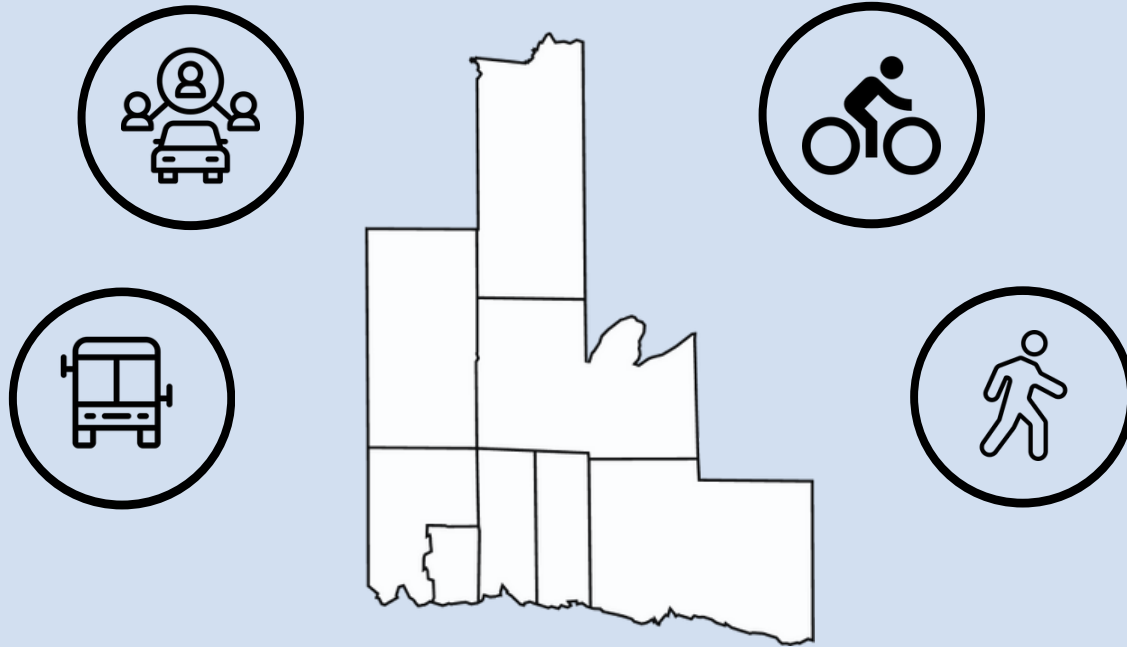




Smart Mobility Durham

2023 Snapshot

Transportation Planning Section



Smart Mobility Durham Overview

Smart Mobility Durham is the Region's umbrella Transportation Demand Management (TDM) program and includes Cycle Durham, Smart Commute Durham and the Active and Sustainable School Travel program (ASST) under its portfolio.

Together these programs employ a range of strategies and tactics, designed to encourage travellers to explore and use active and sustainable modes of transportation when moving around Durham Region and throughout the Greater Golden Horseshoe.

Smart Mobility Durham operates at the intersection of transportation planning and community engagement. Throughout the year staff consult with stakeholders from a wide array of disciplines and sectors to develop and coordinate public relations campaigns and community engagement initiatives to bring awareness to smart mobility and active transportation projects and programming.



Activity: Pedal for Patients

In May 2023, Durham Region partnered with Lakeridge Health Foundation to plan and host the inaugural Pedal for Patients Charity Ride.

This raised awareness about the need for more local cancer care services across Durham Region and highlighted the consistent progress made to support and expand active transportation initiatives by Durham Region and its eight area municipalities.

The success of the first Pedal for Patients ride set a strong foundation to make this event annual. Working with representatives from all eight area municipalities, Pedal for Patients highlighted Durham as a premier cycling destination and allowed attendees to learn about active transportation projects being conducted throughout Durham Region.



Achievements:



**\$97,000 funds raised
for local cancer care**



96 registered riders



11 community partners

Activity: School Safety Travel Plans

Durham's Active and Sustainable School travel program works with both the Durham Catholic District and Durham Public District school boards to understand how students travel to and from school and how they can be encouraged to adopt more active and sustainable modes like walking, cycling and taking the bus.

ASST works alongside school staff, public health, police and other stakeholders to create safety plans in and around school zones with the goal of increasing pedestrian and cyclist safety.

These plans can include adding elements like bike and scooter parking, stop signs, crosswalks and traffic calming technology to make the environment safer for everyone.

Achievements:



223 Walk and Roll to school participants



8 School Safety Travel Plans completed



Walk and roll to School is ASST's Bike Month Campaign, students who usually get dropped off in a car are encouraged to explore walking or rolling to school through a pledge



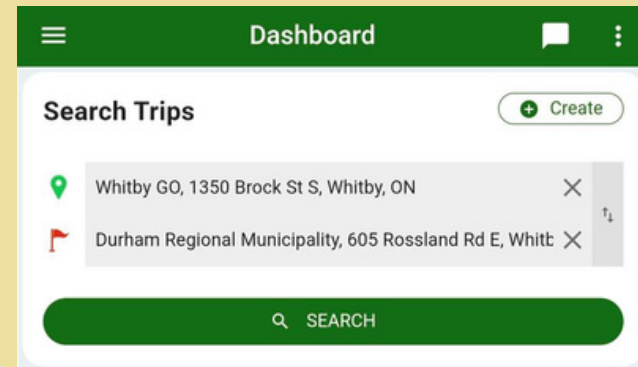
The youth cycling guide is distributed to participating schools across Durham Region annually. Students are taught cycling and road safety in the lead up to Bike Month in June

Activity: Smart Commute

Smart Commute is Durham Region's workplace based commuter program and operates across the Greater Toronto and Hamilton Area (GTHA), as well as in Sudbury.

Smart Commute Durham conducts surveys, site analysis and action planning support to 32 employers across the Region. The ultimate goal of the program is to gather information about how commuters travel to and from work, reduce the barriers they may face throughout their journey, and encouraged people to explore and use more active and sustainable modes of transportation.

Smart Commute uses a ride-matching application where users can create a trip profile with their starting and ending destinations. Once entered, the app searches for other users travelling in the same direction in an effort to match riders with drivers for a smarter commute.



Achievements:



45, 200 employees reached through annual engagement events and initiatives



300 annual survey respondents from across Durham Region



136 Smart Commute User Profiles created



The 'Step It Up' Walktober Challenge happens every October, Durham Region and Hamilton employees compete on the Smart Commute app to see who can walk more kilometres in two weeks as a way to get people out of their cars and onto more trails!

Activity: Bike Month

Bike Month is one of Durham Region's most active and attended annual community engagement campaigns.

Each June hundreds of Durham residents and visitors get out to explore their neighbourhoods through local learn to ride events and community workshops on bike maintenance and road safety, planned and coordinated by Durham Region and its eight area municipalities.

Bike Month also allows transportation planning staff the opportunity to showcase ongoing projects and programming.

Those wanting to participate in Bike Month can do so through a variety of events and initiatives including Smart Commute's bike to work day, Cycle Durham's Pedal for Patients Ride, and ASST's walk and roll to school campaign.

Achievements:

