



local government planning

URBANSYSTEMS.

TravelSmart
City of Kamloops

The City of Kamloops witnessed considerable growth through the late 1980s and early 1990s. One of the implications of this growth is the additional demands placed on the City's transportation system. While residents of Kamloops enjoy a relatively congestion-free transportation network, as well as access to alternative transportation modes, there was emerging concern about what level of mobility would be retained as growth continued.

Past transportation exercises in Kamloops and elsewhere had concentrated on building more and bigger roads to respond to increased transportation system demands. A study undertaken in Kamloops in the early 1990s identified \$120 million in required road improvements. Urban Systems was engaged by the City of Kamloops in 1995 to determine if alternative approaches were available. The result was Travelsmart.

Travelsmart is a broadly-based program which integrates land use and transportation system planning and management. Patterns of growth within the community were shaped to optimize the use of existing transportation facilities, as well as to make the most efficient use of any additional facilities required. The community's objectives with respect to mobility were explored, and levels of acceptance for travel delay determined. Measures to manage demand for travel were evaluated, ranging from neighbourhood design considerations to transit and bicycle network improvements and ride-sharing programs. Improvements to the transportation system take into account all modes of travel.

The results of Travelsmart were dramatic. The \$120 million in road improvements identified in the early 1990s were reduced to \$14 million. These capital cost savings were achieved without reaching what the community described as unacceptable mobility levels. The new pattern of community growth was accepted and embraced within the City's Official Community Plan. Finally, the stage was set for a wide range of travel demand management initiatives.

Travelsmart has received broad recognition as an innovative program. Awards include the BC Energy Aware Committee Award (1996), Federation of Canadian Municipalities Award (2000) and the International City Managers Association Innovation Award (1997).



client
City of Kamloops

project
TravelSmart

services
Planning and Management
Services

year
1999

file
7.0500.0052.04

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