
DATE: January 12, 2011

REPORT TITLE: **SMART COMMUTE & PEEL TRANSPORTATION DEMAND
MANAGEMENT INITIATIVE STATUS UPDATE**

FROM: Dan Labrecque, Commissioner of Public Works

OBJECTIVE

To provide an update on the status of the Smart Commute Initiative (SCI) and Peel Region's Transportation Demand Initiatives.

REPORT HIGHLIGHTS

- The Regional Official Plan has transportation demand management (TDM) policies to encourage Peel residents and employees to choose sustainable modes of transportation, and the Smart Commute Initiative is a program that focuses on getting employees in Peel Region to use carpool, transit, bicycle, walk and telecommute in the daily commute instead of driving alone.
- Since September 2007, Metrolinx has been providing 50 per cent or up to \$130,000 for each local transportation management association (TMA), such as Smart Commute Mississauga, throughout the Greater Toronto and Hamilton Area (GTHA).
- Smart Commute Pearson Airport Area has been officially launched in October 2010 to provide sustainable commute programs to employers and their employees in the Pearson Airport Area.
- Smart Commute Brampton-Caledon and Smart Commute Mississauga membership continues to increase to help reduce single occupant vehicle trips.
- In partnership with Smart Commute Brampton-Caledon and Brampton Transit, Region of Peel has launched a monthly transit pass discount pilot project to their employees.
- Peel Region continues to partner with the Province, GTHA municipalities and other stakeholders to move TDM initiative forward to encourage sustainable modes of transportation.

DISCUSSION**1. Background**

Providing mobility options is a key strategy for achieving a liveable and sustainable community. Congestion is one of the major concerns for residents in Peel. Therefore, as part of the Long Range Transportation Planning exercise and the development of Regional Official Plan transportation policies, TDM is one of the major components in dealing with our existing and future transportation challenges. TDM measures put the emphasis on changing travel behaviour to modify and reduce our demand for vehicular travel and include such

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initiatives as carpooling, parking supply management, walking and cycling, telecommute and the promotion of public transit.

The goal of the Smart Commute initiative is to pursue sustainable transportation in the GTA by managing transportation demand, promoting the environmental and financial gains of using sustainable modes of transportation, such as public transit, carpool/vanpool, bicycling and walking, and thereby contributing to the reduction of greenhouse gas emission and congestion.

Since the Smart Commute initiative supports the Regional Official Plan sustainable transportation policies, the Region has been an active partner in the Greater Toronto and Hamilton Area (GTHA) Smart Commute Initiative as it was first initiated in 2004. It started as a joint project with start-up funding from Transport Canada's Urban Transportation Showcase Program (UTSP). With the termination of the UTSP in 2007, Metrolinx and the GTHA municipalities recognized the benefits of the Smart Commute Initiative (SCI), and therefore Metrolinx agreed to assume a leadership role in the continuation of the SCI and provide sustainable funding and support to reduce single-occupant vehicle trips.

In addition to the Smart Commute Initiative, Peel staff have also developed a five-year TDM work plan to guide the implementation of the TDM policies in the Region's Official Plan.

2. Current Status

Since January 2008 the Smart Commute Unit in Metrolinx has been responsible for:

- The GTHA wide marketing initiative (e.g. Clean Air Commute);
- The operation of CARPOOL ZONE, the ride matching service for carpoolers, and the EMERGENCY RIDE HOME program;
- Operating the online (employee) survey service system;
- Developing new tools and services (e.g. Smart Commute Expo), research/development (e.g. Stepping It Up – school travel plan project), media relations;
- Providing 50 per cent funding per transportation management association (TMA), up to \$130,000;

In October 2010, in addition to the two existing TMAs – Smart Commute Mississauga and Smart Commute Brampton-Caledon, a new TMA, Smart Commute Pearson Airport Area was launched in Peel Region and Toronto.

The Smart Commute Pearson Airport Area is bounded by Highway 403 to the west, the Mississauga-Brampton boundary to the north, Islington Avenue to the east and Eglinton Avenue to the south. The formation of this new TMA was based on the recommendation of the Toronto Pearson International Airport Area TDM Services Feasibility Study led by Metrolinx in partnership with Region of Peel, City of Mississauga, City of Brampton, City of Toronto and Partners in Project Green.

Based on the existing Smart Commute service area, the proven track record of delivering the Smart Commute Program and its ability to quickly establish a new TMA, Smart Commute Mississauga would operate this new TMA with a separate and dedicated Advisory Committee of employer members of Smart Commute Pearson Airport Area in a three year trial period. Although Smart Commute Pearson Airport Area is operated under Smart

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Commute Mississauga, in order to evaluate the success and financial viability of this initiative, Smart Commute Pearson Airport Area has its own financial arrangements separate from Smart Commute Mississauga.

Funding and resources to support this initiative is provided by Metrolinx, Region of Peel, Cities of Mississauga and Toronto as well as membership fees. Current members of this new TMA include organizations such as the Greater Toronto Airport Authority, AeroCentre and Winners Merchants International.

