



**City of Toronto  
Facilities and Real Estate Division**

**St Lawrence Market North  
Travel Demand Management  
Final Report**

**Toronto, ON**

**December 2008**

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**Travel Demand Management**  
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Project # 4961

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# **1. INTRODUCTION**

## **1.1 Purpose**

As part of the redevelopment of the St Lawrence Market North Building, a travel demand management (TDM) plan is required to encourage the use of alternative modes of travel (walking, biking, transit, carpooling) to the site, which will contribute to the reduction of overall congestion and parking demand in downtown Toronto.

The purpose of the TDM plan is to identify opportunities within the context of the site design or operations of the development to encourage alternative modes of travel to the automobile as well as encouraging higher occupancy of those automobiles travelling to the development. To ensure that the plans can be implemented, the TDM initiatives are in keeping with the opportunities and constraints of the site operations.

Various types of TDM were considered to serve the Markets and other public uses on the ground and mezzanine levels, and Court Services on the upper levels. The site will include a mix of regular users, in the form of staff members and vendors, and discretionary users in the form of patrons to the Markets and people who must attend court. These require different types of TDM, either physical elements or operational programs, and have been considered in this study.

## **1.2 Proposed North Building Redevelopment**

The proposed uses for the redeveloped North Building include the relocated Court Services and Court Services' administrative office functions from Old City Hall to the upper levels of the North Building, while maintaining the Farmers' and Antique Markets on weekends. Ancillary retail /commercial uses on the mezzanine level are also likely.

## 2. SITE TRAVEL DEMAND

### 2.1 Court Services Travel Demand

A survey of the existing Court Services operations at Old City Hall was conducted to estimate future trip generation at the North Building. The Old City Hall site is the most similar in nature to the proposed site (downtown location and proximity to transit). The survey methodology and development of the travel demand for Court Services is documented in St. Lawrence Market North Building Redevelopment Draft Addendum (January 2007).

The proposed Court Services uses at the North Building will include 11 courtrooms and consolidate courtroom functions with head office and front-counter functions. The hours of operations for Court Services are 9:00AM to 5:00 PM Monday to Friday.

The survey of the Old City Hall site, which included employees and visitors, indicated that only 48% of the total trips to the site were made by automobile (driver or passenger). A significant proportion of trips to Court Services were by transit and other non-auto modes as shown in Table 1.

**Table 1: Court Services Mode Split**

Mode of Travel	Weekday (8-10AM,2-6PM)		Weekday AM Peak Hr (8:30-9:30 AM)		Weekday PM Peak Hr (4:00-5:00 PM)		Weekday Midday Average Hour	
	In	Out	In	Out	In	Out	In	Out
Auto Driver	40%	40% <sup>b</sup>	39%	40% <sup>b</sup>	0%	40% <sup>b</sup>	43%	40% <sup>b</sup>
Auto Passenger	8%	8% <sup>b</sup>	6%	8% <sup>b</sup>	0%	8% <sup>b</sup>	10%	8% <sup>b</sup>
Transit/Walk/Bike /Taxi/Other	52%	52% <sup>b</sup>	55%	52% <sup>b</sup>	100%	52% <sup>b</sup>	47%	52% <sup>b</sup>

Based on the survey, the estimated hourly auto volumes for the proposed 11 courtrooms at the North Building during the peak and off-peak hours are presented in **Table 2**. These trips include employees as well as visitors attending court functions.

**Table 2: Court Services Auto Trip Generation**

	AM Peak Hour			PM Peak Hour			Midday Average Hour			Weekend Peak Hour		
	In	Out	Total	In	Out	Total	In	Out	Total	In	Out	Total
Court Services (Auto Driver)	160	51	211	0	55	55	100	72	172	0	0	0

## **2.2      Retail / Commercial Travel Demand**

For the purposes of the previous traffic studies, the estimation of traffic volumes related to the Market component of the North Building was tied to the availability and capacity of the proposed on-site parking garage. As an on-site parking lot is not currently available, current Market patrons either use alternative modes of travel or park at nearby parking garages or on-street.

To quantify travel demand for the Market specifically, a count at all the entrances to the Market and a questionnaire-type survey were conducted of Market patrons. In addition to trip generation on a typical day of operation, the survey captured information detailing the travel patterns and trip purpose for a sample of Market patrons. The surveys were undertaken on Saturday September 20, 2008 during peak Market hours from 9:00 AM until 1:00 PM which reflect peak hours for the Market.

