



TELEWORK • CARPOOL • TRANSIT • BIKE • WALK

Choose your way



DEVELOPMENT SERVICES COMMITTEE

March 20, 2012



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 11 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 Town of Markham, Town of Richmond Hill, York Region, and Metrolinx

3-FOLD PURPOSE:

- Represent the interests of our business community on transportation issues to relevant bodies





PROGRAM UPDATES 2011



6 Active Employers added (51 currently Active)



5 Engaged Employers added



5 Employee surveys conducted



125 Employer or Chamber/Board events attended
20 SCMRH organized events



341 new CarpoolZone registered users

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2011 PROGRAM HIGHLIGHTS

- Worked with Metrolinx to revise the Employer Agreement to decrease the unilateral liability to employers
- Collaboration with other TMAs to reach cross boundary, multi-site employers (Seneca, York Regional Police, AECOM, GWL, WorleyParsons)
- Piloted inaugural Breakfast of Champions event for SCMRH employer ambassadors in conjunction with the Advisory Committee
- Contacted all active employers to update contact information
- Re-established relationships with inactive employers (YCH, Staples, CGI)
- Active in the promotion of PRESTO, new smart fare card for transit
- Community outreach in both communities

4th ANNUAL BIKE TO WORK DAY - MAY 30th



100+ participants



JUNE 13TH – 19TH



12 participating SCMRH employers

581 participating employees

1 bike given away at each participant location

1,959 SOV trips reduced

8 onsite employee CAC clinics showcasing pole walking, hybrid vehicles, electric bikes



SMART COMMUTE WEEK

SEPTEMBER 19TH – 25TH

- Employees took the Smart Commute Week Challenge by commuting sustainably and completing a trip diary on CarpoolZone.ca.
- Winner of the grand prize was from SCMRH member employer Philips



For full **Smart Commute Week** contest details & how to **WIN** other great prizes visit www.smartcommute.ca



BREAKFAST OF CHAMPIONS

SEPTEMBER 21ST

- To bring SCMRH workplace champions and our Advisory Committee together to network and share experiences
- Participant survey says it was a success! All learned something new and look forward to more
- Key messages: Need for senior management support, motivated champion, fresh ways to engage employees



