

Smart Mobility Durham

2024 Snapshot

Smart Mobility

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.

These three programs work in tandem to employ a range of communications and public relations tactics, designed to encourage travelers to explore and use 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, Smart Mobility Staff consult with stakeholders from a wide array of disciplines and sectors from across the Region to develop and coordinate public relations campaigns and community engagement initiatives to bring awareness to sustainable transportation initiatives happening across Durham Region and the Province.



Active School Travel

The Active and Sustainable School Travel program (ASST) works across Durham Region to understand how elementary school students travel to and from school and how more students can be encouraged to adopt active and sustainable modes of transportation like walking, cycling and taking the bus for their commute to school.

Each school year, a cohort of schools from across the Region's eight local area municipalities are invited to participate and identify transportation and traffic issues in and around their school zones. The ultimate goal is to make the school zone and surrounding neighbourhoods safer for all road users.

School recruitment occurs from September until February through a nomination process coordinated by Smart Mobility staff with input from local and Regional stakeholders. Once a cohort is identified, School Principals, School Board Representatives, Health Department, Durham Regional Police Services, and Area Municipal Planning staff are briefed and asked to assist in developing School Travel Plans (STPs). STPs are informed via multiple data sources including a family survey, site visit, traffic data analysis and in-depth consultation with school administration.



120 Bike to
School Day
Participants



4 Schools
Engaged
through the
STP Process

Photo Description: Smart Mobility staff and stakeholders on a school walkabout in May 2024

Smart Commute



Smart Commute Durham works with businesses throughout the Region to encourage staff to adopt sustainable commuting options like carpooling, cycling, taking public transit, or walking (if they are able). This is done through offering incentives and programming that supports these alternative transportation modes to the single occupant automobile (SOV). Annual programming includes:

1. Winter commute month in February
2. Bike Month in June
3. Smart Commute Month in September
4. WALKtober in October

Smart Commute is an Ontario wide organization and there are also chapters in Hamilton, Halton, York, Toronto, Sudbury, London and Bruce County. Smart Commute Durham collaborates with workplaces to implement programs like employee bike sharing schemes, carpooling programs, and adding bicycle parking and repair infrastructure.

The ultimate goal of Smart Commute Durham is to understand the different types of commuters that travel to and from Durham, the Greater Toronto and Hamilton Area and beyond. Additionally Smart Commute Durham gathers information on how commuting occurs on a day-to-day basis across the Region and focuses on removing barriers to sustainable transportation uptake.

The screenshot shows the 'Dashboard' of the Smart Commute app. It features a green header with a menu icon, the word 'Dashboard', a chat icon, and a settings icon. Below the header is a 'Search Trips' section with a '+ Create' button. Two location entries are listed: 'Whitby GO, 1350 Brock St S, Whitby, ON' and 'Durham Regional Municipality, 605 Rossland Rd E, Whitb'. A green 'SEARCH' button is at the bottom.

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 smarter commutes.

Cycle Durham



Cycle Durham is the community engagement arm of Smart Mobility Durham and works to encourage and educate the general public about cycling and cycling related skills and activities. Through Cycle Durham, Smart Mobility staff coordinate events and campaigns activities like Bike Month which happens every June across Ontario.

Bike Month is Smart Mobility Durham's premier community engagement campaign and is run through Cycle Durham. Throughout June, Durham residents are invited attend workshops and participate in cycling related activities that are designed to promote cycling as well as to showcase Durham Region as a spectacular place to live, work, play and cycle.

Each program under the Smart Mobility Banner incorporates Bike Month elements. Smart Commute also promotes Bike to Work Day whereas our Active and Sustainable School Travel programs coordinates and executes Walk and Roll to School Day.

In Partnership with the four foundations of Lakeridge Health (Ajax Pickering, Oshawa, Bowmanville and Port Perry), the Region supported Bike for Health. This charity bike ride was held on June 2, 2024 and started/ended at Ajax Downs.



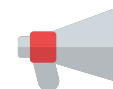
Photo Description: Bike to Work Day was held at the Regional Headquarters building on June 6, 2024 for the first time since the Pandemic



250 Bike For Health
Charity Ride Participants



30 Bike Month Pledges



3 Targeted Campaigns
conducted throughout
Bike Month