



MOBILITY MANAGEMENT IN THE MONTREAL REGION: PARTNERSHIP STRATEGIES AND TRANSPORTATION MANAGEMENT AREAS

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Allégo is the name given to the Transport demand management (TDM) program by the Agence Métropolitaine de transport (AMT), which aims at developing and at promoting, in the metropolitan region of Montreal, viable alternatives of transport to the auto-solo by the intervention of measures in transportation demand management. These measures act on the behaviour of the individuals to influence the need, the moment and the length of their movements as well as the choice of the way of transporting which they use. They notably consist in facilitating the movements in public transport, in car sharing, to cycle and on foot. They also allow managing the car park or even the working time so as to create goods conditions to the use of these various ways of transportation. The measures of management of the demand join complementarily to the big projects of infrastructures of collective transport, which the AMT plan to realize. AMT wishes to reduce movement motorcars and to increase of 51 000 the number of the movements by public transport and to increase from 1,20 to 1,23 the rate of occupation of motorcars by means of the car sharing by 2007.

1. The Montreal metropolitan context

When you think of transport in the region of Montreal, you think at once of the congestion. More than 8 million movements are made there in every day. Persons who move only in car make a good part of these movements. By 20 years, one foresees that there will be 700 000 supplementary daily movements. If nothing is done and if one lets go the tendencies, the motor movements will increase by 20 % and those in public transport will decrease in 13 % during the same period.

The congestion will be present thus more than ever in the metropolitan region of Montreal, entailing its lot of negative impacts:

- 500 \$ millions losses annually;
- emissions of gas with greenhouse effect;
- atmospheric pollution harmful to the health of the individuals. (16 000 Canadians die every year due to atmospheric pollution);
- quality of life of resident undergoing the pendular movements of traffic.

In front of these big metropolitan stakes, the governmental authorities foresaw various solutions to facilitate the movements in the metropolis of Montreal, notably:

- strategic Plan of development of the metropolitan transport for period 1997-2007 – Agence Métropolitaine de transport (AMT);
- Plan of management of the movements of the metropolitan region of Montreal - Ministry of Transport of Quebec (MTQ);
- Quebecois Action plan 2000-2002 on climate change - Ministry of the Environment of Quebec;
- strategic Plan of development - Regional council of development of the Island of Montreal.

A first type of solution consists in improving and in increasing the offer in transport. One has appeal to traditional solutions by realizing big projects of infrastructures of road transport and public transport.

The second type of solution, more innovative and audacious, consists in managing better the demand of movements. The management of the demand of movements aims at reducing the motor movements, especially those made by single persons in car. She acts on the behaviour of the individuals by creating favourable conditions to encourage them to use the public transport, the car sharing, the cycle or the walking and even to do of the teleworking.

A special invitation is thrown to 5 000 companies and institutions of the region of Montreal counting more than 50 employees and at the 35 houses of collective and university education so that they adhere to **allégo**. They are considered as new actors in transport because their decisions have an influence on the behaviour of the employees and the students in movement. By measures relatively little expensive, flexible and adapted to their particular context, they can incite them to modal shifts.

The success of **allégo** is dependent on a private partnership - effective public in which companies and institutions will act in association with the partners in transport of the metropolis (superior governments, bodies of public transport, municipalities, local organizations). To support the actions introduced by companies and institutions, the government of Quebec studies the possibility of giving fiscal advantages to the users of the public transport and to the carpoolers. He invites the Montreal region to endow of a metropolitan policy of car park. Because the car park is a major factor which influences people to move in car.

All the governmental interventions in transport foreseen in the region of Montreal forms a quite additional and inextricable in which **allégo** establishes the central pivot of the actions in management of the demand of the movements. That is why the MTQ intends to dedicate a sum 10,3 M \$ during period 2000-2005 years to assure its display in the metropolis. He appointed the AMT as his deputy to supervise the development of **allégo**.

The AMT privileges three approaches aiming at the display of **allégo** in the metropolitan region of Montreal.

A First "Individual" Said Approach

In the frame this approach, the program applies to a place of work or study. The AMT accompanies individually every company or institution avid to set up a program within its organization by associating it the partners concerned. From his part, the MTQ can supply, as experimental project, a grant to every company and institution which will have signed an agreement with the AMT to realize such a program. The grant corresponds to 50 % of the costs of development, stake in work, evaluation and promotion of the program. Subsidy cannot however exceed 25 000\$.

