

My name is Martin Collier. I am a planner working to achieve sustainable transportation in Ontario since 1992. I have facilitated a rational conversation about mobility pricing technology, investment, public acceptance, governance and leadership for the last 7 years with global experts through www.transportfutures.ca.

You might remember me from the Speedvale debate¹. I did not support city staff in its assessment of that situation nor those of you who supported them in their 20th century stance. Nobody was willing to look at Speedvale (nor other road infrastructure projects) with a comprehensive Transportation Demand Management (TDM) lens.

However, with the Municipal Act Review², I entirely support staff in their 21st century call for “highway tolls”³ – what I prefer to call road pricing. This is a much needed TDM measure and revenue tool if we are to make Guelph a truly sustainable city. Borrowing from today’s Open Government presentation: “*we can’t solve today’s problems with outdated technology and strategies*”.

I realize road tolling is complex and certainly emotional. And it gets political when our leaders promote a myth that finding government efficiencies will cover our infrastructure deficit and reduce congestion⁴ – that hasn’t worked in the past and won’t work in the future. AECOM gave us an F grade in 2012 for the condition of our existing transportation assets, including over 520 km of roads and bridges⁵. Jim Bruzzese from BMA Management Consultants recently told you that the city doesn’t have the reserves to upgrade them⁶. Road pricing can get us back on track.

Why? Price signals incent drivers to make different choices. It is how just about everything in our economy works -- supply and demand. That is why everything from food (organic vs. pesticide laced), toothpaste (basic Crest , Crest Pro-Health, Crest Whitening with Scope) and drum kits are priced differently. If all drums were free, drummers (and non-drummers, too) everybody) would all want the top of line Ludwig, Pearl or Premier kits. Of course, the factories couldn't keep up with demand and people would have to wait a long time to receive their drums - - maybe they'd never receive them. Imagine the demand Councillor Bell would have for his

¹ Collier, Martin (2015). Speedvale: To Share or Not to Share. Deputation to Guelph City Council. July 20, 2015. <http://www.martincollier.ca/assets/speedvale-ppt-deputation---martin-collier---july-20-2015.pdf>

² Municipal Act, <http://www.mah.gov.on.ca/Page11144.aspx>

³ City of Guelph (2015), Municipal Act and Municipal Conflict of Interest Act Review, Consultation and Comments. Agenda distributed September 2015, p. 57, http://guelph.ca/wp-content/uploads/gov_agenda_100615.pdf,

⁴ Hallett, Doug (2015), Guthrie wary of new tax powers. October 1, 2015, <http://www.guelphtribune.ca/news-story/5941468-guthrie-wary-of-new-tax-powers/>

⁵ AECOM (2012). The City of Guelph: Sustainable Infrastructure Report. http://guelph.ca/wp-content/uploads/SustainableInfrastructureReport_ExecSummary_Sept2012.pdf

⁶ Shuttleworth, Joanne (2015), Guelph council tries to get a handle on the infrastructure gap, Guelph Mercury, July 28, 2015 <http://www.guelphmercury.com/news-story/5764979-guelph-council-tries-to-get-a-handle-on-the-infrastructure-gap>

Wike trailers if he gave them away for free – he'd have a congested line of people from Regal Road⁷ to City Hall. That is a communist model.

In terms of public goods like electricity and water, user fees are in place so those using the service the most, pay more if they use more and less if they use less. With roads that is not the case: people who drive the most (and pollute the most) get subsidized by those who drive the least, take transit, bike or share rides -- especially as the price of gas decreases. Then we continue building and expanding roads (and parking lots) to accommodate peak demand (sometimes expropriating residential property in the process) which costs millions. For example, 1 km of Speedvale = \$7.5 million; 1 km of Stone Road = \$5.2 million; Niska Bridge = \$2.2 million; snow plowing costs are up 14% over the last two years⁸). All this induces more traffic and compounds our road infrastructure deficit because we never priced it right in the first place. Things will get much worse with 66,000 more people living in Guelph by 2041.⁹

GPS-based technology now allows us to set tolling dynamically so the price changes depending on the time of day the road is used, the vehicle driven, the distance driven and what type of road is used – all roads can be priced (not just one facility). This will incent choice riders (those who have option to drive, take transit, bike or walk) to make different choices on different days. By distributing traffic demand we don't have to use tax dollars to build more roads, we will instead use what we have far more efficiently. The revenue generated must be dedicated to fixing/redesigning our existing/crumbling roads for all users (drivers, cyclists, pedestrians) while transit service is enhanced so it is competitive with the automobile -- pricing levels the playing field in that competition.

As the transportation infrastructure gap is eliminated and user fees are comprehensively applied, all transportation-related property taxes must be phased out. International experience shows that businesses and people want to locate and shop in a growing community that is easy to get around by all modes. Other co-benefits are a reduction in crashes (and therefore reduction in health care/policing/emergency costs), increased social cohesion and environment protection (sprawl will be curbed, air quality will increase and climate change emissions reduced).

I haven't been able to cover all the issues in this 5-minute deputation-- I have a 45-minute PowerPoint presentation that attempts to do that! However, I urge this committee to endorse staff's response to the Municipal Act as a first step to fairly pricing roads for the benefit of Guelph.

Thank you.

⁷ <http://www.wicycle.com/index.php/general/contact>

⁸ Seto, Chris (2015), City of Guelph snow removal crews at 'capacity,' new report states. Guelph Mercury, September 29, 2015. <http://www.guelphmercury.com/news-story/5936491-city-of-guelph-snow-removal-crews-at-capacity-new-report-states/>

⁹ O'Flanagan, Rob (2015). Guelph's population growth may have limits. Guelph Mercury. September 30, 2015. <http://www.guelphmercury.com/news-story/5939359-guelph-s-population-growth-may-have-limits/>