

Commuting time is more often lost productivity for employees

...continued from page 3

ier-Dowty, Veridian and Hubbell Canada have taken steps to deliver commuting options to their employees such as carpooling, teleworking, transit, cycling, walking or flexible work hours.

In return, employers are able to:

- Recruit and retain their employees more easily
- Both existing employees and potential recruits are happy to know their employer supports a variety of commuting options.
- Employers can save their employees time and money by encouraging alternative modes.
- Improve employee productivity and satisfaction
- A driver who travels 30 minutes to and from work daily will lose six weeks of productive time to commuting each year. Transit users and carpoolers can turn this into productive time.
- Improve health, wellness and work-life balance
- By supporting walking and cycling to work, employers encourage physical activity, which can increase productivity, improve mental health, and reduce absenteeism in their employees.

- Reduce your parking costs and requirements
- Carpoolers, transit riders, cyclists, walkers and telecommuters require less parking, translating into parking management and maintenance savings for the employer.
- Demonstrate corporate leadership

Employers can showcase their stewardship of the environment by taking part in a program like Smart Commute.

The first step in creating a commuter options program for your company is to undertake a survey of your employees. By learning how your employees commute today, how they would be willing to travel to work, and what hurdles they face in changing their mode of transportation, your company can begin to develop a commuter options program tailored to your employees and business needs.

"The response to Smart Commute Durham has been terrific. Since our kick-off just one year ago, we have had nine employers join the initiative, representing more than 20,000 employees and students"

SANDRA MCELENEY
Smart Commute Durham

"The response to Smart Commute Durham has been terrific. Since our kick-off just one year ago, we have had nine employers join the initiative, representing more than 20,000 employees and students," remarks



Jeff Brooks,

Principal Planner, Region of Durham, displays the latest fashion accessory for the commute-conscious employee.

Sandra McEleney of Smart Commute Durham. "Entering our second year of operation, we hope to expand our membership base and introduce a range of new services. Both membership and the services we provide are free of charge to those businesses willing to offer commuting alternatives to their employees."

Smart Commute Durham's services include the administration of employee commuting surveys, development of commuter options programs, coordination of events, such as the Clean Air Commute, and access to an online ride-matching service for carpoolers called Carpool Zone.

"Collectively we can have a tremendous impact on congestion" says McEleney. "It's all about making sensible and informed travel choices".

For detailed information, go to www.smartcommutedurham.ca.

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The Bulletin ...by mail

Information from the Ajax-Pickering Board of Trade

Fall Edition, 2008

In the world of business, time is money. And when it comes to time and money, the cost of transportation, both in hours spent in vehicles and dollars poured into fuel tanks, has never been more a concern than it is today for employers.

So with that mindset, we set out to bring you a transportation theme in this edition of The Bulletin by Mail.

To do that, we gathered together four experts to inform our members about some of the interesting projects and programs underway in Durham Region with goals to move us all through the region quicker and easier, and even help the environment along the way.

Whether improving traffic, making transit more efficient or finding commuting solutions, there are great things happening in Durham. Of special note, the future of energy is being studied at UOIT right now where scientists are researching ways to create clean fuel. So enjoy this informative edition of The Bulletin.

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Transit system focused on making it easy to get around in Durham Region and even beyond

As its third year of amalgamated transit services nears a conclusion, Durham Region Transit (DRT) remains focused on providing all residents in Durham Region with an effective and efficient public transit service.

Travel in Durham Region is simple and affordable with DRT and GO Bus integrated transit service. The 'one fare anywhere' fare agreement allows passengers to transfer easily from DRT Bus to GO Bus and from GO Bus to DRT Bus without additional cost. If you are using GO Bus, begin your trip with your DRT ticket, pass or transfer otherwise regular GO Bus fares will apply. Integrated GO Bus service along the Hwy 2, Hwy 12 and Hwy 407 corridors serve as essential supporting connections to virtually all DRT routes.

Our co-fare agreement with GO Bus reduces the cost (\$.65 per trip) for residents who commute by train. DRT

passengers connecting to/from GO Train service at Rouge Hill, Pickering, Ajax, Whitby and Oshawa GO Train Stations are eligible for co-fare. Passengers simply provide proof of a valid GO Train fare when boarding a DRT Bus to be eligible for co-fare savings.

Specialized Services is an accessible transportation service for persons with disabilities. The 28 fully accessible buses in the Specialized Services fleet assists approximately 2,700 clients in overcoming mobility challenges.

