

Smart Mobility Durham

2022
Snapshot



**Planning and Economic
Development Department
Transportation Planning**

Smart Mobility Durham

Durham Region's Smart Mobility 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. These programs are based on proven Transportation Demand Management (TDM) strategies

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 residents to cycle as an active mode of transportation.



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



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 strategies can include policies, programs, services and investments that motivate people to avoid unnecessary trips (e.g. by working remotely), 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

2022 Snapshot



31 Smart Commute workplace members



45,000 employees engaged through workplace events



12 schools developing and implementing School Travel Plans



Scooter parking options improved at 4 schools



7,833 students positively impacted by the ASST Program



15,200 cycling trips made in Durham during Bike Month

Bike Month



Smart Commute Durham established a multi-stakeholder Bike Month Planning Committee and hosted both in-person and virtual events that residents could participate in throughout the month of June. More participants than ever participated in Bike Month 2022! [Click on this link to read the full Bike Month report.](#)

Back to School safety campaign

In partnership with [Durham Vision Zero](#), the ASST Program organized a six week-long Back to School road safety radio ad campaign aimed at drivers that reached up to 122,000 listeners across Durham.

School Travel Planning



In partnership with Durham District School Board, Durham Catholic District School Board, area municipalities, the Durham Regional Police Service (DRPS), and other stakeholders, the Active and Safe School Travel (ASST) Program continued to work with schools to develop plans to improve pedestrian and cyclist safety in school zones and encourage students to commute actively and sustainably. The 2022 project included the following schools: Good Shepherd in Port Perry, Dr. S. J. Phillips and Northern Dancer in Oshawa, and Elizabeth B. Phin in Pickering.

Ride on: new bike rack officially opened at Regional Headquarters



In April, a ribbon cutting ceremony was hosted to unveil a new bike rack installation outside of the west entrance of Regional Headquarters. The design and location symbolizes the Region's leadership in active transportation and reinforces the importance of cycling in the community. Additional racks will be installed in locations around Durham Region in 2023.