

COVER PAGE

PROJECT INFORMATION

Please complete the fields below with information regarding your project.

Project Title Sustainable Commuting Program

Brief Description A program that offers three incentives to encourage sustainable commuting to campus: an OPUS & Cie annual pass rebate, access to showers for bike commuters, and a carpool ride-matching platform.

Total Estimated Project Budget \$61,263.75 **Amount Requested from SPF** \$45,200

Campus(es) Impacted Downtown Macdonald Gault Nature Reserve Other _____

CONTACT INFORMATION

Project Leader

This person must be a current McGill University student, administrative staff, or academic staff.

Name	<u>Divya Sharma</u>	Affiliation	<u>Administrative Staff</u>
Email	<u>divya.sharma2@mcgill.ca</u>	Campus	<u>Downtown</u>
Faculty/Unit/Organization	<u>Office of Sustainability</u>		

Project Team Members

The SPF encourages you to be inclusive, collaborative (especially between staff and students), diverse, and interdisciplinary when possible. To list more members, please complete a second cover page. You may email it to [SPF Staff](#) to include with your application.

Name	<u>Francois Miller</u>	Affiliation	<u>Administrative Staff</u>
Email	<u>francois.miller@mcgill.ca</u>	Faculty/Unit/Organization	<u>Office of Sustainability</u>
Name	<u>Diana Dutton</u>	Affiliation	<u>Administrative Staff</u>
Email	<u>diana.dutton@mcgill.ca</u>	Faculty/Unit/Organization	<u>HR</u>
Name	_____	Affiliation	<u>Choose one.</u>
Email	_____	Faculty/Unit/Organization	_____
Name	_____	Affiliation	<u>Choose one.</u>
Email	_____	Faculty/Unit/Organization	_____
Name	_____	Affiliation	<u>Choose one.</u>
Email	_____	Faculty/Unit/Organization	_____

SUBMISSION INFORMATION

In line with the [SPF Eligibility Criteria](#), our team certifies that this project takes place at [McGill University](#), is [sustainability focused](#), is requesting [seed funding](#), and is [action oriented](#). Yes No

Our team has read the [SPF Terms & Conditions](#) and agrees to respect them. Yes No

Our team understands that this application is not confidential and consents to have its contents shared with relevant stakeholders during the review process and, if approved, on the SPF website. Yes No

Our team agrees to have [their contact information](#) included in the complete and shared application and, if approved, on the SPF website. Yes No

PART 1: PROJECT OVERVIEW

Instructions: Please answer the questions below as clearly and concisely as possible. You will be able to detail your project further in Part 2 of the Over \$5,000 application process, the Project Plan, as well as submit relevant appendices. Once you have completed this Project Overview, save it and submit it online. SPF Staff will respond with feedback on your application within two weeks and send you Part 2. Once all sections are complete, the combined application will be provided to the SPF Governance Council for their review and decision. As a reminder, all SPF applications are assessed using the [SPF Eligibility & Evaluation Criteria](#):

ELIGIBILITY CRITERIA		EVALUATION CRITERIA		
AT MCGILL	SUSTAINABILITY FOCUSED	ANALYSIS	IMPACT	FEASIBILITY
SEED FUNDING	ACTION ORIENTED	COLLABORATION	SUPPORT	CAPACITY BUILDING

Before starting, you may find it helpful to consult the [SPF Sustainability Brief](#) and the [Climate & Sustainability Strategy 2020-2025](#).

CONTEXT

Criteria assessed in this section: **SUSTAINABILITY FOCUSED, ANALYSIS**

- 1. What specific sustainability-related need/issue have you identified at McGill and aim to address through your project? In your response, please describe clearly how the need/issue is related to sustainability. Note: Please wait to detail your project idea in response to Question 5. Limit ~100 words**

Faculty, staff, and student commuting represented 12% of McGill's greenhouse gas emissions and nearly half (42%) of Scope 3 (indirect) emissions in 2019. To help achieve our long-term target of carbon neutrality by 2040, the Climate & Sustainability Strategy 2020–2025 thus includes an action to “develop programs to encourage the use of sustainable and accessible transportation”. While 92% of McGillians consider sustainability at McGill important, car ridership has remained higher than pre-pandemic levels, and most (74%) do not expect their mode of transport to change in the next year (2021 Sustainability Survey).

