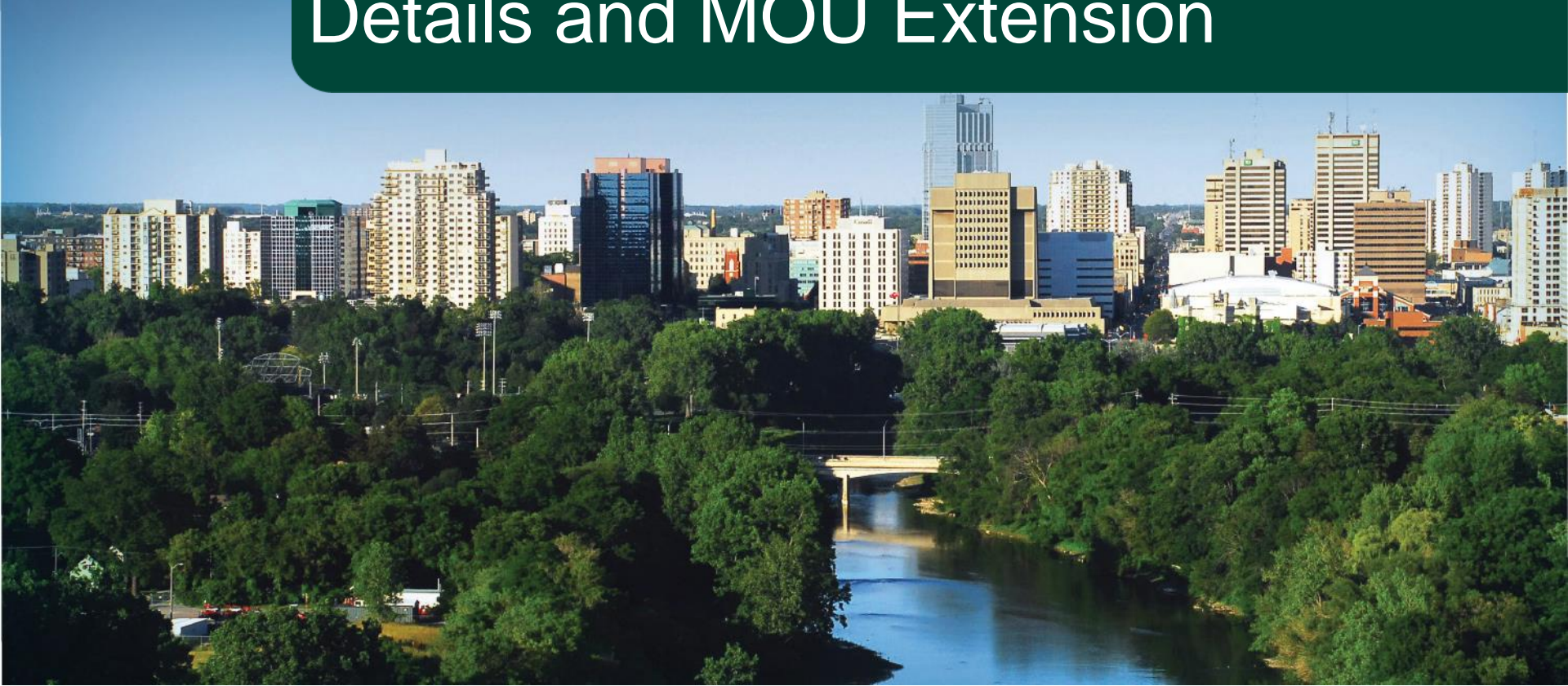




Smart Commute London: Additional Details and MOU Extension



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ICSC March 23, 2026



What is Smart Commute London?

- A program that provides employers tools and resources to support and incentivize cycling, walking, carpooling and transit.
- Provides employers on-going support to help address employees' evolving commuting needs and allows employers to share limited resources.
- Helps reduce parking demand and improve employee wellbeing.

