

About This Checklist

This checklist is a practical implementation tool grounded in local research on the context, evidence, and rationale for employer-led Transportation Demand Management (TDM) in Whitehorse. It translates that guidance into clear, step-by-step actions workplaces can take.

TDM improves transportation efficiency by influencing how, when, and why people travel—an inherently complex challenge. While infrastructure and service improvements remain important, TDM focuses on making better use of existing systems by encouraging shifts in travel behaviour, while reflecting Whitehorse’s northern context, operational realities, and employees’ need to connect work with other essential daily trips and activities (trip-chaining).

Supporting sustainable travel strengthens workplace performance by reducing costs, improving employee wellbeing and safety, and supporting recruitment and retention. It also demonstrates leadership and reinforces Environmental, Social, and Governance (ESG) performance and community responsibility. ESG refers to how organizations integrate environmental, social, and governance considerations into decision-making to support long-term performance and positive community impact.

ACKNOWLEDGEMENT

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The City of Whitehorse led this initiative in partnership with the Government of Yukon.

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Contact Us

activecommutewhitehorse.ca
sustainability@whitehorse.ca

WORKPLACE SUSTAINABLE TRAVEL CHECKLIST

Take practical action to improve how staff travel to and from work in Whitehorse - benefiting both employees and employers. By aligning travel supports with your operations, workplaces can reduce parking costs and improve efficiency, while helping employees save money, stay active, reduce stress, and lower emissions.

Making sustainable travel more practical creates safer, healthier, and more attractive workplaces. It supports employee wellbeing, strengthens recruitment and retention, and demonstrates clear organizational and community leadership.



STEP 1: Why Does This Matter for Your Workplace?

Clarify why sustainable travel matters for your workplace by building leadership support, understanding your local context, and defining clear motivations and objectives to guide action.

01 Confirm Leadership Support

- Senior leadership understands the purpose of workplace TDM
- Sustainable travel aligns with organizational values
- An internal sponsor or champion is identified

Name of TDM Lead: _____

Department: _____

02 Understand Your Local Context

Consider Whitehorse realities:

- Winter conditions, including cold temperatures, snow, ice, and limited daylight, create ongoing maintenance and accessibility challenges
- Hilly topography and constrained travel corridors
- Dispersed neighbourhoods, most within 8 km of downtown, can make transit less efficient and walking/cycling less convenient
- Transit service gaps: limited frequency, constrained early and late service hours, reliability challenges, and uneven coverage across neighbourhoods
- Shift work, seasonal employment, and non-standard working hours
- Work duties that rely on vehicles, such as transporting tools, equipment, or traveling between multiple worksites
- Trip-chaining needs (connecting work with other essential daily trips and activities)
- Safety concerns (lighting, crossings, waiting areas)

Notes on Our Workplace Context:

04 Reflect, Improve & Plan Ahead

TDM is iterative: review progress, learn what works, and refine your approach over time.

REFLECT

What worked?

What needs improvement?

REVIEW OUTCOMES

- Participation increased
- Parking demand changed
- Employee satisfaction improved
- Safety concerns addressed
- Seasonal strategies were effective

05 Update Your Approach

Use what you've learned to refine your approach, revisit earlier steps as needed, and set clear, achievable objectives for the year ahead.

Add new measures:

Adjust or remove measures:

Set next year's objectives:



STEP 5: Monitor, Improve & Recognize

Track progress, learn what works, and build momentum over time. Keep tracking simple and low-burden.

01 Track Participation

Use simple methods to understand progress:

- Short pulse surveys (e.g., quick show of hands, Teams or other online polls)
- Participation counts (e.g., events, challenges)
- Mode-share snapshots (e.g., percentage of trips by walking, cycling, carpooling, and transit)
- Parking and facility usage observations (e.g., carpool vs. single-occupant parking use; use of bike parking, showers, and gear storage)

02 Share Results

Communicate progress regularly to reinforce momentum. Examples:

- "25% of staff used sustainable travel at least once this month."
- "Carpool participation increased by 10% this quarter."

03 Recognize & Reward Participation

Celebrate effort and build a positive workplace culture:

- Offer small incentives (e.g., prizes, shout-outs)
- Recognize participation in events or campaigns (e.g., Try Transit Week, Carpool Champion, Car-Free Challenge Week, Active Commute Month)
- Highlight seasonal efforts and longer-distance travel (e.g., winter walking; cycling from country residential areas)

03 Clarify Your Objectives & Motivation

Define what you want to achieve and why it matters for your workplace:

- Reduce parking demand
- Support recruitment & retention
- Improve employee safety and wellbeing
- Reduce emissions
- Align with ESG goals

Our Primary Objectives:

1. _____
2. _____
3. _____



STEP 2:

Review Menu of Potential Measures

Review the menu of TDM options and check those that are worth exploring.

