

## What is TravelWise?

TravelWise is a Transportation Management Association (TMA) that provides tools and services to help employees find commuting solutions and reduce the number of employees driving alone to work. Through a public-private partnership, the program works with organizations across Waterloo Region to provide innovative strategies that encourage taking transit, cycling, walking, and carpooling to work.

## Why is Commuting Important?

Workforce demands are changing. The way we get to work is being redefined and employees are increasingly interested in having commuting options. Organizations staying ahead of the curve and proactively providing commuting programs and solutions are benefiting through:

- ▶ Reducing parking demand & costs
- ▶ Increasing employee satisfaction & retention
- ▶ Increasing access to top employees
- ▶ Positive corporate exposure & leadership

## How Do Members Participate?

We are big on making informed decisions to provide effective commuting solutions. Member organizations work through a set of four milestones to collect data, set goals, and carry out an action plan. No matter an organization's size, TravelWise will help develop internal policies and programs that support commuting options.



1. Onboarding & start services



2. Develop baseline, set a goal, & create action plan



3. Implement plan, measure progress, & share results

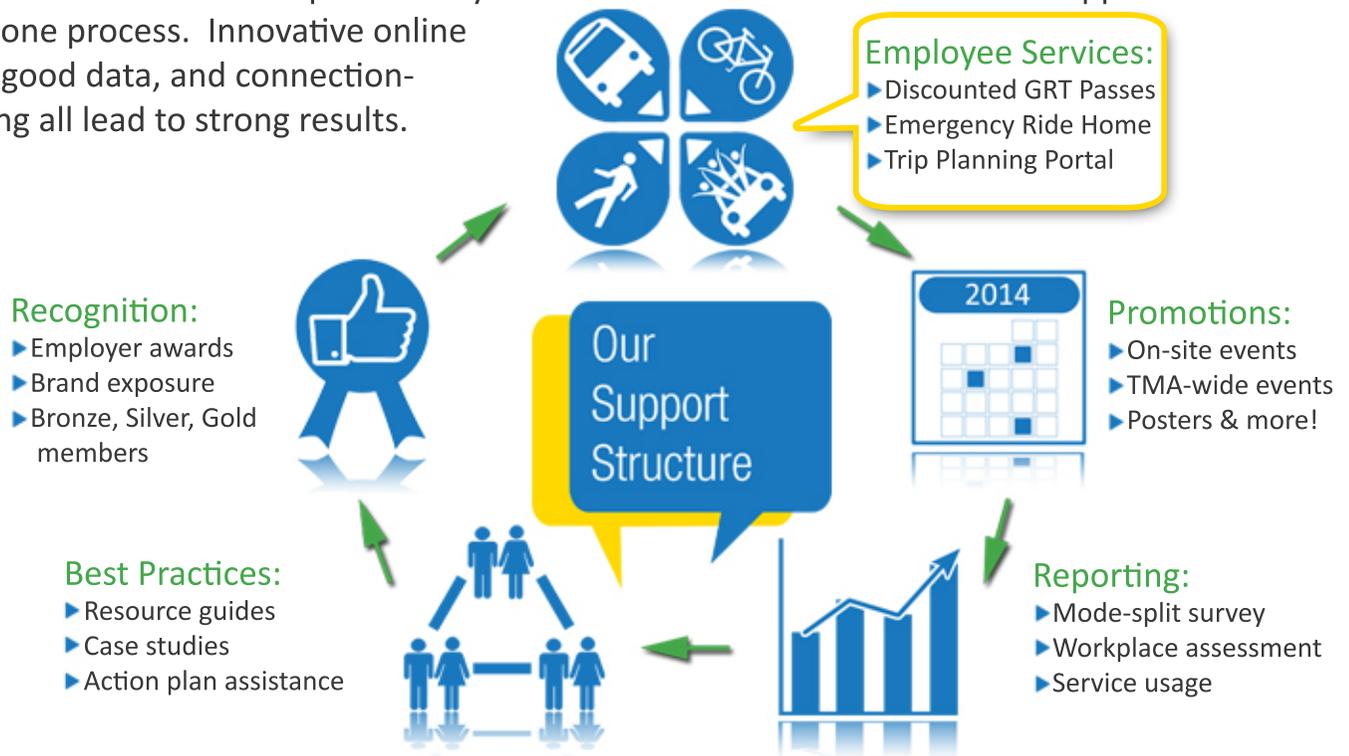


4. Develop maintenance plan, set new goals



# What Support Do Members Receive?

Member organizations gain access to a shared support structure that is made up of 5 key pillars. These services are provided by TravelWise staff and are intended to support the milestone process. Innovative online tools, good data, and connection-building all lead to strong results.



## When Does it Happen?

We structure a calendar year that helps organizations fully utilize the Promotions, Reporting, and Recognition support of their membership, all while keeping it simple.

**Carpool Week**  
(February)



**Member Events**  
(April - May)



**Bike Month**  
(June)



**Employee Surveys**  
(September-November)



## How Can We Join?

TravelWise connects with organizations of any size across many sectors through our Small Business, Corporate, and Developer memberships. We are happy to meet with you to discuss membership options available and how promotion of sustainable commuting can align with your organization's corporate culture and goals.



Connect with Us

 [regionofwaterloo.ca/travelwise](http://regionofwaterloo.ca/travelwise)

 [travelwise@regionofwaterloo.ca](mailto:travelwise@regionofwaterloo.ca)