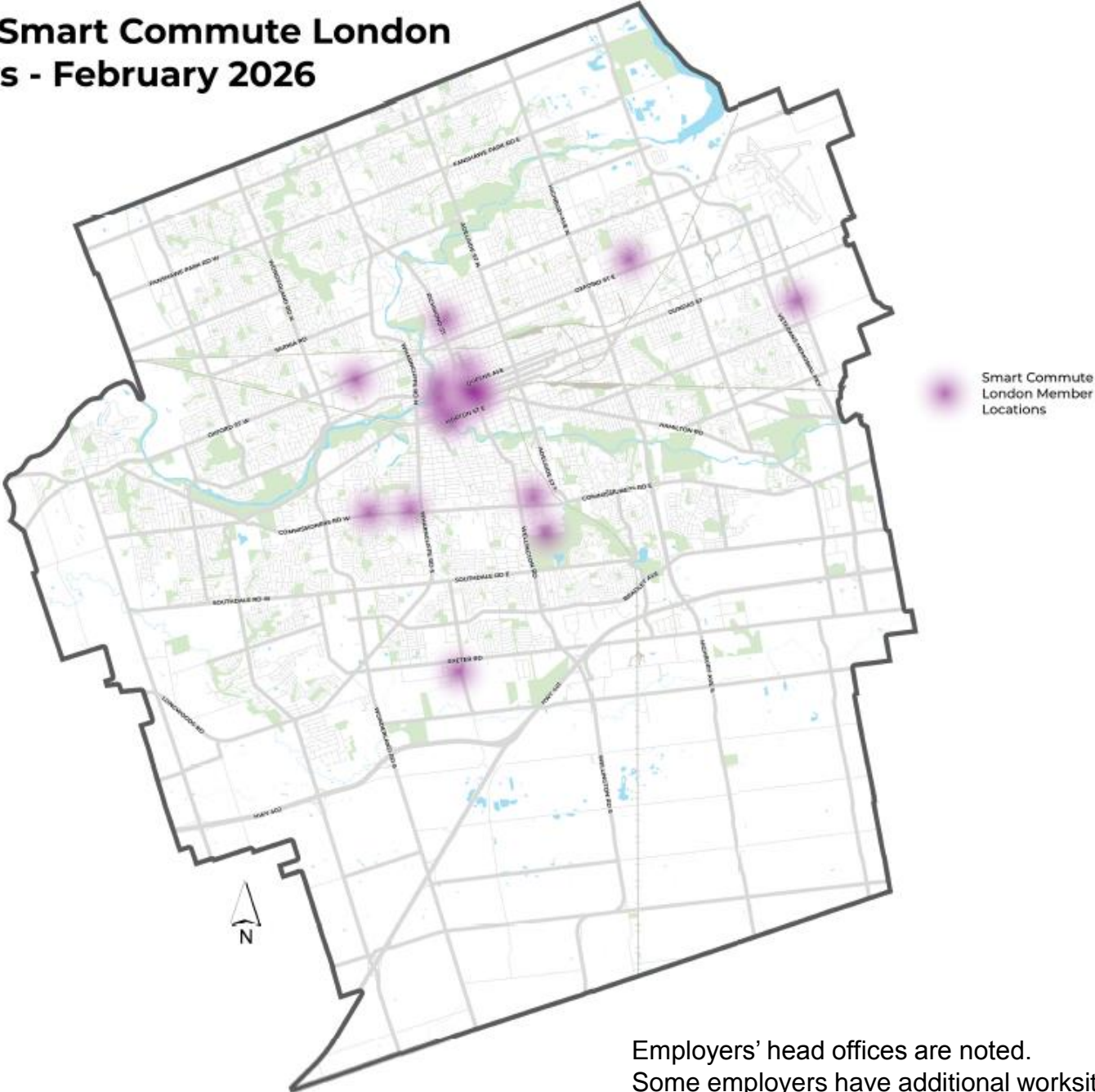


Membership

22 employers representing 28,000 employees so far



Current Smart Commute London Members - February 2026



Employers' head offices are noted.
Some employers have additional worksites.

Motivation

- The **Mobility Master Plan** includes targets to increase trips made by walking, cycling and transit from 23% in 2019 to 32.5% in 2050.
 - Smart Commute London cited as a key TDM activity for the MMP
- Promotes the use of City infrastructure such as Rapid Transit routes and cycling infrastructure.
- Supports Londoners who do not own a car or have a license.

Smart Commute London addresses traffic congestion, supports the use of rapid transit and cycling infrastructure, and gives employers an employee recruitment/retention advantage.



Past Programs

The City of London has been providing a carpool-matching app for many years:

- Carpool Zone (2007-2015)
- Regional Rideshare: grew region-wide (2015-2021)

The City has also been working with local businesses on employee commuting for many years:

- Travel Wise Business Program (2004-2023)
- EcoMobility project (2009-2011)
- Commute Ontario (2019-2021)



