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To be listed on the Transportation
Committee Agenda

5 Apr 00

DATE 28 March 2000

TO/DEST. Chair and Members of Regional Council

FROM/EXP. Director Mobility Services and Corporate Fleet Services
Environment and Transportation Department

SUBJECT/OBJET **TRAVELWISE PROGRAM UPDATE**

I am pleased to inform you that the TravelWise program (SageVirage, en français), offered by the Mobility Management Branch, is now active and will be the Region's medium for implementing Transportation Master Plan policies related to transportation demand management (TDM). The purpose of this memo is to update you on projects connected with TravelWise so that you can inform members of the public about the service, as well as respond to inquiries that you may receive.

We have developed a visual identity for TravelWise (see below) that we will use extensively as part of the process to build public awareness of the program.



At this time, there are six major projects being conducted or sponsored by the Mobility Management Branch under the TravelWise banner:

- Through TravelWise we are helping the Region to lead by example by providing sponsorship and direction to **SmartCommute (Écotransport)**, the Green Steering Committee's internal initiative to encourage Regional employees to commute to work by foot, bike, bus or carpool. On Wednesday 22 March, SmartCommute was launched in the rotunda at Ottawa-Carleton Centre to mark the beginning of the employee sign-up period for the new OC Transpo ECOPASS. As our staff reach out across the region to encourage major workplaces to introduce TDM programs as a benefit for their employees, we will be able to point to SmartCommute as a model to follow. If you have any

questions about SmartCommute or the ECOPASS, please contact Elaine Gibson, Green Steering Committee coordinator at extension 2313.

- Through TravelWise we are co-sponsoring (with the City of Ottawa) the publication of the new **Ultimate Ottawa Bike Guide (Le guide du parfait cycliste d'Ottawa)**. This comprehensive bilingual guide to cycling resources and activities in Ottawa-Carleton will be delivered to 240,000 homes during the first week of April. Due to delivery constraints of the Ottawa Citizen and its operating partners, non-subscribing rural residents and some urban apartment dwellers may not receive a copy automatically. However, we will widely advertise the availability of the guide for anyone who wants to receive it. An advance copy of the Guide is attached for your interest – please contact Ghislain Lamothe at extension 6794 if you would like additional copies.
- We are undertaking a comprehensive revision of the **Ottawa-Carleton Cycling Map (Carte du vélo d'Ottawa-Carleton)**, formerly known as the Cyclist Guide Map. To be released in May as a product of the TravelWise program, the new map will boast more extensive coverage of the urban area and a more user-friendly route classification system. We will let you know when the new map is ready for sale – the previous version was eagerly sought out by thousands of Regional residents, and we expect a similar reception this year.
- Through TravelWise we are financially supporting and promoting OC Transpo's expanded **Rack & Roll (Vélo-bus)** program. Based on a successful pilot phase in 1999, OC Transpo will be putting bike racks on an additional 120 buses, for a total of 160. Rack & Roll will be available to OC Transpo riders on routes 2, 95 and 97 this year (versus route 97 only in 1999), providing complete Transitway and some cross-town coverage. The new racks, sporting reflective TravelWise decals, should be out on the street by 23 April with a media event to follow.
- We are developing a new **TravelWise website** at www.rmoc.on.ca/travelwise (and www.rmoc.on.ca/sagevirage) to serve as a comprehensive central resource for information on sustainable transportation in Ottawa-Carleton, with links to key partners such as OC Transpo. This site will be a natural starting point for anyone seeking information on walking, cycling, transit, carpooling, teleworking and more. It will also be a conduit for TravelWise campaigns such as the recruitment of private and public employers to offer TDM programs to their staff, following on the heels of our successful pilot project with Nortel Networks. We expect to have a “placeholder” website running within a week or so, with the first phase of the full TravelWise site launched by the end of April.
- Through TravelWise we are the major sponsor of the **Commuter Challenge 2000**, a nation-wide grassroots event and inter-city competition that will take place 5 to 9 June. Ottawa-Hull will be defending its crown against Calgary as the most successful city in commuting by sustainable transportation modes. Last year, 6,300 local residents registered to participate and we expect even more in 2000. As part of this year's preparations, and to encourage workplaces to consider implementing TDM programs, TravelWise and Commuter Challenge are co-sponsoring a one-day workshop on 16 May, to which about 40 employers have been invited.

We are actively developing even more TravelWise initiatives and will continue to bring them to your attention as they near readiness. If you have any questions or suggestions concerning the program or the specific initiatives discussed above, please contact Geoff Noxon, Manager Mobility Management Branch at Ext. 6913.

*Approved by
Doug Brousseau*

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Attach. (1)

cc: N. Tunnacliffe, Planning and Development Approvals Commissioner