

**2007 Transportation Association of Canada  
Sustainable Urban Transportation Award Submission**

**Transportation Demand Management:  
From Concept to an Established Program**

**Submitted by  
The Region of Peel**

March, 2008

 **Region of Peel**  
*Working for you*

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# 2007 TAC Sustainable Urban Transportation Award Submission

## Transportation Demand Management: From Concept to an Established Program

Nominee: Regional Municipality of Peel, Brampton, Ontario

### 1. Background

Peel Region is well served by an excellent multi-modal transportation system, which has contributed to its vibrant economy and high quality of life. This, in turn has led to phenomenal growth over the last 30 years. However, the expectation of continued rapid growth over the next 30 years brings with it major transportation challenges. We know that we cannot build our way out of congestion by expanding the road and highway network, or focusing exclusively on transit. Solutions to congestion must be multi-faceted and focused on the more efficient use of existing infrastructure, including transit and other Transportation Demand Management (TDM) measures such as carpooling, teleworking and active transportation modes such as bicycling and walking. Peel Region began emphasizing TDM within its Long Range Transportation Plan in 2004. Historically, congestion was addressed strictly from the supply side – that is, widening roads. We endeavoured to shift this traditional way of thinking to focus on demand management, or the more effective use of existing infrastructure. Through the implementation of TDM measures, it was hoped that Peel Region could more effectively and efficiently manage its existing congestion problem as well as anticipated traffic growth.

Prior to the preparation of the LRTP, Peel Region Council, businesses and residents were largely unaware of TDM and how it could help address transportation issues. This award submission outlines the process of:

- How we brought awareness of TDM to Peel Region
- How we created the desire for Peel Region staff, residents and businesses to participate in TDM
- How we educated users on the TDM options available to them
- How we provided residents and businesses with the ability to participate in TDM initiatives
- How we have become an example for others
- How we reinforce TDM in Peel Region

It is our belief that our systematic approach can be replicated in other communities and TDM can be introduced as a useful tool to support a sustainable transportation system.

### 2. Peel's approach to TDM

Introducing a new and unfamiliar concept, such as TDM, requires time. The process of implementing TDM in Peel began in 2004, as we began assembling the Long Range Transportation Plan. Approximately three years later, the results have been exceptional. *Recognizing that we have achieved some success, in particular, in securing sustainable*

*funding, we feel confident that this is the right time to submit an award application and share our experience with others.*

## Introduction

An integral part of the Greater Toronto Area, the Region of Peel is located just west of the City of Toronto. Peel Region is composed of three area municipalities: the City of Mississauga, the City of Brampton and the Town of Caledon. In 2006, the Region of Peel had a population of approximately 1.16 million and over 650,000 jobs.

In 2003, as part of the Official Plan Review, Peel Regional Council directed staff to develop a Long Range Transportation Plan. This provided an excellent opportunity to examine how Peel Region's transportation system should be developed over the next twenty years. The growth in employment and population as well as projections from our transportation forecast model led us to conclude that traffic congestion in the Region would only become worse in the future if our only course of action was to widen roads. We realized that this "business as usual" approach was not *sustainable*. Therefore, as we began developing our Long Range Transportation Plan, we seized the opportunity to look at solutions to commuting problems through a different lens. That is, managing transportation demand, rather than simply widening roads, to optimize the existing and future transportation system.

## Building TDM Awareness and the need for change

In order to effectively implement TDM in Peel Region, it is important that TDM policies are included in policy documents, including the Long Range Transportation Plan and Regional Official Plan. Council approval of these documents provides direction and confirms support in carrying out TDM programs and services in Peel. Such direction provides justification for the inclusion of funding to implement TDM programs and services in the annual budget.

Since approval of an Official Plan amendment must proceed through a public consultation process, it is important that the public and stakeholders are aware of, and support, TDM. In addition, successful implementation of TDM requires cooperation and coordination of all of the area municipalities within Peel, its neighbouring municipalities, other levels of governments as well as the private sector. Therefore, it is critical to build TDM awareness to all the above parties.

In order to provide appropriate input into the Long Range Transportation Plan and the Regional Official Plan, a TDM study was undertaken. To build awareness and ensure stakeholder input was included in this study, a TDM workshop was also organized.

To create an atmosphere of public-private cooperation, the workshop was hosted by Nortel Networks, a major employer in the Region. The Honourable Susan Fennell, Mayor of Brampton, and Roger Maloney, then CAO of Peel Region, delivered opening remarks. Approximately seventy participants attended, including councillors, representatives from all levels of government, transit agencies, public health institutions and the private sector.

This workshop also caught the attention of the local news media, resulting in several stories profiling the efforts to implement TDM initiatives within Peel Region.

#### Creating the desire to participate in TDM

After building awareness through the workshop and media, stakeholders became aware of TDM and how it could address their commuting problems and concerns. At the same time, through the exchange of ideas in the workshop, we were able to identify stakeholders who had an interest in further participating in Peel's TDM initiative.

The initial TDM workshop was a good beginning; however, further meetings with interested stakeholders were conducted to address concerns around the implementation of TDM initiatives. These concerns typically related to parking, employee recruitment/retention or environmental issues. The meetings helped employers to recognize that there were options available to them, even if they could only devote limited resources to the implementation of TDM initiatives. Through these meetings, we created the desire for stakeholders to join with the Region and support TDM.

Having obtained support for TDM programs from major employers in Peel, Regional staff were able to solicit support from Council to allocate funding and staff resources to move forward with TDM initiatives. At the same time, we used private sector and Council support to leverage funding from senior levels of government. For example, through the Smart Commute Initiative, we were successful in using in-kind and cash contributions from stakeholders and the Region to leverage funding from Transport Canada's Urban Transport Showcase Program.

As Smart Commute gained popularity in the Region, many more employers became interested in implementing TDM programs. Many realized that the pool of resources available through Smart Commute would be far more effective at tackling employees' commuting issues than if they were to implement demand management programs on their own.

