

# Smart Commute Markham, Richmond Hill (SCMRH) TDM Case Study: Carpool

## Honda Canada

### WORKPLACE PROFILE

- Approximately 750 Associates work at Honda Canada's head office in Markham.
- Honda Canada became a Smart Commute workplace in 2013 and won the Rising Star award at the 2014 Smart Commute Awards for their efforts in promoting sustainable transportation in the workplace.
- Honda Canada received a Gold Smart Commute Workplace Designation in 2018, and was elevated to Platinum status in 2019.
- Sustainable commuting amenities and infrastructure at Honda Canada include a formal telework policy, secured bicycle parking, electric vehicle charging stations and the largest Carpool Parking Pass Program within SCMRH's network.



### CARPOOL PARKING PASS PROGRAM

Carpooling has always been a strong part of Honda Canada's workplace culture. Within three days of launching Honda Canada's exclusive network on Carpool Zone, SCMRH's former ride-matching tool, 85 Associates joined the group in an interest to share their ride to work.

In 2014, Honda Canada joined SCMRH's Carpool Parking Pass Program, which includes:

- program consultation
- implementation (initial setup, coordination and promotion to employees)
- program monitoring through trips tracked on the Smart Commute Trip tool
- Smart-Commute branded carpool signs and hang tags featuring the workplace logo, and
- initial program launch event and Carpool Mix 'n Mingle to assist with registration.

Upon installation of the carpool sign in Parking Lot 1, SCMRH and Honda Canada hosted a ribbon cutting ceremony in July 2014, which was attended by Markham Mayor Scarpitti, who commended Honda Canada's commitment to sustainability.

In five years, Honda Canada has become one of the most successful workplaces under the Carpool Parking Pass Program.

### THE RESULTS

As of January 2020, there were 247 users and 111 carpool groups within Honda Canada's network in the Carpool Parking Pass Program, which is more than the total of all other users and groups in the remaining nine workplaces in the program combined. As a result of carpooling, Honda employees have saved 383,575 kg of greenhouse gas emissions and 1.6 million vehicular kilometers travelled per year.

### KEYS TO SUCCESS

Visible and ongoing support from management for carpooling initiatives and sign installation.

Constant communication between workplace Champion and SCMRH to send reminders and notices for renewals to program users.

Regular onsite presence from SCMRH in the form of mix 'n mingle events.

Support from SCMRH in the form of carpool hang tags and a trip tracking tool to manage and report program statistics.



A Carpool Mix 'n Mingle event at Honda Canada in December 2018

Interested in becoming a Smart Commute Markham, Richmond Hill workplace? Contact us at [info@smartcommutemrh.ca](mailto:info@smartcommutemrh.ca) for more information.