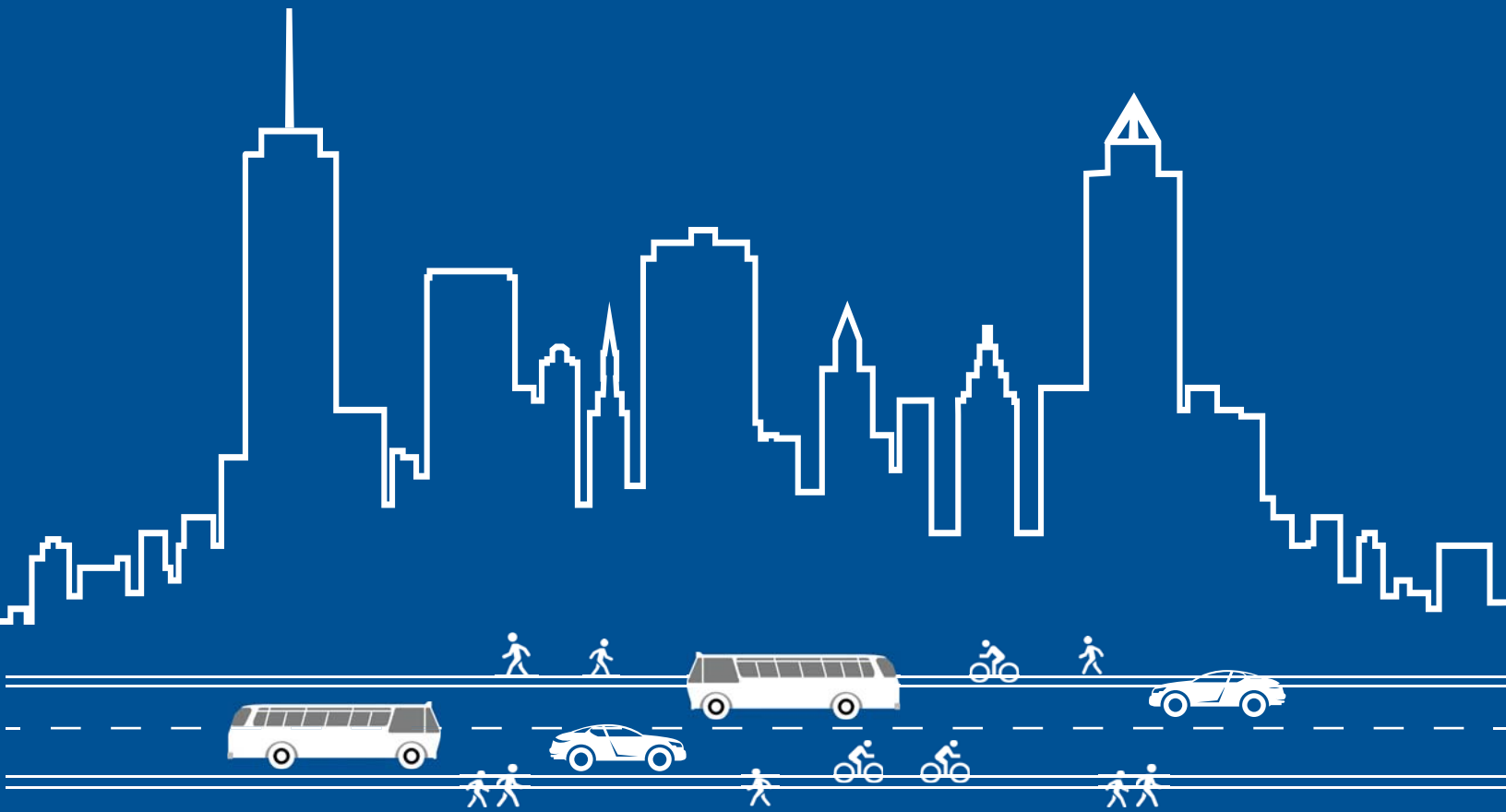


# THE 2014 ANNUAL CITY OF HAMILTON TRANSPORTATION DEMAND MANAGEMENT REPORT



Hamilton

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**Transportation Demand Management (TDM)** The use of policies, programs, services and products to influence whether, why, when, where and how people travel. TDM measures help shape the economic and social factors behind personal travel decisions. (Transportation Demand Management for Canadian Communities, 2011)

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## OVERVIEW

The City of Hamilton's Public Works Transportation Demand Management (TDM) team was very active with a variety of programs in 2014. The programs vary in nature and include new incentive programs for carpooling, TDM guidelines for land use, educational city wide events, bike sharing, car sharing and end of trip facilities such as bike parking. The team continues to develop and improve relationships with partner organizations. Strong relationships with these partners led to many successes in 2014 that will be presented in this report.

Key highlights of the TDM and Cycling Program in Hamilton include the new SoBi Hamilton Bike share system, Canon Street Cycle Track, Hunter Street bike lanes and more.



TDM is the key to implementing Metrolinx's "Big Move", the regional transportation plan for the Greater Toronto and Hamilton Area; specifically TDM relates 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.

TDM is 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.

# 1 THE PLANNING PROCESS

Transportation Demand Management for Canadian Communities, a guide by Transport Canada, outlines four steps to help a municipality plan a new or expanded TDM program with appropriate measures that support a community's transportation goals.

Step 1 – *Gather information*—Develop knowledge to enable good decisions by conducting a scan of current activities, talking with stakeholders, and researching key markets.

Step 2 – *Set direction*—Articulate the community's TDM vision, goals and objectives and identify its most important opportunities and challenges.

Step 3 – *Assess options*—Consider how different TDM measures could help the community achieve its goals by using a range of criteria to evaluate them.

Step 4 – *Identify actions*—Build a plan of action that explains what TDM measures will be implemented and how the TDM program will strengthen over time.



