

TELEWORK • CARPOOL • TRANSIT • BIKE • WALK



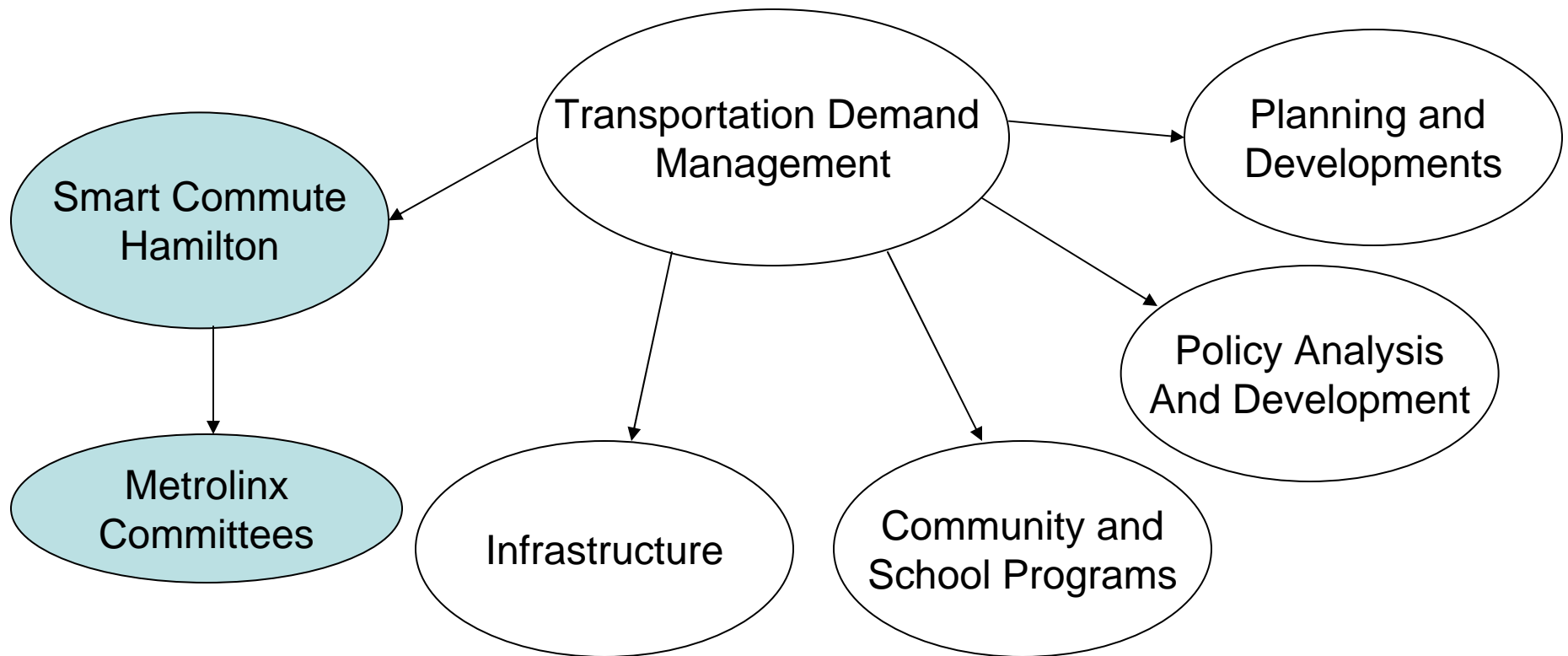
Smart Commute Hamilton Annual Report 2011-12

