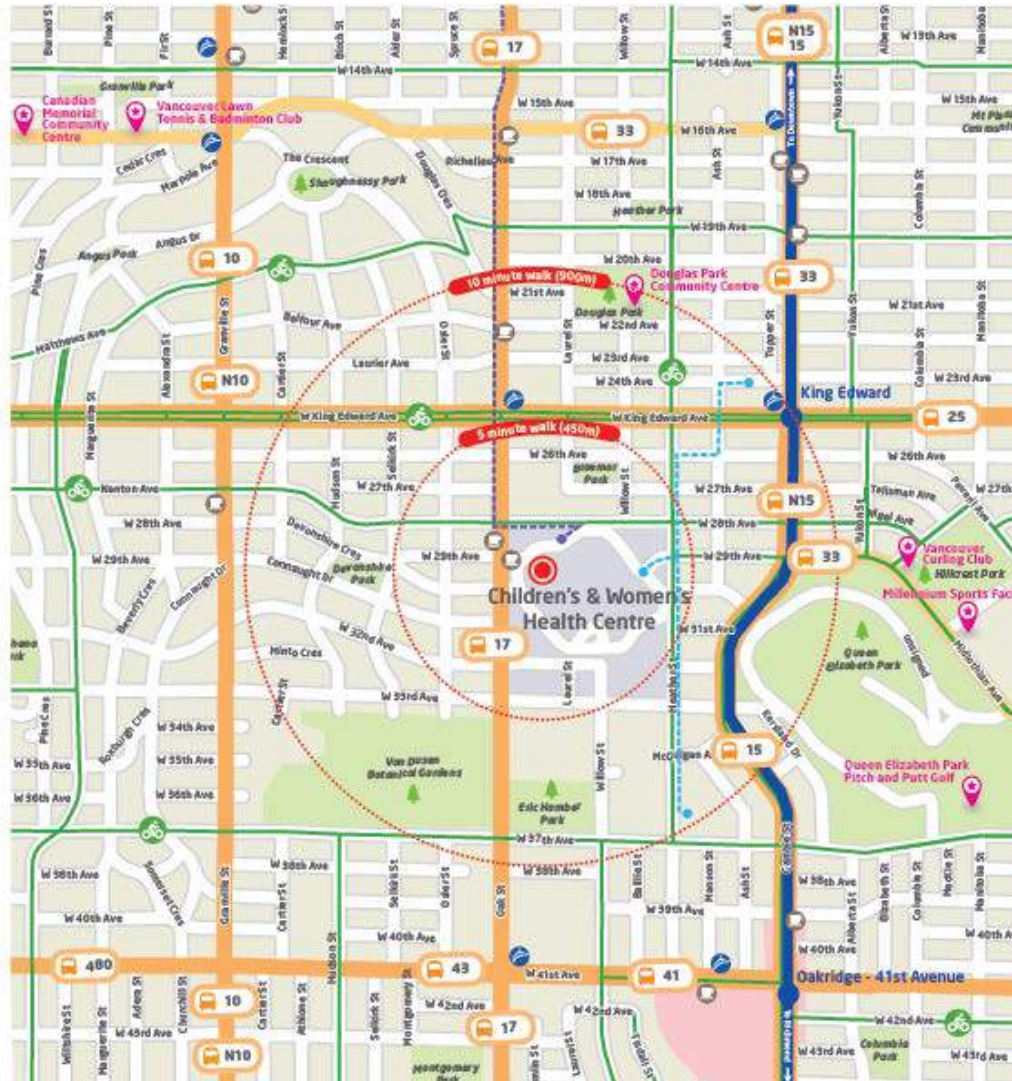




Objectives

- **Develop a template that can be used at other hospitals, including:**
 - **Number of staff hours**
 - **Cost of survey deployment**
 - **Cost of promotion**
 - **Identify other resource commitments**

Site Assessment





Site Audit

BC Children's Hospital and BC Women's Hospital + Health Centre already offered:

- **15% subsidy on annual transit pass (from TransLink)**
 - **An additional 15% subsidy from the health authority**
- **Four secure bike cages**
- **Bike racks throughout the site**
- **Some shower and change rooms**
- **Adequate paths and lighting for walking**
- **Carshare parking spots on site**