#### Including TDM in the Regional Official Plan

Through building awareness and creating the desire to implement TDM in the Region, we gained support from Councillors, stakeholders and the public to endorse an amendment to the Regional Official Plan that included TDM policies. Each one of the proposed TDM policies were endorsed by Peel Regional Council under Regional Official Plan Amendment 16 in September, 2005. The inclusion of TDM policies into the Regional Official Plan indicated official support to implement TDM in Peel Region; and assisted us in receiving continuous funding in the Region's annual budget process. In addition, it also helped to secure a full-time TDM coordinator position in the Region to work on TDM related projects.

#### Providing the knowledge to implement TDM

Once we had the official support and desire from stakeholders, the next step was to provide the knowledge and mechanism to implement TDM.

Based on feedback from the workshop, findings from the TDM study report, subsequent meetings with stakeholders, and resources available, we realized that it was impossible to introduce TDM measures to all residents and workers in Peel. Therefore, in order to maximize the TDM impact, it would be most effective to concentrate our efforts on committed major employers and major business buildings where there were high concentrations of workers. This way, we could communicate to a large audience and would be more likely to successfully form carpools that would reduce single occupant auto trips.

Since successful implementation of TDM requires support and partnership from both the public and private sector, the formation of Transportation Management Associations (TMAs) was considered a good first step. TMAs are geographically based non-profit membership organizations dedicated to providing a variety of transportation services and programs for commuters. TMAs are a mechanism to help implement TDM measures, which seek to reduce traffic congestion and improve air quality by focusing on means to reduce auto demand, particularly peak-period work trips.

As a result, two TMAs were launched in Peel Region. Smart Commute Mississauga was launched in November, 2005 and Smart Commute Brampton-Caledon was launched in June, 2006. The Boards of Directors of these two TMAs are composed of senior executives from the private sector. As well, TMAs are staffed by experts in the field of Transportation Demand Management.

TMA staff frequently meet with interested employers or institutions to understand their employee commute situation and provide them with information on how to develop an employee commute option program that will benefit them and address their concerns. Once interested employers recognize the benefits and know that a TMA staff person can guide them in the implementation of an employee commute option program, the likelihood of them participating is high. At present, over twenty employers have either developed or in the process of developing an employee commute options program for their worksites. These employers account for over 25,500 workers.

#### Providing the ability to participate in TDM

Since many of the target companies are not familiar with TDM, it is important to offer them an easy to understand and easy to implement “*turnkey*” employee commute option program. A “*turnkey*” program minimizes the efforts of the employer in implementing TDM initiatives. TMA staff offer guidance throughout the process. This, in turn, provides employers with a high level of confidence that the implementation of TDM initiatives will receive desired results. Turnkey programs were designed by TMA staff, in conjunction with the Region of Peel’s Transportation Demand Management Coordinator, and successfully implemented in the two Peel TMAs.

### The Region of Peel as an Example

We felt that the best way to convince others to implement TDM initiatives was for Peel Region, as an employer, to “*walk the walk*” and demonstrate that the Region is committed to implementing an employee commute option program in their workplace. In November 2005, the Region of Peel became the first employer in Peel to implement TDM measures in their worksites. Through the implementation of our own TDM measures, we are also able to share our lessons learned with other employers and improve our program.

### Reinforcing TDM in Peel Region

After successfully implementing TDM and employee commute option programs in a number of worksites, we felt it important to reinforce that the implementation of Peel’s TDM program was achieving the objectives that we hoped it would.

Internal newsletters and local media told numerous stories about Peel employees using sustainable modes of transportation. We also prepared reports to inform Council of our success and recommend expansion of the TDM program to address our transportation, environmental and health problems. These articles and reports further helped us to build awareness and bring TDM in Peel to the next level.

With more awareness of the effectiveness of TDM and demonstrated success, we were also successful in including TDM in our 2007 Development Charge By-law as a tool in managing our traffic growth and securing stable funding to continue implementing TDM in Peel Region.

### **3. Success to Date**

Since the implementation of Peel Region’s own employee commute reduction program and the launch of Smart Commute Mississauga and Smart Commute Brampton-Caledon, we have successfully reduced:

- 200 tonnes of Greenhouse gas emissions
- 210,600 kgs of air pollution
- 898,000 km of vehicle travel
- 127,000 single occupant vehicle trips

Since we only began implementing TDM measures in the last two years, the level of success experienced may not yet be considered substantial; however, we consider it a good start. As we continue to develop TDM strategies in Peel and increase awareness of the benefits of such strategies, it is our hope that we can be successful in changing behaviour as we have done with respect to recycling. The large scale implementation of TDM initiatives in Peel will enable the Region to accommodate the anticipated future growth in population and employment by maximizing the use of existing infrastructure.

In addition, the Region of Peel has played a significant role in successfully convincing Metrolinx (formerly known as the Greater Toronto Transportation Authority) to take a major role in

implementing TDM in the Greater Toronto and Hamilton Area. In January 2008, Metrolinx took over the administration of the Smart Commute Initiative that was initiated by the Greater Toronto and Hamilton municipalities under Transport Canada's Urban Transportation Showcase Program. This transition means Metrolinx is responsible for some of the GTA and Hamilton wide TDM activities like the "Carpool Zone" – the regional ride-matching service, and provide matching fund to support the operations of local TMAs.

#### **4. Peel's TDM initiative is innovative**

Unlike other sustainable transportation initiatives that are project based, we have utilized a high level, strategic approach to tackle unsustainable transportation by integrating TDM as part of Peel Region's Official Plan. Using the TDM Study Report, the first TDM specific study report prepared in the Greater Toronto Area, we have created a new TDM section in Peel's Official Plan. This approach provides us with official direction and support to carry out TDM measures in our community - not on a project by project basis, but rather in a long term, systematic, and sustainable fashion.

Successfully implemented TDM measures create confidence in such programs as a means of encouraging sustainable travel and reducing environmental and health impacts. Further, those who switched to a sustainable travel mode also feel empowered that as individuals, they can make a contribution in reducing congestion and air pollution.

