



P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Transportation Standing Committee
June 23, 2011

TO: Chair and Members of Transportation Standing Committee

A handwritten signature in black ink, appearing to read "Ken Reashor".

SUBMITTED BY: _____
Ken Reashor, P.Eng., Director, Transportation & Public Works

DATE: June 1, 2011

SUBJECT: HRM SmartTrip Program and Memorandum of Understanding

ORIGIN

The HRM SmartTrip program will help deliver recommendations from the TDM Functional Plan approved by Halifax Regional Council on March 15, 2011.

RECOMMENDATION

It is recommended that the Transportation Standing Committee recommend to Regional Council:

- (1) to authorize the Manager, Strategic Transportation Planning to enter into a Memorandum of Understanding on behalf of Halifax Regional Municipality with businesses who agree to participate in the SmartTrip program; and
- (2) to approve the fees set out in Table 1 of this report for businesses participating in the program.

BACKGROUND

HRM developed the SmartTrip idea in 2009 as a means of working with employers to provide them with the tools they need to help encourage their workforce to make more sustainable commuting choices. Two workplace tools have now been developed: Guaranteed Ride Home and the Regional Rideshare Matching Database. These tools have been piloted over the past eighteen months with five employers within HRM (Nova Scotia Power, Department of National Defense, Dalhousie University, Patterson Law and HRM).

DISCUSSION

In accordance with the funding agreement with Transport Canada, measurement of the degree to which travel choices have been changed within the pilot workplaces will be measured this fall.

Even before that data is collected, the SmartTrip program is proposed to be expanded both in the number of tools that will be made available to employers and the number of employers participating. Support from the Chamber of Commerce and requests from many businesses was part of that decision. The expanded program that will be offered to employers is described in the attached promotional material.

The activities associated with design, development, data collection, promotion and implementation of the SmartTrip program have cost approximately \$120,000, one-quarter of which being HRM staff salary. HRM's funding portion of the project is \$50,000 with the remainder coming from external sources, primarily Transport Canada.

Any workplace joining the SmartTrip program will be required to sign a Memorandum of Understanding (MOU) with the Municipality. This MOU (a template is attached to this report) lays out the roles of both parties in delivering the program and will be renewed each year. It also authorizes the Municipality to charge the workplace partner (beginning April 1, 2012) an annual fee to fund the administration of the program and its costs.

Specifically, funding will be used for:

- A new HRM staff position to administer the program (likely to begin in 2012-13)
- Payment of taxi or carshare expenses for guaranteed ride home
- Maintenance fees for the regional rideshare matching database
- Promotion of the program and of the partners' successes
- On-going development of program tools

The annual cost proposed for members participating in SmartTrip is based on the number of employees according to the following table:

EMPLOYEES	ANNUAL FEE
1 – 20	\$170
20 – 50	\$400
50 - 100	\$700
100 - 250	\$1,550
200 - 500	\$3,000
500 – 1,000	\$5,200
1,000 – 2,000	\$8,500
2,000 +	\$10,500

BUDGET IMPLICATIONS

There are no immediate budget implications. The SmartTrip program is currently being funded from the approved Capital Budget (CTR00908 Transportation Demand Management) which includes funding support from Transport Canada’s ecoMOBILITY Program. For the 2012-13 budget year it is intended that a new cost centre will be created for the SmartTrip program which will, by 2013-14 be fully funded from its membership fees. Continued funding of the program by Transport Canada beyond the October, 2011 pilot completion date is unlikely.

Expected Expenses for the new cost centre are:

Salary and benefits for new FTE	\$ 52,000
Program component costs	\$ 10,000
Promotion & education	<u>\$ 6,000</u>
Total	\$ 68,000

Expected Funding Sources (2012-13):

Membership fees	\$ 34,000
Transfer from Project Account (TDM – CTR00908)	<u>\$ 34,000</u>
Total	\$ 68,000

Expected Funding Sources (2013-14 and onward)

Membership fees	\$68,000
-----------------	----------

As the program matures in 2013-14, adjustment of membership fees and/or program expenses will be made to ensure the cost centre operates with zero budget impact.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Project and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Project and Operating reserves, as well as any relevant legislation.

COMMUNITY ENGAGEMENT

No community engagement has been undertaken.

ALTERNATIVES


Regional Council may choose to discontinue SmartTrip upon completion of the ecoMOBILITY pilot study, expected to be completed by October, 2011.