Off-site Parking Lot





Employee Shuttle



- Connects Off-site Parking Lot and SkyTrain Station to campus
- Expanded to a 25-seat vehicle
- Hours adjusted to meet peak times and staff schedules





Site Redevelopment, Transportation & Parking Demand Management

- An on-site committee
 - IPS Parking Administration
 - IPS Security
 - Facilities Maintenance & Operations
 - Inter Campus Operations
 - C&W Redevelopment Project
- Committee addresses, manages and initiates responses and action plans to mitigate impact to site parking, safety and traffic flow incurred by ongoing site maintenance and construction projects



Parking Management (then)

Transition from Staffed Parking Kiosks





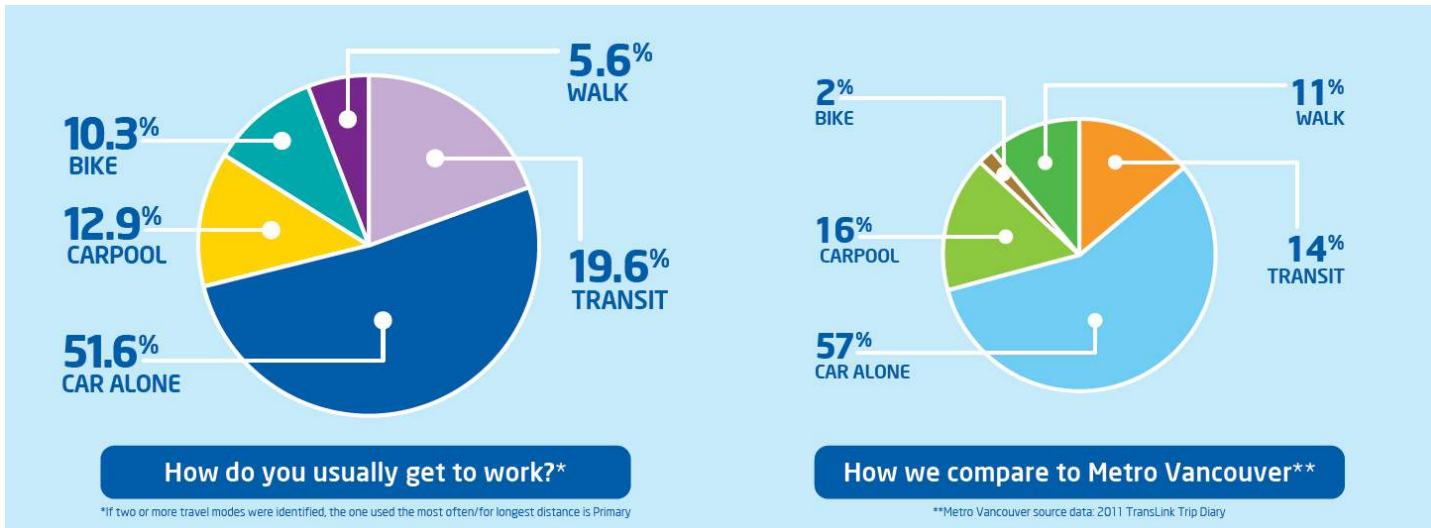
Parking Management (now)