For: Public Works Committee
January 16, 2013



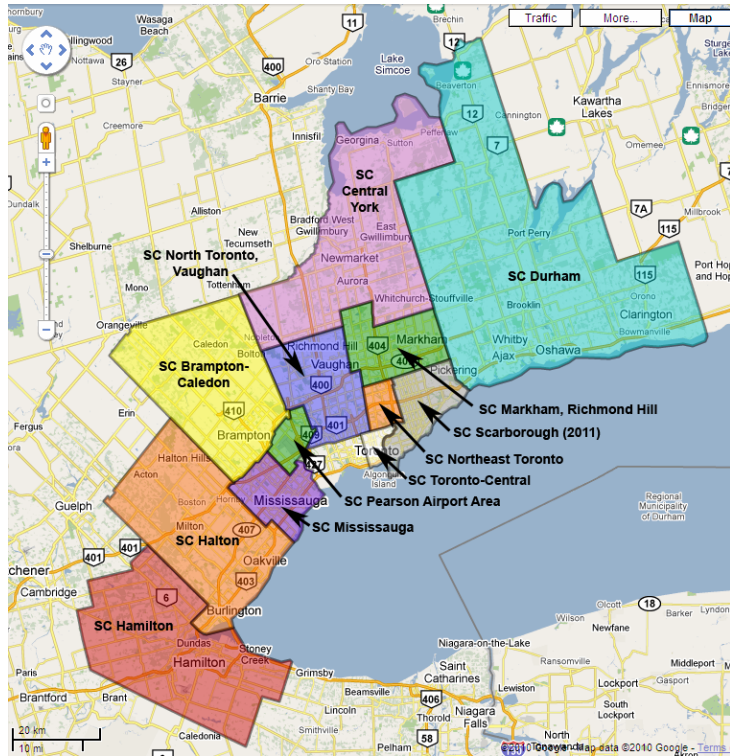


TDM and Smart Commute





What is Smart Commute?



- 11 local offices in GTHA in partnership with Metrolinx
 - Manage **employer travel demand**
 - Help employees **get to work easier**
 - Reduce environmental impacts
 - Help employees save money
 - Understanding of how employees commute
 - Improve job satisfaction and productivity
 - Improve **health and wellness**



Hamilton
Public Works



Smart Commute Hamilton

□ Current Employers





Smart Commute Hamilton

□ New Employers in 2012

3 Number of New Employers in 2012

14 Number of Total Employers

21% Percentage increase in new employers

3,500 Number of New Employees in 2012

87,500 Number of Total Employees

5% Percentage Increase



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





Hamilton
Public Works



Smart Commute Hamilton

□ Potential Employers in 2013





Our Services

Understanding Commuting to the employer site

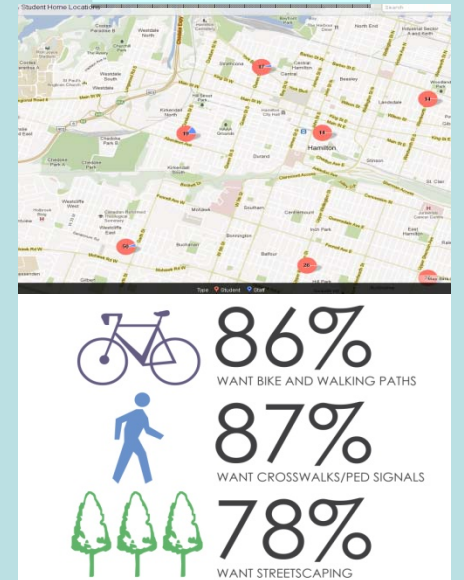
Commuter survey



Site Assessment



Analysis



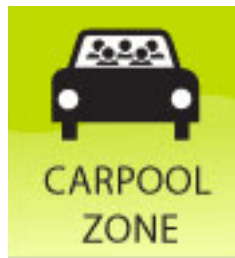
Customized Plan





Our Services

Customized Program Tools



Find Your Match
Save Money
Save Time



Assist with employee trip planning
Assist with infrastructure improvements



Commuter Insurance
To get people home quickly in an emergency



Clean Air Commute
Bike to Work Day
Smart Commute Week
Transportation Fair



Determine the cost savings and environmental benefits



Connect work travel to health benefits





Year In Review

Events and Awards

Number of Engaged Participants:

17,000 OpenStreets Hamilton

2,500+ Clean Air Commute

600+ Bike to Work Day

800+ Transportation & Healthy Living Fair (Gore Park)

100+ Participating employers, organizations and community groups

2 Regional Awards
McMaster – Employer of the Year
Mohawk - Employee Engagement





Year In Review

Pedestrian & School Programs

Walk to Work Day

150 participants

Wear Yellow Day

75 Schools took part in Wear Yellow Day

School Travel Planning

15 pilot schools have school travel plans

Hamilton Wentworth Catholic District School Board joined the Smart Commute Program





Hamilton
Public Works



Year In Review

Transportation Summit 2012

Exploring Complete Streets

140 participants including staff, councillors, politicians from the region, non-governmental partners and business leaders

2 Keynote speakers

1 Expert Panel

2 Afternoon Sessions – Technical Walking Tour and Complete Streets Workshop





Year In Review

□ Transportation Summit 2012

>> Exploring Complete Streets – Streets for All People





Year In Review

- Transportation Summit 2012
- >> Exploring Complete Streets – Local Example



Figure 1- York Boulevard prior to reconstruction



Figure 2- York Boulevard following reconstruction





Year In Review

□ Transportation Summit 2012

>> Exploring Complete Streets – North American Examples





Year In Review

□ Transportation Summit 2012

>> Exploring Complete Streets (North American Examples)





