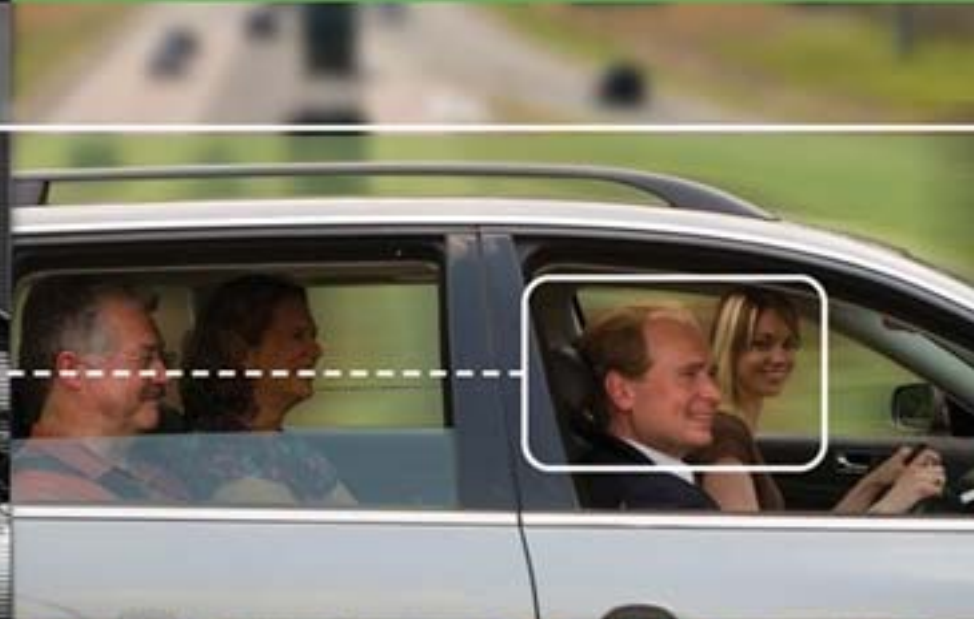


**Town of Markham
Development Services
Committee**

Jan 20th , 2009



reducing traffic congestion is just good business



Who we are

- SC 404-7 is a Transportation Management Association (TMA) operated through the Richmond Hill Chamber of Commerce & Markham Board of Trade
- Work with local businesses to help address their transportation concerns.
- Promote and implement commuter options or transportation demand management measures (TDM)
 - carpooling, transit, cycling and teleworking
- SC 404-7 now the largest TMA in the GTA-Hamilton
 - 140+ businesses, representing 30,000+ employees, are now active, engaged or supporting SC 404-7

Corporate Sponsors



DRAFT



Markham Businesses

Active

- CAA
- CGI
- Hilton Suites
- HSBC
- IBM
- LexisNexis
- Markham Board Of Trade
- Scholastic Canada
- Seneca College
- Sunny Crunch
- Town Of Markham
- The MMM Group
- URS Canada
- Wah Lung Label
- York Catholic School Board

22,000 +
Employees

Engaged

- ACNielsen
- Allstate Insurance
- AMD
- American Express
- Giesecke & Devirent
- Honeywell
- HSBC Financial
- Johnson & Johnson
- Toshiba Canada
- Lyreco Canada
- Markham Stouffville Hospital
- Nike
- Philips
- Timex
- YMCA – Markham Centre

Smart Commute 404-7 and Smart Commute Association Award Winning program

- **2006 Transportation Association of Canada - Sustainable Urban Transportation Award**; *presented to Markham & Richmond Hill Councils for the SC 404-7 program*
- **2007 FCM-CH2M Hill - Sustainable Community Award for Transportation** *presented to York Region along with Metrolinx, Regions of Halton, Peel and Durham as well as the Cities of Hamilton, Mississauga and Toronto.*
- **2008 OPPI - Planning Excellence and Healthy Communities Award** *to Smart Commute Program*



