

Smart Commute Initiative

Effective Congestion Relief

- GTA and Hamilton municipal partnership
- Seven Smart Commutes created and expanded
- CarpoolZone.ca service launched
- 10,000 cars off the road per day
- 17,000 tonnes of GHG emissions reduced

TELEWORK • CARPOOL • TRANSIT • BIKE • WALK



Choose your way

The Smarter Way

Effective...

- The Smart Commute Initiative was designed to be a showcase for Canada's efforts to curb traffic congestion and reduce greenhouse gas emissions. This was achieved by promoting commuter options such as carpooling, transit, cycling and telework — an approach known as transportation demand management (TDM).
- A significant part of Smart Commute's mandate was to try new ways of encouraging commuters to leave their cars at home, and carefully monitor the outcome.
- From May 2004 to March 2007, a number of initiatives were undertaken across the GTA and Hamilton, the results of which are described below.

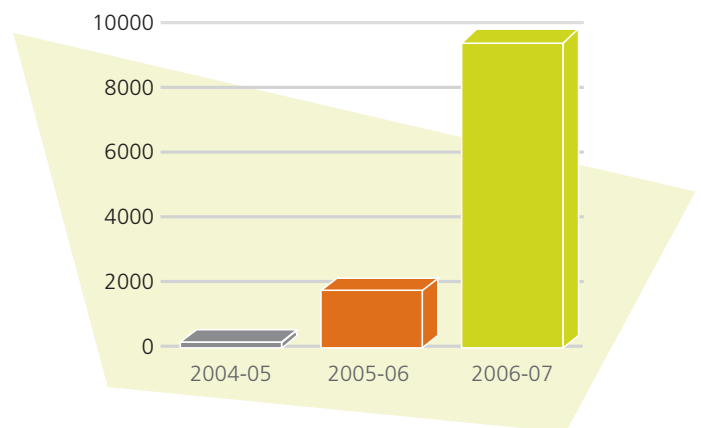
Smart Commute works with various stakeholders to relieve traffic congestion, improve air quality and health, and reduce emissions that cause climate change.

...Congestion Relief*

- **Driving less** — commuters who share their ride into work or school drive less and help reduce traffic congestion. By matching up drivers and helping them use other ways of getting to work, Smart Commute was able to eliminate more than 75 million km of car travel.

- **Fewer trips** — employees who telecommute, or leave their cars at home by carpooling, taking transit or cycling, also relieve pressure on our infrastructure. Since 2004, nearly 1.3 million trips by lone drivers were saved with Smart Commute's help.

Cars Off the Road*



- **Fewer cars** — the equivalent of 10,000 cars was removed from local roads and highways each weekday.

...Environmental Protection*

- **Climate change** — Smart Commute participants have reduced greenhouse gas emissions by more than 17,400 tonnes since 2004 — that's enough to fill the Rogers Centre almost six times!
- **Air quality** — by shifting to carpooling, transit, telework and other environment-friendly ways of getting to work, commuters avoided emitting 100,000 kg of air pollution in less than three years — that's the same as smoking more than 3 billion cigarettes!



...Communications and Outreach

- **Media coverage** — traffic congestion, climate change and smog are hot issues in urban areas like the GTA and Hamilton. In less than three years, more than 350 stories and articles profiled Smart Commute, leading to more than 64 million media impressions.
- **Brand recognition** — Ten percent of commuters now recognize the Smart Commute name, and 17% are familiar with the Carpool Zone, Smart Commute's signature service and brand.
- Between May 2005 and November 2006, 5% more commuters reported that carpooling was their main method of getting to work. (Source: Decima, 2006)

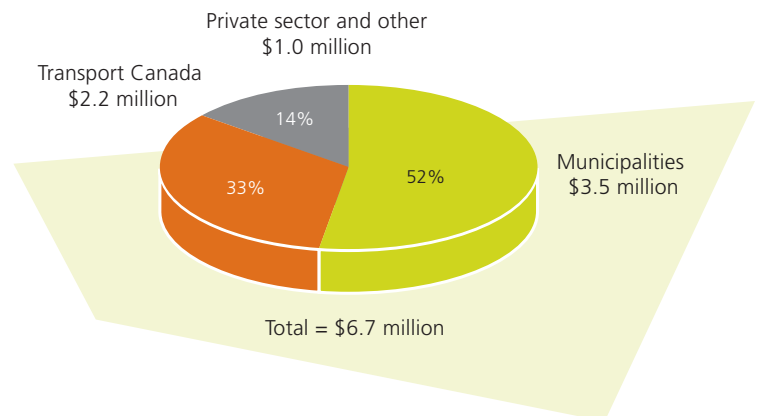
...Improvements to Public Health and the Economy

- Smart Commute programs and services provide a number of other benefits to public health and the economy such as: increased physical activity; fewer respiratory illnesses; safer transportation systems; access to employment; increased employee productivity and incentives to reduce urban sprawl.



