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The Regional Municipality of Durham Report

To: Community Growth and Economic Development Committee
From: Commissioner of Community Growth and Economic Development
Report: #2025-CG-4
Date: March 4, 2025

Subject:

Smart Mobility Durham 2024 Annual Report and 2025 Workplan

Recommendation:

That the Community Growth and Economic Development Committee recommends to Regional Council that:

- A) Commissioner's Report #2025-CG-4, including the Smart Mobility Durham's 2024 Annual Report as outlined in Attachment 1, be received;
 - B) Smart Mobility Durham's 2025 Workplan be approved, as outlined in Attachment 2 to this report; and
 - C) A copy of this Report be forwarded to the Durham Active Transportation Committee and the Area Municipalities.
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Report:

1. Purpose

- 1.1 The purpose of this report is to provide an overview of Smart Mobility Durham's activities for 2024 and to present the 2025 workplan.

2. Background

2.1 Smart Mobility Durham is comprised of three Transportation Demand Management (TDM) programs, coordinated by the Region's Community Growth Division, Transportation Planning section:

- a. **Smart Commute Durham** conducts annual campaigns, hosts events, provides resources, online tools, and action planning support to 32 of Durham Region's largest employers to promote the use of active and sustainable transportation options when commuting.
- b. **Active and Sustainable School Travel** engages local and Regional stakeholders across Durham Region to identify ways to improve pedestrian and cyclist safety in school zones, and encourages students to walk, cycle and take the bus. The program hosts annual events and campaigns focused on promoting sustainable transportation options to students and school staff.
- c. **Cycle Durham** promotes broad public awareness of cycling options and promotes cycling related events and initiatives happening throughout Durham Region.

2.2 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 Transportation Master Plan non-auto mode share target of 35 per cent 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.

3. Previous Reports and Decisions

3.1 On January 9, 2024, the Smart Mobility Durham Annual Report for 2023 and Workplan for 2024 was presented and approved by the Planning and Economic Development Committee ([Report #2024-P-4](#)).

4. 2024 Annual Report

4.1 Smart Mobility Durham's 2024 activities are summarized in the Smart Mobility Durham 2024 Snapshot (see Attachment #1).

5. 2025 Workplan

- 5.1 The following summarizes the key Smart Mobility Durham initiatives planned for 2025 (see Attachment #2):
- a. Encouraging participation in the Region's workplace commuting and school travel programs through tailored outreach in partnership with the Corporate Communications Office, Diversity, Equity and Inclusion Division, Economic Development Division, Durham Region Transit and area municipalities to engage different audiences.
 - b. Promoting cycling-related promotional programs such as Bike Month, Bike to Work Day, and supporting other cycling events in the Region.
 - c. Updating, monitoring, and evaluating methods to respond to the changing needs of members; including 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.
 - d. Increasing safety awareness at elementary schools as part of the Durham Active and Sustainable School Travel Program.

6. Relationship to Strategic Plan

- 6.1 This report aligns with/addressess the following strategic directions and pathways in Durham Region's 2025-2035 Strategic Plan:
- a. Connected and Vibrant Communities
 - C4 – Improve road safety, including the expansion and connection of active transportation networks to enhance the range of safe mobility options
 - b. Environmental Sustainability and Climate Action
 - E2 – Collaborate with partners on the low-carbon transition to reduce community greenhouse gas emissions across Durham Region
 - c. Strong Relationships
 - S3 – Collaborate across local area municipalities, with agencies, non-profits, and community partners to deliver co-ordinated and efficient services.

