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# The Regional Municipality of Durham Report

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To: Community Growth and Economic Development Committee  
From: Commissioner of Community Growth and Economic Development  
Report: #2026-CG-8  
Date: March 3, 2026

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**Subject:**

Smart Mobility Durham 2025 Annual Report and 2026 Workplan

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**Recommendation:**

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

- A) Commissioner's Report #2026-CG-8, including the Smart Mobility Durham's 2025 Annual Report as outlined in Attachment 1, be received;
  - B) Smart Mobility Durham's 2026 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 2025 and to present the 2026 workplan.

**2. Background**

- 2.1 Smart Mobility Durham is comprised of the following 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 29 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 Report and Decisions

- 3.1 On March 4, 2025, the Smart Mobility Durham Annual Report for 2024 and Workplan for 2025 was presented and approved by the Community Growth and Economic Development Committee ([Report #2025-CG-4](#)).

### 4. 2025 Annual Report

- 4.1 Smart Mobility Durham's 2025 activities are summarized in the Smart Mobility Durham 2025 Snapshot (see Attachment #1).

### 5. 2026 Workplan

- 5.1 The following summarizes the key Smart Mobility Durham initiatives planned for 2026 (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, Works Department, Durham Region Transit and area municipalities to reach and engage diverse audiences.
- b. Updating, monitoring, and evaluating methods to respond to the changing needs of members; including enhanced 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.
- c. Promoting cycling-related promotional programs such as Bike Month, Bike to Work Day, and supporting other cycling events in the Region.
- d. Increasing travel and road safety awareness at elementary schools as part of the Durham Active and Sustainable School Travel Program.
- e. Update, engage, and support agencies across the Region by assessing travel behaviours and providing targeted resources to encourage sustainable transportation options, ultimately reducing traffic congestion.

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

6.1 This report aligns with/addresses 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.
- 7.2 For additional information, contact: Chris Leitch, Manager of Transportation Planning, at [Chris.Leitch@durham.ca](mailto:Chris.Leitch@durham.ca).

## 8. Attachments

Attachment #1: Smart Mobility Durham – 2025 Snapshot

Attachment #2: Smart Mobility Durham – 2026 Workplan

Respectfully submitted,

Original signed by

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Sandra Austin  
Commissioner of Community Growth and  
Economic Development

Recommended for Presentation to Committee

Original signed by

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Elaine C. Baxter-Trahair  
Chief Administrative Officer

# Smart Mobility Durham

# 2025 Snapshot



**Community Growth and Economic  
Development Department  
Transportation Planning**

# Smart Mobility Durham

Smart Mobility Durham serves as an umbrella term for the Region's three Transportation Demand Management (TDM) programs that employ TDM strategies and initiatives to help reduce the number of single-occupancy trips throughout Durham Region. The goal is to encourage active and sustainable modes of transportation such as walking, cycling, and transit:

- Cycle Durham
- Active and Sustainable School Travel Program
- Smart Commute Durham

## What is TDM?

Transportation Demand Management (TDM) is the application of strategies and principles that help increase efficiency of transportation systems. This is often achieved by reducing travel demand by alleviating congestion and redistributing travel behaviour across other modes of transportation. TDM encompasses a wide range of strategies, including but not limited to promoting public transit, carpooling and ridesharing, flexible work options, infrastructure improvements and more.



**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

## Smart Mobility Durham Programs



Cycle Durham leads community-focused campaigns and events, including Bike Month, to inspire residents and visitors to cycle and embrace active transportation.



**Active and Sustainable School Travel (ASST) Program**

The Active and Sustainable School Travel (ASST) Program works with partners across Durham to make school zones safer and inspire more students to walk, cycle, or take the bus.



Smart Commute Durham is a program that helps individuals and agencies travel efficiently and sustainably by reducing single-occupancy vehicle trips.