- 2. How do you know this is a need/issue? What research have you done on this need/issue (e.g. consultation, observation, survey)? Limit ~100 words**

There are currently no employee incentives for alternatives to solo car use at McGill. According to the Transport Research at McGill 2018 survey of commuter habits pre-pandemic, in Fall 2017, 51% of staff and faculty took public transit, 21% drove alone, and 13% biked to work. Only 16% of employees for whom cycling is a viable option biked to work. In the 2021 Sustainability Survey additional comments, 22 respondents expressed a desire for McGill to subsidize public transit. Numerous staff and students have shared their interest in a McGill carpooling service with the Office of Sustainability over the years, both informally and via the Sustainability Survey.

- 3. What relevant information and/or best practices have you found that relate to this need/issue? In addition to information from external sources, detail any relevant related initiatives (past or current) that you are aware of at McGill. Limit ~100 words**

300+ organizations participate in the OPUS & Cie rebate program. The 2019 participation rates of several Montreal educational institutions and the City of Montreal were sampled to estimate uptake and administrative time needed. Benchmarking of North American universities revealed that all U15 peer Canadian research universities offer a carpool program except for U Calgary and McGill. Most offer carpool parking incentives--e.g., reduced rates and preferred spots--combined with subscription to a third-party, ride-matching platform. Nine U15 universities provide access to showers for cyclists, either through paid memberships to bike centres or by providing a map of public showers on their campuses.

- 4. What expertise or qualifications does your team have regarding this need/issue, if any? Limit ~100 words**

As Climate Officer, Divya leads climate-related actions in the Climate & Sustainability Strategy 2020-2025, including the action to encourage sustainable travel at McGill. She also calculates and reports annually on McGill's greenhouse gas emissions. She has led conversations with internal and external partners including HR and the STM, among others, to conduct the background research needed for this proposed program. Mr Miller will help convene the necessary collaborators across the University and search for funding post-SPF seed-funding. Ms Dutton will ensure HR continues to be a strategic partner in the OPUS & Cie program.

PROJECT IDEA

Criteria assessed in this section: **ALL ELIGIBILITY & EVALUATION CRITERIA**

- 5. What is your project idea? Please describe the idea thoroughly and concisely. Identify how SPF funding will be used, key contributions to sustainability at McGill, and, if your project is happening in different stages, core phases in the project.** *Note: You may also share how the project is new or how it complements, builds upon, or scales existing initiatives. Limit ~400 words*

As we return to campus full-time and rediscover our commutes, it is a particularly opportune moment to encourage sustainable travel habits at McGill. We propose McGill offer three incentives as part of a Sustainable Commuting Program to launch at the beginning of the new academic year, Sept. 2022, subsidised by the SPF in its first pilot year: (1) the OPUS & Cie program rebate, in which McGill subsidizes employees' public transit by contributing half a month of each participant's annual OPUS pass, matched by the STM, to give employees one month free per year. We propose to focus on an employee STM rebate for metro and bus for now since (a) students already benefit from subsidized STM fares, and (b) the STM's counterpart for Greater Montreal, Exo, already gives users a month free on its annual train fare.

(2) subscription to the covoiturage.ca or RideShark turnkey carpool platform for McGill staff, students, and faculty to find fellow carpoolers, with the possibility of eventually providing preferential carpool parking spots near parking lot exits at the downtown and Mac campuses (subject to internal approvals);

(3) revival of the green biker incentive for staff, student, and faculty who commit to bike to campus at least 50% of the time in qualified bike commuting months, allowing them to either (a) access showers, locker rooms, and a towel service in the Currie Gym once a day for 30 minutes, or (b) receive one discounted tune-up at a local partnering bike shop. We predict that an employee-focused bike commuter incentive program would be most effective at shifting drivers to zero-emissions transport, as McGill employees make up 72% of McGill cyclists in peak bike season, drive more than students (16–26% vs. 6–7%), and use active transport (e.g., walking) much less than students (13.5% vs. 36%).

