



*Whitehorse Moves to a path
of alternative transportation*

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Outline

- Canadian Federal Transportation Program (UTSP)
- Transportation planning in Whitehorse
- Whitehorse Moves



UTSP Program Objectives

- Demonstrate, measure and monitor range of **integrated** municipal sustainable transportation projects to reduce GHG
- Build capacity in **benefits measurement** and in **integrated planning and implementation**
- Encourage **replication** through dissemination of information


 Two small inset images are located on the right side of the slide. The top image shows a person in a red shirt standing next to a bicycle, possibly at a bike rack or repair station. The bottom image shows a bus stop with a bus and people waiting.

Support the development and integration of strategies, transportation planning tools and best practices so as to reduce GHG emissions;

Demonstrate, measure and monitor the effectiveness of a range of integrated urban GHG strategies;

Evaluate the effects of these strategies for other important policy objectives to build strong cities (smog reduction, congestion relief, improved public transit infrastructure); and,

Establish a comprehensive and pro-active national network for the dissemination of information on successful GHG reduction strategies for sustainable urban transportation.

Urban transportation showcases are multi-year initiatives that demonstrate and evaluate integrated approaches to reducing GHG emissions. They are not stand-alone "pilot projects".

Showcases must include several coordinated measures within a transportation and land use planning framework. The keys to a successful showcase will be **innovation** in planning and implementation, **integration** of measures, and the creation of valuable **information**.

UTSP Program Components:

- Showcase Demonstrations (contribution program)
- Information Network (capacity building)



2 components to the showcase

UTSP Selection Process

1999	Nov	Transportation Table – Climate Change Report
2000	Oct	Action Plan 2000 on Climate Change
2001	Oct	Expression of Interest from 48 cities
2002	July	Selection Committee established
2002	Dec	Invitation to 15 cities to develop proposal
2003	Apr	Information Network established
2003	Nov	Showcases announced – 8 cities
2004	May	Contribution agreements with 5 cities
2007	Mar	Showcase wrap-up

All Canadian communities
expressions of interest

proposals

Evaluation

Successful applicants
five of the eight

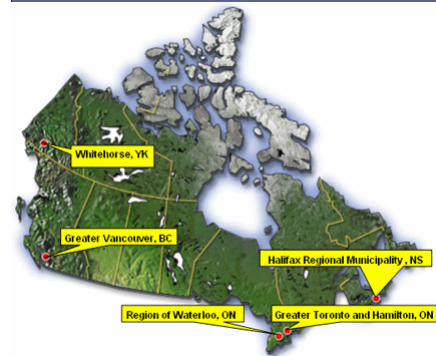
Program Chronology

1999 November [Release of Transportation Table on Climate Change final report](#)
2000 October [Release of Action Plan 2000 on Climate Change](#)
2001 October [Expressions of interest received](#)
2002 July [Announcement of Selection Committee](#)
2003 April [Information Network activities begin](#)
2003 December [Invitation to 15 communities to develop detailed proposals](#)
2003 November [Announcement of eight successful Showcases](#)

Showcase Demonstrations: Highlights

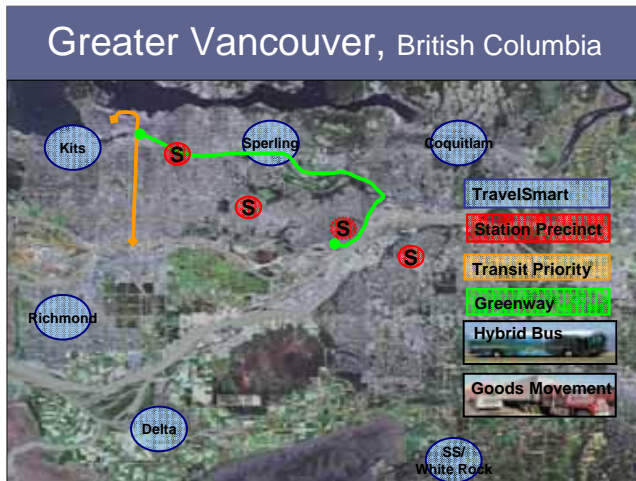


5 Integrated Approaches



- **Whitehorse**
Whitehorse Moves
- **Greater Vancouver**
Sustainable Region Showcase
- **Region of Waterloo**
iXpress
- **Greater Toronto Area and Hamilton**
Smart Commute Initiative
- **Halifax**
MetroLink

