


**Transportation Standing Committee
December 13, 2012**

TO: Chair and Members of Transportation Standing Committee

SUBMITTED BY: 
Jane Fraser, Director, Planning and Infrastructure

DATE: November 27, 2012

SUBJECT: Update Presentation on HRM SmartTrip Program

INFORMATION REPORT

ORIGIN

Initiation of the HRM SmartTrip Program was recommended to Regional Council by the Transportation Standing Committee at its meeting of June 23, 2011. At that time, the Committee requested periodic updates on the program.

BACKGROUND

The HRM SmartTrip program is a key means to attain Transportation Demand Management Functional Plan objectives and is a critical component of the Integrated and Affordable Transportation Networks focus area. The program works directly with employers to increase the modal share of transit, car and vanpooling, cycling and walking and to reduce the need to commute through tele-work and flex-work.

On July 5, 2011, Regional Council approved the template MOU and fee structure for HRM to enter into agreements with employers. On November 15, 2011, Regional Council approved the SmartTrip EPass program.

DISCUSSION

The attached presentation provides the Transportation Standing Committee with an update on program activities.

The SmartTrip Program has been operating since 2009. The program has recently launched the EPass Program and is continuing to deliver other initiatives designed to help commuters increase their use of transit, car and vanpooling, walking and cycling, and reduce the need to commute through tele-work and flex-work.

“The presentation describes the origin and rationale for the SmartTrip program, provides information on the initiatives that the program delivers with each employer, and updates the committee on progress against targets for participation. The challenges that have been experienced, as well as the very positive response from employers and employees, are also highlighted. Overall, the program is making steady progress, building strong relationships with employers and is demonstrating targeted modal shifts to more sustainable modes of transportation.”

BUDGET IMPLICATIONS

There are no budget implications for this presentation.

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

Community engagement is not required for the purpose of this presentation.

ATTACHMENTS

Presentation entitled “SmartTrip Program Update”.

**Update Presentation on HRM SmartTrip Program
Transportation Standing Committee Report**

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A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/cc.html> then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.




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SmartTrip Program Update

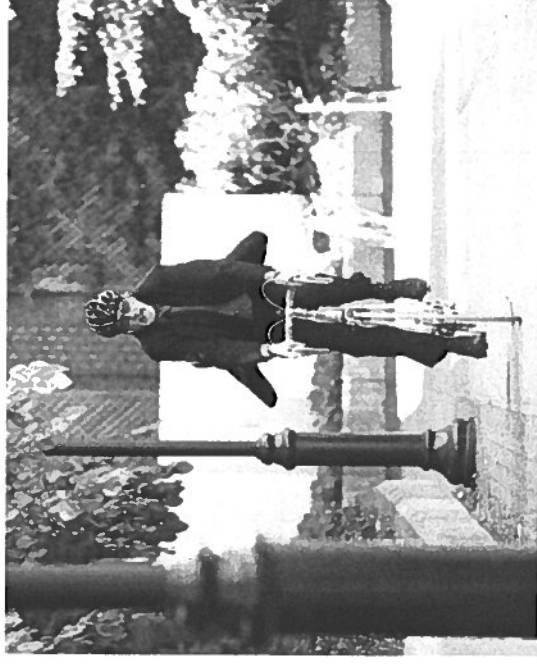
Presentation to the Transportation Standing Committee,

