



Sustainable Transportation Measurement Toolbox



ecoMOBILITY Program



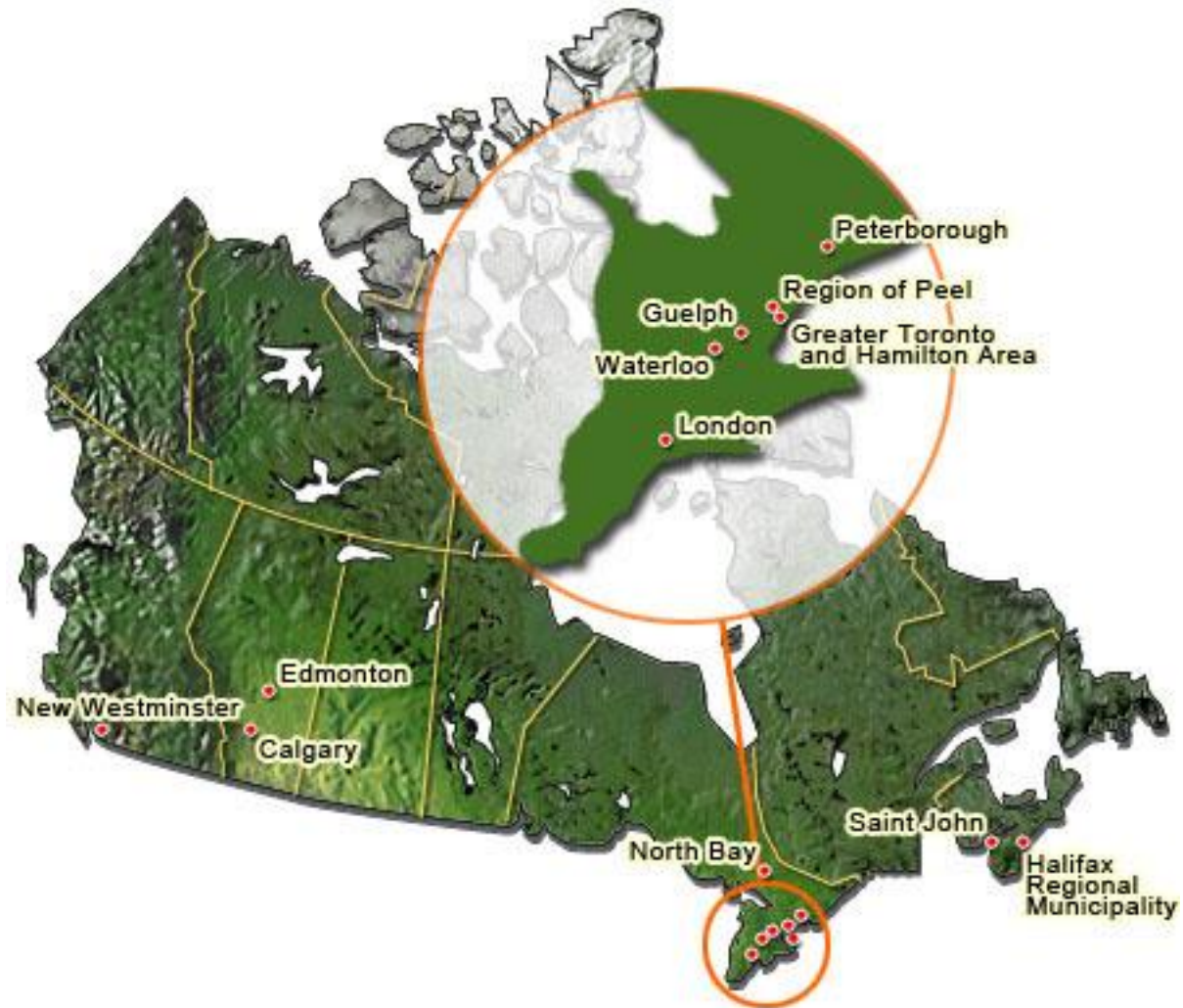
The ecoMOBILITY Program

- Reduce air emissions from urban passenger transportation by helping municipalities and regional transportation authorities attract residents to less polluting forms of transportation, such as walking, cycling, public transit and ridesharing, through Transportation Demand Management (TDM)
- 2 components:
 - Financial support for TDM projects: 13 projects under way, receiving \$3M from ecoMOBILITY
 - Research and Information to build capacity to implement TDM initiatives



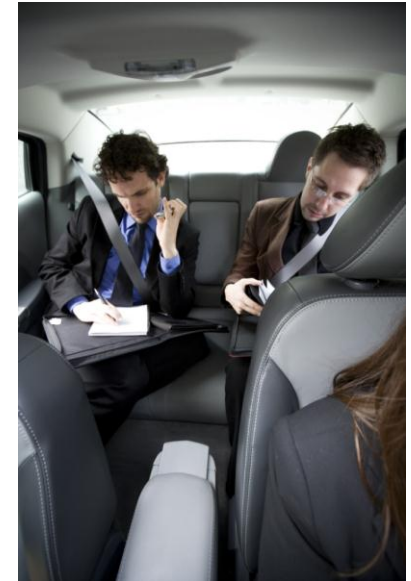
Types of Projects:

- Transit
- Carpooling & Ridesharing
- Active Transportation
- School-Based Projects
- Employer-Based Projects



Capacity Building Activities

- Learning Events and Information Dissemination
 - Webinars
 - Sessions at national conferences
- Development of Case Studies and Implementation Guides for practitioners
 - Case Study library (80+ available)
 - Bike Sharing Guide
 - Social Marketing Guide
 - End-of-Trip Facilities Guide
 - Transportation Options for Small and Rural Communities



Measurement Toolbox

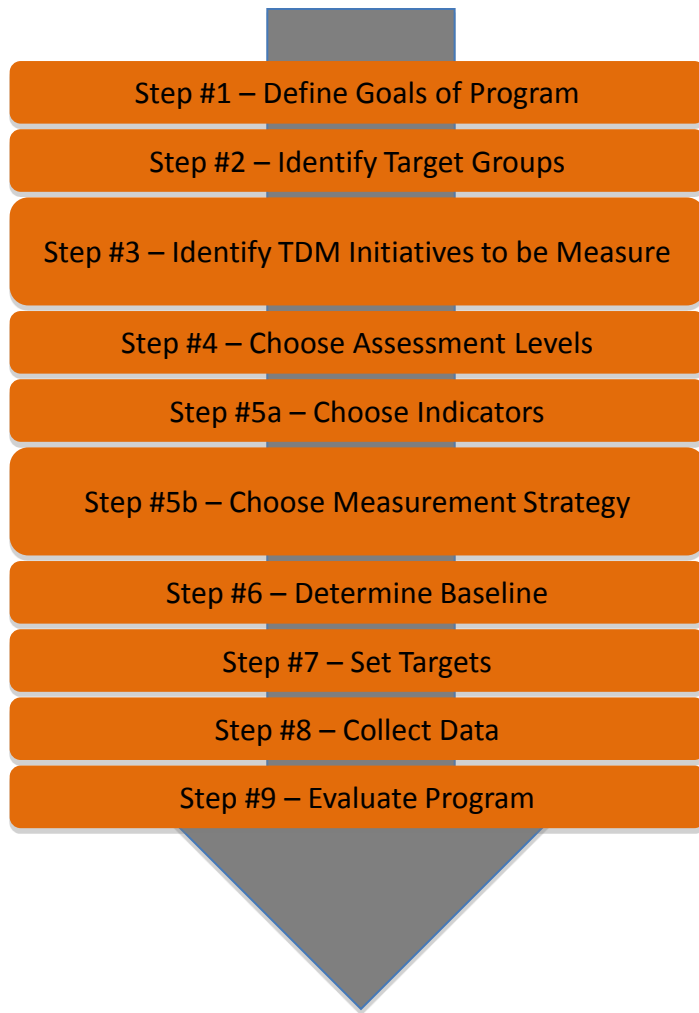
- Publication of Canadian TDM Measurement Guidelines in 2009
 - Standard methodology to measure the environmental impacts of TDM initiatives
- Development of a user-friendly online version of the toolbox in 2010-11





Purpose of Measurement Toolbox

- Intended for municipalities, transit authorities, non-profits seeking to evaluate the impacts of their projects
- Identifies potential indicators, data collection techniques to measure awareness, usage, satisfaction, and operational and environmental results
- Step-by-step approach to measurement



9-Step Approach

- What?
- Why?
- How?
- Considerations
- Examples

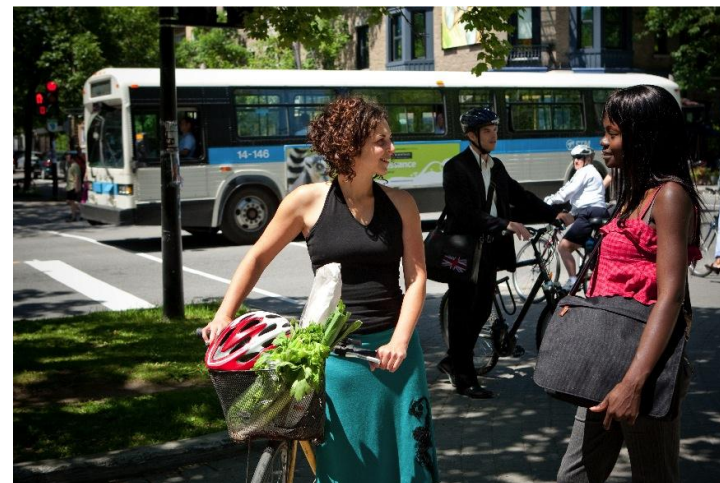
Measurement Methodology

- 5 data collection techniques:
 - Commuter behaviour and attitude surveys
 - Origin-destination studies
 - Open house
 - Focus groups
 - Traffic counts



Measurement Methodology

- For each data collection technique:
 - Purpose
 - Geographic scope
 - Data collected
 - Methodology
 - Applications
 - Case study example
 - Sample questionnaire





User-Friendly One-Pagers

- 46 one-pagers on a variety of travel initiatives
- List of potential indicators to measure awareness, usage, satisfaction, operational and environmental benefits
- Data collection technique suggested to measure each indicator
- Methodological tips for each initiative
- Additional resources (best practices)



Roundtable Activity - Instructions

Join a table to discuss one of the six travel initiatives:



- Active and Safe Routes to School Program
- Community-Based Social Marketing
- Carpooling/Ridesharing Program
- Transit Signal Priority Systems
- End-of-Trip Facilities for Commuter Cyclists
- Guaranteed Ride Home Program





Roundtable Activity - Instructions

- As a group, try to answer the questions on the worksheet:
 - Identify the target audience
 - What is being measured?
 - Which types of indicators would you use?
 - Identify potential indicators
 - Identify one or more data collection techniques
 - Discuss your measurement strategy: how to implement, considerations, anticipated challenges, resources required, timeline, etc.





Plenary Discussion

- Were you able to choose indicators?
- Did you feel that some indicators are more effective than others?
- Would you pick different indicators for different purposes (i.e., influencing participants vs influencing decision-makers)?
- What challenges are you expecting to face when implementing your measurement strategy?
- What are you lacking to properly measure your results (information, data, knowledge, expertise, etc.)?
- How can you “package” your results to appeal to funders, decision-makers, and the citizens of your municipality?