Year In Review

□ Cycling Programs

200 Total Number of Secure Bike Parking Spots

75% Usage across all facilities

School Bike Rack Funding

20 schools participating

Bike Share Business Plan

150 stakeholders were engaged in determining next steps for establishing a public bike share system





Hamilton
Public Works

Year In Review

□ Transit Program

8 Month Discounted Transit Pass Program at Mohawk College

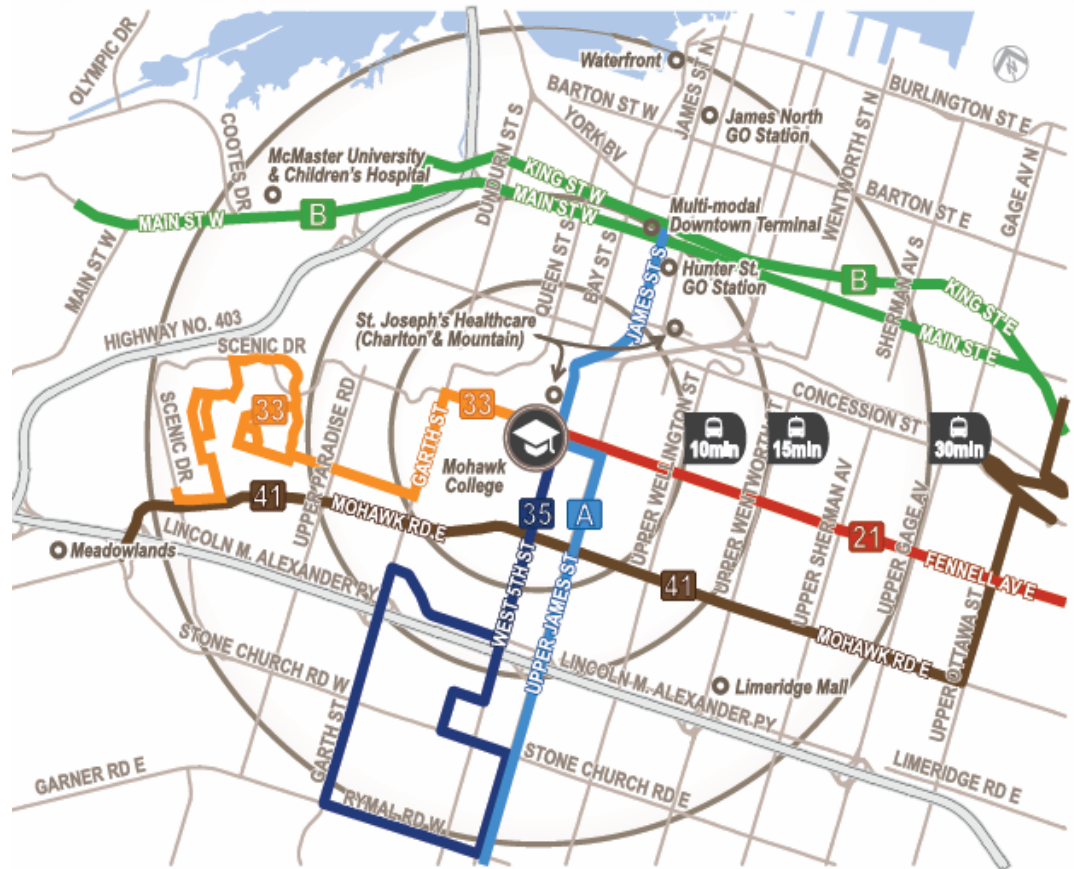
- Program is currently under evaluation and will wrap up in September 2013

- Innovating marketing has seen an increase in transit pass use with 40 employees taking part in the program



TRANSIT: YOU'RE CLOSER THAN YOU THINK

DISCOVER HOW FAST YOUR COMMUTE CAN BE





Year In Review

□ Ridesharing and Carpooling

117% Growth in Number of CarpoolZone Employee Registrants

77% Growth in Number of Carpools Formed:

Number of Carpool Parking Spots

34 at McMaster University

25 at Hamilton Health Sciences

17 at Mohawk College (New for 2011)

Spots also planned at St. Joe's Healthcare



Awards

In the Top 3 Growing Carpool Communities in the GTHA (2010-2012)

Largest percentage increase in Carpools formed in the GTHA (2010/2011)



Year In Review

□ Communications



360 Likes



840 followers

800 following

Newsletter

4000 registrants

In 2012:

Community-based Social Marketing Pilot Project

Working with Kirkendall neighbourhood and Ward 8 to help manage travel demand in neighborhoods – 20% response rate (highest in the region)





Hamilton
Public Works



Year

□ Comm

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SC New



BE DRIVEN. LITERALLY.
Enjoy a daily commute where you arrive relaxed, focused, & with a few extra dollars.