Numerous variables affect people's travel decisions, including costs, safety, distance from campus, access to public transit networks, caregiver responsibilities, and more. Incentives are thus needed to remove some of these barriers and nudge behaviour shifts towards sustainable modes of transport. We propose to use the pilot year to assess the feasibility and uptake of the three proposed incentives as motivators of behaviour change. Should we find proof of interest in the pilot year, we will look for operational budgets to extend the incentives program and consider expanding it, for example to include (a) a larger STM rebate, (b) the sister incentive program for Exo commuter trains, known as OPUS+ entreprise, and/or (c) a biking incentive for students. If participation rates are low, we will reevaluate the incentives chosen.

- 6. Is your project related to the University's [Climate & Sustainability Strategy 2020-2025](#)?** Yes No
- 7. Is your project related to the University's [Equity, Diversity & Inclusion Strategic Plan 2020-2025](#)?** Yes No
- 8. If you answered yes to Question 6 or 7, how does it relate? Please refer to the relevant strategy category, theme, goal, and/or action in your response.** *Limit ~200 words*

The Scope 3 (indirect) emissions included in McGill's long-term target of carbon neutrality by 2040 predominantly come from student and staff commuting and university-financed air travel and, as a result, present a unique challenge to reaching net-zero emissions. The University first prioritizes reducing emissions at the source wherever possible, and only offsetting unavoidable emissions. The Climate & Sustainability Strategy 2020–2025 thus includes

an action to “develop programs to encourage the use of sustainable and accessible transportation”. This proposed pilot program is specifically designed to help meet this action and lower greenhouse gas emissions from commuting.

TRANSFORMING CAMPUS

Criteria assessed in this section: **AT MCGILL, IMPACT**

9. In the table below, describe your proposed project’s 2-5 main impacts on the McGill community or its main goals to accomplish. Please check the stakeholders that will be impacted. Finally, list at least one key **success indicator** for each impact (e.g. # people will be engaged, % waste will be diverted, # buildings certified). Note: Indicate a realistic target for each success indicator (e.g., rather than “# people engaged,” include a target such as “50 people engaged”).

Main Impacts/Goals		McGill Stakeholders Impacted (check all that apply)		Key Success Indicator(s)
REQUIRED	1	Assessment of the attractiveness of the three different behavioural nudges on commuting habits	<input checked="" type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Academic Staff <input checked="" type="checkbox"/> Postgraduate <input checked="" type="checkbox"/> Admin. Staff <input type="checkbox"/> Alumni	955 subscribers to the program
	2	Reduced McGill greenhouse gas emissions in 2022-2023 as a result of changed commuting habits	<input checked="" type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Academic Staff <input checked="" type="checkbox"/> Postgraduate <input checked="" type="checkbox"/> Admin. Staff <input type="checkbox"/> Alumni	500 tCO2e avoided
OPTIONAL	3	Increase awareness of actions to encourage sustainable travel at McGill	<input checked="" type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Academic Staff <input checked="" type="checkbox"/> Postgraduate <input checked="" type="checkbox"/> Admin. Staff <input type="checkbox"/> Alumni	5 communications released including articles, presentations, social media posts
	4		<input checked="" type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Academic Staff <input checked="" type="checkbox"/> Postgraduate <input checked="" type="checkbox"/> Admin. Staff <input checked="" type="checkbox"/> Alumni	
	5		<input type="checkbox"/> Undergraduate <input type="checkbox"/> Academic Staff <input type="checkbox"/> Postgraduate <input type="checkbox"/> Admin. Staff <input type="checkbox"/> Alumni	

10. Have you considered implementing your project at more than one McGill campus? (e.g. If your project is downtown, could it be implemented at Macdonald Campus as well?)

Yes No

11. Please describe your choice of campus(es) and why this choice is best for your project. Limit ~150 words

We have included both downtown and Macdonald because the vast majority of our staff, student, and faculty populations are at these two campuses. We have tailored the proposed incentives to their differing transit contexts. Since downtown has more public transit users (60% vs. 42% in the winter) and bikers (11% vs. 2% in the fall) than Mac (TRAM 2018) and is better served by public transit and bike lanes, we anticipate more interest from downtown commuters in the OPUS rebate and bike incentive. Meanwhile, Mac has a greater proportion of drivers and is relatively underserved by public transit, and its commuters are known shift to cars in the winter due to lack of public transit access (TRAM 2018). Thus, we anticipate the carpool ride-matching service will be more attractive for Mac commuters. Additionally, Mac campus already offers a bike incentive in the form of a small fleet of bikes available for free.