Financial Support

- The Smart Commute Initiative was funded by the towns, cities and regions of the GTA and Hamilton, Transport Canada, and numerous private sector supporters.



- Smart Commute received \$2.2 million in funding from Transport Canada's Urban Transportation Showcase Program from May 2004 to March 2007.
- Smart Commute programs continue to be funded by local municipalities, the private sector and grant programs.

* Measurements are derived from Smart Commute's monitoring program which includes data collected through employee surveys or vehicle counts at participating workplaces, as well as from the Carpool Zone and Commuter Challenge web sites.



About Smart Commute

■ Smart Commute is a partnership between the towns, cities and regions of the GTA and Hamilton. With start-up funding from Transport Canada, we are working to reduce traffic congestion and take action on climate change through transportation efficiency.



Photo: Steve Uhraney

Smart Commute Brampton-Caledon launches June 14, 2006. Left to right: Susan Fennell, Mayor of Brampton; Sharon Aitkens, Sheridan College; Jeff Bains, Manager, Economic Development, City of Brampton; Elaine Moore, Peel Regional Councillor; Judy Yack, TDM Co-ordinator, Region of Peel; Marolyn Morrison, Mayor of Caledon.

- The first Smart Commute was originally launched as the Black Creek Regional Transportation Management Association (BCR TMA) in 2001, and served the area around York University. In just one year, the TMA significantly helped reduce the amount of car travel to the university.
- Encouraged by the success of the York University case, municipalities in the GTA and Hamilton teamed up to create their own local Smart Commutes, along with a regional Smart Commute Association that would provide centralized support services. This became known as the Smart Commute Initiative.

Partners and Stakeholders

Smart Commute works with various partners and stakeholders such as:

- Municipal governments
- Provincial and federal governments
- Non-profit groups
- Boards of trade and chambers of commerce
- Employers and workplaces
- Universities and colleges
- Property managers and owners
- Public transit agencies
- Commuters

Smart Choice: 404-7 Partnership

The Markham Board of Trade and Richmond Hill Chamber of Commerce partnered with the Region of York and the Towns of Markham and Richmond Hill, and offered Smart Commute 404-7 to local employers. More than 10,000 businesses were introduced to the program in just 18 months.



Smart Commute launched an online service to match up commuters called the Carpool Zone in November 2005.



Carpool zone

Carpool Zone is Smart Commute's signature service. It automatically matches commuters who live and work near each other — or along a route — based on their travel habits and preferences. Carpool Zone is free to the public, and a premium service is available to member and partner employers

Five Easy Steps

Commuters can find a carpool partner in just five easy steps:

1. Register at www.carpoolzone.ca
2. Enter an address for a starting location, and a destination like a school or workplace.
3. Find matching commuters.
4. Send a carpool suggestion to matching commuters.
5. Start carpooling!

Intelligent Route-matching

- Intelligent route-matching was added to the Carpool Zone — greatly improving the number of possible carpool matches and making the system one of the most advanced in the world. Route-based matching takes into consideration the entire route a commuter actually drives, allowing matches with commuters who can be picked up or dropped off along the route.

Carpool Zone in French and Chinese

- In January 2007, the Carpool Zone was expanded to offer users the service in both French and simplified Chinese. With a built-in translation engine, the Carpool Zone can now be accessed in these languages with ease.

Building for the Future

- More than 5,000 commuters currently use the service, and nearly 100 new users register every week.
- At least one new carpool is formed every day through the system, resulting in a total reduction of more than 65 tonnes of greenhouse gas emissions per month!

Smart Choice: Edmond's Story



Photo: Region of Peel

"I have nothing but good things to say about carpooling," says Edmond Wu, a planner at the Region of Peel. Edmond and his carpool partners met through Peel's Carpool Zone in late 2005, and have been carpooling to Brampton from Thornhill ever since. "We have even made a name for ourselves, 'Silverpool Express' because the vehicles driven are silver in colour. We sometimes have social activities too, such as movies and dinner."

