



TELEWORK • CARPOOL • TRANSIT • BIKE • WALK

Choose your way



2013 BUSINESS PLAN

For Presentation to: City of Markham - DSC

March 19th, 2013



WHAT IS SMART COMMUTE MARKHAM, RICHMOND HILL? (SCMRH)

- A not-for-profit transportation initiative created in 2004 to address traffic congestion in Markham and Richmond Hill
- One of 12 GTA Smart Commute Transportation Management Associations (TMA's)
- SCMRH is affiliated with the Markham Board of Trade and the Richmond Hill Chamber of Commerce. We are funded by the City of Markham, Town of Richmond Hill, York Region, and Metrolinx



OUR PURPOSE:

- Help employers in Markham and Richmond Hill improve their productivity; improve quality of life for their employees, customers, and visitors; have a positive impact on the environment
- Be a single source of information to show our members how to use commuting options to save time and money
- Represent the interests of our business community on transportation issues to relevant bodies



CONTENTS

- 1) 2012 Program Updates
- 2) 2012 Activity Highlights
- 3) 2013 Work Plan



PROGRAM UPDATES 2012



6 Active Employers added (55 currently Active)



5 Engaged Employers added



14 Employee surveys conducted



**150 Employer or Chamber/Board events attended
50 SCMRH organized events**



2012

[Click to Register](#)

525 new CarpoolZone registered users



7500 Single-Occupant-Vehicle trips reduced

66837

565, 125 vehicle kilometers travelled reduced



135 tonnes of greenhouse gas emissions saved



SCMRH commuter savings \$225,000



2012 PROGRAM HIGHLIGHTS

- Collaboration with other TMAs to reach cross boundary, multi-site employers (Seneca, YRP, YRDSB, Enbridge, PowerStream)
- Continued promotion of PRESTO smart fare card for transit
- Outreach in both communities
- Piloted telework seminar for ambassadors
- New marketing and communication materials eg. Employer(ee) kits, strategy guide, etc
- Increase to 2400 newsletter subscribers; 20% increase from 2011
- Participation increase in all Metrolinx Smart Commute events (cpw, b2wd, cac, sc week)
- Implemented Carpool Parking Signs at Markham Civic Centre



