



## MINUTES

### TRANSPORTATION MANAGEMENT ASSOCIATION - MISSISSAUGA

<u>Attendees</u>	<u>Regrets</u>
<p><b>Aubrey Iwaniw, University of Toronto – Mississauga</b>  <b>Eddie Martins, Glaxo-Smith Kline</b>  <b>Sante Esposito, Oxford Properties Group</b>  <b>Marcus Siu, LEA (Loblaw Companies Ltd.)</b>  <b>Terry Yee, AsterZeneca Canada</b>  <b>Wendy Johnson, Credit Valley Hospital</b>  <b>Chris Walker, GE Canada</b>  <b>Stavroula Meditskos, Mississauga News</b>  <b>Matthew Williams, City of Mississauga</b>  <b>Wayne Chan, Region of Peel</b>  <b>Judy Yack, Region of Peel</b>  <b>Stuart Anderson, UrbanTrans</b>  <b>Joddie Gray, UrbanTrans</b></p>	<p><b>Dorothea Urban, DuPont Canada Inc.</b>  <b>Jesse Soyao, Siemens Canada</b>  <b>Nick Athas, Unisen Inc</b>  <b>Doug Silk, Bentall Real Estate Services</b>  <b>Bonnie Young, Bentall Real Estate Services</b>  <b>Eva Liebermann, Mary Kay Cosmetics/Mississauga Board of Trade</b>  <b>Karen Bailey, RBC Corporate Real Estate</b>  <b>Doris Kennedy-Lee, BLJC</b></p> <p><b>Meeting: July 12, 2005</b>  <b>1:00 – 3:30 pm</b>  <b>Location: 6088 Financial Drive</b>  <b>Mississauga, Ontario</b></p>

### Welcome and Agenda Review

#### **Presentation**

**UrbanTrans – Stuart Anderson, Joddie Gray**

**TMA Formation – Meeting 3**

- √ Reviewed steps we need to follow to set up Smart Commute Mississauga
  - Stakeholder commitment and input
  - Analyze the Employer Survey
  - Identify a Champion and partners
  - Develop an Action Plan
- √ The demands on our transportation network are rising, and we have the opportunity to help our community reduce the traffic on our roads.
- √ A Smart Commute Mississauga Committee is important because we can take action against the rising traffic issues and represent our concern about the future of our community.



## **Employer Results**

- ✓ UrbanTrans was pleased with the results of the survey, which will assist in the development of employer based transportation solutions in Mississauga and Peel Region. This survey is part of a study on the formation of a not-for-profit public/private partnership
- ✓ 60 companies responded
- ✓ Driving alone was the number one response, when asked how employees commute to work. Transit was the second highest response and Carpool was the third
- ✓ At the present time, 78% of employers do not offer any commuting programs, and 63% of the worksites are accessible by transit
- ✓ The survey revealed problems with the transit system, high truck traffic, and traffic light synchronization
- ✓ Solutions were offered with discounted transit pass, advocating for an improved transit system, develop a ridesharing program and organize a shuttle bus program
- ✓ Funding was strongly supported with 52% stating they would be willing to pay for a package of services and incentives that benefit their employees. This was based on an example of \$2-\$3 per employee, per year

## **Draft a Mission Statement**

- ✓ “To improve the quality of life through the education, advocacy and promotion of sustainable transportation options for employers and employees within and around the community”
- ✓ Comments:
  - The goal of Smart Commute Mississauga is to raise awareness and to educate people on the solutions and strategies
  - Smart Commute Mississauga should have one voice that will be represented at local and regional governments and will lobby for improved transportation services

## **Goal and Action Item Comments**

### **General Comments**

- ✓ Program should clearly communicate the expectations of the employer and employee
- ✓ Corporation and Employee should understand the role of Smart Commute and understand the programs available



- √ Offer quick and easy programs that will succeed; such as Ridesharing and Guarantee Ride Home
- √ Smart Commute Mississauga will advocate requests and communicate with Mississauga Transit about finding ways to promote/or sell the idea of using local transit and be involved in route planning

**Advocacy Goal: Participate in local and regional planning to improve transportation services and facilities**

**Actions:**

- √ Informing with one voice to both local and regional politicians the transportation needs
  - Transit
  - Bicycle facilities
  - Smart Card transit passes
- √ Promote transportation and land use linkages (longer term)
- √ Share resources with similar organizations (Healthy Cities)
- √ The advocacy group discussed who Smart Commute Mississauga would need to communicate and share information with;

