

# Smart Commute Markham, Richmond Hill

2017 Overview for City of Markham



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# 2017 Completed Custom Projects

## Cycling Promotion (Leading up to Bike Month)

**68 Participants**

**5 Cycling 101 workshops** taught by a certified CAN-BIKE instructor

**68 Individualized Marketing Packages** including cycling resources

- Based on follow-up surveys:
- **71%** consulted cycling resources
  - **4 individuals** cycled to work following the workshops

## Transit Pilot

**40 Participants**

Qualified single occupancy vehicle (**SOV drivers**) tried transit to work during the 5 month pilot period

**24 PRESTO reloads**

- \$15 initial PRESTO card incentive
- Reload at beginning of each month (\$75 total per person)

Smart Commute Online Tool (SCOT) Statistics for this project:

- **679 Transit Trips logged** (26% average increase)
- **36 new users registered** (10% average increase)

**Post Pilot Results:**

- **40%** of participants continued to take transit occasionally to work
- Participants reloaded PRESTO cards using their own funds between **\$10 - \$200**

## GO Station Access

**4 Stations Surveyed:**

- **3 Stations** in May/June 2017
  - Langstaff GO - Unionville GO
  - Mount Joy GO
- **1 Station** in February/March 2018:
  - Markham GO

**25-30% increase in cycling** after promotions for Langstaff, Unionville, Mount Joy GO

**79% usage rate for carpool parking spots** during May and June 2017

**Markham GO:**

- **27** SCMRH follow-up survey respondents requested **personalized route plans**
- **22%** indicated **public transit** as their preferred alternate mode choice