Dec. 13, 2012



SmartTrip Program Background

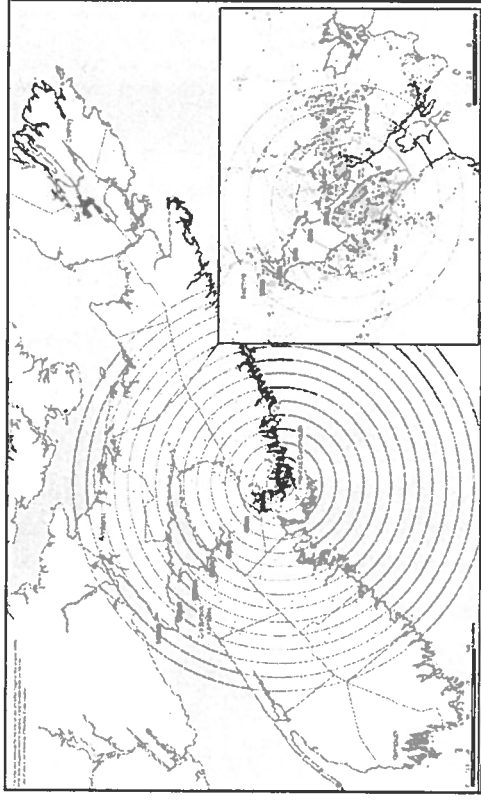
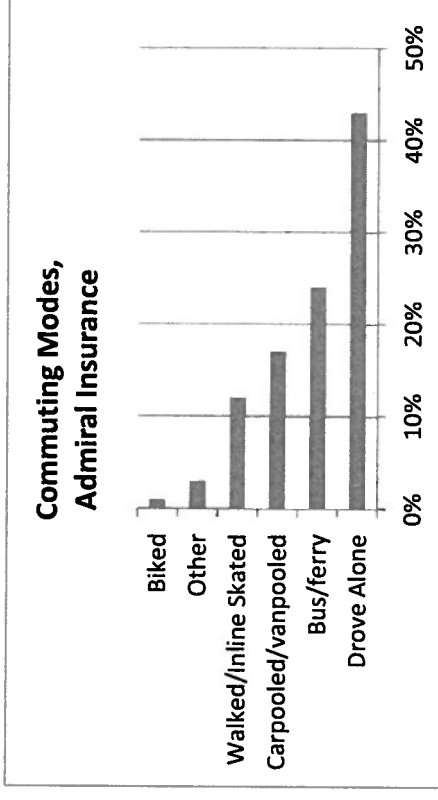
- **Goal:** increase transit, carpool, active transportation, flex/telework for commuting trips.
- Part of TDM Functional Plan.
- Funded from TDM Capital Budget and program revenue. Aim to be self-sufficient by 2015.
- Based on similar programs in other North American, European and Australian cities.
- Requires collaboration between employer and HRM.



SmartTrip Program Tools(1)

Commuter Survey:

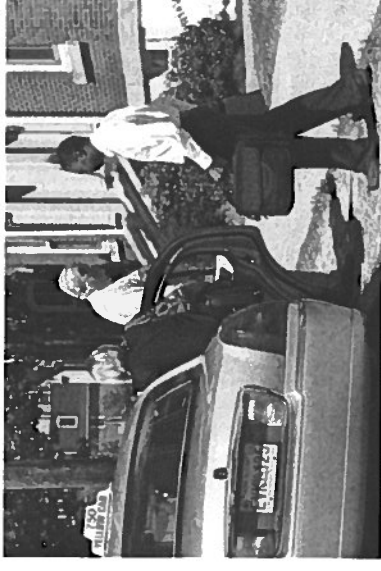
- Provides baseline modal share
- Identifies **barriers** and **opportunities** for travel behaviour change
- Informs Action Plan
- Follow-up survey assesses impact and helps adapt Action Plan.



SmartTrip Program Tools(2)

