



Smart Commute Workplace Program – Custom Project Report

Last Updated: 2016-10

PART I: Please fill out the project information below

Project or Member Company Name Commuter Rewards Program – City of Hamilton	
Project Address <input type="checkbox"/> Single Site <input checked="" type="checkbox"/> Multiple Sites	
Service Delivery Agent Hamilton	Service Provider Hamilton
Service Provider P.O.# 160928-0	Project # HAM201718-02
Project Timeline 2017-09-01 to 2018-03-15	

PART II: Project Description

Project Description

The City of Hamilton has been a Smart Commute Hamilton employer since the inception of the Smart Commute program. The City employs approximately 8500 people across the entire city. 96 employees are registered on the Smart Commute Tool. The Smart Commute Tool has an incentive and points program functionality, which can be utilized to incentivize behaviour change with rewards that users can earn.

The Commuter Rewards Program was created to provide an incentive for City of Hamilton staff to change their travel behaviour to a more sustainable mode in the form of points, which can be used towards redeeming various rewards. Rewards ranged from small and easy to earn (by taking 1-2 non-SOV round trips) or large and harder to earn (by taking 2-3 weeks of non-SOV round trips).

The Commuter Rewards Program enabled users who log their sustainable trips on the Smart Commute Tool to earn points, eventually earning enough points for a reward.

Utilizing the incentive program capability on the Smart Commute Tool, the custom project team:

- Developed and coordinated with the City of Hamilton to create the rewards program terms and conditions, and user guide (info sheet);
- Created an internal City of Hamilton advisory Smart Commute Committee and held the inaugural meeting;
- Tested the rewards program capability on the Smart Commute Tool internally with the Transportation Planning team at the City of Hamilton. Smart Commute Hamilton hosted a meeting to explain what the goal of the program was, demonstrate how the program worked, how the program would be marketed, and received feedback about how to approach city staff and what marketing materials would be most useful;
- Created and launched the rewards program on the Smart Commute Tool under the Incentives Tab → Points Program;
- Promoted the program by:
 - Developing an infographic on how to sign up;
 - Creating stickers on the back of the Smart Commute Month postcards to be dropped off on each staff person's desk;
 - Posting a promo image on the Windows start-up pop-up on all City staff computers;
 - Posting on the City of Hamilton corporate Smart Commute website; and
 - Handing out postcards at City of Hamilton Smart Commute Month and Carpool Week outreach activities (2 sites, 2 times each).

- Incorporated a pre-program survey into the Smart Commute Month Annual Travel Survey for employees of the City of Hamilton with the questions asking:
 - What, if any, rewards (i.e. financial, promotional items) would encourage you to try a sustainable commute mode?
 - If you had to choose a new mode of travel to get to work, what resources would you use to plan your new commute?
 - What would encourage you to take a sustainable mode of travel?
- Purchased Smart Commute rewards and gift cards as rewards to be used as incentives;
- Developed a commuter options sheet and distributed to employees to educate users about their sustainable transportation options, increase awareness of the Smart Commute program, and specifically the Smart Commute Tool. This info sheet was distributed in tandem with the Commuter Rewards Program materials;
- Encouraged employees to sign up for the Smart Commute Tool through outreach activities, the annual travel survey, and marketing materials mentioned above highlighting the Rewards Program as an incentive to sign up;
- Rewarded those who changed their mode choice to a non-SOV mode (according to the Rewards Program rules);
- Incorporated the launch of rewards program into Smart Commute Month annual survey for City employees;
- Encouraged participants to take the annual survey; and
- Surveyed those who participated and redeemed rewards upon completion of the program.

Ultimately, the Commuter Rewards Program increased the number of those choosing an alternative mode to commute to work by educating them about the different options they have to travel to work and providing an incentive to change their behaviour to commute using a non-SOV mode.

PART III: Results

Pre- and post-project mode share

	PRE	POST
Drive alone	63%*	52.6%*
Carpool	9%*	14.5%*
Transit	14%*	18.4%*
Cycle	3%*	5.3%*
Walk	11%*	7.9%*
Drop Off	N/A	N/A
Member Company Population Size	6,200	6,200
Response Rate	0.8%	1.26%

Please indicate other project results or qualitative mode share results, if any

*NOTE: the pre- and post-project mode share is based on the Smart Commute Annual travel survey results due to a lack of follow-up survey responses from the project participants.