An effective public transit system supports the needs of the community by:

- providing workforce mobility to jobs in employment areas

...please see DRT on page 2



Ted Galinis,
DRT General Manager

UPCOMING EVENTS

October 16

BUSINESS EXCELLENCE AWARDS

Deer Creek Golf & Banquet Facility
5:30 p.m. Registration; 6:30 p.m. Dinner

November 6

LUNCH N' LEARN

"Surviving to Thriving: Winning Strategies for Growing your Business"

CIBC Wood Gundy, in the Durham Centre, Ajax
11:30 a.m. registration, Presentation at noon

November 11

NETWORKING AFTER 5

5 to 7 p.m.;

Al Dente Restaurant, Pickering

December 11

APBoT CHRISTMAS LUNCHEON AND AGM

11:30 a.m. to 2 p.m., Ajax Convention Centre

Expanded traffic coming to Region's website

In order to provide a means of disseminating information regarding traffic delays, or ongoing road works, in an accurate and timely manner, The Regional Municipality of Durham is scheduled to expand the traffic section of its website in late 2009.

The primary goal of the expanded online traffic information is to provide real-time traveller information—to alert drivers of congestion, road works, incidents, etc. that have occurred on Regional roads and other highways in the region—in order to reduce further delays and allow motorists to make informed route decisions and arrive at their destination more efficiently.

The expanded traveller information section was identified as a “short-term” initiative in the Region's Intelligent Transportation Systems Strategic Plan. It encompasses integration of three existing applications: event manager,

congestion mapping and closed circuit television (CCTV) traffic cameras.

Information on the website will be accessible by viewing still images from approximately 20 CCTV cameras that are currently updated every 60 seconds. Further, CCTV deployment will add another 20 to 30 cameras throughout the region to offer improved image processing.

Congestion mapping, or road operating conditions, can also be designated by colour. Green reflects an area that is moving well, yellow shows traffic slowing, and red demonstrates a very slow road way. Operating speed and road density conditions are monitored in real-time by the Region's Traffic Management Centre, via approximately 200 permanent vehicle detector stations. This data is then translated to the website on a minute-by-minute basis.

Active, and future, planned road events (such as incidents, closures, construction or weather) and special

events (such as parades and filming) are entered by staff through the Region's event manager system, and automatically transferred to the website.

Map icons will provide both “hover-text” information and a detailed pop-up window on status, duration and impact to the website user.

Future plans involving this section include: e-commerce for traffic data requests, variable message signs, road weather information systems, and potential transit applications.

The expanded traffic section will be available on The Regional Municipality of Durham's website at www.region.durham.on.ca. Residents and businesses are invited to keep an eye on the website for further information.



Amanda Spencer,
Traffic Engineer,
Region of Durham

Clean fuel for the future – the dream is taking shape in Durham Region

Driven by the dangers of climate change, researchers around the world are striving to develop hydrogen as a sustainable carrier of energy that could preserve the planet and transform the global economy.

Each day, the world consumes about 87 million barrels of oil and 104 trillion cubic feet of natural gas, releasing more than 70 million tonnes of global warming pollution! Imagine a future absent of greenhouse gas pollution and over-dependence on expensive and imported fossil fuels. Hydrogen is a clean energy carrier that is a major solution to the world's greatest problem – climate change.

But is the Hydrogen Age for us or our grandkids? The worldwide hydrogen market is already valued at over \$300 billion a year, growing at 10 per cent a year, and that will rise to approximately 40 per cent and several trillions of dollars annually, excluding the future transportation needs for hydrogen. In Alberta, the oil sands need huge amounts of hydrogen to upgrade bitumen to synthetic crude (currently about 800,000 tons/year, growing to over 2.8 million tons/year by 2020 or about \$18 billion spent on hydrogen). So the answer is yes – growth and needs for hydrogen are already enormous, and will become far greater in the near future.

Consider hydrogen for the transportation sector. Much recent attention has been devoted to electric vehicles, certainly a promising ‘green’

alternative to gasoline engines. Automakers are also investing heavily in hydrogen vehicles, including 100 fuel cell vehicles built recently by GM Canada at the Canadian Regional Engineering Centre in Oshawa. Also, Toyota achieved a major breakthrough recently, when it increased the range of its fuel cell hybrid vehicle from 330 to about 830 kilometres. Meanwhile at Honda, President Takeo Fukui has emphasized the company's intention to focus on fuel cell vehicles for several reasons, rather than electric vehicles, in its next-generation eco-friendly vehicles.

