INFORMATION REPORT

TO: Chair and Members Public Works Committee	**WARD(S) AFFECTED:** CITY WIDE
COMMITTEE DATE: January 16, 2013	
SUBJECT/REPORT NO: Smart Commute Hamilton Annual Report 2011/2012 - (PW10062a) - (City Wide)	
SUBMITTED BY: Gerry Davis, CMA General Manager Public Works Department **SIGNATURE:**	**PREPARED BY:** Peter Topalovic Project Manager, Transportation Demand Management (905) 546-2424, Extension 5129

Council Direction:

This report is subsequent to Item 13(c) of Public Works Committee Report 10-009 approved by Council on June 23, 2010:

> *(c) That staff be directed to report back to the Public Works Committee annually on the funding agreements and all necessary associated documents relating to the Smart Commute Hamilton programs that have been executed by the General Manager of Public Works.*

Information:

The report provides details on programs, initiatives, research activities, awards and policy analysis conducted for the purposes of managing travel demand at workplaces, schools and neighbourhoods in all wards.

Smart Commute Hamilton and the City of Hamilton's Public Works Transportation Demand Management (TDM) team have been very active with a variety of programs and infrastructure projects in 2011 and 2012. The programs vary in nature from new incentive programs for carpooling, and TDM Guidelines for land use to education, bike parking, carpool parking and City wide events.

The attached report (Appendix A) is separated into the following categories which outline key elements of the Transportation Demand Management and Smart Commute Hamilton Program:

- Smart Commute Employer Programs
- Sustainable Transportation Events
- Transportation Summit Series
- Cycling Programs
- Transit Programs

- Ridesharing and Carpooling Programs
- Community-based Social Marketing Pilot
- Car Sharing Programs
- Policy Analysis, Research and Workshops

As the program continues through 2013, we expect to see growth in many TDM and Smart Commute indicators. Central to this growth will be the inclusion of more corporate partners in the Smart Commute program, coupled with new programs to improve travel demand and modal split at these workplaces. Additional follow-up surveys are planned to monitor performance along key TDM metrics including percentage of those carpooling, taking transit, cycling and walking.

This document is accompanied by three appendices that provide additional information demonstrating how TDM policies, programs and initiatives benefit the City's transportation network and its citizens who use the system to get to work, school, run errands, and for health, wellness and leisure activities.

THE 2011 ANNUAL SMART COMMUTE HAMILTON REPORT

Hamilton

Smart Commute HAMILTON

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Smart Commute and **Transportation Demand Management** (TDM) programs aim to increase the efficiency of the transportation network, reduce green house gas emissions and improve community health through the use of sustainable modes of transportation.

Contents

Overview:

Smart Commute Hamilton and the City of Hamilton's Public Works Transportation Demand Management (TDM) team were very active with a variety of programs in 2012. The programs vary in nature from new incentive programs for carpooling and TDM Guidelines for land use to education and city wide events. The team continues to develop and improve relationships with partner organizations, leading to a variety of successes over 2011-2012 including provincial awards and engaging programs.

In October 2011, City of Hamilton Council directed SMT to develop an organizational structure and community engagement strategy to support, over the long term, an integrated public transportation program for the City that encompasses provincial, inter-regional, inter-city, rapid transit, public transit, active transportation and transportation demand management no later than Q1 2012. As result, an 'integrated public transportation' program, was established by combining several individual public transportation related programs into one consolidated single program that fits into the City's policies and principals. This is a new concept, combining all modes of public transportation under one umbrella. TDM is an integral component of this new approach.

Smart Commute and TDM are key to implementing Metrolinx's "Big Move", the regional transportation plan for the Greater Toronto and Hamilton Area; specifically they relate to: (a) Strategy #2 Enhance and Expand Active Transportation, (b) Strategy #4 Create an Ambitious Transportation Demand Management Program, (c) Strategy #7 Build Communities that are Pedestrian, Cycling and Transit-Supportive.

Smart Commute and TDM are also central to the implementation of Hamilton's Transportation Master Plan and Official Plan, while also aligning well with the Transportation Association of Canada's (TAC) Effective Strategies to Influence Travel Behaviour.

Smart Commute Hamilton is an association led by the City of Hamilton which works with local businesses and community organizations to provide programs and initiatives that encourage the use of active and sustainable transportation for improved employee health and wellness, cost savings and reduced environmental impact.

Transportation Demand Management is a set of tools, policies and programs that aims to reduce the travel demand associated with single occupancy vehicles (SOVs) and encourage a shift to other modes including: walking, cycling, transit, carpooling, carsharing, bikesharing, telework and work-shifting.