Self Pay





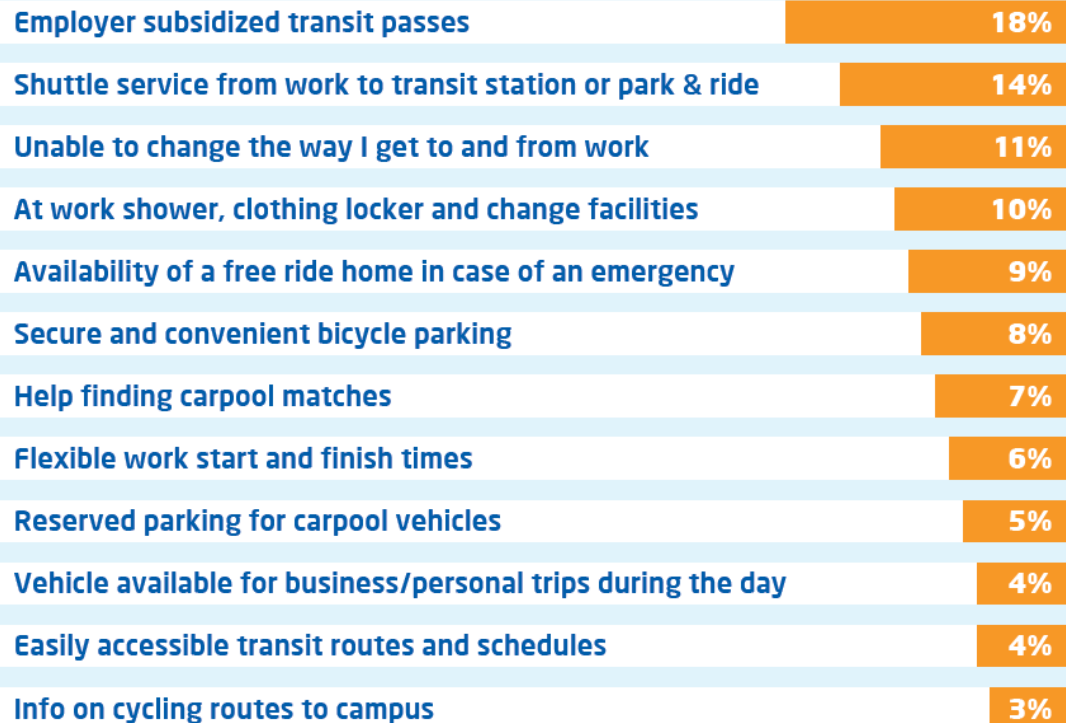
Baseline Employee Commuting Survey – by mode



Baseline Employee Commuting Survey - measures



What would help you walk, bike, take transit or carpool more?



Personalized Information



What's your best way to get to Children's & Women's Health Centre?

Walk, Cycle, Take Transit

- Frequency Bus Service
- FareDealer
- Regular Bus Service
- Coffee & Beverages



Taking transit is a great way to reduce commuting costs, and leave the driving to someone else.

If you live to the north or south, the King Edward SkyTrain station and route 15 are a 10-minute walk away while the route 17 bus on Oak Street brings you even closer.

If you're travelling from the Millennium line, the 25 brings you directly from Brentwood Station to work while Route 41 also travels east-west between Joyce Station and UBC, along 41st Ave.

All these buses offer 15-minute or better service frequency until 9 p.m. every day, and start at 6 a.m. on weekdays, 7 a.m. on Saturdays and 8 a.m. on Sundays.



All buses are equipped with bike racks.

Turn over to learn about other travel options, like carpooling, cycling, walking, carsharing and more.



What's your best way to work?

Children's & Women's Health Centre of BC is a great place to work and its location in the heart of the city means it is highly accessible with many amenities nearby. But we're growing and space is becoming more precious.

Together with TravelSmart, we've put together the latest information and tools for you to explore your options for the best way to get to work.

Could more of your trips be by transit, cycling, walking or carpooling and still meet your needs and suit your lifestyle?

