

# Return to Office 2021 Promotional Guide

Smart Commute Toronto [www.smartcommutetoronto.ca](http://www.smartcommutetoronto.ca)

## What is the Return to Office Campaign?

Through its Smart Commute Toronto program, the City of Toronto is offering support to help employers and employees plan for a safe return to the office through the Return to Office (RTO) campaign. The campaign's online platform, [smartcommutetoronto.ca](http://smartcommutetoronto.ca), features free downloadable resources, webinars and exclusive discounts to support sustainable commuting.

The campaign addresses a few challenges that employers and employees face:

- Planning for a hybrid remote work office.
- Employees commuting more safely, sustainably, reliably no matter what mode they use to get to the office.
- Supporting remote work and in-office workers while also encouraging more physical activity.



## Available Resources

**Guides** – A series of downloadable PDFs for both employers and employees:

- Return to office guide and survey template
- Hybrid remote work guide
- Hybrid remote work 101 presentation
- Office hotelling guide
- Guides for carpooling, transit, and walking and cycling

**Upcoming webinars** – A series of webinars are available to help employers and employees learn more about sustainable commuting as they return to the office. Join us!

### 1. Returning to Transit

November 10, 2021 from 12-1 p.m.

### 2. Using Technology to Optimize Your Commute

November 16, 2021 from 1-2 p.m.

### 3. Hotelling and Hotdesking 101

November 30, 2021 from 1-2 p.m.

### 4. Taking Remote Work to the Next Level

December 8, 2021 from 1-2 p.m.

**Personalized support** – Smart Commute workplaces can receive personalized support to meet their specific return to office needs, including customized surveys to help you understand challenges your employees may be facing. Employees can sign up to receive specialized commuting supports via email based on the mode of transportation they use.

**Partner discounts** – Smart Commute workplaces can take advantage of exclusive discounts to support their employees' return to office commutes. Please visit [smartcommutetoronto.ca](http://smartcommutetoronto.ca) for more information.

More resources and supports will be made available throughout the promotional campaign.

# Supporting the RTO Campaign

## Sample Communications

Please consider supporting this campaign by sharing this information with your networks.

Should you have any questions regarding any of the materials or require additional assets for your promotion, please contact Peya Mynoddin, Communications and Programs Coordinator at [pmynoddin@smartcommutetv.ca](mailto:pmynoddin@smartcommutetv.ca) or email [scommute@toronto.ca](mailto:scommute@toronto.ca).

### A) Twitter

Return to work safely and confidently with FREE personalized support from @SmartCommuteTO! Check out their NEW website for more:

- Resources 📄
- Webinars 🗣️
- Discounts 💰

[www.smartcommutetoronto.ca](http://www.smartcommutetoronto.ca)  
#ReturnToWork #HybridWork

### About Smart Commute

Smart Commute is supported and implemented by the municipalities in the Greater Toronto and Hamilton Area. The program provides workplaces, schools, and the public with services and solutions for a better and more sustainable commute. Smart Commute works with over 345 employers in the GTHA and helps more than 712,000 people discover and adopt more sustainable commutes.

### B) Instagram

(Note: Please add the [www.smartcommutetoronto.ca](http://www.smartcommutetoronto.ca) to your bio as Instagram captions do not support hyperlinks.)

Smart Commute's NEW website will help you return to work safely and confidently with FREE personalized support 🙌, resources 📄, webinars 🗣️, and exclusive discounts 💰!

Check out their website now. Link in bio! 🔗

#ReturnToWork #HybridWork  
#SmartCommute #Sustainability  
#Eco #GoGreen

### C) Facebook and LinkedIn

Smart Commute's NEW website will help you return to work safely and confidently with FREE personalized support, resources, webinars, and exclusive discounts. Check out their website now!

[www.smartcommutetoronto.ca](http://www.smartcommutetoronto.ca)

#ReturnToWork #HybridWork

### D) Newsletter language

Whether you're returning to office full-time, preparing for a hybrid approach, or continuing to work remotely, the Smart Commute program is here to help address workplace and commuting challenges. Visit [www.smartcommutetoronto.ca](http://www.smartcommutetoronto.ca) for more.

#### For employers

Smart Commute is offering webinars and resources at [www.smartcommutetoronto.ca](http://www.smartcommutetoronto.ca) to help employers plan for a safe return to office, as well as exclusive discounts. Smart Commute is also collecting feedback from employers on transportation issues affecting their staff to ensure a smooth return to normal commuting patterns.

#### For employees

Returning to the office doesn't have to mean returning to the same commute! Visit [www.smartcommutetoronto.ca](http://www.smartcommutetoronto.ca) to sign up to receive email tips on cycling, transit, carpooling, walking, and more, and attend Smart Commute's webinars to help make your commute a better experience.

