



Hamilton

INFORMATION REPORT

TO:	Chair and Members Public Works Committee
COMMITTEE DATE:	July 7, 2016
SUBJECT/REPORT NO:	Transportation Demand Management (TDM) and Smart Commute Hamilton (SCH) 2015 Annual Report (PW10062d) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Peter Topalovic Project Manager Transportation Demand Management 905-546-2424 extension 5129
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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:

2015 Transportation Demand Management and Smart Commute Hamilton Annual Report:

This report covers all activities of the Sustainable Mobility Program which includes the Smart Commute Hamilton workplace program, Hamilton Bike Share, End of Trip facilities, and Transportation Demand Management (TDM) initiatives and policies. 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 2015, program highlights include a total of twenty (20) Smart Commute employers participating in the program representing over 90,000 employees and students who used a new engagement and trip planning tool where they logged 5068 trips. This resulted in avoiding 164,000 Vehicle Kilometres Travelled; avoiding 14.7 Tonnes of

Greenhouse Gas Emissions; and saving participating car poolers \$200,000 in travel costs. Mohawk College was recognized of the top employer of the year for 2015.

In addition to these workplace program results, the Public Bikeshare Program was launched on March 20, 2015 with 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. In its first year a total of 9,300 users took 220,000 trips totalling over 450,000 Km. The full report on the first year results of Hamilton Bike Share can be found in Appendix B. To complement the installation of bike share stations, 110 racks for regular bike parking were also installed in areas across the city and more are planned. Event organizers parked over 500 personal bikes and hundreds of bike share bikes at numerous events over the summer months including the Pan Am Games, using Open Streets Hamilton as the provider of bike valet services.

The attached report in Appendix A 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 2016 programs, based on the success of the 2015 program.

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. TDM is the umbrella for a variety of 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 workshops. The 2015 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 Enhanced Services Program (ESP), which is a new initiative started in 2015, provides the Smart Commute Program with a base set of services for employers that are included 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 to other modes and improve employee satisfaction with their commutes; especially with those who carpool, walk and cycle to work (according to the 2014-15 GTHA-wide Smart Commute commuter attitudes survey). This evidence is important for the program’s continued growth and demonstration of its value. A new service delivery plan

is being piloted in Hamilton in 2016, to better align with workplace needs and the Big Move, including station access and construction mitigation using Community-based Social Marketing. The attached TDM and Smart Commute report in Appendix A 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.

The full suite of TDM, Bike Share, Bike Parking, policy work and Smart Commute workplace program can all be referred to as Sustainable Mobility Programs. These programs are poised for growth and the need for additional resources is ever present. A review of the entire program will be a part of the Transportation Master Plan update and recommendations for program resources will be included. In 2016, the Hamilton Sustainable Mobility Program will be compared per capita to other programs in the Greater Toronto and Hamilton Area as well as other jurisdictions in Ontario and Canada. There is great potential for the program and its ability to improve Hamilton's overall transportation program. In addition, the program will be evaluated to ensure it meets the needs of rapid transit projects, new bike lane projects and other large city infrastructure projects. New techniques and service adjustments, such as the Smart Commute streamlining, can help to improve other City projects especially in terms of mitigating the effects of construction and improving access to transit nodes.