The development of TMAs illustrates a true public-private partnership. Senior executives from the private sector volunteer their time to become board members and TMA members pay fees to support the implementation of TDM measures in their respective organizations. For example, it is anticipated that about 27 per cent of Smart Commute Mississauga's 2008 budget will come from private sector membership fees.

As a result of this systematic approach, we have also built the support required to become the first regional municipality in Ontario to secure Development Charges funding in support of TDM measures. This is a significant accomplishment as it ensures continuous funding to support further implementation of TDM in Peel Region.

#### **5. Peel's TDM initiative enhances sustainable transportation**

For employees:

Through the implementation of a commute option program, employees who choose sustainable modes such as carpooling, cycling, walking, teleworking or transit are less stressed and more productive. They also feel good about their contributions in helping to reduce congestion and air pollution.

For employers:

Less stressed employees help to improve productivity. A good employee commute option program also helps employee recruitment and retention by offering attractive and cost-effective alternatives to driving alone. For those worksites with a shortage of parking, TDM measures can help to resolve parking problems by encouraging employees to use sustainable modes.



For Peel Region:

Implementing successful TDM measures can help to manage travel demand, and as a result, will help to delay or even eliminate future road widenings. This will reduce the environmental impact as well as capital and maintenance costs for roads. In addition, the cost to implement TDM is far less than that to build or widen roads. Further, with less auto trips, we will have less air pollution, more people cycling and walking and less stressed workers. In short, we will have healthier residents and workers in our community. This, in turn, will help to relieve the current burden on our health care system.

Since the formation of TMAs creates public-private partnerships, we are engaging the private sector's help to address and solve our community's problem together. This environment helps to foster communication and build consensus within our region in addressing our transportation issues. By successfully convincing senior management from the private sector to become board members for the two TMAs, we have demonstrated our commitment to establishing trust and communication between the public and private sectors. Through partnerships such as these, we hope to develop a more sustainable transportation system in Peel Region.

In addition, we are also excited to see the local and GTA-wide media interested in TDM initiatives. This media exposure helps us to promote and build TDM awareness to the general public.

#### **6. Peel's TDM initiative is transferable to other Canadian Communities**

The lack of education and interest in sustainable travel modes is a problem that persists in many parts of Canada, and indeed the world. Peel Region's success in the implementation of its two TMAs can be replicated in virtually any other community, provided that there is a will to do so.

**Appendix 1**  
**News Releases**



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## Brampton-Caledon

# News Releases

### Smart Commute Brampton-Caledon Launched: Region of Peel, City of Brampton, Town of Caledon, The Brampton Board of Trade, and Caledon Chamber of Commerce announce support of Smart Commute Brampton-Caledon and Carpool Zone

**Brampton, June 14, 2006** - The Brampton Board of Trade, the City of Brampton, the Town of Caledon, Caledon Chamber of Commerce, and the Region of Peel teamed up today to announce the launch of Smart Commute Brampton-Caledon and promote its web-based carpool matching service, Carpool Zone.

The Region of Peel has seen a great deal of population and economic growth over the last decade. As a result, Brampton is the third largest city and its economy is among the strongest in the GTA. The town of Caledon has seen enormous growth also, and is expected to reach 90 thousand by 2031. Along with this growth comes gridlock, which has a detrimental effect on the flow of goods and services.

Smart Commute Brampton-Caledon was developed as a pre-emptive strike against future transportation problems in the Region. The goal is to tackle congestion and reduce air pollution by educating, advocating, and promoting sustainable transportation options to employers and employees in the Brampton-Caledon area. It is a partnership between private and public organizations, with support from The Brampton Board of Trade. The program receives financial support from Transport Canada, Region of Peel, the City of Brampton, the Town of Caledon and institutional and business partners.

Carpool Zone, accessed from the [www.smartcommute.ca](http://www.smartcommute.ca) website, is a carpool matching service which acts as a searchable database of classified ads and will serve a 250 km radius from downtown Toronto across the Greater Golden Horseshoe. To sign up, commuters create a free account where they fill out a simple questionnaire about their commute, such as time, origin and destination.

Attending today's event were the Honourable Donna Cansfield, Minister of Transportation, Susan Fennell, Mayor, City of Brampton, Marolyn Morrison, Mayor, Town of Caledon; Emil Kolb, Peel Regional Council Chair, Sheldon Leiba, General Manager of The Brampton Board of Trade, and Elaine Moore, Regional Councillor, Brampton. Mayor Fennell fully supports the program and encourages everyone in Brampton to get involved. "The Brampton-Caledon Smart Commute is a great service in our area, not just for commuters but for our businesses too," the Mayor said. "Our area is growing and the best way to manage this growth is by finding transportation alternatives. We're an industry hub, so we have to ensure that our local highways are

flowing so that our goods and services also continue to flow."

Mayor Marolyn Morrison added, "That as municipal leaders, we must encourage and promote alternative options to single vehicle occupancy and do our part to preserve and restore our air quality. Everyone can start making a difference today by getting involved with Smart Commute Brampton-Caledon."

Chair Emil Kolb said that since last November, Region of Peel employees have participated in an employee trip reduction/carpooling pilot program. The grassroots program currently has 120 carpoolers who share rides to various Regional worksites everyday. "We currently have 11 Peel Region carpools with at least 3 people in each car. And it's great to see that our numbers are increasing everyday," he said.

Brampton Councillor Elaine Moore agreed, "I think it's wonderful that our staff are setting an example for everyone. Carpooling is really easy and we hope that everyone considers this mode when heading to work or school."

Smart Commute Brampton-Caledon is affiliated with the Smart Commute Initiative, under Transport Canada's Urban Transportation Showcase Program, a five-year program created to reduce greenhouse gas emissions from transportation in Canadian cities. Transport Canada will contribute up to \$2.5 million in funding, up to one third of the costs. The Smart Commute Initiative was one of eight municipal projects across the country to receive funds from Transport Canada.