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 – 2024 Snapshot

Attachment #2: Smart Mobility Durham – 2025 Workplan

Respectfully submitted,

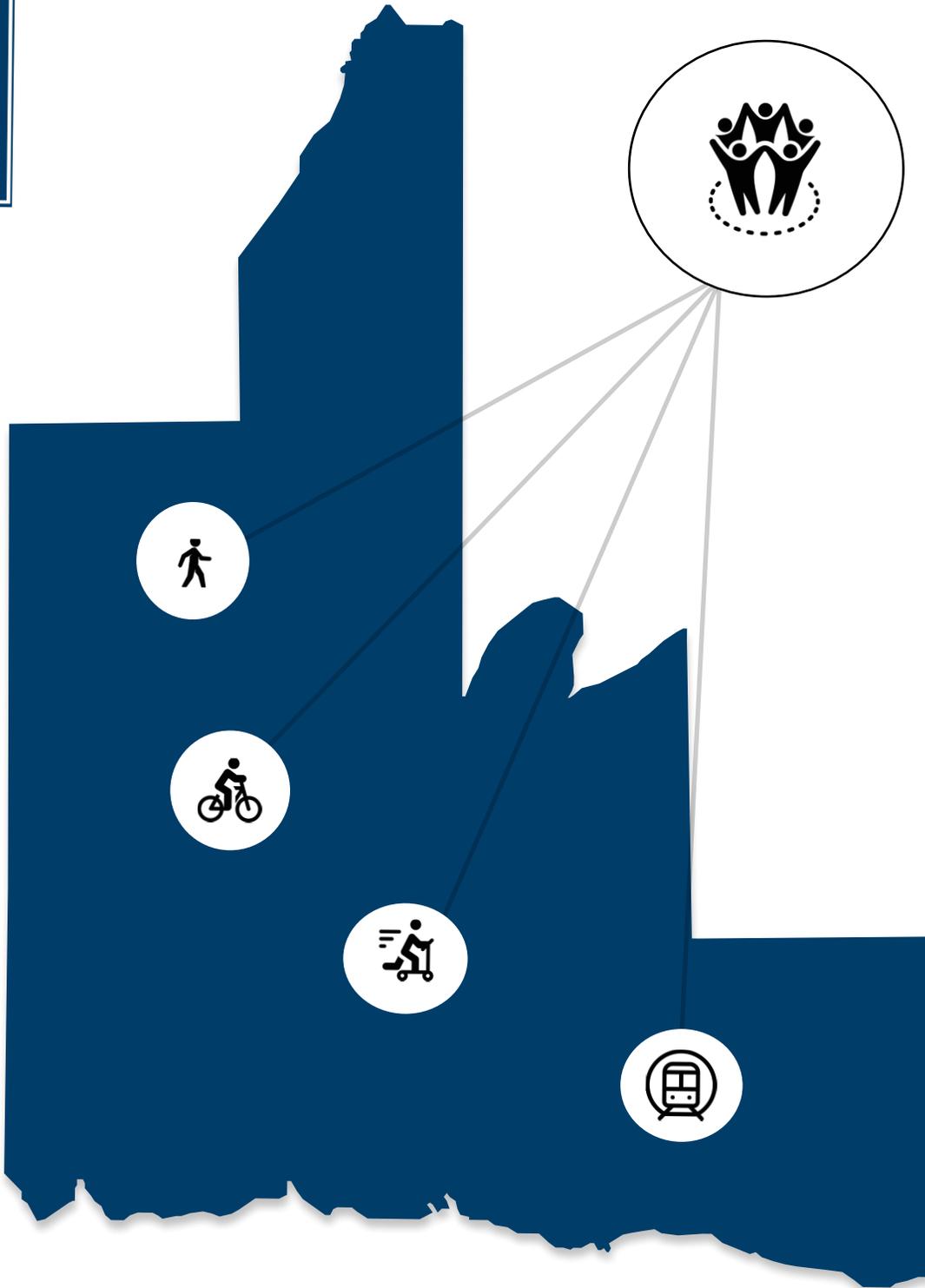
Original signed by

Brian Bridgeman, MCIP, RPP, PLE
Commissioner of Community Growth and
Economic Development

Recommended for Presentation to Committee

Original signed by

Nancy Taylor for
Elaine C. Baxter-Trahair
Chief Administrative Officer



Smart Mobility Durham

2024 Snapshot

Smart Mobility

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.

These three programs work in tandem to employ a range of communications and public relations tactics, designed to encourage travelers to explore and use 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, Smart Mobility Staff consult with stakeholders from a wide array of disciplines and sectors from across the Region to develop and coordinate public relations campaigns and community engagement initiatives to bring awareness to sustainable transportation initiatives happening across Durham Region and the Province.



Active School Travel

The Active and Sustainable School Travel program (ASST) works across Durham Region to understand how elementary school students travel to and from school and how more students can be encouraged to adopt active and sustainable modes of transportation like walking, cycling and taking the bus for their commute to school.

Each school year, a cohort of schools from across the Region's eight local area municipalities are invited to participate and identify transportation and traffic issues in and around their school zones. The ultimate goal is to make the school zone and surrounding neighbourhoods safer for all road users.

School recruitment occurs from September until February through a nomination process coordinated by Smart Mobility staff with input from local and Regional stakeholders. Once a cohort is identified, School Principals, School Board Representatives, Health Department, Durham Regional Police Services, and Area Municipal Planning staff are briefed and asked to assist in developing School Travel Plans (STPs). STPs are informed via multiple data sources including a family survey, site visit, traffic data analysis and in-depth consultation with school administration.