5th ANNUAL SMART COMMUTE EMPLOYER of the YEAR AWARDS November 17th 2011

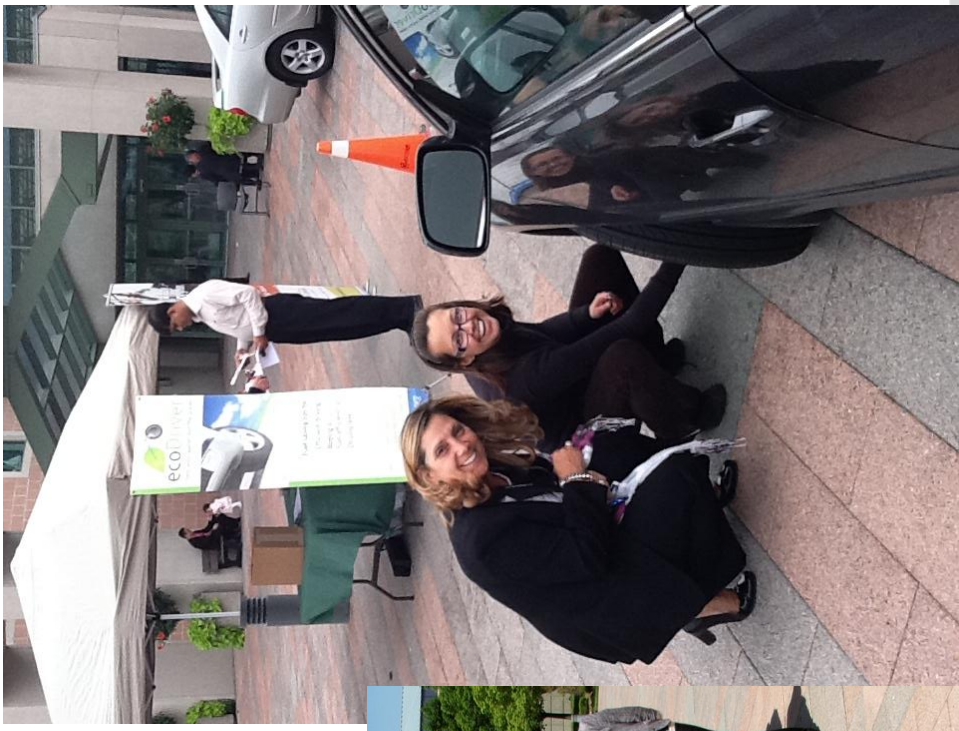


SCMRH
Employer of the Year



Honourable Mention





WORK PLAN 2012

TARGETS!

- 14 NEW EMPLOYERS
- Conduct 40 Carpool, EcoDriver, CanBike, Lunch & Learn, and Outreach sessions
- Attend / host 100 networking events, conferences, workshops, stakeholder meetings
- Conduct 4 Advisory Committee Meetings (including Breakfast of Champions)
- Improve enriched investment (corporate partnership/enhanced services/a la carte) packages with private sector : \$8k target
- Rollout of ERH (Emergency Ride Home) to ALL 51 employers
- Introduction of WORKPLACE DESIGNATION to all 51 employers

METROLINX!

- Conduct follow-up surveys for existing ACTIVE employers within 3 years as mandated by Metrolinx:
6
- Work directly with Metrolinx toward NEW and BETTER metrics for GHG and VKT reductions, beyond just CARPOOL ZONE
- Ongoing promotion of Metrolinx CarPoolZone site
- Continued participation in Metrolinx technical and sub committee meetings (eg., Recruitment and Retention, Events and Marketing, etc.)
- Host / participate in Metrolinx-mandated transportation events (eg., Car Pool Week, Bike to Work, Clean Air Commute, Smart Commute Week, etc) per agreement with Metrolinx

WORK PLAN 2012 CONTINUED

PILOTS!

- Work with Enbridge to introduce Van Pooling in Markham (fall);
- Host Telework Seminar for Employers (summer);
- Business Shuttle to counter double-fare/underserved by transit area (Sept)

RELATIONSHIPS!

- Event coordination with funders/partners (Municipalities, Region, Metrolinx, YRT/VIVA, MBT, RHCOC, et al)
- Continue to work with YRT/VIVA in promotion of Public Transit (eg, Presto)
- Community Outreach with Towns, BIA, Region
- Work with Commercial/Mixed-Use Developers and Property management groups
- Lead generation through RELATIONSHIPS: with our employers, funders, sponsors, Advisory Committee, Chambers, MCC neighbours, other TMAs, outreach, networking
- Develop and distribute “New Employer” and “New Employee” kits for MRH employers; new member kits for both Chambers (March)
- Continued Collaboration with other TMAs on MULTI-SITE Employers (Seneca College, YRP, Enbridge, Region of York, Aecom, GWL, Worley Parsons,etc)
- Maintain and continuously improve SCMRH website
- Increase usage of social media within SCMRH
- Continued leadership in Employer Relations
- Implementation of Smart Commute Car Pool Parking Signs at the Town Hall

220 Bay – 25 Centurian Dr

Wyeth Canada Inc. (Pfizer)



FUNDING PARTNERS

MBT / RHCOC: \$ 6,000

Metrolinx:

Town Markham:

Town Richmond Hill: \$ 50,000

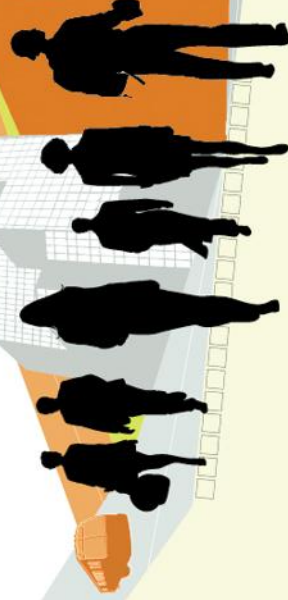
York Region:

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PARTNERS



MMM GROUP



Choose your way