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Canada



No. H263/05  
For release November 25, 2005

### REGION OF PEEL, CITY OF MISSISSAUGA AND MISSISSAUGA BOARD OF TRADE LAUNCH SMART COMMUTE MISSISSAUGA AND CARPOOL ZONE SERVICE

MISSISSAUGA — The Region of Peel, the City of Mississauga and the Mississauga Board of Trade teamed up today to announce the launch of Smart Commute Mississauga and its web-based ride matching service, Carpool Zone, designed to help commuters in the Greater Toronto Area and Hamilton find carpool matches.

Smart Commute Mississauga was developed to help local employers and commuters to explore different commuting choices. It is their goal to improve the quality of life through the education, advocacy, and promotion of sustainable transportation options for employers and employees within and around the community. Smart Commute Mississauga is a partnership between private and public organizations formed under the auspices of the Mississauga Board of Trade in the City of Mississauga, trying to reduce gridlock. With financial support from Transport Canada, Region of Peel, the City of Mississauga and the institutional and business sectors, we are taking action to tackle congestion and reduce air pollution through transportation efficiency.

Smart Commute Mississauga is one of the local associations under the Smart Commute Initiative, one of the projects under the Urban Transportation Showcase Program – a five-year program created to reduce greenhouse gas emissions from transportation in Canadian cities. Transport Canada will contribute up to \$2.5 million in funding, up to one third of the costs. The Smart Commute Initiative was one of eight municipal projects across the country to receive funds from Transport Canada.

Carpool Zone, accessed from the [www.smartcommute.ca](http://www.smartcommute.ca) website, was built in partnership with Pathway Intelligence Inc., a producer of web-based ridesharing platforms. The carpool matching service acts as a searchable database of classified ads and will serve a 250 km radius from downtown Toronto across the Greater Golden Horseshoe. To sign up, commuters

create a free account where they fill out a simple questionnaire about their commute, such as time, origin and destination.

Commuters can also add various preferences to help them find the right people to share their commute. These include whether they can drive or not, will travel with smokers, and if they would only like to ride with others of the same gender. The system then searches the database to find the closest possible match. The system has multiple language capabilities, such as Chinese, and has built-in privacy measures to ensure that personal information is confidential until the formation of an actual carpool.

The Mayor of Mississauga, Hon. Hazel McCallion and Ms. Sheryl McKean, managing director and COO of the Mississauga Board of Trade, Mr. Nick Tunnacliffe, Region of Peel commissioner of planning along with other Smart Commute supporters attended today's announcement held at the University of Toronto at Mississauga.

"We are very proud of the part we have played in dealing with the issue of sustainable transportation in our City," said Mayor McCallion. "Smart Commute Mississauga has the services that will make a difference in our community. I encourage everyone to register with Carpool Zone and start carpooling."

The Carpool Zone ride matching service will also be promoted to businesses so they can provide onsite carpooling to their staff. When an employer signs on, they will be provided a distinct URL (web address) for their subgroup and will have the option of adding their company logo to the site. For an example, a Region of Peel employee can then search for matches within their [www.smartcommute.ca/peel](http://www.smartcommute.ca/peel) subgroup who may live near them and work in the same building or location.

"From the point of view of the business community, it's in our best interest to support and participate in the Carpool Zone program," said Ms. McKean. "The benefits are enormous. We see happier employees, our products are delivered faster and it improves our air quality."

The Mississauga Board of Trade participated in the Smart Commute initiative since February 2005, taking an active part in helping alleviate Mississauga's traffic congestion and increase air quality conditions.

"To tackle our congestion problem, we need support and participation from the private sector," said Mr. Tunnacliffe. "Therefore, we have been working closely with the Board of Trade and the business sector since the beginning of the Smart Commute Initiative."

The Mississauga Board of Trade is focused on creating positive and productive environments for Mississauga businesses, and hopes that the Smart Commute project will help develop partnerships between public and private sectors, as well as improve business efficiency and productivity among employees. Some key benefits for businesses joining Smart Commute include, the ability to draw from a large pool of potential employees, reducing the stress from commuting to and from work, and saving of parking costs associated with less employees driving alone.

"We are excited to launch Carpool Zone today," says Smart Commute Association Deputy Executive Director, Ryan Lanyon. "Carpool Zone is really easy to use, and will help us all to take action on traffic congestion." For more information about Smart Commute Association, Smart Commute



Mississauga and Carpool Zone, please visit [www.smartcommute.ca](http://www.smartcommute.ca).

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The Smart Commute Association ([www.smartcommute.ca](http://www.smartcommute.ca)) provides and encourages the use of commuter options in the Greater Toronto Area and Hamilton. The Association works with a network of local Smart Commutes to provide direct services for employers and their employees. Currently there are Smart Commutes located at North Toronto, Vaughan and Markham, Richmond Hill. Services will soon be available in Mississauga, Durham, Newmarket-Aurora and other areas across the region.

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[Last updated: 2005-11-25](#)



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**Appendix 2**  
**Sample Newspaper Articles**



**the BRAMPTON**  
**GUARDIAN.com** Peel among first to commute smartly

January 6, 2006 The Region of Peel is urging residents to take the Smart Commute and get there faster.

Peel is one of the first two corporations to sign on to Carpool Zone, an Internet-based ride-matching service that helps its employee's pair up for the ride to work. The Web site is part of a GTA-wide Smart Commute program meant to reduce congestion and pollution by getting cars off the road. The program could also make local roads safer. According to Peel data, a one per cent reduction in traffic results in approximately 1.6-per cent fewer crashes and casualties.

"It was very important to develop an efficient, reliable service that would engage staff and encourage participation," said Peel's acting chief administrative officer David Szwarc. "The launch of Carpool Zone was well received by employees. This initiative is a first step in the Region's plans to explore a range of other sustainable commuting options."

As an added benefit, some carpoolers can now zip past gridlock on new High Occupancy Vehicle (HOV) lanes on Hwy. 403.

