

Smart Commute Markham, Richmond Hill (SCMRH)

TDM Case Study: Public Transit

Qualcomm

WORKPLACE PROFILE

- Qualcomm's Thornhill office, home to 400 employees, is one of the many top SCMRH workplaces like AMD, WSP, AECOM, and CAA located in the Commerce Valley Business Park. This location facilitates easy ride-matching within SCMRH's network to the office.
- Qualcomm became a Smart Commute workplace in 2010 and received a Silver Workplace Designation in 2017.
- Sustainable commuting amenities and infrastructure at Qualcomm include end-of-trip facilities (such as showers and lockers), secured bicycle parking, active transportation programs and videoconferencing software and VPN to allow employees to telework.



TRY TRANSIT PILOT

Qualcomm is located near Leslie Street and Highway 7, which offers direct access to York Region Transit and Viva bus rapid transit service. It provides an ideal position for Qualcomm to take part in SCMRH's 2016 Try Transit pilot.

In early 2016, four workplaces (including Qualcomm) took part in a three-week transit pilot, in which project participants who drove alone to work were required to:

- attend an initial information session with SCMRH and York Region Transit (YRT), where they received a \$16 pre-loaded PRESTO card, one-on-one route planning, transit maps and resources, information about joining their network on the Smart Commute Online Tool, and a transit pilot consent form
- take at least one round-trip to work during the pilot period using the PRESTO card
- log their transit trips on the Smart Commute Online Tool
- complete a post-pilot survey to provide feedback on their transit experiences

From October 17 to November 4, 2016, 14 Qualcomm employees participated in the pilot by agreeing to replace one of their driving trips with a transit commute to work.

THE RESULTS

In total, Qualcomm participants logged 55 transit trips, which resulted in a reduction of 236 kg of greenhouse gas emissions - more than any other participating workplace! Three participants continued to take transit following the pilot period, and loaded an additional \$170 on their PRESTO cards, which was also more than participants from any other workplaces.

Qualcomm remains a strong supporter of transit usage for employees, with 24% of 2019 Smart Commute annual travel survey respondents stating that they take transit as their usual mode. Qualcomm's success in the 2016 Try Transit pilot was a basis for introducing more extensive transit pilots in future years.

KEYS TO SUCCESS

Qualcomm Champion worked with SCMRH to send out reminders to employees about the pilot and requirements.

Involving YRT in the information session allowed participants to inquire about transit-related matters and resolve concerns prior to beginning their transit commutes.

Including a hands-on demonstration of how to log trips on the Smart Commute Online Tool increased the likelihood that participants would follow requirements and submit project data.



YRT and PRESTO resources provided to Qualcomm participants during the information session

Interested in becoming a Smart Commute Markham, Richmond Hill workplace? Contact us at info@smartcommutemrh.ca for more information.