Review of its progress and the operating model will be carried out on an annual basis. Near the end of the three year pilot period, a formal evaluation will be conducted to measure progress against the TMA's business plan, review operational challenges, and document successes from the pilot period. Under this evaluation, recommendation will be made to determine whether Smart Commute Mississauga will continue to operate Smart Commute Pearson Airport Area or a new independent TMA should be formed with its own Board of Directors that includes employers who are members of Smart Commute Pearson Airport Area.

Currently, Smart Commute Mississauga and Smart Commute Brampton-Caledon are two of the most successful TMAs in the GTHA. These two TMAs are supported by Metrolinx, City of Mississauga, Region of Peel and membership fees. Smart Commute Mississauga serves over 38,600 employees. Major employers like Wal-Mart Canada, Hatch and University of Toronto at Mississauga are members of Smart Commute Mississauga. Since the formation of Smart Commute Mississauga in November 2005, they have helped to reduce 6.25 million km travelled, 1.38 million kg of greenhouse gas and helped employees to save \$3.1 million in commuting cost.

Launched in June 2006, Smart Commute Brampton-Caledon has helped to reduce 7.58 million km travelled, 2.76 million kg of greenhouse gas and assisted employees to save \$3.77 million in commuting cost. Major Brampton employers who are members include, Maple Lodge Farm, Rogers Communications and the Hudson's Bay Company. Currently, over 14,500 employees receive service from Smart Commute Brampton-Caledon.

Recognizing the importance of TDM in reducing congestion and greenhouse gas emissions and appreciating the success of the Smart Commute Initiative and other TDM initiatives, the Region continues to develop and implement projects and programs that have been identified in the October 2008 Region of Peel Five-Year TDM Work Plan.

This five-year TDM work plan covers the following main categories:

- Support Smart Commute Mississauga and Smart Commute Brampton-Caledon
- Provide technical support to TMAs and other entities that wish to develop and implement TDM programs and strategies
- Strengthen the active transportation initiative in the Region to encourage more people to walk and bike
- Implement regional TDM programs including workshops, pilot projects and marketing campaigns to change commuters' travel behaviour and convince them to choose sustainable modes such as transit, carpool, walking and cycling
- Explore opportunities to develop new TDM programs

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The Region as a leader in the TDM field in Canada is developing two innovative pilot projects that have not been implemented in other places in the country. One is the Employer Individualized Marketing program that is based on social marketing techniques and uses advanced survey tools to segment members of the population into groups based on their willingness to use sustainable modes of transportation. This innovative segmentation technique allows marketing messages to be tailored to the specific needs of individual travelers and results in significantly greater mode shifts than traditional Transportation Demand Management strategies. A \$120,000 funding is provided by Transport Canada's ecoMobility Fund to support this project.

The other one is the "Stepping It Up" project. This is a joint project between Metrolinx, Green Communities Canada, University of Toronto, City of Hamilton and Region of Peel. Transport Canada's ecoMobility Fund also provided funding to undertake this school travel planning pilot project, which aims to combine the Safe and Active Routes to School program and the Smart Commute program to create a unique project that looks at both student and staff travel behaviours.

These two projects will be completed in 2011, and the findings will be very beneficial to further our TDM effort in getting more people to use sustainable modes of transportation.

To show leadership within our community, the Region is a founding member of Smart Commute Brampton-Caledon and has an active Employee Trip Reduction Program that encourages and supports staff in the use of sustainable transportation modes, such as carpooling, transit, walking and cycling as opposed to driving alone. Our latest initiative is the launch of Peel employee monthly discount transit pass pilot program in October 2010. Peel Region full-time employees who sign up from this program will only pay half price for a monthly Brampton transit pass. Currently, about 40 employees are currently participating in this transit pass discount program. Since its inception of the Peel Employee Trip Reduction Program in November 2005, our employees have collectively reduced 2.76 million km travelled, 643,000 kg of greenhouse gas and helped employees save \$1.4 million in commuting cost.

Appendix I shows the Region's major TDM initiatives and their links to external partners.

3. Next Steps

Recognizing that TDM is an important component in maintaining a sustainable transportation system, staff will:

- Work with Metrolinx and other partners to continually improve and expand the Smart Commute Initiative
- Work with Ontario Ministry of Transportation and Metrolinx to include TDM as a component of the Transportation Planning Policy Statement
- Undertake TDM projects as identified in the Region's 5-year TDM work plan;
- Continue to work with area municipal staff to develop and implement effective TDM initiatives in Peel Region
- Continue to show leadership and expand Peel's ETRP so that the Region can be a model for other employers to encourage their employees to use sustainable modes of transportation
- Continue to work with all levels of government and stakeholders to promote and implement TDM

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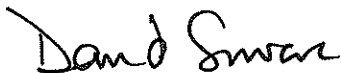
CONCLUSION

As indicated in Metrolinx's The Big Move – Transforming Transportation in the GTHA, the creation and implementation of a TDM program is a major strategy to ease congestion and support a sustainable transportation system. Peel Region is continuing to work with all levels of government and the private sector in developing and implementing TDM to make our community more sustainable.



Dan Labrecque
Commissioner of Public Works

Approved for Submission:



D. Szwarc, Chief Administrative Officer



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c. Legislative Services

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APPENDIX I

Key Elements of the Peel TDM Initiative