## Workplace Travel Planning

**59 Participants**

**143 commuting resources** delivered

**59 Personalized Route Planning Sessions**

**1 CAN-BIKE Session** delivered

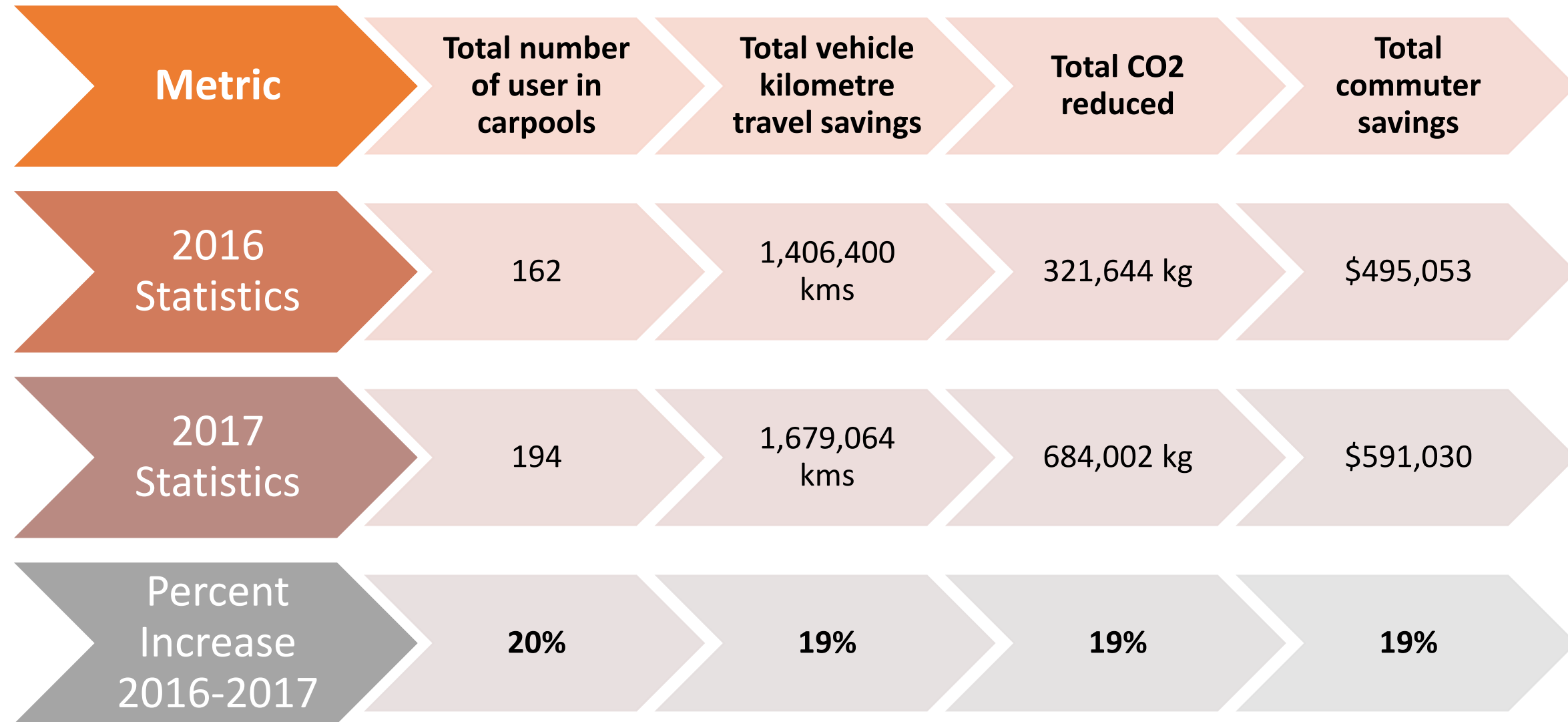
**2 Cycling 101 Workshops** delivered

Alternative commuting modes used by participants as a result of the project:

- **88% decrease** in **Drive Alone**
  - **20% increase** in **Transit**
- **25% decrease** in **Carpooling**
  - **1 person** tried **Cycling**
  - **2 person** tried **Walking**
  - **7 person** tried **Telework**



# Carpool Parking Pass Program Statistics



**Note:** Statistics are based on SCMRH workplaces in Markham and Richmond Hill

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# 2017 Workplace and Community Events



*Top Left: Commuter Café at COLE*

*Bottom Left: CAN-BIKE Session at WSP*

*Middle Right: Smart Commute Month at Honda*

*Top Right: Earth Week Event at IBM*

*Bottom Right: Cycling 101 Workshop at Qualcomm*

*Middle Left: Lunch n' Learn at Mackenzie Health Hospital*

## Events took place at several Smart Commute workplaces in Markham, including:

- AECOM Markham
- AMD
- City of Markham
- COLE
- Honda Canada Inc.
- IBM Canada
- LEA Consulting Ltd.
- Markham Stouffville Hospital
- Qualcomm
- Seneca College – Markham Campus
- WSP Canada

Workshops/ Workplace Events	Quantity
<b>Workplace events, workshops, and outreaches delivered:</b> CAN-BIKE Sessions Cycling 101 Workshops Easy to Fit in Sessions Step Challenges Commuter Cafés / Lunch n' Learns	14
<b>Workplace events attended:</b> Wellness Fairs Earth Day Events	5
<b>Outreach events during SCMRH Annual Campaigns:</b> Smart Commute Month Bike to Work Month/Day Smart Commute Awards	17
<b>Community events attended:</b> Markham Board of Trade Events CPAC Meetings	11
<b>Total Events</b>	<b>47</b>

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# Active Transportation Expo

Held on the 9<sup>th</sup> of June, 2017, a joint event with the City of Markham, the Active Transportation Expo highlighted cycling, walking and public transit in Markham.



- **60 Participants** including:
  - City of Markham employees and Councillors
  - SCMRH Workplaces
  - Representatives from York Region, Cycling and Pedestrian Advisory Committee, and members of the community



- **6 Participants** took part in a hands-on cycling skills workshop led by a certified CAN-BIKE instructor



- **7 Participants** took part in the group ride
  - Ride highlighted Highway 7 buffered bike lanes from Town Centre Boulevard to Woodbine Avenue



- **25 Participants** took part in a transit tour highlighting the new cycling, pedestrian and transit infrastructure in Downtown Markham
  - Led by Brian Lee, Director of Engineering at the City of Markham



# Workplace Designation Program



Markham Workplace	2018 Designation
AECOM Markham	Silver
AMD	Platinum
BGIS	Silver
CAA South Central Ontario	Bronze
City of Markham	Gold
Cole Engineering	Silver
Honda Canada Inc.	Gold
Johnson & Johnson Medical Products	Silver
LEA Consulting	Silver
Markham Stouffville Hospital	Gold
Philips Electronics	Silver
Qualcomm	Silver
Seneca College Markham	Silver
Toshiba Canada Ltd	Bronze
WSP Canada - Commerce Valley Drive	Gold
WSP Canada - Cochrane Drive	Silver



