Leading the Path to Sustainable Transportation – Camosun College’s TDM Plan
Presentation Outline

1. Setting the Context
2. Baseline Review
3. Goals + Vision
4. Strategies & Actions
5. Implementation + Next Steps
Context – Camosun College

Largest public college in BC
19,000 students
1,000+ faculty & staff

2 campuses in Victoria
1,500+ international
62 countries represented
Context — (continued)

- 2016-2021 Strategic Plan
  Corner Post #4: Sustainability for the Environment and Society

- Sustainability Plan Refresh (2017)

- Transportation Demand Management Plan (2018)
Context — (continued)

Camosun’s transportation and parking overarching goals:

Convenient, affordable and environmental responsible access to both campuses
Context – (continued)

Challenges and Opportunities

- Parking pressures, transit service levels - *Interurban*
- Centre for Health & Wellness
- Campus Master Plan
Baseline Review

Transit Ridership + Mode Share

- U-Pass program (students)
- Transit mode share | Lansdowne $\rightarrow$ 36%, Interurban $\rightarrow$ 33%
- Total daily transit trips in region = ~3,163
  - 21% go to Lansdowne
  - 10% go to Interurban
Baseline Review, (continued)

Transit Challenges

• “How often does inadequate bus service prevent you from attending classes, work…”
  • At least once a term (32%)
  • At least once a month (33%)
  • Once a week or more (14%)

• Interurban Challenges
  • 6.5% of daily pass ups on Interurban bus routes
  • Need for communication regarding weather events and closures
  • Strengthening of partnerships between BC Transit and Camosun
Baseline Review, (continued)

Existing Parking Conditions

<table>
<thead>
<tr>
<th>Parking Space Type</th>
<th>Lansdowne Campus</th>
<th>Interurban Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>79%</td>
<td>100%</td>
</tr>
<tr>
<td>Staff</td>
<td>98%</td>
<td>100%</td>
</tr>
<tr>
<td>Disabled</td>
<td>27%</td>
<td>38%</td>
</tr>
<tr>
<td>Carpool</td>
<td>83%</td>
<td>84%</td>
</tr>
<tr>
<td>Short-Term</td>
<td>76%</td>
<td>76%</td>
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</tbody>
</table>

Parking Occupancy (%)
Screenline Counts

- Understand current travel behaviour and distribution of trips to / from Camosun
- Spring and Fall 2018 counts at both campuses
  - AM → 7:30am – 10:30am
  - PM → 2:30pm – 5:00pm
Screenline Counts, (continued)
Screenline Counts, (continued)

AM Inbound Trips by Travel Mode + Time, Lansdowne Campus
Screenline Counts, (continued)

Interurban (3:00-3:15) + Lansdowne (4:00-4:15) Peak Time PM
### Screenline Counts, (continued)

<table>
<thead>
<tr>
<th></th>
<th>Lansdowne</th>
<th></th>
<th></th>
<th>Interurban</th>
<th></th>
<th></th>
<th></th>
<th>Total</th>
<th></th>
<th></th>
<th>Change</th>
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<tbody>
<tr>
<td>SOV</td>
<td>32%</td>
<td>38%</td>
<td>+6%</td>
<td>48%</td>
<td>53%</td>
<td>+5%</td>
<td>38%</td>
<td>45%</td>
<td>+7%</td>
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</tr>
<tr>
<td>Carpooling</td>
<td>10%</td>
<td>9%</td>
<td>-1%</td>
<td>13%</td>
<td>7%</td>
<td>-6%</td>
<td>11%</td>
<td>8%</td>
<td>-3%</td>
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<tr>
<td>Transit</td>
<td>29%</td>
<td>36%</td>
<td>+7%</td>
<td>32%</td>
<td>33%</td>
<td>+1%</td>
<td>31%</td>
<td>35%</td>
<td>+4%</td>
<td></td>
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</tr>
<tr>
<td>Walk</td>
<td>24%</td>
<td>10%</td>
<td>-14%</td>
<td>2%</td>
<td>4%</td>
<td>+2%</td>
<td>14%</td>
<td>7%</td>
<td>-7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bike</td>
<td>4%</td>
<td>5%</td>
<td>+1%</td>
<td>3%</td>
<td>3%</td>
<td>--</td>
<td>4%</td>
<td>4%</td>
<td>--</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>3%</td>
<td>+1%</td>
<td>2%</td>
<td>1%</td>
<td>-1%</td>
<td>2%</td>
<td>2%</td>
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TDM Strategy