1 Smart Commute Employer Services

Smart Commute Hamilton works with corporate partners to provide them with a range of services to help manage their travel demand, reduce parking requirements, improve employee health and wellness, reduce commuting costs and reduce environmental impact.

Employer Engagement Process

Each employer completes an employee survey along with a site analysis which evaluates the existing infrastructure and current travel flows. The data is analysed and a transportation demand management plan is developed to help reduce single occupancy vehicle use at the employer site.

The employer also receives services that are provided, in part, by Metrolinx which include:

- Carpoolzone.ca, a ride matching service
- EmergencyRideHome.ca, commuter insurance
- Commute Cost Savings Calculator
- SmartCommute.ca, an integrated suite of online services
- Smart Commute Expos and Events

  22 expos were conducted at 14 employer sites
  20,000 employees were directly engaged
- Each employer received a survey and a site analysis to help them determine the types of infrastructure improvements and program improvements that would have the best benefits for their employees. This includes: Secure bike parking, Carpool parking, Carsharing programs and Sustainable transportation route analysis.

New Employers in 2011:
3
Total Employers:
14
Percentage increase:
21%
New Employees in 2011:
3,500
Total Employees:
87,485
Percentage Increase:
4%
New Metrolinx Funding Secured:
$2,500
Total Metrolinx Funding:
$102,500
Percentage Increase:
2.5%
New Employer Partners:
- Canada Bread
- Hamilton-Wentworth Catholic School Board
- Redeemer University-College

Provisional Partners:
- Good Shepherd Centres
- Yale Properties

Awards and Recognition

Smart Commute Hamilton was named one of the Top 3 Performing TMAs (Transportation Management Associations) out of 11 in the Greater Toronto and Hamilton Area receiving a $2500 bonus in recognition for exceeding employer targets.

2 Sustainable Transportation Events

Open Streets Hamilton (June and Sept. 2011 and 2012)

TDM staff helped establish the inaugural Open Streets Hamilton: A unique street fair that celebrates physical activity and recreation in our City, while introducing people to the businesses and organizations that make our community great. A network of streets is "opened" to pedestrians and vehicular traffic is limited, creating a temporary urban park allowing 17,000 to participate in two events. (www.openstreetshamilton.ca).

Clean Air Commute Week (June 2011 and 2012)

Participants are encouraged to log their sustainable commutes during one week in June in order to reduce their green house gas emissions, improve their health and wellbeing and reduce their environmental footprint. In addition, a week of events takes place including:

- Clean Air Commute Breakfast Launch
- Bike to Work Day & Walk to Work Day
- Transportation & Healthy Living Fair (Gore Park)

Awards and Recognition

McMaster University recived an award for having the most participants log sustainable commutes in the 2500 – 5000 Employees category for the Clean Air Commute across the entire GTHA.

The Transportation and Healthy Living Fair engaged 30 sustainable businesses and 800 participants in two hours in Gore Park (June 2011).

Number of Engaged Participants:

17,000 OpenStreets Hamilton

2,500 + Clean Air Commute

600 + Bike to Work Day

700 + Wristbands (free HSR)

Participating employers, organizations and community groups:

100 +

Community and Business Benefit:

- Increased Business
- Downtown Renewal
- Media Recognition
  Healthy Lifestyle Promotion
- Cost Savings for participants

3 Transportation Summit

2011: Transportation Summit: "Environmental Pricing Reform" (May 2011), brought together 120 community leaders, NGOs, City staff, concerned citizens and business leaders to discuss, brainstorm and monitor progress regarding transportation issues. Outcomes of the conference can be found on the Transportation Summit website.

The summit explored Environmental Pricing Reform (EPR), which is the name given to a set of fiscal, tax and planning policy instruments that use pricing to influence behaviour in support of environmental and economic policy. Examples of EPR include water, sewage and storm water rates, development charge methods, road pricing, user fees, parking pricing, and land value taxation approaches. This debate is important in helping the City of Hamilton and other municipalities fund infrastructure improvements and transit in the future.

Key Outcomes:

1. EPR could be difficult to implement due to competition with surrounding municipalities;
2. Need to use existing policies that are already in place to implement EPR ideas;
3. Implementing parking fees needs to be done carefully in order to not cause detrimental effects to the downtown;
4. Demonstrating that EPR is a method of being financially and economically responsible could generate buy-in from the community, and help generate support for such methods;
5. There exists a need to educate the public about the fact that roads are infrastructure, no different from water or electrical systems. Like these systems, it should be paid per use;
6. There is the challenge that our current society is predominately dependant on cars. This will not change in the near future;
7. Need municipal and provincial support;
8. Revenue that is collected needs to be reinvested into a relevant source. For example, a municipal gas tax should be put towards transportation infrastructure, services, or similar;
9. EPR is something that needs to happen to help ensure that infrastructure is sustainable and well maintained, however implementing in the current timeframe poses many challenges, such as overcoming public resistance;
10. It would be difficult to proceed independently on it, and it may be more of a regional effort in order to make it feasible and work as intended.

