The Regional Municipality of Durham
Report

To:	Planning and Economic Development Committee
From:	Commissioner of Planning and Economic Development
Report:	#2023-P-2
Date:	January 10, 2023

Subject:

Smart Mobility Durham 2022 Annual Report and 2023 Workplan

Recommendations:

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

A) That Commissioner's Report #2023-P-2 be received as Smart Mobility Durham's 2022 Annual Report and 2023 Workplan.

B) That Smart Mobility Durham's 2023 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 Smart Mobility Durham's activities for 2022 and present the 2023 Workplan.

2.   Previous Reports and Decisions

2.1   On January 11, 2022, the Smart Mobility Durham 2021 Annual Report and 2022 Workplan were presented and approved by the Planning and Economic Development Committee (Report #2022-P-5).

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** provides resources, events, online tools and action planning support to 31 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 encourage 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 toward the Region's non-auto mode share target of 65 percent by 2031. Increasing non-auto mode share benefits the community by:

   a.   Unlocking additional value from existing transportation infrastructure 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.   2022 Annual Report

4.1   Smart Mobility Durham's 2022 activities are summarized in the Smart Mobility Durham 2022 Snapshot (see Attachment #1).

4.2   In 2022, the COVID-19 pandemic continued to impact commuter and school travel patterns, although to a lesser extent than in 2020 and 2021. Campaigns and services were modified throughout the year to comply with public health guidelines and accommodate ongoing higher rates of hybrid working and schooling conditions.

5.   2023 Workplan

5.1   The following summarizes the key Smart Mobility Durham initiatives planned for 2023 (see Attachment #2).

- Encouraging participation in the Region's workplace commuting and school travel programs through tailored outreach to different audiences.
- Updating monitoring and evaluation methods to respond to the changing needs of members, including more robust data collection for calculating Greenhouse Gas Emissions (GHGs) for member organizations that are keen to measure their environmental footprint from employee commuting and school travel.
- Increasing awareness and availability of bike and scooter parking at schools, businesses, as well as at Regional and Area Municipal properties 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.

6.   Relationship to Strategic Plan

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

a.   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 our transition to a low-carbon, climate-resilient region.

8.   Attachments

Attachment #1:   Smart Mobility Durham 2022 Snapshot

Attachment #2:   Smart Commute 2023 Workplan

Respectfully submitted,

Original signed by
_____
Brian Bridgeman, MCIP, RPP
Commissioner of Planning and
Economic Development

Recommended for Presentation to Committee

 Original signed by
_____
Elaine C. Baxter-Trahair
Chief Administrative Officer

Smart Mobility Durham

2022
Snapshot

Planning and Economic Development Department
Transportation Planning

DURHAM REGION

Smart Mobility Durham

Durham Region's Smart Mobility programs reduce the number of single-occupancy vehicle trips by making it easier and more attractive for travellers to use active and sustainable modes of transportation such as walking, cycling and transit. These programs are based on proven Transportation Demand Management (TDM) strategies

Smart Mobility Durham's TDM programs include:

Smart Commute DURHAM

Resources, events, online tools and action planning support to encourage sustainable travel behaviour change in workplaces.

CYCLE DURHAM

Community-facing awareness campaigns, events and other initiatives that encourage residents to cycle as an active mode of transportation.

Active and Sustainable School Travel (ASST) Program

Initiatives that engage stakeholders across Durham to increase school zone safety and encourage more students to walk, cycle and take the bus.

What is TDM?

Reduce unnecessary vehicle trips

Re-route trips to less congested roads

Re-time trips to avoid peak demand periods

Re-mode trips using alternatives to single-occupancy vehicles

TDM strategies can include policies, programs, services and investments that motivate people to avoid unnecessary trips (e.g. by working remotely), travel outside of peak demand periods, choose routes that are less busy, and use transportation modes such as walking, cycling, and transit. TDM benefits can include :

- Decreased traffic congestion
- Increased physical activity
- Reduced greenhouse gas emissions and better air quality
- More efficient use of existing transportation infrastructure

2022 Snapshot

- 31 Smart Commute workplace members
- 45,000 employees engaged through workplace events
- 12 schools developing and implementing School Travel Plans
- Scooter parking options improved at 4 schools
- 7,833 students positively impacted by the ASST Program
- 15,200 cycling trips made in Durham during Bike Month

Bike Month

Smart Commute Durham established a multi-stakeholder Bike Month Planning Committee and hosted both in-person and virtual events that residents could participate in throughout the month of June. More participants than ever participated in Bike Month 2022! Click on this link to read the full Bike Month report.

Back to School safety campaign

In partnership with Durham Vision Zero, the ASST Program organized a six week-long Back to School road safety radio ad campaign aimed at drivers that reached up to 122,000 listeners across Durham.

Ride on: new bike rack officially opened at Regional

In April, a ribbon cutting ceremony was hosted to unveil a new bike rack installation outside of the west entrance of Regional Headquarters. The design and location symbolizes the Region's leadership in active transportation and reinforces the importance of cycling in the community. Additional racks will be installed in locations around Durham Region in 2023.

School Travel Planning

In partnership with Durham District School Board, Durham Catholic District School Board, area municipalities, the Durham Regional Police Service (DRPS), and other stakeholders, the Active and Safe School Travel (ASST) Program continued to work with schools to develop plans to improve pedestrian and cyclist safety in school zones and encourage students to commute actively and sustainably. The 2022 project included the following schools: Good Shepherd in Port Perry, Dr. S. J. Phillips and Northern Dancer in Oshawa, and Elizabeth B. Phin in Pickering.

**Smart Mobility Durham
2023 Workplan**

Scope of Activities

The following Smart Mobility Durham programs are planned throughout 2023. These activities and initiatives support Direction #5 of the Durham Transportation Master Plan (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. Bike Month – Bike to Work Day (June 2023)
2. Walktober (October 2023)
3. SmartCommute.ca Trip logging Tool Promotional Campaign (ongoing)
4. Public engagement and promotion of Smart Commute Durham (ongoing)
5. Annual Survey (September 2023)
6. Smart Commute Annual Member Meetings and Scorecard designation (January 2023)

Active and Sustainable School Travel Initiatives

1. School Travel Planning – Implementing existing plans (January – December)
2. School Travel Planning – Developing new plans (January – December)
3. Winter Walk Day social media campaign (February 2023)
4. Durham Youth Cycling Guide safety awareness campaign (April 2023)
5. Back to School awareness campaign (August to September 2023)
6. Walk and Roll to School Week event (October 2023)

Cycle Durham Initiatives

1. Bike Month (June 2023)
2. Public Engagement campaigns (ongoing)
3. Communications Campaigns (ongoing)
4. Charity Ride in partnership with Lakeridge Health Foundation (May 2023)
5. Interactive cycling map development (September 2023)
6. Cycling Signage and Wayfinding Strategy (ongoing)