



2016 BUSINESS PLAN CITY OF MARKHAM MAY 9, 2016



- A program of Metrolinx, created in 2004 to address traffic congestion in Markham and Richmond Hill
- Funded by Metrolinx, York Region, City of Markham, Town of Richmond Hill.
- 58 Active Employers; largest of 13 TMAs in GTHA

2015 PROGRAM HIGHLIGHTS

- Continue to **build relationships** with employers



- **Outreach** in Markham & Richmond Hill communities (108 Employer/Chamber events)

- **Pan Am** – Workshops, customized guides for businesses, post Games surveys

- **Collaboration** with other TMAs to work with multi-site employers (i.e. Seneca, Enbridge, York Region)

- **Promoting** the new online multimodal tool throughout the year



- **Launched** the new carpool parking pass program

- **Participation increase** in all Metrolinx Smart Commute events (66 outreach sessions & 50 organized events)



CARPOOL WEEK – APRIL 20TH TO 26TH, 2015



- 10 employers participated
- 444 trips logged from 265 employees
- 1.6 tons of GHGs and \$2,431 saved



Carpool Week

April 20 to 26, 2015

**Share your A to B.
Get Games Ready!**

Find your carpool team and win at smartcommute.ca/carpool



@smartcommute
#carpoolweek



Explore your options



BIKE TO WORK DAY – MAY 25TH, 2015



39 Organizations (+18%)
171 Participants (+14%)

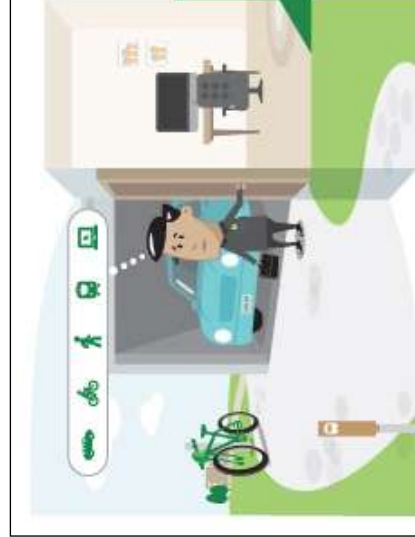


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SMART COMMUTE WEEK SEPTEMBER 21st - 27th

- Smart Commute's only multi-modal campaign
- 1,701 trips logged and tracked using the Smart Commute tool
- 17 SCMRH employers and 584 (+54%) employees participated
- 16 on site outreach events (+50%)



Going places? There's more than one way.

Smart Commute Week September 21 to 27, 2015

Explore your options and win at smartcommuteweek.ca

Explore your options



8TH ANNUAL SMART COMMUTE EMPLOYER OF THE YEAR AWARDS



Seven SCMRH workplaces in attendance! A new record!

Special Recognition Awards HDR (2) and York Region (1)



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OUT AND ABOUT IN MARKHAM



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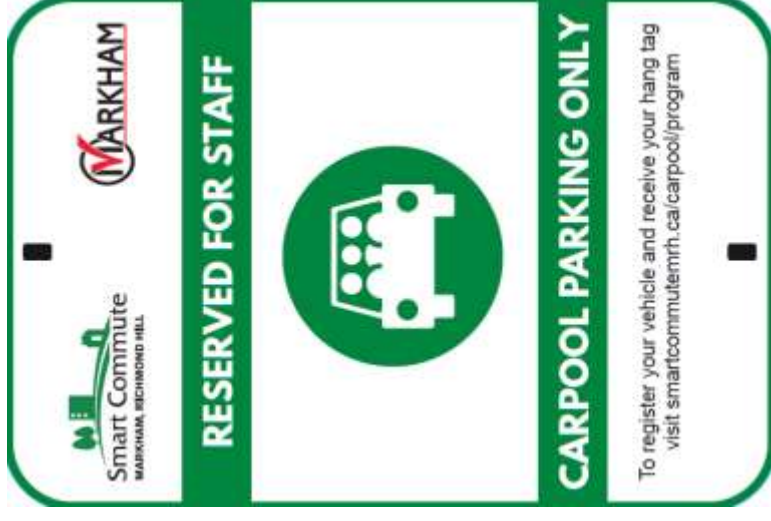


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Carpool Parking Pass Program

- An efficient and easy way to create, manage and track carpools using the Smart Commute Tool
 - Launched in Spring 2015
- 11 employers using program including City of Markham
- Dedicated carpool parking spots at Civic Centre and 8100 Warden Ave.



2015 WORKPLACE DESIGNATION PROGRAM



**75% of awarded
workplaces are in
MARKHAM!**

DESIGNATION	2012	2013	2014	2015	2016
GOLD	1	2 (CofM)	6 (CofM)	7 (CofM)	10 (CofM)
SILVER	3 (CofM)	7	5	10	10
TOTAL	4	9	11	17	20 (+18%)

Additional Pan Am Games Champion Designations Awarded to:
City of Markham, AMD, Cole Engineering, MMM Group & LEA Consulting



2016 Workplan: A Year in Transition

Project Focus

- Re-assess current employer programs and attract new employers
- 50% of Metrolinx funding goes to projects in the municipalities, to effect measurable behaviour change in alignment with strategic objectives
- York Region to administer SCMRH Projects
 - Some Pilot Opportunities: Route change for Bike to Day Work, Hwy 7 guided bike rides, using SC Tool for incentives/challenges with Smart Commute Employers
- Projects currently being reviewed by the municipalities and SCMRH

RELATIONSHIPS! IT'S WHAT WE DO BEST!!



Funding Partners

Metrolinx: \$179,000

City of Markham: \$ 75,000

York Region: \$ 74,000

Town of Richmond Hill: \$ 50,000

Note: 50% of funding from Metrolinx (\$89,500) to be dedicated to project work



Funders



Sponsors



Explore your options



Resolution

1. That the presentation provided by Flo McLellan, Program Director, Smart Commute – Markham, Richmond Hill Transportation Management Association (TMA) entitled “Smart Commute – Markham, Richmond Hill 2016 Business Plan”, at the May 9 , 2016 Development Services Committee, be received; and,
2. That staff be authorized to issue a purchase to Smart Commute – Markham, Richmond Hill in the amount of \$75,000; and,
3. That the Regional Municipality of York, the Town of Richmond Hill and Smart Commute – Markham, Richmond Hill be advised accordingly; and,
4. That staff be authorized and directed to do all things necessary to give effect to this resolution.