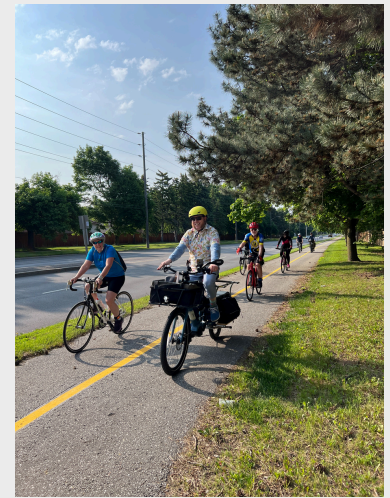
# 2025 Snapshot

## Cycle Durham



Cycle Durham works closely with Smart Commute Durham and the ASST Program to encourage residents to bike more often by supporting safe cycling routes, skills, and connections across the Region. This program promotes cycling as a healthy, sustainable, and fun way to travel while helping people feel confident riding in their communities. Below are highlights from the programs and campaigns delivered throughout 2025.

### Bike Month 2025



#### Bike to Work Day June 2025

- 200+ staff attended at Regional HQ.
- 21 employees biked into work.
- Attendees participated in activities with vendors, bike tune-ups, and DRT bus bike-rack demos on-site.

#### Municipal Bike Month Events

- Promoted Ajax Trailfest, Oshawa Pedal Into June, and Whitby Bike Repair Clinics.

#### Bike Pledge & Bike Bingo Contests

- 25 residents pledged to cycle throughout June or entered the Bingo contest.

#### Smart Commute Trip Logging Contest

- Eight participants logged 84 bike trips in June.

#### One-Metre Cycling Safety Campaign (July 14 – Sept 7)

- **Region-wide awareness campaign** reminding drivers to leave one metre when passing cyclists.
- **18 ads** placed on transit shelters, buses, and roadside signs.
- **New web page launched** to support cyclist and driver safety.

**We all share the road. Let's share it safely.**

**Give cyclists one metre.**









# 2025 Snapshot

## Active and Sustainable School Travel Program

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

The Active and Sustainable School Travel (ASST) program works across Durham Region to understand student travel patterns and promote active, sustainable ways for elementary students to get to and from school. Below are highlights and photos from the 2025 programs and campaigns.

#### Walk & Roll to School Contest Key Highlights

- Open to all **DDSB** and **DCDSB** schools.
- **Encouraged** students to walk, bike, or roll to school for three weeks.
- **Four schools** submitted weekly bicycle-rack photos.
- **68 bicycles** counted over the three weeks across participating schools.
- Top schools **awarded two bikes** based on student raffles.

### Walk and Roll to School Week

Thursday June 5, 2025

#### How does it work?

School staff will snap a photo after the morning bell of the bike/scooter parking area every Thursday from June 5 – June 19, 2025. The school with the most bikes consistently will be entered to win a bike to raffle off at a future school event.

This photo should be emailed to: [activetransportation@durham.ca](mailto:activetransportation@durham.ca) by a school administrator to qualify for the bike prize.



### ASST - School Travel Plan Program

A core component of the ASST program is the preparation of School Travel Plans which invites several elementary schools within Durham Region to participate annually in a review of the barriers and opportunities to active and sustainable school travel creating an action plan for the school community. The School Travel Planning process involves local and regional stakeholders to engage in data collection activities such as a family survey completed by the parents/guardians of the recruited schools, traffic observation of the morning drop-off, and a neighbourhood walkabout around the school community.



#### 2025 School Travel Plan Highlights

- Four schools participated in 2025.
- Identified action items included:
  - Evaluating parking lots for a second exit.
  - Adjusting intersection signal timing.
  - Installing additional bike racks.
  - Completing sidewalk repairs.
- All participating schools received a new scooter rack.

# 2025 Snapshot

## Smart Commute Durham



Smart Commute Durham supports efficient, sustainable travel by reducing single-occupancy vehicle trips. Commuters log their daily travel to help the Region better understand commuting patterns. The program promotes carpooling, cycling, public transit, walking, and other sustainable modes through annual campaigns and events, with key highlights summarized below.

