

# THE SMART COMMUTE INITIATIVE

A Collaborative Proposal of the Greater  
Toronto Area and Hamilton to the  
Urban Transportation Showcase Program



# Partners and Supporters

City of Toronto

University of Toronto

McMaster University

Mississauga

Region of York

City of Hamilton

Town of Aurora

GO Smart

City of Brampton

York University

Region of Durham

City of Mississauga

City of Vaughan

Region of Halton

Region of Peel

City of Burlington

Town of Markham

Town of Richmond Hill

Town of Newmarket

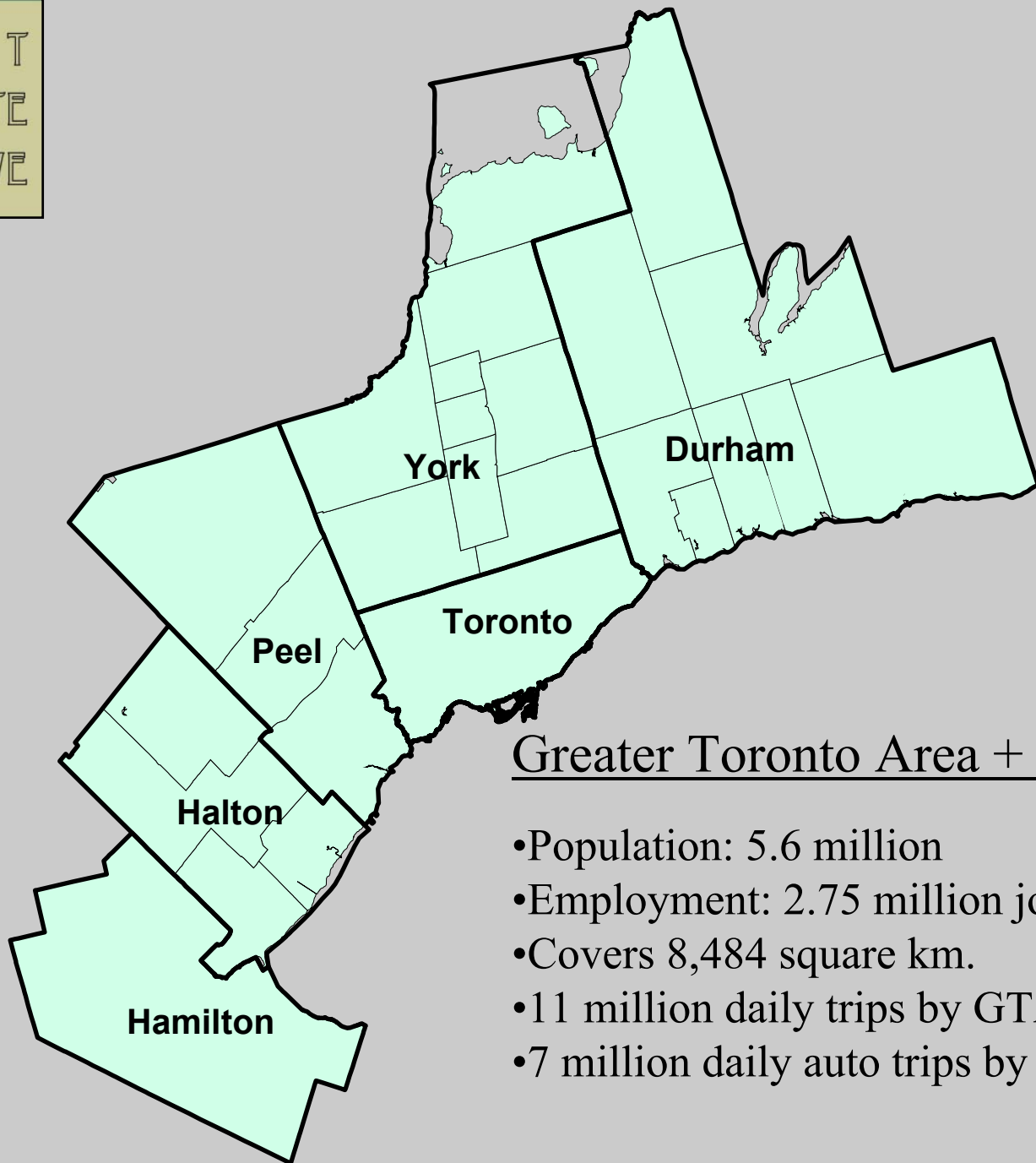
Autoshare

Pollution Probe

Green Fleet

North York Chamber of  
Commerce

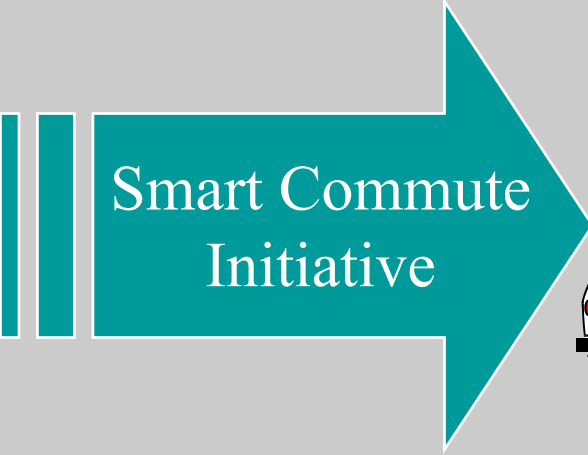
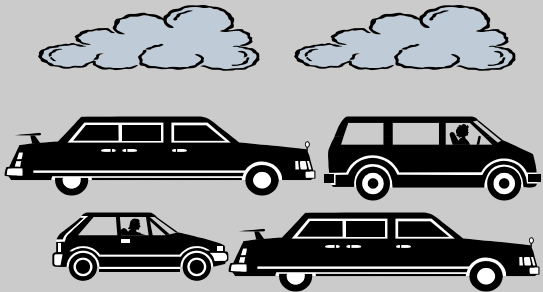