### **2.2.1      Survey Questionnaire**

The information from users of the Market was collected using a questionnaire-type survey. Additional surveyors were also on site to tabulate the number of ins and outs of the North Building to estimate the total number of visitors to the Market. We acknowledge that this is only an estimate of patrons as some patrons may shop at the outdoor vendors only and never enter the North Building while other patrons may enter and exit multiple times as they browse / shop at both indoor and outdoor vendors.

The survey questionnaire, which captured arrival time, mode of travel, duration of visit and parking location, is presented below.

Hello, my name is \_\_\_\_\_. I am conducting a 20 second survey for St Lawrence **NORTH** Market on behalf of the City of Toronto.

What time did you arrive (approximately)?

Approximately how long do you expect your visit to be?

Is your trip today solely for the **NORTH** Market?

- Yes. I made this trip only for the **North** Market
- No. I made this trip for the **North and South** Market
- No. I came to go to other places in the area, as well as the North Market (local shops, restaurants).

How did you travel to the Market today?

- Car, driver
- Car, passenger
- Transit
- Walked
- Biked
- Other: \_\_\_\_\_

(If they arrived by Car and were the driver) Where did you park?

- Green P - Church Street Garage (at The Esplanade)
- Market Square Garage (at Dominion's)
- Jarvis Street Impark Garage
- Market Street Lot (south of the St Lawrence Market)
- Other parking garage or surface lot
- On Street

What would encourage you to take alternative modes of transportation to get to the Market?

## 2.2.2 Survey Results

### Travel Mode

A total of 265 persons were surveyed. The survey indicated that a large proportion, 47%, of Market patrons already use non-auto modes of travel as shown in **Table 3**. This reflects the urban location of the Market and proximity to transit and residential neighbourhoods. However, the most common mode of travel to the Market was by automobile at 37% of which half of those were vehicles with at least one passenger. The other major modes were walking (28%), transit (13%), and cycling (5%) on the survey day.

**Table 3: Survey Results – Travel Model**

Travel Mode	Respondents	% of Respondents
Auto		<b>53%</b>
Driver	97	37%
Passenger	44	17%
Non-Auto		<b>47%</b>
Transit	35	13%
Walked	73	28%
Biked	12	5%
Taxi	3	1%
Other	1	0%
Total	<b>265</b>	<b>100%</b>

**Duration of Visit**

Approximately 57% of survey respondents spend approximately 30 to 60 minutes at the Market. Over 20% of respondents spend more than 2 hours at the Market, which likely includes some time at the South Market.

**Table 4: Survey Results – Duration of Visit**

Visit Length	Respondents	% of Respondents
15 minutes	21	8%
30 minutes	46	18%
45 minutes	25	9%
60 minutes (1 hour)	80	30%
75 minutes	11	4%
90 minutes	26	10%
105 minutes	0	0%
120+ minutes (2 or more hours)	56	21%
Total	265	100%

**Purpose of Trip**

One important finding was that less than 4% of respondents indicated that their trip included visits to other nearby stores, restaurants and activities in the area. Over 96% travelled specifically to visit the North and South components of the St Lawrence Market.

**Table 5: Survey Results – Purpose of Trip**

Trip Solely for North Market?	Respondents	% of Respondents
Yes	48	18%
No, visiting North and South Markets	208	79%
No, visiting other shops/restaurants in area	9	3%
Total	265	100%

**Parking**

More than 42% of respondents that drove to the site parked on-street in the surrounding areas while fewer than 22% parked at the Green P Church Street garage and just over 18% at the Market Street lot. The remaining 18% parked at various parking lots in the vicinity.

