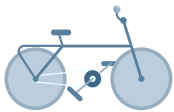


# Smart Mobility Durham

2025  
Snapshot



**Community Growth and Economic  
Development Department**  
**Transportation Planning**

# Smart Mobility Durham

Smart Mobility Durham serves as an umbrella term for the Region's three Transportation Demand Management (TDM) programs that employ TDM strategies and initiatives to help reduce the number of single-occupancy trips throughout Durham Region. The goal is to encourage active and sustainable modes of transportation such as walking, cycling, and transit:

- Cycle Durham
- Active and Sustainable School Travel Program
- Smart Commute Durham

## What is TDM?

Transportation Demand Management (TDM) is the application of strategies and principles that help increase efficiency of transportation systems. This is often achieved by reducing travel demand by alleviating congestion and redistributing travel behaviour across other modes of transportation. TDM encompasses a wide range of strategies, including but not limited to promoting public transit, carpooling and ridesharing, flexible work options, infrastructure improvements and more.



**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

## Smart Mobility Durham Programs



Cycle Durham leads community-focused campaigns and events, including Bike Month, to inspire residents and visitors to cycle and embrace active transportation.



### Active and Sustainable School Travel (ASST) Program

The Active and Sustainable School Travel (ASST) Program works with partners across Durham to make school zones safer and inspire more students to walk, cycle, or take the bus.



Smart Commute Durham is a program that helps individuals and agencies travel efficiently and sustainably by reducing single-occupancy vehicle trips.



# 2025 Snapshot

## Cycle Durham



Cycle Durham works closely with Smart Commute Durham and the ASST Program to encourage residents to bike more often by supporting safe cycling routes, skills, and connections across the Region. This program promotes cycling as a healthy, sustainable, and fun way to travel while helping people feel confident riding in their communities. Below are highlights from the programs and campaigns delivered throughout 2025.

### Bike Month 2025



#### Bike to Work Day June 2025

- 200+ staff attended at Regional HQ.
- 21 employees biked into work.
- Attendees participated in activities with vendors, bike tune-ups, and DRT bus bike-rack demos on-site.

#### Municipal Bike Month Events

- Promoted Ajax Trailfest, Oshawa Pedal Into June, and Whitby Bike Repair Clinics.

#### Bike Pledge & Bike Bingo Contests

- 25 residents pledged to cycle throughout June or entered the Bingo contest.

#### Smart Commute Trip Logging Contest

- Eight participants logged 84 bike trips in June.

#### One-Metre Cycling Safety Campaign (July 14 – Sept 7)

- **Region-wide awareness campaign** reminding drivers to leave one metre when passing cyclists.
- **18 ads** placed on transit shelters, buses, and roadside signs.
- **New web page launched** to support cyclist and driver safety.

**We all share the road. Let's share it safely.**

**Give cyclists one metre.**









# 2025 Snapshot

## Active and Sustainable School Travel Program

### Active and Sustainable School Travel (ASST) Program

The Active and Sustainable School Travel (ASST) program works across Durham Region to understand student travel patterns and promote active, sustainable ways for elementary students to get to and from school. Below are highlights and photos from the 2025 programs and campaigns.

#### Walk & Roll to School Contest Key Highlights

- Open to all **DDSB** and **DCDSB** schools.
- **Encouraged** students to walk, bike, or roll to school for three weeks.
- **Four schools** submitted weekly bicycle-rack photos.
- **68 bicycles** counted over the three weeks across participating schools.
- Top schools **awarded two bikes** based on student raffles.

## Walk and Roll to School Week

Thursday June 5, 2025

#### How does it work?

School staff will snap a photo after the morning bell of the bike/scooter parking area every Thursday from June 5 – June 19, 2025. The school with the most bikes consistently will be entered to win a bike to raffle off at a future school event.

This photo should be emailed to: [activetransportation@durham.ca](mailto:activetransportation@durham.ca) by a school administrator to qualify for the bike prize.



### ASST - School Travel Plan Program

A core component of the ASST program is the preparation of School Travel Plans which invites several elementary schools within Durham Region to participate annually in a review of the barriers and opportunities to active and sustainable school travel creating an action plan for the school community. The School Travel Planning process involves local and regional stakeholders to engage in data collection activities such as a family survey completed by the parents/guardians of the recruited schools, traffic observation of the morning drop-off, and a neighbourhood walkabout around the school community.



#### 2025 School Travel Plan Highlights

- Four schools participated in 2025.
- Identified action items included:
  - Evaluating parking lots for a second exit.
  - Adjusting intersection signal timing.
  - Installing additional bike racks.
  - Completing sidewalk repairs.
- All participating schools received a new scooter rack.

# 2025 Snapshot

## Smart Commute Durham



Smart Commute Durham supports efficient, sustainable travel by reducing single-occupancy vehicle trips. Commuters log their daily travel to help the Region better understand commuting patterns. The program promotes carpooling, cycling, public transit, walking, and other sustainable modes through annual campaigns and events, with key highlights summarized below.

### 2025 Event Highlights

June 2025

#### Ontario Tech University Bike Day

- 10 riders

July 2025

#### Safran Landing Systems Health and Safety Event

- 100 riders

July, August 2025

#### Waterfront Trail Pop-ups, Town of Ajax

- ~120 riders

September 2025

#### Waterfront Trail Pop-up Durham Region Cycling Coalition

- ~50 riders

October 2025

#### Pickering Sustainable Home Expo

- ~200 attendees
- Sustainability initiatives showcased
- Promoted Cycle Durham + Smart Commute
- Popular swag: bike bells, lights, safe cycling guides

November 2025

#### Climate Forum

- ~200 attendees
- Hosted at Regional Headquarters
- Engaged community partners on climate action
- Promoted safe cycling + provided cycling swag across 30 Canadian municipalities

November 2025

#### TDM Collaboration Forum

- Discussed approaches to Transportation Demand Management across Canada
- Key themes: planning, engineering, communication, outreach

### 2025 Smart Commute Campaigns

#### Winter Commute Month - February 2025

- Participants tracked **eco-friendly trips** through the Smart Commute app.
- Featured four themed webinars on **winter cycling, carpooling, and mobility research**.

#### Bike Month - June 2025

- Participants successfully logged **84 bike trips** in the month of June.
- Worked with area municipalities to support their **Bike Month Events**.
- Successfully hosted **Bike to Work Day**.

#### Smart Commute Month - September 2025

- **150+** survey participants.
- **Five prize** winners.
- **Three** well-attended webinars on **winter commuting, micromobility, and midday movement**.

### 2025 Smart Mobility Achievements

