

DEVELOPMENT SERVICES COMMITTEE

January 19th , 2010

SC404-7 Results & Update



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Markham Businesses

Active

AMD
 CAA
 Ceridian Canada
 CGI
 Cole Engineering
 Hilton Suites
 HSBC
 IBM
 LexisNexis
 Markham Board Of Trade
 Markham Stouffville
 Hospital
 Philips
 Scholastic Canada
 Seneca College
 Sunny Crunch
 Town Of Markham
 The MMM Group
 URS Canada
 Wah Lung Label
 WorleyParsons
 York Catholic School
 Board

Engaged

ACNielsen
 Allstate Insurance
 American Express
 Boardcom
 Giesecke & Devirent
 Honeywell
 HSBC Financial
 Hydro One Networks
 Johnson & Johnson
 The Orthotic Group
 Qualicomm
 Toshiba Canada
 Lyreco Canada
 Nike
 Timex
 YMCA – Markham Centre

25,000+
 Employees



2009 PROGRAM UPDATES



8 Active Employer Partners added



22 Newly Engaged Employers



8 Employee surveys conducted



86 Chamber or Employer organized events attended
28 SC404-7 organized events.





4 New Employer subgroups. Over 900 Markham/RH registered



12,000 Single-Occupant-Vehicle Trips eliminated since Jan 200



1,000,000 vehicle kilometers travelled estimated reduced since



170 tonnes of Green House Gas emissions saved in 2009.