To complete the application process, please submit this form on the SPF website. The SPF Staff will be in touch regarding your application within two weeks and will send you Part 2 for the Over \$5,000 application process, the Project Plan.

PART 2: PROJECT PLAN

Instructions: Please answer the questions below as clearly and concisely as possible. Once you have completed this Project Plan, save it and submit it online. SPF Staff will respond with feedback on your application within 2 weeks. Once all sections are complete, the combined application will be provided to the SPF Governance Council for their review and decision. As a reminder, all SPF applications are assessed using the [SPF Eligibility & Evaluation Criteria](#):

ELIGIBILITY CRITERIA		EVALUATION CRITERIA		
AT MCGILL	SUSTAINABILITY FOCUSED	ANALYSIS	IMPACT	FEASIBILITY
SEED FUNDING	ACTION ORIENTED	COLLABORATION	SUPPORT	CAPACITY BUILDING

IMPLEMENTATION

Criteria assessed in this section: **ACTION ORIENTED, FEASIBILITY, IMPACT**

1. List the key **activities** for your project and indicate the timing for these on the right. Please be specific and realistic when formulating your activities, ensuring that they are achievable within the indicated timeframe.

Key Project Activities	Start Date (DD-MM-YY)	End Date (DD-MM-YY)
Initiate conversations w. internal (HR, Parking, Athletics) & external partners (STM, RideShark, etc.)	01-01-22	10-06-22
Set up internal HR procedures for OPUS & Cie program	01-01-22	31-07-22
Sign contract for OPUS & Cie program	10-06-22	31-07-22
Set up formal demo with covoiturage.ca and RideShark to finalize ride-matching platform service	15-06-22	01-07-22
Sign contract with ride-matching platform service provider	01-07-22	31-07-22
Determine local bikeshop partner and finalize details of Currie Gym arrangement with Athletics	10-06-22	31-07-22
Prepare webcopy for three proposed incentive programs	01-07-22	31-07-22
Develop communications campaign for program launch	01-07-22	31-07-22
Launch program and communications campaign	01-08-22	21-09-22
Monitor subscriptions, ongoing communications	21-09-22	15-12-22
Communications around New Year's resolutions (sustainable travel habits campaign)	04-01-23	01-02-23
Monitor subscriptions, ongoing communications	01-02-23	31-05-23
Evaluate key success indicators	01-05-23	31-05-23
Reassess program, search for funding for Year 2	01-06-23	31-08-23

2. Please describe what will happen to your project after the SPF funding ends. Additionally, please share if anything will be produced or installed (e.g. a workshop guide, equipment, a toolkit, a network, website, etc.) and indicate future maintenance plans. *Limit ~200 words*

We will evaluate and reassess the feasibility and interest in the three proposed incentives at the end of the pilot year and search for operational funds to continue or modify the program as needed. We intend to present the Sustainable Commuting Program proposal to P7 in Summer 2022, so that upper management is aware of our intention to search for operational funds in 2023. We propose to further explore with Parking Services the possibility of allowing preferred parking spots near ground-level exits for carpoolers to complement the carpool ride-matching platform, which would require signage to be installed and maintained by Parking. As per other universities and ride-matching platform providers, linking to parking perks can more effectively convert drivers into carpoolers than ride-matching alone and can help densify campus parking.

3. Please list any potential risks associated with your project and the measures you will take to reduce their likelihood.

Main Risks	Preventative Measures
------------	-----------------------

Free-riders (i.e., non-bike-commuters) opt into the bike commuter incentive to access the Currie Gym	We can require that participants contribute a base dollar amount to Athletics to create a barrier to free-riding
Bikers access other Currie Gym facilities not offered by the incentive program	Bikers present a voucher to gym security/staff when asked. The subsidy to Athletics helps offset additional usage of facilities
Commuters who already take low-carbon transport modes opt into carpooling instead, thus increasing our emissions	The public transit and biking perks provide alternative incentives for low-carbon transport other than carpooling
Many employees subscribe to OPUS & Cie rebate at once, overwhelming HR admin	We will ensure the HR system is set up pre-launch; we will begin with the STM rebate and explore an Exo rebate later

STAKEHOLDER ENGAGEMENT

Criteria assessed in this section: **AT MCGILL, COLLABORATION, SUPPORT, CAPACITY BUILDING**

4. Please list all the key stakeholders involved in your project, indicating their role and support. If the stakeholder has provided a support letter, please indicate so here and attach it as an appendix document. *Note: Projects involving modifying a space on campus, making a permanent installation, hiring a full-time staff, or adding/modifying a garden, etc., must seek permission from the appropriate stakeholder(s) (e.g. building director, Campus Planning and Development Office, staff supervisor, etc.). SPF Staff can help you assess if any key stakeholders need to be added to your list.*

Stakeholder's Name(s)	Title	Role in the Project	Support/Permission	Support Letter
Jeremiah Gordon	Manager, Athletics & Recreation	Athletics Liaison for bike commuter incentive	Confirmed	Yes
Sima Dantzigian	Manager, HR	HR Liaison for OPUS & Cie rebate	Confirmed	Yes
			Choose one.	Choose one.
			Choose one.	Choose one.
			Choose one.	Choose one.
			Choose one.	Choose one.
			Choose one.	Choose one.
			Choose one.	Choose one.
			Choose one.	Choose one.
			Choose one.	Choose one.

5. How will you communicate about your project and share its impacts with your stakeholders and the McGill community? Please describe your tactics (e.g. social media, workshops, tabling, newsletters, etc.) and any related timing (e.g. at the beginning, during, or after the project). Related activities can also be included in Question 1. *Limit ~200 words*

Our Communications Officer will lead the campaign to give visibility to the proposed program at its launch in September and on an ongoing basis afterwards. Information related to the three incentives (such as rules and processes) will be housed on the MOOS, Travel Services, or HR websites, depending on the program, and shared in the appropriate listservs (SSMU, PGSS, MOOS, What's New, Staff in Student Services, etc.). The program will be promoted on MOOS's most appropriate social media channels: the biking incentive on Instagram to reach students; the carpool and OPUS rebate on Twitter and LinkedIn to reach staff and faculty. An article could be written in the McGill Reporter to further highlight the incentives for the McGill community. Results, lessons learned, and future plans could be shared with peers in 2023 conference submissions, such as those hosted by the International Sustainable Campus Network (ISCN) and the Association for the Advancement of Sustainability in Higher Education (AASHE). A campaign could be created around sustainable commuting habits in January 2023 to coincide with our community members making new year's resolutions to change habits.

6. If applicable, are there any training, volunteer opportunities, jobs, or complementary applied student research integrated in your project? Please describe. *Limit ~100 words*

We will ask a MOOS student intern or volunteer to design, administer, and analyse a survey to program subscribers to help us evaluate whether the pilot program was successful, including calculating the key success indicators, and how the program could be modified to increase its effectiveness.

APPENDIX

Relevant Support Documents

List any appendix documents in order in the table below.

Please keep the total number of pages as low as possible (recommended max 10). Please include any relevant support letters.

Doc #	Appendix Document Title	# of Pages
1	Sustainable Commuting Program Benchmarking	5
2	GHGs estimate calculation	1
3	Letter of support from Sima Dantzigian	1
4	Letter of support from Jeremiah Gordon	1
5		
6		
7		
8		
9		
10	Staff Position Information Appendix , if applicable	

Sustainable Commuting Incentive Benchmarking

Benchmarking

OPUS & Cie Rebate

The 2019 participation rates of several educational institutions in the greater Montreal area and la Ville de Montréal were sampled for their participation in OPUS & Cie and OPUS+ enterprise, a program that subsidizes Exo commuter train fares. The table below gives details regarding the percentage of rebates offered, uptake, as well as administration time.

Institution	% Rebate Given to Employees	Total Number of Employees	Employees Enrolled in OPUS Programs	Total Rate of Participation	Annual Program Administration Time
École Polytechnique de Montréal	8.33%	2,893	222	7.4%	35 hours
Université de Sherbrooke (Campus Longueuil)	42%	323	97	30%	Unknown
Vanier CÉGEP	8.33%	950	45	4.7%	2-3 hours
Ville de Montréal	16.7% to 20%	28,000	2,358	8.4%	5-6 days

University Bike Commuter Incentive Programs

Note: No examples of student bike commuter incentives were found at any North American universities.

