LEA Consulting Ltd.
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February 27, 2026

Reference Number: 23308

Nadine Di Nardo
Mattamy Homes Canada
7880 Keele Street,
Vaughan, ON
L4K 4G7

Dear Nadine Di Nardo:

RE: Transportation Demand Management Memo
Proposed Residential Development
Clockwork Phase 2, Town of Oakville

LEA Consulting Ltd. (LEA) is pleased to provide this Transportation Demand Management Memo in support of the proposed residential development located at the northwest corner of Dundas Street East and William Cutmore Boulevard, known as Clockwork Phase 2 (herein referred to as the "subject site") in the Town of Oakville.

By way of background, LEA provided a Transportation Demand Management (TDM) Memo dated August 6, 2024 (**Attachment 1**), outlining the measures proposed for implementation. Since then, the Town of Oakville issued comments on February 17, 2026. This letter has been prepared to present the implementation strategy and timeline for the TDM measures, integrating the Town of Oakville's TDM requirements as outlined in the Transportation Master Plan (2025).

The goal of this letter is to specifically address the transit-focused strategies, their sequencing, and the expected implementation milestones.

1 TDM IMPLEMENTATION

Transportation Demand Management (TDM) is a set of initiatives and policies to reduce traffic demand by influencing travel behaviour. Effective TDM measures can reduce vehicle usage and encourage people to engage in more sustainable transportation modes. There are various opportunities to incorporate TDM measures that support alternative modes of transportation. The recommendations should enhance non-single occupant auto vehicle trips for future residents of the subject development.

Table 1 provides a summary of the Transportation Demand Management measures to be implemented and outlines the corresponding implementation strategy for each item. The table is intended to clearly illustrate how and when each measure will be carried out, the benefits, and the anticipated timelines.

Table 1: Summary and Implementation Strategy of TDM Strategies

TDM Measure	Benefits	Implementation Strategy
Cycling-Based Strategies		
Short-term and long-term bicycle parking	+ Supports and encourages residents and visitors to take up cycling as a primary mode of travel	Provided on site plan.
Promote and increase cycling awareness & multi-modal transportation.	+ Improves mobility choices while reducing traffic congestion and environmental impacts	To be provided in welcome package.
Pedestrian-Based Strategies		
Direct pedestrian connections to public road network	+Provides convenient linkages for pedestrians etc.	Provided on site plan.
Building entrances oriented towards street.	+ Enhances walkability and accessibility by providing safe, well-lit, and barrier-free entrances connected directly to key pedestrian routes.	Provided on site plan.
Transit-Based Strategies		
Connections to existing and future transit network	+Provides convenient connections to existing Oakville Transit routes and future Dundas Street BRT, supporting increased use of non-auto travel modes.	Provided on site plan.
Communication strategy	+ Provide clear transit information through lobby displays and resident materials to support increased transit use.	3-4 months prior to full occupancy (or 95%), a representative of the applicant will contact the Town to coordinate the outreach location and timing. The event is expected to be held at the Iroquois Ridge Community Centre or Halton Regional Centre, and transit maps will be provided to residents.
Incentive programs	+ Promotes increased transit ridership by providing PRESTO incentives that support convenient use of adjacent transit facilities.	A $25 pre-loaded PRESTO card will be provided in welcome package.
TDM Monitoring Initial Surveys	+ Provides an initial baseline to measure TDM effectiveness and guide future improvements in reducing single-occupant vehicle trips.	The applicant will undertake surveys with residents at 50% occupancy and report back to Town staff within two months of reaching this occupancy rate. The owner will coordinate with the Town for a list of survey questions.
TDM Monitoring Follow-Up Surveys	+ Measures the effectiveness of implemented TDM strategies and identifies opportunities for further reductions in single-occupant vehicle trips.	The applicant will undertake follow-up surveys two years after the initial surveys and report back to Town staff within two months. The owner will coordinate with the Town for list of survey questions.

It is noted that the sustainable transportation support platforms, such as the Smart Commute app used for promotion and trip-planning information, will be reviewed as part of exploring potential participation in the program.

