Subject: **Transportation Monitoring Strategy – Draft Terms of Reference**

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The following document provides a draft Terms of Reference for a Transportation Monitoring Strategy (TMS) related to the New Campus Development (NCD) for The Ottawa Hospital (TOH).



# 1.0 Introduction

## 1.1 What is a Transportation Monitoring Strategy?

- **Summarize Background, Context, Direction**
  - How did we get here?
    Direction from Council for NCD Master Site Plan and supporting TIA and Mobility Study.
    This document serves as the framework for all supporting transportation studies.
  - Why do we need a Monitoring Strategy? Why is it important?
    Monitoring is crucial to achieving the goals/objectives in the TIA and Mobility study and supporting strategies.
    **Three Supporting Studies**
    Off-site Parking Strategy
    Neighbourhood Traffic Management Strategy
    Transportation Demand Management Strategy

- **Provide an overview of the Plan, What it will do?**
  - Describe the purpose/objectives of the plan - What will the Monitoring Strategy do?
    Define a framework to monitor various transportation metrics/trends in the surrounding municipal network that will enable TOH to make informed decisions, in collaboration with City staff and local communities, on how to mitigate the transportation related impacts found to be directly caused by the NCD. It will guide TOH on how, when, and where to collect transportation data, and the means to process it to make it readable and usable by the City or other stakeholders/agencies.
  - Outline the key report sections – what will the Monitoring Strategy cover?
    Engagement; The Supporting Studies; The Monitoring Plan; Next Steps
  - Describe what it will NOT cover
    This document represents a roadmap, which is expected to undergo refinement as programs, staffing and infrastructure are set in place. The details on implementation will remain at a high level, as the choices presented in this document (e.g. which third party providers to employ, how City programs can be integrated, etc.) are defined in the coming years leading up to Opening Day.

- **Summarize any Definitions**

### 1.2 How is the Monitoring Strategy being Developed?

- **Stakeholder Engagement and Outreach Highlights**
  - Summarize engagement process including that with:
    Community Council and Transportation Subcommittee, City departments (Neighbourhood Traffic Management, Transportation Network Modifications)
    Show Community Association Map – with study area outlined.
    Showcase efforts in outreach – document # of meetings with various groups
  - Summarize what was heard
    Summarize the key concerns from each group.
- **Learning from other studies, what are we building on (any current City Monitoring program examples, e.g. Lansdowne, ZIBI etc.)**

## 2.0 The Monitoring Strategy

### 2.1 Identify the Framework

- **Outline approach and key concepts e.g. commitment to the plan, communication with stakeholders etc.**
- **Define on vs off-campus data collection**
  What define what data types there are
  On-campus – related to TOH property limits including buildings, internal network and TOH specific people (staff, visitors etc.)
  Off-campus – related to the municipal network; NCC lands; Private lands; and all people/travellers
- **Understand what types of data supports specific TOH Strategy**
  Parking Management Strategy – mostly off-campus
  Neighbourhood Traffic Management Strategy – mostly off-campus
  TDM Strategy – mostly on-campus
- **Summarize locations to monitor will be defined in the individual Strategies**
- **Describe Frequency, Processing and Reporting**

### 2.2 Data Collection

- **Determine how is transportation data collected? –** manual vs automated, equipment, technology, third party providers, what is available publicly?
- **Evaluate third party providers** (e.g. City of Ottawa, StreetLight, Rideshark, Miovision etc.), **technology** (e.g. smart parking systems, drones etc.), **private contractors** (e.g. Parsons)
- **Summarize list of potential data collection options with benefits/disbenefits -** Categorize by effectiveness for each Strategy, ideal frequency, pros/cons, potential cost. Provide general ranking based on overall benefit to the program.
  Parking Management Strategy – manual surveys (licence plate and utilizations) – confirm scale and necessity
  Neighbourhood Traffic Management Strategy – Streetlight or manual surveys (speed guns, traffic counts etc.)
  TDM Strategy – Rideshark third party provider, smart parking, inhouse manual surveys,

### 2.3 Required Data

#### <u>On NCD Campus</u>

- **Complete a Visitor/Patient Survey (Qtrly, Semi-Annually, Annually?)** If third party provider (e.g. Rideshark), some of this data will already be available, no collection needed
  - Origin (Neighbourhood)
  - Travel Mode
  - Carpool or single occupant (if applicable)
  - If SOV, what would it take for you to consider carpooling or another mode of travel? (e.g. price of parking increased, free shuttle service, subsidized transit etc.)
  - Parking onsite/offsite (if applicable)

- Type of Trip (Planned or Unplanned)
- Quality of travel experience and how would you improve experience?