2012: Transportation Summit: "Complete Streets" (April 2012), brought together 140 community leaders, NGOs, City staff, concerned citizens and business leaders to discuss, brainstorm and monitor progress regarding transportation issues. Outcomes of the conference can be found on the Transportation Summit website.

Complete Streets can include facilities such as wider sidewalks, bike lanes, transit only lanes, and enhanced streetscapes in urban cores, to something as simple as a paved shoulder along a rural highway. These give pedestrians and cyclists their own safe "place" on the road. It's important to note that they are not a "one-size fits all" way of thinking. Limitations such as available right-of-way will often mean a balance must be found between the different modes. In areas were facilities such as bike lanes may not be feasible, other solutions like sharrows may be considered instead.

Key Observations:

- The City has taken a number of great initiatives to working towards complete streets: enhancements in the downtown core, the Gore Park pedestrianization pilot project in Summer 2012, Bay Street streetscape project, the York Boulevard complete street project, MacNab Street terminal, Urban Braille way-finding, bulb-outs, countdown timers, and grid layout, however it needs to ensure continuous improvement, not only downtown but across the entire city;
- Statistics and research show an increasing proportion of individuals are living "car-free" lifestyles, either by choice or for financial reasons;
- Comprehensive policies are needed to help guide the implementation of complete streets, including the groups responsible and key stakeholders;
- While capital costs may be higher upfront, a properly designed complete street can generate long term operational savings that far outweigh the increased capital based on participant comments or evidence which provides many transportation, environmental and health benefits;
- Concerns surrounding complete streets implementation due to emergency vehicle access, operations (such as snow ploughing, and truck access), and design problems, can be overcome through stakeholder consultation and innovative designs;
- "Streets" don't end at the curb or property lines - consideration for the entire street, including land-use, urban design and built form, needs to be considered through the process with necessary policies supporting it, if applicable; and
- Developing a cycling culture in Hamilton is possible, and working towards a Gold designation over the next few years will help work towards developing the culture. Public and political will need to be the drivers in order to ensure proper investment, including new cycling technologies

Key Recommendations

- Develop a complete streets Strategy which would include:
  - A policy review to understand what supportive policies already exist;
  - Inventory of completed projects already in the city;
  - Development of an overarching complete streets policy to link all other policies together;
  - Inventory of supportive guidelines;
  - Development (or re-development if applicable) of a complete street design guideline;
  - Transportation Master Plan's 5 year review to be structured around the development of Complete Streets strategy;
  - Develop a public engagement strategy.
- The city should identify upcoming road reconstruction projects in various settings (i.e. urban, suburban, rural), and examine the possibility of completing them using context sensitive design.

See www.hamilton.ca/transportationsummit for the full final report with details on presentation and outcomes.

4 Cycling

The TDM program supports the installation of cycling infrastructure with a variety of initiatives and programs intended to promote the use of cycling routes, bike lanes, trails and amenities for commuting to work and school, leisure and recreation.

(Bike Parking at York Parkade)

Total Number of Secure Bike Parking Spots:

196

Usage across all facilities:

75%

Secure Bike Parking

In partnership with the Metrolinx BikeLinx Program, $167,000 in funding provided by Metrolinx is being spent to develop facilities at various locations in the City. In 2011, a secure bike parking facility for 50 bikes was built at Mohawk College. This was built to complement the existing locations at the York Boulevard Parkade, Summers Lane Parkade and McMaster University. In 2012 facilities at St. Joseph's Healthcare were planned, and scheduled to be installed in 2013.

Secure facilities are enclosed, have controlled access through magnetic swipe card technology, are monitored by closed circuit TV cameras or security guard, are well lit and provided at a nominal cost to the user.

Bike Parking for Schools

This program is part of the MTO TDM Grant Application. MPSP staff process applications for school bike rack seed money requests. Schools are eligible for $600 in seed funding per school. Twenty (20) schools are currently participating in the program. Projects are at various stages, depending on the school site, and a total of $10,000 in bike rack funding will be allocated by the end of 2012.

Active and Safe Routes to School & "Stepping It Up" Pilot Project

Mobility Programs and Special Projects (MPSP) staff support Public Health staff on a joint program lead by Metrolinx to establish school travel plans in the region. School travel plans involve undertaking inventories, audits and walkabouts at participating schools and assisting in trip and route planning. Ten Pilot School Site Analyses were completed in 2010 and 5 additional pilot schools were complete in 2011. Action items from the planning processes are forwarded to various City departments that are able to respond to the request with timelines, project status and probability of the request being met. This process was completed at the end of 2011 and results will be tabulated and presented in 2013.