Photo Description: Smart Mobility staff and stakeholders on a school walkabout in May 2024



120 Bike to School Day Participants



4 Schools Engaged through the STP Process

Smart Commute



Smart Commute Durham works with businesses throughout the Region to encourage staff to adopt sustainable commuting options like carpooling, cycling, taking public transit, or walking (if they are able). This is done through offering incentives and programming that supports these alternative transportation modes to the single occupant automobile (SOV). Annual programming includes:

1. Winter commute month in February
2. Bike Month in June
3. Smart Commute Month in September
4. WALKtober in October

Smart Commute is an Ontario wide organization and there are also chapters in Hamilton, Halton, York, Toronto, Sudbury, London and Bruce County. Smart Commute Durham collaborates with workplaces to implement programs like employee bike sharing schemes, carpooling programs, and adding bicycle parking and repair infrastructure.

The ultimate goal of Smart Commute Durham is to understand the different types of commuters that travel to and from Durham, the Greater Toronto and Hamilton Area and beyond. Additionally Smart Commute Durham gathers information on how commuting occurs on a day-to-day basis across the Region and focuses on removing barriers to sustainable transportation uptake.

The screenshot shows the "Dashboard" of the Smart Commute app. It features a green header with a menu icon, the word "Dashboard", a chat icon, and a settings icon. Below the header is a "Search Trips" section with a "+ Create" button. Two location entries are listed: "Whitby GO, 1350 Brock St S, Whitby, ON" and "Durham Regional Municipality, 605 Rossland Rd E, Whitb". A green "SEARCH" button is at the bottom.

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 smarter commutes.

Cycle Durham



Cycle Durham is the community engagement arm of Smart Mobility Durham and works to encourage and educate the general public about cycling and cycling related skills and activities. Through Cycle Durham, Smart Mobility staff coordinate events and campaigns activities like Bike Month which happens every June across Ontario.

Bike Month is Smart Mobility Durham's premier community engagement campaign and is run through Cycle Durham. Throughout June, Durham residents are invited attend workshops and participate in cycling related activities that are designed to promote cycling as well as to showcase Durham Region as a spectacular place to live, work, play and cycle.

Each program under the Smart Mobility Banner incorporates Bike Month elements. Smart Commute also promotes Bike to Work Day whereas our Active and Sustainable School Travel programs coordinates and executes Walk and Roll to School Day.

In Partnership with the four foundations of Lakeridge Health (Ajax Pickering, Oshawa, Bowmanville and Port Perry), the Region supported Bike for Health. This charity bike ride was held on June 2, 2024 and started/ended at Ajax Downs.



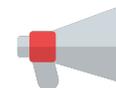
Photo Description: Bike to Work Day was held at the Regional Headquarters building on June 6, 2024 for the first time since the Pandemic



250 Bike For Health
Charity Ride Participants



30 Bike Month Pledges



3 Targeted Campaigns
conducted throughout
Bike Month



Smart Mobility Durham 2025 Workplan

Scope of Activities

The following list of activities and initiatives will act as a guideline for the Smart Mobility Durham programs throughout 2025. These activities and initiatives align with Durham Region's 2025-2035 Strategic Plan, including strategic directions and pathways for connected and vibrant communities (pathway C4); environmental sustainability and climate action (pathway E2); and strong relationships (pathway S3). They also support the Durham Transportation Master Plan (TMP), particularly Direction #5 to promote sustainable travel choices and actions. They also assist the goals identified in sections 7.4 of the Durham TMP and Actions 70, 71, 74 and 75.

Smart Commute Initiatives

1. Winter Commute Month (February 2025)
2. Bike Month – Bike to Work Day (June 2025)
3. Walktober (October 2025)
4. SmartCommute.ca Trip logging Tool Promotional Campaign (ongoing)
5. Public engagement and promotion of Smart Commute Durham (ongoing)
6. Annual Survey (September 2025)

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 2025)
4. Back to School awareness campaign (September 2025)
5. Walk and Roll to School Campaign (June 2025)

Cycle Durham Initiatives

1. Bike Month (June 2025)
2. Public Engagement campaigns (ongoing)
3. Communications Campaigns (ongoing)

4. Bike for Health charity ride, supporting Lakeridge Health Foundation (May 2025)
5. Interactive Active Transportation Map (ongoing)
6. Bicycle Parking Guidelines (ongoing)