- **Complete an Employee Survey (Qtrly, Semi-Annually, Annually?)** If third party provider (e.g. Rideshark), some of this data may already be available, no collection needed
  - Same as above
- **Collect Parking Data (Qtrly, Semi-Annually, Annually?)** If third party provider (e.g. Rideshark), some of this data may already be available, no collection needed
  - Utilization of parking supply (gate receipts or virtual technology)
    Vehicles and Bicycles
    Weekday and weekend
    Employee and Public
    Duration/turnover
    Public Parking on Campus during Special Events (e.g. Tulip Festival, Winterlude etc.)
- **Report on Incidents/Collisions (record as occurs; compile data annually)**
  - Record context: time, type of incident (single vehicle, pedestrian), type of impact, season, conditions etc.
  - Complete internal safety review as needed

### Off-Campus (Adjacent Network)

- **Collect Transit data from OC Transpo (boardings/alightings) (Qtrly, Semi-Annually, Annually?)**
  - Dow's Lake Station
  - Carling Avenue and Preston Street Bus Stops
- **Collect StreetLight Data (if available, no collection needed, just processing)**
  - Top Routes to/from NCD (StreetLight)
  - Corridor Vehicle Volumes (StreetLight)
    To/from NCD using key roads e.g. Carling, Bronson, Parkdale, Sherwood, Preston etc.
- **Collect Incidents/Collisions from City of Ottawa (Annually)**
  - All intersections and boundary streets to NCD
  - Detailed reports outputs from City of Ottawa
- **Collect Intersection Turning Movement Counts (Annually if by City staff and/or as needed StreetLight)**
  - All intersections along NCD campus frontage

    Carling/Maple
    Carling/Sherwood
    Carling/Champagne/Road A
    Carling/Preston
    Preston/Prince of Wales
    Prince of Wales/Parkade
    Prince of Wales/Road B
    Prince of Wales Road E
  - All modes (pedestrians, cyclists, vehicles, trucks)
  - Identify peds and cyclists that passthrough NCD (StreetLight)

## 2.4 Processing and Reporting

- **Detail the Data Collection Program Oversight**
  - Program can be managed in-house, but requires training for processing and reporting
  - Contract transportation consulting firm to provide overall program oversight has advantages
- **Describe Processing Requirements**
  - Any raw/manual data collected should be aggregated within a general summary sheet
    People surveys may be visualized in charts (show example)
    8-hr and peak hour intersection traffic volumes (following City of Ottawa format example)
    24-hr and peak hour corridor traffic volumes (show example)
- **Outline Reporting Requirements**
  - All data should be compiled within a memo style document every year
  - Trends should be noted
    Within current year
    Long-term compared to previous year, and from initial baseline year
    How are trends tracking to stated goal (where applicable, e.g. mode shares)
  - Identify potential concerns/areas to improve
  - Identify potential adjustments/course corrections needed to supporting Strategies to address noted issues

# 3.0 The Recommended Plan

## 3.1 Summary of Recommendations

- **Develop data collection matrix for full monitoring plan.**
  - In matrix, identify which Strategy benefits from each data option; source of data (inhouse vs third party); suggested frequency for collection
  - Identify which options should be implemented today, at Opening Day, and others to be kept on the shelf until needed.
  - Identify ideal frequency for data collection of each type – Quarterly/Semi-Annually/Annually
- **Cost considerations**
  - Is there cost sharing potential for certain platforms (e.g. Streetlight City license)?
  - Cost comparison between Streetlight vs traditional surveys (man-hours, frequency, subcontractor, sample size)

Summary table for all data collection recommendations (short and long-term) based on each strategy (include frequency)

Maps showing locations

## 3.2 Implementation Framework

- **Determine who will Champion**
  - In-house or third party, both? (TOH TDM Coordinator? Rideshark? Parsons?)
- **Outline requirements for Coordination**
  - How can we leverage existing City of Ottawa data collection programs (e.g. Traffic Calming Program); Safety; Data Management, Integration with existing City systems (e.g. OC Transpo Presto program) etc.
  - Streetlight License – in-house, private contractor or through City license?
- **Recommend timing**
  - Suggest TOH start developing the on-campus data collection program/administration/infrastructure for existing Civic staff/visitors surveys and parking, in advance of Opening Day. This pilot project will help ensure there is confidence in the systems/staffing for the monitoring program at the NCD from Day 1.
  - How long will monitoring last? (Full buildout is 2048)
  - The processes needed for the off-campus data collection should be in place prior to Opening Day, Agreements with City of Ottawa if any, contractors if any, licenses if any, processing/reporting requirements, etc.
- **Outline the Rollout plan**
  - Pilot project-begin on-campus reporting at least annually at existing Civic by 2025.
  - Quarterly or bi-annual reporting for first 2 years after Opening Day (2028) at NCD, then transition to annual reports.
  - More frequent reporting may be necessary at the onset of future development phases, new programs implemented (e.g. parking pricing, new schedules etc.) to understand their impacts
- **Program Review Process**
  - Its important to view this program as a guide and should change as we approach Opening Day based on experience and knowledge gained in the early Pilot Program for the Civic Campus, as transportation behaviour evolves in the City, or as technology changes the means in which people travel.
  - The greatest challenge is putting the systems, staff and infrastructure in place to effectively monitor a facility of this complexity and size. But once in place, it can be easily tailored and refined to TOH's discretion.