

GreenCommute

The Nortel Networks Transportation Demand Management (TDM) Program

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What is a TDM program?

- A TDM, or commuter options program, is any collection of steps that make commuter options more attractive and encourage their use. Popular commuter options include walking, cycling, transit, carpooling and teleworking
- The scope, objectives, strategies and actions of a commuter options program are wholly dependent on an employer's physical setting, corporate culture and available resources.
- Benefits of TDM* include:
 - **Employer**
 - Reduced infrastructure costs (parking and facility costs)
 - Enhanced employee attraction, retention, productivity, health, reduced stress
 - Demonstration of environmental responsibility and corporate leadership
 - **Employee**
 - Improved and supported commuting options
 - Cost savings
 - Health benefits
 - **Community**
 - Reduced traffic congestion
 - More efficient use of transportation resources
 - Improved air quality, reduced environmental impacts, reduced GHG emissions

*derived from Transport Canada's new publication, **Commuter Options: The Complete Guide for Canadian Employers**



Ottawa Carling Campus



Direct transit routing, transit hub, pedestrian links, cycling paths – all part of the site design

GreenCommute

Ottawa – Why was a TDM program implemented?

- Site plan agreement called for the implementation of a TDM program in association with the RMOC, City of Nepean, NCC and OC Transpo. Purpose was to:
 - Mitigate congestion
 - Minimize infrastructure requirements
 - Minimize parking area requirements
 - Act as a pilot in the Region
 - Demonstration of public/private sector partnership
- TDM on-site elements considered during planning phase of expansion

TDM – a proactive solution to a legislated challenge



On-site Infrastructure and Amenities Support GreenCommute



Conveniently located benches

Dispersed bike parking



Enhanced pedestrian routes

Shower, change and locker facilities



Visible support of alternative commuting



On-site Infrastructure and Amenities Support GreenCommute



Dispersed on-site cafeteria's & Tim Horton's Kiosks



Convenience store, onsite transit pass sales, bank, etc.



On-site fitness facility and recreational areas



Signage – a constant reminder



Dedicated Carpool Parking Areas

- **Carpool parking dedicated for vehicles with 2 or more occupants and full-time teleworkers**
 - Vehicles must display a valid GreenCommute carpool hangtag
 - Carpool parking accounts for 13% (765) of the parking spaces on site (6000)
 - Three outdoor lots (435 spaces)
 - All underground (weather protected) parking on site is dedicated as a carpool parking area (330 spaces)
 - Ongoing enforcement of all parking areas



Transit Hub

- **Transit Hub is conveniently located at the centre of the site**
 - Live link to OC Transpo bus arrival schedules
 - Prominent display of transit routing information
 - Buses arrive approximately every 7 minutes during peak periods



Designing the GreenCommute Program

- **Comprehensive on-line survey**
 - 40% response rate
 - benchmark for GreenCommute Program effectiveness
 - verify concerns, motivating factors, TDM readiness
 - 87% of respondents willing to try an alternative to the single occupant vehicle
 - Over 6,500 written comments
- **Screenline counts**



Comprehensive Intranet Site



- Dynamic content
- Custom-built applications
- Commuting information
- Critical links
- Parking management
- Promotion
 - all on one easy to navigate site



Online self-serve ridematching system



GreenCommute RideMatching System

OTTAWA

Login to RideMatching

Global ID:

Password:

Join RideMatching

*If you are searching for carpoolers, choose RideMatching.
If you already have a carpool, choose Carpool Hang-Tags.*

Order New Carpool Hang-Tags



[I forgot my password](#)

Exclusive to
Nortel Networks
Intranet System

Search for Commuters

 Search for compatible commuters

 Updating your information

 Back to RideMatching

 logout

Postal Code:

Nortel Building:

Nortel Site:

I am looking for:

Arrive to work at: or within minutes

Leave from work at: or within minutes

Last Name:

First Name:



GreenCommute Site plan



- **Site plan shows:**
 - Carpool parking areas
 - Transit routing
 - Transit stops
 - Bicycle parking areas
 - Pedestrian pathways



Telework

- The Nortel Networks Teleworking Solutions Program provides all teleworking information and support
 - Over 100 full time Ottawa teleworkers without a dedicated office space at a Nortel Networks site*
 - Over 3000 part time Ottawa teleworkers (retain office space at a Nortel Networks site)*