# 2 TDM AND HEALTH

There is a growing body of literature exploring the links between public health, transportation, and urban planning. How communities are designed can have a significant impact on our health. Chronic diseases such as Type 2 diabetes, cardiovascular disease, and obesity are considered epidemic in the 21st century, and many chronic diseases are associated with physical inactivity. Designing communities that accommodate and encourage walking, cycling, and transit can positively influence physical activity levels and related chronic diseases.

Improving Health By Design (May 2014) is a report from the Medical Officers of Health in the GTHA that identifies health costs for the GTHA: “Overall, it is estimated that increases in public transit use and modest increases in active transportation would result in the prevention of 338 premature deaths per year, with an associated economic benefit of \$2.2 billion” (p. 11).

This speaks to the important role that Public Health has to play to address the complex issues of chronic diseases and physical inactivity by working with municipal and community partners outside the health sector to design environments that support improved health.

## 3 WORKPLACE PROGRAMS

### 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 impacts.

### EMPLOYER ENGAGEMENT PROCESS

The workplace plan outlines all the programs and activities that Smart Commute will deliver in order to support the workplace's sustainable transportation goals. Data collected from the travel survey and the site assessment is analyzed and a workplace transportation demand management plan is developed to help reduce single occupancy vehicle use at the employer site. Implementation involves the delivery of a range of services (provided in part Metrolinx), including:

- The Smart Commute trip planning and ride matching service ([www.smartcommutehamilton.ca](http://www.smartcommutehamilton.ca))
- Emergency Ride Home program
- Access to regional and local events, outreaches for employee engagement and special events
- Customized promotional material
- Access to a Discount Transit Pass program
- Participation in regional campaigns such as Bike to Work Day, Carpool Week, & Smart Commute Week
- Each employer received a survey and a site analysis to 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 2014:

3

Total Employers:

20

Percentage increase:

18%

New Employees in 2014:

1,070

Total Employees:

90,465

Percentage Increase:

1%

Total Metrolinx Funding:

\$100,000

New Employer Partners:

- Hamilton Conservation Authority
- Maple Leaf Foods
- Hamilton Wentworth District School Board

Provisional Partners:

- Aviva

## AWARDS AND RECOGNITION

### EMPLOYER OF THE YEAR

Horizon Utilities won the Smart Commute Hamilton Employer of the Year in 2014. Horizon Utilities Corporation's Smart Commute partnership journey began in 2011 with participation in the Bike to Work Day event. During the past 12 months the initiative has gained significant momentum.

Horizon staff participate in Bike to Work Day, Smart Commute Week and Carpool Week with excellent results. Additionally, Smart Commute outreach events have successfully increased employee knowledge, participation and support. Of the 335 employees, slightly more than half (169) are registered on Smart Commute's online ride-matching tool! As a result of efforts to promote these events, employees have reduced an estimated 215,000 kilometres of travel distance, avoided 46,757 kilograms of greenhouse gas emissions and saved \$138,000 in commuting costs.

As part of its commitment to environmental improvement efforts, Horizon has installed four electrical vehicle charging stations, created dedicated carpool parking spots (to be installed in Q1

SAVED  
**\$138 000**

REDUCED  
**215 000KM**  
of travel distance

AVOIDED  
**46 757KG**  
of GHG Emissions



2015), replaced company vehicles with electric and hybrid models and built external bike shelters and a bike wheel trough. The company is currently working with the City of Hamilton to establish carpool parking in adjacent parking lots used by employees.



## SMART COMMUTE CHAMPIONS AWARD

Rebekah Jackson-Gravelly and Joceline Turner from Hamilton Health Sciences (HHS) were the proud recipients of the regional Smart Commute Champions Award that recognizes local workplace champions that have gone above and beyond for their Smart Commute program. Rebekah and Joceline have shown their dedication by serving as the volunteer co-chairs of the Smart Commute program at, Hamilton Health Sciences (HHS), since 2005. They have acted as ambassadors for the program, actively promoting commuting options and Smart Commute campaigns to their colleagues at this large, 10,000-employee workplace, without any additional resources.



Rebekah and Joceline exemplify the spirit behind the Smart Commute workplace program and what makes it a success. While spearheading the Smart Commute program for the last nine years, they have invested considerable energy beyond their regular duties at HHS and we look forward to celebrating their 10th anniversary next year!

## SMART COMMUTE WORKPLACE DESIGNATIONS

Smart Commute Hamilton continues to recognize the success and progress of all its workplaces through our Workplace Designation program. Based on a comprehensive scorecard that tracks their engagement, participation and investments, our workplaces are designated as Smart Commute Workplaces, Smart Commute Silver Workplaces, or Smart Commute Gold Workplaces.

### Smart Commute Gold Workplaces

- McMaster University

### Smart Commute Silver Workplaces

- CAA South Central Ontario
- The City of Hamilton
- Horizon Utilities
- McMaster Innovation Park
- St. Joseph's Health System