Travel Smart

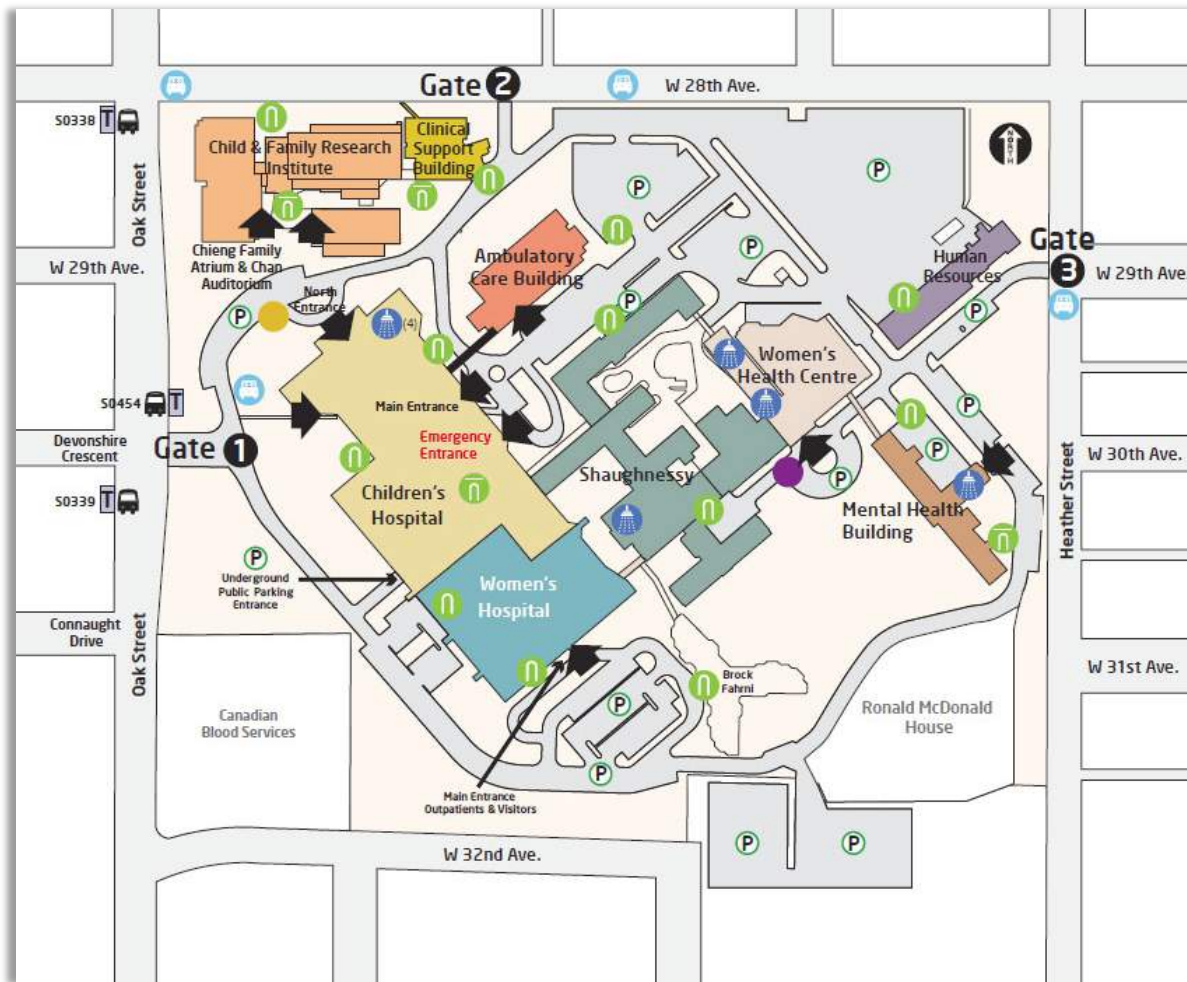
CHILDREN'S & WOMEN'S HEALTH CENTRE OF BC

CHILDREN'S HOSPITAL

Women's



On-site Amenities



Walk, Cycle, Transit, Drive

-  Bike Cage
-  Bike Rack
-  Shower Stall
1A1B, 1A19, 1A24, 1A26, E113, E114A, B417B, P1-306
-  Public Parking Areas
-  Inter Hospital Shuttle
-  Staff shuttle to King Edward SkyTrain Station and off-site parking lot
-  car2go parkspots
-  Transit
-  Main Entrance

For specific site details and additional information, check out [Travel and Transportation](#) on POD.

For more tools and resources for planning trips in the region, visit travelsmart.ca





Secure Bike Parking

Before



After





More Bike Parking

Before



After





Origin of Carsharing

- Initial demand
- Entered into a partnership
- Incompatible with commuting patterns
- New partner was sought out
- Interest continues to grow



Community Partnerships: Bike to Work Week





Community Partnerships: On-site Bike Tune-ups



The Art of Riding in the Rain

FREE Autumn Workshops

Thurs Oct 23rd 16:30-17:30
SHY Auditorium

to be announced in November

Part 1

The Rider

Dressing safely and comfortably for **shorter days, wet weather and cooler temperatures.**

An interactive discussion with tips, tricks and samples covering:

- remaining visible;
- keeping dry & warm (*but not too hot*);
- inner & outer layers;
- tips for hands, head, feet; and
- water-repellent, waterproof & breathability.

SWAG & prizes to keep **YOU** safe, happy and dry in your year-round bike commute!