- Goal: Increase of at least 50 people registering and using the Smart Commute Tool to track alternative, non-SOV modes earn points towards the Commuter Rewards Program, any trip logged on the tool are eligible for other prizes through other promotions (e.g. log a trip and sign up for newsletter or complete annual travel survey for a chance to win the Smart Commute Month grand prize or a gift card to a local business) are eligible for other prizes during Smart Commute Month;
 - Results:

- 44 people joined the Smart Commute Tool in that time period
- 17 people joined the Commuter Rewards program – of which 8 were new sign ups
- Increase number of regular alternative transportation commuting trips made to and from work by 10% (45 people) based on the latest City of Hamilton travel behaviour survey completed in 2016. Commuter Rewards program pre and post program survey will track travel behaviour.
 - o Results: Expected annual travel survey results in 2018 as seen below.
- Increase awareness of existing Smart Commute services available to City of Hamilton staff; and
 - o Results: All users reported increased awareness of existing Smart Commute services
- Increase the number of respondents for the Smart Commute Annual Survey from 1500 responses in 2016 to 1700 in 2017
 - o Results: 1,400 people completed the Smart Commute survey
- 50% of the post-program survey respondents indicated that they drove alone to get to work prior to joining the program.
- 75% of the post-program survey respondents indicated that they tried a new mode to get to work.
- Additional comments from the post-program survey were:
 - o *"I love the idea of being rewarded for using active and sustainable travel modes; however, I believe that there should be more points allotted to cyclists, walkers, transit-users, and carpoolers than to SOV drivers who simply use the tool to log trips. As for the rewards, I think there should be more practical items: gift cards, presto cards, chance to win larger prizes, etc. Keep up the great work Smart Commute Hamilton!"*
 - o *"I use the Commute Tracker, but it doesn't seem to work very effectively - although I have a very short walk, so that might be related"*

PART IV: Project Costs

Total Project Cost	██████████		
Metrolinx Contribution to Date	██████████	Metrolinx Contribution Remaining	██████████
Comments, if any:			

PART V: Attachments

- Final High Level Budget

PART VI: Lessons Learned

1. **Big rewards will be redeemed first and most often despite the cost.** The first rewards that were redeemed although they cost the most points, was the gas and gift cards. When the program is scaled up and out to other workplaces, opportunities to secure sponsored multiple large rewards will be explored.
2. **Images of the prizes are useful for the participant.** Participants of the program indicated that having an image on the points program page would be beneficial. This feature is not available on the Smart Commute Tool, but images were posted on the Smart Commute Hamilton Commuter Rewards Program website. A ticket will be submitted to RideAmigos to add this as a feature.
3. **Support and building connections from various departments is required for success.** When the program was initially launched, there was not as much participation as expected. In response to this, the City of Hamilton Smart Commute Committee was created. This committee was comprised of people interested in sustainable travel and were willing to be the eyes and ears on the ground in various departments across the City. After the initial meeting was concluded, the participation rate in the program significantly increased and good feedback was received regarding the Commuter Rewards program. The Smart Commute Committee will continue to meet quarterly and support other Smart Commute campaigns and initiatives.
4. **Anticipate privacy concerns when dealing with apps on smart phones.** To automatically log trips and earn points, the Commute Tracker app was promoted as a tool to earn points without having to manually log your trips. Some participants expressed privacy concerns about having an app on their phone that tracked where

they were going, who had access to that data, and what that data was being used for. The Commute Tracker app's privacy policy was shared with concerned participants, and the option of manually tracking their trips was still a viable option to participate in the program.

5. **Launch a new incentive, program, and/or campaign on its own to prevent overshadowing.** The program was launched during Smart Commute Month to take advantage of the existing opportunity to engage with City of Hamilton employees. However, with different messages (e.g. Take the annual travel survey and log trips to earn points for the new Commuter Rewards Program), the Commuter Rewards Program was not the key message during the launch. New incentive programs such as this should be launched on its own, without the overshadowing messages of another larger, more familiar campaign.
6. **The Points Program functionality is not as user-friendly as it could be.** When logging into the Smart Commute Tool, there is no indication that that the user is participating in the Points Program unless they click on Incentives → Points Programs. While it is possible to send a link to users to direct them to the Points Program page, the program would be much more visible interactive if it was highlighted on the Dashboard.

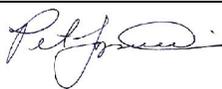
PART VII: Awards Nomination

FOR COMPLETION ONLY IF PROJECT SHOULD BE CONSIDERED FOR A SMART COMMUTE AWARD:

- Describe how this project successfully influenced employee travel choices
- What tangible outcomes resulted from this project (e.g., improved recruitment or retention of employees; financial benefits/savings; impact on work/life balance)? Supply concrete examples
- Describe any innovative methods used to engage employees in this project
- Describe any legacy effects this project will have

N/A

PART VIII: Signatures

As a signatory, I have reviewed this final report.	Service Delivery Agent		
	Name: Peter Topalovic	Signature: 	Date: 14/03/2018
	Service Provider		
	Name:	Signature:	Date:

PART IX: Metrolinx Review and Approval

Approved by – Senior Advisor		
Name:	Signature:	Date:
Approved by – Manager		
Name:	Signature:	Date:
Approved by – Director (where applicable)		
Name:	Signature:	Date:
Comments:		