



2015 BUSINESS PLAN CITY OF MARKHAM APRIL 21, 2015



WHAT IS SMART COMMUTE MARKHAM, RICHMOND HILL? (SCMRH)

- A not-for-profit transportation initiative created in 2004 to address traffic congestion in Markham and Richmond Hill
- One of 13 GTA Smart Commute Transportation Management Associations (TMA's)
- SCMRH is affiliated with the Markham Board of Trade and the Richmond Hill Chamber of Commerce. We are funded by the City of Markham, Town of Richmond Hill, York Region, and Metrolinx



OUR PURPOSE:

- Help employers in Markham and Richmond Hill improve their productivity; improve quality of life for their employees, customers, and visitors; have a positive impact on the environment
- Be a single source of information to show our members how to use commuting options to save time and money
- Represent the interests of our business community on transportation issues to relevant bodies



PROGRAM UPDATES 2014



2 New Active Employers:

Honda

GWL – 600 Cochrane

(58 currently Active)



4 Engaged Employers added



8 Employee surveys conducted



67 Employer meetings attended

57 SCMRH organized events

52 Employer or Chamber/Board events attended

Explore your options



2014



12,106 Single-Occupant-Vehicle trips reduced (+24%)



673,901 vehicle kilometers travelled reduced (+1%)



163 tonnes of greenhouse gas emissions saved (+4%)



SCMRH commuter savings \$370,181 (+11%)

Explore your options



Data from  **CarpoolZone**
Smart Commute
MARKHAM, RICHMOND HILL

2014 PROGRAM HIGHLIGHTS

- Participation increase in all Metrolinx Smart Commute events (Carpool Week, Bike to Work Day, Bike Month, Smart Commute Week and Smart Commute Awards)
- Collaboration with other TMAs to reach cross boundary, multi-site employers (Seneca, YRP, YRDSB, YCDSB, York Region, Enbridge, WorleyParsons, Johnson&Johnson)
- Continued promotion of PRESTO and the BRT network; BRT transit tour with YRT/VIVA
- Outreach in both communities
 - Earth Day @ Market Village
 - RH Public Works Day
 - GIRO @ Honda
 - Connecting the Community
 - RH Mill Pond splash
 - Markham Staff Appreciation Day
- Launch of Honda Carpool Program with Honda Pres and Markham Mayor
- AMD EV Expo and Charging Station Launch with Mayor
- Engagement of GE and Aviva Insurance
- Won TMA challenge for advertisement funding from Metrolinx



WORKPLACE DESIGNATION



**WAY
TO GO
MARKHAM!**

<u>DESIGNATION</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
GOLD	1	2 (CofM)	6 (CofM)	7 (CofM)
SILVER	3 (CofM)	7	5	10
TOTAL	4	9	11	17 (+30%)

Explore your options





33 Organizations
150 Participants



Explore your options



4th Annual BREAKFAST OF CHAMPIONS

SEPTEMBER 17th

- To bring SCMRH workplace champions and our Advisory Committee together to network and share experiences
- 33 participants
- 'Good Egg' awards to recognize special achievement of individuals, and employers
- Three keynote speakers:
 - Shawn Smith (York Region)
 - Brett Sears (MMM Group)
 - Brian Lee (City of Markham)



SMART COMMUTE WEEK

SEPTEMBER 22nd – 28th

- Smart Commute's only multi-modal campaign
- Timed with the release of the Smart Commute tool
- 26 SCMRH employers (double) and 340 employees participated
- 11 on site outreach events (+22%)



Refresh your A to B

Smart Commute Week

September 22 to 28, 2014

Explore your options at smartcommuteweek.ca



@smartcommute #smartcommute

7th ANNUAL SMART COMMUTE EMPLOYER of the YEAR AWARDS



AMD

York Region Employer of the Year

Smart Commute Rising Star Award

HONDA



Explore your options

Out & About...



SCMRH: Metrics

SMART COMMUTE TOOL DELIVERS MULTI-MODAL METRICS !!

INTRODUCED FALL 2014; Continuous improvement through 2015

- MULTI-MODAL TOOL MEASURES: Mileage, VKT Reduction, GHG Reduction, \$ Saved, CALORIES BURNED, plus **MORE**
- MODES: SOV, CARPOOLING, TRANSIT, WALKING, CYCLING, TELEWORK
- **Explore , Match and Track** your A to B trips
- Greater options and value to our **funders and employers**
- More accurate measure of **behaviour change/ impact on environment**
- Program specific events to optimize trip planning
- Leaderboard/challenges among workplaces
- Campaign-specific
- Key Message: “IF YOU CAN’T MEASURE IT, YOU CAN’T MANAGE IT!”

TRY OUR NEW TOOL

REFRESH YOUR A-B

MATCH - EXPLORE - TRACK

A Start
B Destination
Let's Go!

SCMRH Workplan: Recruitment & Pilots

Recruitment

- Metrolinx Target of 350 SC Employers in GTHA by 2017 (Strategic Plan)
- MRH currently at 58 out of 340 (largest of 13 TMAs)
- Potential recruitment through Pan Am Games Service Referrals Program

Pilot Opportunities

- Behaviour Change study on SOV to carpoolers and carpoolers to 3+ for HOV
- Telework Trials with key employers to attain SOV reduction

Explore your options



SCMRH Workplan: Other Metrics

- **Attain** survey response rate designations
- **Host / participate** in the Major Minimum of 40%
- **Increase** silver and gold workplace Metrolinx-mandated transportation events/campaigns per year: Carpool Week; Bike to Work; Clean Air Community; Smart Commute Week
- **Conduct** 4 Advisory Committee Meetings (including Breakfast of Champions)
- **Conduct** 40 Carpool, EcoDriver, CanBike, Lunch & Learn, and Outreach sessions
- **Attend / host** 100+ networking events, conferences, workshops, stakeholder meetings
- **Re-launch** enriched investment (corporate partnership/enhanced services/a la carte) packages with private sector via Advisory Committee
- Continuously **improve** SCMRH website/social media
- **Conduct** follow-up surveys from existing ACTIVE employers within 3 years
- **Work** with MX on Smart Commute Strategic Plan for 2013-18
- Continued **participation** in Metrolinx coordinating and sub committee meetings (eg., Recruitment and Retention, Events and Marketing, Survey Response Rate, Workplace Designation, Funding Agreement, Pan Am, etc.)
- Detailed Quarterly reporting to Metrolinx; monthly to funders



SCMRH Workplan: Relationships

RELATIONSHIPS! IT'S WHAT WE DO BEST!!

- Event coordination with **funders/partners** (Municipalities, Region, Metrolinx, YRT/VIVA, Chambers, et al)
- Continue to work with **YRT/VIVA** in promotion of Public Transit (eg, Presto, BRT)
- Community Outreach to **grass roots** in the communities
- Work with **Commercial/Mixed-Use Developers** and **Property Managers**
- Partner with **Economic Development** to build relations with incoming and existing businesses
- Continued **Collaboration** with other TMAs on MULTI-SITE Employers (YR and GTHA)
- Continued **leadership** in Employer Relations as well as with our funders, sponsors, Advisory Committee, Chambers, GAC, outreach, networking and MAYORS AND COUNCILS!



FUNDING PARTNERS

Metrolinx: **\$175,000**

City of Markham: **\$ 75,000**

York Region: **\$ 74,000**

Town Richmond Hill: **\$ 50,000**

Explore your options



Funders



Sponsors



MMM GROUP



Explore your options