It's important to note that the Town of Oakville's Transportation Master Plan (2025) aligns well with the measures being proposed. The plan includes several initiatives that support this approach, such as transit-incentive programs, improvements to pedestrian infrastructure, and bicycle-parking facilities. Together, these elements reinforce the shift toward more sustainable travel options and help ensure that the TDM measures can be successfully implemented.

Should you have any questions regarding this memorandum, please do not hesitate to contact the undersigned.

Yours truly,

LEA CONSULTING LTD.

ZARA MCCORMICK

Zara McCormick, M.Eng., P.Eng.
Manager, Transportation Engineering (Western Canada)

Jorge Ordenes, M.Sc., E.I.T
Project Coordinator

ATTACHMENT 1

Transportation Demand Management Memo

August 6, 2024

LEA Consulting Ltd.
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T | 905 470 0015 F | 905 470 0030
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August 6th, 2024

Reference Number: 23308

Kelly Wong
Mattamy Homes Canada
7880 Keele Street,
Vaughan, ON
L4K 4G7

Dear Ms. Wong:

RE: Transportation Demand Management Memo
Proposed Residential Development
Clockwork Phase 2, Town of Oakville

LEA Consulting Ltd. (LEA) is pleased to provide this Transportation Demand Management Memo in support of the proposed residential development located at the northwest corner of Dundas Street East and William Cutmore Boulevard, known as Clockwork Phase 2 (herein referred to as the "subject site") in the Town of Oakville.

LEA received comments on the Transportation Impact Study Updated dated January 2024 from the Town's Sustainable Transportation Program Coordinator regarding the Transportation Demand Management (TDM) strategies for the proposed development. Provided below is the revised TDM Plan for the proposed development.

1 TRANSPORTATION DEMAND MANAGEMENT (TDM)

Transportation Demand Management (referred to as TDM) is a set of initiatives and policies to reduce traffic demand by influencing travel behaviour. Effective TDM measures can reduce vehicle usage and encourage people to engage in more sustainable transportation modes. There are various opportunities to incorporate TDM measures that support alternative modes of transportation. The recommendations should enhance non-single occupant auto vehicle trips for future residents of the subject development.

1.1 CYCLING BASED STRATEGIES

Provision of short-term and long-term bicycle parking.

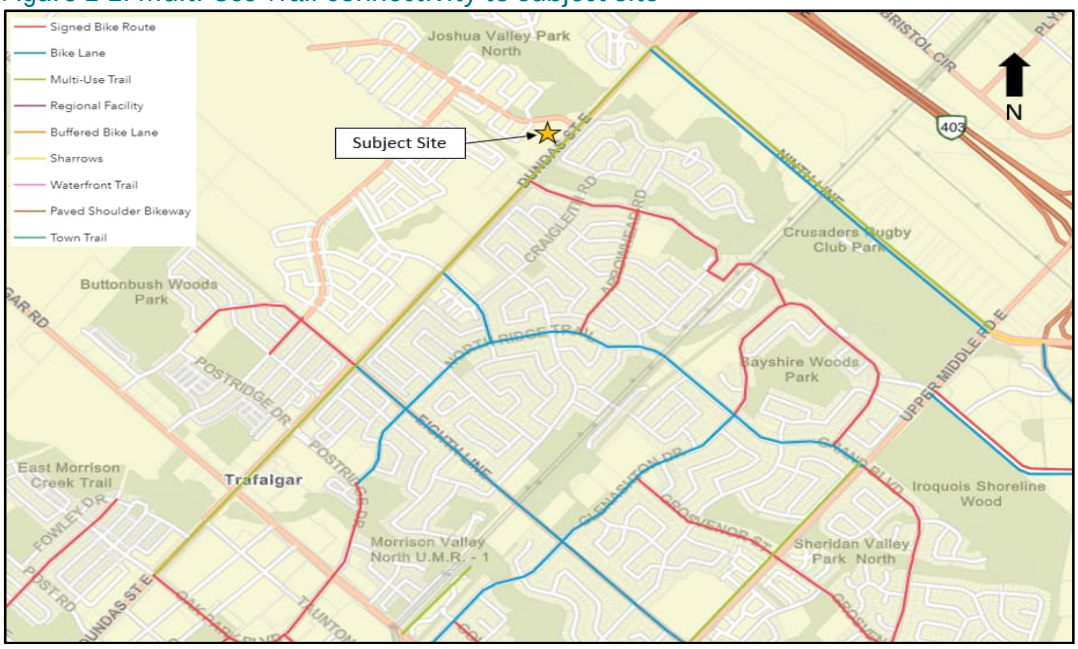
The subject site is required to provide 164 bicycle parking spaces as specified by the minimum requirements of the zoning by-law, as noted in Section 8.2. The provision of bicycle parking spaces could encourage more residents to cycle as a mode of transportation, therefore reducing car trips.