Part 1

Part 2

Part 2

The Bike

Keep your bike well-maintained to extend its life during wet weather commuting.

Cooler temperatures may prevent bikes from fully drying overnight so come learn some tips and tricks covering:

- fenders (basic & extensions);
- lights and reflectors;
- squeegeeing water through your brake pads;
- puddles, leaves & slippery corners;
- lubricants and tactics to prevent rust;

SWAG & prizes to keep **YOUR BIKE** safe, shiny and dry in your year-round bike commute!

Sign-up with danah.hartmann@phsa.ca Project Coordinator, Patient Support Service, PHSA



Employee Engagement

- Personal trip planning
- Incentives and rewards
- Social norming
- Surprise and delight
- Work with local stakeholders





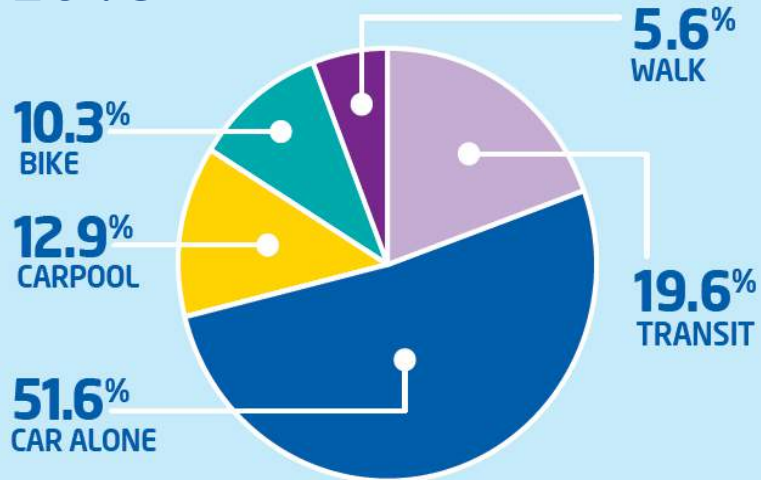
Behaviour Change continues





2014 Employee Survey

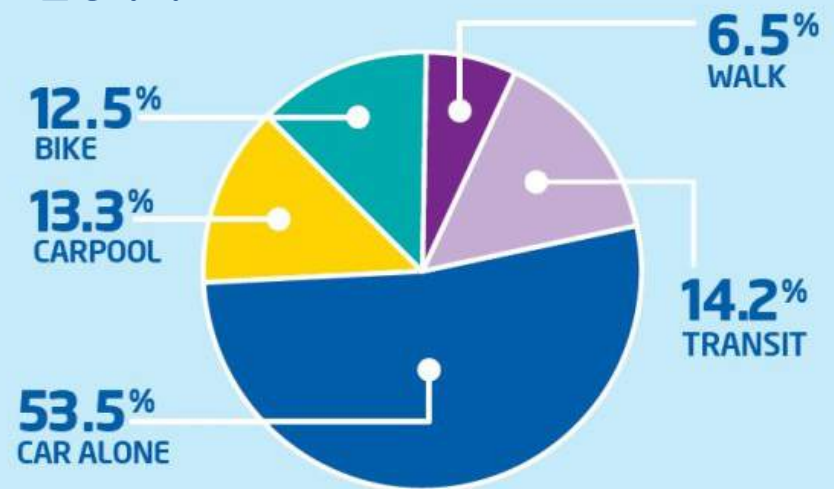
2013



How do you usually get to work?*

*If two or more travel modes were identified, the one used the most often/for longest distance is Primary

2014



How do you usually get to work?*

*If two or more travel modes were identified, the one used the most often/for longest distance is primary



I Love Transit

Tell us your Transit Tale

Name: _____ Email: _____ Extension: _____

1. What mode of transit do you use in your commute to work? (circle all that apply)

- A. SkyTrain
- B. Bus
- C. SeaBus
- D. Community Bus
- E.

2. Do you use the C&W staff shuttle as part of your commute to/from work?

Yes _____ No _____ Other _____

3. What method would be best to receive notifications relating to transit news, updates to services and events on campus?