Best practices in university bike commuter incentive programs include:

- 9 of the U15 Canadian Universities provide access to showers for cyclists, either through paid memberships to bike centres ([UBC](#), [Dalhousie University](#), etc.) or by providing a map of public showers on their campuses ([University of Calgary](#), [Université de Montréal](#), etc.).
- Among North American universities that do not offer access to dedicated showers for cyclists or public showers, some offer access to free showers at university fitness centres. Examples include: [MIT](#), [MSU](#), [Columbia University](#), [Washington State University](#), etc.
- Discounts for bike maintenance. Examples include: [Columbia University](#), [Mohawk College](#), etc.
- Free helmets and other safety gear.

University Carpool Programs

- All U15 universities offer a carpool program except for U Calgary and McGill. Among Montreal universities, Concordia and Polytechnique have a carpool program.
- Most universities offer carpool parking incentives (e.g., reduced rates and preferred spots) that help ease parking pressure for the university.
- Most universities combine parking incentives with subscription to a third-party, turnkey platform that allows for university community members to find carpoolers.

- These platforms range in price from \$6,000 to \$60,000 per year + one-time set-up fees. They differ in terms of their functionality, branding and marketing services, customer support, and degree of customisation for the university.
- Linking to parking perks and targeting specific communities that are underserved by public transit are two suggested strategies to effectively convert drivers into carpoolers. Without other incentives, the ride-matching platform alone is insufficient to change behaviour.
- Offering carpool parking perks can help densify campus parking, which can help meet existing or lessen future demand for parking spots on campus.

Anticipated Program Costs

OPUS Fare Rebate	
Direct Costs for 355 Participants	Amount
McGill contribution towards OPUS & Cie	\$16,063.75
Employer source deductions on taxable benefit amount for CSST, Medicare, and QPP	\$1,686.25
Annual Subtotal	\$17,750
Bike Commuter Reimbursement	
Direct Costs for up to 300 Participants	Amount
Subsidy for “bike commuter membership” or discounted tune-up	\$40.00
Annual Subtotal	\$12,000
Carpool	
Ride-Matching Platform	Amount
One-time set-up fee incl. tax	\$5,750
Annual fee incl. tax	\$9,200
Annual Subtotal	\$9,200
ANNUAL TOTAL	\$38,950

Cost Assumptions

OPUS & Cie Rebate

Given that the percentage rebate we offer will likely affect enrolment, we have excluded the Université de Sherbrooke from our calculations as an outlier. We have then taken an average participation rate from the remaining three institutions, namely 6.8%.

We have also made the following assumptions:

- Given that the program numbers above include participation in the OPUS+ enterprise program, we assume that the participation rates in the table are likely higher than an OPUS & Cie-only participation rate,

- Given that approximately 80% of pre-pandemic McGill public transit users used the STM vs. train, we assume that the OPUS & Cie participation would be lower than in the table,
- Given the Interim Flexible Work Arrangement and the New Model of Work pilot, we assume that an increased portion of STM users would not opt-in for an annual STM subscription but would instead purchase other types of passes.

We have thus taken 70% of the 6.8% participation as our estimated participation rate, which comes to 4.76%.

Given that 7,454 employees had full-time status in 2021, our estimate of full-time employees participating is 355.

Additionally, we assume the program will take one month to set up and 3 days per year to manage.

Employer source deductions on taxable benefit amounts were estimated with the help of HR.

Reference Table

Monthly STM pass cost	\$90.50
McGill contribution (per employee per year)	4.16% = \$45.25
OPUS program contribution (per employee per year)	4.16% = \$45.25
Total Rebate Per Employee	8.33%
Estimated Employees Participating	355
Annual cost for McGill	\$17,750
Subsidized months (accumulated across 12 months)	1 month

Biking Commuter Reimbursement

Since there were no examples of student bike commuter incentives were found at any North American universities and university employees make up 72% of McGill cyclists in peak bike season, this cost implication analysis is based on the 2017 fall bicycle modal share of 15% for faculty and 8% for staff found in the 2018 McGill Travel Survey.

In FY 2017-2018, the faculty population was 8,056. 15% of the 2017-18 faculty population is equivalent to 1,208 cyclists. In FY 2017-2018, the staff population was 4,045. 8% of the 2017-18 staff population is equivalent to 324 cyclists. Therefore, the total estimated number of employees who commute to McGill by bike is approximately 1,532.

