



Travel Smarter. Cleaner. Better.

www.SmartCommuteNTV.ca





Overview

- Smart Commute NTV
- Business Case for TDM
- TDM Success Stories
- Opportunities
- Questions



*Something is afoul at Hogwarts when the **Ministry of Magic** fines the school for excessive owl emissions*





Smart Commute NTV

- Not-for-profit *Transportation Management Association (TMA)*, public-private partnership
- Works with multiple partners to implement *Transportation demand management (TDM)* solutions in North Toronto & Vaughan
- Programs facilitate switch to alternative daily commute modes
- Part of a region-wide network of TMAs, supported by Transport Canada



CH2M HILL



ING DIRECT



Dillon Consulting



Programs for Employers

- ✓ Site Evaluation and Employee Trip Reduction strategy & analysis
- ✓ Ride-matching, Car-sharing, Emergency Ride Home
- ✓ Cycling infrastructure improvement plans
- ✓ Workplace promotional events
- ✓ Advocacy for sustainable transportation



Enbridge Vanpool



York University Shuttle



Business Case for TDM

\$3B – in lost time and productivity due to traffic issues, smog effects...

...**\$7,000/yr** – 100 employees arriving 15min late 1 day/ month due to traffic

...**\$20,000** per parking structure space

...**\$9,500** – 10 employees, 1 sick day every 2 months due to stress and poor air quality

...**\$10,000-500,000** – cost to replace and retain employee (3-5 times base salary)





TDM Success Stories

- ✓ 5000 daily vehicle trips reduced
- ✓ 14,000 less tonnes of CO₂ emitted
- ✓ 61,000,000 fewer vehicle km travelled

~ Collective results achieved by seven of Smart Commute NTV's many partners in the past year alone



Environment
Canada

Environnement
Canada



Success Story: York University

- Modal split shift from 70% SOV in 1999 → to 60% alt. modes (transit, carpool, walk, bike) in 2006
- Smart Commute NTV Programs at York:
 - Carpool database, Emergency Ride Home, Bicycle User Group
- Drastically increased transit service for campus (2001-06):
 - ~ 144% increase in bus service to campus
 - Addition of York University GO Transit stop & Hwy 407 Bus
- Deferral of plans to build (min) 2 parking garages - \$80M savings
- Pop. growth at York (28%, 2001-06) was absorbed by alt. modes



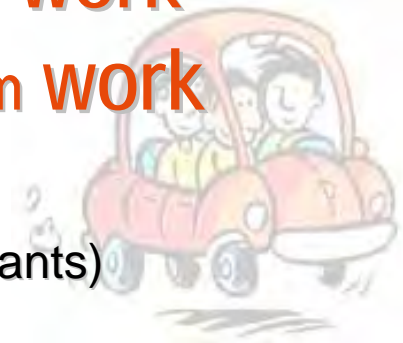
Employee Support for Smart Commuting:

- ✓ 60% say **job satisfaction** is tied to **daily commute**
- ✓ 35% are interested in **transit**
- ✓ 50% are interested in **carpooling**
- ✓ 40% are interested in **telecommuting**

Short Trips - Opportunities for Walking and Cycling:

- ✓ 3% live within **walking distance** from work
- ✓ 23% live within **cycling distance** from work

~Results from employee surveys at nine
of Smart Commute NTV's partners (~1400 respondents)





Achieving Success

- Collaboration between key stakeholders
- Strong Champions
- Joint Advocacy
- Service Improvements
(e.g. HOV, BRT, LRT, cycling lanes)
- Community Outreach
- Long term commitment



Bike event for York
Community



'Unlock Gridlock' fair at
Enbridge



Opportunities Moving to the Next Level

- Employee Trip Reduction Legislation
- Tax-deductible transit passes for employers
- Car-Sharing programs
- Legislative flexibility for vanpool services





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Join us in

Getting **Vaughan** Moving

→ addressing traffic congestion and air quality

with speakers **Ontario Minister of Transportation Donna Cansfield,**
York Regional Chair Bill Fisch and **Vaughan Mayor Linda D. Jackson**



Showcasing 'smart commuting' - carpooling, cycling, hybrid vehicles
Celebrating the expansion of Spadina-York Subway, VIVA bus network
Meet and greet local business leaders and political representatives

Wednesday, June 6, 2007

National Clean Air Day

Rain or Shine





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The direct link between transportation, air quality and the region's health and prosperity will only grow in importance in the coming years.

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