The proposed visitor bike storage facilities located on the ground level of the building will accommodate visitor bike parking in a manner that is safe, secure, and convenient. Cyclists can be assured that the proposed bicycle parking will be securely and conveniently located.

Promote and increase cycling awareness & multi-modal transportation.

As illustrated in Figure 1-1, A paved multi-use path along Dundas St. E., which runs between Ninth Line and North Ridge route, connects the subject site to an existing bicycle network. It is advised that informational packets be sent to locals to promote biking. This will promote active transportation and increase knowledge of various transportation options. The package should also include information regarding the environmental and health benefits of cycling, rules of the road, and maps of active transportation infrastructure available in the surrounding area.

Figure 1-1: Multi-Use Trail Connectivity to Subject Site



Source: Oakville.ca, August 2023

1.2 PEDESTRIAN BASED STRATEGIES

Ensure convenient pedestrian connections to existing surrounding amenities and transit facilities in the vicinity of the subject site.

Dundas St E provides a paved mixed-use trail on the south side of the street. It is anticipated that sidewalks will be built along the Site Access, connecting to William Cutmore Blvd. as well as future phases. Sidewalks and pedestrian crosswalks located at the Dundas/William Cutmore intersections ensure comfortable and convenient pedestrian connections to the existing local pedestrian network.

Building entrances oriented towards street.

The proposed building entrances are oriented towards pedestrian walkways, including the existing sidewalk on Dundas St E and the proposed sidewalk on William Cutmore Blvd. This provides convenient access for pedestrians, transit users and cyclists. To further enhance the pedestrian realm and consider persons with mobility difficulties, all entranceways are anticipated to be well-lit with enhanced landscaping and minimal barriers, providing a clear pedestrian corridor.

1.3 TRANSIT BASED STRATEGIES

Connection to existing transit network.

As mentioned in Section 2.2, the subject site is located approximately 150 m (2-minute walk) to bus routes operated by Oakville Transit. Existing bus routes operating along Dundas St E service the subject site. The surrounding transit route provides connections to cycling and pedestrian facilities and encourages residents and visitors to engage in non-auto modes of travel. It is our understanding that BRT service is proposed on Dundas St, with stops to be determined. The availability of rapid transit at the doorstep of the subject site will increase the attractiveness of the mode.

Communication Strategy.

The availability of transit within proximity to the subject site should be visible to residents and visitors in order to allow them to utilise the surrounding transit services. It is advised that route maps and timetables be posted in a common public space, such as the building lobby, in addition to information packages with transit information provided to residents. The proposed building lobby screens or centrally located real-time updated digital displays could display route and scheduling information.

Incentive Program.

As PRESTO becomes a dominant form of payment for transit throughout the Greater Toronto and Hamilton Area (GTHA), it is recommended that pre-loaded PRESTO cards be offered to units in their welcome package. This incentive, coupled with the site's proximity to transit, provides an opportunity for residents to experience the benefits of using adjacent transit facilities.

TDM Monitoring.

It is recommended that ongoing monitoring and evaluation be undertaken to collect data and information regarding TDM performance measures. The key goal of performance measuring is to provide useful information on identifying successful program activities, improvements to existing programming, as well as the potential development of future programs. The owners/property managers/consultants should perform periodic evaluations to assess how well the TDM Programs are achieving the goal of reducing the number of single-occupant vehicle trips generated by the subject site. A baseline survey approved by the town, and a survey between 6 months to 2 years after occupancy is recommended to ensure effective monitoring.

Should you have any questions regarding this memorandum, please do not hesitate to contact the undersigned.

Yours truly,

LEA CONSULTING LTD.

Jocelyn Wallen, P.Eng.
Project Manager, Transportation Engineer