**Table 6: Survey Results – Parking**

Parking Location	Respondents	% of Respondents
Green P - Church St. Garage (at The Esplanade)	22	22%
Market Square Garage (Dominion's)	4	4%
Jarvis St. Impark Garage	3	3%
Market St. Lot (south of South Market)	19	19%
Other garage/lot	10	10%
On Street	43	42%
Total	101	100%

**Reasons for Driving**

For those that drove to the Market, further questions were asked. When asked what may encourage a shift to a non-auto mode, 55% of drivers responded that nothing would convince them to use other modes of travel for the following reasons:

- the need to carry groceries and other purchased goods,
- time constraints, and
- the need to transport the family including children

Responses for changes that would encourage drivers to choose alternatives included:

- more frequent transit service
- direct transit routes to the Market (suggested transit routes on Jarvis Street and Church Street)
- bike lanes to the Market
- removal of on-street parking in the immediate area

### 2.2.3 Pedestrian Counts

The in and out counts at the Market entrances show very high pedestrian volumes. Observations from the survey staff indicated that the Market was busy and crowded for the duration of the survey. During the peak hour from 10:00 to 11:00 AM, over 4,300 persons were observed to enter or exit the North Building at the six entrances to the building. Due to the number of doors and the crowds, it is highly likely that some patrons entered and exited the building multiple times.

**Table 7: Survey Results – Pedestrian In/Out Counts**

Time Period	Hourly Pedestrian Volumes		
	In	Out	Total
9:00 - 10:00	1,667	1,616	3,283
10:00 - 11:00	2,153	2,165	4,318
11:00 - 12:00	2,093	2,179	4,272
12:00 - 13:00	1,724	1,824	3,548

## 2.3 Total Auto Demand at the North Building

Trips to the North Building will consist of Court Services staff and visitors, Market patrons, and patrons of other on-site uses. The Market facilities on the ground level will be available for rent for various functions and events during the weekday. Other ancillary commercial uses on the mezzanine level may be open for business during the weekdays and / or weekends.

The proposed parking garage will serve the on-site uses and will also be available to the general public. As documented in the May 2006 Study, it is assumed that the utilization of the North Market garage will be typical of the utilization of other parking facilities in the area. For the purposes of the traffic analysis, all Court Services auto trips were assumed to use the parking garage. For the Market and other on-site uses, only a portion of the associated auto trips are assumed to use the parking garage. It is assumed that many market users will continue to park on-street and at nearby parking facilities as they do today. Additionally, there will be some public parking demand at the parking garage that is not directly related to the on-site uses.

The estimated auto demand at the North Building for the peak and off-peak hours are summarized in **Table 8**. Total daily auto demand at the site is estimated to be in the range of 1,200 trips on weekdays and 700-800 trips on weekend days. The resulting parking demand is equivalent or higher than the typical parking utilization at the other parking facilities in the area based on data provided by the TPA.

We note that the above are estimated auto trips to the North Building site. We anticipate that, based on the survey of Old City Hall and the existing North Market, even with the proposed

parking garage on-site some employees, visitors and patrons will continue to park at nearby parking facilities or on-street.

**Table 8: Total Auto Demand at the North Building**

	AM Peak Hour			PM Peak Hour			Midday Off-Hour			Weekend Peak Hour		
	In	Out	Total	In	Out	Total	In	Out	Total	In	Out	Total
Court Services	160	51	211	0	55	55	100	72	172	0	0	0
Market + other on-site uses + public parking	0	0	0	31	22	53	10	10	20	36	34	70
<b>Total Trips</b>	<b>160</b>	<b>51</b>	<b>211</b>	<b>31</b>	<b>77</b>	<b>108</b>	<b>110</b>	<b>82</b>	<b>192</b>	<b>36</b>	<b>34</b>	<b>70</b>

### **3. TDM OPPORTUNITIES AND CONSTRAINTS**

Transportation demand management (TDM) strategies are implemented in many different forms according to the location, population of users/employees, and other factors. In general, TDM consists of a set of techniques and measures implemented to affect people's transportation methods and the modal split for a given community, company, city or district. The major goal of TDM strategies in the City's TDM Guideline is to reduce auto travel, primarily single-occupancy vehicle trips. Transit use and carpooling / ridesharing are often part of TDM plans.

Various resources were researched for TDM strategies that would apply to the proposed uses at the North Building. Documentation of the research is included in Appendix A.

The estimates of the auto trip savings for the work-related TDM strategies are based on the *Worksite Trip Reduction Model and Manual* by the National Centre for Transit Research. This model was developed based on surveys of approximately 9,000 sites in the United States (California, Arizona and Washington). Research to calibrate this model to Canada is on-going.

#### **3.1 All North Building Uses**

##### **Transit**

Due to the prime location of the North Building in the downtown, the proportion of non-auto travel by patrons and staff for the North Building is already significant. Approximately 50% of Market patrons and 50% of Court Services staff and visitors arrive in alternative modes.

