The role of regional authorities in developing a sustainable policy: the case of Montreal

Presented at Ho Chi Minh City
October 24th 2008

Robert Olivier
Vice president planning and innovations
AMT
1. Quebec’s by-laws
2. AMT’s mission
3. Modal distribution
4. Territory
5. Motorization context
6. Suburban areas
7. Sustainable mobility
8. Sustainable development initiatives
9. Vision
10. Indicators
11. Next steps
The provincial law on sustainable development

« The present law’s main objective is to create a framework inside PUBLIC ADMINISTRATION making sure that during the exercise of it’s power and responsibilities, all actions will be aligned with developing sustainable development.... »

* 150 public organisations
* 16 main guidelines
* The STRATEGY
  * Announced October 1st 2007
  * Approved December 2007
  * Indicators to be approved December 2008
AMT’s mission is to improve the efficiency of personal travel in Montreal’s metropolitan area by promoting the use of public transit.

We are therefore responsible for the planning, coordination, integration and promotion of public transit services (bus, metro, taxi-bus, commuter trains and adapted transit), as well as for improving the efficiency of roads of metropolitan significance. It offers its partners its cooperation, expertise, know-how and availability.

AMT is a consensus-building and decision-making organization endowed, at its creation, with a certain number of capabilities permitting it to:

- implement new metropolitan lanes reserved for buses, taxis and carpooling;
- act by assuming the costs of regional equipment such as reserved lanes, terminuses and park-and-ride lots;
- integrate fares and services;
- manage and develop the commuter train network in such a way as to improve services and ridership;
- integrate adapted transit services.

Consequently, AMT issues a strategic plan, related with the totality of the metropolitan region, and consists of an integrated vision of regional mobility.
The territory
Massive motorization context

Between 1993 and 2003...

Taux de motorisation (autos/ménage)

<table>
<thead>
<tr>
<th>Range</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.445 - 0.750</td>
<td>Light Yellow</td>
</tr>
<tr>
<td>0.751 - 1.000</td>
<td>Light Orange</td>
</tr>
<tr>
<td>1.001 - 1.250</td>
<td>Orange</td>
</tr>
<tr>
<td>1.251 - 1.500</td>
<td>Red</td>
</tr>
<tr>
<td>1.501 - 1.750</td>
<td>Dark Red</td>
</tr>
<tr>
<td>1.751 - 2.000</td>
<td>Black</td>
</tr>
</tbody>
</table>

Source: DG 2003

+59 900
+26 000
+68 900
+19 800
+53 500
Suburban areas oriented demographic growth

...in low density regions

Source: CMM - Volet 2 Évaluation du potentiel d'accueil 2007
Public transportation’s modal distribution

Montréal

Centre-ville

44 %

44 % 53 %

centre

39 %

37 % 45 %

est

28 %

30 % 35 %

ouest

22 %

21 % 31 %

Total région

22 %

21 % 29 %
Regional consistency and sustainable mobility

Strategic plan’s biggest challenge:
Developing new public transport networks aligned with sustainable development’s principles
Sustainable development initiatives
With general objectives

2000
- **Sustainable transportation**
- Trip request management
- Set up Allégo Program
  - *Travel smart*
- 25 employees involved
  - 4 Trip management centers created

2002
- **User loyalty program**
  - TRAM (transit pass) subscription
  - 1,500 subscribers receive their transit passes at home each month; no extra charge for the service
- **AMT Wednesdays**
  - Discussion forum: social, economic and environmental issues related to passenger transportation
  - 10 conferences per year
Sustainable development initiatives
Continued

Workplace subscriptions
Quebec transportation dept. employees can take out an annual subscription to public transit passes through their employer
“In town without my car”

2003

Employee awareness program

2004

“Recycling island” pilot project for clothing and containers at Côte Vertu terminal parking lot

2005
Sustainable development initiatives continued

2005

- AMT participation in UN climate change conference, held in Montreal
- Montreal’s first strategic sustainable development plan enacted in April. This plan’s horizon is from 2005 to 2009 and has got 6 orientations and 22 actions. 80 partners collaborating.

“Green sponsorship” program

Criteria to obtain financial support: Promote sustainable transportation, as well as ecological and environmental alternatives related to individual mobility.

2007

- Signing of International (UITP) Sustainable Development Charter as a “committed signatory”
Other events

Semaine québécoise de réduction des déchets (SQRD)
15 au 21 octobre 2007

Quinzaine du commerce équitable
1er au 15 mai 2007

Quinzaine du commerce équitable

La Féria du Vélo de Montréal 2007
AMT’S POLICY:

- A voluntary commitment to continuous improvement aimed at exerting leadership to rally parties around sustainable public transit.

- Demystify the concept of sustainable development; sensitize and mobilize employees, clients, suppliers and partners.

- Effect real change by implementing structured and measurable actions within a realistic action plan that takes into account its own means and those of its partners.

**Sustainable development objectives**

**Economic**
- Manage the various sources granted to AMT fairly and responsibly
- Set affordable rates for each generation
- Contribute to job creation and economic development of GRMM

**Environmental**
- Reduce GHG emissions
- Develop and operate our systems with a view to energy efficiency
- Manage our internal and external activities while promoting biodiversity preservation and respect for ecosystems

**Social**
- Increase users’ sense of security
  - Promote non-motorized transportation
  - Raise public awareness of ST
  - Modernize PT infrastructures: cultural heritage
- Facilitate access to people with limitations

**AMT**

- Government
- MTQ
- Employees
- Clientele
- Suppliers
- Partners

15
AMT’s double role
Sustainable link - objectives and spheres

Economic

Planner and operator

Internal external corporate

Operator

Environmental

Social

Clientele

Partners

Role: Major PT player
In the literature, many indicators are found, but not all of them are measurable:

Service increase
  Modal split
  Total trips by public transportation
  New offer of service by PT (kms/hours)

Reduction of NO2 and GES
  Introduction of new vehicles with low emissions (% of fleet)
  Overall target of GES reduction for a sector (London)

Others
  Car pooling
  Walk/bicycle
Montreal’s indicator structure

- **OBJECTIVES**
- **ACTIONS**
- **TARGETS**
- **INDICATORS**
Transportation capacity:
add 30% more service offer in the region before 2016

Ridership:
increase of 30% before 2016

Transportation fleet composition:
20% of the rolling stock will be 0 emission before 2016

GES must be reduced by 20% per passengers before 2016
Next steps

• Agreement on the starting data before setting the final objective

• Final validation of our objective with our partners

• Definition of actions

• Create permanent committee to review on an annual base the objective
Thank you for your attention

Any questions?

Comments?