TAC presentation to Markham Council November 2007

Smart Commute - Metrolinx

2005

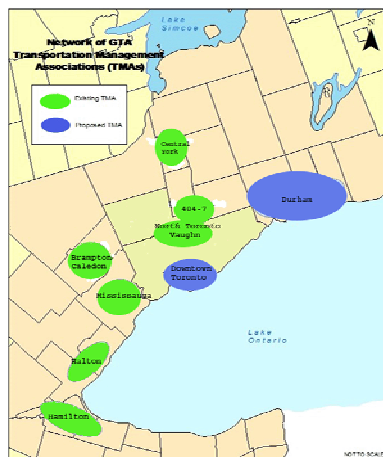


2008



SCI Objectives

- 10 TMAs across GTAH
- Municipal leadership
- Smart Commute Association legacy
- Reduce congestion
- Reduce GHG emissions
- Improve air quality



✓

MOU signed in 2005 to operate SC 404-7 when Transport Canada involved (Show Case program).

✓

9 TMA's or Smart Commute Associations & Regional Coordinating at Metrolinx

✓

Metrolinx provides matching funding up to \$130,000 to TMA's

✓

Need for a new funding agreement to continue the operation of SC 404-7 under the new partnership with Metrolinx.



Transport Canada 2005

Urban Transportation Show Case Program

Role of Government

- METROLINX: Regional Transportation Plan 2008
 - Identifies need for TDM and the Smart Commute Program
- YORK REGION: Transportation Master Plan 2002
 - Recommends implementation of Transportation Management Associations in GTAH areas through the Smart Commute Initiatives
- TOWN MARKHAM: Transportation Master Plan 2002
 - Recommends the implementation of Transportation Demand Management and a Transportation Management Association
- TOWN RICHMOND HILL: Transportation Master Plan 2006
 - Recommends a long term sustainable transportation strategy, and to continue support of SC404-7, and expand the program/services to the entire town.

New Municipal & Regional MOU

Town of Markham Council on June 28, 2005 authorized The Mayor and Clerk to sign the initial MOU

Current MOU requires changes to reflect the following...

■ Key revisions

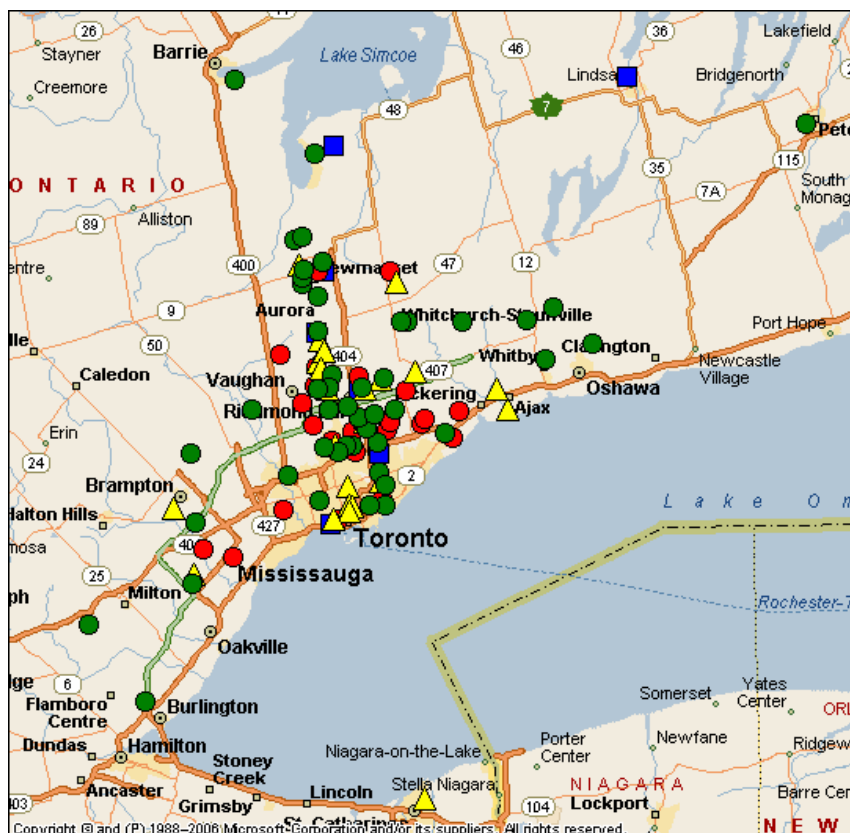
- ❑ Details to reflect deletion of Transport Canada as funding partner and addition of Metrolinx as funding partner
- ❑ Clarify Advisory Committee roles and responsibilities and terms of length and service
- ❑ Clarification of reporting structures of staff and CEOs
- ❑ Improved financial and program reporting structures