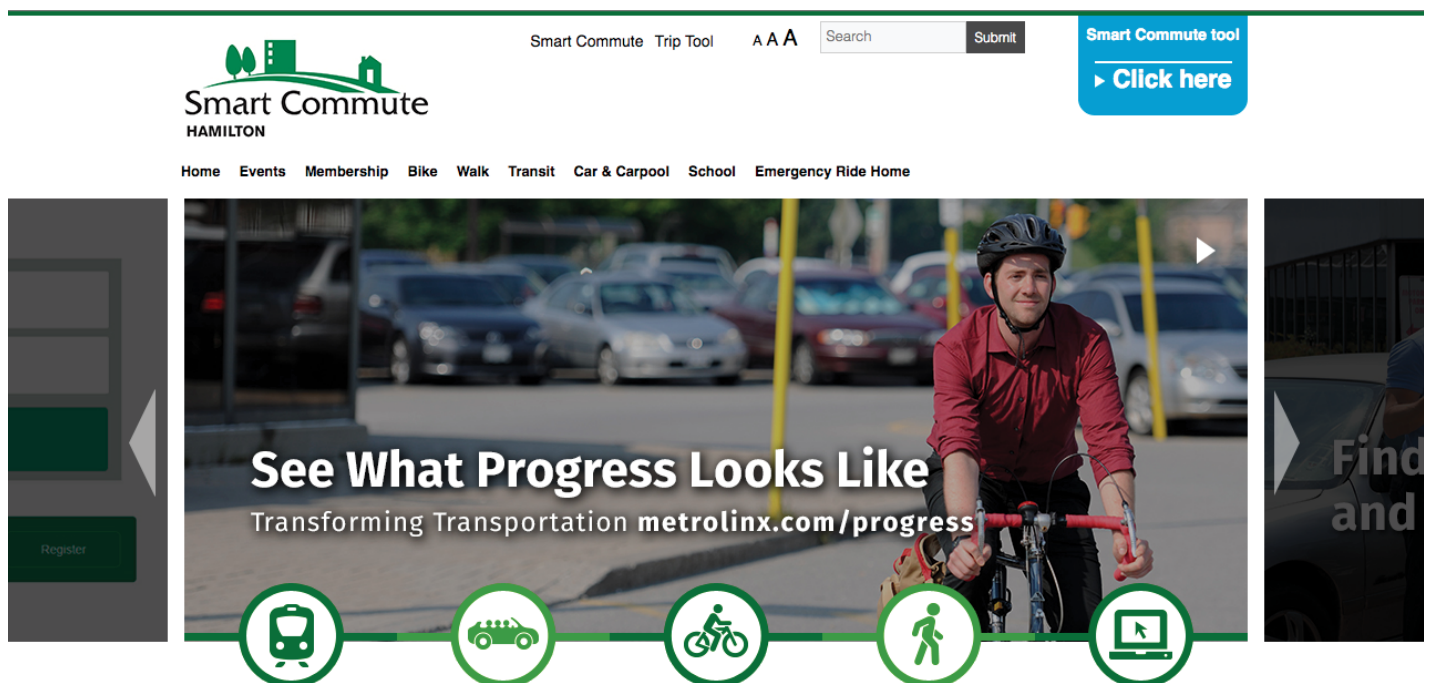


## BRANDING & NEW WEBSITE/TOOLS

Smart Commute has refreshed its look both online and in print. The logo has new colors designed to be more versatile and accessible.



The new logo is being rolled out over time on the products and materials already printed, so for the time being both will be seen around the city. The new Smart Commute website has a totally new look and feel. It is friendly to all devices and linked in with other Smart Commute TMAs. This is a powerful tool to get our message out and to house the various Smart Commute Hamilton and City of Hamilton initiatives. You can access the new website at [www.smartcommutehamilton.ca](http://www.smartcommutehamilton.ca).



## 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 are eligible for a free taxi ride home. Since 2010, the ERH program has been offered to all Smart Commute Hamilton employers, and registered employees are eligible for up to four emergency rides home each year.

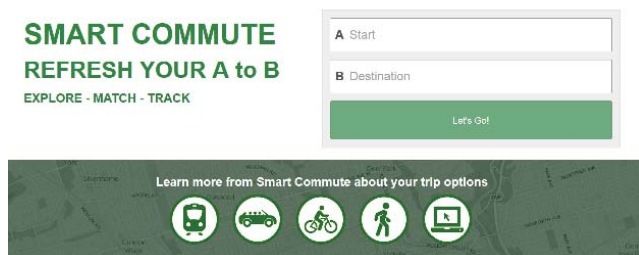
## SMART COMMUTE HAMILTON ADVISORY COMMITTEE

This year, to support the ongoing development of Smart Commute Hamilton, and to strengthen our network of employers, work began on a Community Advisory Committee program. Once formally established, the Community Advisory Committee will include representation from employer champions and other local stakeholders and will act as an advisory body for the program, providing insight on local campaigns, infrastructure needs and program direction. The committee will also provide an opportunity for networking and information sharing to help build the capacity of our workplace champions.

Formalization and regular meetings of this committee will take place in 2015, with the focus being ongoing employer engagement with the new online tool and preparation for the Pan Am Games. A comprehensive Pan Am Plan was created during 2014 to ease commuting concerns during the games.

### CARPOOLING/RIDESHARING

One of the most important services provided to workplaces by Smart Commute Hamilton is ride-matching technology. In 2014, Smart Commute upgraded its ridematching service from the Carpool Zone to the new, multi-faceted Smart Commute online tool. The upgraded tool provides advanced ride-matching technology, along with advanced trip planning functionality for other modes including cycling, walking and transit. The tool also allows for greatly enhanced trip tracking and social media interaction. Access the tool at [explore.smartcommute.ca](http://explore.smartcommute.ca)



In 2014, Smart Commute Hamilton dedicated significant time and resources to the launch, promotion and ongoing improvement of this tool to ensure our workplaces maintained program momentum and could effectively utilize the functionality of the new tool. We look forward to embedding this tool deeper into our workplace program in the coming year.

**230% INCREASE**  
in number of Carpool Zone  
Registrants (Pre-transition to new  
tool)

**5% GROWTH**  
in # of Carpools formed

**358 658KM**  
Vehicle KM traveled AVOIDED

**77 875KG**  
Greenhouse Gas Emissions  
AVOIDED

**\$231 459** in SAVINGS  
for commuters

## TRANSIT PASS PROGRAMS (EXPANDED SUBSIDIZED EMPLOYER COMMUTER PROGRAM)

The Smart Commute program has always been offered to Hamilton workplaces at no cost. As part of the ongoing growth of Smart Commute Hamilton, an Enhanced Services Package is in development to give our employers access to more advanced and resource intensive services. Employers will continue to receive a basic suite of services at no cost, but will have the opportunity to pay for enhanced services, in order to deepen the impact of their Smart Commute program without pulling resources from other members.