So far, Peel is one of only two employers to set up a company-specific area on the carpool Web site. The other is the North York Civic Centre.

However, anyone can use the site, regardless of where in the GTA they work or live. The service can match drivers and riders using various criteria, including location, distance, gender, and language.

Businesses interested in setting up an area of the Carpool Zone just for their own employees can do that as well. It's been a good program for Peel, said planning commissioner Nick Tunnacliffe. "Our ridematching intranet site is available to all staff and assists them in making the switch from driving alone to carpooling," he said. "Employees will benefit from this innovative initiative through vehicle maintenance savings, reduced stress and more commuting options."

For information about Smart Commute or Carpool Zone, contact transportation demand management coordinator Judy Yack at 905-791-7800, ext. 4553.



STEVE RUSSELL/TORONTO STAR

Sean Ballaro, in front, with the people from his car pool. He and his group enjoy commuting perks that include preferred parking at work.

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## **Carpoolers on the fast track**

**Commuting with a group is catching on in the GTA. How the conveniences outweigh the compromises**

LORRAINE SOMMERFELD  
SPECIAL TO THE STAR

Dec 15, 2007

Come on. Admit it. You've thought about doing it, maybe you've even broken down and done it. Sitting alone in your car on the 403, stuck in the endless rut of your creeping commute. As you inch along, you clench your teeth as those lucky carpoolers fly past you. But as those carpoolers will soon tell you, it's not about luck. It's about planning, compromise, and the determination to make something work.

While it's estimated that 85 per cent of commuters in the GTA drive to work alone, Smart Commute is out to change that. Created in 2004 with the financial backing of Transport Canada, Smart Commute is a partnership linking the cities and regions of the GTA and Hamilton. Essentially a matching service, employers are encouraged to sign up for the program, which in turn allows commuters to co-ordinate work schedules, locations and personal preferences in order to share the commute. The public is also free to sign up at the Smart Commute website, whether they drive or not.

For Sean Ballaro of Hamilton, there are many more factors involved than just managing his 85 km trek to work every day. As supervisor of traffic operations for Peel Region, his job entails everything from traffic engineering to environmental and planning services.

"Nearly all the complaints I field every day – and I field a lot of complaints – are about gridlock. Taking cars off the road is a huge deal," he says.

Since 2004, Smart Commute says it has removed 10,000 cars a day from local roads. This translates into 1.3 million saved trips by lone drivers, and Smart Commute's project director, Ryan Lanyon, estimates the organization gets 60 to 80 new people registering every week.

The air pollution removed since 2004 is no small consideration either – 100,000 kilograms, with greenhouse gasses reduced by 17,400 tonnes.

There are as many configurations of commuting situations as there are carpoolers. For some, like Zichao Li, 26, of Toronto, he does all of the driving in his car, and others chip in for the benefit of a comfortable ride to Waterloo, where he works at the university.

A big advocate of the High Occupancy Vehicle (HOV) lanes, he chuckles at the brazen loners who get ticketed on the 404. "The cops know just where to hide, and we see people get stopped nearly every day."

This veteran carpooler has attended U.S. universities, and would like to see more aggressive encouragements, such as discounted parking for carpoolers.

For many businesses in the GTA and surrounding areas, the message is being delivered loud and clear. Preferred parking, flexible work schedules, even driver training are all proof that local employers want their employees to take advantage of programs like the one offered by Smart Commute.

For Lisa Dennis of Barrie, her daily jaunt to York University couldn't be easier. She and her three fellow riders take turns driving alternate weeks, not only reducing substantial wear and tear on their vehicles, but with a fraction of the environmental impact.

"Some days we chat, some days we sleep, you really do just do your own thing. We work in different departments, so we go our own ways when we arrive. And we have an ironclad rule: What is said in the car, stays in the car!"

It must be working; Dennis has been carpooling for seven years. Her enthusiasm for the Smart Commute program is obvious. "It not only helps you co-ordinate people in your area, they have something called Emergency Ride Home. If something comes up and I have to get home in the day, up to four times a year I can rent a car and be reimbursed by Smart Commute. I have a young son, and that peace of mind makes all the difference," says Dennis.

When asked about the close conditions that carpooling imposes, the same answer comes up again and again. Participants used the word "marriage" in most instances, likening the compromise and consideration to the situation usually reserved for spouses. "I spend almost as much time in the week with my carpool partner as I do with my wife," remarked one commuter who drives daily from Hamilton to North York.

For Richard Sparham, 45, the commute from his home in Hamilton to his job with Peel Region in Brampton means a daily compromise on everything from temperature to tunes.

The biggest adjustment for him? Coordinating departure times. "Committing to carpooling meant I'd have to get up earlier, and I wasn't sure I was going to be able to do it. But I realized by being up and out sooner, I was actually saving a lot of time that previously got caught up in an awakened, and busier, household. The actual difference only ended up being 20 minutes."

So how do our carpoolers handle holidays? Illness? Money? There's that "marriage" word again. In Sparham's case, he drew up a spreadsheet (he's a technical analyst in infrastructure management and planning – Excel is his friend), which delineates all the combinations and permutations for himself and his two carpooling partners. While most carpoolers interviewed took turns driving, there are instances where a non-driver simply pays for the convenience of a ride to work every day.

Smart Commute's Lanyon aptly points out that carpooling is like any other social situation. Courtesy, consideration and a mutual desire to find a better way to get to work unite people. It was difficult to find any stories of trauma or drama; driving partners drift away as situations change, but for the most part, carpooling situations are counted in years.

Some workers require their vehicles for their job, necessitating a single driver scenario. But in places like Peel Region, a fleet of cars will soon be available to access should they need one on the job, but be without one that day.

For Sparham, his employer gets high accolades. "Corporate supports what we're doing, and definitely goes the distance to make it feasible. They recognize the importance of a work/life balance, and the environmental impact of getting cars off the road."

Smart Commute agrees, and last month named The Region of Peel its Employer of the Year.