- Need for regional and local municipality to sign new MOU with MBT and RHCOC to continue the delivering and implementation of the program

Business Plan - Core Services

- Engage business to adopt the Smart Commute program
- Undertake employee commuter survey & provide summary reports
- Work with on-site coordinators to implement commuter options
- Undertake site assessments as needed
- Maintain SC404-7 website, promote and facilitate Carpool Zone site
- Transit promotions & employer shuttles
- Implement commuter options at the workplace
- Undertake TMA member recruitment, marketing, promotions and networking, including: transportation fairs, on site lunch & learn and monthly commuter clinics
- Work with Metrolinx & SC GTA and Hamilton on Advisory and Technical Committees
- Developing ongoing sponsorship packages with local businesses

Core Service - Commuter Survey



already carpooling



willing



undecided



unwilling

- Conducted 23 employer surveys
 - 3,588 employee responses
- Presented 23 summary reports to senior management
- Conduct site assessment as needed
- Currently working with 35 in-house transportation coordinators developing and promoting various commuter options

Core Service - Survey Highlights

Employee current mode of travel:

- 80% drive alone
- 10% carpool
- 8% take transit
- 1.5% cycling or walking
- 0.5% teleworking

83% commute 5 days a week

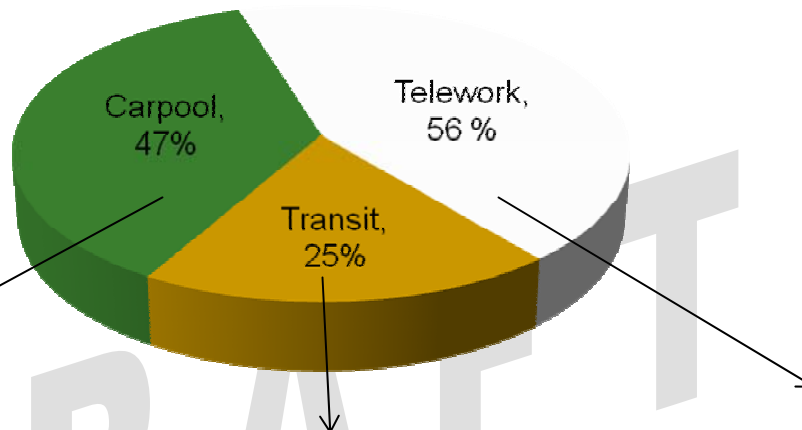
75% live less than 35 km from work

50% spend 1-2 hours per day on their commute

Core Service - Survey Highlights

Willingness to try alternate modes.

*Multiple selections allowed, therefore >100% tally.



What would encourage you to carpool:

- 40% indicated help finding carpool matches
- 28% indicated flexibility to carpool occasionally
- 20% indicated a need of ride in emergency

What would encourage you to take transit:

- 22% said lower fares
- 22% said eliminate double fares
- 15% No longer need a car to perform my work

What would encourage you to telework:

- 37% need a corporate policy
- 36% flexibility to work from home occasionally
- 24% Connection to office work at home (technology)

Core Service – Carpool program

- Carpool program site (www.carpoolzone.ca);
 - ❑ 100 new registered users in SC 404-7 subgroup since release of VIVA strike alert SC 404-7 newsletter and launch of Carpool campaign
 - ❑ Approx. 900 registered users in 404-7 Markham, Richmond Hill area and 5,500 GTA wide
 - ❑ Historically over 13,000 registered users in the GTA
 - ❑ 100 new users register per week
 - ❑ 1 new carpool formed every day
 - ❑ Emergency Ride Home addresses employees need to support carpooling, public transit, biking



Core Service - Transit Support

- Work with businesses to promote transit discount
- Provide leads to YRT re:RideSaver program
- Conduct site assessment to improve access to transit

