



Moving the goods takes trains, planes, and autos

• By: Sandra Dueck, Policy Analyst, Peterborough Chamber of Commerce

There's a catchphrase emerging in the discussion around transportation: multi-modal transportation strategy. I have read it in a few articles, the federal budget document and then provincial Minister of Transportation Steven Del Duca used it twice in a discussion during the Chamber's advocacy day at Queen's Park.

A broad definition of the concept figures prominently in the Provincial Growth Plan for the Greater Golden Horseshoe (2006) and can be found in the work of the Interuniversity Research Centre on Enterprise Networks, Logistics and Transportation at the University of Montreal, which defines the concept as a chain made up of several transportation modes that are more or less coordinated and interact in intermodal terminals to ensure door-to-door service. While the context of this particular definition is based in the movement of freight, it could also be easily applied to the movement of people. You could also define it as – "anywhere in Europe..."

In the year 2041, the provincial government estimates the population of the GTHA and the outer ring (which includes the Greater Peterborough Area) will be 13.5 million people. That is just below the current population of the entire province of Ontario.

Developing a coherent transportation strategy for Peterborough now will serve us well into the coming decades. We need roads and public transit to move people and things, we need air and we need rail. If we are going to consider all modes of transportation, Peterborough also has the opportunity to move people and things via water and the Trent Severn Waterway.

Transportation corridors are different from public transit, but both are connected and rely on each other. For example, an efficient bus system relies on efficient roads.

By Road

The business community is eagerly anticipating the arrival of the 407 to the 35/115 in 2020. This economic link will see commerce and people flowing both ways – from the GTA in the form of tourists and companies wanting to do business or relocate, and into the GTA from here allowing our companies easier access to the vast market known as the Golden Horseshoe.

By Air

The intentional investment by the City and County into the Peterborough Airport is paying off with innovative partnerships, companies and opportunities. There will be new passenger service starting this summer, continued flights by Stewart Travel, 15 companies that are employers driving the local economy, and there is space for a lot more. The Peterborough Airport is also considered a part of a network of regional airports that is tasked with defining how they could help relieve anticipated pressures at Pearson Airport.

By Water

The Trent Severn Waterway (TSW) was originally built as an economic thoroughfare. Today its primary role is to ferry tourist traffic, but in that role it is a significant economic driver for the area. Are there any other ways to use the TSW for modern day movement of goods?

By Rail

The return to rail movement is gaining steam throughout the



province. There are projects being pushed in southwestern Ontario and along the GO Lakeshore East line to Bowmanville. It's no secret that Peterborough has had a project of its own on the go for over five years and that improved freight and the return of passenger service would go a long way to further opening up the area to new economic opportunities. How we get there is not the critical point, just that we get to the point where we can offer a freight option that improves time to the GTA and eventually a passenger option as well. There are quite a few infrastructure dollars on the table right now. If there is a willingness for either the provincial or federal governments or both to repair the tracks for freight use, perhaps the case for passenger rail would become more attractive to Metrolinx/GO or VIA to take on.

For its part, the City of Peterborough's transportation master plan was last updated in 2012 and will be due for review in the next few years. Their thinking about the future is along the same track as the province. "While the next review will also look at all modes of travel in the City, the approach to delivering transit services may be quite different as we get closer to the next review," says Kevin Jones, Manager of Transportation, City of Peterborough. "Our planning for transit may start to focus on serving activity areas, also known as hubs. These hubs could serve as areas to support land use intensification and provide

transfer points where local neighbourhood transit services connect to a core route system, featuring enhanced service levels. Providing hubs in locations that allow for connections to regional GO bus services or a future rail corridor to serve the City would be ideal. Can we find locations to build these hubs so that they accommodate the needs of the community in the present, but can also be transformed as needed in the future?"

"The province is also reviewing its transportation strategy," says Jones. In a meeting with the Minister of Transportation (MTO) recently, I heard the same comment that the ministry is working on a plan that is looking 50 years into the future. Minister Del Duca also recognized that there is more work to do to incorporate the needs of mid-size cities such as Peterborough into plans for improved linkages for future employment and economic potential.