Wear Yellow Day (WYD)

WYD is a two year initiative, started in 2010 and continuing in 2011, which was developed to complement the “Stepping It Up” project. It involves the encouragement of students in participating schools to walk, cycle, or take the bus to school and wear yellow, the colour of school transit. Students who participated received leaves to put on their school’s “Tree of Transportation”. Schools were also encouraged to creatively display their Transportation Trees, leaves and students wearing yellow. The winning school received $300 towards school projects that involved physical activity. Three Wear Yellow Day events were run in 2010 and three more in 2011, for a total of 6 WYDs, involving the participation of 75 schools overall.

Holy Name of Jesus (October 2011 Wear Yellow Day Winner)

196 events

75 schools

CAN Bike Cycling Instruction Courses

MPSP staff have been working with Public Health, Traffic and Recreation to establish CAN Bike Courses at various Recreation Centres. The program was piloted in 2012 and is planned for a spring 2013 start. CAN Bike courses are offered through the Canadian Cycling Association and are comprised of a standardized series of courses on all aspects of cycling safety on the road for recreational and commuting purposes.

Bike Share Transit Feasibility Study and Business Plan

In August of 2010 a workshop was held for the public and key stakeholders. Bike sharing companies, Bixi and B-Cycle demonstrated their public bike share systems and collected feedback from stakeholders on a plan to have a public bike share system in Hamilton.

A Feasibility Study completed in 2010 demonstrated that Hamilton could support a Bike Sharing system. This was followed by the development of a business plan which will was completed in 2012, as further business case analysis was necessary. The Business case is a major component of reporting to Council on the implementation of a bike share transit system in Hamilton in early 2013.

Bike to Work Day

On May 29, 2011 and May 28, 2012 Smart Commute Hamilton organized group rides from various locations around Hamilton to meet in Gore Park, the Downtown GO Centre, McMaster University and Mohawk College as part of Smart Commute's Bike to Work Day across the GTHA. Bike to Work Day T-shirts, healthy snacks and prizes were offered to all participants. Cyclists were asked to register online.

A total of 500 experienced and new cycle commuters rode to work together and explored Hamilton's cycling routes. Of those who participated over 200 registered online prior to the event: http://www.smartcommutehamilton.ca/en/events/bike-work-day-2012-winners

Bike to Work Day Celebrations in Gore Park

Car Free Day and Smart Commute Week

On Sept. 22, 2011, Hamilton celebrated Car Free Day with a second Bike to Work Day and a Transportation and Healthy Living Fair. The events were intended to celebrate car-free travel and reward those who walk, cycle and take transit to work or school. Registrants for the week of activities logged commutes and were rewarded through the Smart Commute CarpoolZone.ca on-line tool. 150 people participated.

5 Transit

The TDM program supports transit in a variety of ways, over and above promoting the use of transit for commuting purposes through the Smart Commute Employer Services Program.

Expanded Subsidized Employer Commuter (EC) Pass program

In June of 2011, Council approved the EC Pass Pilot Program (for Hamilton residents) that was developed in 2010. A $40,000 upset limit has been allocated from the Transit Gas Tax Reserve to pilot the program which will match the contribution an employer makes for an employee's transit pass, up to 20% of the cost of the pass. In 2012, the first pilot employer, Mohawk College, started selling discounted passes in September. Quarterly reports on Mohawk's progress will be delivered to council as well as an update on two additional potential employers who may choose to participate in 2013.

Rural Routes

Transportation Demand Management staff and the HSR support Environment Hamilton in this program which links transportation and local food. Participants have the opportunity to take an HSR bus to a farm and learn more about the farm and buy or pick some of the food they grow. The monthly event runs from June to October and has helped reduce the trips made to outlying Hamilton area farms by single occupancy vehicle and provides a more sustainable travel option for accessing area farms.

The event involved once per month bus service to local area farms with 5 farms visited in 2011 and over 300 participants (www.smartcommutehamilton.ca/en/events/ruralroutes)

rural routes
exploring Hamilton farms aboard the HSR

6 farms in 6 months
300 participants
2nd year in operation

Bikes and Transit

MPSP staff and the HSR support the initiative to encourage and facilitate bicycle and transit travel across the Greater Toronto and Hamilton Area and the Niagara region. The website features inexpensive, "self-serve" cycling day trips using local busses, GO Transit and highway coaches to get to destinations for day and overnight trips (www.bikesandtransit.com).

6 Ridesharing/Carpooling

Two of the key services provided by Smart Commute Hamilton is CarPoolZone.ca and Emergency Ride Home.ca. These services work together in order to help commuters get to work more sustainably and in a cost effective manner.

