Pilot Project Evaluation Summary

Fourth Annual ecoMOBILITY Workshop

January 31 – February 1, 2012
• Overview
• EIM Process
• Employers
  – Results
  – Lessons Learned
• Project Legacy
Project Details

• Regional lead pilot within three distinct municipalities
  – Brampton, Caledon, and Mississauga

• Two phases
  – Phase 1: March 2010- November 2010
  – Phase 2: March 2011- November 2011
Project Goals

• Test a community-based social marketing (CBSM) strategy within the workplace
  – Create measurable shifts towards sustainable commuter behaviour
  – Identify best employer scenario to apply intervention method
Employer Individualized Marketing Campaign - Region of Peel

- Caledon
- Brampton
- Mississauga

Locations mentioned:
- Lake Ontario
- Toronto
- Halton
- Lake Ontario
Employer Individualized Marketing (EIM)

**SURVEY & SEGMENTATION**
- **SURVEY**
  - “BEFORE” Survey distributed & promoted by management.
- **Interested**
  - Smart Travellers
- **Not Interested**
  - Not interested respondents segmented into three groups.

**MOTIVATION & INFORMATION**
- **Take orders** for custom transportation information.
- **Deliver requested** information in custom packets, in person.
- **Follow up** with personalized trip planning.

**EVALUATION**
- **SURVEY**
  - “AFTER” Survey is identical to Before Survey in questions & sample.
Step 1

SURVEY & SEGMENTATION

“BEFORE”
Survey distributed & promoted by management.

Interested
Smart Travellers
Not Interested
Respondents segmented into three groups.

“Not Interested” excluded from further efforts.
Step 2

MOTIVATION & INFORMATION

- Take orders for custom transportation information. Hold events.
- Deliver requested information in custom packets, in person.
- Follow up with personalized trip planning.
Step 3

"AFTER" Survey
is identical to
Before Survey in
questions & sample.
Phase 1 Overview

• Pilot Variables Included:
  – Large employers (+1,000 employees)
  – Diverse industries
  – Mature TDM program implementation at each worksite
  – Partnership with local Transportation Management Association (TMA)
    • Smart Commute Mississauga
• Greater Toronto Airport Authority
  – 1,000 employees
  – Admin, Management, & Operations
  – Transportation issues:
    • Multiple transit providers (bus)
    • Served by multiple highways
    • Pedestrian connectivity limited
Mode Split Comparison

Drive alone 80%
Carpool 70%
Public Transit 60%
Bicycle 50%
Walk 40%
Work from home/telework 30%
Get dropped off 20%
Other 10%

Before Survey

After Survey
RESULTS

– 13% reduction of SOV
– 64,700 kg/year GHG reduction
64,700 kg/year = 789 Canadian Men
Hatch

- 1,500 employees
- engineering, procurement, construction management services, and business consulting
- Headquarters and satellite offices with varying transportation issues
Employer Individualized Marketing Campaign - Region of Peel

Employee Mode Split

Travel Mode

<table>
<thead>
<tr>
<th>Percentage of Respondents</th>
<th>Before Survey</th>
<th>Follow-Up Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive alone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carpool</td>
<td></td>
<td></td>
</tr>
<tr>
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<tr>
<td>Bicycle</td>
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<td></td>
<td></td>
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<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No answer</td>
<td></td>
<td></td>
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</tbody>
</table>

Region of Peel
Working for you
Refresh Your Commute Event Feedback

- 84% I did not attend the event
- 9% Informative
- 6% Engaging
- 1% Glad I came by
RESULTS

– 9% reduction in SOV
– 40,360 kg/year GHG reduction
40,360 kg/year = 492 Canadian Men
Region of Peel

– 4,500 employees
– Serving Brampton, Mississauga, and Caledon
– Multiple worksites
– Active Employee TDM program
– Transportation issues:
  • New BRT line servicing HQ
  • Strong and mature carpool program (since 2004)
  • Parking pricing and supply
  • HQ office has strong Bike/Ped connectivity
Employer Individualized Marketing

Campaign - Region of Peel

Kit Delivery
September 2010
Employer Individualized Marketing Campaign - Region of Peel
Event Feedback - Perceived Educational Value

- Somewhat Informative: 17%
- Very Informative: 37%
- Informative: 46%
RESULTS

– 9% reduction in SOVs
– 197,300 kg/year GHG reduction
197,300 kg/year = 2,406 Canadian Men
Phase 1: Lessons Learned

• High familiarity of TDM programming at employer sites resulted in reinvigorating program rather than creating large mode shifts

• Additional questions added to the surveys may have impacted response rates negatively

• Commuter Profiles and Personal Travel Plans were difficult to implement when coupled with outreach events at large employers
Phase 2 Overview

- Pilot Variables Included:
  - Small/Med employers (250-350 employees)
  - Active partnership with local Transportation Management Association (TMA)
    - Smart Commute Brampton-Caledon
  - Employers at different implementation stages of TDM program
TDM Program Implementation Stages

**CONCEPTION**
- NOT a Smart Commute Brampton-Caledon member
- NOT actively promoting sustainable travel options to employees

**INFANCY**
- Current Smart Commute Brampton-Caledon member for less than 2 years
- Currently promoting travel options to employees

**MATURITY**
- Current Smart Commute Brampton-Caledon member for over 3 years
- Actively promoting travel options to employees throughout this time period
TDM Program Implementation Stages

- **CONCEPTION**
  - Reserved for expecting mothers

- **INFANCY**
  - Baby on board

- **MATURITY**
  - Town of Caledon

MARS canada inc.

