

Smart Mobility Durham

2021
Snapshot



**Planning and Economic
Development Department
Transportation Planning**

Smart Mobility Durham

Smart Mobility Durham is the umbrella for the Region's Transportation Demand Management (TDM) programs. These programs reduce the number of single-occupancy vehicle trips by making it easier and more attractive for travellers to use active and sustainable modes of transportation such as walking, cycling and transit.

What is TDM?



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

TDM is a toolkit of strategies including policies, programs, services and investments that create transportation choices. TDM can motivate people to avoid unnecessary trips (e.g. by teleworking), travel outside of peak demand periods, choose routes that are less busy, and use transportation modes such as walking, cycling, and transit. TDM benefits can include:

- Decreased traffic congestion
- Increased physical activity
- Reduced greenhouse gas emissions and better air quality
- More efficient use of existing transportation infrastructure

Smart Mobility Durham's TDM programs include:



Resources, events, online tools and action planning support to encourage sustainable travel behaviour change in workplaces.



Community-facing awareness campaigns, events and other initiatives that encourage Durham Region residents to use active transportation.



Active and Sustainable School Travel (ASST) Program










Initiatives that engage stakeholders across Durham to increase school zone safety and encourage more students to walk, cycle and take the bus.



2021 Snapshot

Overview

In 2021, Smart Mobility Durham's programming focused on increasing opportunities to help promote active, sustainable modes of transportation for both recreational and commuting trips and to expand our suite of tools and options to reach new populations. Key program achievements include:

-  31 Smart Commute workplace members
-  Annual Commuter Survey completed
-  2 information sharing and learning events for ASST stakeholders
-  45,000 employees engaged through workplace events
-  12 schools developing and implementing School Travel Plans
-  Scooter parking options improved at 4 schools
-  Launched a new trip planning and carpool matching app
-  6,100 students positively impacted by the ASST Program
-  25,164 cycling trips made in Durham during Bike Month

Campaigns and Initiatives

Step It Up! Winter Steps Challenge



The Step It Up! walking challenge encouraged employees at SCD workplaces to get 10,000 steps or more / day. Participants logged over 7 million steps, the equivalent of walking from Windsor to Whitehorse!



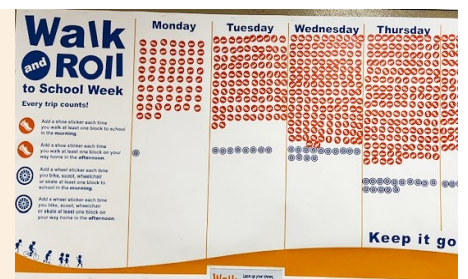
Durham Region's **Bike Month** brand was refreshed this year. Activities hosted by the Region to celebrate Bike Month included a Bike and Buy campaign, a Bike Month Pledge and a cycling safety communications campaign.



Walk and Roll







Walk and Roll to School Week is a new annual challenge for schools across Durham Region held in October. Participating schools track active transportation trips on a trip tracking poster and compete for prizes and trophies.

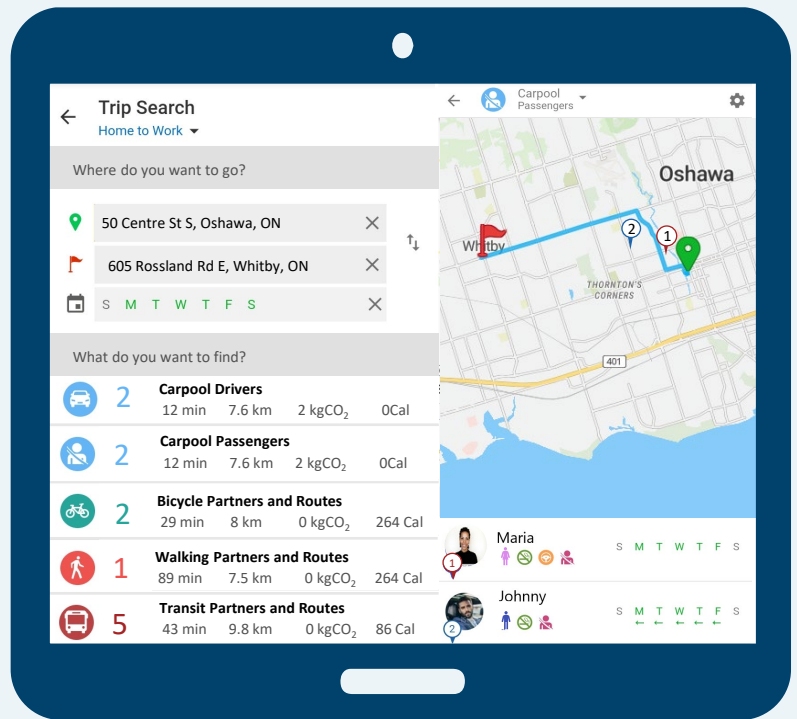


SmartCommute.ca App

The new SmartCommute.ca app helps users connect with a GTHA-wide network of commuters to **discover transportation options**, **find carpool partners** and **plan their trips**.

The app also allows users to log their commutes to:

-  **Measure the environmental impact** of their transportation choices
-  **Learn how much money they save** by using sustainable modes
-  **Find transportation options that save time** getting from A to B
-  **Earn points** towards rewards and prizes for sustainable commuting



The SmartCommute.ca app is available through the Google and Apple app stores and can also be accessed by computer by visiting smartcommute.ca.



School Travel Planning (STP)

STP is a collaborative approach to increasing active and sustainable school travel that works by bringing together community stakeholders to collect data, identify barriers and develop an action plan. Implementing school travel plans can help schools:

- Improve student health and performance
- Reduce risk of collisions around schools
- Reduce environmental impacts

In 2021, the ASST Program began working with a new cohort of schools to begin the 6-step process of creating school travel plans and continued to support schools that are implementing their plans.

The 6-step STP Process