Carpool Week and CarpoolZone.ca

Carpool Week occurs in February and encourages new employees to create a Carpoolzone.ca account, rewarding those who are already in the Zone. Contests, employer expos and prizes were offered to encourage people to sign up. The grand prize included an Apple iPad to complement Tim Horton gift cards smartcommutehamilton.ca/en/events/carpooltowin

Awards and Recognition

- From November 2010 to March 2011 the City of Hamilton was considered the fastest growing carpooling community in the Greater Toronto and Hamilton area with a 117% growth.
- From November 2010 to March 2011, the City of Hamilton doubled the number of carpools formed, with a 77% increase, the largest increase amongst the 11 Transportation Management Associations in the GTHA.

Smart Commute CARPOOL ZONE

www.CarpoolZone.ca is a ride matching tool that connects employees with similar commutes, making it easier to carpool with people in the same company.

Growth in Number of CarpoolZone Employee Registrants

117%

Growth in Number of Carpools Formed:

77%

Number of Carpool Parking Spots

34 at McMaster University

25 at Hamilton Health Sciences

17 at Mohawk College

Spots also planned at
- City of Hamilton sites
- St. Joe's Healthcare

Emergency Ride Home (ERH)

EmergencyRideHome.ca, a "Commuter Insurance" program, enables employees to commute sustainably to work while being assured they have a way to address an emergency. If an urgent situation comes up unexpectedly during the course of the workday, registered employees who regularly commute sustainably to work are eligible for a free taxi ride home. Since 2010, the ERH has been offered to all Smart Commute Hamilton employers. Registered employees are eligible for up to 4 emergency ride homes each year. In 2011, employees at the City of Hamilton and Horizon Utilities made use of the program.

7 Community-based Social Marketing (CBSM) Pilot Project

CBSM is a practical approach that stresses direct contact with community members and focuses on removing barriers that prevent people from changing their behaviour. It has been successfully used to encourage people to adopt a number of sustainable behaviours, including active and sustainable transportation habits. It is especially effective when new transit, cycling or pedestrian routes are developed or when there are traffic operational issues.

Current Status of the CBSM Pilot Project that is on-going:

5000 households

20% response rate

A pilot program was developed in 2011 in order to encourage motorists to avoid local streets as cut-through routes in the Queen Street and Aberdeen Avenue intersection. This innovative approach is being implemented for the Kirkendall and Ward 8 neighbourhoods as the focus of the CBSM pilot project. While the CBSM project can be delivered independently of the left-hand turn prohibition sign installation, based on successful implementation in other municipalities, there is a higher potential for success by engaging these two communities and using CBSM to alleviate traffic pressures at the intersection.

5000 households were engaged in this process, with 20% responding to a survey. This rate is the highest response recorded in any Ontario municipality implementing similar programs. Over the fall of 2012, households received information they requested using an order form. The information and resources they received are meant to provide them with other options for their daily commutes. This pilot will be evaluated in 2013.

8 Car Sharing

Hamilton CarShare has operated a successful service since 2009. They are currently seeking to expand the program and develop a corporate carsharing program in addition to their community car sharing program. CarSharing is another example of a TDM program that supports reduced congestion and the need for multiple car ownership, reduces parking demand and improves air quality.

Hamilton CarShare

Car Share Stats in Hamilton:

5 vehicles

150 members

A Hamilton Car Share delegation to General Issues Committee in 2010 requested a $150,000 revolving line of credit from the City of Hamilton to expand CarSharing in Hamilton and establish it as a sustainable mode of convenient transportation. Public Works staff along with the Corporate Finance, Central Fleet and Facilities and Public Health Services collaborated to provide the loan and develop a corporate carsharing program for the City of Hamilton. The corporate pilot is currently underway.

9 Policy Analysis, Research and Workshops

TDM and Land Use Study

This study is intended to work towards the goal of implementing long term policy approaches to include TDM into the development review and approvals process. Long term policy approaches include official plan policies, secondary plans, and transportation master plans. However, interim strategies to contribute positively to the approvals process include the development of TDM guidelines for developments. This checklist-based approach provides developers with infrastructure and behaviour changing guidelines to help increase the sustainability of their development and improve their transportation-related LEED points. This is meant to complement existing Transit Oriented Development guidelines. In 2010 a set of draft guidelines were developed. Other municipalities are conducting similar internal studies as part of the Greater Toronto and Hamilton Area TDM Coordinating Committee. In 2012, the TDM Implementation and Coordinating Committee was established to coordinate these activities.