5 projects spread across the country



The Greater Vancouver Showcase has six major elements:

Transit and pedestrian priority measures will be put in place to help improve travel along busy Main Street (the orange line on the slide)

Two hybrid diesel-electric buses will be placed in revenue service (various routes throughout the area)

A new 22-km Central Valley Greenway will become the spine of the region's cycling network (the green line on the slide)

Transit villages will be developed at SkyTrain stations (the red circles on the

New goods movement models and policies will increase trucking efficiency (research study)

TravelSmart household-based marketing will help to change individual travel attitudes and habits (the blue circle areas—Richmond, Delta, Kits, Coquitlam, Sperling and White Rock)

My next slide focuses on one of these initiatives – the Main Street Transit Priority that takes place in the corridor outlined here in orange.



Proposed details of an intersection along Main street – pedestrian focus

Region of Waterloo, Ontario *iXpress* - Rapid Bus Transit

- 33-km corridor
- 11 stations connect 4 downtown areas, 2 universities, office complexes, major hospitals and shopping centres
- Transit priority measures
- Real-time passenger information
- Web-based trip planning
- **Improved multimodal access**
- Marketing and outreach - *iXpress*



High-quality express bus service in a 33-km corridor
 11 stations serve 4 downtown areas, 2 universities, office complexes, major hospitals and shopping centres
 Transit priority measures speed transit service on arterial roads
 Real-time passenger information and Web-based trip planning improve customer service
 Multimodal access improvements include walking and cycling links, bike parking, bike racks on buses, and park-and-ride lots
 Marketing and outreach measures including community-based campaigns encourage ridership

Greater Toronto Area and Hamilton, Ontario Transportation Management Associations

- Regional Organization to promote TDM practices
- Create 10 geographically located Transportation Management Associations
- Program modules: employer-based transit fare sales, development guidelines, telecommuting, **cycling**, parking management, car sharing and vanpooling



The showcase will create a new regional organization to promote transportation demand management (TDM) practices

The Smart Commute Association will oversee regional activities and develop new tools

Up to 10 transportation management associations (TMAs) will be created to work with local governments, employers and community groups. TMAs are geographically based and their members include employers, developers, public agencies and resident groups.

Halifax, Nova Scotia Rapid Transit Routes

- Two bus rapid transit corridors
- Transit priority measures
- **Multimodal access to rapid transit stations**
- Public outreach



Two **bus rapid transit corridors** to serve downtown Halifax

Windmill Corridor from Halifax to Sackville: 23 km long, 4 stations

Portland Corridor from Halifax to Cole Harbour: 14 km long, 5 stations

Transit priority measures provides exclusive lanes, queue jumps and special traffic signal timing

Multimodal access to rapid transit stations includes drop-off zones, park-and-ride lots, bicycle lockers, walking and cycling links

Public outreach to workplaces, schools and community groups builds ridership



Branding Important. Also, these buses have high back, comfortable seats and other amenities.

Showcase Information Network: Highlights



Sharing **knowledge** and **experience** Making Sustainable Transportation Work

- Newsletters, workshops and conferences
- Web site - status reports and results
- Online library of innovative practices



part of the anticipated results of program is replication

UTSP - Information Network

To Encourage Replication:

- Showcase Information
- 40+ case studies
- 50 + Learning Events
- Links Directory
- Image Bank
- Awards
- Network data-base/mailling list
- Research/Capacity Building
- Coming soon:
 - TDM data-base
 - More images
 - Emission modeling tool



www.tc.gc.ca/utsp



Whitehorse Moves



Welcome to Whitehorse



Whitehorse Moves



Whitehorse –Canada's north – Located in south – central Yukon Territory

remote



Capital Winter City



**Population
23,272**

**80% of
Yukon
residents**

Whitehorse – capital of Yukon territory

Remote – no other populations close by

Surrounded by mountains

80% of Yukon population lives in Whitehorse



Transportation Hub of Yukon



Very young city – established just over 100 years ago during the klondike gold rush
– road access has only been in place for 60 years. Typical story – river access and train to central area –



Whitehorse – Contemporary City



Compact downtown core
4 levels of government



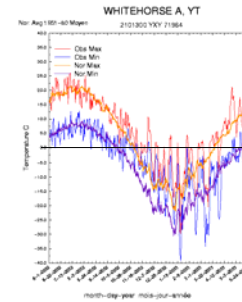
Natural Environment



Surrounded and interspersed with natural environments – these were all taken within 4 km of downtown



Weather



Summer
Ave +14 C (max +25 C)

Winter
Ave -20 C (Min -40 C)

Precipitation
145 cm snow: 163 cm rain
Rated 6th in Canada for favourable climate

Above 0 degrees during the day – March to October - with an overall mean annual temperature -3C

Summer – 5 to 15 with extremes of 25 not uncommon

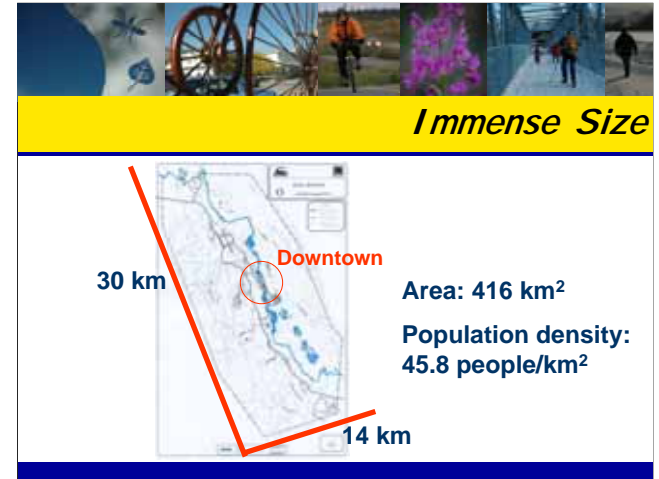
Winter- -10 to -20 with extremes of -40 not uncommon

Rain shadow

Taking a lot of characteristics into account, Environment Canada rates Whitehorse 6th for favourable climate



Fluctuating daylight hours



Demographics of Whitehorse – challenge - large land area
 Spread out – Pearls on a string – Alaska highway connects neighbourhoods



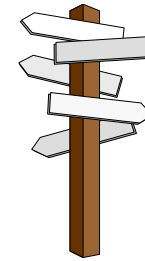
Getting to today



When I was trying to organize my thoughts for this conference, I spent a fair amount of time reflecting. The flight has not been linear, nor short – it has involved many partners. Sometimes I don't even think we really knew where we were going. At times the flock increased in size. I also really appreciated the opportunity to reflect, and was surprised at the details that started to become sharper in hindsight.



City Trail Plan 1997



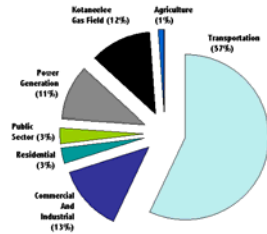
Trail inventory

- Trail classification
- Trail standards
- \$\$ and line item budget request for trail improvements – denied
- Fizzled.....



