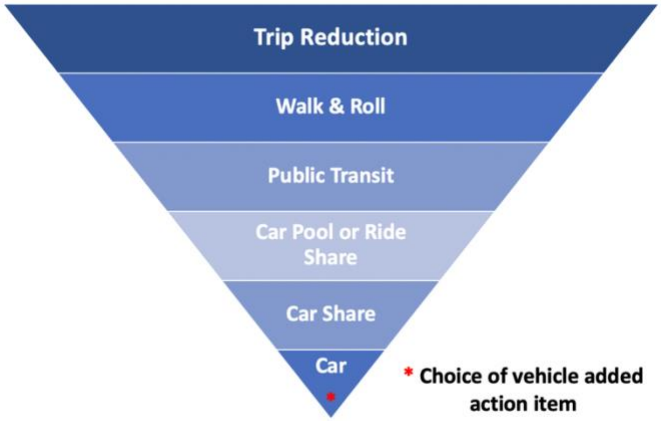
STRATFORD CLIMATE CHANGE ACTION PLAN
Transportation

CONTEXT

Green House Gas (GHG) emissions from transportation account for 57% of all emissions in Stratford. If we are to make a significant contribution to reducing GHG emissions, on road transportation needs to be addressed through a comprehensive strategy that shifts policy and behaviour to the top of the travel triangle. Recommendations are in broad categories that are intended as a starting point to address community, municipal, and individual level actions to reduce GHG emissions. Actions at all three levels should aim to reduce barriers for citizens to make lower carbon choices.



COMMUNITY

- Promotion of **Active Transportation** through the partnering of multiple sectors including cycling groups, business associations, schools, public health etc. Taking a collective approach to normalizing and encouraging active transportation.
- **Advocacy and Education** efforts need to address the disconnect between the scale of the climate crisis and consumer behaviour around transportation, including recreational, personal, and commuter related travel (see section below). For example, Canadian vehicle sales show a trend to larger, less fuel-efficient vehicles. This trend is on one level about individual choice, however we know that consumer behaviour is rooted in trends that can be shifted by information and clear messaging. Another example is the local attitudes towards use of public transportation. Shifting the perception of public transportation away from being about a service for those who do not own a car to a mechanism of decreasing a community's carbon footprint should be a community goal. As with car sales, individuals choose their mode of transportation, but the community as a whole contributes to defining the norms.

MUNICIPAL

- Moving people out of cars and onto **Public Transit**. Increasing ridership should be a priority for the City of Stratford. System improvements including new technology, on-time efficiency, expanded service, and affordability will drive increased ridership.
- The City of Stratford owns a large fleet of vehicles across multiple departments. **Fleet Management** should include purchasing policies that include improved fuel efficiency for vehicles for which there isn't an alternative fuel option and replacement of vehicles with ones that use alternatives to fossil fuels where available.

- Re-examine and enforce Stratford's **Anti-Idling Bylaw.**
- **Built Environment** has a significant impact on how easily communities move away from being car-centered. Municipal decisions and policies for infrastructure, planning, social and community services, can support and accelerate the shift to a carbon neutral community. Municipalities should:
  - Adopt Vision Zero to reduce real and perceived risks of active transportation.
  - Develop integrated Transportation Master Plans so that public transit and active transportation become embedded in the planning of road networks.
  - Commit to implementing complete streets design (new and reconstruction projects).
  - Ensure city services and amenities are easily accessible using all modes of transportation and choose locations for new buildings that favour active transportation and transit use.
  - Use available planning tools to increase housing density and reduce residential sprawl which increases driving distances for households and for city services.

INDIVIDUAL

Incorporating a Climate Change Mindset in Daily Life

Small choices can make a huge difference if every household adds a climate change lens to a few key daily activities. For example:

- Consider **Carpooling, Transit, or Active Transportation** to work or social events. It does not need to be for every trip or outing but even the occasional choice to carpool, take transit, or walk/roll can have an impact.
- While not possible for every situation or as a full-time option - **Work from Home** at least some of the time can have an impact on GHG emissions from transportation.
- **Household Errands** can be one way reduce GHGs. For example - if a household typically makes 2 trips to the grocery store in a week is it possible to reduce this to one trip a week? How about Active Transportation? Meal and trip planning can save money, reduce food waste, and importantly decrease GHGs.
- If children are in **Extracurricular Activities** is it possible to carpool with other families? Alternating driving duties with another family can have a large impact on the overall number of car trips in a community. Even here active transportation should be considered where feasible.
- **Active transportation to School** has benefits for childrens' physical and mental health, school performance, and for the environment. Reducing cars around schools decreases congestion and increases safety. Start by adding one day a week to walk/bike or drive one way and have students walk/bike the other direction. If distance is an issue carpooling with neighbours may be another option to reducing GHGs.

Individual household choices on larger items can have a significant impact on addressing climate change and reducing GHG emissions. For example:

- When it comes time to buying a car consider a more **Fuel-Efficient Vehicle** or a **Hybrid/Electric Vehicle**.
- **Vacations** can have a big impact on global GHG emissions. Flights and cruises have a large carbon footprint. While these travel choices do not need to be completely off limits consider alternating with low carbon footprint travel using trains, short car trips, or staycations exploring communities close to home.