WORKPLACE DESIGNATION



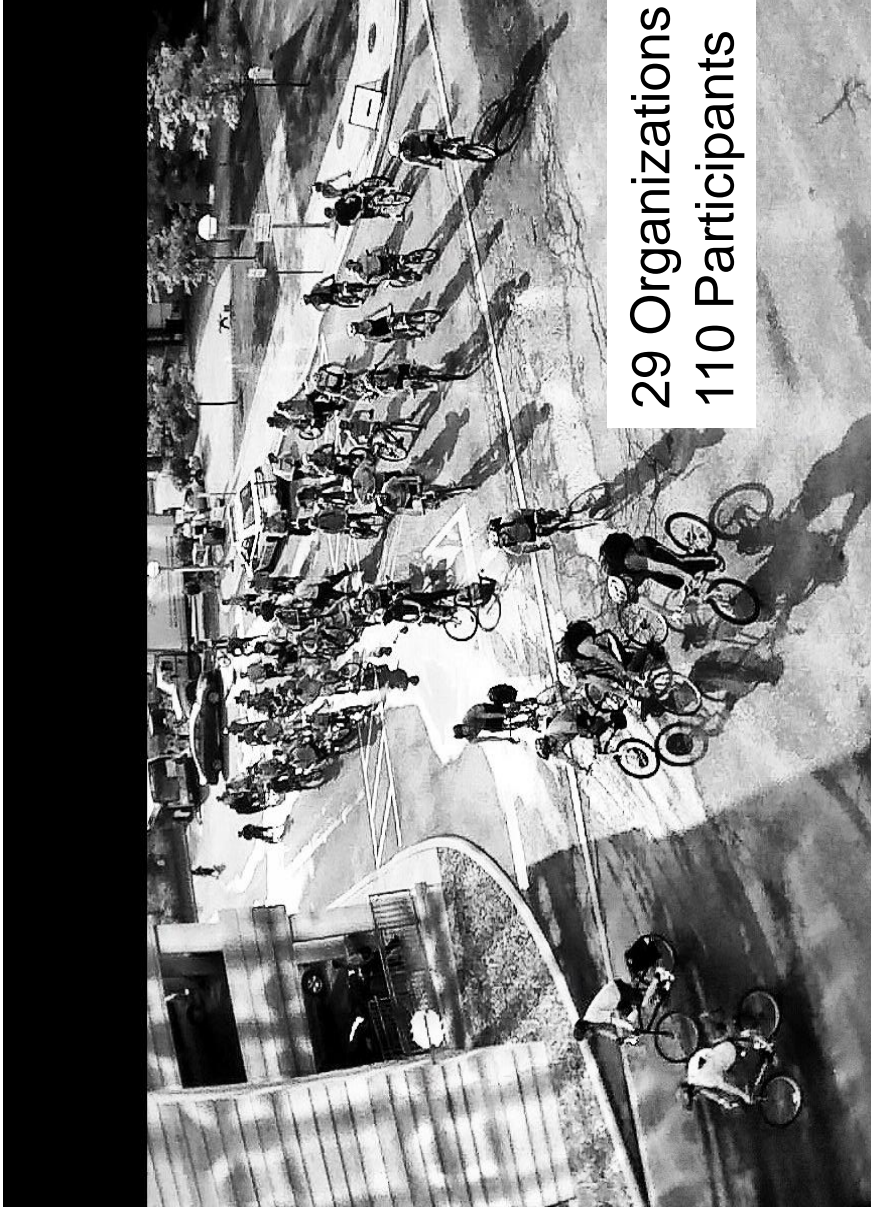
**CONGRATS
MARKHAM!!!**

<u>DESIGNATION</u>	<u>2012</u>	<u>2013</u>	<u>CHANGE</u>
GOLD	1	2 - City of Markham; Town of Richmond Hill	+1
SILVER	3	7 - Cole, Genivar, HDR, MMM, Philips, Qualcomm, Seneca	+4
TOTAL	4	9	+5



5th ANNUAL BIKE TO WORK DAY

May 28th



29 Organizations
110 Participants





JUNE 18 -24

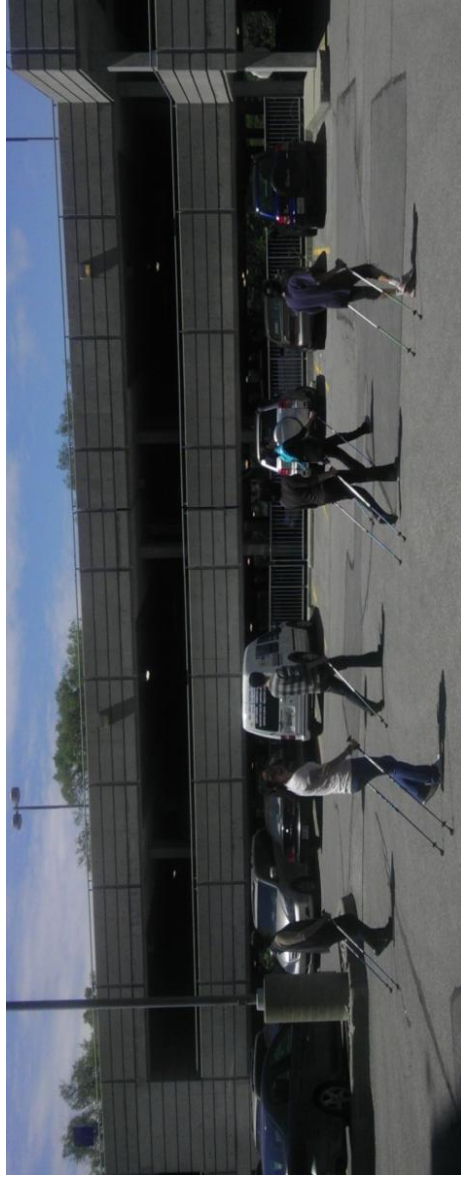
15 participating SCMRH employers

685 participating employees

1 bike given away at each participant location

37,000 VKT reduced in MRH

9 onsite clinics showcasing pole walking, hybrid vehicles, electric bikes



SMART COMMUTE WEEK

SEPTEMBER 17th – 23rd

- Employees commuting sustainably and completing a trip diary on CarpoolZone.ca.
- 12 SCMRH employees and 235 employees participated
- 5 on site outreach events
- 26, 000+ sustainable kms logged in MRH



**Local Prize
Pack Winner:
City Employee!**



I made it to her game **on time** ...because I'm a smart commuter.

**LOG YOUR COMMUTE FOR A CHANCE TO WIN
A TRIP TO MONTREAL COURTESY OF VIA RAIL**

Smart Commute Week
September 17-23, 2012

Smart Commute
A Program of METROLINK

Official Sponsor:
VIA Rail Canada



BREAKFAST OF CHAMPIONS

SEPTEMBER 21ST

- To bring SCMRH workplace champions and our Advisory Committee together to network and share experiences
- 37 participants. Survey says it was a success! All learned something new and look forward to more
- Four keynote ambassador speakers including AMD



6th ANNUAL SMART COMMUTE EMPLOYER of the YEAR AWARDS November 29th 2012



SCMRH
Employer of the Year



Out & About...