SMART  
COMMUTE  
INITIATIVE



Greater Toronto Area + Hamilton

- Population: 5.6 million
- Employment: 2.75 million jobs
- Covers 8,484 square km.
- 11 million daily trips by GTA residents
- 7 million daily auto trips by GTA residents

# TDM Approach



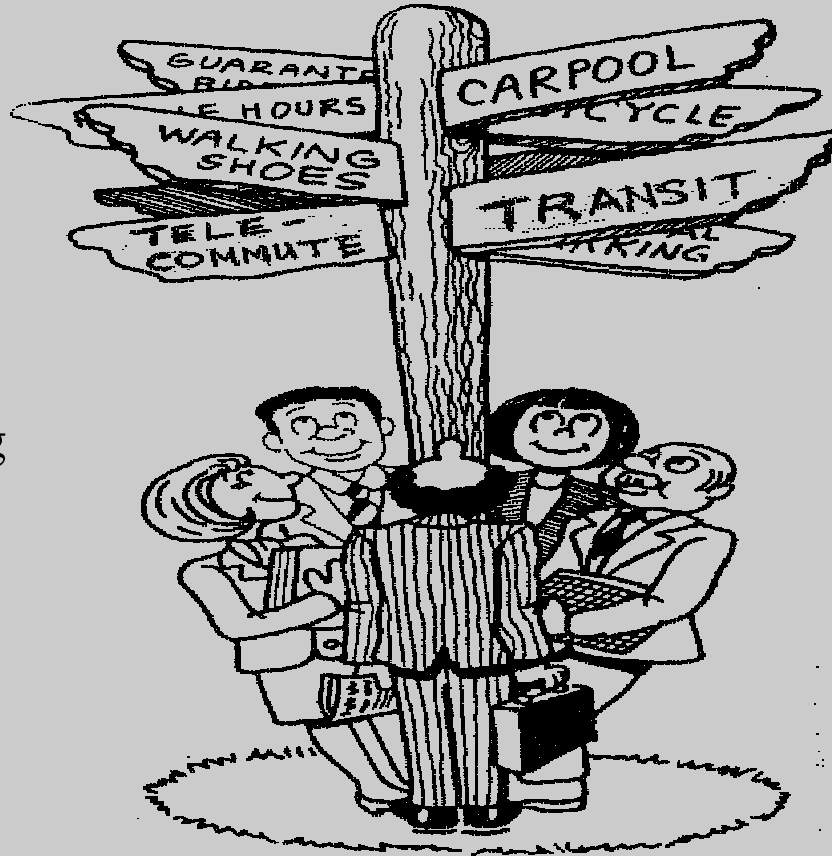
# Key Components of Smart Commute Initiative

1. Offering smart transportation choices through a customized *menu* of commuter options
2. Development of a two-tiered organizational structure for coordination of a *regional-local TDM program*. Which will include:
  - Creation of a regional, non-governmental organization (Smart Commute Association)
  - Formation of up to ten local-based TMAs throughout the GTA