So what are those people talking about as they zoom past you every day in the coveted HOV lanes? Well, there's only one way to find out.

What happens in the car, stays in the car.

**TORONTO STAR**

## Hazel recruited to champion Smart Commute

**August 15, 2007** - With Smart Commute reaching the end of the road due to lack of funding, Mayor Hazel McCallion is being recruited to keep the project zooming along. The internet-based ride-matching organization is funded jointly by Transport Canada, the private sector, regional governments and GTA and Hamilton (GTAH) municipalities.

Since the pilot project began three years ago, more than 500 carpools have been formed, with some 6,000 commuters signing on. As a result, 10,000 cars were removed from the roads, 17,400 tonnes of emissions eliminated and single-occupant vehicle trips were reduced by 1.3 million.

But funds will run out at year's end, prompting concern among Peel officials.

"Peel Region and the GTAH have a diverse population with diverse transportation needs," said Tom AppaRao, Peel Region's director of transportation planning. "We need a mix of many transportation modes. The Smart Commute Initiative has proven to be an important new program to add to our mix. The initiative needs to move beyond pilot testing and towards ongoing implementation across the GTAH."

Calling for long-term funding for the organization, Peel Region Council is asking McCallion to use her clout to encourage the Greater Toronto Transportation Authority (GTTA) to take over leadership, funding and operations for the initiative. McCallion sits on the GTTA board of directors.

"She'll be a great advocate for us because she has a way of getting things done," said Glenn Gumulka, executive director of Smart Commute Mississauga.

The GTTA, he added, would be a perfect fit for Smart Commute.

"It makes a lot of sense. The GTTA's mandate crosses boundaries, as does ours. We'll be able to get up and running very quickly."

Launched on Nov. 25, 2005, the local chapter has helped the University of Toronto Mississauga (UTM) set up a carpool zone (participants get reserved parking spots and other benefits), organized Bike Fridays and the Commuter Challenge, and worked with employers to develop customized transportation solutions for employees.

One of its most active corporate members, Hatch Ltd., with some 1,500 employees, has taken the carpool program to a whole new level by offering carpool drivers an incentive for every passenger they commute with.

Over the next 12 months, Smart Commute Mississauga aims to reduce an additional 360,000 vehicle kilometres travelled and eliminate an additional 85,000 kg of emissions in the city.

"All indications suggest that these goals are attainable. An interesting mix of political will, environmental consciousness and economic demand are pushing sustainable transportation options onto the agenda of commuters, employers and city planners," Gumulka said.

A survey of some 1,800 commuters in Mississauga, he said, indicates that 57 per cent are either definitely willing or probably willing to carpool to work at least some of the time.

"Commuters are searching for transportation options that are more sustainable, less expensive and more convenient. With gas so expensive, this search is taking on a sense of urgency," said Gumulka.

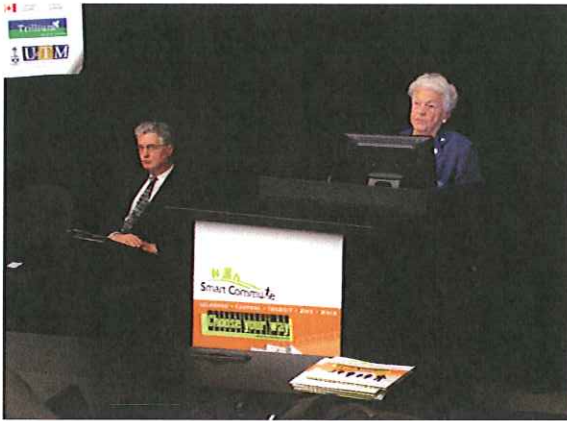
[jchin@mississauga.net](mailto:jchin@mississauga.net)

**Appendix 3**  
**Event Photographs**



## Launching of TMAS in Peel Region

Launch of Smart Commute Mississauga, November 2005



Mayor McCallion officially launches Smart Commute Mississauga. Also speaking was Nick Tunnacliffe, former Commissioner of Planning and present Executive Director, Environment Transportation and Planning Services (ETPS) for the Region of Peel.



Mayor McCallion checking the hybrid shuttle bus at the launch of Smart Commute Mississauga with Nick Tunnacliffe, Region of Peel, Sheryl McKean, President & CEO of Mississauga Board of Trade and guests.

Launch of Smart Commute Brampton-Caledon, June 2006



Brampton Mayor Susan Fennell (left), Caledon Mayor Marolyn Morrison (right) along with Judy Yack, TDM Coordinator at Region of Peel, Councillor Moore, and other officials check out CarpoolZone.ca.



Regional Chair Emil Kolb speaking at the launch of Smart Commute Brampton-Caledon. Other Speakers included Councillor Moore, Mayor Morrison, Mayor Fennell, Mr. Phil McNeely, MPP and former Parliamentary Assistant to Minister of Transportation, and Sheldon Leiba, Chief Executive Officer of The Brampton Board of Trade

## EVENTS



Smart Commuters participated in World Record Walk, 2007. Nick Tunnacliffe, Executive Director of ETPS, Region of Peel takes the first step at breaking the world record set previously by Australia.



Winners of 2007 Commuter Challenge. Presenting prizes are Nick Tunnacliffe, Executive Director of ETPS and Judy Yack, TDM Coordinator, Region of Peel.



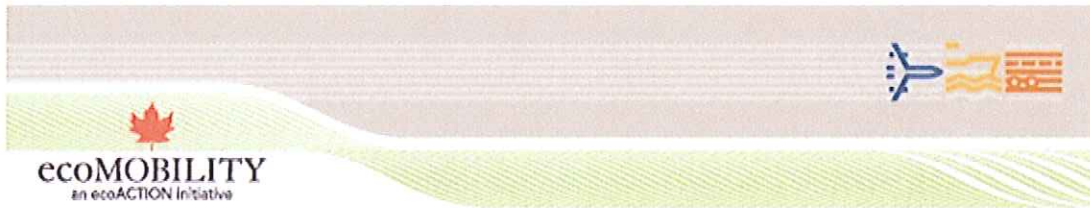
The Smart Commute Association presented its first ever Employer of the Year Award for the Brampton-Caledon district to the Region of Peel during a Regional Council meeting on December 13, 2007. Rob Maclsaac, Chair of Metrolinx (formerly Greater Toronto Transportation Authority) presented the award to the Region.