**Note:** A new Workplace Designation Program ranking system was put in place in August 2017

**Note:** Statistics are based on SCMRH workplaces in Markham

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# 2017 Annual Campaigns and Events



## Carpool Week (Feb 6-12)

- **138 carpool trips logged** on the Smart Commute Online Tool
- **581,455 kg** of CO2 saved
- **5,086 kms** of carpool trips travelled

- **6.5 km ride** highlighting Highway 7 bike lanes and left turn bike boxes
- **Over 100** cyclists, vendors, volunteers and speakers attended the event
- Based on a follow-up survey, **63%** of participants stated they were very likely to use the bike lanes again, and **67%** stated they were very likely to use the left turn bike boxes again

## 10<sup>th</sup> Annual Bike to Work Day (May 29)



## Smart Commute Month (Sep 6-Oct 5)

- Received **927 responses - 13% increase** to the Smart Commute Month Annual Travel Survey
- **29%** of respondents use a **sustainable mode to commute** to work
- **21%** of respondents tried an alternate mode of commuting due to participating in a **Smart Commute campaign**

- **2 speakers** (HONDA & WSP) shared the success and challenges of delivering the SC program at their workplaces
- A total of 34 representatives, in which **13 representatives** were from **Markham** workplaces attended the event

## Workplace Champions Workshop (Sep 14)



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# Proposed 2018 Custom Projects\*



## GO Station Access:

To promote long-term behaviour change by providing GO Transit riders at four stations the opportunity (through a baseline survey) to request individualized travel route plans and zone maps to choose sustainable transportation modes from their home to their nearest GO Station.



## Smart Commute Pop – Up:

To re-engage and recruit new SCMRH workplaces by setting up a mobile table/booth at their workplace in order to provide route planning assistance, personalized travel plans, and awareness of sustainable commute options using the SCOT. A rewards program and incentives will be provided to those who log sustainable trips on the SCOT.



## Spin into Action (to coincide with BTWD and Bike Month):

To inspire cycling confidence among workplace through route planning using the Commute Tracker app, rewards system for cycling, Cycling 101 Workshops, and a Bike Buddy mentoring system.



## Try Transit:

This project will build on the success of the 2017 Transit Pilot by incorporating the Commute Tracker app to further increase transit ridership at SCMRH workplaces along the Highway 7 corridor and bus routes servicing major business parks in Markham and Richmond Hill.



## Carpool Incentive:

To shift Single Occupancy Vehicle (SOV) trips to carpool trips at workplaces that showed a high willingness among employees to carpool to work, and introduce the Carpool Parking Pass Program at these workplaces.



## Smart Commute Month:

This is a collaborative effort with two York Region TMAs to reduce SOV trips by providing individualized marketing packages to enhance the value of the Smart Commute Month Annual Travel survey by utilizing results for a commuter travel report and ongoing program planning to encourage long lasting behaviour change.

*\* Custom Projects are subject to the approval by York Region and Metrolinx*

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# SCMRH Workplaces



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# SCMRH Workplaces

	2016	2017	Percentage Increase
Total number of SCMRH workplaces	54	58	7%
Number of SCMRH workplaces employees	67,585	73,258	8%
Total number of SCMRH workplaces in Markham	36	39	8%
Number of SCMRH workplaces employees in Markham	47,562	53,215	12%

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# 2018 Funding

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Metrolinx	\$181,093.12
York Region	\$80,000
City of Markham	\$75,000
Town of Richmond Hill	\$50,000

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# Thank you to our Funders, Sponsors & Partners

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## FUNDERS



## SPONSORS



## PARTNERS



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# Resolution

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- That the presentation provided by Wincy Tsang, Manager, Smart Commute Markham, Richmond Hill Transportation Management Association (TMA) entitled “Smart Commute Markham, Richmond Hill Presentation”, at the May 14<sup>th</sup>, 2018 Development Services Committee, be received; and,
- That staff be authorized to issue a purchase order to Smart Commute Markham, Richmond Hill for the amount of \$75,000; and,
- That the Regional Municipality of York, the Town of Richmond Hill and Smart Commute Markham, Richmond Hill be advised accordingly; and,
- That staff be authorized and directed to do all things necessary to give effect to this resolution

