

If this information is required in an accessible format, please contact 1-800-372-1102 ext. 2564



# The Regional Municipality of Durham Report

---

To: Planning and Economic Development Committee  
From: Commissioner of Planning and Economic Development  
Report: #2024-P-4  
Date: January 9, 2024

---

**Subject:**

Smart Mobility Durham 2023 Annual Report and 2024 Workplan

---

**Recommendation:**

That the Planning and Economic Development Committee recommends to Regional Council:

- A) That Commissioner's Report #2024-P-4 be received as the Smart Mobility Durham's 2023 Annual Report and 2024 Workplan.
  - B) That Smart Mobility Durham's 2024 Workplan be approved, as outlined in Attachment 2 to this Report.
  - C) That a copy of this Report be forwarded to the Durham Active Transportation Committee, and the Area Municipalities.
- 

**Report:**

**1. Purpose**

- 1.1 The purpose of this report is to provide an overview of the Smart Mobility Durham's activities for 2023 and present the 2024 workplan.

**2. Previous Reports and Decisions**

- 2.1 On January 10<sup>th</sup>, 2023 the Smart Mobility Durham 2022 Annual Report and 2023 Workplan were presented and approved by the Planning and Economic Development Committee ([Report #2023-P-2](#))

### 3. Background

- 3.1 Smart Mobility Durham is comprised of three Transportation Demand Management (TDM) programs coordinated by the Region's Planning Division (Transportation Planning Section):
- a. **Smart Commute Durham** conducts events and provides resources, online tools and action planning support to 32 of Durham's largest employers to help them encourage their employees to commute actively and sustainably.
  - b. **The Active and Sustainable School Travel Program** engages stakeholders across Durham to identify ways to improve pedestrian and cyclist safety in school zones and encourages more students to walk, cycle and take the bus.
  - c. **Cycle Durham** promotes broad public awareness of non-auto transportation options.
- 3.2 By making it easier and more attractive for travellers to use active and sustainable modes of transportation, these TDM programs support progress towards the Region's non-auto mode share target of 35 percent by 2031. Increasing non-auto mode share benefits the community by:
- a. Unlocking additional value from existing transportation by using it more efficiently.
  - b. Easing vehicle congestion.
  - c. Encouraging healthy lifestyles and reducing healthcare costs.
  - d. Improving air quality.
  - e. Reducing greenhouse gas emissions.

### 4. 2023 Annual Report

- 4.1 Smart Mobility Durham's 2023 activities are summarized in the Smart Mobility Durham 2023 Snapshot (see Attachment 1).

### 5. 2024 Workplan

- 5.1 The following summarizes the key Smart Mobility Durham initiatives planned for 2024 (see Attachment 2).
- Encouraging participation in the Region's workplace commuting and school travel programs through tailored outreach in partnership with Corporate Communications and Diversity, Equity and Inclusion staff to engage different audiences.

- Updating, monitoring and evaluating methods to respond to the changing needs of members, including robust data collection and reporting of Greenhouse Gas Emissions (GHGs) for member organizations that are keen to measure their environmental footprint from employee commuting and school travel.
- Increasing safety awareness at elementary schools as part of the Durham Active and Sustainable School Travel Program, and exploring a region-wide e-bike share program tailored to Smart Commute businesses, and interested area municipalities to support and encourage active transportation.
- Supporting the advancement of a Cycling, Wayfinding and Signage strategy to make it easier and more convenient to use active modes of transportation.
- Supporting the advancement of an E-Bike Incentive Program for Durham residents with a focus on creating more sustainable travel options for equity deserving communities.

## **6. Relationship to Strategic Plan**

- 6.1 This report aligns with the following strategic goals and priorities in the Durham Region Strategic Plan:

Environmental Sustainability: Reducing single-occupant vehicle use helps protect the environment for the future and demonstrates leadership in sustainability and addressing climate change.

## **7. Conclusion**

- 7.1 Smart Mobility Durham's programs are an important component of the Region's efforts to achieve the goals and objectives of the Durham Transportation Master Plan. Together, these TDM programs represent leadership and commitment to promoting the use of sustainable transportation options that enhance quality of life and support transition to a low-carbon, climate-resilient region.

## **8. Attachments**

Attachment 1: Smart Mobility Durham 2023 Snapshot

Attachment 2: Smart Mobility 2024 Workplan

Respectfully submitted,

Original signed by

---

Brian Bridgeman, MCIP, RPP, PLE  
Commissioner of Planning and  
Economic Development