TDM and Land Use Workshop

Public Works and Planning staff worked with their partners across the Greater Toronto and Hamilton Area (GTHA) to gather senior provincial and municipal transportation and community planning officials to develop a better understanding of how to incorporate TDM in the planning and development approval process. This process will make new developments and redevelopments more transit, cycle/pedestrian and TDM friendly. The half day workshop held in Hamilton in November 2011 had 75 delegates, and aimed to identify areas of common thinking on basic standards for TDM in development projects across the GTHA.

A number of major items were drawn from the workshop, especially around the relationship between TDM, parking and land use:

- Policy, various transportation master plans, and planning practices need to be tied together in order to ensure they work to improve and build a cohesive urban environment. Municipalities need to ensure policy necessary to support local land-use and transportation related master plans are in place, to ensure the plans can be implemented;
- TDM, parking and land use planning are all inter-related and need to work together to ensure they support one another;
- When implementing TDM programs and services, focus should be on individuals who are receptive to alternative forms of transportation. However, one needs to be careful to avoid getting into mentality that “one size fits all” when reaching out to them;

- Parking lots are often located in key areas of cities making them ripe for redevelopment. Downtown parking plans can help free up lots for development, including residential space, employment areas or community hubs, such as libraries ;
- Political leadership is essential to ensuring TDM, land use and parking management are thought of as one interconnected unit.

Recommendations

Based on the material presented and discussion that occurred, it is recommended that a committee be formed to investigate the feasibility of implementing TDM guidelines similar to the set of metrics and checklists developed for the Region of Waterloo, that could be implemented in the City of Hamilton. The committee should consist of a cross-functional, integrated team from various appropriate departments.

TDM Framework and Communications Plan

The completion of the TDM and Land Use study and research into Complete Streets has led to a need for a strategic review of all TDM plans, policies, initiatives and communications. This was conducted in 2011 and funded in part under the MTO TDM Grant funding.

As a complement to this work, MPSP staff piloted the use of social media tools such as Twitter and Facebook to engage a wider audience. This complemented Smart Commute Metrolinx's use of social media to perform a similar type of engagement process across the GTHA.

In 2011, the TDM Framework and Communications plan examined the use of social media as part of a broader social marketing plan. These activities led to a community based social marketing pilot program for 2012-2013. The study investigated the benefits of this type of program, as many other jurisdictions have demonstrated success.

Social Media Successes:

facebook

360 Likes

twitter

840 followers

780 following

Smart Commute Hamilton Newsletter:

4500 registered

10 Summary

Since the last reporting period to Council in September 2011, the Smart Commute Hamilton and Transportation Demand Management Programs have continued their success. Each project and program has made significant progress and achieved the targets set forth in work plans submitted to Metrolinx and Public Works senior management.

As we continue on in 2013, we expect to see growth in many TDM and Smart Commute indicators. Central to this growth will be the inclusion of more corporate partners in the Smart Commute program, coupled with new programs to improve travel demand and modal split at these workplaces. Additional follow-up surveys are planned to monitor performance along key TDM metrics including percentage of those carpooling, taking transit, cycling and walking.

In 2013, greater focus will continue to be placed on neighbourhood social marketing and transportation demand management initiatives. The success of the Smart Commute program for employers and institutions will further benefit from similar programs that operate in neighbourhoods. In doing so, both the origin of the trip and the trip destination will be accounted for in the TDM strategy for Hamilton.

11 Employer and Community Partners

Employer Partners:

Hamilton-Wentworth Catholic Schools
150 years of 'Believing, Achieving, Serving'

REDEEMER UNIVERSITY COLLEGE

CANADA BREAD

McMaster University

St. Joseph's Healthcare Hamilton

Hamilton

Since 1845 HAMILTON Chamber of Commerce Creating Business Opportunities

MOHAWK COLLEGE

Hamilton Health Sciences

CAA CENTRAL ONTARIO

horizon UTILITIES Looking beyond

ILR industries inc

McMASTER INNOVATION PARK

Community Partners:

Hamilton Public Health

Green Venture

ENVIRONMENT HAMILTON

openstreets Hamilton

Transportation for Liveable Communities

Funders:

Smart Commute HAMILTON

METROLINX An agency of the Government of Ontario

Ontario

Transportation Master Plan and TDM Relation Chart

The following chart describes how Transportation Demand Management (TDM) tools, policies and programs, including Smart Commute Hamilton, can help meet the targets and measures required to implement the Transportation Master Plan for the City of Hamilton. TDM relates to all of the Master Plan's objectives and many of the actual performance indicators associated with the seven objectives.

