

# BRIEFING

## Subject: Update on Council Priority 2- Sustainable Transportation System & Traffic Management Plan

Presented to: Council

Date: October 11, 2011

Submitted by: Shannon O'Donovan-Zirnhelt

Agenda #: 8.3



### RECOMMENDATION

This report is presented for Council's information.

### BACKGROUND

#### Reason for Report

The purpose of the report is to update Council on the status of Strategic Priority 2 - "Sustainable Transportation System and Traffic Management Plan."

#### Summary of Issue

One of Council's Strategic Priorities is to develop a Sustainable Transportation System and Traffic Management Plan. Council defined this priority as follows:

#### *Sustainable Transportation System and Traffic Management Plan*

Providing an environmentally and economically sustainable transportation system will enhance resident's quality of life and the visitor experience – a priority that touches all three key areas and numerous objectives. While a multi-year priority, a sustainable transportation system begins with a comprehensive strategy that builds on current successes of Banff's award-winning ROAM public transit system and phase one of the new wayfinding program.

#### Community Plan Goals:

- To provide a transportation system that is economically and environmentally sustainable
- To be an environmental role model
- To offer universal access to affordable services that meet the needs of residents and visitors
- To provide the infrastructure to support the tourism economy

#### Actions:

- Develop a strategy to address immediate concerns
- Create a process to complete the comprehensive transportation plan in 2012

Administration conducted a Transportation Master Plan (TMP) workshop with Council on August 11, 2011 (Refer to **Attachment #1** for the agenda for the Workshop). The purpose of the workshop was:

- 1) To provide Council with an Overview of the Existing Transportation Master Plan (1998 Integrated Transportation Master Plan) and a summary of the current status of Banff's Transportation System.
- 2) To seek Council's direction on the TMP preparation process and preliminary consideration of potential actions and strategies.
- 3) To establish a framework that will be used to carry out Council Priority #2.

The following paragraphs summarize the discussion of the above items at the workshop.

Although Banff has a Transportation Master Plan, the *Integrated Transportation Plan* (Refer to **Attachment #2** – Executive Summary of the 1998 Integrated Transportation Plan), this plan was created in 1998 and since that time the Town has experienced significant changes in population and transportation infrastructure and adopted a new Community Plan. Updating and revising the 1998 Plan is therefore necessary to provide a planning framework that reflects Banff's current situation and addresses this Council priority.

The updated TMP plan will create a framework to guide the development and coordination of future transportation initiatives, and seek opportunities to promote alternate modes of transportation and their connection to the community's environmental and social goals. The TMP Plan is intended to be a comprehensive strategic planning document that describes the Town's goals, and develops transportation strategies to meet the community's immediate needs and future requirements.

The TMP plan will be prepared with input from Council, all Internal Departments, and the Public. In addition, the TMP plan will be informed by the existing 1998 plan, the transportation goals outlined in the Banff Community Plan, other studies and plans, a review of existing best practices in transportation planning and work being carried out and transportation systems implemented in other municipalities. The proposed schedule for the preparation of the TMP plan will take the following steps and occur between 2011 and 2012:

- 1) Re-assess the 1998 *Integrated Transportation Plan's* recommendations, survey Banff's transportation infrastructure, and summarize the current status of Banff's transportation system. (*where we are*)
- 2) Conduct support research to identify local, regional, and broader trends that may affect future transportation management and research best practices in other comparable communities. (*where we're going*)
- 3) Propose a range of options, based on the preliminary research, which would help achieve the Community Plan's transportation goals and objectives. (*where we want to be*)
- 4) Meet with Council, Administration and the Public to review the feasibility of the proposed options, decide on specific directions within those options to pursue in greater detail, and create concrete implementation strategies and actions (*how to get there*)
- 5) Prepare the final plan describing Banff's transportation system, Community Plan-derived transportation goals and objectives, and the preferred strategies and actions to meet those goals.

Administration has started Step 1 and a summary document, reflecting the current status of the 1998 Plan's recommendations and other changes to the transportation system is located in **Attachment 3**. Many of the recommendations made in the 1998 *Integrated Transportation Plan*, such as expanding public transit routes, creating new pathways and surface improvements, and initiating traffic calming devices, have been successfully implemented. Other recommendations, such as investigating pedicab operations and the potential for a pedestrian bridge, are currently being examined, while certain recommendations, such as maintaining the 1998 transit fare structure or constructing intercept parking lots, may no longer be appropriate.

## **IMPLICATIONS OF ISSUE**

### Budget

In order to complete the TMP Update as outlined in the steps above, a New Initiative will be brought forward during the 2012 Operating Budget deliberations for Council Consideration. The

TMP Update will likely require additional studies, data collection, traffic modelling and outside expertise. Where possible, efficiencies will be made by using existing studies, documents and internal staff.

The TMP Update budget will be \$80,000-\$150,000 depending on the extent of traffic modelling and data collection required. Similar to the Urban Forest Management Plan, Administration will be recommending that the TMP Update budget be funded through a transfer from the Capital Reserves.

Administration has scheduled a meeting with a Transportation Expert to further define the scope of the work and provide an estimate of the costs. These costs will be brought forward more definitively as a New Initiative in the 2012 budget.

#### Internal Resources

Additional staff time will be needed to coordinate and assist in the development of the Transportation Master Plan Update. As transportation is a multi-departmental concern, a variety of departments within Administration will be affected, although the majority of the plan preparation will be managed through the engineering department. The potential for an engineering student to do some of the work is currently being assessed and will be presented with the budget during the New Initiatives discussion in the 2012 Operating Budget deliberations.

#### Communication

Preparation of the Master Plan will rely on existing community-based documents and studies, such as the Banff Community Plan and Indexperience surveys. A series of workshops, involving Council, Internal Staff, the Public and other stakeholders, is also proposed to help guide the development of strategies and actions.

#### Banff Community Plan

The Master Transportation Plan will rely heavily on the transportation goals and objectives developed as part of the Banff Community Plan planning process. These goals and objectives will provide the basis for the Transportation Plan, while the Transportation plan's implementation strategies will help achieve the Community Plan's vision.

#### Council Strategic Priorities

Developing a "*Sustainable Transportation System and Traffic Management Plan*" is Council's number 2 priority for 2011. The Transportation Master Plan Update is an important part of this priority, and is expected to be a multi-year implementation process.

#### Regional Implications

The Bow Valley Regional Transit Services Commission's draft business plan will also inform plan preparation, particularly in the area of regional integration.

### **CONCLUSION**

Administration is moving forward with proposing the Transportation Master Plan Update as a New Initiative for the 2012 Operating Budget.

### **ATTACHMENTS**

- 1) Transportation Master Plan Workshop (August 11, 2011) Agenda
- 2) Executive Summary of the 1998 Integrated Transportation Plan
- 3) Transportation System Review & Inventory 2011

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