Recommended for Presentation to Committee

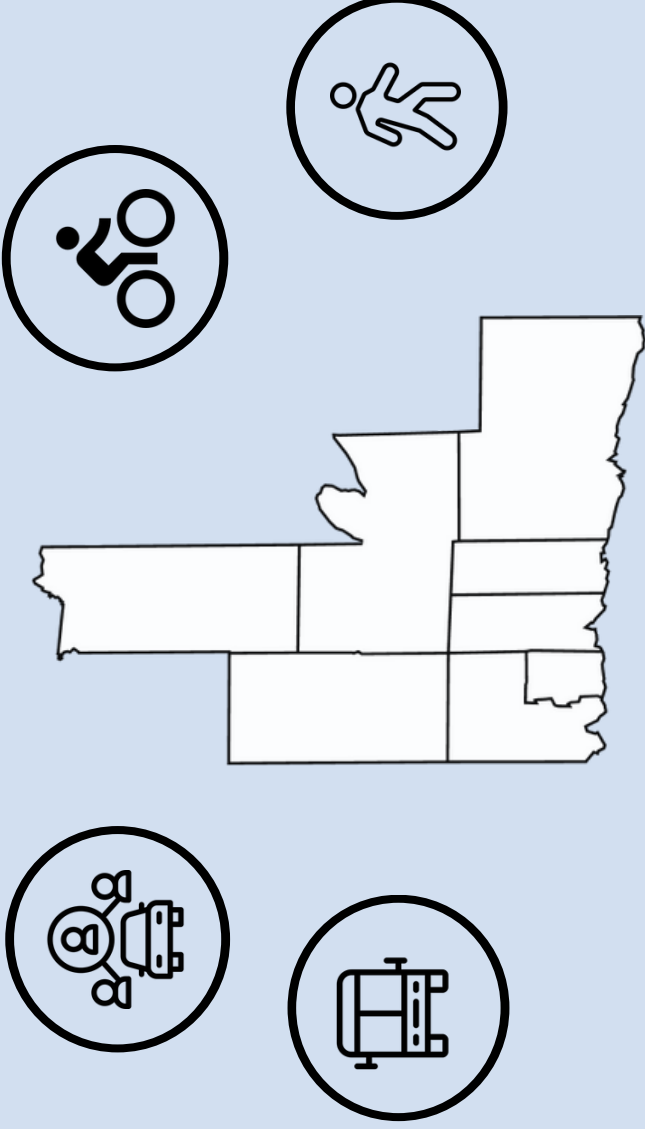
Original signed by

---

Elaine C. Baxter-Trahair  
Chief Administrative Officer



# Smart Mobility Durham 2023 Snapshot Transportation Planning Section



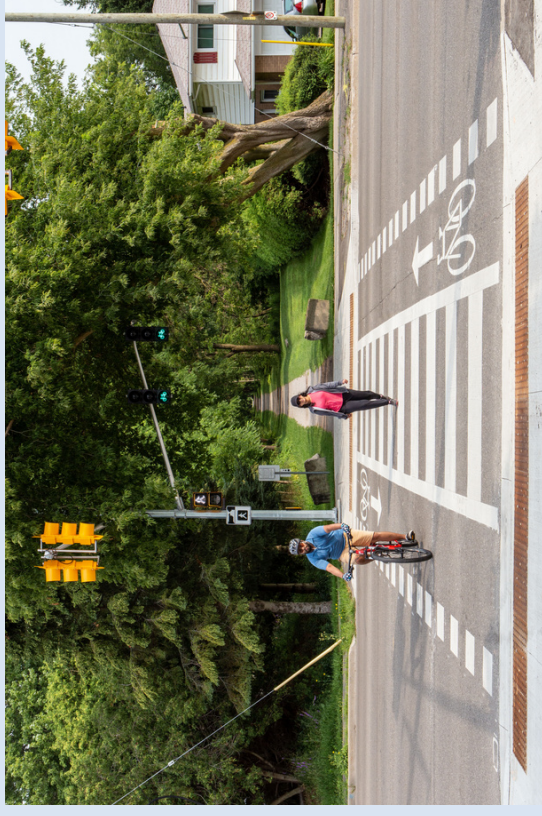
\*If this information is required in an accessible format please contact: 1-800-372-1102 extension 2564

# Smart Mobility Durham Overview

Smart Mobility Durham is the Region's umbrella Transportation Demand Management (TDM) program and includes Cycle Durham, Smart Commute Durham and the Active and Sustainable School Travel program (ASST) under its portfolio.

Together these programs employ a range of strategies and tactics, designed to encourage travellers to explore and use active and sustainable modes of transportation when moving around Durham Region and throughout the Greater Golden Horseshoe.

Smart Mobility Durham operates at the intersection of transportation planning and community engagement. Throughout the year staff consult with stakeholders from a wide array of disciplines and sectors to develop and coordinate public relations campaigns and community engagement initiatives to bring awareness to smart mobility and active transportation projects and programming.



# Activity: Pedal for Patients

In May 2023, Durham Region partnered with Lakeridge Health Foundation to plan and host the inaugural Pedal for Patients Charity Ride.

This raised awareness about the need for more local cancer care services across Durham Region and highlighted the consistent progress made to support and expand active transportation initiatives by Durham Region and its eight area municipalities.

The success of the first Pedal for Patients ride set a strong foundation to make this event annual. Working with representatives from all eight area municipalities, Pedal for Patients highlighted Durham as a premier cycling destination and allowed attendees to learn about active transportation projects being conducted throughout Durham Region.