Climate Change Plan 2000-2003

- National funding (FCM Green Municipal Funds) to inventory GHG, set targets and develop action plan
- Hired 18 month term position (used job creation program)
- Community focus – transportation?
- Submitted UTSP intent 2001



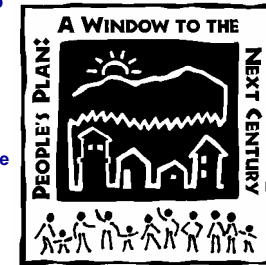
Focus shifted to climate change as an umbrella to house all environmental issues



Community Direction 2002

7 main principles from OCP

1. Management of growth for long term
2. Environmental stewardship
3. Social responsibility
4. Maintain and enhance quality of life
5. Provision of trails and recreation
6. Economic diversity and vitality
7. Involve the community



Includes:

Future development that is compact

Mix residential and commercial development to minimize vehicular trips



Traffic Plan 2002

- Outdated traffic plan
- 4 laning second major downtown road
- Standards based on managing peak needs (rush 5 minutes)
- Road/lane widths excessive
- No mention of alternative modes



Traffic Plan 2002 - 2004

- Outdated traffic plan
- 4 laning second major downtown road
- Standards based on managing peak needs (rush 5 minutes)
- Road/lane widths excessive
- No mention of alternative modes
- Changed the name – Transportation Plan



Transportation Design Charrette 2002

- Partnership with Go-for-Green and BEST
- 4 day charrette to engage the public in transportation design
- Dan Burden and Scott Lewendon
- Cross-roads with the Transportation Plan



2002 – design charrette – go for green –

Consultant of Transportation plan was open to new ideas, but had never done a charrette or anything like that – we were able to delay the timing of the plan to be able to include the outcomes of the charrette

Branding to reflect that there are many ways to get around – need to incorporate all the possibilities

Developed the marketing approach of Whitehorse Moves – invited Dan Burden and Michaelto come to whitehorse and lead the community through a transportation charrette

Community involvement – all the regular environmental people – presented to council and was pretty well agreed upon – was the tipping point in the transportation plan

Announcement came that Whitehorse was to be one of the 15 communities invited to submit a larger proposal – we had the transportation plan solidified that showed we were united and moving in a different direction



Whitehorse Moves



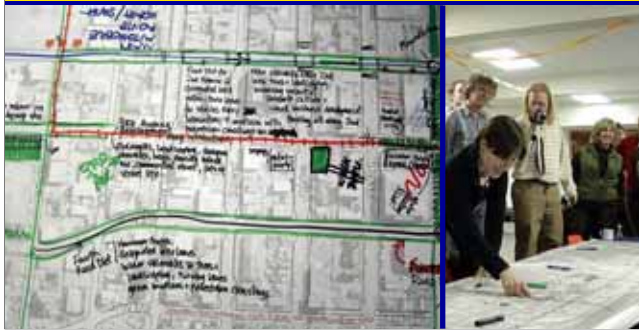
Includes:

Future development that is compact

Mix residential and commercial development to minimize vehicular trips



Whitehorse Moves



Community Direction



Incorporated in Transportation Plan

- Provide transportation system that will **enhance the quality of life and the natural environment in the community**
- Provide **safe, convenient and accessible movement for all transportation modes**
- Maintain a long-term transportation plan that stays current with national and regional **standards for all modes**
- Provide a **sustainable and affordable** transport system for City residents



Selected by UTSP 2002

- Builds on Transportation Plan, Official Community Plan, Climate Change Plan
- Remove barriers to alternative (mostly active) transportation
- Develop public education and outreach
- Target audience – commuting public



Selected by UTSP 2003

- Builds on Transportation Plan, Official Community Plan, Climate Change Plan
- Remove barriers to alternative (mostly active) transportation
- Develop public education and outreach
- Target audience – commuting public
- Announced Nov 2003
- Contribution agreement May 2004



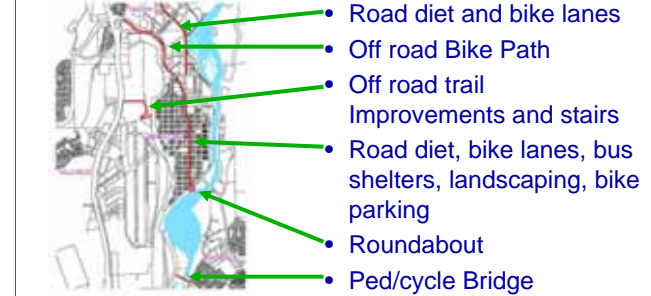
Financial Plan

	City of Whitehorse	Yukon Electric/ Energy	Showcase	Business and Public
Infrastructure	1,334,667	128,000	764,666	66,667
PEO	23,333		11,667	
TDM	22,000		11,000	
Total	1,380,000	128,000	787,333	66,667

These numbers were from the proposal – they have changed somewhat – received 700,000 from UTSP and total project costs increased due to increased construction costs.



