**BRIEFING NOTE**

**October 31, 2012**

**Smart Commute Scarborough Launch**

**Smart Commute Scarborough**

Scarborough is home to the largest number of workplaces in the Greater Toronto and Hamilton Area, after the downtown core. Key characteristics of the region include high levels of congestion, poor access to transit and very limited walking and cycling infrastructure.

With the launch of **Smart Commute Scarborough**, Transportation Demand Management services will now be available to businesses and commuters in Scarborough. To date, participating organizations include the Toronto District School Board and Scarborough Civic Centre. In addition, discussions are taking place with the University of Toronto Scarborough and private sector businesses.

Staff from the Toronto Environment Office, which administers the City's Smart Commute program, will be making a staff presentation to the Scarborough Community Council on November 6, 2012, regarding the launch of Smart Commute Scarborough.

**Background:**

Smart Commute is a program of Metrolinx, an agency of the Provincial government, and the municipalities of the Greater Toronto and Hamilton Area. Its goal is to ease gridlock, improve air quality and reduce greenhouse gas emissions. Smart Commute promotes commuter options such as carpooling, transit, cycling and telework — an approach known as "transportation demand management".

The City of Toronto has been a leader in implementing transportation demand management projects in Ontario, starting with the launch of the Black Creek Regional Transportation Management Association in 2001. In 2002, the City partnered with the Region of York to launch Smart Commute with financial support from Transport Canada. Federal funding was concluded in 2007 and replaced by an ongoing commitment of Provincial support through Metrolinx.

Smart Commute has grown into a major program, as evidenced by the following:

- Delivered by 12 local Transportation Management Associations with a total of 25 full-time equivalent staff positions;
- Centralized coordination by a team of 6 full-time equivalents at Metrolinx;
- Over 250 major corporations, universities, property managers & municipal governments participate in the program;
- These workplaces represent 600,000 commuters;
- There are 13,000 people registered and actively carpooling (or seeking a carpool) on carpoolzone.com; and
- Smart Commute has received awards from the Federation of Canadian Municipalities and the Ontario Professional Planners Institute.
Smart Commute in Toronto

Servicing the downtown core, Smart Commute – Toronto Central is the main Transportation Management Association in Toronto assisting 36 member workplaces and 144,000 commuters.

The Smart Commute Toronto Central team offers innovative programming to its members such as providing professional advice on issues such as Leadership in Energy and Environmental Design (LEED) Certification and promotes transit use by selling $11.3 million per year of TTC VIP passes.

In addition to Smart Commute -- Toronto Central, three alternate service providers assist with transportation demand management program's within the City's boundaries:

- *Smart Commute North Toronto, Vaughan*, based in northwest Toronto and the City of Vaughan, centered on York University (launched in 2001);
- *Smart Commute Northeast Toronto*, that primarily services North York (launched in 2005); and
- *Smart Commute Pearson Airport Area*, based in the area surrounding the airport (launched in 2010).

Conclusion

City Councilors can participate in the start-up phase of Smart Commute Scarborough and its development by encouraging businesses in their Wards to sign up and participate.

Toronto Environment Office Smart Commute staff are available to assist businesses. Please have your office contact Mark Singh, Program Manager, Smart Commute Scarborough at 416-392-9714 or by email at msingh@toronto.ca.

Prepared for: Members of Scarborough Community Council

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