Lunch Express

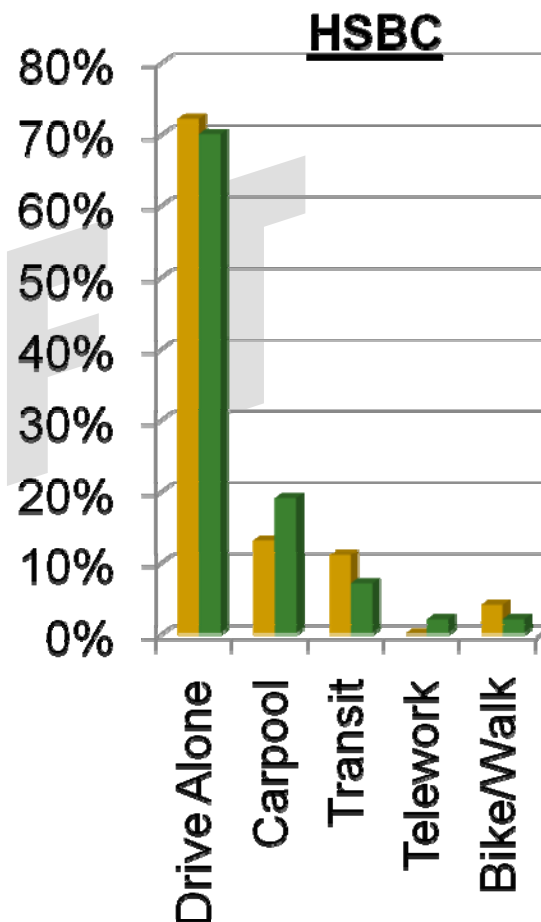
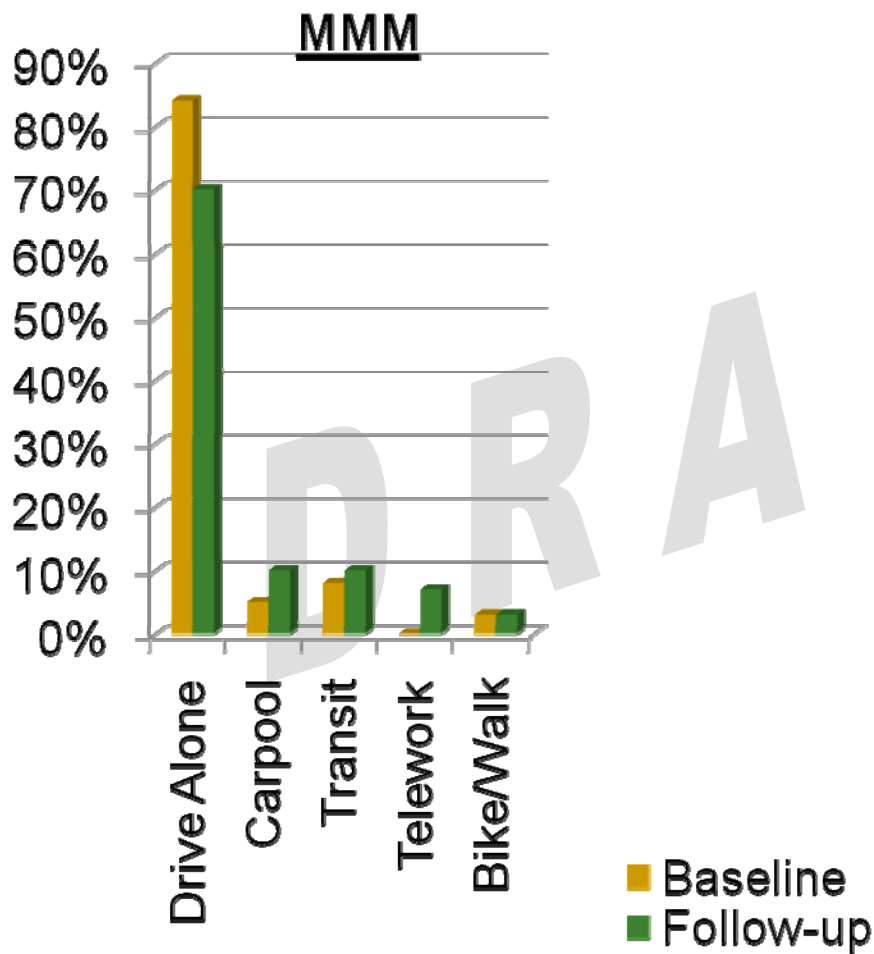
- YRT operating Lunch Express (July 2008)
- SC 404-7 providing marketing support
- 200 boardings (Jul 1st – Sept. 19th)



