Highlights from 2014/15

In 2014/15, the Smart Commute program was expanded to more comprehensively include school and community travel, alongside the workplace program, as our three pillars of Transportation Demand Management (TDM). Smart Commute now sits within the Service Planning division of Planning & Policy, affording opportunities to generate real behaviour change and multi-modal solutions for the region. In the year ahead, Smart Commute will progress towards more comprehensive multi-modal service offerings, and continue it’s role in municipal coordination of TDM for the Greater Toronto Hamilton Area (GTHA).

This year, Smart Commute seized one of the largest transportation behaviour change opportunities in the region, initiating TDM planning for the TORONTO 2015 Pan Am and Parapan Am Games. A new online tool was also introduced, providing additional support for travel options to workplaces, as well as the broader public.

Getting to Work

PROGRAM IMPACT

Metrolinx completed an in-depth Workplace Program Impact Report, including the estimated benefit cost ratio of the program across the network, and impact on regional congestion. Key inputs included the extensive employee survey and Transportation Tomorrow Survey (TTS) data. The study shows that the workplace program has been responsible for an estimated 2% reduction in drive-alone trips across the Smart Commute network, with some workplaces shifting up to 35% of drive-alone trips to other modes. There is an estimated 6:1 benefit cost ratio for the workplace program.
Estimated Regional Impacts of the Smart Commute Workplace Program

- 2.4 million annual car trips off the road
- 40 million Vehicle Kilometres Travelled reduced annually
- 2.9 million additional walking and cycling trips annually

Key delivery metrics across Smart Commute workplaces, March 31 2015:

<table>
<thead>
<tr>
<th>Metric</th>
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<tbody>
<tr>
<td>Total number of member workplaces</td>
</tr>
<tr>
<td>Total number of commuters in Smart Commute workplaces</td>
</tr>
<tr>
<td>Portion of employees in GTHA served by Smart Commute (at workplaces ≥ 50 employees, source: hoovers)</td>
</tr>
<tr>
<td>Number of dedicated carpool parking spaces at worksites</td>
</tr>
<tr>
<td>Workplaces with carpool programs (ride-matching and/or carpool parking)</td>
</tr>
<tr>
<td>Carpools posted on the Smart Commute online tool</td>
</tr>
<tr>
<td>Workplaces with flexible work arrangement programs (formal or informal flex work, telework, compressed work options)</td>
</tr>
<tr>
<td>Workplaces with active transportation programs (showers, lockers, allowance, bike share, sheltered/secured bike parking available)</td>
</tr>
<tr>
<td>Workplaces with transit programs (passes on site, allowance, or employer subsidy)</td>
</tr>
<tr>
<td>Workplaces with Emergency Ride Home programs</td>
</tr>
<tr>
<td>Overall workplace satisfaction with Smart Commute (Excellent + Very good)</td>
</tr>
<tr>
<td>Portion of workplaces achieving gold &amp; silver designations¹</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>334</td>
</tr>
<tr>
<td>734,700</td>
</tr>
<tr>
<td>43%</td>
</tr>
<tr>
<td>1,789</td>
</tr>
<tr>
<td>306</td>
</tr>
<tr>
<td>4,860</td>
</tr>
<tr>
<td>224</td>
</tr>
<tr>
<td>270</td>
</tr>
<tr>
<td>142</td>
</tr>
<tr>
<td>306</td>
</tr>
<tr>
<td>83%</td>
</tr>
<tr>
<td>35%</td>
</tr>
</tbody>
</table>

FLEXIBLE WORK ARRANGEMENTS

Smart Commute partnered with WORKshift, a national not-for-profit dedicated to flexible and remote work, to strengthen Smart Commute’s telework services offering, and help accelerate the implementation of telework pilots at Smart Commute workplaces for the TORONTO 2015 Pan Am/Parapan Am Games.

GAMES-READY

The 2015 Games will be Canada’s largest international multi-sport event. Smart Commute has partnered with the Ontario Ministry of Transportation and TORONTO 2015 to develop and implement a business engagement TDM strategy focused on keeping the region moving.

Smart Commute is using this opportunity to expand TDM programming at member and non-member businesses, to support the Games as well as generate lasting travel behaviour change. Smart Commute’s “Games Service” was implemented in February 2015 to help non-member workplaces across the GTHA implement TDM initiatives.

¹ Smart Commute workplaces can achieve Gold and Silver designation levels by engaging their staff through programming and promotions, achieving behaviour change results and investing in their employees transportation.
PROMOTIONAL CAMPAIGNS
Annual awareness campaigns focus on encouraging employees at member companies and post-secondary institutions to try out different commute options.