INDICATOR GROUP		Performance Indicator	How Does TDM Apply?
Objective 1: Offer safe and convenient access for individuals to meet their daily needs			
A	Roadway Level of Service (LOS)	1. Number of signalized intersections operating at LOS C/D or better	N/A
		2. Average AM peak period auto trip travel time (minutes)	TDM works to reduce road congestion during peak periods through mode shifting
B	Transit Supply and Level of Service (LOS)	1. AM peak period transit supply (AM peak period transit seat-km per capita)	TDM works to reduce road congestion during peak periods through mode shifting
		2. All day transit supply (24-hr transit seat-km per capita)	N/A
		3. Completion of rapid transit network (%)	N/A
		4. Average AM peak period transit trip travel time (minutes)	TDM works to reduce road congestion during peak periods through mode shifting
		5. Transit Service Hours and Service Frequency (# of Transit Service Hours and Frequency from major transit Centre to other areas of the City)	Smart Commute supports increased use of GO Transit with the "Carpool to GO" program
		6. GO Transit Service Hours and Frequency	
C	Parking Level of Service (LOS)	1. Amount of public off-street	TDM seeks to park not only cars but bicycles, motorcycles and those who participate in carpools. This can reduce the need for parking in some areas.
		2. Amount of paid on-street parking	
		3. Parking utilization rates within HMPS (Hamilton Municipal Parking System)	
		4. Average duration of stay within HMPS	
		5. Car Pool Lots – No. of Lots, utilization	

INDICATOR GROUP		Performance Indicator	How Does TDM Apply?
D	Walking Facility Supply	1. Sidewalk coverage (percent of collector and arterial roads with sidewalks or pathways on both sides)	N/A
		2. Walking and Cycling infrastructure Condition (% of sidewalk and cycling network meeting or exceeding performance indicator acceptability benchmarks)	N/A
E	Biking Facility Supply	1. Bicycle facility supply (kilometres of bicycle lanes, shoulder lanes, and multi-use paths)	N/A
		2. Completion of bicycle network (%)	TDM supports the completion of the network through research, workshops and the Transportation Management Association
F	Safety	1. Road injuries (number)	TDM related education programs promote sharing the road and cycling safety
		2. Road fatalities (number)	
		3. Reported pedestrian collisions (number)	
		4. Reported cyclist collisions (number)	
Objective 2: Offer a choice of integrated travel modes, emphasizing active transportation, public transit and carpooling			
A	Auto Ownership & Use	1. AM peak period & all day auto mode share	TDM promotes the use of other modes including carpooling, transit, cycling and walking through Carpoolzone.ca, emergencyridehome.ca, online services, employer programs, events and marketing.
		2a. Automobile ownership (automobiles per capita)	
		2b. Car Share – utilization and km travelled	
		3. AM peak period & all day auto occupancy	
B	Transit Use	1. AM peak period & all day transit mode share	
		2. Transit use (Transit trips per 1,000 capita)	
		3. GO Ridership (AM peak and all day transit mode share)	

INDICATOR GROUP		Performance Indicator	How Does TDM Apply?
C	Transit Accessibility	1. Residential transit accessibility (proportion of households within 400 m of Transit Stops)	N/A
		2. Employment transit accessibility (proportion of employment within 400 m of Transit Stops)	
D	Bicycle Use	1. AM peak period & all day bicycle mode share	TDM promotes the use of other modes including carpooling, transit, cycling and walking through Carpoolzone.ca, emergencyridehome.ca, online services, employer programs, events and marketing.
		2. Bicycle racks and secure bicycle parking use	
E	Pedestrian Activity	1. AM peak period & all day walk mode share	
F	Active Living	1. Obesity rates	Promotion of active transportation has been proven to improve population health
		2. Diabetes rates	
		3. Heart disease rates	
Objective 3: Enhance the liveability of neighbourhoods and rural areas.			
A	Neighbourhood traffic issues	1. Neighbourhood traffic complaints received (e.g. noise)	Bicycles use and walking helps reduce noise in neighbourhoods
Objective 4: Encourage a more compact urban form, land use intensification and transit-supportive node and corridor development			
A	Population Distribution	1. Population density (population per ha)	Behaviour change and mode shift promote urban living and higher residential densities
B	Employment Distribution	1. Employment density (employment per ha)	
		2. Employment self-containment (% of employed labour force working in Hamilton)	
		3. Home-based workers (number per 1,000 capita)	
		4. Average journey to work trip distance (km)	

INDICATOR GROUP		Performance Indicator	How Does TDM Apply?
C	Land Use	1. Breakdown of new housing types	N/A
		2. Vacant Residential Rental Rate (%)	
		3. Vacant Retail Space (m^2 or %)	
		4. Vacant Employment Lands (hec)	

