

# SMART COMMUTE PROGRAM

Help Employees Commute More Sustainably

[www.hm.smartcommute.ca](http://www.hm.smartcommute.ca)



Join the one-year trial today to bring all of the Smart Commute program base services to your workplace!



## OUR APPROACH

The Smart Commute program provides tools and resources that support and incentivize cycling, walking, carpooling, and transit as alternative, sustainable modes of commuting. We can help your workforce commute more sustainably, reduce parking demand, and lower your greenhouse gas emissions. As we believe in providing end-to-end, on-going support, the program operates throughout the year to assist with your employees' commuting needs.

### Contact us:

[info@pointa.ca](mailto:info@pointa.ca) | (647)-888-5735

[hm.smartcommute.ca](http://hm.smartcommute.ca)

1920 Yonge Street, Suite 200  
Toronto, Ontario M4S 3E2

Your one-year trial includes all of the base services offered within the Smart Commute program. Add-on services can be included to the base offerings of the Smart Commute program at an additional cost (for more customized programming).

## BASE SERVICES



### SMART COMMUTE APP/TOOL

A dedicated online network for your workplace will make it easy for employees to find colleagues looking for fellow carpoolers to share rides to work and measure the impact of their travel choices.



### OUTREACH/TABLING EVENT

One in-person or virtual outreach/tabling event is included in your trial on a topic of your choosing (e.g: bike safety, how to use PRESTO, how to find a carpool partner, trip planning , etc).



### EMERGENCY RIDE HOME

In the event of an emergency, employees who carpool, take transit, cycle or walk to work can travel home quickly - on us (up to \$75/trip/person).



### ANNUAL EVENTS & CAMPAIGNS

Campaigns include resources, webinars, commuting challenges, and prizes. Campaigns run three times a year promoting sustainable transportation:

- Winter Commute Month (February)
- Bike Month (May/June)
- Smart Commute Month (September)

## ADD-ON SERVICES



### CARPOOL PROGRAM SETUP +

Set up a comprehensive carpool parking program at your workplace, including carpool matching events, preferred carpool parking spots, and more.



### ADDITIONAL IN-PERSON / VIRTUAL EVENTS +

E.g: A carpool live matching event!



### CYCLING PROGRAM +

Customized support for setting up and establishing cycling groups and cycling subsidies at your workplace.



### GHG EMISSIONS REPORTING +

A comprehensive report on workplace travel emissions aligned with the GHG Protocol with recommendations for reductions to support your workplace sustainability goals.



### PERSONALIZED TRAVEL PLAN +

Customized commute recommendations for workplace employees with tailored routes for public transit, cycling, walking, and carpooling.