The program allows to every company and institution to resort on an individual base to solutions innovative, well targeted, little expensive and perfectly adapted to their particular context to resolve problems of car park, facilitate the recruitment and the keeping back of the manpower, improve the conditions of employment.

THE AMT is in touch with several employers who showed an interest to adhere to a program as a way of solution of different problems lived in their organization, such as:

- an insufficient offer of car park to satisfy the demand of car park of the employees;
- the construction of a car park staged in a high cost, which the company wishes to avoid;
- an increase, which reduces the number of spaces of car park;
- problems of recruitment and movement of staff, which engender useless costs;
- delays and absences of the employees, which reduce the productivity of the company;
- a too much-restricted labour pool, which limits the recruitment of a qualified personnel;
- a move envisaged to meet the needs of expansion of the company causing of the dissatisfaction at the employees and important spending;
- complaints of the residents of the neighbouring streets concerning the car park of the employees on these streets;
- a corporate image to be valued.

The Second Approach Said "About Grouping" Employers

The second approach applies to a zone of activity to meet the needs of companies and of institutions, which are localized there. It is centred around the creation of a Centre of management of the movements which, following the example of Transportation Management Association (TMA), has for mission to promote and to develop viable alternatives in the auto-solo on a well determined territory, by the intervention of measures of management of the demand of movement targeted well in the particular context in the local scale. This centre is formed by a grouping of employers, founders and property administrator's and/or representatives of the public domain (institutions of education or hospitals). It works in partnership with the other actors in transport, mainly the superior and local governments, and the organization of innovative solutions in management of the demand of movements

AMT helps the creation of local Centre of management of the movements by giving a technical aid to the body of reception, to the employers and to the concerned local partners. From his part, the MTQ can supply, as project - pilot, a grant in the body of reception, which will have signed an agreement with the AMT to start such a centre. The grant is based on the following parameters:

- a partial refund of the spending of starting up and functioning of the centre;
- a maximal 100-000\$ subsidy a year, for a period of two years, without exceeding 75 % of the total budget;
- a commitment of the parts over a period of two (2) years, to the term of which the speakers will proceed in the performance appraisal reached, on the basis of the beforehand-identified indicators of performance.

The Third Said Approach "Citizens – City"

The approach " Citoyens-ville " aims at organizing and at promoting the car sharing from the places of place of residence. Contrary to the first two approaches, car sharing is organized at the origin of a movement (city of place of residence) rather than in the destination (places of work or study). AMT accompanies every body municipal wishing to offer a service of car sharing to his citizens by supplying the required technical help and by associating it the concerned local partners. From his part, the MTQ will supply as experimental project a grant in the municipal body, which will have signed an agreement with the AMT to organize such a service. The grant corresponding to 50 % of the costs of starting up of the service (organized by the software of twinning, the plan of marketing and the documentation of support in carpoolers) until a 25 000\$ maximum.

2. Role of the AMT

The AMT plans, integrates and coordinates the interventions in collective transport on the scale of the metropolitan region of Montreal. By her mission, she makes possible the application of new manners to do aiming at promoting the use of the collective transport and the alternate modes to the auto-solo. It is for that reason that the MTQ appointed her to assure the display of the project in the metropolitan region of Montreal. AMT assures the success of **allégo** in the metropolis. His role notably consists in:

- develop partnerships private / public implying the actors in transport at the local level, mainly the companies and the institutions, the superior and local governments, the organizing authorities of transport (AOT) and the local organizations;
- assure the coherence of the actions the metropolitan scale to maximize the expected consequences and act in a effective way;
- support technically the realization of initiatives in the local scale by companies and institutions as well as other partners who demonstrate a public interest to get involved in front of common stakes;
- bring a financial support of the local initiatives in management of the demand of the movements by the intervention governmental subsidy;
- Develop technical tools in forming, in information, in evaluation and in promotion which will be given to companies and institutions as well as other local partners;
- estimate the experiences introduced by companies and their partners and make report on the results reached in term of reduction of the motor movements and on the conditions necessary for the success of a program.