# 1. Menu of TDM Services

## Core Services

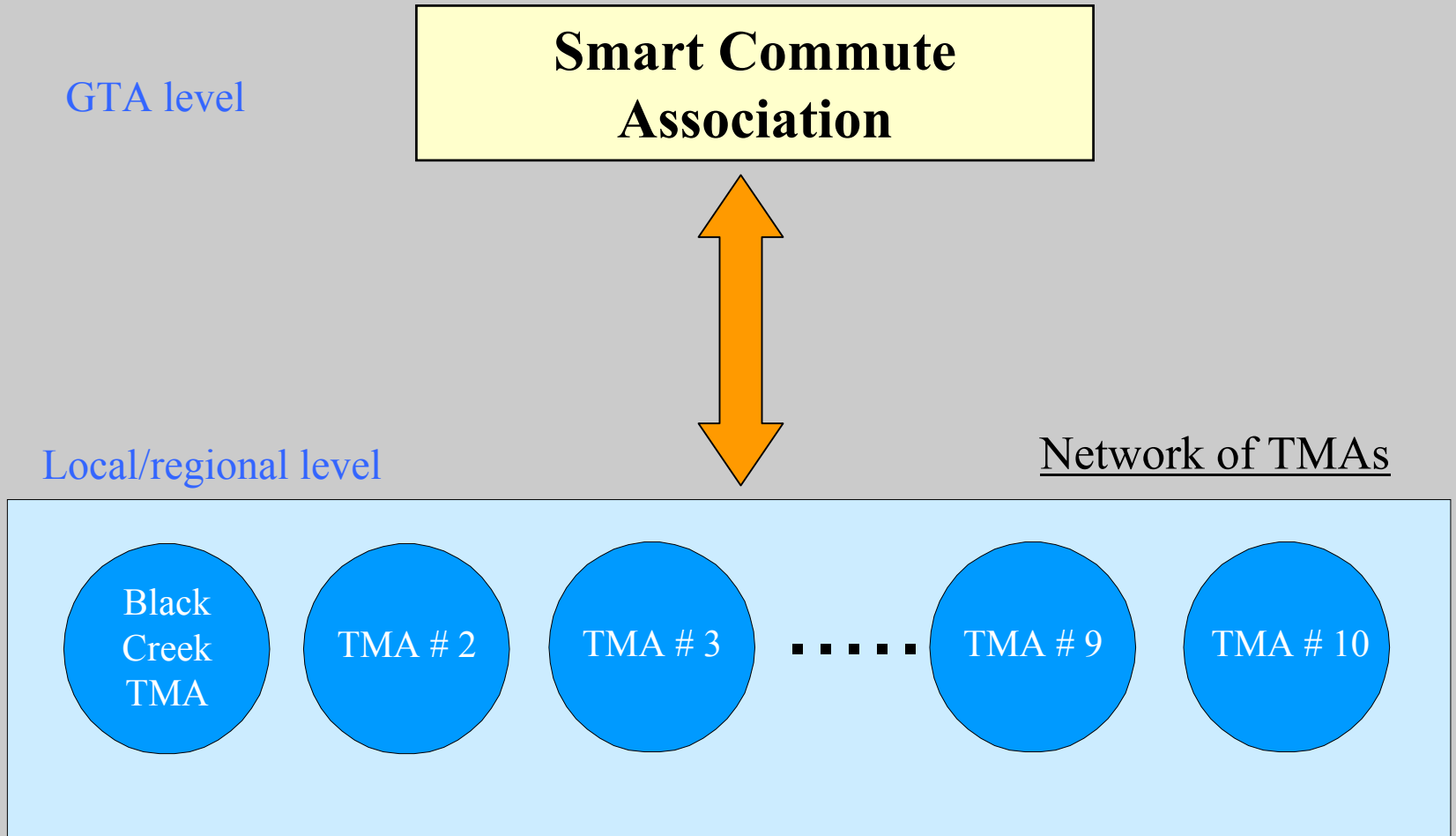
- transit
- carpool
- vanpool
- cycling and walking
- alternative hours /  
compressed work  
week
- telecommuting



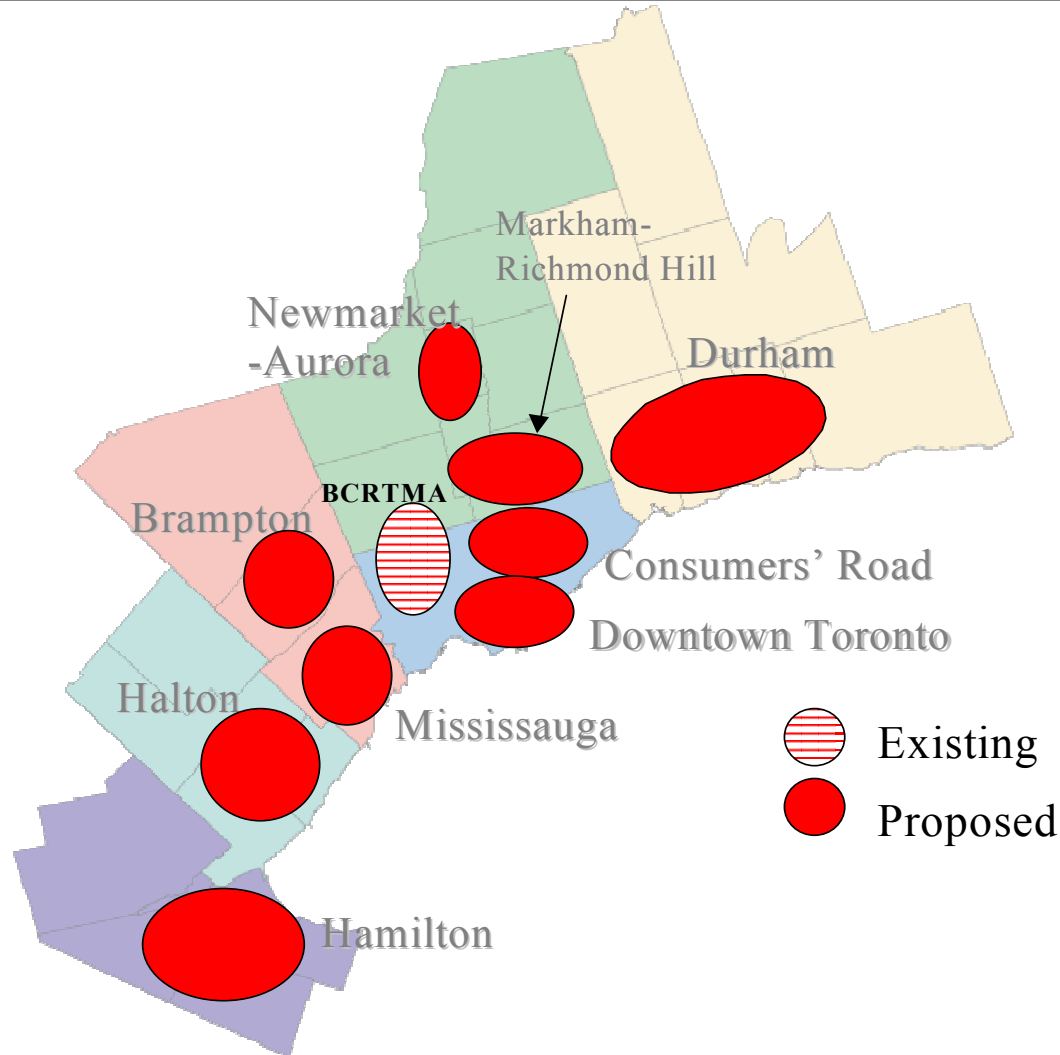
## Support Strategies

- parking management
- incentives and  
subsidies
- marketing, education  
and promotion
- guaranteed ride home
- intelligent  
transportation systems
- carsharing
- on-site amenities and  
TDM-friendly design

# 2. Governance Structure



# Network of Potential TMAs





# Building on Existing Initiatives

- Black Creek Regional TMA
- Town of Markham
- Pollution Probe - S.M.A.R.T. Movement
- Regional Health - 20/20 Clean Air
- GTA Clean Air Council
- Clean Air Partnership
- Greenest City (Walking School Bus, Active and Safe Routes to School)
- TMA Steering Committee
- Existing O.P. and transit plans