Proposed Infrastructure



At the onset of our program we proposed to install the following infrastructure projects in 2004.

Copper Road Bike Lanes, Quartz Road Diet, 2-Mile Hill off road bike Path, 4th Avenue Streetscaping, Airport Trail Improvements, Puckett’s Gulch Stairs, 4th Avenue Road Diet, Bus Shelters and Signage, a Roundabout, and, the Rotary Centennial Pedestrian Bridge.

It was a pretty ambitious schedule for a town our size.



Barrier - Quartz/Copper



- Traffic speed
- Left turns
- Narrow bike/ped way

Quartz/Copper Road is the main road into the industrial area and a connector between outlying subdivisions and downtown.

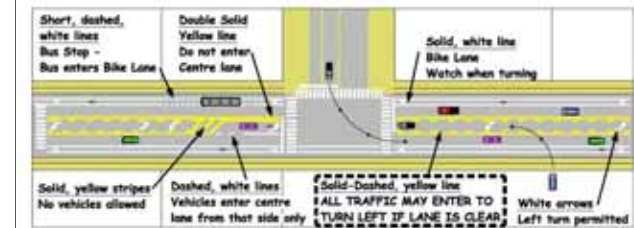
The roadway had minimal turning movements and issues with high speeds. The road diet was proposed to reduce vehicle speeds and provide cycling opportunities.

Copper Road businesses favored keeping the curbside parking lane so the road diet was modified to provided two traveling lanes and two bike lanes while maintaining a 2.5m parking lane.

The Quartz Road section received the complete lane reconfiguration including installation of center lane medians.



Solutions - Copper/Quartz





Barriers - 2 Mile Hill



Bike path only on one side – numerous crossings from the wrong direction



Solutions - 2 Mile Hill



Fantastic bike path on the downhill side parallel to traffic - veers away from traffic where possible



Barriers - 4th Avenue



- Vehicle speed
- Space
- Left turns
- Ugly
- Connectivity

Connecting with 2 mile hill – no dedicated space for cyclists



Solutions - 4th Avenue



Improvements – road diet, bike lanes, parking bays, landscaping, bike racks



Solutions - 4th Avenue



On street marking where there is not sufficient room for a bike lane, new traffic signs



Barriers - Puckett's Gulch



Escarpment – high, unstable slope
 Popular route for Granger/Hillcrest/Logan – airport trail
 Avoids traffic from 2 mile hill
 Pops people into the backside of downtown
 Barrier – steep slope
 Unstable slope



Stairs following Edmonton standards with a bike ramp along one side
 50 m climb = 275 steps



- Not pedestrian friendly
- 2 way stop causing long delays

Connection of 4th to Robert Service way – 2 way stop



Solutions - Robert Service Way



Added roundabout



Barriers - Riverdale Access



Riverdale 26% of population – closest neighbourhood to downtown – single bridge over river
Narrow
Rush hour
Bottle neck
Narrow pedestrian sidewalk
No room for cyclists



New pedestrian bridge



Partnership for bridge – Yukon Electric and Rotary Club - purchase a plank – very successful



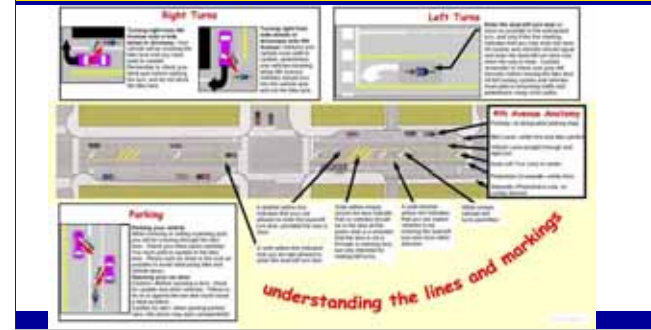
Public Education and Outreach



Know that infrastructure alone is not likely to change achieve great behaviour changes....