LIFE IN THE FAST LANE
If you had 30 extra minutes everyday, how would you spend it?



A WALK AROUND THE BLOCK
Find a new route to keep you and your pup looking good.



2:

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Kirkendall
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(highest
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Complete and return this form to receive free customized information in our reusable bag.
Return by September 28th 2012 and you'll also receive a \$5 Tim Hortons Gift Card!

Use this Travel options form to order free resources and information that make it easier to use clean travel options and to navigate your commute or your neighbourhood!
You may choose as many options as you'd like from the list below.

Please clearly mark as many boxes as you wish with an X in pen (example:)

TRANSIT

- HSR ROUTE MAPS**
Check this box and we'll send you the specific route map brochure for the transit routes nearest your home.
- HSR SYSTEM MAP**
Ever wonder where all those buses go in Hamilton? Here's your chance to find out! This map will show you how to get anywhere in Hamilton via the HSR.
- PRESTO**
It's not a magical spell, but it's close! PRESTO allows transit users to pay for their fare on any transit system with one debit card. Learn how to get your card and where to use it.
- PASSPORT TO HAMILTON**
Discover how your local transit pass can earn you rewards and discounts with locally-owned restaurants, shops, museums, pools, arenas and more!
- BIKE N'BUS**
Blend fitness with distance. Learn how to use the bike racks on HSR buses.
- STONEY CREEK & GLANBROOK TRANS-CAB**
Learn about these shared-ride taxi service offered by the HSR and Hamilton Cab.
- HSR TICKET & PASS VENDORS**
A brochure outlining the locations for the over 150 ticket vendors and prices for fare media.
- GO TRANSIT**
Schedules and information for your local GO station.

BICYCLING

- CYCLING SKILLS**
The Government of Ontario's guide to safe cycling.
- BIKE ROUTES, TRAILS, AND PARKS MAPS**
It doesn't matter if you're biking to work via the urban bike network or kicking up dust on the trails, this map will tell you where to go to enjoy your bike in Hamilton.
- CYCLING HAMILTON: WATERFALLS & VISTAS**
10 featured cycling routes to match any skill level and season.

WALKING

- NEIGHBOURHOOD MAP**
A map of your community with points of interest and neighbourhood features.
- WALKABILITY TOOLKIT**
This resource was developed for Hamilton citizens to assess the walkability of their community.
- WALKING: GO THE EXTRA MILE**
From stretching to shoes, this brochure has all the tips for creating your own healthy walking regiment.
- HIKING HAMILTON**
A new brochure and map highlighting 10 waterfall walks within the City's boundaries.
- WALKING: THE ACTIVITY OF A LIFETIME**
Tips and benefits to create a long lasting walking lifestyle.

CARPOOL

- CARPOOL ZONE**
Quick and easy guide on how to sign up to Carpool Zone; an interactive and free way to find a carpool partner to save money.

CHILDREN & SAFETY

- THINK- HELMET SAFETY FOR CHILDREN**
An informational guide on the correct way of wearing a helmet.
- TIPS TO GET ACTIVE**
Easy and fun tips to build physical activity into a healthy lifestyle for your kids.
- YOUNG CYCLIST'S GUIDE**
Cycling is a fun and healthy activity for your children. This guide has info on equipment, riding tips, and the rules of the road to keep your kids safe while cycling.

COMMUNITY MAP

- NEIGHBOURHOOD MAP**
The best way to connect to your neighbourhood and become a true local is by knowing all the great amenities it offers. This map will showcase what's just around the corner.

OTHER GREAT RESOURCES

- HAMILTON CARSHARE**
How do I rent a car by the hour? And where are the cars?
- WASTE MANAGEMENT**
Check this box and a representative from the City's Waste Management team will contact you and answer your questions regarding recycling, composting, garbage schedules, etc.. TO BE CONTACTED PLEASE PROVIDE YOUR PHONE NUMBER: _____
- EXPERIENCE HAMILTON**
This features 70 jam-packed pages of attractions, performing arts options, shopping villages, sport activities and maps.

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Thank you!



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Hamilton
Public Works

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METROLINX



Choose your way