The North Building is served by streetcar routes on King Street and is approximately 500 m from King Station. The streetcar routes on King Street include Routes 503 Kingston Road, 504 King and 508 Lake Shore. In combination, these three routes provide direct connections, without requiring a transfer, to as far west as southern Etobicoke (Long Branch Loop), to the downtown financial district, and to the Danforth and Beaches areas to the east. These routes also provide opportunity to transfer to the Yonge-University and Danforth subway lines.

##### **Cycling**

The City's Bike Plan indicates a proposed signed bike route on The Esplanade and proposed bike lanes on Richmond Street and Adelaide Street. These proposed routes will complement the existing bike lane on Sherbourne Street and Queens Quay. However, there are no current plans for bike lanes or signed routes on streets directly adjacent to the North Building.

##### **Parking**

The future underground parking garage will be operated by the Toronto Parking Authority (TPA). The TPA's parking strategy for all their sites is to provide parking for both short- and

longer-stay non-discretionary trips. For short-stay trips, the TPA's pricing strategy is to provide lower rates at approximately 75% of the average private parking rates in the area. For longer-stay trips, the pricing strategy is to be equivalent or higher than private parking rates.

To encourage non-auto modes, parking pricing should be at least equal to private lots in the vicinity and not at the discounted rate for short-stay trips. We note that pricing at a TPA facility can only be set by the TPA's Board of Directors. However, we recommend that the City formally request that the TPA consider charging competitive parking rates.

The TPA currently sells permits to the car-share program AutoShare at some of TPA's facilities (approximately 15-20 sites). The TPA is also considering leasing parking spaces to ZipCar, another car-share program operator. Leased spaces would be separated from the regular parking spaces through signage and design features, and a 5-year lease term would be required.

Although mainstream electric cars are not widely available at this time, the design of the parking garage should give consideration to providing parking facilities for electric or hybrid vehicles.

### **3.2 Court Services – Employees**

The Court Services at the North Building is anticipated to include 205 employees (64 for Head Office functions and 141 for Court Admin functions). Employment-related TDM programs are available through Smart Commute, an employee trip reduction program providing information on commute options such as transit, cycling, carpooling, and walking, as well as flex hours, compressed work weeks, and telecommuting. Smart Commute also provides incentive programs that employers can implement as Smart Commute members.

The City of Toronto, including Court Services, is a member of Smart Commute and these services would automatically be offered to City employees at this location.

We note that the survey of the Old City Hall site, which included visitors and employees, indicated that approximately 50% of trips were made by transit, carpooling, or active transportation. The 205 Court Services employees are estimated to generate 200 auto trips per day (inbound plus outbound trips).

#### **Carpooling**

Through the programs coordinated by Smart Commute, employees can be matched with other commuters for carpooling or emergency ride-homes services can be arranged. The emergency ride-home service can give piece of mind to commuters who do not want to use transit because of the possibility of an emergency and not being able to return home quickly enough.

Carpooling programs are effective forms of TDM. They are usually applied in larger companies with regular hours of business. The staff component for Court Services is sufficient in size to utilize a car sharing program with other employers in the area. On its own, the number of employees on site may not provide the critical mass to match many commuters for ridesharing.

### **Telecommute and Flex Hours**

Telecommuting is not a viable option for the majority of Court Services employees given the need to attend and administer court functions. Similarly, flex hours for employees will also have limited benefit as the majority of staff will need to administer court functions which are set between 9:00 AM and 5:00 PM.

### **Active Commuters (Cycling, Walking, etc.)**

The new North Building will include bicycle parking and shower facilities for cyclists and other active commuters. The quality and security of the bicycling parking will be important to commuter cyclists who must leave their bikes for a long period of time. For example bicycle lockers are preferred for longer-term use. The provision of shower facilities will open up the option of biking, rollerblading, or running to work for some employees. Along with these physical facilities, providing employees with information on bike routes and bike lanes to and from the North Building will assist in encouraging cycling as a commute option.

*The combination of carpooling strategies, promotion of cycling and support through “trip end facilities” for active commuters could lead to incremental reductions in auto use of 2-5% for Court Services employees. This results in a reduction of approximately 5-10 auto trips per day.*

## **3.3 Court Services – Visitors**

The majority of trips to Court Services will be individuals appearing at court, including law enforcement officers and support staff, and individuals making ticket payments.