There is a demand from within our community to be operating on all cylinders in order to take advantage of the opportunity of an expected increase in population growth. The backbone of that economic utopia of jobs, business growth, and sustainability, is a coherent transportation network that allows for the effective movement of goods and people. Supporting and building a multi-modal transportation network will take multi-modal collaboration from government.



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Member Milestones: #TeamPtbo

Dohjo Muay Thai & Fitness expands to larger space

To accommodate its rapid growth, the gym has moved to 342 Charlotte Street.

Dohjo Muay Thai & Fitness was founded by Mike Doherty in 2012 and operated as a part time martial arts school. In May, 2015, Dohjo Muay Thai & Fitness became a full time school. They offer Muay Thai classes for kids ages 3+, women's only and there will be beginner, intermediate and advanced class options for all. Dohjo will also offer an arrangement of different fitness classes including; Kettlebell and Olympic lifting classes and a new class option of Yoga

www.dohjomuaythai.com

GreenUP hires New Executive Director

Brianna Salmon has been named as GreenUP's new Executive Director. Brianna is a familiar face to the organization, having worked at GreenUP for seven years, most recently as the manager of Transportation and Urban Design Department.

Congrats Brianna!

Have a milestone to share? Let us know!

Contact Karen:
karen@peterboroughchamber.ca

Member Milestones:
peterboroughchamber.ca/member-milestones.html

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Event Calendar

LUNCHBOX LEARNING

WEDNESDAY
April 20th, 2016
(Chamber & WBN members only)

HR Essentials

Chamber Boardroom
175 George Street North
12:00pm – 1:00pm

Speaker:
Matthew Savino,
Savino Human Resources
Partners Ltd

Cost: Free (bring your own lunch)

Sponsor: Bell

Note: Pre-registration is required

HOLISTIC GROUP

WEDNESDAY
April 20th, 2016

Improve your confidence & try some improv!

Chamber Boardroom
175 George Street North

7:00pm – 9:00pm

Speaker:
Ray Henderson

Cost: Free

YOUNG PROFESSIONALS GROUP

THURSDAY
April 21st, 2016

CEO Tour @ The Publican House

300 Charlotte Street
5:30pm - 7:00pm

Event: Join us for a tour of The Publican House with CEO Matt Philips

Cost: Admission is free, courtesy of The Venue PTBO

Note: Pre-registration is required. Space is limited.

BEARS' LAIR TUESDAY
April 26th, 2016

Annual Entrepreneurial Competition
The Venue Ptbo
7:00pm

Event: Three finalists in the Goods & Services and Innovation categories will make their pitch to the 2016 Bears.

Cost: Free, courtesy of Ashburnham Realty

The Peterborough Chamber is a proud community partner of this program.

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LABOUR MARKET GATEWAY

Workforce Development Board awarded the Local Employment Planning Council Pilot Project contract by the Ministry of Training, Colleges and Universities

This update is brought to you by Workforce Development Board

The Workforce Development Board (WDB) is pleased to announce that it was awarded the contract to deliver the Local Employment Planning Council (LEPC) Pilot project for the Northumberland, Peterborough, Kawartha Lakes and Haliburton region.

The LEPC pilot, which runs from December 2015 until May 2017, will provide expanded resources for coordinating integrated planning and implementation of employment and training services enhancements and initiatives, as well as helping employers, workers and job seekers to make informed training and career decisions.

Another key component of the LEPC pilot will be improving on local labour market information that will support more robust labour market development planning, including identifying labour and service delivery gaps and employment opportunities.

Local, relevant labour market information is a key deliverable for WDB, as demonstrated by its Labour Market Gateway launched in 2014, as we continue to research and develop the means to support our community partners with specialized reports and programming guidance.

For information about the Workforce Development Board, please visit our website anytime at wdb.ca or email us at workforce@wdb.ca.

EMPLOYMENT ONTARIO