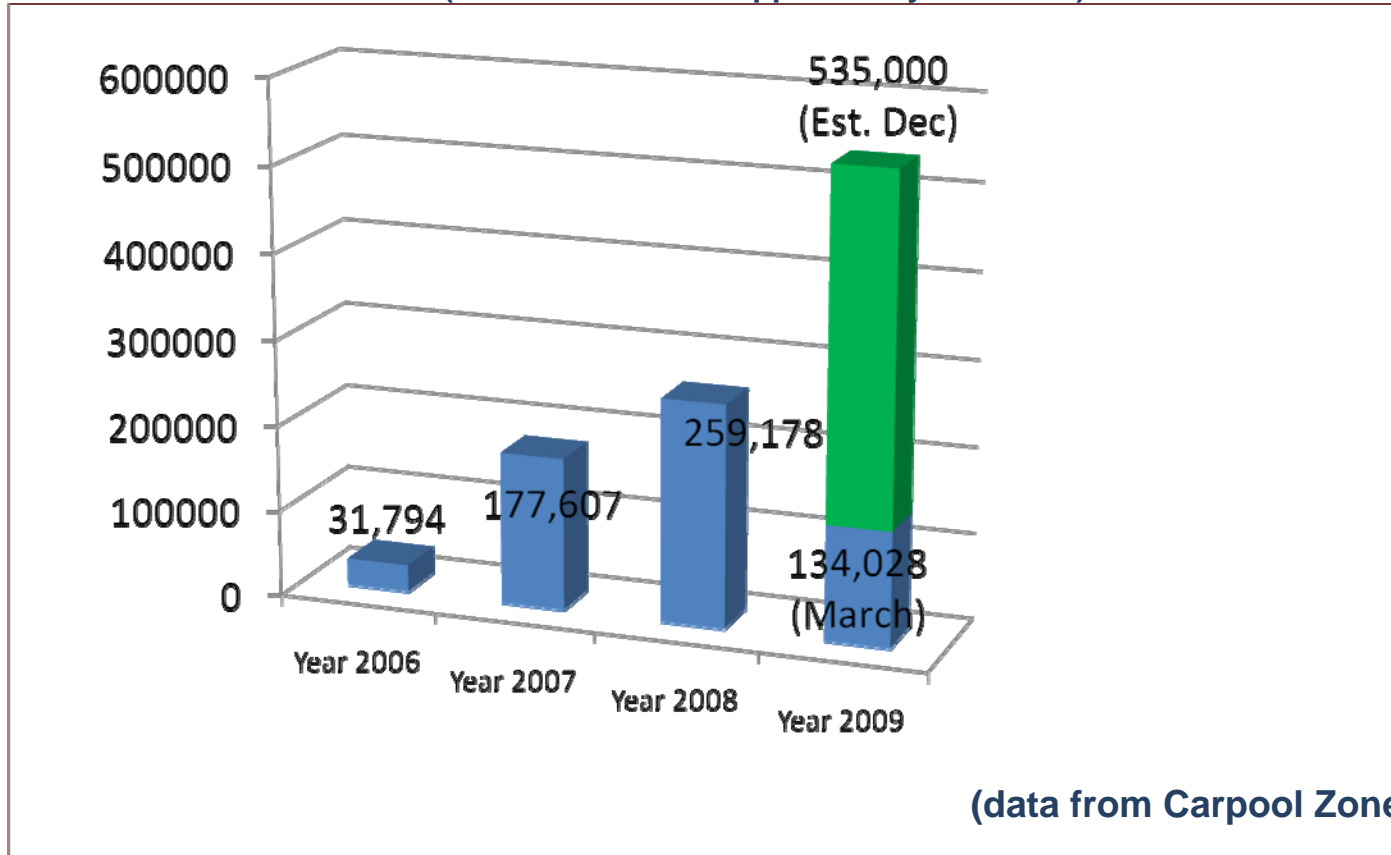


Estimated Markham/RH commuter savings...\$ 371,000



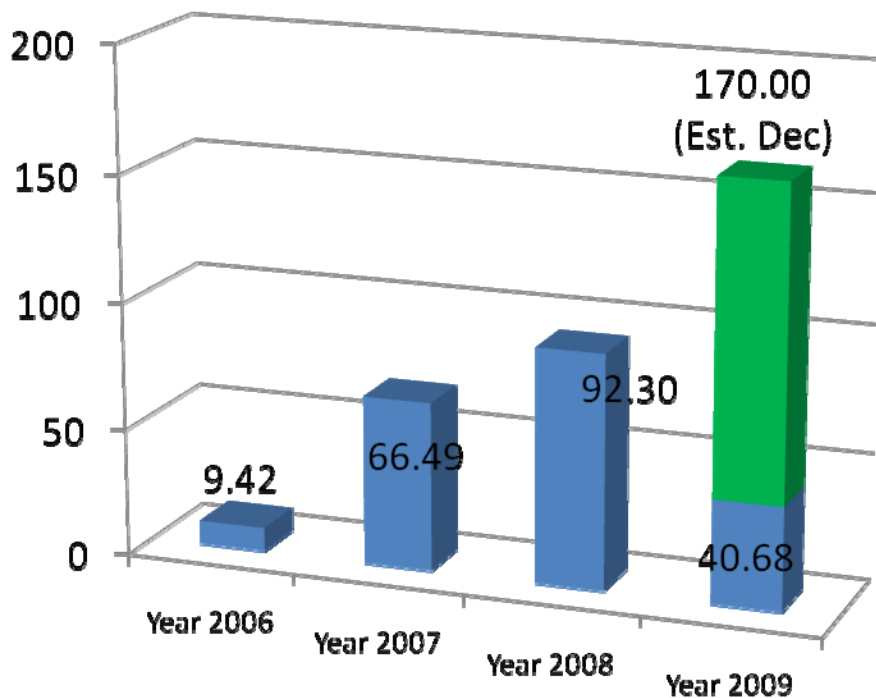
Vehicle Kilometers Travelled (VKT) Reduced from CARPOOLING

(Data as of Mar '09 approved by Metrolinx)



GREEN HOUSE GAS EMISSIONS SAVED

(Data as of Mar '09 approved by Metrolinx)





Earth Day



SC404-7 participated in events at IBM, AMD, AMEX and Philips.



2nd Annual Bike-to-Work Day



May 25th : Over 100 participants representing over 22 employers

Smart Commute Expo

- Promotes Smart Commute in fun and interactive way.
- Calculates commute time, cost, and GHG emissions.
- Hosted at URS, HSBC, Town of Markham & Scholastic.



