



INFORMATION REPORT

TO:	Chair and Members Public Works Committee
COMMITTEE DATE:	August 31, 2015
SUBJECT/REPORT NO:	Transportation Demand Management (TDM) and Smart Commute Hamilton (SCH) 2014 Annual Report (PW10062c) - (City Wide)
WARD(S) AFFECTED:	City Wide
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SIGNATURE:	

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:

2014 Transportation Demand Management and Smart Commute Hamilton Annual Report

Traditionally this report only covers Smart Commute activities; however, the report is being expanded for 2014 in order to provide an update to Council on the full suite of activities that occur annually as part of the Transportation Demand Management (TDM) program, which the Smart Commute program falls within. The TDM program encompasses a larger set of activities that aim to reduce the use of single occupant vehicles and decrease the need for additional roads, road widening and increased parking provision; while reducing residents' overall household transportation costs and improving community health. TDM is a key implementation strategy of the Transportation Master Plan, currently under review.

In 2014, program highlights include a total of twenty (20) Smart Commute employers participating in the program representing over 90,000 employees and students; a 230% increase in the number of carpool registrants and a 5% growth in the number of carpools formed. This resulted in avoiding 358,658 Vehicle Kilometres Travelled (VMT);

avoiding 77,875 Kg of Greenhouse Gas Emissions; and saving carpoolers \$231,459 in travel costs.

In addition to these workplace program results, the Public BikeShare Program was designed and tested, with public engagement as a centrepiece to the process, preparing it for the 2015 launch with a first phase build out of 750 bikes and 112 stations. The BikeShare stations, or “hubs”, were planned around cycling infrastructure including the installation of the Cannon Street protected 2-way cycle track and the Hunter Street 2-way bike lanes.

Appendix A to report PW10062c outlines all the activities of the TDM and SCH programs and their status. Annual Metrolinx funding of \$100,000 for the Smart Commute Program will be allocated to 2015 programs, based on the success of the 2014 program.

Discounted Transit Pass Program and Enhanced Services Program

The Discounted Transit Pass Program (DTP) pilot described in Public Works Committee Report 14-003, approved by Council on March 26th, 2014, will be transitioned into the Enhanced Services Program (ESP) for current and future employer partners to allow for the delivery of improved and extended service, and to increase the amount of non-governmental funding provided to the program.

The ESP will offer a range of extended services to employers to allow enhanced TDM programming and will also repackage and refresh the current Discounted Transit Pass program as one option in a suite of potential services. Basic Smart Commute services will remain free, while the ‘Enhanced Services’ tier will provide additional services such as carpool parking management, workshops, and discounted transit passes. It will also provide access to a menu of in-depth programming offered at an additional cost.

The DTP Program has been offered as a pilot for three (3) years with a great deal of interest but only Mohawk College has implemented a pilot. The college had success with the program and was able to positively affect mode split.

Mohawk College Usage Statistics Sept 2012 to November 2014:

	Sept-Dec 2012	Jan-Dec 2013	Jan-Oct 2014	Total
# New Members	38	59	31	128
# Passes Sold	91	444	339	874

All participants were asked to complete a survey. Each was asked: “how did you normally commute to work before using the discounted transit passes?” Over 20% of participants travelled to Mohawk by car before using the DTP. In addition, 68% of participants used transit previously; however, only half (50%) of participants used transit every day, prior to the DTP.

Commute mode of participants before using the DTP:

Drive alone	20	13%
Transit	102	68%
Bicycle	6	4%
Walk	11	7%
Carpool	4	3%
Get Dropped Off	7	5%

These results demonstrate the success of the DTP in encouraging employees to use transit more and reduce their car travel.

While this was a successful program, most employers felt that the matching funds requirement was cumbersome and because pass sales are variable, matching funds change monthly. In consultation with employers, they felt that a fixed fee would be more manageable for their budgets. They also wanted access to additional enhanced Smart Commute services that they could choose from.

The Enhanced Services Program (ESP) was developed in response to these employer needs and is in line with the programs operated by other Smart Commute organizations in the Greater Toronto and Hamilton Area (GTHA). In an effort to improve the financial efficiency of the program and require less government subsidy, the ESP will allow for the delivery of improved and extended service, and to increase the amount of non-governmental funding provided to the program.