## Achievements:



**\$97,000 funds raised**  
for local cancer care



**96 registered riders**



**11 community partners**



# Activity: School Safety Travel Plans

Durham's Active and Sustainable School travel program works with both the Durham Catholic District and Durham Public District school boards to understand how students travel to and from school and how they can be encouraged to adopt more active and sustainable modes like walking, cycling and taking the bus.

ASST works alongside school staff, public health, police and other stakeholders to create safety plans in and around school zones with the goal of increasing pedestrian and cyclist safety.

These plans can include adding elements like bike and scooter parking, stop signs, crosswalks and traffic calming technology to make the environment safer for everyone.

## Achievements:



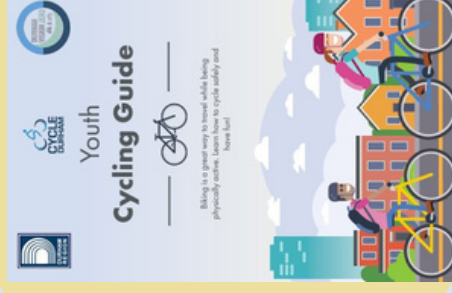
**223 Walk and Roll to school participants**



**8 School Safety Travel Plans completed**



Walk and roll to School is ASST's Bike Month Campaign, students who usually get dropped off in a car are encouraged to explore walking or rolling to school through a pledge



The youth cycling guide is distributed to participating schools across Durham Region annually. Students are taught cycling and road safety in the lead up to Bike Month in June

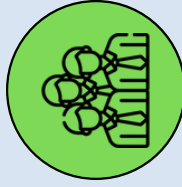


# Activity: Smart Commute

Smart Commute is Durham Region's workplace based commuter program and operates across the Greater Toronto and Hamilton Area (GTHA), as well as in Sudbury.

Smart Commute Durham conducts surveys, site analysis and action planning support to 32 employers across the Region. The ultimate goal of the program is to gather information about how commuters travel to and from work, reduce the barriers they may face throughout their journey, and encouraged people to explore and use more active and sustainable modes of transportation.

## Achievements:



**45, 200 employees reached through annual engagement events and initiatives**



**300 annual survey respondents from across Durham Region**



**136 Smart Commute User Profiles created**

Smart Commute uses a ride-matching application where users can create a trip profile with their starting and ending destinations. Once entered, the app searches for other users travelling in the same direction in an effort to match riders with drivers for a smarter commute.



The 'Step It Up' Walktober Challenge happens every October, Durham Region and Hamilton employees compete on the Smart Commute app to see who can walk more kilometres in two weeks as a way to get people out of their cars and onto more trails!

# Activity: Bike Month

Bike Month is one of Durham Region's most active and attended annual community engagement campaigns.

Each June hundreds of Durham residents and visitors get out to explore their neighbourhoods through local learn to ride events and community workshops on bike maintenance and road safety, planned and coordinated by Durham Region and its eight area municipalities.

Bike Month also allows transportation planning staff the opportunity to showcase ongoing projects and programming.

Those wanting to participate in Bike Month can do so through a variety of events and initiatives including Smart Commute's bike to work day, Cycle Durham's Pedal for Patients Ride, and ASST's walk and roll to school campaign.

## Achievements:





## Smart Mobility Durham 2024 Workplan

### Scope of Activities

The following list of activities and initiatives will act as a guideline for Smart Mobility Durham programs throughout 2024. These activities and initiatives support Direction #5 in the TMP to promote sustainable travel choices and actions. They also assist the goals identified in sections 7.4 of the TMP and Actions 70, 71, 74 and 75.

### Smart Commute Initiatives

1. Winter Commute Month – Carpool Commuting Campaign (February)
2. Bike Month – Safety Awareness Campaign (May)
3. Bike Month – Bike to Work Day (June)
4. Smart Commute Month – Annual Survey (September)
5. Walktober Campaign (October)
6. SmartCommute.ca Trip logging and Tool Promotional Campaign (ongoing)
7. Public engagement and promotion of Smart Commute Durham (ongoing)
8. Smart Commute Workplace Bike Lending Program (ongoing)
9. Smart Commute Annual Member Meetings and Scorecard designation (January 2025)

### Active and Sustainable School Travel (ASST) Initiatives

10. School Travel Planning – Implementing eight existing school safety plans (January – December)
11. School Travel Planning – Developing new plans eight new school safety plans (January – December)
12. Winter Walk Day social media campaign (February)
13. Durham Youth Cycling Guide safety awareness Campaign (April)
14. Walk and Roll to School Week event (June)
15. Back to School awareness campaign (August to September)
16. IWALK International Walk to School Month (October)

**Cycle Durham Initiatives**

17. Bike Month (June)
18. Charity Ride in partnership with Lakeridge Health Foundation (June)
19. E-Bike Rebate Incentive Program (ongoing)
20. Regional E-Bikeshare Pilot Program (ongoing)
21. Public Engagement safety campaigns (ongoing)
22. Communications Campaigns (ongoing)
23. Interactive Active Transportation map (ongoing)
24. Cycling Signage and Wayfinding Strategy (ongoing)
25. Bicycle Parking Guidelines Request for Proposal (November)