Vision and Goals

Roadmap to become a leader in sustainable transportation:

1. Reduce parking demand and SOV trips
2. Improve quality and diversity of active transportation options
3. Improve quality and coordination on non-SOV connections
4. Maximize cost-effectiveness of existing infrastructure & facilities
5. Enhance the campus experience through transportation
TDM Strategy

Strategy Areas

Campus Facilities
Services, Technologies + Emerging Mobility Solutions
Pricing + Financial Incentives
Programs + Marketing
Coordination + Partnerships
Strategies / Actions

Mobility Hubs

• Consolidation of many mobility choices
• Elevate importance on non-SOV travel
• Focal point – information
• Transit exchange
Strategies / Actions

Increase Camosun Express Ridership

• Visibility and ease of use
  1. Changes to routing & scheduling
  2. Marketing & Customer information
Strategies / Actions

Develop a TDM Annual Overview

• Information about TDM programs / initiatives and how the College is performing on its TDM metrics

• Outreach events
Strategies / Actions

Reduce Carpool Parking Costs for Students

• Reduced hourly / daily rate
• Discounted monthly parking permit
Strategies / Actions

Reduced Rates for Secure Bike Parking

• Currently, $15 / month
• Costs are higher than representative schools
• Monthly parking → $5
  • Eliminate cost of bike parking by 2029
Strategies / Actions

Improve Transit Facilities

- Increase capacity of shelters, seating + paved waiting areas (Lansdowne + Interurban)
- Implementation of real time transit information
- Partner with area municipalities for cost-shared funding
Strategies / Actions

Improve Transit Service + Scheduling

• Staggering class times
• Improve pedestrian linkages (Interurban)
• Work with Saanich to implement transit signal priority to enhance reliability of transit
Strategies / Actions

Liaise and Advocate with Local Municipalities

• Saanich and Oak Bay have ped + cycling plans
• Establish priority list for sidewalk and cycling improvement projects
• Approach munis to advocate for upgrade sequencing
Implemented Actions

Campus Master Plan 2019

Mobility Hub at Interurban
Implemented Actions

Camosun Express

Travel between Interurban & Lansdowne faster

Campus to Campus
Implemented Actions
Monitoring + Evaluation

- Annual TDM Overview
- Five-Year Comprehensive Reviews
- Continuation of Bi-annual Screenline Count
- Involve Students in Future Data Collection
- TDM Metrics in College Plans / Reports (e.g., Strategic Plan)
## Monitoring + Evaluation, cont.

<table>
<thead>
<tr>
<th>TDM Strategy Goals</th>
<th>Sample TDM Metrics</th>
</tr>
</thead>
</table>
| Reduce parking demand + total SOV trips | • FTE-Parking Ratio  
                                             • SOV Mode Share |
| Improve the quality and diversity of active transport choices | • Bike Racks Per FTE  
                                                                             • Total Bike Infrastructure to Campus |
| Improve the quality and coordination of non-SOV connections to/from campus | • Enrolment in ProPass Program  
                                                                             • Camosun Express Ridership  
                                                                             • # of Carpool Permit Holders |
| Maximize cost effectiveness of existing infrastructure and facilities | • Parking Revenues  
                                                                             • Parking Expenditures |
| Enhance campus experience through transportation | • Overall Student Satisfaction with Transportation |
Future of TDM at the College

• Internal coordination
• External coordination
  • Transit Service
  • Municipalities
  • Partnerships
• Strategic Planning
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