Abstract

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The Impacts of Office Relocation on Commuting Mode Shift Behaviour in the Context of Transportation Demand Management (TDM).

Interior Health Authority (IHA) will be co-locating ten programs to a new office location in downtown Kelowna, BC by October 2016. As a result, approximately 900+ employees will be commuting to the downtown core every day. This number of attracted daily trips will increase traffic congestion and parking pressure at peak periods at the new site, which is already suffering from parking constraints. Moreover, the projected number of parking stalls available for employees is insufficient to meet the anticipated parking demand. The economic, social, and environmental impacts associated with increasing parking capacity makes finding alternative strategies more desirable. This research adopts a threefold approach to study the travel patterns and mode shift behaviour of IHA employees before designing a custom-made Transportation Demand Management (TDM) plan for IHA. First, a revealed/stated preference survey is designed and conducted to collect information on the travel behaviour of IHA employees. Second, analytical tools are developed to identify the determinants of mode shift of IHA employees. Third, an implementation strategy is recommended to maximize transportation mode shift and reduce the number of parking stalls required. The study shows how revealed preference information complements and confirms stated preference data as a way of dealing with the uncertainty associated with people’s stated choices. Implementation strategies include carpooling programs, incentivizing the use of public transit and non-motorized modes, and educating IHA employees on the carbon footprint associated with their choices.