Members of the Employee Trip Reduction Team and Rob Maclsaac give a "thumbs up" for a job well done.



## **Appendix 4**

**General Information about TDM (excerpt from ecoMobility  
Applicant's Guide, Transport Canada, 2008)**



# ecoMOBILITY

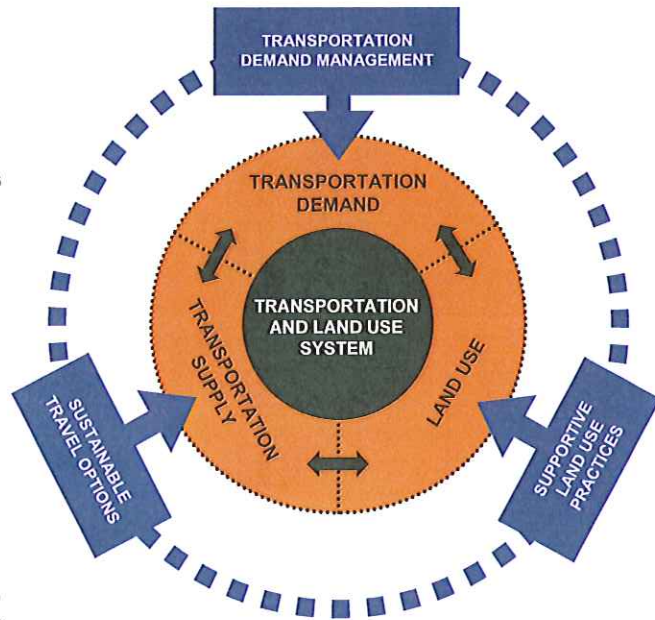
A P P L I C A N T ' S G U I D E



## An introduction to transportation demand management

Three major factors shape urban mobility needs and activities: land use, transportation supply, and transportation demand (see figure, right). These factors are tightly linked, and changes in one lead to changes in the others. The creation of more sustainable mobility systems will require concurrent action in several areas:

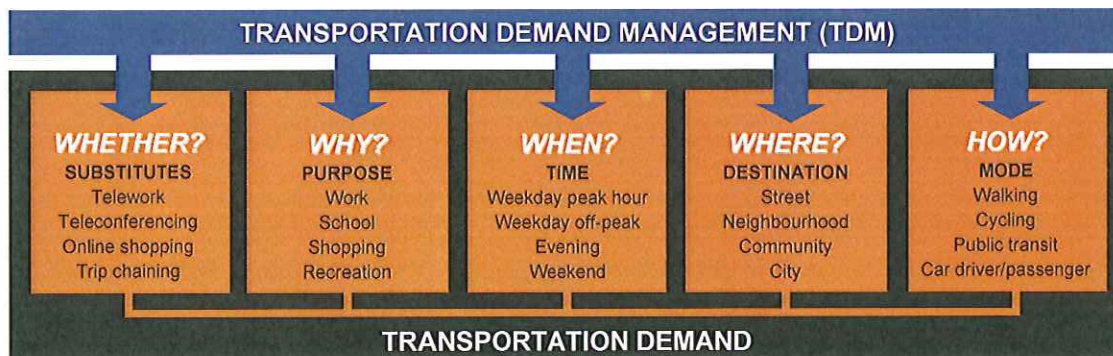
- improvements to **sustainable travel options** that build the capacity and quality of transportation infrastructure and services
- more **supportive land use practices** that reduce the distances between origins and destinations and make transit, walking and cycling more practical
- the use of **transportation demand management** (TDM) to shape other key factors that influence personal travel decisions, such as attitudes and prices



What is TDM, exactly? **It is the use of policies, programs, services and products to influence whether, why, when, where and how people travel** (see figure, bottom).

The most important outcomes of TDM measures are new behaviours. These include **modal shift** (more people choosing to walk, cycle, take transit, rideshare or telework), **trip reductions** (more people choosing to telework, shop online or conduct personal business by telephone), **driving reductions** (more drivers making fewer trips by car and to closer destinations) and **time and route shifting** (more drivers changing the time or route of their driving trip to avoid traffic congestion).

TDM is not a new idea. Experts have realized for some time that our transportation challenges will not be overcome without it. Virtually every major Canadian city has a long-range transportation plan that calls for TDM efforts to bring transportation demand and supply into balance—but these good intentions have not always led to action. The ecoMOBILITY Program will support TDM initiatives that help create more sustainable urban transportation systems.



## About TDM initiatives

TDM initiatives help shape the social and economic factors that influence individual travel behaviour. There are two main categories of TDM initiatives:

- **Education, promotion and outreach** raise individuals' awareness, improve their understanding and build positive attitudes about sustainable transportation choices.
- **Incentives and disincentives** offer tangible benefits or disbenefits related to personal travel choices, making those choices more or less attractive.

The following table identifies a practical system for classifying TDM measures according to where they occur or how they are delivered, and identifies some Canadian examples of actual initiatives that are documented as case studies on Transport Canada's website at [www.tc.gc.ca/utsp](http://www.tc.gc.ca/utsp).