*Five easy steps
to carpool at
carpoolzone.ca*

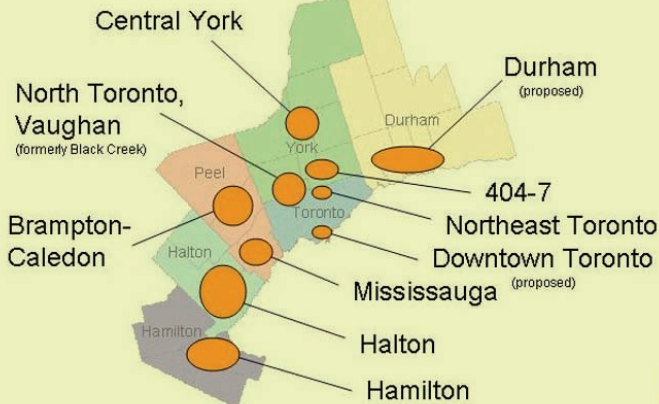


Local Smart Commutes

Smart Commute operates as a network of transportation management associations, or local Smart Commutes, across the GTA and Hamilton. Each part of the region is divided into a service territory where employers are grouped together and supported by municipal governments, local transit and community organizations.

- Vanpool assistance
- Shuttles
- Emergency Ride Home commuter insurance
- Employee work arrangement solutions
 - Telework
 - Compressed work weeks
- Site assessment and surveys
- Incentives and promotions
- Commuter Challenge and other fun events

More than 50 employers have signed on to Smart Commute



Since 2004, Smart Commutes have been launched in Markham and Richmond Hill (404-7), Mississauga, Northeast Toronto, Brampton-Caledon, Halton and Central York (Newmarket and Aurora). Future Smart Commutes are planned for Hamilton, downtown Toronto and Durham.

Local Smart Commutes offer services customized to the local community and employers:

- Carpooling programs
- Cycling programs



Smart Choice

Four out of five employers who use Smart Commute rate the service as very good or excellent.



- Enbridge Gas Distribution is one of the fastest growing natural gas distribution companies in North America. The company is concerned with both the wellness of their employees and the environmental impact of their operations.
- A member of Smart Commute North Toronto, Vaughan, Enbridge recognized it could help a group of its employees make the 180 km round-trip commute from Barrie to the company's Consumers Road location in northeast Toronto by offering a vanpool program.
- Launched in fall 2005, the natural gas-powered vanpool from Barrie was such a success that a second vanpool formed from Whitby in 2006.
- Enbridge is now using 16 fewer parking spaces because of the vanpool, saving over \$19,000 per year in the cost of leasing parking for their employees.



- The Lunch Express is a lunch-time shuttle service in the Highway 404 and Highway 7 areas of Markham and Richmond Hill offered through Smart Commute 404-7 and the towns of Markham and Richmond Hill. This shuttle picks up employees at their place of business and drops them off at local restaurants and retailers every Friday — for free.



- Hatch Ltd. has taken the carpool program to a whole new level by offering carpool drivers an incentive for every passenger they commute with.
- According to Eric Hartley, Assistant to the President of Hatch, this is a simple economic decision as, "the program has eliminated the need for about 20 parking spots per day at our offices and we have deferred the need for new parking facilities that would cost several hundred thousand dollars to build."
- Not only is the program a smart economic investment, it also provides improved transportation for employees. In fact, the program has been so successful, Hatch will now offer the incentive to cyclists and is exploring other possibilities for incentive programs in the near future.



- In Halton, Smart Commute was launched in June 2006 with the employees at the Halton Regional Centre setting the example of how Smart Commute could work at other regional facilities and local municipalities within the region.
- Since June 2006, the program has reduced more than eight tonnes of greenhouse gas emissions and saved almost 2,000 car trips.
- In 2007, Smart Commute Halton expanded to include offices of the City of Burlington, and the towns of Milton and Oakville.



Thank You



The Smart Commute Initiative would not have been possible without the generous contributions of our numerous partners and supporters. Thank you to all of those who helped make this project a success!

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Transport Canada's Urban Transportation Showcase Program is helping make clean, efficient and convenient transportation options a reality in Canadian cities and regions by supporting local partner-driven projects. The Smart Commute Initiative is one of eight demonstrations that, with Transport Canada's support, is changing how Canadians move. For more information, visit www.tc.gc.ca/utsp.