Results

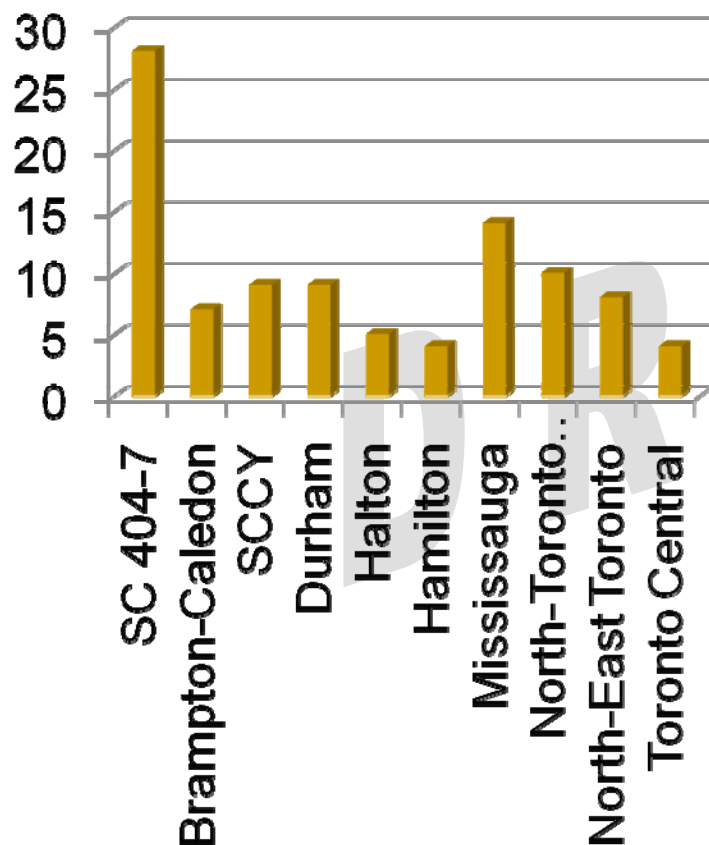
- ✓ Over half a million (664,150) Vehicle Kilometers Travel reduced
- ✓ Approximately 156 tonnes of GHG emissions reduced
- ✓ Approximately 6,800 SOV trips reduced (Carpool zone)
- ✓ Smart Commute has reached 6,400 commuters through direct contact Jan – Jun 2008
- ✓ Direct marketing to 1,800 MBT & RHCOC businesses
 - ✓ representing approx. 42,000 employees
- ✓ Successfully negotiated with Metrolinx to secure \$130,000 (2008 -2009) operating funding
- ✓ Good media coverage (Who is SC 404-7 to What SC 404-7 can do)
- ✓ Interest in the business community growing
- ✓ Continue to partner with Metrolinx and expanding more to the community as a whole