Good Food, Good Life
Mieux manger. Mieux vivre.

Nestlé
Employer Individualized Marketing Campaign - Region of Peel

Lake Ontario
Toronto
Halton
Mars Canada
- 319 employees
- Food manufacturing and sales
- Transportation issues:
  - No transit service in this municipality (Caledon)
  - Distance from professional talent
    - Toronto-Mars: 100+ km round-trip by vehicle
Creating Social Norms in the Workplace for TDM
May 2011
Personalized Travel Planning & Kit Delivery
May 2011
MORE PARKS. LESS PARKING.
“EDU-TAINMENT” July 2011
## Phase 1: Employers

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<tr>
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<th>Percentage of Respondents Before Survey</th>
<th>Percentage of Respondents Follow-up Survey</th>
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<tbody>
<tr>
<td>Drive alone</td>
<td>0%</td>
<td>60%</td>
</tr>
<tr>
<td>Carpool</td>
<td>10%</td>
<td>0%</td>
</tr>
<tr>
<td>Public Transit</td>
<td>20%</td>
<td>70%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>30%</td>
<td>0%</td>
</tr>
<tr>
<td>Walk</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Work from home/telework</td>
<td>50%</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>60%</td>
<td>10%</td>
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### Employee Mode Split

- **Before Survey**
- **Follow-up Survey**

- **Drive alone**
- **Carpool**
- **Public Transit**
- **Bicycle**
- **Walk**
- **Work from home/telework**
- **Other**

**MARS canada inc.**

Employer Individualized Marketing Campaign - Region of Peel

**Region of Peel**

Working for you
Results

- 25% decrease in SOV
- 78,031 kg/year GHG reduction
- Launch and expansion of Carpool Program
Nestlé Canada

– 289 employees
– International food & beverage company
– Transportation issues:
  • Parking supply/demand crunch
  • New BRT service (Züm by Brampton Transit)
  • Growing carpool program
COMMUTER AID:
Kit Delivery April 2011
MORE PARKS. LESS PARKING.
“EDU-TAINMENT” July 2011
Personalized Travel Planning
Onsite Assistance July 2011
Employer Individualized Marketing Campaign - Region of Peel

Employee Mode Split

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<tr>
<td>Drive alone</td>
<td>90%</td>
<td>80%</td>
</tr>
<tr>
<td>Carpool</td>
<td>10%</td>
<td>20%</td>
</tr>
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Percentage of Respondents

Before Survey

Follow-up Survey
Nestlé Canada

- 3% decrease in SOV
- 16,185 kg/year decrease GHG
- Awareness of new BRT line
- Maintained strong carpool program (+20% carpool penetration)
16,185 kg = 197 Canadian Men
Town of Caledon

- 251 employees
- Geographically large municipality
- blends rural and urban lifestyle, heritage and industry, culture and commerce
- Transportation issues:
  - No transit service in this municipality
  - No existing telework/alt work arrangement policy
Kit Delivery, Breakfast, and Personalized Travel Plans  April 2011
Employer Individualized Marketing Campaign - Region of Peel

Town of Caledon Bike Share

+7% Registered Users
RESULTS:

- 78,390 kg/year GHG reduction
- 7% bike share program registration
  • 18 staff people registered with program
Employer Individualized Marketing Campaign - Region of Peel

78,390 kg = 956 Canadian Men
Phase 2: Lessons Learned

• Small/med employers require a more significant survey effort to generate higher response rates for higher confidence levels

• Pairing EIM with exciting outreach events provides on-site opportunities for employees to receive personalized commuter assistance and planning
  • Carpool tool registration
  • Transit route planning
  • Bike and walk tools and tips

• EIM is most effective when employers are found in the conception stage of TDM program implementation
Overall: Lessons Learned

• Outreach events & Personal Travel Plans are most successful at Small/Medium sized employees

• Surveys require more emphasis/effort at Small/Medium sized employers for higher confidence levels

• EIM is most effective at employers found in the conception stage of TDM program implementation
Pilot Legacy - Locally

- EIM can be used by TMA’s for a Fee-For-Service program.
- EIM can be used where TMA’s are not providing service delivery.
- EIM can be used as the process to launch new TMA partners.
Pilot Legacy - Globally

• Stand-alone training manual developed for Transport Canada:
  – EIM overview and step-by-step process
  – Resource requirements (staff, monetary, etc)
  – Sample materials (surveys, promos, etc)
  – Case studies
For more information:

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