Enhanced Services may include:

- Discount Transit Pass program
- Specialized workplace workshops
- Workplace Individualized Marketing (IM) campaigns
- Infrastructure improvements
- Site relocation support



### DISCOUNT TRANSIT PASS

The Discount Transit Pass program continues to be a successful component of the Smart Commute Hamilton program at Mohawk College. This program matches the contribution an employer makes for an employee's transit pass, up to 20% of the cost of the pass. On average, Mohawk sells 38 passes per month. Of this, 18% of participants previously commuted by single occupant vehicle. Both Horizon Utilities and St. Joseph's Hospital have indicated interest in implementing this program for their employees. In 2015, Smart Commute Hamilton will be updating the Discount Transit Pass program and incorporating it within the new Enhanced Services Package.

SMART COMMUTE  
MATCHES up to

**20%** of the **COST**

**38** PASSES SOLD  
each month on average

**18%** of participants  
PREVIOUSLY commuted by  
SOV

## 4 BIKE SHARE



Significant progress was made with the City of Hamilton's bike share system in 2014 as most of the stations were installed and the system prepared for the Winter 2015 launch.

On July 13th, the public was given their first chance to use a SoBi and ride on James Street North for as part of Open Streets Hamilton and the One-year to Pan Am event. The Demo Day marked the beginning of the roll-out of the system.

McMaster University signed on to host six on-campus stations providing enhanced service to students, staff and faculty (who received a \$15 discount on a yearly membership). Final certification and production of the new electronics that had to meet the requirements for Canadian wireless carrier networks slightly delayed the launch of the system but resulted in a significant upgrade to the user and operator experience.

It was recognised that the key to launching an effective bike share program in the City of Hamilton is to ensure that the location of bicycle hubs will serve local needs. Therefore, to effectively implement Hamilton Bike Share, SoBi Hamilton and the City of Hamilton have been committed to a coordinated public engagement program using multiple platforms and events as seen on the next page. Through this public consultation process, the location and scale of hubs throughout the system have been analyzed and received input. This process has been integrated with other planning elements to create the most desirable, effective implementation possible, and set the program up for success. The red icons on the finalized system map show new hubs directly resulting from this public engagement and account for over 10% of the total.

### OVERALL

3000

PEOPLE ENGAGED

500

PEOPLE VOTED

3000 people engaged and 500 voted on and proposed bike share hub locations.





# SOCIAL CYCLIST

ONLINE APP

759

UNIQUE VISITS

1975

VOTES PLACED

The Social Cyclist App, developed by Social Bicycles, accumulated 1945 location vote and suggestions from 275 citizens.

## COMMUNITY

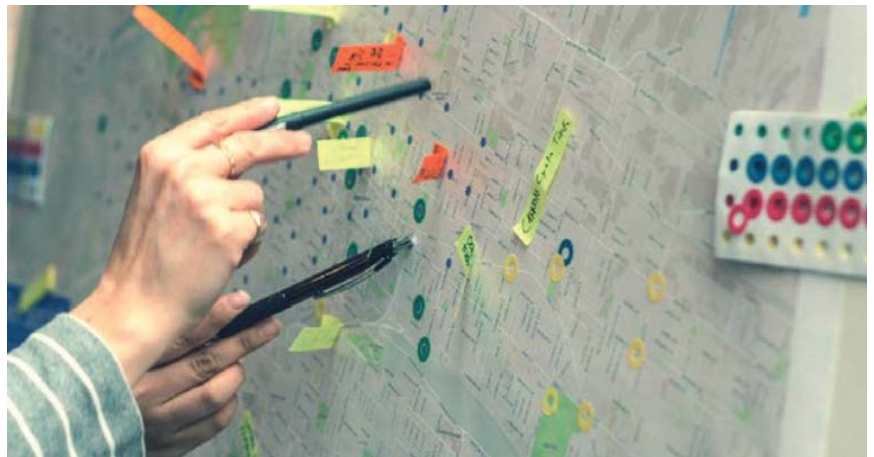
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MAP LOCATIONS

