



Transportation Demand Management Outline



Transportation Demand Management (TDM, also called Mobility Management) is a general term for strategies that result in more efficient use of transportation resources (Victoria Transport Policy Institute, 2007). As emphasized in the Energy Conservation theme, education and communication are essential for success of this Tenant Energy Awareness Program (TEAP). With a small time commitment and slight changes to our everyday routines, the positive environmental impact will be huge. This theme focuses on making modifications to how we get to and from work everyday. In many instances driving to work might be necessary due to the hours you work or the location in which you reside, however, by considering options such as carpooling we can collectively reduce the pollution generated by single occupancy vehicles and promote sustainable travel. You will learn about numerous other benefits of TDM in this theme.

You're already aware of the Jawl Properties goal to reduce greenhouse gas emissions by 200 tonnes in 2008, and we can't do it without your help! Although all four themes in the program directly contribute to reducing these dangerous emissions, motorized transportation is one of the leading causes of air pollution in metropolitan areas. Just like turning off lights makes a big difference, so does each trip saved. Public transport, walking, bicycling and carpooling are all eco-friendly alternatives to single occupancy motor vehicles. Studies have consistently proven that non-motorized transport reduces stress and with each vehicle that is removed from our highways, cities become more liveable and Canadian citizens become healthier while benefiting from safer and more liveable communities.

The information provided to you in this portfolio follows a similar format to that of the Energy Conservation package. An additional element of this theme is an "Article of the Week"; one is saved in each folder on your CD. These articles have been pulled from the Victoria Transport Policy Institute Encyclopedia and make interesting educational pieces. Topics range from recent advances in Vancouver's public transit system to successful transport pilot programs in Seattle. If you haven't done so already, build an office distribution list and send these articles to your colleagues.

Remember that the change starts with you. Challenge yourself to explore alternative methods of transport and incorporate walking into your everyday routine. You'll be amazed at how great you'll feel and by doing so you will be setting an excellent example for others. Continue to encourage your co-workers to participate in the Bright Ideas campaign. Post the updated suggestion box sign and review the ideas that are submitted. Don't forget to draw a name at some point throughout the theme – the lucky tipster will receive one of the gift certificates provided in your original TEAP package. We are looking forward to hearing the bright ideas in your office!

Energy Conservation is the overarching focus of this program, and each theme supports our goal to eliminate unnecessary energy use. If at any point throughout the program you require additional assistance or material, please do not hesitate to contact Heather Weberg at heather.weberg@jawlproperties.com.

TDM Lunch and Learn –May 30

- Attend the Lunch and Learn on Friday, May 30th, and pick up your second TEAP portfolio.
- Familiarize yourself with the informative TDM brochure – it summarizes the benefits and objectives of this theme. You can distribute this brochure to your co-workers as well.
- Bike to Work Week kicks-off on Monday morning!** Jawl Properties will send out donuts for offices that have 25% participation or higher, so keep track of the teams that have registered from your office. After the event, email Heather with the number of teams that participated from your office for your prize – offices that take part will be recognized on the Jawl Properties Celebration Website.
- Send out an email tip.

Week Fourteen –June 2-6

- Review materials in the TEAP portfolio and on the CD.
- Divide up tasks and responsibilities amongst your 'Green Team' if you have one.
- Change the scenery in your office! Post new material and move existing posters to different locations. The program is now focusing on transportation, but energy conservation is still essential to success. You'll find an "Alternative Way to Work" poster saved in the Week Fourteen folder.
- Email Heather with the number of people from your office who participated in Bike to Work Week for a prize.
- Send out an email tip.

Week Fifteen –June 9-13

- Distribute the Sustainable Transport brochure you'll find in the Week Fifteen folder on your CD. You can print copies or send it out via email.
- Send out an email tip.

Week Sixteen –June 16-20

- Send out the Transport Issue newsletter that will help introduce the new theme to your co-workers. The newsletter can be found on your CD in a folder entitled Week Sixteen. You can add information specific to your office in the space designated to you; invite your co-workers to contribute to the newsletter – if you'd like, you can include inspiring stories they've shared with you!
- Send out an email tip.

Week Seventeen –June 23-27

- This week the focus is on carpooling. In your Week Seventeen folder you will find various documents that encourage the ride sharing initiative including a discussion checklist and posters. Your Week Seventeen Article provides valuable carpooling hints.

- How you introduce these documents to your co-workers is up to you. Feel free to use the customizable e-mail template saved in the folder; it will provide your co-workers with the option to contact you with the areas in which they live so that you can group those interested accordingly. If this is too much for you to handle, simply edit this section out of the template.
- Send out an email tip.

Week Eighteen –June 30 –July 4

- Kick-off the TDM suggestion box program and post the new Bright Ideas sign. Print a small stack of ballots to place next to it and send out an email reminding everyone in your office about the program if you'd like – you will find a template for it in the Week Eighteen folder.
- Send out an email tip

Week Nineteen –July 7-11

- If you haven't done so already, you can plan a "Go Green" event. Speak with your colleagues and brainstorm ideas. Up to \$50 of funding for this event will be provided through Jawl Properties.
- Send out an email tip.
- Suggestion box program – ongoing.

Week Twenty –July 14-18

- You will find the BC Transit Travel Options Manual saved in this folder. It contains valuable information in regard to public transit and might answer some of the questions you have about Transit in BC.
- Send out an email tip.
- Suggestion box program –ongoing.

Week Twenty-One – July 21-25

- Close your eyes and draw one suggestion at random from the suggestion box. The winner gets one of the \$10 gift certificates included in your package.
- Send out an email tip.

Week Twenty-Two – July 28 – August 1

- Send some of the best ideas from the suggestion box campaign to heather.weberg@jawlproperties.com. We will post selected tips on our Jawl Properties Go Green Celebration Website and recognize the tipster and your office. Please let us know how many suggestions were submitted so we can track the success of initiatives.
- Send out an email tip.

*Lunch and Learn for Waste Reduction will be held either Week Twenty-Two or Week Twenty-Three.

Ideas to Jump Start TDM in Your Office

- **Plan a Launch Event** that focuses on transport and encourage your colleagues to attend! You can suggest that each attendee write down one great transport idea to discuss with everyone at the event,
- **Encourage carpooling. Encourage carpooling. Encourage carpooling.** People learn from repetition! You'll save money and the environmental contribution will be huge,
- **Challenge everyone in your office to bike to work whenever possible.** Studies have consistently proven that people who use alternative methods of transport to get to and from work demonstrate lower levels of stress and higher morale,
- **Design a new commitment sheet.** Like the one you created for the Energy Conservation theme, include commitments that your co-workers can make to reduce carbon emissions generated by single occupancy vehicles,
- **Remember: Like turning off the light, every car and every trip saved makes a big difference!**