**"Demand management is a key tool for sustainable community development.... To provide sustainable municipal infrastructure services, the demands of the community must match the service capabilities of the municipality."**

— *Demand Management: A Best Practice*,  
 InfraGuide (The National Guide to Sustainable Municipal Infrastructure), 2004

**"Governments must take action to improve transportation and travel time for freight and passengers in urban areas through increased investment, transportation demand management, improved planning processes and the use of advanced technology."**

— *Urban Transportation in Canada: Needs and Opportunities*,  
 Urban Transportation Task Force, 2005

TDM initiatives	Case Studies at <a href="http://www.tc.gc.ca/utsp">www.tc.gc.ca/utsp</a>
<b>Workplace initiatives</b> help commuters through measures like ridematching services, subsidized transit passes, telework promotion or flexible work hour programs.	<ul style="list-style-type: none"> <li>▪ <b>Smart Commute – North Toronto, Vaughan</b> (Greater Toronto)</li> <li>▪ <b>Allégo Program</b> (Greater Montreal)</li> </ul>
<b>School initiatives</b> help students, parents and staff at elementary, middle and secondary schools through measures like "walking school buses" and "school pool" ridematching services.	<ul style="list-style-type: none"> <li>▪ <b>On the Move to School</b> (Greater Montreal)</li> <li>▪ <b>You Can Clear The Air: Sending TDM Back to School</b> (Region of Waterloo)</li> <li>▪ <b>Off-Ramp: A Secondary School Vehicle Trip Reduction Program</b> (Greater Vancouver)</li> </ul>
<b>Post-secondary initiatives</b> help students, staff and faculty at colleges and universities through measures like universal transit passes, ridematching services and parking management.	<ul style="list-style-type: none"> <li>▪ <b>Universal Transit Passes in Canada: A Smart Move for Post-secondary Students</b> (Victoria, London, Halifax)</li> </ul>
<b>Residential initiatives</b> help individuals and families in their own neighbourhoods through measures like individualized marketing, community-wide ridematching and car sharing.	<ul style="list-style-type: none"> <li>▪ <b>Car Sharing in Canada: Making More Sustainable Personal Travel Choices</b> (Greater Vancouver and several cities in Quebec)</li> </ul>
<b>Promotion and information initiatives</b> include various forms of communication delivered to either an entire community or a particular segment. They include measures like transit service branding, special community events and traveller information services.	<ul style="list-style-type: none"> <li>▪ <b>"In Town without My Car!"</b> (Greater Montreal)</li> <li>▪ <b>Green Commuting Initiatives</b> (Winnipeg)</li> </ul>
<b>Pricing initiatives</b> change user costs for driving or transit through measures like congestion charges, parking levies and fare discounts. They may be delivered across a community, in particular sub-areas or corridors, or on specific transportation facilities or services.	<ul style="list-style-type: none"> <li>▪ <b>Free Transit on Smog Days: Clearing the Air</b> (Windsor)</li> <li>▪ <b>Urban Transportation Pricing Options</b> (national)</li> </ul>

## Benefits of TDM

The following paragraphs describe TDM's main contributions to transportation sustainability.

### **TDM reduces the need for new or wider roads.**

By persuading people to drive less often, to closer destinations, outside of rush hours or using less busy routes, TDM can reduce the demand for new road infrastructure.

**TDM makes personal travel decisions more efficient.** Many drivers make travel decisions based on poor information and a lack of experience with non-automobile options. TDM improves their awareness and understanding of options, and their willingness to try them.

**TDM maximizes our return on infrastructure spending.** Studies have shown that good information can significantly increase ridership on new transit infrastructure and services.

**TDM makes the most of our current assets.** It saves people money and time by helping them make efficient travel decisions. It improves health by promoting physical activity and less-polluting modes. It benefits employers by increasing productivity, reducing parking costs, and helping to attract and retain workers. It promotes economic development by reducing congestion and enhancing worker mobility.

**TDM is a versatile and dynamic management tool.** TDM measures can be customized for specific audiences (e.g. business park commuters), destinations (e.g. major hospitals), travel modes (e.g. cyclists), travel corridors (e.g. a busy freeway), trip purposes (e.g. school) or specific timeframes (e.g. major events). They can be delivered in months, rather than years.

**TDM initiatives have multimodal benefits.** They recognize that people see alternatives to driving as a "suite" of options. Non-drivers tend to be transit users, carpoolers, pedestrians or cyclists at different times, for different reasons.

**TDM works at the scale of individuals, but has huge power across a community.** If every person who drives to work in a community decided to leave their car at home just one day a month, the 5% reduction in commuter traffic could significantly ease daily congestion.

## Canadian TDM resources

### **Transport Canada's Urban Transportation Showcase Program** ([www.tc.gc.ca/utsp](http://www.tc.gc.ca/utsp)) offers:

- a TDM Resource Centre with links to TDM programs and organizations across Canada
- a TDM database that profiles actions and results for dozens of TDM projects
- summaries of eight funded showcases, most of which have significant TDM elements
- a case study library that profiles Canadian experiences with TDM and related tools.

**Transport Canada's Moving on Sustainable Transportation program** offers profiles and links for dozens of funded projects related to TDM ([www.tc.gc.ca/most](http://www.tc.gc.ca/most)).

**Environment Canada's Report on Canadian Alternative Transportation Programs** contains the results of a comprehensive survey of national TDM initiatives ([www.cme.ca/ourwork/air.html?category\\_id=100](http://www.cme.ca/ourwork/air.html?category_id=100))

**Association for Commuter Transportation of Canada** documented the results of its national series of TDM workshops in *Building Capacity for TDM in Canada: Needs Assessment Report* ("TDM Workshops" link at [www.actcanada.com](http://www.actcanada.com)).

## International TDM resources

**The National TDM and Telework Clearinghouse** of the National Center for Transit Research offers comprehensive research, case studies, tools, samples and links on all aspects of TDM ([www.nctr.usf.edu/clearinghouse](http://www.nctr.usf.edu/clearinghouse)).

**The UK Department for Transport** maintains a website with extensive information on its TDM programs ([www.dft.gov.uk/pgr/sustainable](http://www.dft.gov.uk/pgr/sustainable)).

**TravelSmart Australia** is a clearinghouse for the significant TDM efforts in that country ([www.travelsmart.gov.au](http://www.travelsmart.gov.au)).

**Victoria Transport Policy Institute** offers an online synthesis of TDM issues and research ([www.vtppi.org/tdm](http://www.vtppi.org/tdm)).