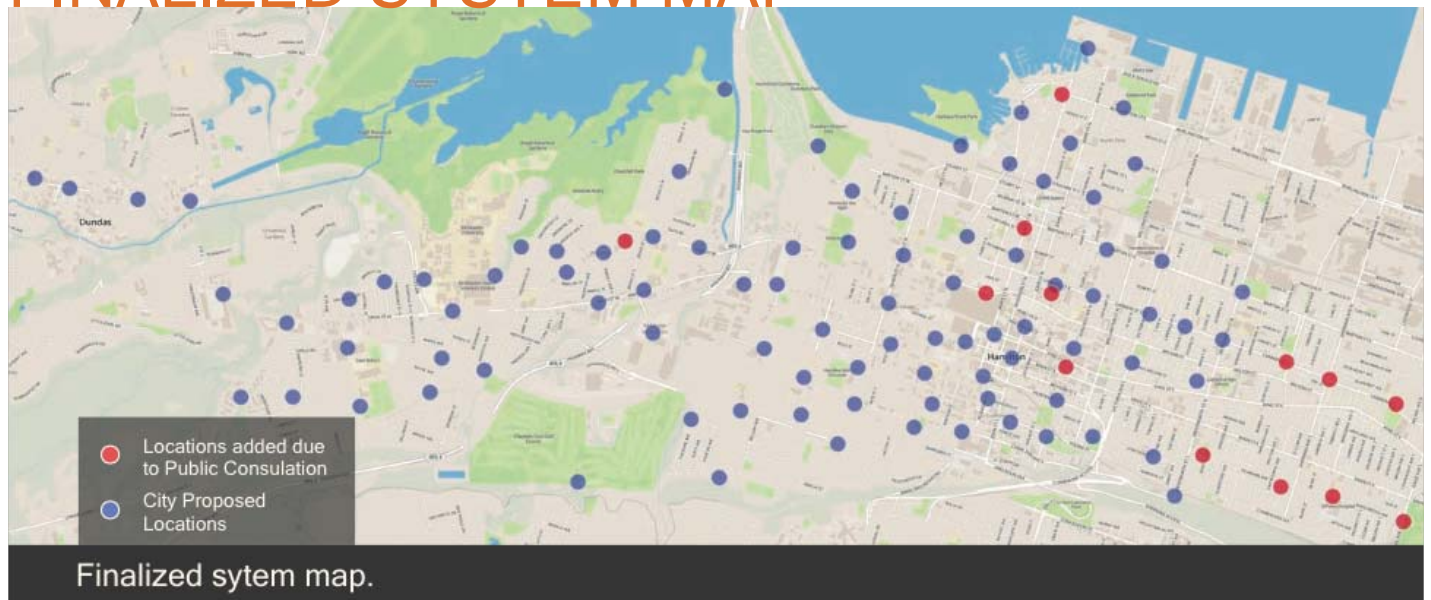
301

STICKERS PLACED

11 maps were strategically placed around the city to ensure that a wide range of demographics were exposed to the plan.



## FINALIZED SYSTEM MAP



## 5 CAR SHARE

In the last year, Carshare services in the City of Hamilton have expanded. No longer is Community Carshare the sole provider of Carshare, now Student Carshare and Zip Car also provide carshare services for residents. Close community partners with Community CarShare founded the most ubiquitous system on the streets of Hamilton. Community CarShare has operated a successful service since 2009. 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.

City of Hamilton Corporate CarShare Pilot Update: In 2013, the corporate carshare pre-pilot took place in order to set-up the required systems and pre-pilot test employees to ensure that the City could successfully incorporate the program into existing practices. In 2014, a full 2-year pilot began with a view to include up to 60 employees that will fully test the corporate carsharing system. At this point that pilot has included over 40 members who have driven over 7,000km for corporate purposes. Preliminary data collected demonstrates that corporate carsharing is a valuable alternative and complement to fleet cars.

376 COMMUNITY  
CARSHARE MEMBERS

41 CORPORATE  
PILOT MEMBERS

15 CARS

266% INCREASE  
since 2013

7280 KM DRIVEN

TRIP AVERAGES SUMMARY

COST \$31.38

DISTANCE 39 KM

LENGTH 4.38 HRS



## 6 SCHOOL TRAVEL PLANNING

### ACTIVE AND SAFE SCHOOL TRAVEL (ASST) CERTIFICATION PROGRAM

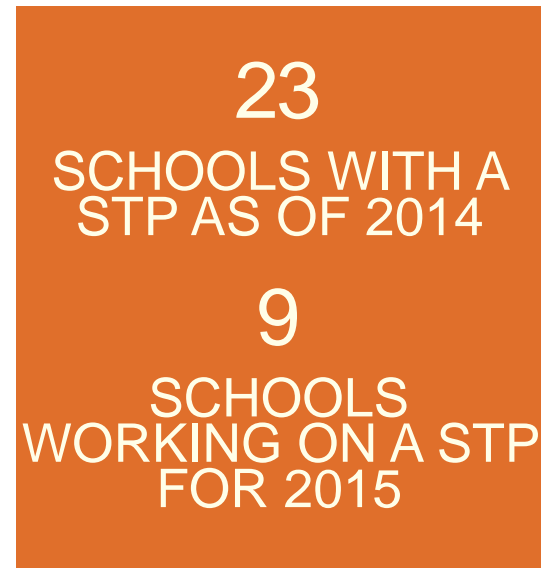
School travel planning (STP) is a community-based approach that aims to increase the number of children and adults choosing active transportation to and from school, thereby addressing environmental, health, and safety issues. The ASST certification initiative, developed by Public Works and Public Health staff, uses the STP model from Green Community to help schools earn recognition for ASST efforts.

In 2014, 13 schools started the five-step STP process. Key steps include collecting travel data through inventories, travel surveys, audits, and walkabouts; and developing and implementing action plans. Six schools completed the five-step STP process; one school applied for and achieved ASST certification (silver status). The remaining seven schools will initiate walkabouts and develop action plans for implementation in 2015.

At the end of 2014, approximately half of the action items have been addressed. The goal for 2015 will include ongoing support for current STP schools, completing action items developed in 2014, and engaging another eight schools that expressed interest in ASST Certification in late 2014.

### WEAR YELLOW DAY

WYD is an ongoing initiative, started in 2010, which was developed to complement the “Stepping It Up” project by Metrolinx. 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 display their Transportation Trees, leaves and students wearing yellow.



St. Marguerite d'Youville Wear Yellow Day

5 WYD Conducted

6000 Staff and students

30 schools (on average)



# 7 NEIGHBOURHOODS AND HOUSEHOLDS

## COMMUNITY BASED SOCIAL MARKETING

CBSM is a practical approach that stresses direct contact with community members and focuses on removing barriers that prevent people from changing their travel behaviour. It encourages people to adopt a number of sustainable behaviours, including the use of active and sustainable transportation. It is especially effective when new transit, cycling or pedestrian routes are developed or when there are traffic operational issues such as the North End Transportation Master Plan.

