



Commute Ontario



Background:

Transportation Demand Management (TDM) is a proven strategy for promoting active and healthy travel options, encouraging carpooling and public transit and therefore reducing single occupancy vehicle travel. As a result, successful TDM programs have proven to reduce vehicle km travel and their associated negative impacts such as Greenhouse Gas Emissions (GHG's) air pollution, traffic congestion and sedentary lifestyles. TDM programs are most successful when they: i) educate individuals about the impact of their travel choices and the potential to improve their personal health and the health of the environment by making sustainable travel choices, ii) provide resources and tools that help individuals to explore travel options, iii) provide programs that support/encourage a variety of travel modes, iv) provide incentives and/or rewards that motivate behaviour change, v) include ongoing marketing and communications that continuously engage individuals in TDM programs.

TDM programs typically include, but are not limited to the following:

- Carpooling program supported by online ride-matching tools
- Walking and cycling programs that encourage active transportation
- Programs that encourage public transit
- Programs that encourage telework and flexible work schedules
- Marketing programs that promote behaviour change (including incentives and rewards).

TDM Programs in Ontario:

The Smart Commute Program is the most comprehensive TDM program in Ontario and includes all essential elements of strong TDM programs. Metrolinx, in partnership with the Municipalities of the GTHA, provide funding for the delivery of a broad array of TDM programs for employers in all GTHA municipalities.

Service Areas Include:

Hamilton, Halton Region, Region of Peel, Toronto, York Region, Durham Region

The Smart Commute program is delivered to more than 330 workplaces and post-secondary institutions through 13 local offices in the GTHA. Together, the program reaches more than 721,000 employees and students.



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The Regional Ride Share Program:

The Regional Rideshare Program is managed by the City of London in partnership with municipalities in Southwestern Ontario. London has purchased a licence for an online carpooling program and allows workplaces and institutions to join the program.

This program is not supported with additional TDM programming, communications or marketing and does not support multiple travel modes.

Service Areas include:

Huron County, Lambton County, London, Middlesex County, Oxford County, Perth County, St. Marys, St. Thomas and Stratford.

The Regional Ride Share program services 26 employers, plus members of the public in Southwestern Ontario.

Niagara Ride Share Program

Modelled after the Regional Rideshare program, Niagara Rideshare is a carpool only program. Niagara Ride Share was formerly managed by the Bridges Community Health Centre and the Town of Fort Erie, with funding from the Niagara Prosperity Initiative.

The Niagara Ride Share Program services 13 employers, plus members of the public in the Niagara Region.

TravelWise

The Travel Wise program is managed by the Region of Waterloo and is available to 24 workplaces in the region. Travel Wise provides many essential elements of a strong TDM program but lacks ongoing marketing and communications and does not have sufficient supportive programming for all travel modes.





Commute Ontario Concept:

SustainMobility proposes to expand the regional TDM program model to reach the entire province of Ontario. SustainMobility proposes to launch seven new regional TDM programs in various areas of Ontario. With the launch of the proposed TDM programs, every municipality in Ontario will have the opportunity to participate in TDM programs.

SustainMobility will utilize its proven information portal tool to create customizable programs and service offerings for each new regional TDM program. In addition, SustainMobility will work with Pathway Intelligence, the current carpool technology provider for both the London Regional Rideshare Program and the Niagara Regional Rideshare program, to leverage and expand upon the existing regional carpooling concept. With the launch of the Commute Ontario program, SustainMobility will provide both the London Regional Rideshare Program and the Niagara Regional Rideshare programs with a full suite of supportive TDM programs and services. This will elevate the programming in these regions to the same level as the Smart Commute program in the GTHA, but in a virtual format.

SustainMobility will also partner with Pathway Intelligence to expand the Regional Carpooling model to provide regional carpooling tools in each of the seven new proposed TDM programs. In each of the service areas, SustainMobility will also provide a full suite of supportive TDM programs and services.

The Commute Ontario program will provide a comprehensive TDM program, similar to the Smart Commute program to employers across Ontario. Programming will include:

- Pathway Intelligence provided ride-matching service
- Active Switch walking and cycling program
- Emergency Ride Home Program
- Information portal for municipalities to post TDM related resources
- Full calendar of marketing campaigns, incentive and rewards
- Tracking tools to measure return on investment