* Includes pedestrians and cyclists

INDICATOR GROUP		Performance Indicator	How Does TDM Apply?
Objective 5: Protect the environment by minimizing impacts on air, water, land and natural resources			
A	Land & Stormwater Runoff	1. Land consumption (occupied urban land by type of transportation infrastructure/total urbanized land) (e.g. new road construction, comparison of Greenfield development and infill and brownfield redevelopments)	TDM promote dense urban living and reduced use of single occupancy vehicles
B	Air Emissions	1. Greenhouse gas intensity of travel (CO_2 emissions/ person-trip)	TDM programs reduce single occupancy vehicle use thereby reducing emissions and idling times.
		2. Air pollutant intensity of travel (NOx, SO2, CO, PM10, PM2.5, TPM, VOC emissions/ person–trip)	
		3. Greenhouse gas emissions from personal travel (total CO_2 emissions from personal travel in Hamilton)	
		4. Air pollutant emissions from personal travel in Hamilton (NOx, SO2, CO, PM10, PM2.5, TPM, VOC emissions)	
C	Healthcare	1. Respiratory related illnesses (e.g. asthma) (%)	

INDICATOR GROUP		Performance Indicator	How Does TDM Apply?
Objective 6: Support local businesses and the community's economic development			
A	Goods Movement Conditions	1. Off-peak road congestion (volume/capacity)	TDM improves transportation efficiency allowing for improved goods movement flows.
		2. Increase/decrease in heavy truck %	
		3. Shipping tonnage to/from Hamilton Port Authority	
		4. Number of cargo flights to/from John C. Munro Airport	
		5. Rail Yard Traffic (CP/CN Data)	
B	Business-Employee Accessibility	2. Average auto commute time (minutes)	The Transportation Management Association works with employers to improve commute times through the use of other modes
		3. Average transit commute time (minutes)	
Objective 7: Operate efficiently and be affordable to the City and its citizens			
A	Transit Network Efficiency	1. Transit vehicle utilization (passenger-km per vehicle-km)	TDM supports the use of transit as a primary commuting mode
		2. Transit off-peak period utilization (100% - % of daily transit person trips in AM & PM peak periods)	
B	Road Network Efficiency	1. Road off-peak period utilization (100% - % of daily automobile person trips in AM & PM peak periods)	TDM's key goal is to improve road network efficiency
C	Transit Affordability	1. Increase in transit fare (%)	N/A
D	Parking	1. Increase in parking rates (%)	N/A

INDICATOR GROUP		Performance Indicator	How Does TDM Apply?
E	Transportation Funding	1. Capital investment in municipal transportation projects ($/capita) • Roads • Parking • Streetscape (sidewalk / trail amenities) • Transit (facilities and fleet) • Pedestrian facilities • Cycling facilities	TDM programs are funding in part by Metrolinx in a matching contribution program The MTO TDM Municipal Grant funding is available for TDM-based projects The Federation of Canadian Municipalities Green Municipal Fund also includes funding for TDM projects
		2. Operating investment in municipal transportation projects ($/capita) • Roads • Parking • Streetscape (sidewalk / trail amenities) • Transit (facilities and fleet) • Pedestrian facilities • Cycling facilities	

Appendix C
PW10062a

Transportation Association of Canada (TAC)
Effective Strategies to Influence Travel Behaviour

The following chart outlines the TAC's strategies to influence travel behaviour and which of these tools, policies and programs are already in place in Hamilton, planned for the short term or factor in to long term planning.

Tools to engage and enable individuals	Current Program	Short Term Plan	Long Term Plan
Branding, messaging and positioning	✓		
Special Events	✓		
Individualized marketing		✓	
Real-time transit customer information		✓	
Centralized travel information			✓
Ridematching	✓		
Cycling skills training		✓	
Driver education	✓		·
Tools to enhance the built environment	Current Program	Short Term Plan	Long Term Plan
Integration of cycling and transit	✓		
Integration of TDM and land use planning	·	✓	
Wayfinding for walking and cycling	✓		
Bicycle parking	✓		
Secure Bike Parking	✓		
Shower, change and locker facilities		✓	
Park-and-ride arrangements		✓	
Carpool parking arrangements	✓		
Public Bike Share program support	✓		
Carsharing service support	✓		
Tools to influence commuter travel	Current Program	Short Term Plan	Long Term Plan
Employer engagement	✓		
Workplace travel planning support	✓		
Employer transit pass	✓		
Bike Racks on Busses	✓		
Post-secondary universal transit pass	✓		
Transit fare incentives	✓		
Emergency ride home	✓		
Tools to influence school travel	Current Program	Short Term Plan	Long Term Plan
School engagement	✓		
School travel planning support	✓		
Road safety services around schools	✓		·
Tools to shift costs	Current Program	Short Term Plan	Long Term Plan
Vehicle ownership pricing			✓
Pay-as-you-drive insurance			✓
Environmental Pricing Reform		✓	·