

Smart Commute

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Smart Commute Awards

The 3rd annual Smart Commute Awards took place on November 17th in Toronto at the Distillery District. The Awards were introduced in 2007 to officially recognize employer members or partners who have put forth exceptional effort in implementing their Smart Commute programs. The awards recognized outstanding commitment, leadership, innovation and results.

Smart Commutes from across the GTHA nominated their top employers and one award was presented for Smart Commutes in each of Hamilton, Halton, Mississauga, Brampton-Caledon, North Toronto and Vaughan, Northeast Toronto, 404-7 (Markham and Richmond Hill), Toronto-Central, Central York (Newmarket and Aurora) and Durham.

In addition to the awards for each Smart Commute, a Regional award was presented at the end of the ceremony to recognize the top organization in the Greater Toronto and Hamilton Area. The Smart Commute Champion Award was also presented to Nancy Grieveson of Exhibition Place in Toronto to recognize her for going above and beyond to make Smart Commute a success.



Regional Employer of the Year – 2009

Hatch – Smart Commute Mississauga



Regional Employer of the Year – Hatch with Smart Commute Mississauga Staff

Smart Commute Champion Award

Nancy Grieveson, Exhibition Place, Toronto

Employer of the Year – 2009

Smart Commute 404-7 – AMD

Smart Commute Brampton-Caledon – Maple Lodge Farms

Smart Commute Central York – Southlake Regional Health Centre

Smart Commute Durham – Veridian Corporation

Smart Commute Halton – City of Burlington

Smart Commute Hamilton – McMaster University

Smart Commute Mississauga – Hatch

Smart Commute North Toronto, Vaughan – PowerStream

Smart Commute Northeast Toronto – Sunnybrook Health Sciences Centre

Smart Commute Toronto-Central – University Health Network

TMA Updates

Smart Commute 404-7



Town of Markham Sustainability Fair, October 24th 2009

Fresh off the heels of Carpool Week, Smart Commute 404-7 continues promotion of ridesharing and the CarpoolZone contest. Since the launch of the contest Markham & Richmond Hill CarpoolZone registrations have increased by over 60%!!! Eligible registrants have a chance to win a \$200 gas card for their carpool, or one of four \$25 coffee cards.

SC 404-7 also recently engaged and surveyed several local businesses including AECOM, and York Region (Richmond Hill Office). Armed with statistics collected on daily commutes, SC 404-7 helped these companies plan initiatives to provide smarter commuting alternatives and awareness campaigns to employees.

Employees from existing partner employers including Cole Engineering and Worley Parsons participated in EcoDriver workshops, hosted by Smart Commute and Green Communities Canada to learn about fuel efficient driving to save money and the environment.

To find out how your Markham or Richmond Hill business can have its own eco-friendly cost -saving commuter plan, or to book an ecodriver lunch-and-learn session, please contact admin@smartcommute404-7.ca.

Smart Commute Central York

To kick start 2010, SCCY launched their new, user-friendly website, www.smartcommutecentralyork.ca, which features a live twitter feed, video highlight centre, and easy links to their social networking pages. During Carpool Week, SCCY proudly announced its newest member, Lake Simcoe Region Conservation Authority (LSRCA). At the launch event, LSRCA employees had the chance to learn more about their commute and were entered into a contest to win a netbook.

To promote Carpool Week to member businesses and the community, SCCY presented commuters with two campaigns, Gimme 5 (a referral campaign held with York Region employees) and Win a Wii (a full page ad in the local paper). To increase registrants on Carpool Zone, SCCY has also held sign-up sessions at State Farm Insurance, which has more than doubled the number of registered users in only two months!

Media coverage (radio, TV and print) has been exceptional of late and SCCY is ramping up for another exciting year ahead, starting off with our second annual Smart Commute Champion workshop being held in March.

Smart Commute Mississauga

WIN it ALL this FALL Carpool Contest

Smart Commute Mississauga would like to thank all of our members who participated in last year's WIN it ALL this FALL contest held from October 15th to December 15th, 2009.

The Win it All this Fall contest challenged our members to help increase the number of registrants on their corporate Carpool Zone sub-groups with a chance to win a \$200 Canyon Creek gift certificate for the team that met or exceeded their Carpool Zone targets.