- A. Work e-mail (I will provide you my email to join a secure distribution list that receives periodic emails relating to [TransLink](#) news and transit-related events and updates at C&W)
- B. Leaflet in mailbox
- C. I will check the events calendar on POD <http://pod/transport/commutersvc/Default.aspx>
- D. I do not wish to receive notifications

4. How do you stay connected to [TransLink](#) services and updates?

- A. Facebook
- B. Twitter
- C. [TransLink](#) website
- D. [TransLink](#) Service Alerts
- E. Customer service line or texting 3333
- F. [Translink](#) apps for smartphones
- G. PHSA News

5. What I appreciate most about taking transit is _____

Thank you for participating! Please leave further comments on reverse.



Communications Refresh

On-Site Services to Support your Travel Options Children's & Women's Health Centre of BC





Campus Locker Audit and Renewal





Carsharing 2015

- Both car2go and Evo have established parkspots around the C&W campus
- Have participated in C&W's transportation fair at the annual Staff Appreciation BBQ
- 2015 Survey results
 - 75 carshare to/from work
 - 23 for business trips
 - 146 for personal
 - 1,016 do not carshare



Photo credit car2go.com



Recognition

ADVERTISING FEATURE

FOCUS ON SUCCESS



There's only so much space on this campus and we're limited in how much parking we can provide

Laurence Bayzand
Director, Patient Support Services and Strategic Initiatives for BC Children's Hospital and BC Women's Hospital & Health Centre



Laurence Bayzand, Director, Patient Support Services and Strategic Initiatives for BC Children's Hospital and BC Women's Hospital & Health Centre facilitating healthy travel choices to get to work

MANAGING PARKING BY REDUCING DEMAND

When BC Children's Hospital (Children's) and BC Women's Hospital & Health Centre realized the impact a major redevelopment of its 46-acre Oak Street site would have on the existing parking supply, it teamed up with the TravelSmart team at TransLink to explore ways to enhance transportation options for staff and

friendly and active commuting choices. The program does this by providing Metro Vancouver businesses with such services as site audits and assessments, opportunities to increase employee engagement, customizable company ride-sharing web portals and online resources at travelsmart.ca/business, among others. Because C&W is the first health

various commuting habits. "Children's and Women's, agencies of the Provincial Health Services Authority, strive to be as green as possible," he says. "In reality, we already have a majority of the things people were asking for in place, like end-of-trip showers and lockers for cyclists. However, some people are unaware of these facilities and services; the biggest job ahead

other options to work." A shuttle service from the King Edward Canada Line SkyTrain station to the Children's and Women's site was implemented as well; this included a stop at an additional off-site parking lot that the health centre has leased during construction. In the meantime, he says the relationship between Children's and



Recognition





Resources

- Survey tool (online and hard copy)
- Project charter
- NEW staff member (part-time)
- TravelSmart collateral
- Partners:
 - Integrated Protection Services - Parking, Access and Commuter Services
 - HUB, Jack Bell Rideshare, car2go
- Internal newsletters
- Internet and Intranet sites for travel options



Outcomes

- **Workplace Travel Plan (with implementation schedule)**
- **Carshare – more cars, more members, higher quality data**
- **Annual employee survey**
- **Communications for staff, patients and visitors**
- **Shared collateral**
- **Ongoing discussion of additional initiatives**
- **Greater understanding of resource commitments**



Outcomes

- **Transit – shuttle to Canada Line, less riders, more informed**
- **Cycling – more cyclists, facility improvements, more engaged, shower/change room access**
- **Walking – site improvement review and plan**
- **Carpooling – more rides**
- **Driving alone – satellite parking / shuttle**
- **And potential for more (new hire orientation)**



Expanded to Patients and Visitors

Patients and Visitors: on-site services to support your travel options Children's & Women's Health Centre of BC

Main Door Entrances on Campus

- BC Children's Hospital (BCCH)**
 - 11 Emergency
 - 17 Level 1 North
 - 35 Pedestrian Entrance
- BC Women's Hospital (BCW)**
 - 67 Child & Family Clinic
 - 73 Ophthalmology Clinic
 - 77 Women's Health Centre
 - 93 Main Entrance
 - 97 Women's Labour & Delivery
- Ambulatory Care Building (ACB)**
 - 21 Main Entrance
 - 42 Pedestrian Entrance
- Clinical Support Building**
 - 26 Main Entrance
- Mental Health**
 - 81-87 Mental Health Programs
- Human Resources**
 - 76 Main Entrance
- Child & Family Research Institute**
 - 18 Main Entrance
- Djavad Mowafaghian Child Care Centre**
 - 98 Main Entrance
- Ronald McDonald House**
 - 90 Main Entrance
- Brock Fahrni**
 - 91 Main Entrance