Public Education and Outreach



Specific information on road diets



Theatre Slide

Get Off Your Rear And Get in Gear!

There are new paths and bike lanes all over town just waiting for you!

Try biking or walking to work once a week and you'll get fit, save cash and reduce your yearly greenhouse gas emissions by almost half a tonne!



Pick up a free City of Whitehorse Commuter Cycling Map at any city building or call 568-8213.



Notification that changes have happened



Partners



Girl Guides of Canada

- First ever Climate change Challenge Badge
- Transportation module

New program – first of its kind



commuter cycling map. This map laid out all the bike routes within the city including roads with dedicated bike lanes. It also outlined busy roads or roads where bikes were prohibited. This provided another opportunity to advertise the completed infrastructure.



Despite being spread-out, great opportunity for 65% of the population lives within 4 km of downtown, and we know that downtown is the major work destination



Trade Show



Set up a the trade show every May – bike and bus rack was a big conversation starter and showed people how easy it was to use the rack.



Utility Bill Inserts

- 4 X year
- 5,300 households
- Seasonal message
- Choices
- Behaviour change

Able to get reelatn information directly to households through the Utility Bill

Utility Bill Insert

- Weave together previous themes and messages
- Benefits – personal health and environment

Messages were seasonal and reinforced the changes in the infrastructure and the benefits of active transportation. Listed all modes and encouraged people to mix and match.

Wheel 2 Work Whitehorse

- Community Based Social Marketing
- Pledge
- Incentives – milestones and draw prizes
- Barriers – measuring km, logging km, fixing your bike
- Target – commute to work

Brand new program started in May 2006

Wheel 2 Work Whitehorse

- Posters in offices
- Email lists
- Newspaper
- Radio
- Trade shows/special events
- Bike clinics

Advertising posted at businesses
 Offered bike maintenance clinics to show people how to change a flat, clean the chain,...

Wheel 2 Work Whitehorse

↖ Carbonless copy pledge form
↖ Calendar and information

Two part pledge form to make commitment
 Calendar for recording the KM



Wheel 2 Work Whitehorse



Wheels 2 Work... 14km, 2 – 3 times per week

***"If you see me on my bike
you know it will be good weather!"***

How have your commuting habits changed?

I cycle to work more often. I enjoy the encouragement and incentive prizes received from the Wheel 2 Work Whitehorse program. The cycling computer I borrowed from the city keeps me motivated!

What changes have you noticed in yourself?

I am increasing my fitness and my legs are much stronger - I guess I am getting in pretty good shape for my retirement!

Look who's wheeling now newspaper advertisement



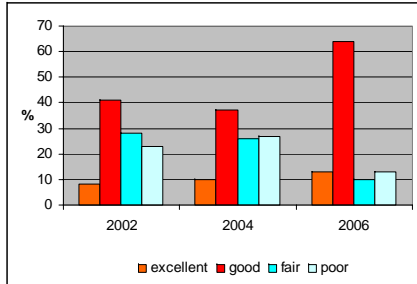
Monitoring

- **Surveys**
 - Citizen survey
 - Trail users survey
 - One Tonne Challenge survey
- **Counts**
 - Vehicle, trail use, transit ridership
 - Special programs



Citizen Survey

Would you say that walking / cycling to and within downtown is excellent, good, fair or poor?



Prior to the infrastructure changes, 49% indicated that it was good to excellent; by 2006, that had increased to 77%.



