



Committee Report

To: Warden Mitch Twolan
Members of the Transportation & Environmental Services
Committee

From: Miguel Pelletier
Director of Transportation & Environmental Services

Date: December 20, 2018

Re: Ontario Commute Transportation Management Demand Program

Recommendation:

That the County enter into an agreement to collaborate with SustainMobility to assist with the development of a transportation demand management (TDM) program; and,

That the Director of Transportation and Environmental Services have the authority to enter in the agreement on behalf of the County of Bruce.

Background:

The Departments of Human Services and Planning and Economic Development have both identified that there is a need for transportation means other than a privately-owned car in the County as the number of residents/visitors who cannot use or do not have access to a car is growing. There is also a need to encourage active transportation.

The province provides tools to help address these needs with the Ontario Commute Program. The program is fully funded by the province for three years and administered/managed by SustainMobility. The program will provide the following:

- Access to the Commute Ontario Information Portal
- Regional Ride-Matching Tool
- Active Switch Program
- Emergency Ride Home Program
- Marketing Programs
 - Carpooling campaign
 - Cycling campaign
 - Walktober Campaign
 - Monthly rewards program

SustainMobility will contact other stakeholders in the county like the lower tier municipalities and employers to solicit their participation in the program. There are employers in the County who already have programs for ride share and bus transportation. The implementation of this program in the county should not be in conflict with this existing public transportation programs.

Financial/Staffing/Legal/IT Considerations:

There are no financial consideration at this time as the program is fully funded by the province for three years. There are no staffing, legal or IT considerations associated with this report.

Interdepartmental Consultation:

Consulted with the Planning and Economic Development and Human Services who both confirmed that there is a need to implement this type of program.

Consulted with Information Technology Services who confirmed that access to the Commute Ontario Portal could be included in our website.

Link to Strategic Goals and Elements:

This initiative will benefit the County but it is not linked to strategic goals and elements.

Approved by:

A handwritten signature in black ink, appearing to read 'M. Nero', written over a light blue horizontal line.

Marianne Nero
Acting Chief Administrative Officer