01 Transit

- Promote transit services: fully accessible low-floor buses, route maps, real-time apps for fare payment and trip tracking, and Handy Bus (paratransit) registration/booking information:
 - Visit: whitehorse.ca/transit
- Offer transit subsidies
- Align shift times with transit schedules
- Improve employer-controlled area lighting near stops
- Host "Try Transit Week" contests

02 Carpooling

- Promote internal shared ride matching tools to connect staff with similar schedules
- Prioritize carpool parking stalls
- Offer carpool parking subsidies
- Provide "Carpool Champion" shout-outs

03 Walking, Rolling & Cycling

- Offer secure, accessible and well-maintained bicycle parking
- Promote rebate programs on active travel equipment and gear
- Provide lockers, showers, and gear drying areas
- Ensure employer-controlled areas are accessible, well-lit, and barrier-free for mobility devices, with smooth surfaces, curb cuts, and entrances kept clear of snow, ice, and debris

03 Pilot Actions & Identify Champions

Select your top three TDM measures (from Step 2) and pilot them—start small and build from there. Identify internal staff to champion and support each action.

Action 1:

Start Date: _____ End Date: _____

Champion's Name: _____

Action 2:

Start Date: _____ End Date: _____

Champion's Name: _____

Action 3:

Start Date: _____ End Date: _____

Champion's Name: _____

04 Communicate & Make It Visible

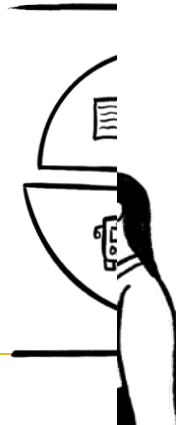
Promote actions clearly and consistently to build awareness and participation:

- Launch an email or internal message
- Post signage in common areas
- Share updates at staff meetings

05 Build Momentum

Reinforce participation and normalize sustainable travel:

- Encourage leadership to model and promote participation
- Share and recognize early wins and success stories
- Support flexible and seasonal participation
- Promote engagement through optional tools (e.g., social media or activity tracking apps)



STEP 4: Engage, Pilot & Build Momentum

Plan, test, and promote sustainable travel measures by engaging staff, working with partners, and starting small.

01 Engage Staff & Build Buy-In

Gather input and build support before launching actions:

- Conduct a short employee survey (5–10 questions)
- Discuss options at staff meetings
- Gather input through suggestion boxes or informal feedback
- Include travel questions during onboarding

02 Connect with Partners & Resources

Leverage local programs, networks, and support:

- Whitehorse Chamber of Commerce and peer employers
- Active Commute Whitehorse (community resources and month challenge)
 - Visit: activecommutewhitehorse.ca
 - Email: sustainability@whitehorse.ca
- City of Whitehorse (report issues regarding bylaws, infrastructure, and transit services)
 - Report a Problem: whitehorse.ca/contact-us
 - After Hours Trouble Line: 667-2111
- RCMP (for safety concerns)
 - Crime Stoppers: 1-800-222-8477 or crimestoppersyukon.ca
 - Emergency: 911

- Promote route and trail information for planning and safety
 - Cycling Network Map: whitehorse.ca/sustainable-whitehorse
 - Interactive Trail Map: whitehorse.ca/parks
 - Global Cycling Safety Map: bikemaps.org/whitehorse
- Host “Car-Free Challenge Week” contests

04 Supportive Policies

- Offer remote work or compressed work-week options to reduce vehicle trips and parking demand
- Provide flexible work schedules to better align with shared travel options and seasonal conditions
- Offer a Guaranteed Ride Home program to reimburse emergency trips (e.g., taxi)
- Provide access to shared workplace vehicles for midday trip travel options and seasonal conditions

Top 5 Measures to Explore Further:

1. _____
2. _____
3. _____
4. _____
5. _____



STEP 3: Assess Your Opportunities

Use this SWOT framework to identify what supports or limits sustainable travel in your workplace, align with opportunities for change, and assess what is realistic to implement.

01 Strengths (What's Working)

What existing **internal** conditions currently support sustainable travel in my workplace?

- Flexible work schedules already in place
- Existing transit, carpool, or active travel supports
- Central or accessible work location
- Strong workplace culture or leadership support
- Existing accessible, well-lit, and barrier-free entrances
- Available well-maintained facilities (bike parking, showers, storage)
- Staff interest or participation in programs
- Available budget:
 - \$500–\$2,000 (e.g., prizes)
 - \$2,000–\$10,000+ (e.g., pilot project)
 - Capital investment possible (e.g., bike parking)

Notes: _____

02 Weaknesses (What's Limiting Progress)

What current **internal** barriers exist within employer control in my workplace?

- Fixed schedules or operational constraints
- Lack of facilities (bike parking, showers, storage)
- High parking availability or low parking cost
- Limited awareness or communication
- Safety concerns near workplace entrances
- Limited staff capacity or interest
- Limited budget:
 - \$0 - Low cost (e.g., policy /communications)

Notes: _____

03 Opportunities (Moments to Act)

Where can change be introduced or accelerated from these **external** initiatives?

- Office relocation or renovation
- Parking constraints or rising costs
- Onboarding new staff
- Staff with similar schedules
- Policy updates or organizational changes
- Community programs available (e.g., Active Commute Month)
- Improvements to transit or active transportation networks

Notes: _____

04 Threats (Constraints to Plan Around)

What **external** factors may limit success?

- Winter conditions and limited daylight
- Transit service gaps (frequency, coverage, hours)
- Dispersed neighbourhoods or long travel distances
- Shift work or non-standard work hours
- Safety concerns in surrounding areas
- Roles requiring vehicle use (e.g., tools, multiple sites)

Notes: _____