The ESP will offer a range of extended services to employers to allow deeper TDM programming. The ESP will also repackage and refresh the current Discount Transit Pass program offered by Smart Commute Hamilton to its employer partners. Smart Commute Hamilton (SCH) will continue to provide regular TDM programming to employers at no cost. This programming includes access to the carpool ride-matching service, the Emergency Ride Home (ERH) program, support for carpool priority parking, inclusion in regional campaigns, and ongoing outreach support. ESP goals include:

- Expand the range of programs and services available to Hamilton employers,
- Update and streamline the Discounted Transit Pass program,
- Generate increased revenues for TDM projects in Hamilton,
- Secure increased employer 'buy-in' of Smart Commute programs,
- Increase non-governmental funding of Smart Commute Hamilton, and
- Diversify funding streams for Smart Commute Hamilton

The ESP will be offered as a range of three (3) packages of increasing cost to reflect the level of additional programming to be provided.

Smart Commute Hamilton Basic: Free

Program includes:

- Commuter survey
- Site Assessment
- Survey data summary
- Explore.smartcommute.ca workplace network
- Emergency Ride Home
- Regional Events: Carpool week, Bike to Work Day, Smart Commute Week
- Maximum of three (3) outreaches per year

Smart Commute Hamilton Enhanced Services: \$500

In addition to Basic service, program includes:

- Carpool parking management administration
- 1 workplace workshop per year
- Corporate BikeShare and/or CarShare discount
- Access to additional service menu options, delivered at a subsidized cost

Additional Service Menu: Final cost to be determined based on the number of employees and service needs (\$300 – \$15,300 depending on how many options are chosen below)

- Employer Individualized marketing program (Approx. \$4000)
- Employee Relocation support (Approx. \$4000)
- Workplace workshops (range of topics including cycling, workplace walking, EcoDriver, electric vehicles and more) (\$300 per workshop)
- Discount Transit Pass will be a fee-based service at a fixed cost, which would be approximately \$7000 annually.

The DTP as part of the ESP will not be offered by the HSR, it will be provided on a cost recovery basis from the proceeds of the ESP revenues.

Urban Trans Consulting provided support in performing the research and analysis for the Discounted Transit Pass Program and Enhanced Service Program. Through this process, the Smart Commute Employer Partners were engaged and surveyed through a workshop and on-going communications. This included: McMaster University, Mohawk College, Hamilton Health Sciences, St. Joseph's Healthcare, Horizon Utility Corporation, McMaster Innovation Park, Hamilton Spectator, CAA South Central Ontario, Redeemer University College, Platform 302, Green Smoothie Bar, Good Shepherd, Canada Bread, Maple Leaf Foods, Hamilton Wentworth Catholic District School Board, Hamilton Wentworth District School Board, Hamilton Regional Conservation Authority and the Hamilton Chamber of Commerce.

Analysis and Rationale

Smart Commute Hamilton is the largest program in the TDM suite of programs. Previous annual reports have provided updates on TDM program activities, even though the focus was on Smart Commute Hamilton. It is important to understand how Smart

Commute operates in the greater context of the TDM program. The TDM program is the umbrella for a variety of other programs including the public BikeShare program, corporate CarShare pilot program, discounted transit pass program, the TDM and Land Use program and a variety of outreach events and smaller programs including Bike Month and Complete Streets outreach. The 2014 report and future reports will cover all of these activities and provide Council with a better overall context of how TDM programs operate and integrate with each other and other services including Transit and Parking.

The ESP, which is a new initiative, provides the Smart Commute Program with a base set of services for employers that are free and an optional set of services that are provided at a cost to the employer. This will align Smart Commute Hamilton more closely with the majority of the other 12 Smart Commute offices in the region that charge a fee for service. It also aligns with regional goals to have Smart Commute services funded by a larger variety of funding partners beyond government sources, including the private sector.

The Smart Commute program is maturing across the region and has demonstrated that employers who use the program are actually able to improve their employees' modal split and improve employee satisfaction with their commutes. This evidence is important to grow the program and demonstrate its value. The attached TDM and Smart Commute report in Appendix A attached to report PW10062c provides updates on performance measures and program status. This information is reported back to Metrolinx in order to obtain full funding from the province for the Smart Commute Hamilton program.