Citizen Survey

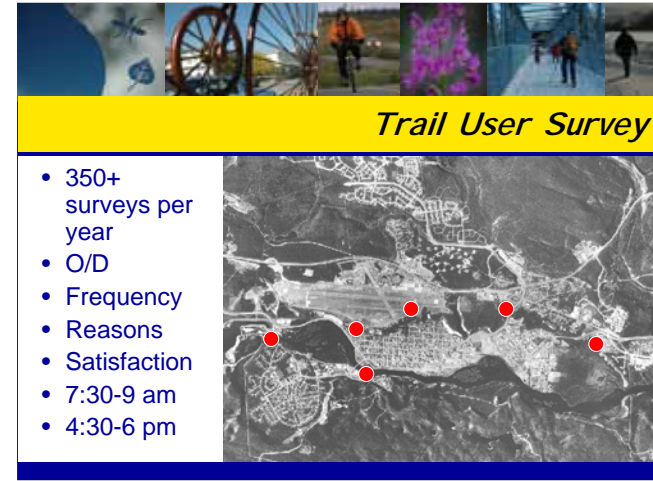
In the past year, have you or your family members walked / cycled between home and downtown?



Changed the question in 2006 to split up work and leisure use of trails – notice increase and the high use for leisure



Trails are used for running at lunch, skiing in winter – even the fire department uses the stairs for training



- 350+ surveys per year
- O/D
- Frequency
- Reasons
- Satisfaction
- 7:30-9 am
- 4:30-6 pm

Trail surveys
 Easy to capture all the entrances/exits
 Complete over 350 surveys per year



Trail User Satisfaction

Moved from: need more trails, more education, better maintenance, feel unsafe (2004)

To: overall satisfaction, attention to details, specific new ideas (2006)



Trail User Satisfaction

"Good job on making Whitehorse more bike active-commuter friendly!"

"Good work! Continue with progressive work and give people time to get used to changes."

"I think we have the best trails for a city this size."

"I admit I didn't like the slowing down of car traffic on 4th due to the road diets"

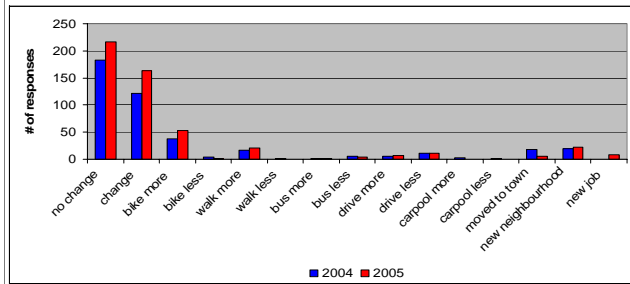
"The traffic circle by the SS Klondike is the Darwin award for road design"



Still have a variety of comments



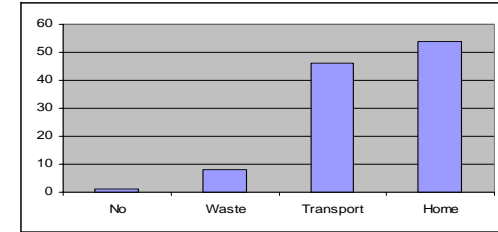
Self-reported Modal Shift



Not surprising, see a shift to cycling



One Tonne Challenge Survey

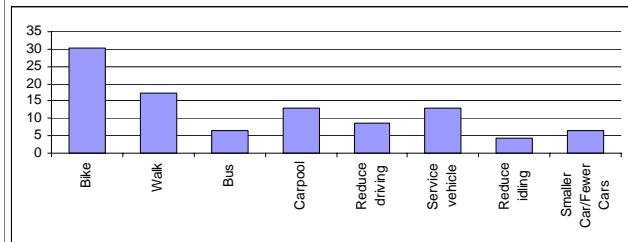


Where you able to follow through with your GHG commitment? How

One tonne challenge – focused on household energy conservation rather than transportation – yet the ability to follow through with transportation initiatives was high



