

TELEWORK • CARPOOL • TRANSIT • BIKE • WALK



Choose your way

# 2014 BUSINESS PLAN City of Markham Tuesday April 1st, 2014



# 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 2013**



2 New Active Employers: Brookfield Johnson Controls, and Compugen (56 currently Active)



10 Engaged Employers added



6 Employee surveys conducted



42 Employer meetings attended
55 SCMRH organized events
125 Employer or Chamber/Board events attended





# 2013



9234 Single-Occupant-Vehicle trips reduced (+23%)



672,727 vehicle kilometers travelled reduced (+19%)



156 tonnes of greenhouse gas emissions saved (+15%)



**SCMRH** commuter savings \$328,854 (+46%)

# **2013 PROGRAM HIGHLIGHTS**



- Participation increase in all Metrolinx Smart Commute events (Carpool Week, Bike to Work Day, Clean Air Commute, and Smart Commute Week)
- Collaboration with other TMAs to reach cross boundary, multi-site employers (Seneca, YRP, YRDSB, Enbridge, PowerStream)
- Continued promotion of PRESTO and the BRT network; BRT transit tour with YRT/VIVA
- Outreach in both communities
- WWYDW32? -Metrolinx "Big Move" roundtable
- -Earth Day @ Markville Mall
   -Connecting the Community
- -Public Works Day
   -Mill Pond splash
- -GIRO @ Honda
   -Markham Staff Appreciation Day
- Scholastic Canada launch of 4 dedicated carpool parking spaces
- Increase to 2900 newsletter subscribers; 20% increase from 2012; newly implemented tracking measures for FaceBook, Twitter, LinkedIn
- Won 2 TMA challenges for advertisement funding from Metrolinx

# **WORKPLACE DESIGNATION**







<u>DESIGNATION</u>	2012	2013	<u>2014</u>
GOLD	1	2 (MARKHAM)	6 (MARKHAM)
SILVER	3 (MARKHAM)	7	5
TOTAL	4	9	11

WAY
TO GO
MARKHAM!





Bike to Work Day is May 27















JUNE 17-23, 2013

ience Enhancing Excellence



- participating SCMRH employers
- 855 participating employees (+25%)
  - bike given away at each participant location
  - 11 onsite clinics showcasing pole walking, hybrid vehicles, electric bikes (+20%)



# 3<sup>rd</sup> Annual BREAKFAST OF CHAMPIONS SEPTEMBER 10<sup>th</sup>

- To bring SCMRH workplace champions and our Advisory Committee together to network and share experiences
- 39 participants
- New: 'Good Egg' awards to recognize special achievement of individuals, and employers
- Four keynote speakers:

   Tracy O'Neil (Qualcomm)
   George Flint (Town RH)
   Ron Groves (Plug 'N Drive)
   Dave Richardson (MMM)



# SMART COMMUTE WEEK SEPTEMBER 16<sup>th</sup> – 22<sup>nd</sup>

- Employees commuting sustainably and completing a trip diary on CarpoolZone.ca.
- 14 SCMRH employers and 452 employees participated (+92%)
- 9 on site outreach events (+80%)
- 29% of participants who logged commute made a switch to a sustainable mode



Prize Winner AMD!





# There's more than one way to beat traffic.



Discover your commuting options at smartcommuteweek.ca

# 7<sup>th</sup> ANNUAL SMART COMMUTE EMPLOYER of the YEAR AWARDS November 21<sup>st</sup> 2013







SCMRH Employer of the Year



# Out & About...













### **WORK PLAN 2014**



### 'Let's Get to Work': 2014

#### FOCUS SHIFT: FROM RECRUITMENT TO BEHAVIOUR CHANGE THROUGH DEPTH OF EMPLOYER RELATIONSHIPS

#### Recruitment

- Net +1 for Markham, Richmond Hill
- MRH currently at 57 out of 312 (largest of 13 TMAs)
- Focus on retention and GROWTH of existing employers through greater engagement and involvement in the program

#### **New Metrics**

- Attain survey response rate minimum of 40%
- Implement NEW scorecard on ALL Workplace Designations
- Introduction by Metrolinx of incentives and penalties, impacting TMA challenge funding

#### **Existing Metrics**

- Host / participate in the 4 Major Metrolinx-mandated transportation events/campaigns per year: Car Pool Week; Bike to Work; Clean Air Commute; 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
- Increase SCMRH staff to 5 with hiring of Admin Support

## **WORK PLAN 2014 CONTINUED**

#### **MORE METROLINX!**

- Conduct follow-up surveys on existing ACTIVE employers within 3 years
- Work directly with Metrolinx toward NEW and BETTER metrics for GHG and VKT reductions (current RFP out for NEW CarPool Zone)
- Work with MX on Smart Commute Strategic Plan for 2013-18
- Continued participation in Metrolinx Coordinating and sub committee meetings (currently 6 separate committees)
- MX Pan Am target and how we can influence 20% SOV reduction
- Detailed Quarterly reporting

#### New technologies/metrics/pilot opportunities

#### (TBD based on standardization with MX)

- Behaviour Change study on SOV to cycling commuters
- Seek synergy/education/promotion for Electric Vehicles
- New "multi-modal" CarPool Zone from Metrolinx
- Active Transportation Program currently being tested by Metrolinx
- Local initiatives from our Partners based on creating behaviour change

#### **RELATIONSHIPS!**

- 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)
- York Region Bike Summit
- Community Outreach to grass roots in the communities
- Work with Commercial/Mixed-Use Developers and Property Managers
- Continue to partner with **Economic Development**
- Continued Collaboration with other TMAs on MULTI-SITE Employers
- Continued Leadership in Employer Relations as well as with our funders, sponsors, Advisory Committee, Chambers, GAC, et al.



# **Markham Businesses**



### 35 Active Businesses: Representing 43,000+ Employees

**AECOM** 

**AMD** 

**BDO** 

**Brookfield Johnson Controls** 

CAA

CDI

Ceridian

**CGI** 

**City of Markham** 

**Cole Engineering** 

**GENIVAR** 

Giesecke & Devrient

**Hilton Suites** 

**Holiday Inn** 

**HSBC** 

IBM

Johnson & Johnson Medical

Lea Consulting

**LexisNexis** 

**Markham Board Of Trade** 

**Markham Convergence Centre** 

**Markham Stouffville Hospital** 

**MMM** 

**Philips** 

Qualcomm

**Scholastic** 

Seneca

**Stantec** 

**Sunny Crunch** 

**Toshiba** 

**WorleyParsons** 

York Region Catholic District School Board

**York Region Rapid Transit Corporation** 

York Regional Police

220 Bay - 25 Centurian Dr



# **FUNDING PARTNERS**

**Metrolinx:** \$175,000

City of Markham: \$ 75,000

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

Town Richmond Hill: \$ 50,000

# **PARTNERS**



