## NORTH END INDIVIDUALIZED MARKETING

Phase 1 of the project included a survey letter signed by the ward councillor was mailed to residents within the neighbourhood. Residents could win prizes for completing the travel survey and attending the community event held at Bennetto Community Centre in November 2014. Material could be ordered online or by mail for transportation and other City resources, from across public work, public health and other community agencies. The table below provides a summary of neighbourhood participation. In Phase 2 of the project, follow-up surveys will be sent out to the Phase 1 survey respondents in order to assess their behaviour change. These results will be included as part of the monitoring report of 2015 activities.

As part of the North End Neighbourhood (NEN) transportation area the City of Hamilton engaged an Individualized Marketing campaign within that community. A letter, signed by the ward councilor, was mailed to over 3000 addresses. People could win prizes for completing the travel survey and attending events. We provided detailed outreach surveys and packages to over 100 residents. As part of this a community outreach event was held at the Bennetto Community Centre in the evening of November 25th. This was well attended by both residents and our community partners presenting a wide variety of transportation solutions available to all residents.

Survey Notices	Response Rate	Trip Planning Packages Issued	Community Event Attendance
~2 400	694 from 460 households (19%)	112	12

**Hamilton**  
 Connecting you and your neighbourhood.

**Greetings North End Resident,**

Thank you for your participation in the recent North End Hamilton Travel Survey. The tremendous success of the survey was based solely on your cooperation and your commitment to improving the quality of life in and around your community. We are very excited to tell you that YOUR neighbourhood has been selected to participate in an innovative community-based travel initiative being unveiled in the North End in partnership with the City of Hamilton. Your household has been chosen to be part of this new initiative.

We are currently offering assistance and interactive tools on various modes of travel including: transit, cycling, walking, and carpooling. This document is an Order Request Form outlining travel resources that help save your household time, money, and stress — not to mention the reduced traffic in your neighbourhood. By selection the resources that are most applicable to your travel needs and interests, we personalize the information just for you and your household.

**The first 150 households that place an order will receive a \$5.00 Tim Hortons gift card. Our team will hand-deliver your materials to your front door within two weeks of your order.**

This is an exciting project for the City of Hamilton and we hope you will take part and discover great new tools, maps and other resources we've developed for your neighbourhood. If you have any questions or comments please contact us at **289-308-6194**.

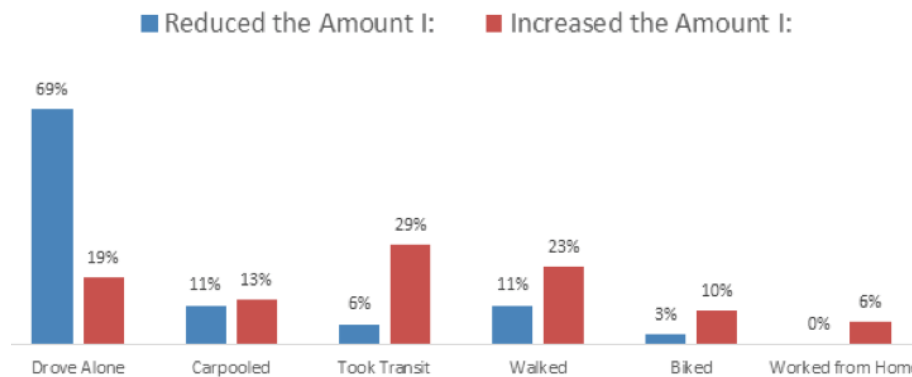
Once again thank you for your continued participation in this community-based travel initiative. We look forward to receiving your completed Order Request Form. Most importantly we look forward to assisting you with your travel needs.

## QUEEN STREET HILL

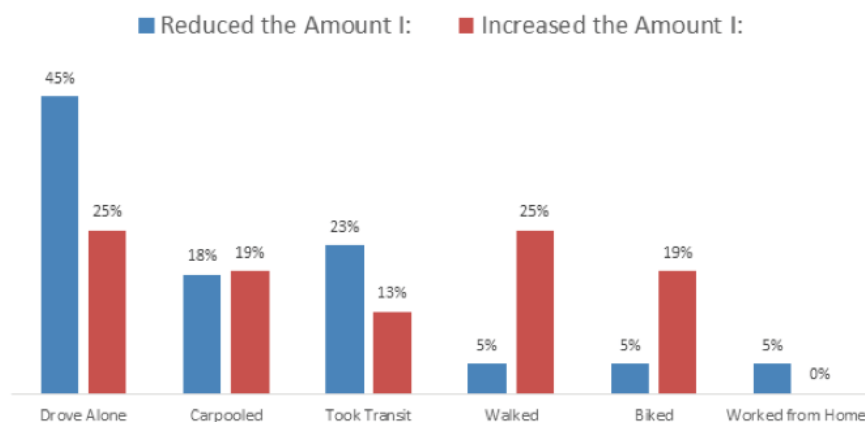
The closure of the Queen Street Hill in the summer of 2013 was expected to have a large negative impact on traffic patterns, causing an inconvenience to commuters. In anticipation of this, Councillors in Wards 1, 2 and 8 wished to pilot a resident engagement program that would engage with residents in a meaningful way. Postcards were sent to all 57,000 households in the wards and residents could request an individualized travel plan to avoid traffic issues. The travel plans encouraged the use of more sustainable and/ or active modes for daily commutes. The results were very positive: single occupant vehicles were the most greatly reduced with 45 percent of respondents reducing the amount they drove alone.

The graphs below displays some of the results of the survey, specifically how respondents changed their travel behaviour during and after the queen street hill closure. It can be clearly seen that the role of TDM in supporting construction efforts to maintain continuity in citizens travel patterns have.

If you changed your mode of transportation during the Queen Street Hill closure, which of the following represents the change you made (if you did not change modes please skip this question)?



If you changed your mode of transportation after the Queen Street Hill reopened, which of the following represents the change you made (if you did not change modes please skip this question)?