Events

“Changing Our World” Character Award nomination for character in making effective changes in our world.



YRT/VIVA Customer Appreciation Day at Finch and Richmond Hill Terminals.



Sheraton Hotel's Carole-Anne Williams wins Carpool Contest.



Clean Air Commute 2009



1: bike given away at EACH participant

location

5: onsite employee CAC clinics showcasing walking, Hybrid vehicles, Electric Bikes &

Scooters

12: participating SC404-7 employers

600: participating employees

9,500: kilograms of GHG emissions saved



Employer Onsite Events

BIKE TUNE-UP DAY:

- Markham Stouffville Hospital staff event
- Free bike tune-ups and E-Bike demos
- Employee Appreciation event. Carpool Zone subgroup officially launched.

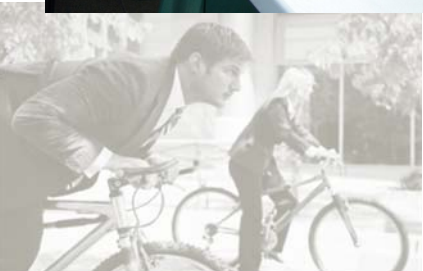


Employer Onsite Events (con't)

AMD Health & Benefits Fair

WorleyParsons Family Safety Day

ACNielsen Wellness Fair

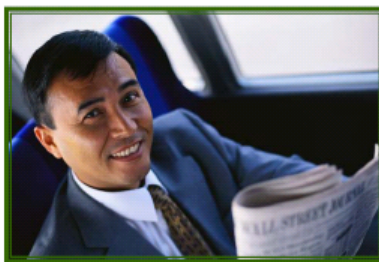


Car Free Day – Sept. 22nd



CAR FREE DAY

SEPTEMBER 22, 2009



Smart Commute 404-7 and YRT/VIVA want you to leave your car at home on September 22nd. To help you go CAR FREE, we will provide you with a FREE YRT/VIVA round trip ticket** for that day.

Register for your FREE ticket at admin@smartcommute404-7.ca by Sept 18th. Space is limited.

Let us hear from you to WIN a BIKE!

If you choose to walk, cycle or take another form of sustainable transportation on Sep 22nd, you can upload a photo or story of your CAR FREE experience to our Facebook group (Smart Commute 404-7) or email us at admin@smartcommute404-7.ca for a chance to win a BIKE!

OR, take the pledge and enter the YRT/VIVA Car Free Day online contest for your chance to WIN a MONTHLY TRANSIT PASS. Visit yrt.ca/carfree for details.

**** Your current commute mode must be a single occupant vehicle driver (drive alone in car) in order to take part in this promotion.**



- Partnership with York Region Smart Commutes and YRT/VIVA

- FREE round trip transit tickets distributed to targeted users.

- 48 employees from 12 Smart Commute 404-7 active partner employers participated.



VIVA



SMART COMMUTE 404-7 & YRT / VIVA “DOUBLE-FARE” PILOT PROJECT

Overall Objective

- To increase public transit usage by current SOV drivers (modal shift)
- To decrease the number of cars (SOV) on roadways.
- To study the effects on transit from the elimination of one fare in the ‘double fare’ system
- To promote transit as a viable option to SOV mode.

Background & Statistics

75% drive alone

10% carpool

9% take transit

2% get dropped off

1% walk

1% bike

1% telework

1% other



SMART COMMUTE 404-7 & YRT / VIVA “DOUBLE-FARE” PILOT PROJECT

Key Findings:

26% of employees surveyed said they are willing to try transit as alternate mode.

27% of those said that the elimination of the double-fare system would encourage them to do so.

Method:

-YRT/VIVA provides 20 monthly transit passes for four consecutive months.