### **Ticket Payment Incentives**

Encouraging ticket payments by mail, phone or internet instead of in person would reduce the number of trips made to the North Building site. Currently, payments by phone or internet incur a \$1.50 fee per ticket. While this fee is small in comparison to the time required to appear in person and the cost of travelling and/or parking, it is still a deterrent for phone or internet payment. Discussions with Court Services staff did not identify the percentage of ticket payments that are currently made online in comparison to other payment methods. However, a discount for phone and online payments, or conversely a fee for in-person payments, would assist in reducing trips to the site.

## Education

Another TDM method could be education. When a summons to pay a ticket or appear at court is issued, there is an opportunity to educate them payment methods and fees, accessibility to the site via transit, availability of bicycle parking, etc. Based upon the general area of the city they live in (such as the first 3 characters of the postal code) a standard letter including possible transit and non-auto options can be included in the package.

*An aggressive marketing campaign of alternative payment methods, availability of active transportation facilities (bike parking) and access via other modes of travel could reduce visitor demand; we estimate a reduction of over 5% of the non-employee Court Services trips.*

## 3.4 Market

For the most part, TDM strategies are aimed at reducing commute trips to work or school. TDM initiatives for commercial or retail uses are not generally practiced due to the difficulty in implementing effective initiatives. Generally, food businesses have not been known to implement TDM measures to discourage auto use. At most grocery stores in Toronto, even in the downtown, parking is free or subsidized. However, the following measures should be considered as part of the site's overall TDM strategy.

### Education

Education and incentives are optimal forms of TDM for the St. Lawrence Market North site and the types of non-auto modes which should be highlighted are transit, walking and cycling. Through an on-site information board and the Market's website, suggested transit, walking and biking routes should be promoted. The information should also include transit maps, locations of transit stops, maps of local bike lanes and routes, and locations of bicycle parking. An example of this type of information can be found at the website for another local farmer's market at Evergreen Brick Works. Brick Works has also provided bicycle clinics and transportation fairs on site and are very active in spreading information about alternative travel modes.

### Parking

Parking pricing is another form of TDM that could be utilized for the Market. For example, parking for the farmer's market at Brick Works used to be by "donation" only. Recently, the parking fee has been changed to a fixed \$5 charge. Parking is limited at the Brick Works site, and their website clearly states the constraints on parking and the parking fee.

For the North Building, it is recommended that the City formally request that the TPA charge a competitive parking rate at the proposed garage instead of discounted rates (See Section 3.1).

### **Assistance in Transporting Purchases**

Based on the survey, one of the major constraints for North Market patrons to switch to non-auto modes was the need to carry their purchases home. One measure to address this would be to provide a delivery service. Such a service is being tested at the Brick Works market. The delivery program is intended to serve areas with multiple market patrons in close vicinity. A neighbourhood drop-off location is identified where the market goods are delivered and the market patrons must pick-up their purchases from that location. The program is targeted at their regular customers who live too far from the market to comfortably walk or bike their purchases home. Online specialty grocers (e.g. organic natural foods) who deliver are becoming more popular, but these businesses are run from warehouse locations with all customer purchases made online. Similarly, GroceryGateway is a delivery service available in the Toronto Area that collects orders online and delivers for a fee of \$9.95.

A delivery service for the St Lawrence Market should be considered. This service would require cooperation from all the vendors (as purchases to be delivered could be made at multiple vendors), an on-site coordinator to pack and ship the deliveries, and capital investment in the form of trucks and drivers. The cost of the delivery service would need to be less than the cost of parking for the service to be attractive.

Another measure to make transporting purchases easier would be to provide short-term rental of sturdy shopping trolleys for patrons to cart their purchases home. This service would require funding for an initial capital investment in a fleet of shopping trolleys and on-going operating costs for an on-site coordinator to accept payments, manage trolley inventory, and accept trolley returns. This program would be targeted at patrons who live within walking distance but currently drive in order to transport their purchases. This program would have the additional benefit of appealing to current patrons who walk to the site but are deterred from making more purchases to avoid having to carry heavy parcels on the walk home. However, the patron would be required to make a second trip to the Market to return the rented trolley.