## 8 BIKE VALET PILOT PROGRAM

In the summer of 2014, City Staff collaborated with Open Streets Hamilton and various event organizers to establish bike valets as a pilot program at these events:

- Bike For Mike, (Sunday, May 4, 2014). 60 bikes
- Reenactment of the Battle of Stoney Creek (June 7th and 8th). 30 bikes
- The Mustard Seed Co-op's Grand Opening (Saturday June 7th, 2014). 10 bikes
- Mountain Equipment Co-op Bike Fest (Sunday June 29th). 10 bikes
- Canada Day Fireworks at Bayfront (Tuesday July 1st, 2014). 120 bikes
- Dundas Cactus Festival (August 14-17th, 2014). 40 bikes.
- Ride Away Stigma (Sunday September 7th, 2014). 30 bikes

**120 BIKES**

CANADA DAY FIREWORKS AT BAYFRONT

**60 BIKES**

BIKE FOR MIKE

**40 BIKES**

DUNDAS CACTUS FESTIVAL

The pilot was successful and built capacity in the City to have bike valets at various events, including the Pan AM games.



## 9 BIKE VALET FOR PAN AM GAMES

Hamilton will host all of the soccer (football) games, one of the premier events of the Pan Am Games at CIBC Pan Am Soccer Stadium (Tim Horton's Field). These events will bring thousands of spectators to Hamilton over 16 days, between July 10 – 26. Transportation for the event is being supported by public transit, carpooling and parking initiatives, as well as increased accommodation for active transportation solutions. To ensure that we are providing sustainable options and minimizing the pressures on traffic during these events, there will be an operating Bike Valet to provide secure and convenient bike parking for spectators. Open Streets Hamilton, a local not-for-profit organization, will be operating the Bike Valet with support from City Staff.

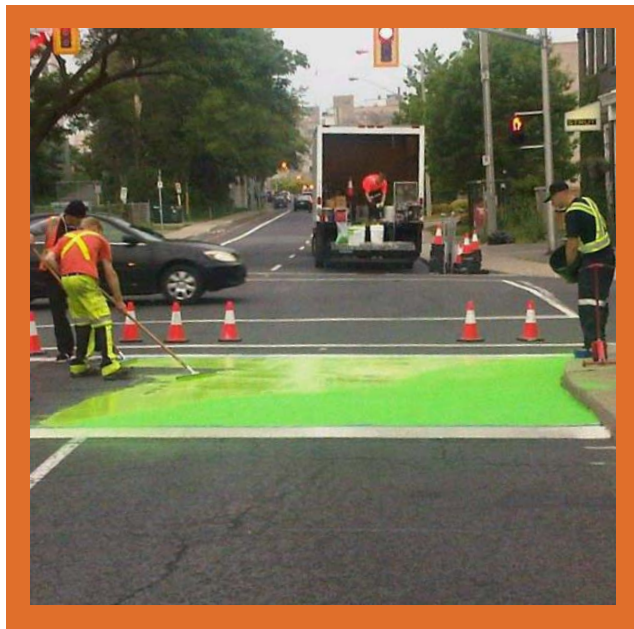
The Bike Valet will provide parking for over 1,000 bikes for every soccer event and will be located in the Prince of Whales School yard directly adjacent to the venue. This location provides good access to the Cannon Cycle Track and other high quality cycling approaches.



## 10 INFRASTRUCTURE

### CANNON STREET CYCLE TRACK

In September 2014 the City unveiled the Cannon Cycle Track, a two-way cycling facility along the south side of Cannon St between Hess St and Sherman Ave. As per Council's unanimous direction, these bike lanes have barrier separation including flower planter boxes in some segments. Initial counts of bicycle traffic using this 3 km long facility show approximately 400 bicycles riding the facility daily. This data was collected in the Fall during the first month of operations.



### HUNTER STREET BIKE BOXES

In June 2014 the City created two segments of two-way bike lanes on Hunter St, specifically from Queen St to MacNab St and Catharine St to Liberty St. The new facility includes a number of green "Bike Boxes" to assist cyclists making turns at critical signalized intersections. The City provided special communications to educate both cyclists and drivers regarding the safe operations of these green bike boxes and the media successfully conveyed these details to the public. This promotion served as a great introduction of similar facilities included in the Cannon Cycle Track. The segment of bike lanes binding these two sections at the Hunter GO Station is to be developed in 2016.

### WINTER CYCLING SURVEY

The City completed the third year of a pilot project maintaining conventional bike lanes through the winter months. The pilot project is being conducted in the Ward 1 area of the city on about eight km of bike lanes. The project focuses on additional efforts to encourage the melting of snow piled along the side of bike lanes; the use of a street sweeper throughout the winter to remove grit; and to maximize the cleared width of bike lanes, pushing snow and ice tighter against the curb without compromising adjacent sidewalks. Data collected includes costs, cycling activity, and community opinions. It has been decided that this pilot will continue for a fourth winter. Results of this project will help formalize winter maintenance of bike lanes throughout the city.

## 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. IBI Group is working with the committee to establish a development application review process that incorporates TDM considerations.

## TDM FRAMEWORK AND COMMUNICATIONS PLAN UPDATE

The TDM Framework and Communications plan provides a strategic review of all TDM plans, policies, initiatives and communications.

In 2014, transportation staff continued to implement the plan and the use of social media tools such as Twitter and Facebook to engage a wider audience. However, the plan also included recommendations to consider land use issues, social marketing, end of trip facilities and shared-vehicle programs; all of which were developed and are currently at various stages of implementation. Two pilots on neighbourhood individualized marketing and construction issues and mitigation on the Queen Street Hill closure were very successful.

### Social Media Successes:

The Facebook logo is displayed in white text on a dark blue rectangular background.

418 Likes

The Twitter logo is displayed in blue text and a bird icon on a white rectangular background.