*as of June '03

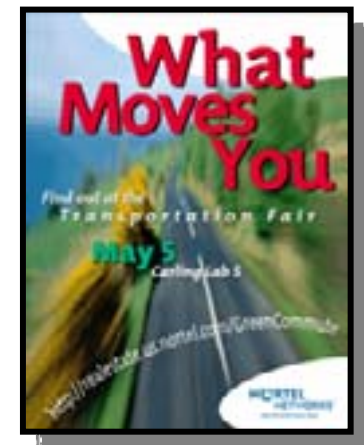
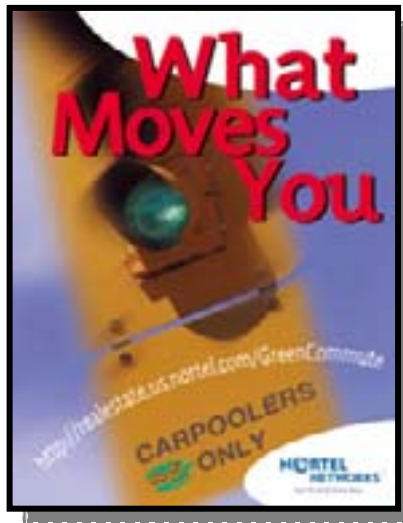


Events

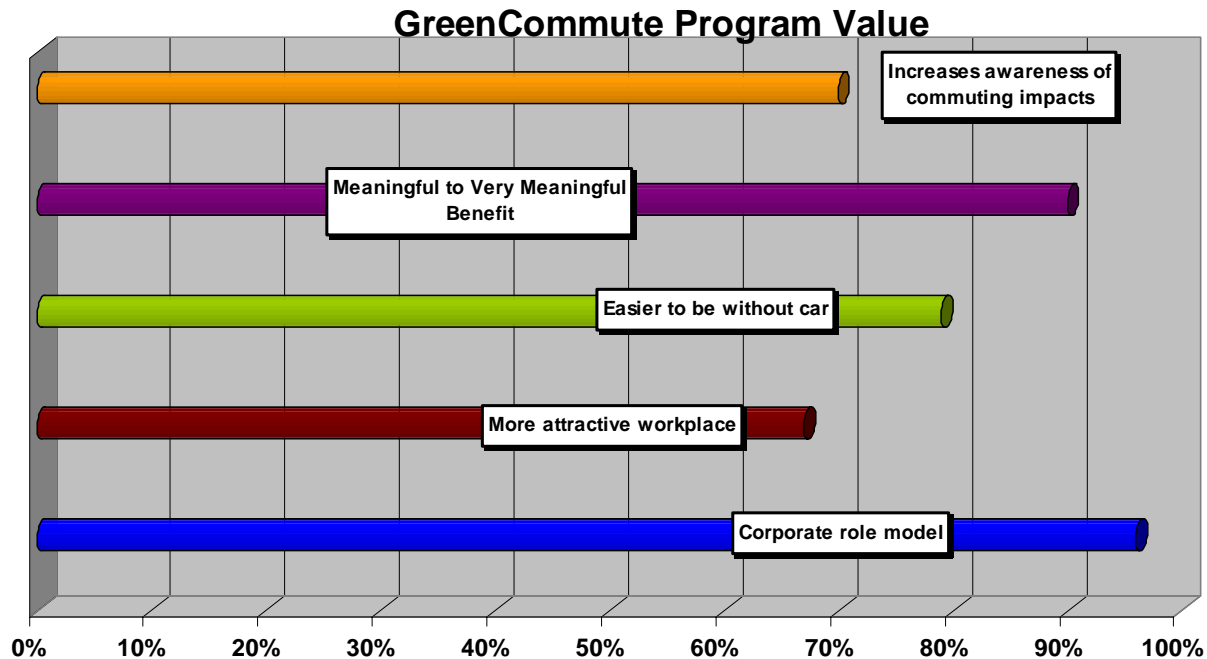


Marketing

- General, on-going promotion
 - OC Transpo on-site
 - NORBUG registration
 - Carpool sign-up
- Event promotion
 - Commuter Challenge
 - Transportation Fair

