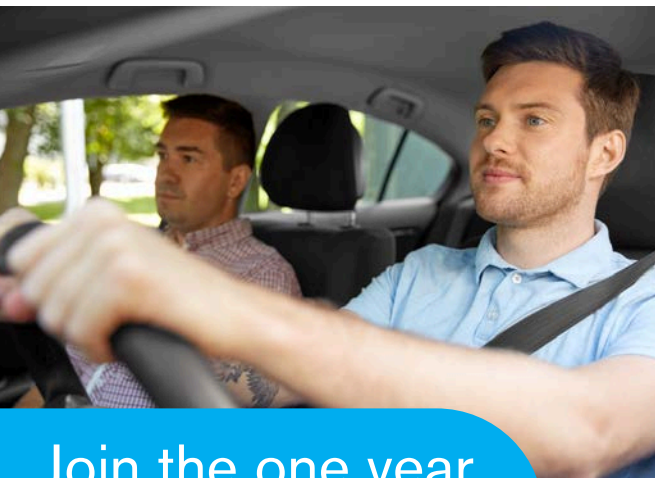


# SMART COMMUTE PROGRAM

Help Employees Commute  
More Sustainably



Join the one year  
FREE trial today!

  
**Smart Commute**  
Halton Municipalities

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

 [info@pointa.ca](mailto:info@pointa.ca)  
 (647)-920-3751

## ABOUT US

The Smart Commute program is delivered by the **City of Burlington, and the Towns of Halton Hills, Oakville & Milton.**

The program provides tools and resources that support and incentivize cycling, walking, carpooling, and transit as alternative, sustainable modes of commuting.

### Increase Business Success With The Smart Commute Program!

- **Improve Employee Retention & Satisfaction**  
Long, stressful commutes reduce employee well-being, impacting retention.
- **Limit Parking & Infrastructure Costs**  
Limited parking and costly infrastructure strain budgets.
- **Achieve Sustainability Goals**  
Integrating Environmental, Social, and Governance (ESG) targets can be challenging.
- **Increase Productivity**  
Stressful commutes reduce productivity and focus.
- **Attract New Talent**  
Offering appealing benefits is key in competitive industries.
- **Reduce Traffic Congestion**  
Heavy traffic delays employees and impacts punctuality.
- **Improve Employee Health & Wellness**  
Sedentary lifestyles and commuting stress lead to absenteeism and higher healthcare costs.

## FREE TRIAL OFFERINGS

The one-year **free trial** includes all of the base services offered within the Smart Commute program.

### Smart Commute App/Tool



An app that helps employees easily connect with colleagues for carpooling and track the positive impact of their travel choices.

### Engagement Event



An in-person or virtual event to promote the program or on a topic of your choice, such as bike safety, finding a carpool partner, etc.

### Emergency Ride Home



In case of an emergency, employees who carpool, take transit, cycle, or walk to work can get home quickly at no cost (up to \$75 per trip).

### Annual Events & Campaigns



Option to participate in events and win prizes during Winter Commute Month (February), Bike Month (June), & Smart Commute Month (September).

There are no obligations to renew your programming after the first-year free trial.

\*At the end of the free one year, the cost of renewing the above services are ~ \$1000 - \$2,500 based on business size and needs.

# The Smart Commute Program in Action!

## MATTAMY HOMES

### THE CHALLENGE

Supporting approximately 150 employees through an office move, to increase employee attraction, satisfaction and retention, while also encouraging sustainable commutes.

### THE INTERVENTION & SOLUTION

- Collected staff postal codes to create **Personalized Travel Plans (PTP's)** to inform staff of their commuting options, costs, and benefits (environmental, health, and economic) of sustainable transportation alternatives to driving alone during their commute to the new office.
- Ran a **commuter survey** few months after, to measure current commuter patterns, and identify opportunities to **provide better site access to employees**.
- Encouraged the use of the **Smart Commute App** to make sustainable commuting easier, through **annual events, campaigns, and tabling events**.



Engage with staff individually



Reduce carbon emissions by 50%



Save over 50% in monthly travel costs per employee



Zero employee turnover

## YORK UNIVERSITY

### THE CHALLENGE

The average commute time for students and staff travelling to York University is 56 minutes, and those with longer commutes reported lower commute satisfaction.

### THE INTERVENTION & SOLUTION

- Ran **commuter surveys** and **outreaches**, and found out that only a small number of commuters take the initiative to find a carpool match on their own; most people need additional assistance to set up a carpool that works for them.
- Ran a **year-long campaign** to help more people find **carpool partners** by providing **personalized support** online and in person.
- Provided **additional resources on carpooling** and registered 402 people on our **ride-matching and trip logging tool**, with 92 carpool trips logged.



Engage with 100+ students and staff



Reduce carbon emissions by ~70 tonnes



Save 50+ parking spots



Save over \$9,000 in gas

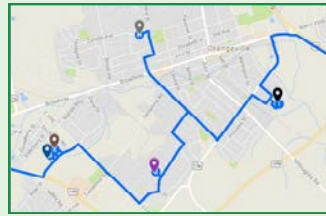
## ALECTRA UTILITIES

### THE CHALLENGE

Alectra Utilities faced on office and staff relocation to due a merger, leaving many employees facing potentially longer commute times.

### THE INTERVENTION & SOLUTION

- Created a **viable, high occupancy, sustainable vehicle solution** to get staff comfortably to and from work.
- Actualized Alectra's strong commitment to **implementing strategies** to help protect the environment.
- Developed a **comprehensive commuter survey** and used **postal code mapping analysis** to launch a pilot of two **vanpools** that expanded to 10 vehicles carrying 70 riders along six different routes in the Greater Toronto Area (GTA).



Helps shorten employee commutes



Over 300 tonnes of greenhouse gases have been eliminated each year



Alectra now has one of Ontario's largest vanpool programs



Helps with employee retention

## ADD - ON SERVICES



These services can be included with the free trial offerings at an added cost.

### + Carpool Program Setup \$\$

Establish a comprehensive carpool parking program at your workplace through carpool matching events, preferred carpool parking spots, and more.

### + Cycling Program Setup \$\$

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

### + Shuttle Service Setup \$\$\$

Offer a shared shuttle service for your employees that is affordable & can be customized to your needs.

### + Commuter Assessment \$

Survey employee commuting patterns, identify barriers, & uncover opportunities for sustainable commuting.

### + Emissions Reporting \$\$\$

Insights & recommendations on your GHG emissions related to workplace travel to help you achieve your sustainability goals.

### + Travel Plans \$

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

Contact pointA to get a customized quote today!

## Unlocking Efficient Transportation Management Options For Your Business!



### Expertise & Proven Solutions

pointA has extensive experience helping businesses implement sustainable transportation programs. They understand the complexities of building a successful program and can save you time and effort.



### Tailored Programs

Instead of a one-size-fits-all approach, they work with you to customize a solution that fits your business's unique needs, ensuring higher success rates.



### Cost Efficiency

Developing in-house programs can be costly and time-consuming. pointA offers an affordable, streamlined solution that reduces costs while delivering measurable results.

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.



## CONTACT US

[info@pointa.ca](mailto:info@pointa.ca)

(647)-920-3751

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