



ABOUT SMART COMMUTE MRH

Smart Commute Markham, Richmond Hill (SCMRH) is a workplace travel program of Metrolinx and York Region, in partnership with the City of Markham and Town of Richmond Hill. SCMRH operates as a Transportation Management Association (TMA) managed by the Markham and Richmond Hill Boards of Trade. SCMRH delivers annual campaigns, custom projects, custom TDM programming and consulting services to its member workplaces.



Top: From left to right, Christopher Ford, Wincy Tsang (Manager), Sidra Mukhtar, Calvin Chung, Sonya De Vellis, Samantha Maurice
Bottom Right: SCMRH Team pictured with City of Markham Mayor Frank Scarpitti
Bottom Left: The SCMRH Team pictured with the Markham Board of Trade Team and the Mayor



OUR FUNDERS



WHAT IS TDM?

Transportation Demand Management (TDM) is a collection of strategies designed to reduce roadway congestion and demand for single occupancy vehicle travel by redistributing travel demand to alternative travel modes, times and routes, or removing the need to travel altogether. TDM can take the form of providing information, facilitating marketing and promotional campaigns, targeted programming and campaigns, or consulting services, and is intended to encourage individuals to re-examine when, how, where, and why they travel.

COMMUTER OPTIONS



FOR BUSINESSES
Operational Cost Savings
Higher Productivity
Supporting ESG / Sustainability Goals
Attracting Talent & Decreasing Turnover

FOR EMPLOYEES
Decreased Stress
Greater Commute Satisfaction
Time Savings
Improved Physical Health
Personal Cost Savings

FOR COMMUNITIES
Reduced Traffic Congestion
Improved Air Quality
Reduced GHG Emissions

THE BENEFITS OF WORKPLACE TDM

MARKETING STRATEGY

OBJECTIVE

Lead the development of SCMRH's Marketing & Sales Strategy, and assist with its implementation



1



OBJECTIVE

Lead the development of SCMRH's first Strategic Plan



2

MAJOR PROJECTS

CUSTOM PROJECTS

OBJECTIVE

Support the planning & facilitation of 2018 Annual Custom Projects



3

MEMBER LEVEL SERVICES

OBJECTIVE

Support delivery of Member Level Services as needed



4

- **Co-designed & managed the Smart Commute Concierge Custom Project with a budget of over \$40K**
 - As of September 12, over 1050 sustainable trips have been logged by 450 participants from 7 member businesses, resulting in over 3.6 tonnes of avoided GHG emissions
- **Lead the update to SCMRH Service Packages and Agreement**
- **Audited & co-lead update of SCMRH website**
- **Contributed to the development of a number of marketing and promotional materials, including leading the development of a Custom Projects Brochure**
- **Conducted extensive research and stakeholder interviews and facilitated business canvas session utilizing the Flourishing Business Canvas to support the development of the strategy**

KEY ACCOMPLISHMENTS

To Be Continued...
Christopher will continue working with Smart Commute Markham, Richmond Hill until December 2018