**Most Important**

- Transit Agencies
  - Mississauga Transit
  - Go Transit
- Corporate Partners
  - Share resources, such as day care, shuttles, gym and parking
  - Healthy cities
- Local Politicians
  - Funding for Transit TDM

**Important**

- Taxi Companies
  - What could their role be?
- Mississauga Transportation and Works
  - Signal and signage
- Developers and City/Regional Planners
  - Patterns and urban design
- Freight Industry (possibly)
  - Trucking Associations



- Property Managers
- Transportation and Works
- What advocacy would occur at the GTA level vs. local?
- Schools

### **Marketing and Education Goals**

**Educate and raise awareness about sustainable transportation solutions and strategies**

#### **Actions:**

##### **Most Important**

- ✓ Develop Marketing Messages – Link various tangible benefits together
- How Smart Commute Mississauga will benefit you health and well-being
- Financial benefits
- Environmental benefits
- Social benefits
- No need to own a car
- ✓ Employer focused marketing
- Champions as spokes-people
- Go large first
- ✓ Sell the public/private partnership and successes

##### **Important**

- ✓ How to Market
- Employers get the word out
- Mass market the idea – mass media blitz
- Group or through one on one sessions
- Employee starts asking questions
- Marketing through landlords/property managers
- Find partners to work with marketing and advertising
- Get names and e-mails through functions
- Fun events to raise awareness- Smart Commute Challenge Event
- Partner with gyms, bike shops, etc.
- Promote through intranet
- Word of mouth testimonials from participants
- Tenant Appreciation Day



**Promotional Goals:**

**Promote use of transportation options and services**

**Actions:**

**Most Important**

- √ Advocate for and fund bicycling improvements
  - Bike Racks
  - Bike Lanes
  - Educate drivers about bike users (rules of the road, etc.)
  
- √ Understand the role of Smart Commute vs. individual employer reasonability
  - Have clarity of the program
    - Programs available
    - What is employer target vs. employee target
- √ Ridematching and Guaranteed Ride Home = Quick and Easy Successes
- √ Build confidence in Mississauga Transit System
  - How to sell it?
  - Communicate needed changes with Mississauga Transit
    - Expand Transit lines
    - Reach outlying areas
    - Reduce travel times
  - Enhance reputation
  - Offer route planning

**Important**

- √ Develop a pro-active plan to ease traffic flow
  - Coordinate with city
  - Understand city solutions
  - Communicate with City of Mississauga officials about transportation needs
- √ Parking programs
  - Reward carpoolers
- √ Educate business owners about flex hours
- √ Telecommute promotion
- √ Transit/park and ride lot security



### **Organization Goal**

**Provide for the effective administration and financial responsibility of the TMA**

### **Actions**

- ✓ Strategic Planning
- ✓ Staffing/office
- ✓ Providing a source of reliable commute information

### **Smart Commute Mississauga One Year Action Plan**

#### **Top Priorities**

- ✓ **Improve Public Transit System**
  - Building communication with transit agencies
  - Real improvements/successes
  - Connections
  - Incentives
- ✓ **Develop Marketing Package**
  - Define audiences
  - Identify benefits
  - Incentives to Change behaviour
  - Launch the program with an event
- ✓ **Connect Corporate Partners**
  - Identify the Champion(s)
  - Identify employee/transportation coordinators
- ✓ **Define and Communicate Smart Commute Mississauga**
  - What the program is about – make it simple, direct and clear
- ✓ **Provide Commute Services**
  - Ridesharing
  - Guarantee Ride Home

#### **Continued Commitment of Committee**

- ✓ To be a success we need to share out information and continue to support each other
- ✓ We need everyone's help to make this program a success
- ✓ Invite companies that you feel would be interested in the program
- ✓ Offer lunch and learn programs at your company that discuss commuting options

**Next Meeting:** October, 2005

**Location:** To Be Announced

#### **Agenda Highlights:**

- ✓ To review draft of business plan
- ✓ Elect a chairperson – please consider if you would like to lead the group and become a champion of Smart Commute Mississauga

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**Thank you for your participation!**