*The combination of education of alternative modes and assistance in transporting purchases could have a modest reduction in auto travel to the Market; however a reduction of even 2% reflects a significant reduction in auto use.*

### **3.5 Summary of Potential Trip Reduction**

The combined potential for reduced auto trips through physical infrastructure, employer programs, court payment strategies and education can reduce peak hour auto travel by up to 2-5% of Court services employees (5-10 vehicles/day), up to 5% of visitors of court services for ticket payments (up to 50 vehicles/day), in addition to the potential for reduced travel by auto mode by Market patrons.

## **4. RECOMMENDATIONS**

We have identified and commented on opportunities and constraints on methods to reduce auto trips for the Market and Court Services. The recommended TDM initiatives for the North Market are divided into physical requirements and operational programs.

TDM initiatives which have physical requirements and need to be incorporated into the design of the North Building include:

- Secure bicycle parking appropriate for short-stay and long-stay
- Shower facilities for cyclists and active commuters
- Parking facilities for electric vehicles (plan for future implementation)

TDM initiatives that the North Building can participate in or implement with relatively little cost include:

- Participation in Smart Commute program
- Education on travel options
- Phone and online ticket payment incentives
- Parking pricing

TDM initiatives that would require further study and an assessment of costs and benefits include:

- Delivery service
- Shopping trolley rentals

Promotional and educational programs to encourage the use of alternative forms of transportation are effective methods to address the diverse uses at the North Building. The St Lawrence Market website and an on-site information board can be used to promote transportation demand management policies and goals, and useful information on how to travel to the site without a car will give the public options. Having staffed information booths or hosting occasional transportation demand management fairs to provide information on alternative methods of travel would actively educate and engage the public in this process.

A comprehensive implementation of a TDM plan could result in a reduction of up to 60 auto trips per weekday plus reduced auto travel by Market patrons.

# **Appendix A**

## **TDM Research**

## Appendix A – TDM Research Notes

Resource	TDM Measures / Policies	Recommendations for St Lawrence Market North Building
<p>Evergreen Brickworks (Farmers Market in Toronto) Contact: Robert Plitt</p>	<ul style="list-style-type: none"> <li>▪ Shuttle bus service between Market and Broadview subway station. The shuttle is free of charge and operates every 30 minutes.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The St Lawrence Market is within walking distance of subway, streetcar and bus routes with more frequent service than that which can be provided by a shuttle service</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Special TTC service to Davisville subway station (pilot program in summer 2008). The bus has headways of 30 minutes and the trial runs from June 7, 2008 to October 11, 2008</li> </ul>	<ul style="list-style-type: none"> <li>▪ The St Lawrence Market is within walking distance of subway, streetcar and bus routes with more frequent service than that which can be provided by a shuttle service</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Website provides bicycle and walking route maps so that cyclists can access the market from the trails and pedestrians know the walking routes to various TTC transit stations and stops.</li> <li>▪ Website also provides carpool information</li> </ul>	<ul style="list-style-type: none"> <li>▪ Recommend for the Market</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Delivery program is being tested.</li> <li>▪ Neighbourhoods with high demand for market goods are identified and a centralized goods drop-off point designated.</li> <li>▪ Patrons can walk or have a very short drive to collect their goods from the central drop-off location.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Requires survey of Market patrons to determine which neighbourhoods have sufficient demand to support service.</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Staff are actively involved in using and promoting alternative forms of transportation, e.g. hosting public bicycle clinics.</li> </ul>	<ul style="list-style-type: none"> <li>▪ TDM initiatives will require buy-in from Market vendors, staff and patrons.</li> </ul>