# Major Benefits

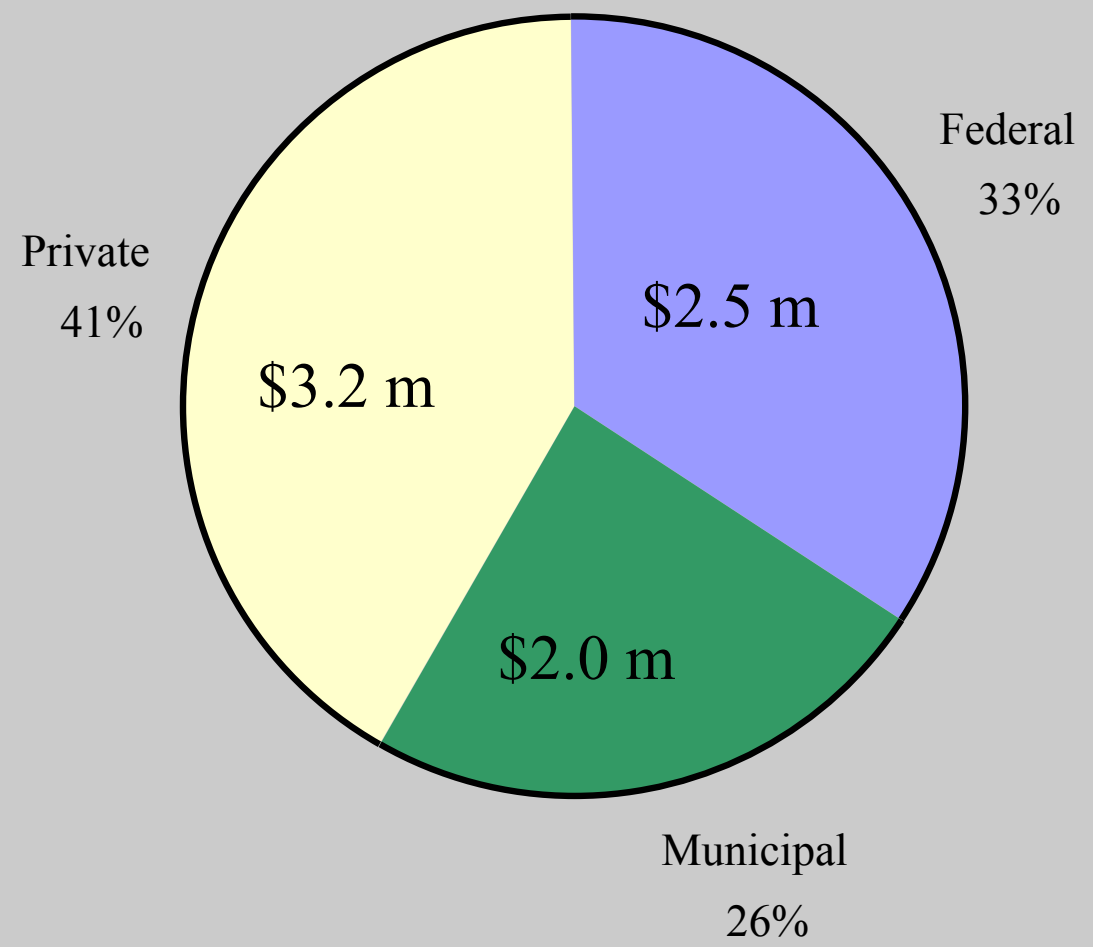
- Support of land use planning and community development objectives, including Growth Management strategies
- Builds on existing initiatives
- Reduce green house gas emissions
- Reduce public and private costs
- Recognition of regional and local roles
- Increased TDM benefit through education/public outreach elements
- Reduced traffic congestion

# Public Outreach

- General Public
- Stakeholder/Employer Outreach
- Commuter Outreach
- School Outreach

# Funding Sources

## 3-Year Budget = \$7.9 M



•Provincial funding being pursued.

# Financial Commitments

- Financial commitments from Toronto, York, Peel, Durham, Halton and Hamilton
- Markham, Richmond Hill, Vaughan, Mississauga, Brampton, etc. also have committed support
- Financial numbers subject to refinement during implementation

# Implementation Schedule

- In 2004
  - Set up Smart Commute Association
  - Set up GTA-wide ride-matching program
- Network of TMAs
  - Assess potential TMA locations over 2004 and 2005
  - Establish new TMAs over 2004, 2005 and 2006
  - Establish Markham-Richmond Hill TMA in 2004

# Current Status

- York Region negotiate funding agreement with Transport Canada on behalf of all contributing partners.
- Municipal partners to develop MOU on roles and responsibilities
- Staffing of Smart Commute Association
- Launch early Summer 2004