Walk, Cycle, Transit, Drive

- Bike Rack** (B)
- Taxi** (T)
- Valet Parking** (V)
- Public Parking Areas** (P)
- car2go parkspots** (C)
- Transit with stop number** (T)
- Navigation Volunteers (information booth)** (N)

For specific site details and more information, visit bcwomens.ca and/or bchchildrens.ca. Click on 'Our Services' then 'Parking & Directions'.

Join the growing community of people leaving their car at home, visit travelsmart.ca

BC CHILDREN'S HOSPITAL
An Agency of the Provincial Health Services Authority

BC WOMEN'S HOSPITAL HEALTH CENTRE
An Agency of the Provincial Health Services Authority

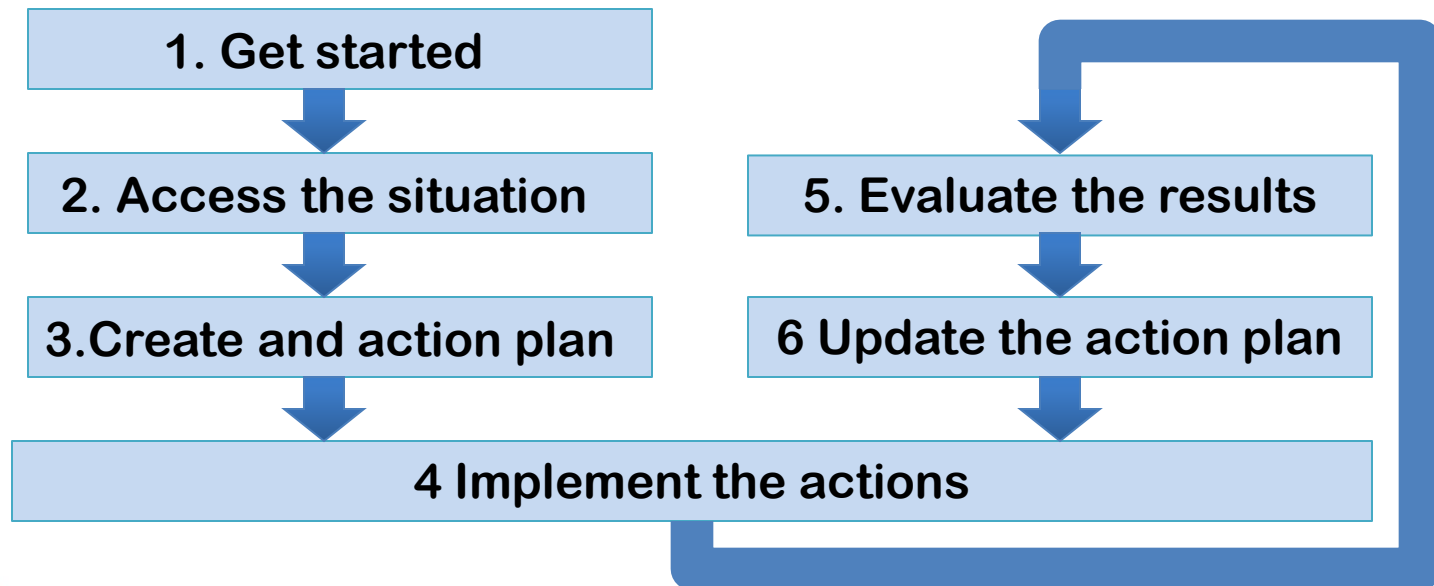
Travel Smart

Revised June 2015



Workplace Travel plans

Travel plans are long-term actions arising from an organisational pledge. They often focus on 'pulls', mainly information and incentives





Workplace Travel plans

Integrated travel plans may include a range of ‘push and pull’ interventions to promote and enable new mobility, including:

- Wayfinding
- Incentives and trial
- Travel and skills training
- Trip end facilities
- Minor infrastructure
- Nudges and links to other compatible objectives such as affordability, health and environment