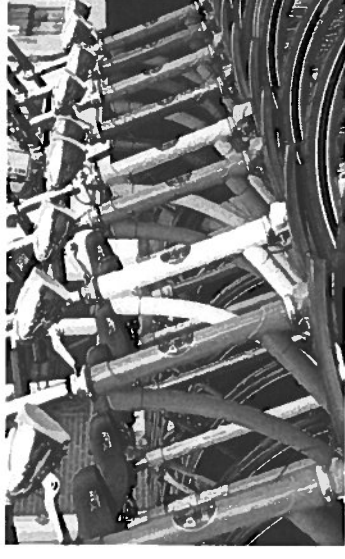
Guaranteed Ride Home

- Launched in 2009 with five employers
- 370 participants
- 26 rides in 2012



Active Transportation

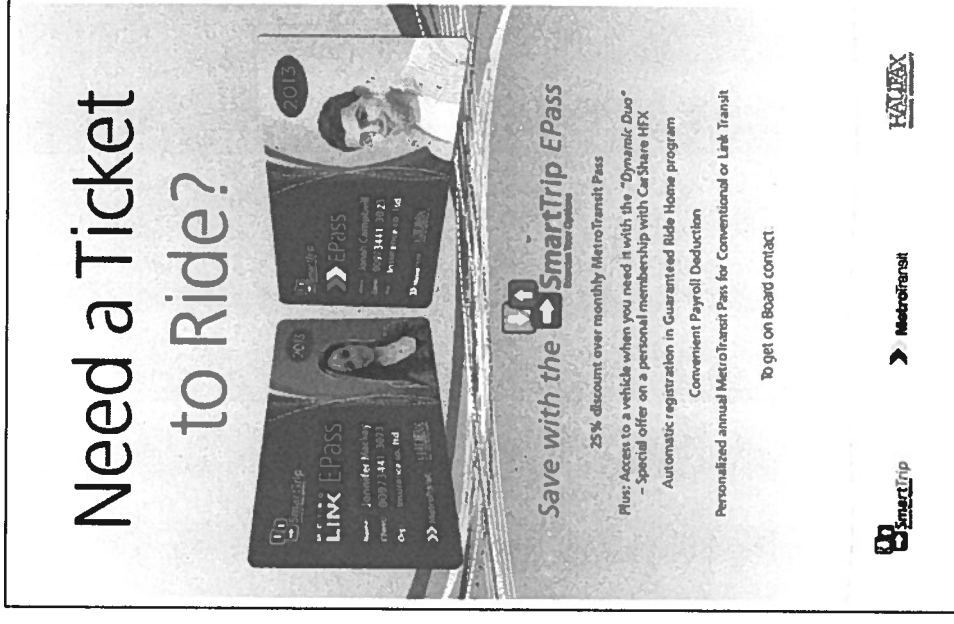
- 12 SmartCycle sessions hosted by employers with 154 participants
- Provide post-and-ring stands
- Advise on facility development (e.g. bike parking)



SmartTrip Program Tools (3)

SmartTrip EPass:

- Annual Transit Pass
- 25% discount (half provided by employer and half by HRM)
- Payroll deduction
- Launches Jan. 1, 2013, at Dalhousie, Admiral Insurance and McInnes Cooper.
- 425 participants
- Preliminary results:
 - Over 10% of purchasers are new transit users.
 - No reduction in revenue to HRM.



Need a Ticket to Ride?

Save with the SmartTrip EPass




25% discount over monthly MetroTransit Pass

Plus: Access to a vehicle when you need it with the "Dynamic Duo"
- Special offer on a personal membership with Car Share HFX

Automatic registration in Guaranteed Ride Home program
Convenient Payroll Deduction

Personalized annual MetroTransit Pass for Conventional or Link Transit

To get on Board contact:



SmartTrip
Exercise Your Options

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SmartTrip Program Tools (4)

SmartTripRideMatch.ca:

- First SmartTrip option. Launched in May 2008
- 3,864 people have registered
- 1,400 new members during transit strike



Commuter Challenge:

- National competition to promote sustainable commuting
- 2012 was first SmartTrip involvement (collaboration with Clean Nova Scotia)
- 37 employers and 517 participants
- Winners: McInnes Cooper, Dalhousie, MEC



Telework/Flexwork:

- Will explore this initiative in 2013 in a network with other Canadian cities (e.g. Calgary)



Participating Employers (with MOUs)

- Dalhousie University
- McInnis Cooper
- Admiral Insurance



Participation is motivated by:

- sustainability/corporate social responsibly objectives;
- provision of employee benefit (i.e. attract and retain staff);
- parking constraints.

SmartTrip MOU Fee Structure	Annual Fee
Number Employees	
1-20	\$170
21-50	\$400
51-100	\$700
101-200	\$1,550
201-500	\$3,000
501-1,000	\$5,200
1,001-2,000	\$8,500
2,001 or more	\$10,500



Participating Employers (no MOUs)

- In “development phase” services have been provided to employers at no cost.
- Examples:
 - Commuter Survey – Irving Shipbuilding
 - SmartCycle Sessions – NS Dept. of Justice, Medavie Blue Cross.
 - Guaranteed Ride Home – Efficiency NS, MEC
- About 20 other interested employers.



Successes to Date

- Strong employer interest (they call us);
- Employee participants very supportive and grateful;
- Stakeholder collaboration with Chamber of Commerce, Clean NS, CarShare HFX, Bike Week, others;
- Program materials and processes developed;
- Some revenue being generated.



Targets & Challenges

Targets: 2013: 9 Partners
 2014: 16 Partners
 2015: 24 Partners

Challenges:

- TDM (e.g. SmartTrip) must be complemented by - supportive land use; and sustainable infrastructure
- Public sector employers show interest and potential, but require different approach.
- Employee Equity
- Consistency in partner contacts



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Priorities for 2013

- Continue roll-out of EPass. Will seek approval to move from pilot phase.
- Sign six additional MOUs.
- Continue to deliver and refine existing initiatives.
- Develop tele-work/flex-work initiative.
- Marketing campaign.
- Two SmartTrip community-based projects.
- Continue to work toward self-sufficiency.



For more information:

- www.halifax.ca/smarttrip
- Julie Wynn, SmartTrip Program Coordinator
- David MacIsaac, TDM Program Supervisor