One Tonne Challenge Survey

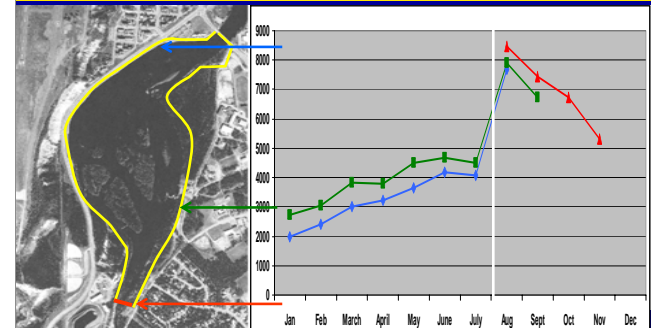


What transportation changes did you make in the last year to reduce GHG?

Increased cycling was the largest change



Millennium Trail Count (/week)



Construction of bridge – joins the two trails to provide alternative route to downtown

Encourages tourism, and promotes opportunity for fun and fitness

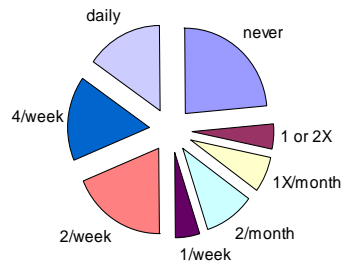
See increased use



Wheel 2 Work Results

Who registered?

Number of times that they cycled to get to work last year



Program was trying to capture people that did not routinely cycle to work
About half of the registrants fit that bill



Wheel 2 Work Whitehorse

- 214 Registered
- Half are reporting their km
- Over 30,000 km logged cycling to/from work in 4 months
- Other government departments are already talking about partnerships next year





Other Changes

- Traffic levels have been increasing
- Driver rage has been increasing
- Accident rates throughout the city have been increasing

Some changes have not been positive



Other Changes

	<p>New downtown urban homes/commercial</p> <p>Face-lifts</p> <p>Bike rack requests</p>	
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Overall there is a cultural change that is happening – coincidental that it is happening at the same time as the showcase



Other Changes

Introducing Downtown Luxury Living!

Hawkins Street Suite
 4 Storey w/ elevator
 16 units (4 Penthouses)
 Covered & secure parking
 2 Commercial spaces for Sale

COLDWELL BANKER
 REDWOOD REALTY

www.hawkinsliving.com

Norma Waddington Res.: 668-1093 Cell: 668-1544
 668 - 3500
 Marj Eschak Res.: 668-5065 Cell: 668-1706

Act Now For Best Selection!

New development shows walking, cycling and landscaping in the advertising – selling a lifestyle



Policy

- Bike parking requirements in the zoning bylaw
- Bike parking standards in the Service Standards manual
- Changing street width requirements



Integration into policy



Lower Porter Creek Design Charrette



5 day Charrette in November with CMHC to engage the community of Whitehorse in the planning of this new sustainable neighbourhood

Future exciting events to watch for in Whitehorse



Connections

- Partnerships
- Draw your community web to find the partners – who's doing what and how does it tie in with your goals
- Seek connections within your organization

Achieve success

Need to be working on all aspects at once

Fix what is wrong now – prevent future things from being built the wrong way

Solid background – entrenched in primary planning documents – OCP, transportation documents

Engineering standards

Trail planning

Zoning bylaws – mandatory installation of bike racks with new development, entrances to buildings must be user friendly – install bike racks that will work

Changing the culture from the inside out - Makes it easier to get funding from external agencies if you can prove that your municipality has

Planning department – need to get the city developing that will support

Public education and outreach – partners – health, youth, other levels of government

Time – long term vision



Commitment

- Entrench as many policy documents as possible with sustainable community concepts – helps in funding applications
- Foster the + changes in someone high up
- Change is slow – behaviour change is even slower



Change can be imperceptible



If limestone can be changed over time by single drops of water...



Change can be imperceptible



If limestone can be changed over time by single drops of water...



...we can also make change in tiny ways that add up to significant change. **What is going to be your drop today?**



Contact me

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