The results...a new Carpool Zone record high! Smart Commute Mississauga is proud to

announce that we currently have 1125 users on the Carpool Zone and 130 carpools.

With our one day Carpool Zone sign-up drives, Smart Commute assisted our members by visiting their on-site locations to help promote their Carpool Zone sub-groups.

Congratulations to the WorleyParsons Canada Ltd. – Minerals and Metals Toronto Division green team! They won a \$200 Gift Certificate to Canyon Creek for having the highest percentage of employees (47%) registered on their Corporate Carpool Zone subgroup.



Congratulations to the Worley Parsons Green Team!

WIN GREAT MONTHLY PRIZES WITH THE SMART COMMUTE REWARDS PROGRAM!

The Smart Commute Rewards Program recognizes our business members and their employees for taking action on traffic congestion and climate change in the City of Mississauga.

We value the effort of those individuals who choose to use sustainable modes of transportation to get to and from work and want to REWARD participants with great PRIZES for their proactive attitude in reducing and or eliminating the use of single occupancy vehicle travel in their daily commute!

The Smart Commute Rewards Program is currently targeting Carpool Zone users but will be extended to other individuals who use sustainable modes of transportation to get and from work in the near future.

Update!

Smart Commute Mississauga would like to welcome our new business members:

- LoyaltyOne
- WorleyParson Canada Ltd. – Minerals and Metals Toronto Division
- Bentall LP

Smart Commute Durham

Durham Region Transit (DRT) has installed bike racks on its fleet of conventional buses, an initiative that increases opportunities for residents to connect with the network of bike trails, while enjoying active commuting and healthy lifestyles.

“The bike racks are fast and simple to use. It’s easy for cyclists to travel around Durham Region and connecting transit services. There is no additional fare to rack your bike,” said Ted Galinis, General Manager, DRT.

To support this initiative, Smart Commute Durham and DRT have partnered to develop a promotional video on how to use the new racks. Individuals are invited to review this video at www.durhamregiontransit.com. The installation of these bike racks supports the mandate of Smart Commute Durham.

Smart Commute Hamilton

Smart Commute Hamilton has been working on a variety of exciting projects for this year. As part of a pedestrian initiative, we are developing an interactive trail, bike and walking map, and holding a summit on pedestrian issues in Hamilton. In addition we are developing plans for an Open Streets pilot project in June and September to open James Street North to pedestrians and cyclists on a Sunday morning and afternoon. Smart Commute Hamilton is also working on a Bike Share feasibility study that, when completed, would link worksites to other key areas of interests in the city and provide the foundation for a bike sharing system in Hamilton.

Smart Commute TMA Challenge

The results from the Smart Commute TMA Challenge are in! The challenge was issued in August 2009 to see which TMA could have the largest increase in Carpool Zone users by March 31st 2010. The winner is Smart Commute Hamilton with an AMAZING 117% increase in the number of Carpool Zone registrants from August to March. The Hamilton team saw their number of users increase from 142 in August to 308 during the challenge. As their prize, they will receive a

billboard advertisement run in their TMA this Spring. Smart Commute Mississauga finished a VERY close second with a 113% increase in registrations, adding a whopping 624 users – the most of any TMA.

The challenge was very successful in all TMAs with a 53% increase in subgroups across the GTHA with all TMAs showing an increase. This impressive growth means there are now nearly 6000 members.

Carpool Week

Carpool Week took place across the GTHA from February 1st-5th 2010 with great events taking place from Durham to Hamilton and Toronto to East Gwillimbury. New sign ups during carpool week were 350% higher than regular weeks! TMAs and employers worked very hard to make this event a huge success. The most recent statistics for Carpool Zone below show the excellent results that our recent promotional campaigns have had.



Carpool Zone Statistics

Smart Commute is pleased to provide total commuter savings. Since 2005, carpools have saved **12.6** million dollars!

	Users	Carpools
New*	3160	343
Current Total	5774	779
Historical Total	23,635	2752

* For the period of September 1st to March 1st

	Aug 18 – Mar 1	Since Nov 2005
Est commuter savings	\$2.5 million	\$12.6 million
Est # of SOV trips reduced	78,327	389,194
Est # of emissions reduced	1173 Tonnes	5912 Tonnes
Est # of VKT reduced	5,036,018	25,382,145