Workplaces across the region participated in Bike to Work Day 2014 (May 26). More than 4,500 people attended related events across the region organized by Smart Commute.

Smart Commute Week 2014 (Sept. 22 to 28) showcases the many transportation options available to commuters, while encouraging behaviour change. It was also used to introduce the new online tool. The total number of participants in all events associated with Smart Commute Week was 3,390.

SMART COMMUTE AWARDS
The eighth annual Smart Commute Awards reception was held on November 26, 2014, where workplaces were recognized on a regional basis for the first time. Winners included:

- L-3 WESCAM (Halton Region)
- City of Mississauga (Peel Region)
- Horizon Utilities Corporation (Hamilton)
- University Health Network (Toronto) and;
- Advanced Micro Devices (York Region).

Of these, the City of Mississauga was selected as the overall Regional Employer of the Year. Honda Canada Inc. received the new Rising Star Award, acknowledging outstanding success in a workplace’s first year in the program. The Smart Commute Champion Award, celebrating the achievements of an individual or group, was awarded to Rebekah Jackson-Gravely & Joceline Turner of Hamilton Health Sciences.

MEMBER ACCOUNTS
Smart Commute welcomed 23 new workplaces across the region in 2014/15:

- Adecco
- Bentall Kennedy (2)
- Brampton Downtown Development Corporation
- Capital One
- ConAgra Foods Canada Inc.
- Contract Pharmaceuticals Limited (2)
- GWL Realty Advisors (2)
- Halton Hills Chamber of Commerce
- Hamilton Region Conservation Authority
- Hamilton-Wentworth District School Board
- IKEA Canada Limited Partnership
- Inscape Corporation
- Oakville YMCA
- S. A. Armstrong Limited
- Sobeys Capital Incorporated
- The Scarborough Hospital (2)
- Toronto Hydro (2)

11 workplaces left the program this fiscal year.
Getting to School

Since 2009, Smart Commute has worked with municipalities, public health units, school boards, NGOs and academics to support and encourage more Active and Sustainable School Transportation (ASST) in the GTHA and beyond. 2014/15 highlights include:

• Establishing the GTHA ASST Regional Hub, with 100 participants from 60 stakeholder organizations, aiming to further collaborate and share best practices.
• Progressing the recommended ASST model and GTHA implementation plan, stemming from the ASST Strategy Roadmap process in 2013/14.
• Releasing the Costs and Benefits of School Travel Planning Projects in Ontario, Canada, showing an estimated Benefit-Cost Ratio of 2:1.
• Ongoing ASST research with the University of Toronto
• Preparing for the inaugural GTHA-wide Bike to School Week with stakeholders across the GTHA

Community Initiatives

Metrolinx has worked in partnership with TDM staff in regional and local municipalities since 2008, including hosting the TDM Coordinating Committee (TDMCC). This capacity supports delivery of the ambitious TDM program in Metrolinx’s regional transportation plan, beyond school and workplace travel planning. With 20 participating municipalities in 2014/15, Smart Commute will continue to build and strengthen these partnerships in the year ahead. Smart Commute published a 2014 status update report of key GTHA TDM policy & initiatives, pilot projects, research studies and trends across the region.

Smart Commute also continues to champion active transportation across the region through best practice research, program delivery, campaign promotion, online tool support, and coordination among partners to build capacity, align and amplify active transportation initiatives.
Getting to GO

As part of providing and encouraging a variety of access options to GO stations, Smart Commute has worked in close partnership with GO Transit to implement designated carpool spaces, electric vehicle charging, and car share parking spaces in GO station parking lots. GO Transit schedule information screens have been implemented in several downtown Toronto properties. Results of GO station access efforts include the following, to March 31, 2015:

**ELECTRIC VEHICLE CHARGING**
- 20 EV chargers at 10 GO stations
- > 1,300 charge-ups (April 2015)
- > 5,300 kg of GHGs saved

**CARPOOL TO GO**
- 46 GO Stations with a total of 470 designated carpool parking spaces. All carpool groups with a registered permit can access the spaces on a first-come first serve basis.
- > 1,640 registered carpool groups

**CAR SHARE**
- Zipcar spaces and cars were successfully launched at 6 GO stations in May 2014, with planned expansion to 7 additional stations in April 2015

**GO DEPARTURE DISPLAYS**
- GO Transit departure information is publically displayed at 12 commercial office properties in the PATH underground walkway and downtown Toronto core
For more information about Smart Commute, connect at:

www.smartcommute.ca  @SmartCommute  info@smartcommute.ca