

# It's time to TravelSmart

## TravelChoices Mini-guide

The events of 2020 have created change on a scale like we've never seen before – especially in how we choose to move and live. In Metro Vancouver and around the world, we're seeing the relationship between home and work being completely redefined. And there's nothing temporary about it. This is a fundamental shift in our behaviour, driven by a collective demand for safer, smarter, and healthier travel solutions. In a time of so much uncertainty, there is one thing we know for certain: we can't go backwards. We need to provide more choice for all travellers. We need better, smarter solutions. We need TravelSmart.



**TravelSmart** is a program focused on empowering better travel choices. We provide access to a wide range of tools and resources – from cycling programs to parking management strategies, to strategic mobility partnerships – all with the goal of helping Metro Vancouver businesses and individuals be more... TravelSmart.

Create a program that will help you, your organization and all your employees realize the many amazing benefits of being TravelSmart. To view our TravelChoices Guides and resources, visit [translink.ca/travelsmart](https://translink.ca/travelsmart)

## Simply smart for business.

TravelSmart for business is about empowering choice with smarter, more sustainable, flexible travel solutions. Emphasizing a no-one-size-fits-all approach, we recommend exploring the full spectrum of sustainable travel choices and will help organizations consider the design of customized programs. Not only will this help create positive incremental changes in your employees travel behaviour, it will also help improve your workplace culture and make your organization a more attractive place to work. In all respects, TravelSmart is simply smart for business.



+ More than ever businesses are realising that employee health, safety and retention start with the commute. A 2020 survey showed that leadership at nearly two-thirds of large organizations are placing greater emphasis on safe, sustainable commute options for their employees. +



## Accelerate your Benefits Program

Gone are the days when businesses defaulted to the mundane 9–5, ferrying employees en masse to fixed workplaces through the worst peak-hour traffic. By providing flexible commute and travel solutions, your most valued assets — your employees — will be more engaged, productive and spend less time stuck in traffic and more time with the people that matter most to them. We think that’s an investment worth making.

Whether you’re a small local business, a large organization, a post-secondary institution, or work in Metro Vancouver’s industrial sector, workforce wellness starts with the commute. Implementing a TravelSmart program will help you retain and recruit employees from further afield, build your customer base, and foster more livable communities.



## BENEFITS FOR EMPLOYERS

### Reduce Overhead Costs

Healthy and sustainable commuters reduce the hidden costs and impacts of parking for organizations and individuals.

### Increase Recruitment & Retention

Increase productivity, reduce absenteeism and gain a competitive advantage when recruiting and retaining staff.

### Enhance Public Image

Foster loyalty and respect with your customer base, staff pride, and a positive public image. Be seen as an organization with sustainable practices.

## BENEFITS FOR EMPLOYEES

### Promote Healthy Workforce

Boost workplace morale, reduce commute stress and promote a happier and healthier workforce.

### Improve Livability

The annual cost of owning and maintaining a car in Canada is approximately \$10,500. TravelSmart solutions improve livability for your employees, empowering them with more flexible, affordable and sustainable transportation options.

### Reduce Environmental Impact

By empowering your employees to make smarter transportation choices, you’ll reduce your environmental impact and congestion, while improving air quality in your community.



## Getting started.

Read through the TravelSmart solutions below to learn more about the potential options and opportunities available to your organization. When doing so, also ask yourself some key questions: Does your organization have a specific travel solution you would like to implement? Perhaps you know of an organization with an e-bike fleet and excellent cycling facilities? Maybe your neighbour has solved its parking pressures with an innovative technology solution or provides transit passes to its staff?

When you're ready, start with our TravelChoices Toolkits to explore the best travel options for your organization. First, we recommend working with key stakeholders in your organization — the decision makers, HR department, facility managers and marketing and communications staff — to help answer the important questions, identify the right solutions, to create your custom TravelSmart program.

### TRAVELSMART SOLUTIONS



**Transit** Public transit is an excellent option that helps organizations improve equity and health outcomes for its employees. Consider providing (subsidized) transit passes to your staff as an efficient way to reduce parking costs, increase diversity in the workplace and improve recruitment and retention.



**Cycling** Consider investing in cycling programs and facilities at your workplace to get more of your staff pedaling. Take advantage of bikesharing in your city whenever possible.



**Parking Management** It all starts with parking. TravelSmart highly recommends carefully examining your organization's parking price structure. Providing free or subsidized parking increases drive-alone rates and disincentivizes employees from establishing desired behaviours like taking transit, carpooling, cycling or walking to work.



**Remote Work** Get ahead of the competition by offering flexible work practices and creating a formalized remote work policy.



**Walking** is essential to our physical well-being and an extremely low-cost, high-impact strategy for your organization. Creating a walking culture at work can also increase employee productivity and focus.



**Carpooling** Encouraging employees to share a ride with other employees (in a closed network) is a simple way to reduce parking costs and congestion. Connect with neighbours, colleagues and friends to start or join a carpool platform and maximize parking space at your workplace.



**Vanpool** and other flexible shuttle services are a higher-capacity, low-cost option for organizations to connect long-distance commuters more efficiently to their workplace and nearby transit hubs.



**Carshare** grants users access to a fleet of vehicles (e.g. Evo and Modo), only when one is needed. Vehicles are available on demand by the minute, hour and day without the ongoing charges and hassles of owning, maintaining and parking.



**Micromobility** refers to any small, human or electric-powered transportation mode (such as bikes, scooters and skateboards) used as a shared resource between multiple users.



**Ride-hailing** where a rider "hails" or hires a personal driver via a website or app to take them exactly where they need to go (e.g. Uber, Lyft). The vehicle is not shared with any other riders unless the provider offers pooled services.





For more information visit our website to create a program that will help you, your organization and all of your employees realize the many amazing benefits of being TravelSmart.

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