### 2025 Event Highlights

June 2025

#### Ontario Tech University Bike Day

- 10 riders

July 2025

#### Safran Landing Systems Health and Safety Event

- 100 riders

July, August 2025

#### Waterfront Trail Pop-ups, Town of Ajax

- ~120 riders

September 2025

#### Waterfront Trail Pop-up Durham Region Cycling Coalition

- ~50 riders

October 2025

#### Pickering Sustainable Home Expo

- ~200 attendees
- Sustainability initiatives showcased
- Promoted Cycle Durham + Smart Commute
- Popular swag: bike bells, lights, safe cycling guides

November 2025

#### Climate Forum

- ~200 attendees
- Hosted at Regional Headquarters
- Engaged community partners on climate action
- Promoted safe cycling + provided cycling swag across 30 Canadian municipalities

November 2025

#### TDM Collaboration Forum

- Discussed approaches to Transportation Demand Management across Canada
- Key themes: planning, engineering, communication, outreach

### 2025 Smart Commute Campaigns

#### Winter Commute Month - February 2025

- Participants tracked **eco-friendly trips** through the Smart Commute app.
- Featured four themed webinars on **winter cycling, carpooling, and mobility research.**

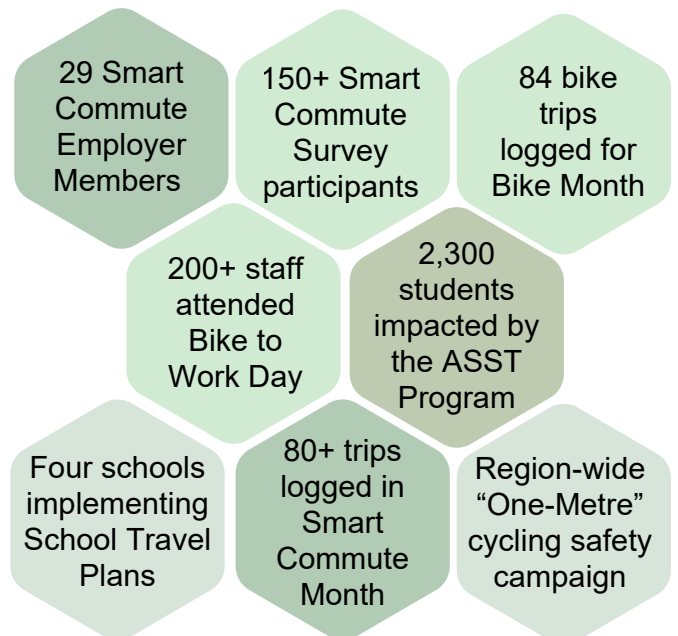
#### Bike Month - June 2025

- Participants successfully logged **84 bike trips** in the month of June.
- Worked with area municipalities to support their **Bike Month Events.**
- Successfully hosted **Bike to Work Day.**

#### Smart Commute Month - September 2025

- **150+** survey participants.
- **Five prize** winners.
- **Three** well-attended webinars on **winter commuting, micromobility, and midday movement.**

### 2025 Smart Mobility Achievements





## Smart Mobility Durham 2026 Workplan

### Scope of Activities

The following list of activities and initiatives will act as a guideline for Smart Mobility Durham programs throughout 2026. These activities and initiatives align with Durham Region's 2025-2035 Strategic Plan to help encourage and promote sustainable travel choices and actions. They also support Direction #5 of the 2017 Durham Transportation Master Plan (TMP) to promote sustainable travel choices and actions; goals of the TMP identified in sections 7.4; and actions 70, 71, 74, 75 and 76 related to Smart Mobility Durham programs.

#### A. Smart Commute Campaigns and Initiatives:

1. Winter Commute Month (February 2026).
2. Bike Month and Bike to Work Day (June 2026).
3. Smart Commute Month & Annual Survey (September 2026).
4. Public engagement and promotion of Smart Commute Durham (ongoing).
5. Smart commute annual meetings (ongoing).
6. Update Smart Commute member list (ongoing).
7. Created postcards and materials to advertise Smart Commute at the various events (ongoing).

#### B. Active and Sustainable School Travel Initiatives:

1. School Travel Planning – Implementing and follow up of proposed action items from existing plans (January to December).
2. School Travel Planning – New elementary school year cohort and developing new plans (January to December).
3. Walk and Roll to School – Bike Month Campaign – Campaign to encourage elementary students to use active methods on their commute to school (June).

#### C. Cycle Durham Initiatives:

1. Bike Month (June).
2. Ride for the 'Ridge charity ride in support of the four Foundations of Lakeridge Health (May).
3. Public engagement safety campaigns (ongoing).

4. Communications Campaigns (ongoing).
5. Interactive Active Transportation map viewer (ongoing).
6. Cycling Signage and Wayfinding Strategy (ongoing).
7. Bicycle Parking Guidelines (March).
8. One Metre Cycling Safety Campaign (June to September).