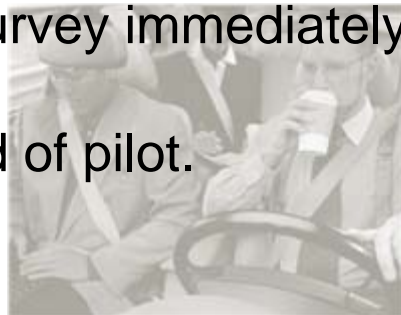
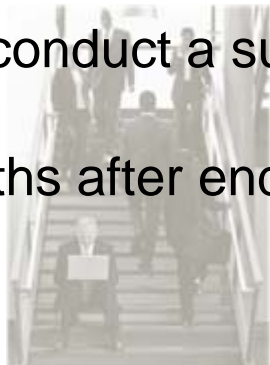
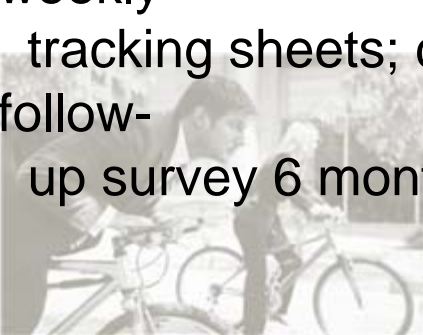
-SC404-7 Identifies target participants.

SOV; live out of region; willing to try transit; Double-Fare is issue

-Participant signs agreement confirming eligibility and agreeing to submit weekly

tracking sheets; conduct a survey immediately at end of pilot project; conduct follow-

up survey 6 months after end of pilot.



WEEK:**Name: (First & Last):****Pass #**

Every Friday (see schedule) you will receive this tracking sheet from Smart Commute.

	Monday	Tuesday	Wednesday	Thursday	Friday
How did you travel to work today?					
How did you travel home today?					
If your mode of travel was different for morning & evening, what was the reason?					
Why did you or did you not choose to take transit today?					
Additional Comments:					
(Optional)					

Please complete the following if you took transit on a particular day.

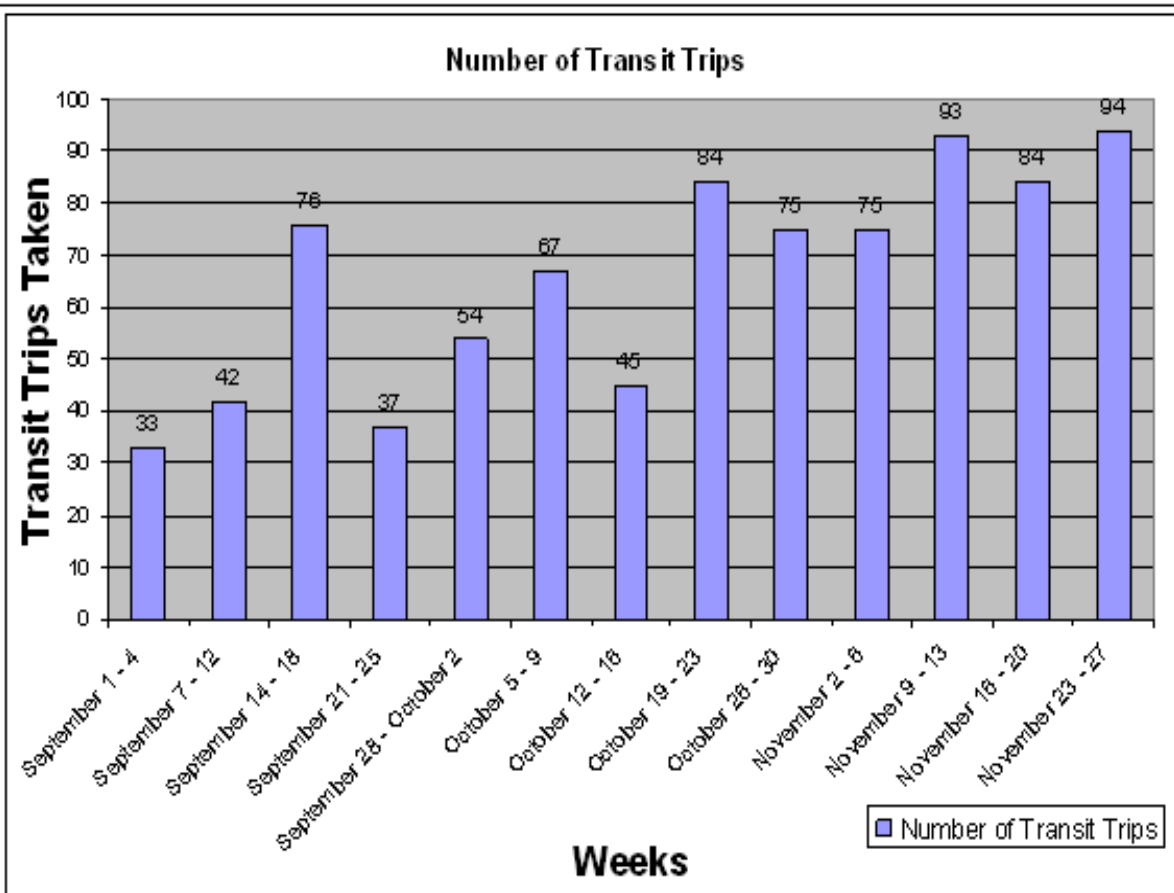
YRT/Viva Route number					
TTC Route number					
Km Traveled (Round Trip)					
Duration (Round Trip)					
Additional Comments:					
(Optional)					

