



## Creating the Best Return-to-Office Commuting Experience at Merrithew

### Where:

Scarborough  
Manufacturing Facility

### Mode of Transport:

Carpooling, Public Transit,  
Cycling, Shuttles

### Type of Intervention:

Outreach, Commuter  
Education, Carpool  
Programming, Cycling  
Awareness, Public Transit  
Awareness

## Merrithew's Commuting Challenges

“The biggest challenge for us was helping employees recognize a very important piece of what we do happens in the office. We needed to find a commuting solution that was easier, more sustainable and more collaborative if employees were going to return [to the office].”

Lupita Loria, People and Culture Director and Smart Commute Champion

## Smart Commute Initiatives

- The Smart Commute app helps Merrithew employees find carpool partners, track their commutes and participate in contests. Smart Commute provides training to employees to support app uptake and usage.
- The Emergency Ride Home benefit provides employees commuting sustainably with a guaranteed ride home in case of emergencies.
- Designated carpool parking spots close to the office front doors creates program visibility and offers employees an additional perk of convenient parking, especially during the winter.

## Smart Commute Impact

- Eight weeks after launching Merrithew's commuter incentive program, over 20% of employees enrolled. Merrithew expects continued participation growth.
- The Smart Commute app allows Merrithew to track program progress. The app provides data reports to Merrithew so that they can see which employees commute using alternative methods.
- Merrithew employees credit the app with an improved commuting experience.
- Merrithew says the app makes commuting more collaborative and provides different commuting options that would otherwise be overlooked.
- Merrithew hopes to showcase their commuter incentive program to build a stronger community of employees working together to get to Scarborough.
- Merrithew is achieving its environmental goals with Smart Commute's help.



To learn more about the Smart Commute Program at Merrithew, visit [SmartCommuteToronto.ca/Merrithew](https://SmartCommuteToronto.ca/Merrithew).