Vancouver Travel Demand Management



Client

Facts

Period 2007

Project Country

VANCOUVER TRAVEL DEMAND MANAGEMENT

By EDR Group and iTrans for the Greater Vancouver Gateway Council, 2007

EDRGroup prepared an international scan of transportation demand measures (TDM) to help the Council better understand how TDM could be used to complement planned or proposed capital investments in transportation infrastructure, and for developing a comprehensive official Council position on TDM.

The scan included traditional "hard" and "soft" TDM measures, and also addressed specific strategies applicable to freight TDM, including the role of public-private partnerships. It was grounded in the practicality of "what works" elsewhere in similar environments for the efficient movement of both people and goods and considered these experiences in terms of their applicability to Metro Vancouver, describing specific "conditions for success" in implementing strategies that have worked in other parts of the world.

EDR Group also prepared and participated in delivering a half-day seminar on the topics identified in the scan for members of the Council. The presentation included a discussion of perspectives on what works with regard to implementing the TDMs identified in the scan.

Contact Persons