ATTACHMENTS


1. SmartTrip Memorandum of Understanding Template
2. SmartTrip Promotional Brochure

A copy of this report can be obtained online at <http://www.halifax.ca> or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Approved by:


David McCusker, P.Eng., Manager, Strategic Transportation Planning, 490-6696

Financial Approval by:


Bruce Fisher, MPA, CMA, A/Director of Finance/CFO, 490-6308

Report Approved by:

Ken Reashor, P.Eng., Director, Transportation & Public Works, 490-4855



Memorandum of Understanding

Dated: _____

Between

**Halifax Regional Municipality (SmartTrip Program)
And
[Employer Name]**

This Memorandum of Understanding (MOU) formalizes the working relationship between **[Employer Name]** and Halifax Regional Municipality, Strategic Transportation Planning in delivering the SmartTrip program under the SmartTrip brand within the Halifax Regional Municipality.

Goal

[Employer Name] agrees to work with SmartTrip toward the goal of reducing the number of single occupant vehicles being driven to **[Employer Name]** worksites.

Partnership:

[Employer Name] will work with SmartTrip and its partners under the brand of SmartTrip to actively promote walking, cycling, transit, carpooling, telework and other commuting-related options as alternatives to driving alone to employees within **[Employer Name]**.

Term and Termination:

This MOU shall be effective from the date first written above until xxxxxxxx, or until it is terminated in accordance with this MOU, whichever is the earlier.

Either party can terminate the MOU upon sixty (60) days written notice to the other party.

Program Fees:

SmartTrip may cover its program costs through an annual membership fee, as outlined in Schedule A.

No other fees will be charged for participation in any of the SmartTrip programs other than the employer share of the employee transit pass (ePASS).

Program Leads:

Both **[Employer Name]** and SmartTrip will designate a lead individual or team to implement the various options of the SmartTrip program. These representatives are to be as follows:

[Employer Name]: _____

SmartTrip: _____

Communications & Marketing:

SmartTrip agrees that it will provide electronic copies of all SmartTrip artwork, including its logo, to **[Employer Name]** for program implementation and delivery. When possible and within budget, SmartTrip will provide hard copies of materials for marketing purposes as well.

Implementation:

Prior to implementing program activities, SmartTrip will conduct an employee and workplace transportation profile for the purpose of setting a benchmark upon which to gauge changes in travel behavior following implementation of the program. **[Employer Name]** will fully cooperate with SmartTrip in this regard. The profile shall include an employee baseline survey, site assessments for each participating worksite, as well as a vehicle and occupancy count for any sites with more than 1,000 employees. SmartTrip will then work with **[Employer Name]** to create a SmartTrip plan for implementation. This plan will focus on what initiatives and approaches will work best to achieve the goal of single occupant vehicle travel reduction.

During program implementation, **[Employer Name]** will, if possible, provide employee incentives for program participants (e.g. transit passes, etc.), implement relevant corporate policies, and provide resources or new equipment/facilities to support the increase in sustainable commuter options (e.g. new bicycle racks, workplace showers, transportation display area, telework policy, etc).

[Employer Name] consents to SmartTrip conducting one follow-up employee survey to document travel behavior following a minimum of one year of operation of the SmartTrip program.

Recognition:

SmartTrip will provide ongoing recognition of participation in the SmartTrip program throughout the term of the MOU. The degree of recognition for **[Employer's Name]** may be based on the degree of participation or achievement of the goal of SmartTrip by **[Employer Name]** participation in SmartTrip. Recognition may include (but is not limited to) a SmartTrip launch, media activities, SmartTrip presentations, awards, reports, marketing material, and acknowledgement on hrsmarttrip.ca web pages. Any use of the **[Employer Name]** corporate logo in recognition activities will be done so in accordance with the prior written consent of the **[Employer Name]** lead individual or team.

Signature:

In signing this MOU, both parties agree that they are working in collaboration to deliver the SmartTrip program. The intention of the program is to develop and share the results, successes and recommendations to assist in the evolution of the SmartTrip program.

[Employer name]:

Halifax Regional Municipality (SmartTrip):

Name, Title

Name, Title

Dated: _____

Dated: _____



Schedule A:

Membership Fees:

Businesses can participate in SmartTrip for an annual fee based on the number of employees and then are able to utilize any of the SmartTrip programs. Memberships can be attained throughout the year. These fees are subject to review and change on a periodic basis.

EMPLOYEES	ANNUAL FEE
1- 20	\$170
20 – 50	\$400
50 - 100	\$700
100 - 250	\$1,550
200 - 500	\$3,000
500 – 1,000	\$5,200
1,000 – 2,000	\$8,500
2,000 +	\$10,500