1,574 followers

946 following

### Smart Commute Hamilton Newsletter:

4,307 registered

## 11 EVENTS & CONFERENCES

### UPWIND DOWNWIND CONFERENCE

The second annual Upwind Downwind Conference was hosted on February 24th, 2014 by Clean Air Hamilton in conjunction with the City of Hamilton Public Works Department. The summit is an annual event which brings together politicians, provincial and municipal staff, NGOs, citizens and professionals from across the region to discuss various issues related to sustainable transportation. The theme of this conference was built form in an urban context, with sessions and workshops touching on human health based on land use and transportation, built form's effect on air quality, as well as making urban spaces inclusive through the formulation of complete streets.



### SMART COMMUTE WEEK

**500** commuters reached indirectly by  
**OUTREACHES** conducted at

- McMaster Innovation Park
- McMaster University
- Hamilton Health Sciences
- McMaster Family Health Centre

Smart Commute Week 2014 marked the official launch of the new Smart Commute online tool, [explore.smartcommute.ca](http://explore.smartcommute.ca). Smart Commute Hamilton marked the occasion with a week of promotions, messaging and outreach events to introduce workplaces to the new tool (formally [carpoolzone.ca](http://carpoolzone.ca)) and encourage employees to try it out. Significant amounts of work was required to transition users of the existing Carpool

Zone program to the new tool and educate them on its functionality. Smart Commute Week afforded Smart Commute Hamilton the opportunity to connect directly with employees to showcase the tool and troubleshoot issues. Outreach events were conducted, and a prize draw offered participants the chance to win an iPad Mini or a Kobo e-reader.

A promotional banner for Smart Commute Week 2014. On the left, a diagram shows a house at the top with various transit icons (bus, bicycle, walking, car) connected by colored lines to a city skyline at the bottom. The main text reads "Refresh your A to B" in large green letters, followed by "Smart Commute Week" in black on a yellow background, and "September 22 to 28, 2014" in black. Below this, it says "Explore your options at [smartcommuteweek.ca](http://smartcommuteweek.ca)". At the bottom, there are social media icons for Twitter and Facebook with the handles "@smartcommute" and "#smartcommute".

## BIKE TO WORK DAY

Bike to Work Day (B2WD) is a Smart Commute event that is held across the Greater Toronto and Hamilton Area (GTHA) on the last Monday of May. B2WD is used as a kick-off for Bike Month. B2WD is a community-building event that promotes cycling in Hamilton simultaneously providing new cycling commuters an opportunity to build their cycling confidence, with group rides and routing options, and providing a key flagship and networking event for cycling advocates and regular commuters.

Smart Commute Hamilton and Green Venture organized the main B2WD event and it was held at Gore Park on May 26th from 7am-9am. Approximately 300 participants attended the event which included vendors, coffee and snacks, Community in Motion awards and the initial public unveiling of the SoBi Bikeshare system. This year the event saw a parade of over 80 students arrive from local schools. Smart Commute workplaces also held events and rewarded cycling commuters with Smart Commute branded swag.

Bike to Work Day T-shirts, healthy snacks and prizes were offered to all participants. Over 700 experienced and new cycle commuters and students rode to work or school together and explored Hamilton's cycling routes. Of those who participated over 200 registered online prior to the event. The event's attendance was a large increase in participation over previous years and included schools, employers and citizens at a reception in Gore Park and at workplaces across the City.

**700 PARTICIPANTS**  
across the city

**GORE PARK**  
300 ADULT CYCLISTS  
80 STUDENTS

200 COMMUTERS REACHED DIRECTLY  
185 WORKPLACE PARTICIPANTS





## COMMUNITY IN MOTION

Business owners, school representatives, members of the media, designers, planners, landscape architects, developers, contractors, engineers, consultants and members of the general public, were invited and encouraged to apply or submit a nomination in six different categories. Winners received public recognition with their name and the category that they represent displayed on a street banner on York Boulevard. It is important that the City recognizes the efforts of the community to embrace the City's transportation visions and policies by supporting active transportation. This award is intended to give thanks to those individuals and organizations that have embraced the City's vision. The six categories and winners for 2013 are as follows:

### 2013 Recipients

- Bicycle-friendly Business/Organization: Café Domestique
- Pedestrian-friendly Business/Organization: Mohawk College
- Transit-friendly Business/Organization: Green Venture
- School of the Year: St. Marguerite d'Youville
- Advocate of the Year: Yes We Cannon
- Media Award: Samantha Craggs (CBC)



## CARPOOL WEEK

Carpool Week 2014 took place from February 3-9 and focused on both signing up new users and encouraging existing users to find and track their carpools. The campaign theme 'Reclaim your Time and Money' highlighted the key employee benefits of carpooling, and participation was incentivized with a prize draw to win a VIA Rail Trip to Quebec City. Smart Commute Hamilton conducted five outreaches, featuring an opportunity to learn about the program, and enter the prize draw.



**Carpool Week** Feb. 3 to 9, 2014

Reclaim your time and money.  
 Find your carpool match and win at [CarpoolZone.ca](http://CarpoolZone.ca)

Smart Commute  
 A Program of MTR/STCMB

Official Sponsor  
 VIA Rail Canada

## 11 SUMMARY

Since the last reporting period to Council, the Transportation Demand Management Section has 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 2015, we expect to see growth in many TDM indicators, as well as the CarShare and BikeShare programs. 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 2015, greater focus will continue to be placed on neighbourhood social marketing and transportation demand management initiatives. The success of TDM programs 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.



Photo by: Brodie Vissers

# SMART COMMUTE EMPLOYERS/FUNDERS



*Vision: To be the best place in Canada to raise a child, promote innovation, engage citizens and provide diverse economic opportunities.  
Values: Honesty, Accountability, Innovation, Leadership, Respect, Excellence, Teamwork*