



Explore your options: Carpooling

This resource guide is designed to guide you through exploring, promoting and implementing a carpooling program at your worksite.

Start a Workplace Carpool Program

Speak with your local Smart Commute office to find out how you can get a workplace network established on our online tool. This easy-to-use tool will allow staff to find a match to carpool with and track the impact of their trips. Send out a communication to your staff with the following steps:

Step 1: Visit www.Explore.SmartCommute.ca and register an account

Step 2: Join your workplace network

Step 3: Search and share your A to B to find your carpool match

Tip: Check out how to get started by visiting www.SmartCommute.ca/carpool/getting-started/

Communication

Create internal communications to promote your carpool program to staff. This could include a carpool information board, email campaigns, intranet posts, posters or hosting a 'How to' lunch and learn to get the word out. Whatever medium works for your worksite, provide staff with resources that explain guidelines for carpooling and tips on how to get started.

Host a Workplace Commuter Challenge

Encourage staff to register or log in to www.Explore.SmartCommute.ca. Contact your local Smart Commute office to find out how to get your workplace a network on our tool. Encourage staff to track their trips for a specific time period. Corporate challenges are a great way to boost company morale.

Tip: Try providing incentives to encourage participation or host an end of challenge breakfast or lunch for participants!

Carpool Payouts/Discounted Parking

Consider giving carpoolers a discount on parking prices or incentivize them by implementing a carpool payout such as \$3/day.

Carpool Parking

This is a great incentive to encourage staff to try carpooling. Work with facilities to get a few spots near the building entrance dedicated to carpoolers. Designate these spots with a specific parking sign. As demand grows, so can the number of carpool spots! Provide all carpoolers with a sticker or hangtag to display when parking in carpool spots.

Emergency Ride Home Program

Provide staff who commute sustainably to work with a safety net. If staff have an unforeseen emergency on any day they use a sustainable method to commute to work, consider reimbursing the cost of a cab ride home.

Carpool to GO

Do you have a significant number of staff commuting via GO Transit? Use internal promotions to encourage staff to take advantage of the carpool spots at nearby GO Stations. To apply for a free permit your employees can visit: www.GoTransit.com/public/en/stations/carpooltogo.aspx

DID YOU KNOW?

It is estimated that the average annual cost to own and operate a personal vehicle is somewhere between \$7,000 and \$10,000. Carpooling allows you to share that expense, leaving you with cash for other things.



Explore your options

CONTACT YOUR LOCAL SMART COMMUTE OFFICE TO LEARN MORE.
WWW.SMARTCOMMUTE.CA/FIND-YOUR-LOCAL-OFFICE/