Results – Follow up Surveys

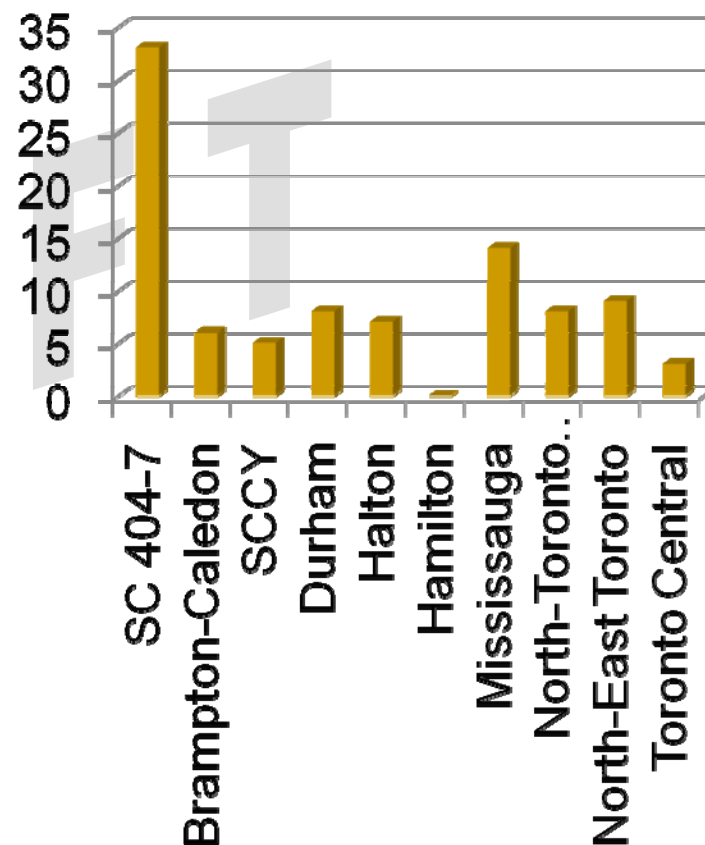


TMA to TMA Comparison

Active Organizations

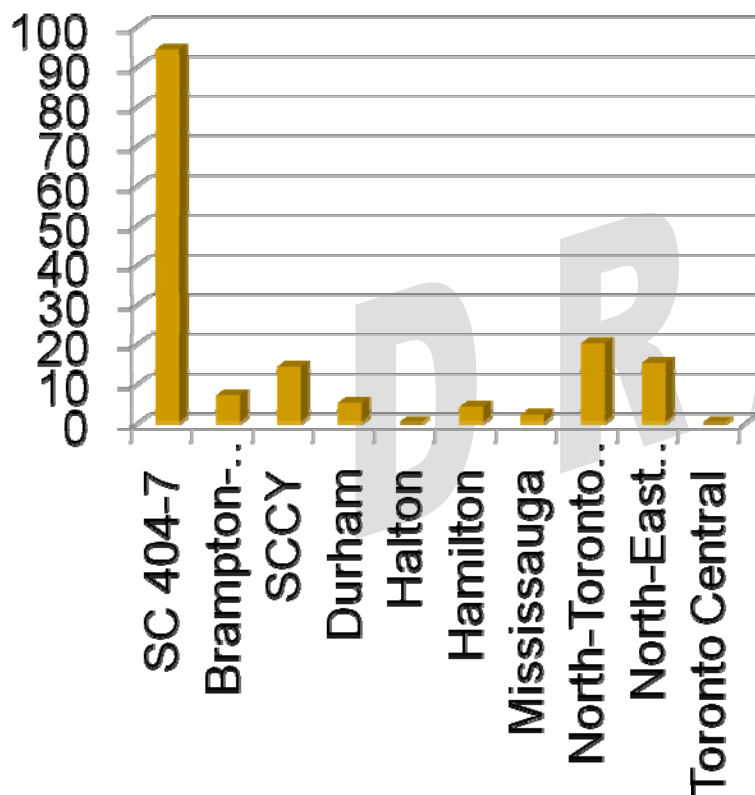


Engaged Organizations

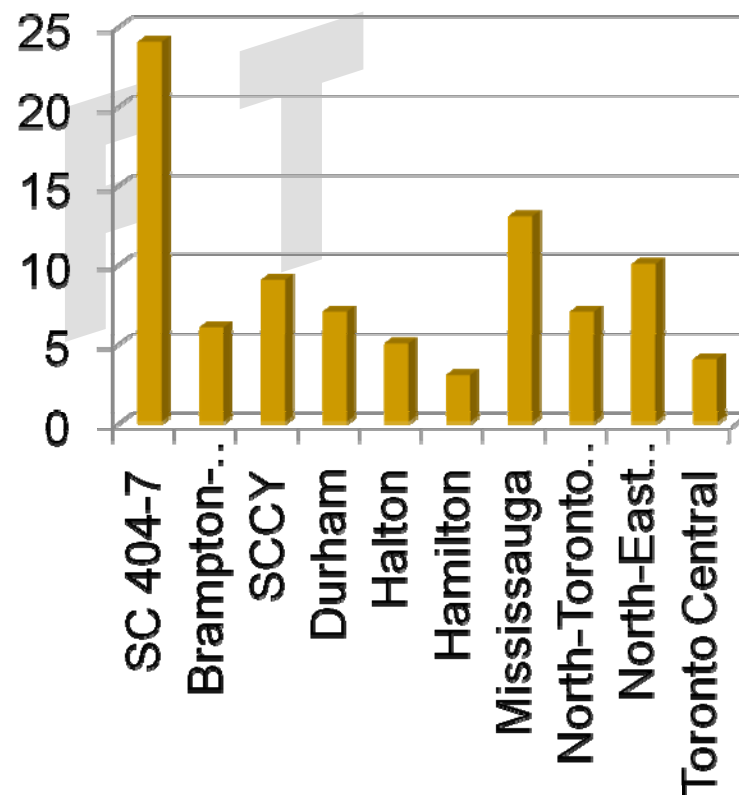


TMA to TMA Comparison (con't)

Support Organizations



Baseline Surveys



Smart Commute Events 2008

■ **First Bike to Work Day “Business Park Challenge” - June 6, 2008**

- ❑ Partnered with MMM Group, iTRANS Consulting Inc. and York Region Police
- ❑ 18 companies in Commerce Valley / Beaver Creek business park took part
- ❑ 85 employees participated



Police Escort



Bike Tune up Clinic



Bike Safety Clinic



Smart Commute Events 2008

- Clean Air Commute week June 23rd – 27th
 - Partnered with Pollution Probe and Metrolinx
 - 13 employers & over 400 participants
- Car – Free day Sep 22nd (received interest and submissions for the Smart Commute 404-7 Car Free Day contest)
- Carpool Week Oct 6th – 10th (37 new registered users during the week leading up to Oct 10th and including the event)
- Lunch & Learns, Earth Day & Sustainability Fairs, Commuter Clinics, Drop-by sessions
 - sessions @ IBM, AMD, Philips, Scholastic, CGI (over 1,900 employees drop-by booth)
- Attended 70 Chamber & Board events
- Car Pool) campaign (Oct.'08 – Apr.'09). To increase awareness and users. 10% increase as of Dec '08



2009 Business Plan – Core Services highlights

- Maintain relationship / support with 35 currently engaged businesses
 - Facilitating and implementing on going commuter options
 - Estimated 50 lunch & learn and employee drop in sessions as required
 - Undertake 15-20 site assessments as required
- Attend approximately 75 networking events
- Work to engage 24 new businesses to implement the program
- Undertake 15-20 employee commuter baseline and follow up surveys
- Prepare 15-20 commuter survey summary reports