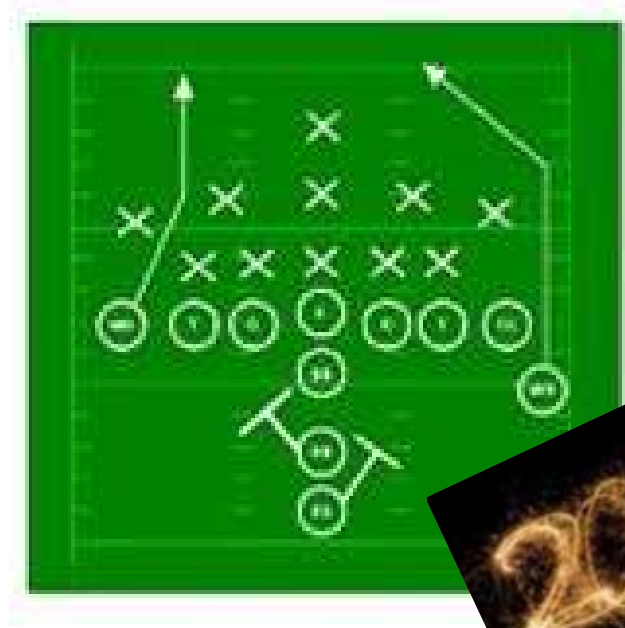


SMART COMMUTE 404-7 & YRT / VIVA “DOUBLE-FARE” PILOT PROJECT

Weeks	Number of Transit Trips
September 1	33
September 7	42
September 14	76
September 21	37
September 28	54
October 5	67
October 12	45
October 19	84
October 26	75
November 2	75
November 9	93
November 16	84
November 23	94

Out of a total possible 2600 trips, 859 (33%) were taken by SOV users that switched to transit during this time period.





2010 Work Plan

- Continue service to current ACTIVE businesses - 36
- Continue transition of businesses from ENGAGED to ACTIVE status - 15
- Engage new businesses to implement program - 24
- Conduct Carpool, EcoDriver, CanBike, Lunch & Learn, and Employee Drop-In sessions - 50
- Site assessments and travel plans for every new ACTIVE employer – 15
- Baseline/Follow-Up survey for every new / existing ACTIVE employer -.15 - 25
- Attend / host networking events, conferences, workshops, stakeholder meetings etc
- Maintain SC 404-7 website, promote and facilitate Carpool Zone site
- Work with Metrolinx (SC GTHA) and participate in technical and sub committee meetings -
- Host / participate in GTHA wide transportation events
- Continue to develop ongoing investment (sponsorship) opportunities with private sector.
- Work with YRT/VIVA to continue a successful implementation of RideSaver program



Sponsors & Funders