We have also made the following assumptions:

- Given that the latest data we have for modal share was calculated by asking survey respondents to indicate their main mode of transportation in their most recent trip from home to McGill University, we assume that the real number of employees who currently bike at least 50% of the workdays in every qualified bike commuting month (May-October) is less than 1,532 employees.

- Given that not all employees who currently bike at least 50% of the workdays in every qualified bike commuting month (May-October) would find the incentives appealing (i.e. not all bike commuters would desire access to showers, some bike commuters may have a different local bike shop that they frequent for tune-ups), we assume that the number of employees accessing the incentives would be less than the total estimated bicycle modal share for university employees and less than the total real number of employees who would bike to McGill at least 50% of the workdays in every qualified bike commuting month (May-October).
- Given that we assume that the number of employees accessing the incentives would be significantly lower than the estimated bicycle modal share for university employees, we also assume that although we are trying to incentivize employees who have not previously biked to McGill along with current bike commuters, the total number of employees accessing the incentives would be much lower than 1,532.

Third-Party Carpool Ride-Matching Platforms

Service Provider	Service	Annual Cost	Universities Served
RideShark	<ul style="list-style-type: none"> • Dynamic ride-matching within university • App and website • Custom branding • Admin portal and data reports: trip logs, GHGs • Unlimited McGill support <p><i>Details:</i></p> <ul style="list-style-type: none"> • Staff and students can be separate • Can find walking, transit buddies too; can integrate EV chargers, bike racks • Drivers can set a price capped at CRA mileage • Can integrate incentives, competitions, surveys • Can integrate parking • French available 	\$6,000 + \$5,000 set-up fee	U Ottawa
Covoiturage.ca	<ul style="list-style-type: none"> • Ride-matching within university • Website only • Admin dashboard and data reports: numbers, routes, GHGs • Messaging between drivers and passengers <p><i>Details:</i></p> <ul style="list-style-type: none"> • Can integrate incentives, competitions • Can integrate parking • French available 	\$8,000+ + \$4,500 set-up fee	UdeM, Sherbrooke, Laval

Polytechnique, which uses the Netlift ride-matching platform, has had 307 users sign up since their February 2022 launch.

GHGs Estimate Calculation

Gasoline car (kg CO2e/km) (1)	Distance per day (km) (2)	# days per month (3)	# months (4)	# people (5)	tCO2e
0.183911601	22.3	16	11	805	581.062

(1) [EC \(2022\). National Inventory Report. Greenhouse Gas Sources and Sinks in Canada: 1990 - 2021. Environment Canada. Part 2 - Table A6.1-14.](#)

(2) From 2020 TRAM survey, using January 2020 data to represent pre-COVID conditions. These data include only the people who drove a car to their final destination.

(3) Assuming 4 days/week since pre-pandemic (TRAM 2018 and 2020) and pandemic numbers (Sustainability Survey 2021) are not reflective of 2022; IFWA + 100% back in the office policy means likely less than 5 days/week on average

(4) 12 minus 1 month for vacation days

(5) Assuming 955 people go from driving alone to biking/carpooling/public transit (i.e., close-to-zero emissions):

355 public transit users

300 bikers

300 carpoolers (150 for whom emissions are 0)

Therefore a maximum reduction in emissions is assumed.



McGill

Human Resources
Ressources humaines

June 16, 2022

McGill University
Sustainability Projects Fund
1010, Sherbrooke West, Suite 1200
Montreal (Quebec) H3A 2R7

Subject: Letter of support for the Sustainable Commuting Incentive

Dear Sustainability Projects Fund Governance Council Members,

Please accept this letter as indication of my support for the Sustainable Commuting Incentive project proposal, in particular the proposed OPUS fare rebate.

As HR Manager Administration, I have been facilitating the discussions since early 2022 within Human Resources and Sustainability to determine the appropriate internal procedures for administering and managing the OPUS fare rebate that we wish to offer McGill staff and faculty.

I am happy to continue doing so, ensuring our procedures, guidelines and eligibility criteria are clear and finalizing the necessary details until the project launch in Fall 2022 and beyond as necessary.

In providing a benefit for public transit commuters to opt into, this proposal is timely and important. A pilot year will be helpful to test whether the incentive, namely one month free on an annual OPUS pass for employees, is effective and appealing.

Sincerely,

Sima Dantzigian
Manager Administration
Human Resources

cc. Diana Dutton, Associate Vice-Principal, Human Resources