

TravelWise:

Making Sustainable Transportation the Easy Choice in Waterloo Region, Ontario, Canada

Monday, October 21, 2019
ACT Canada



Goals

- ▶ Work with employers in the community to encourage and support active and sustainable transportation
- ▶ Increase transit ridership through program incentives and promotions
- ▶ Reduce the number of employees driving alone in Waterloo Region by providing sustainable transportation solutions to employees

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Employee Services



GRT
Corporate
Transit Pass



Online
Carpool
Matching



Emergency
Ride Home



Trip Planning &
Logging



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Actions

- ▶ **On-site employee orientation** events and promotions
- ▶ **"Workplace Champion" training** on TravelWise services
 - ▶ e.g., Green Teams learn how to administer company's private carpool network
- ▶ **Annual employee travel behaviour surveys**
 - ▶ Performance monitoring for each member
- ▶ **Drive alone reduction target-setting** and action planning
- ▶ **All-member meetings** to share best practices
- ▶ **Annual employer awards**
 - ▶ Brand exposure!



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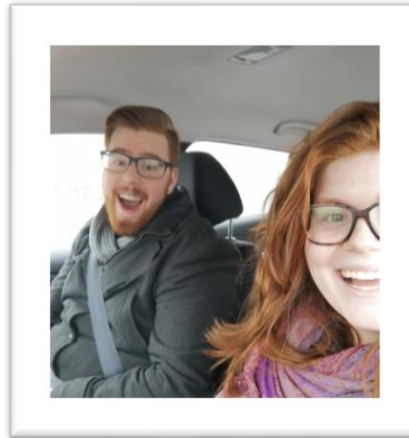


The TravelWise Team

- ▶ Region of Waterloo (ROW), in partnership with local non-profit Sustainable Waterloo Region (SWR)
- ▶ SWR leads on-site promotions, service orientation events, and travel behaviour surveys to inspire employees and gather ideas for new program services



Kevan Marshall, ROW



Miranda Burton, SWR



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TravelWise Appeals to a Variety of Sectors

- ▶ Following a successful proof-of-concept pilot, TravelWise has grown from **13 to over 50 participating businesses**, as of September 2019
- ▶ Over **36,000** employees in Waterloo Region can access TravelWise services (approx. 12% of local workforce)
- ▶ Major **employers** include Toyota (manufacturing), University of Waterloo (post-secondary), Sun Life Financial (insurance), OpenText (technology), and the three cities within the region.
- ▶ Easy to "sell" program to companies with transit service nearby

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MEMBERS

Over 50 MEMBERS + COUNTING

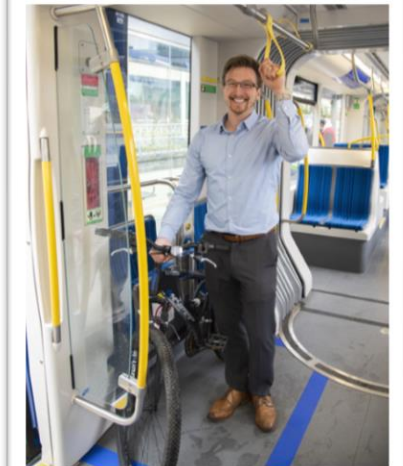
GSP Group Inc.



TravelWise as a Successful Transit-Supportive Strategy

- ▶ Region of Waterloo has invested heavily in **public transit**
- ▶ TravelWise is a key tool for increasing **transit ridership**

In 2018 over **6,300** monthly Corporate Passes were sold (approx. **530/month**), representing **\$466,865** in transit sales

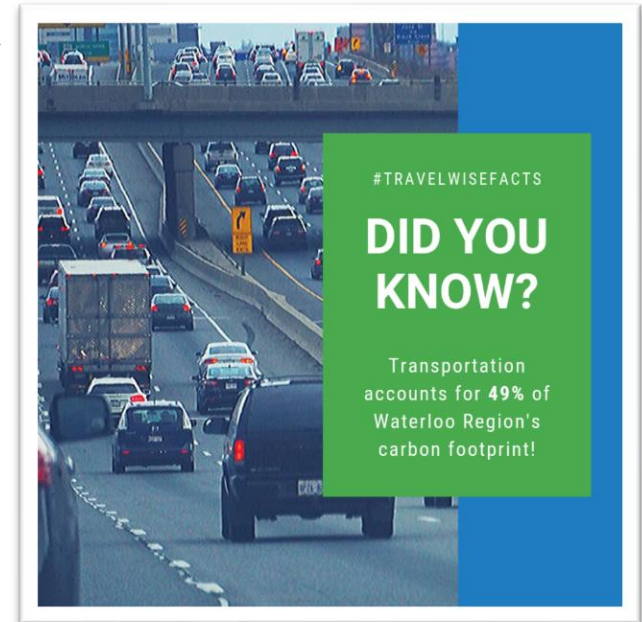


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TravelWise as an Employee Engagement Strategy

- ▶ TravelWise provides helpful **resources** that allow employers to increase **employee engagement**
 - ▶ Social Media Posts
 - ▶ Posters
 - ▶ Email Templates
 - ▶ PowerPoint Slides
- ▶ **Employee Travel Surveys** allow employees to participate in the conversation, understanding opportunities and barriers to sustainable transportation



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"Our staff regularly ask for services that support sustainable transportation options, and TravelWise helps the University meet those employee needs"
- University of Waterloo (5,000+ employees; member since 2012)

Makes Sustainable Transportation the Easy Choice!

"Since we launched our carpool initiative, we've increased our carpooling by 85% throughout the region... it really is part of our day-to-day business to help improve our footprint"
- Sun Life Financial (3,000 + employees; member since 2012)



"We're proud to be part of this local sustainability network... we need to lead the way by example to show our communities and employees what needs to be done"

-Cambridge Pallet (<50 employees; member since 2018)

Makes Sustainable Transportation the Easy Choice!

" I won a January free transit pass from TravelWise, and thought I would try using it as much as possible instead of my car through the month. Not only was it much, much easier than I feared, I enjoy it—much more than dealing with driving especially at this time of year."

- Katharine M. (who then purchased a Corporate Transit Pass for February)

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Happy Commuting!

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[@TravelWiseWR](https://twitter.com/TravelWiseWR)