2020 Employer Survey

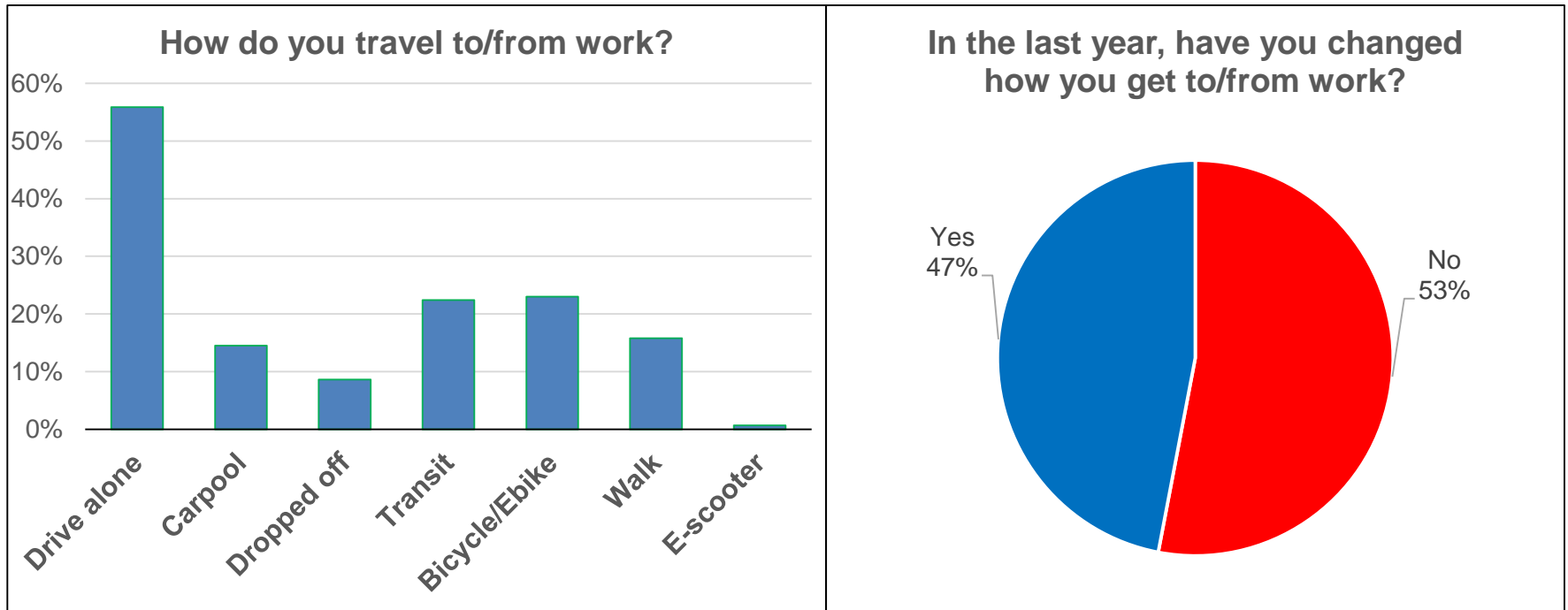
Employers were surveyed pre-pandemic.

- At that time, 12% of employers offered programs encouraging employees to drive alone less often.
- Over 85% of employers heard employees raise challenges about getting to and from work (parking, cost, difficult to reach work, etc.).



2025 Member Employee Survey

Smart Commute members are surveyed annually. In 2025, employees reported 1) a wide variety of transportation modes and 2) significant changes in commuting habits.



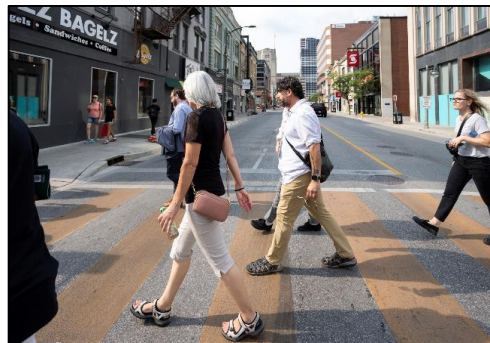
Program Benefits

Employers

- Alleviate parking shortages
- Contribute to corporate sustainability goals
- Improve employee satisfaction and productivity
- Improve employee recruitment and retention
- Program is free to join

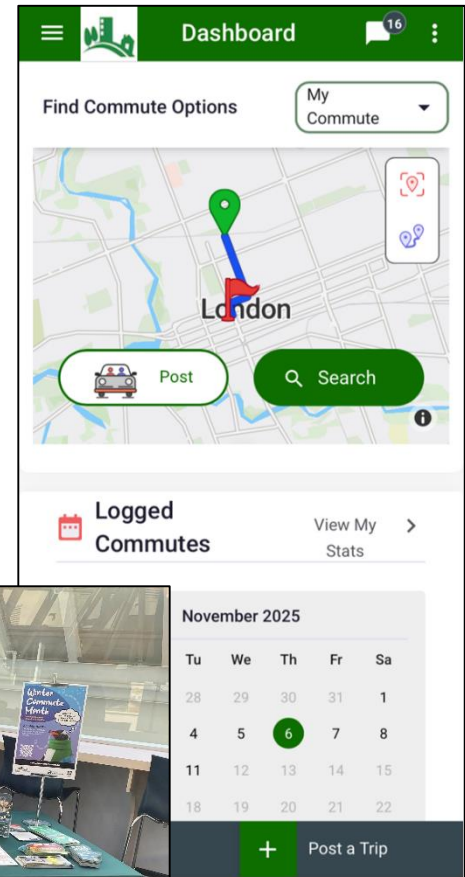
Employees

- Save on the cost of commuting (parking, gas, car wear and tear)
- Improved employee health and wellbeing
- Reduced traffic volumes
- Program supports are free for employees



What's Offered

- Smart Commute app
- Emergency Ride Home program
- Personalized employee trip planning and in-person workplace sessions
- Customized workplace assessments
- Business Bike Rack Program
- Campaigns & webinars
- Tailored supports & resources



Next Steps

- Continue to encourage new employers to join, directly and through work with Chamber of Commerce, LEDC and Green Economy London.
- Support existing employers and onboard new employers.
- Launch carpool-matching promotion community wide (Spring 2026)



Additional benefits to the City:

- Access to significantly discounted trip planning and carpool-matching app (66% lower cost)
- Shared employer and employee engagement tools
- Access to employee engagement service providers and their expertise
- Forum for municipal staff to discuss TDM solutions

