

Smart Commute Markham, Richmond Hill (SCMRH)

TDM Case Study: Employee Engagement

LEA Consulting and WSP

WORKPLACE PROFILE - LEA CONSULTING

- LEA Consulting's head office is located on Cochrane Drive, south of Highway 7 East and east of Highway 404. They have been an SCMRH workplace since 2010 and currently hold a Silver Workplace Designation.
- LEA Consulting is a strong supporter of sustainable commuting, and provides the following for their employee population of 110 in Markham: bicycle parking, an in-house Emergency Ride Home program, and discounted transit passes.



RECENT INITIATIVES

- 2017 Try Transit project - participants logged 720 km of transit trips, resulting in savings of 104 kg in greenhouse gas emissions.
- 2018 Telework pilot - 13 selected LEA employees teleworked over a four-month period, and logged their telework trips on the Smart Commute Tool.
- 2020 Cycling Webinar series - over 30 attendees learned about cycling rules, bike maintenance and new infrastructure in York Region in a four-part webinar series.

KEYS TO SUCCESS

LEA Consulting's recent achievements are largely due to efforts from their Champion, Sabrina Chan. Since 2018, Sabrina has performed the following:

- Shaped the telework pilot to suit workplace needs and joined the pilot to gain hands-on experience.
- Gained approval from management and invited key departmental heads to provide feedback on the pilot's logistics.
- Worked with management to approve in-house incentives to achieve a response rate of 40% - the highest among SCMRH workplaces - for the 2019 Smart Commute annual survey.
- Organized logistics for and attended onsite outreaches. She frequently encourages fellow colleagues in her department to attend and a company-wide broadcast is aired before the event begins to achieve high participation.

WORKPLACE PROFILE - WSP

- WSP's Thornhill office has been an SCMRH workplace since 2006, is a Corporate Sponsor of the program, and has hosted and sponsored the annual Bike to Work Day group ride for over ten years.
- WSP received a Gold Workplace Designation in 2019 for their commitment to sustainable commuting, including their formal telework policies, ample covered bicycle parking and end-of-trip facilities.



RECENT INITIATIVES

- 2019 Carpool Speed Mingling - participants were encouraged to interact with drivers and non-drivers to facilitate ride matching in a fast-paced environment.
- 2018 Try Transit project - non-transit riders were provided with a pre-loaded PRESTO card or the YRT Pay App to take transit to work, which resulted in savings of 115 kg of greenhouse gas emissions.
- 2018 and 2019 step challenges - employees were encouraged to incorporate walking into their daily commutes and record their steps on the Smart Commute Tool.

KEYS TO SUCCESS

In 2018, SCMRH welcomed Jonathan Law as WSP's Champion. Jonathan received the 2018 Smart Commute Champion Award for the following achievements:

- Assisted in the redesign of WSP's custom employer brochure, and contributed useful information about the workplace's end-of-trip facilities for new hires. He also personally printed and distributed the brochure to employees within the workplace.
- Used an innovative and creative approach to engage teams in friendly competition and incorporate summer activities during the step challenges. Over 27,291 kms were logged from 2018 to 2019.
- Created the concept of and recruited "transit mentors" during the 2018 Try Transit project, who encouraged other employees who are currently single-occupant vehicle drivers to participate in the pilot, and to recognize and reward his colleagues who demonstrate sustainable commuting behaviour.

If you are interested in becoming a Smart Commute workplace, please contact us at info@smartcommutemrh.ca.