Hydrogen is often linked to automobiles, but for many reasons it may be more attractive for trains. In fact, hydrogen for trains may occur well before cars, because trains, unlike cars, do not have to sort out where to store the hydrogen. ‘Hydrail’ has other key advantages over hydrogen cars, i.e., fuel volume is relatively unimportant; less infrastructure; fewer operators; and fewer fuelling stations. Hydrail is also more attractive than electrified trains, due to much lower operating and capital costs.

There has been an ongoing trend for centuries towards decarbonization and increasingly higher hydrogen content of fossil fuel. Initially it was wood thousands of years ago (carbon to hydrogen ratio of 10:1), to coal at the time of industrialization of the Western world (2:1), then oil for transportation (1:2) and now natural gas (1:4). Carbon is competing against hydrogen like horses versus automobiles, or audio cassettes versus com-

pact discs. Carbon had about 90 per cent of the market in 1800, but hydrogen ascended to nearly a tie by 1935 when oil became more prominent. Now hydrogen is well ahead due to the rising demand for both natural gas and hydrogen. The inevitable continuing trend of decarbonization is the ascendancy of hydrogen.

Among the many current groundbreaking advances being pursued by renowned researchers at the University of Ontario Institute of Technology is nuclear-based hydrogen production. This aims to make large-scale hydrogen production as green as hydrogen use, while building on Durham Region's strengths in the nuclear industry. A UOIT-led consortium is building the world's first lab-scale demonstration of a copper-chlorine cycle for thermochemical water splitting to generate hydrogen. It sets the foundation for eventually a larger pilot plant and ultimately a commercial plant for nuclear-based hydrogen production.

This is the vision and the dream – some day Durham Region will become the Fort McMurray, Alberta, of clean fuel for the future.

Dr. Greg Naterer is Canada Research Chair, Professor, and Director of Research, Graduate Studies and Development of the UOIT Faculty of Engineering and Applied Science



Dr. Greg Naterer,
Professor, UOIT

DRT has a plan and it's following through on it

...continued from page 1

- giving access for students: to high school, Durham College and UOIT.
- allowing inclusive opportunity for those unable to use automobile to work, shop or enjoy leisure activities as part of their community
- providing an alternative that respects the natural environment, reducing our carbon footprint

The DRT Five-Year Transit Strategy includes:

- Hwy. 2 BRT (Bus Rapid Transit) to reduce traffic congestion with people-moving capacity and reduce dependency on the single occupant vehicle
- improved inter-regional transit
- strengthened connections between the two urban growth centres in Pickering and Oshawa with a hybrid bus fleet
- intensified economic opportunities along the Hwy. 2 corridor
- connections inter-regionally with TTC

The benefits of investing in transit:

- a key element in the growth and vitality of downtown areas, business

and retail centres

- an efficient use of space and energy and far less costly than building and maintaining new roads
- improves air quality with the ability to transport large numbers of people in a single vehicle
- reduces traffic management and policing of accident investigation expenses
- increases the attractiveness of the community as a potential site for development and boosts the local economy

DRT provides service to approximately 7.61 million passengers annually. The most recent ridership growth of 12.4% can be attributed to a 17% increase in co-fare riders.

The combined conventional and specialized fleet exceeds 190 vehicles (over 74% of the fleet is accessible). DRT operates 62 conventional routes, community buses and dedicated high school service. All new buses are diesel-powered and air conditioned for comfort. The low-floor, ramp and “kneel” features of the conventional

fleet allow us to introduce more accessible routes and enhance transit options for passengers with disabilities.

As DRT continues to grow, we hope you consider the benefits and savings and get on board!

Smart commuting is smart for business and environment

Congestion in the Greater Toronto and Hamilton Area is a serious concern, and it's going to get worse.

“Commuting times have increased as our communities continue to grow, and Durham's population and employment levels are projected

to almost double over the next twenty five years.” notes Nestor Chornobay, Director of Strategic Planning at the Region of Durham. “It's essential that we find ways to optimize the use our transportation infrastructure. The solution rests with all of us.”

The actions of local employers can have a significant impact, pro-

viding congestion relief during rush hour periods. One such solution is Smart Commute Durham, a Durham Region initiative, which is assisting local businesses with travel choices for their employees.

Companies, such as Ajax-Pickering Board of Trade members Mess-

...please see DRT on page 4