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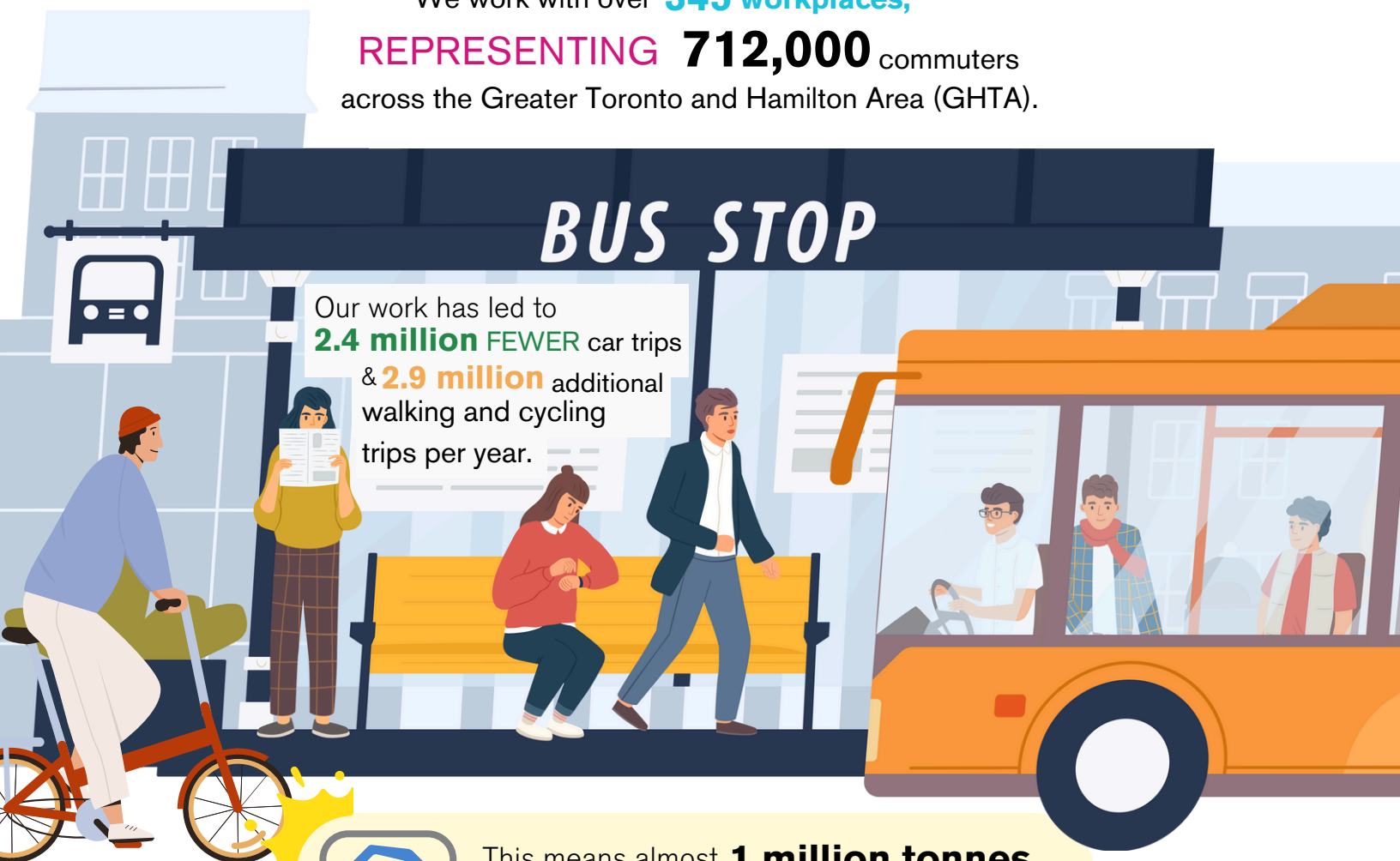
## BENEFITS FOR EMPLOYERS

- Improve employee retention, recruitment & job satisfaction.
- Reduce employee parking demand.
- Improve staff productivity.
- Demonstrate corporate social responsibility.

## BENEFITS FOR EMPLOYEES

- More commuting options, reduced costs & improved well-being.
- Access to the ride-matching tool.
- Workshops on bike safety & carpooling.
- A free ride home in the event of an emergency.

We work with over **345 workplaces**,  
**REPRESENTING 712,000** commuters  
across the Greater Toronto and Hamilton Area (GHTA).



Our work has led to  
**2.4 million FEWER** car trips  
& **2.9 million** additional  
walking and cycling  
trips per year.



This means almost **1 million tonnes**  
of **carbon emissions reduced** and  
**\$5.27 million** in fuel savings per year.

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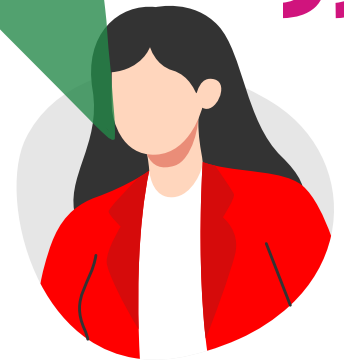
# WHY JOIN SMART COMMUTE?

- ✓ The carpool program at York University saved commuters \$9,000 in gas savings each semester.
- ✓ Nearly 70% of employees at our client workplaces agree their commute experience directly affects their overall job satisfaction.
- ✓ We have also saved tenants approximately \$9,000 per year in parking fees.

“ Smart Commute was a trusted partner as we relocated employees to York Mills Centre from downtown Toronto. Having access to Smart Commute’s expertise enabled us to maintain a high proportion of transit commuters, and most importantly, helped keep employee satisfaction at a high level throughout the transition to a new location”

– **Maria Laville, Manager, Workspace Management.**

RBC Royal Bank P&CB Canadian Banking Operations, Shared Services.



## JOIN THE PROGRAM TODAY!

We invite you to reach out to the pointA team at [info@pointa.ca](mailto:info@pointa.ca) or by calling (647)-888-5735. For more information on the Smart Commute program, please also visit [hm.smartcommute.ca](http://hm.smartcommute.ca).

The Smart Commute program in the Halton Municipalities is delivered by pointA, in partnership with the Town of Milton, City of Burlington, Town of Oakville, and Town of Halton Hills.



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