M A R K H A M



WORK PLAN 2013

TARGETS!

- 6 NEW EMPLOYERS
- Conduct 4 Carpool, EcoDriver, CanBike, Lunch & Learn, and Outreach sessions
- Attend / host 100 networking events, conferences, workshops, stakeholder meetings
- Conduct 4 Advisory Committee Meetings (including Breakfast of Champions)
- Improve enriched investment (corporate partnership/enhanced services/a la carte) packages with private sector(\$8k target)
- Increase number of employers with SILVER/GOLD Workplace Designations

METROLINX!

- Conduct 6 follow-up surveys from existing ACTIVE employers within 3 years as mandated by Metrolinx
- Work directly with Metrolinx toward NEW and BETTER metrics for GHG and VKT reductions
- Work with MX on Smart Commute Strategic Plan for 2013-18
- Support/promote MX Big Move/CivicAction through public meetings prior to June 1 budget date
- Continued participation in Metrolinx technical and sub committee meetings (eg., Recruitment and Retention, Events and Marketing, etc.)
- Host / participate in Metrolinx-mandated transportation events (eg., Car Pool Week, Bike to Work, Clean Air Commute, Smart Commute Week, etc) per agreement with Metrolinx



WORK PLAN 2013 CONTINUED

PILOTS!

- Business Shuttle from Public Car Pool lot to REDUCE SOV trips (Philips and Scholastic)-Q2
- Other local initiatives from our Partners based on effecting behaviour change

RELATIONSHIPS!

- Event coordination with funders/partners (Municipalities, Region, Metrolinx, YRT/VIVA, Chambers, et al)
- Continue to work with YRT/VIVA in promotion of Public Transit (eg, Presto)
- Community Outreach to grass roots
- Work with Commercial/Mixed-Use Developers and Property management groups
- Lead generation through RELATIONSHIPS: with our employers, funders, sponsors, Advisory Committee, Chambers, MCC, GAC, other TMAs, outreach, networking AND MAYORS AND COUNCILS!
- Partner with Economic Development to build relations with incoming and existing businesses (GE, Honda)
- Continued Collaboration with other TMAs on MULTI-SITE Employers
- Maintain and continuously improve SCMRH website
- Increase usage of social media within SCMRH
- Continued leadership in Employer Relations
- More press/visibility within our communities (YRMG, Snaps, newsletters)
- Increase staff with new hire to meet demand
- Review of M.O.U. with funding partners



Markham Businesses

35 Active Businesses: Representing 43,000+ Employees

AECOM	Holiday Inn	Qualcomm
AMD	HSBC	Scholastic Seneca
BDO	IBM	Stantec
CAA	Johnson & Johnson Medical	Sunny Crunch
CDI	Lea Consulting	Toshiba
Ceridian	LexisNexis	URS
CGI	Markham Board Of Trade	WorleyParsons
City of Markham	Markham Convergence Centre	York Region Catholic District School Board
Cole Engineering	Markham Stouffville Hospital	York Region Rapid Transit Corporation
GENIVAR	Markham Suites Hotel	York Regional Police
Giesecke & Devirent	MMM	220 Bay – 25 Centurian Dr
Hilton Suites	Philips	

Targets:

Allstate	GE	Hydro One
American Express	GWL	Johnson & Johnson Inc
BLJC	Honda	NovoPharm



FUNDING PARTNERS

Metrolinx: \$175,000

City of Markham: \$ 75,000

Town Richmond Hill: \$ 50,000

York Region: \$ 60,000

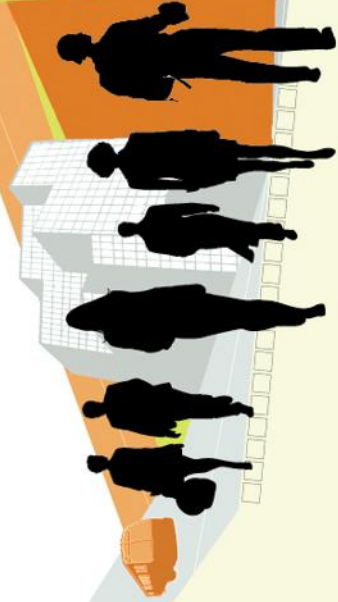


TELEWORK • CARPOOL • TRANSIT • BIKE • WALK

PARTNERS



MMM GROUP



Choose your way

- | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  |  |  |  | | | | |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  | | |
|  |  |  |  |  |  |  |  | | | | | | | |

Join these Markham, Richmond Hill Employers in the Smart Commute Program!