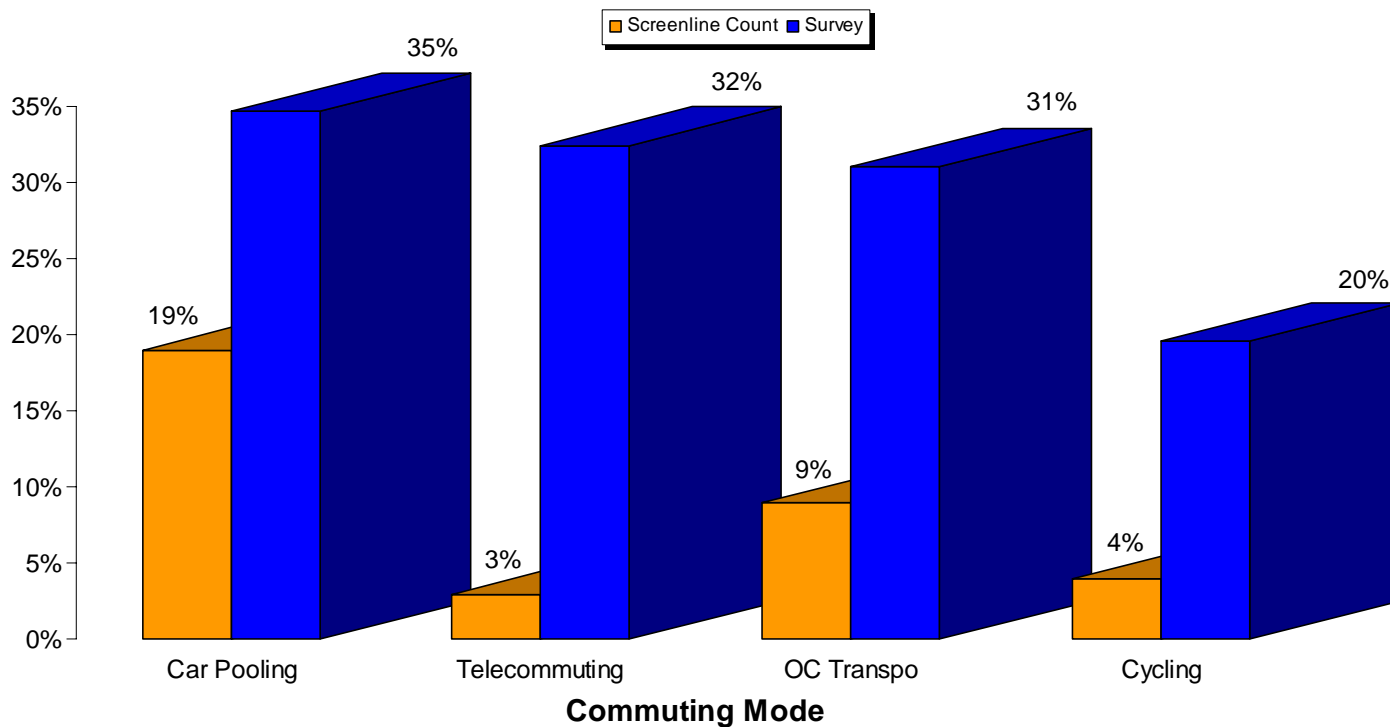


Employees Value GreenCommute Program



Significant latent demand exists

Percentage of People Using Alternative Commuting Modes



Ottawa GreenCommute Status

Timeframe	Auto Occupancy	Non-auto Modal Split (transit, telework, cycling, walking)
Year 2005 Objective	1.5	25%
Baseline (1998)	1.1	12%
2000	1.1	15%
2001	1.1	15%
2002	1.1	15%

- **350 ridematch registrants**
- **1545 carpool registrants**
- **Commuter Challenge top private sector employer award 5 years in a row (1999-2003)**



Summary

- **The Nortel Networks Ottawa GreenCommute program is a world class TDM program and is one of the most proactive and all-encompassing TDM programs in Canada**
- **The Nortel Networks GreenCommute program is now firmly established and entrenched in Ottawa; clearly demonstrating our corporate commitment to the partnership established for this initiative.**
- **Ongoing government support and involvement is critical for modal shifts to occur – most importantly, transit service improvements are necessary for transit to be competitive to driving**

Mission: GreenCommute will provide the information, support and resources necessary to enhance and promote alternative commuting practices in an effort to proactively confront environmental issues





NORTEL NETWORKS