Resource	TDM Measures / Policies	Recommendations for St Lawrence Market North Building
IKEA North York	<ul style="list-style-type: none"> <li>▪ Shuttle bus service between North York IKEA store and Leslie subway station. Shuttle provides room for the customers with large boxes and packages</li> </ul>	<ul style="list-style-type: none"> <li>▪ The St Lawrence Market is within walking distance of subway, streetcar and bus routes with more frequent service than that which can be provided by a shuttle service</li> </ul>
Community of Oak Park (Chicago)	<ul style="list-style-type: none"> <li>▪ www.oak-park.us</li> <li>▪ Free community bus around the neighbourhood stopping at various parks, retail and recreation centres</li> <li>▪ Headways of 30 min</li> </ul>	<ul style="list-style-type: none"> <li>▪ Would require cooperation between St Lawrence Market and other retailers in the community.</li> <li>▪ The St Lawrence Market is within walking distance of subway, streetcar and bus routes with more frequent service than that which can be provided by a shuttle service</li> </ul>
Smart Commute	<ul style="list-style-type: none"> <li>▪ Carpool matching program</li> </ul>	<ul style="list-style-type: none"> <li>▪ Recommend for Court Services employees</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Promote cycling to work – bike parking, shower facilities</li> </ul>	<ul style="list-style-type: none"> <li>▪ Racks and facilities to be included in design of North Building</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Telecommute and Flex Hours</li> </ul>	<ul style="list-style-type: none"> <li>▪ Limited opportunities – court services operates on fixed hours.</li> </ul>
Toronto Parking Authority Contact: Ian Maher	<ul style="list-style-type: none"> <li>▪ Pricing – Set by board of directors (only)</li> <li>▪ Pricing policy: <ul style="list-style-type: none"> <li>▪ short-stay trips - provide lower rates at ~75% of the average private parking rates in the area;</li> <li>▪ longer-stay trips - equivalent or higher than private parking rates.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Recommend that pricing is competitive with other parking facilities in the area</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Pilot program conducted by TPA for preferred / priority carpool parking indicated low success rate. Program also requires staffing to monitor use of carpool spaces.</li> </ul>	<ul style="list-style-type: none"> <li>▪ TPA’s policy does not include preferential parking or discounts for carpools.</li> <li>▪ Proposed parking garage will be automated (i.e. not staffed)</li> </ul>

Resource	TDM Measures / Policies	Recommendations for St Lawrence Market North Building
Victoria Transport Policy Institute	<ul style="list-style-type: none"> <li>▪ www.vtpi.org</li> <li>▪ Documents from this site promoted the benefits of TDM and spoke to marketing as well as detailing car sharing benefits. Marketing to specific audiences whose travel patterns have potential to be altered to fit TDM strategies is recommended. Providing incentives as well as “social marketing” to get people thinking positively about TDM are encouraged.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Social marketing is one method that could work when dealing with a population as diverse and spread out as market patrons. The market could create a campaign to improve the travel methods of people coming to the market as a way of reducing need for parking and encouraging more customers.</li> </ul>
Transport Canada-Urban Showcase Program	<ul style="list-style-type: none"> <li>▪ www.tc.gc.ca/programs/environment/utsp/tdm.htm</li> <li>▪ Website provided a number of examples of TDM in different situations briefly describing methods and speaking to the success of the program.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The examples were not similar to the situation of an urban market located in a downtown area, or a courthouse.</li> </ul>
iTRANS’ TDM specialists: David Kriger Allison Clavelle	<ul style="list-style-type: none"> <li>▪ Vast majority of TDM initiatives are aimed at work/school trip. Shopping/recreational is a tough sell.</li> </ul>	
	<ul style="list-style-type: none"> <li>▪ To further discourage patrons from driving to the site could impose higher parking costs – at the garage <i>and</i> on-street.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Would have to coordinate this with TPA and other merchants in the neighbourhood if raising on-street parking prices.</li> <li>▪ Recommend competitive pricing for garage.</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Treat the Market as a day-trip destination – e.g. for Skydome the idea was to avoid having any parking on site to encourage people to park further away. This would diffuse traffic jams and, at the same time, encourage people to linger before or after the game, to have pre-game supper or post-game refreshments, etc.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The survey indicated that most patrons of the Market did not visit the shops/restaurants in the neighbourhood on the same trip. This could, in part, be due to the fact that Market patrons are carrying groceries that make it inconvenient to stop and linger.</li> </ul>

<b>Resource</b>	<b>TDM Measures / Policies</b>	<b>Recommendations for St Lawrence Market North Building</b>
iTRANS' TDM specialists: David Kriger Allison Clavelle	<ul style="list-style-type: none"> <li>▪ Security of bike parking is important of longer-term / all-day users (e.g. court services staff)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Recommend secure bike parking, such as bike lockers</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Provide assistance in transporting purchases home such as delivery service or cart rental.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Recommend for Market</li> <li>▪ Would require staffing and capital investment.</li> </ul>