- Maintain SC 404-7 website, promote and facilitate Carpool Zone site
 - 7 months “Make A Splash” Carpooling campaign
- Work with Metrolinx & SC GTA and Hamilton on Advisory and Technical Committees
- Attend other key transportation stakeholder meetings
- Host and participate 4-5 GTA wide transportation events
- Developing ongoing sponsorship packages with local businesses

Testimonials

MMM Group: *Our corporate involvement in Smart Commute 404-7 shows [our] commitment to the mission of our local TMA. The following quote from our president demonstrates management's support for MMM's efforts related to Smart Commute "[MMM's ongoing Transportation Demand Management efforts] emphasize the need for sustainable transportation development and the reduction of single occupant vehicles on our roads."*

Bruce Bodden, President and CEO, MMM Group Ltd.

Scholastic Canada: *"Inspired by the "clean commuting" campaign in late June, two "mature" Scholastic employees decided to travel our 30 km. (round trip) commuting distance by bicycle. We arrived at work, panting and exhausted but strangely exhilarated! We decided it was worth another try and we were astonished to discover that by making a few adjustments, it was much less tiring and actually fun! And by the next time, we noticed that the hills seemed less daunting and the traffic less intimidating. Now we are averaging about one bicycle commute per week and we feel great!"*

Employee, Scholastic Canada

CAA: *"CAA is proud to support and partner with SC 404-7 . We share its objectives and vision. Our members want solutions to gridlock that will improve their quality of life by reducing commute times and transportation costs and that support the environment by reducing the emissions that harm the quality of the air we breath."*

Kris Barnier, Provincial Relations Specialist CAA Ontario

THANK YOU



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