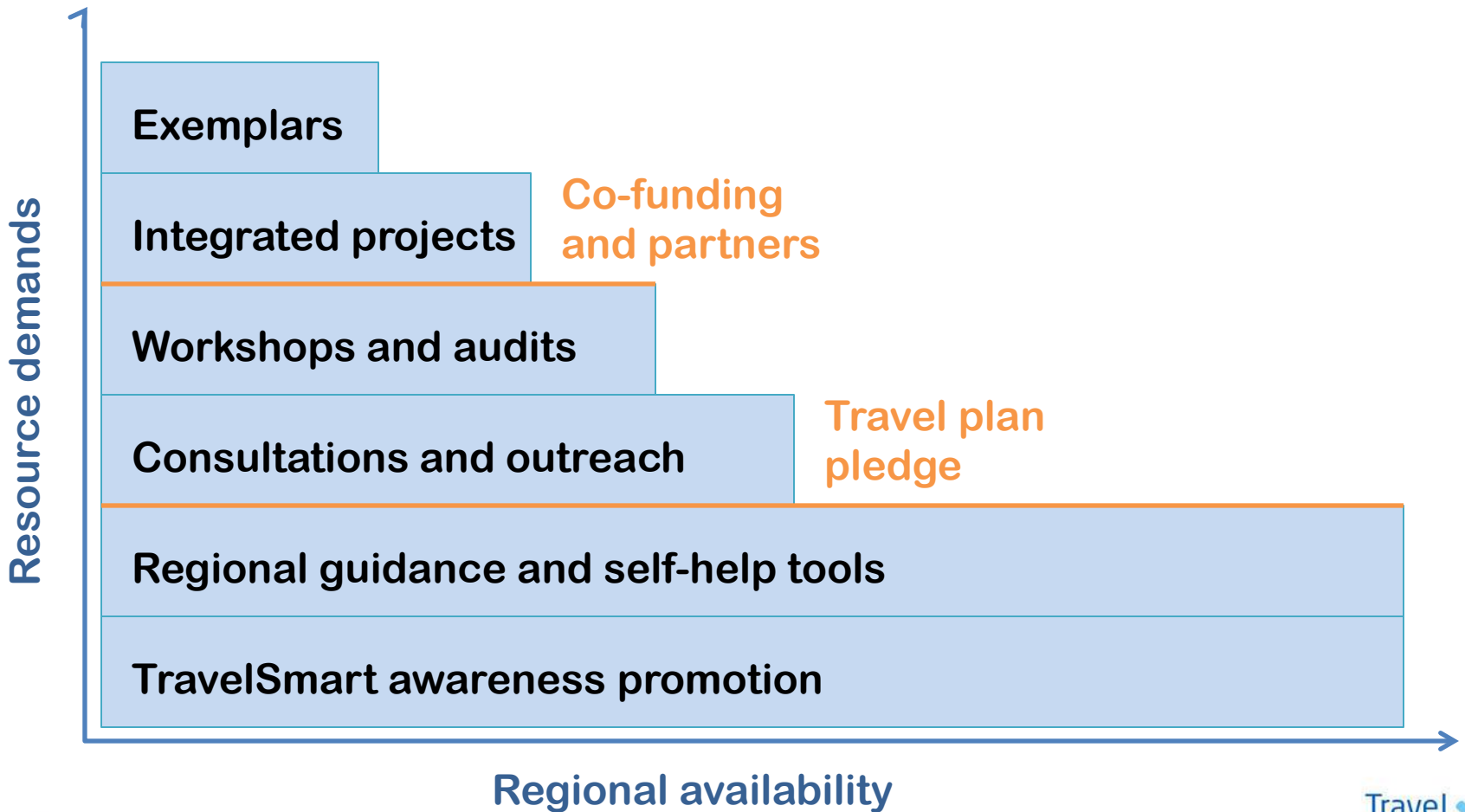


Impact

**Current Mayors' Vision assumes
4% overall shift from information-
based TDM**

**More integrated TDM initiatives,
beyond just information, suggest
6-10%+ is possible**

Travel plan support concept





Thank you

**For more information:
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joann.woodhall@translink.ca**