

SUMMARY

ORGANIZATIONAL STRATEGIC PLAN

2021 AGENCE
2030 DE MOBILITÉ
DURABLE
MONTRÉAL

Like other paramunicipal services and organizations of the City of Montréal, the *Agence de mobilité durable* (the “Agency”) needs to develop a strategic plan based on the City’s guidance, in particular as set out in the *Montréal 2030* strategic plan, and the *City Project*, a vision document that precedes Montréal’s Urban and Mobility Master Plan.

In light of the challenges ahead, the Agency has tabled a 10-year plan and prioritized its actions for the next three years through five major projects. The plan has been developed following consultations with a broad range of mobility stakeholders and a review of best practices in North America and Europe.



MISSION

In order to improve quality of life and contribute to Montréal's economic vitality, the Agency lends its sustainable mobility expertise to the City to help ensure that space is shared fairly and that the city is accessible to all. It acts as a key player in helping the City become more resilient.

The Agency breaks new ground for more sustainable mobility by managing curbside and off-street parking spaces, by monitoring public space across Montréal and by providing better information to the community.

The Agency draws on its operational and experimental capacity to support the City of Montréal and its partners in achieving their objectives, while bringing together mobility stakeholders.

VALUES

- › Innovation
- › Agility
- › Social responsibility
- › Client focus
- › Cooperation
- › Passion and fun



VISION 2030

A CITY ACCESSIBLE TO ALL BY 2030.

The Agency is an innovative organization that enjoys credibility with the public, the business community and the City of Montréal. It has integrated mobility services entrusted by the City and carries out the mandates and projects it is assigned by bringing together mobility stakeholders.

The Agency is recognized as the leading manager of curbside and off-street parking in Montréal. The latter are eco-friendly mobility hubs that accommodate several modes of transportation in the same location. Based on its intimate knowledge of mobility behaviours, the Agency can recommend the best on-street and off-street pricing and sharing options. Optimal parking management helps to ensure that the allocation of street functions, whether for mobility, activities or development purposes, is in line with the living environment.

Better space management makes it possible to create shared and alternative modes of transportation to solo driving, directly influencing mobility behaviours in Montréal, while contributing to making active commuting safer and more comfortable for everyone. The Agency's teams facilitate mobility by ensuring that people respect dedicated spaces—e.g., bike paths, reserved lanes, parking for people with reduced mobility and drop-off points. Travel is simplified through easier payment and reliable, accessible, real-time multimodal information that allows users to choose the best form of transportation each time.

The Agency contributes to the city's economic vitality by facilitating access to workplaces, businesses and activities, and helps reduce car ownership and household transportation expenses, which improves quality of life.

FIVE MAJOR PROJECTS OVER THE NEXT THREE YEARS

STIMULATE AND SUPPORT SUSTAINABLE MOBILITY PROJECTS

- › Acquire an in-depth understanding of the various aspects of mobility and the use of public property.
- › Properly fulfill its advisory role to the City.
- › Build on its ability to collect and observe data, experiment, establish partnerships and leverage findings to translate information into knowledge.
- › Provide the City with leading-edge expertise in sustainable mobility.



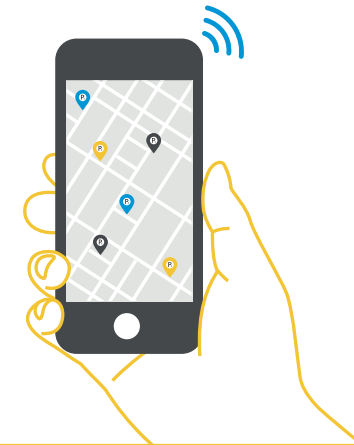
MANAGE THE CITY'S CURBSIDE AND OFF-STREET PARKING

- › Manage a greater number of off-street parking spaces to optimize their use and free up public street space.
- › Create mobility hubs that combine a range of services, including off-street parking.
- › Oversee curbside space by improving its management and operational planning capacity for equipment and activities.



IMPROVE PARKING INFORMATION AND PAYMENT

- › Support the modal shift by providing the most accurate information on travel time, particularly to reduce the time it takes to find parking at destination.
- › Leverage and improve existing assets, including its application that reaches over 500,000 unique active users, and capitalize on pay terminals and street furniture under its management.
- › Review parking payment methods to make them more user-friendly, and thus ensure regulatory compliance.



MODERNIZE THE MONITORING STRATEGY

- › Ensure greater fairness among users and better regulatory compliance.
- › Modify the work organization, monitoring tools and operational centre locations to ensure territorial equity while better meeting the needs of the boroughs.
- › Use licence plate recognition (LPR), which offers an interesting solution, to develop a new range of mobility products and services that benefit the community.
- › Enhance proactive monitoring to help implement policies to reduce the amount of space dedicated to cars and increase the use of alternative modes.



CONTINUE THE AGENCY'S ORGANIZATIONAL TRANSFORMATION

- › Get the necessary human, material and technological resources and implement the proper processes.
- › Ensure compliance with the various applicable laws and the City's key processes, particularly with regard to accountability.
- › Initiate an organizational transformation process to create a unique and harmonised culture.
- › Cultivate its agility and innovate—mainly by leveraging its expertise, operational capacity and relationships with mobility stakeholders—to effectively and rapidly fulfill additional mandates.

