



SUSTAINABLE TRANSPORTATION EMISSIONS PROGRAM

EMPLOYER TOOLKIT

A Guide to Commuter Benefits



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT



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The Sustainable Transportation Emissions Program (STEP) is here to help your workplace develop a transportation plan and commuter benefits package that meets the existing needs of employers and comfortably transitions you to alternative modes.

Alternative modes are cost effective, a productive use of time, healthy, community oriented, safe, and environmentally friendly. They are the bottom-line best way to commute. Wondering how your organization can design and implement commuter benefits for your workplace? This toolkit will equip you with the tools you need to see success. If commuter benefits seem daunting or confusing, STA and Solano Mobility program staff are here to help by calling 1-800-535-6883!

General Contact Information:



Solano Mobility

www.solanomobility.org/commuterinfo.net

1-800-535-6883

NOTE: Adapted from the GOHio program. To learn more, visit <https://gohiocommute.com/#/>

INTRODUCTION

This toolkit is designed to help businesses in Solano County survey, create, and implement commuter programs that provide more efficient commute options to their employees. It contains simple, easy-to-use resources to help you identify your needs, design a custom program, and roll it out to your employees.

Offering a robust assortment of commuter benefits to your staff can help improve your organization's public image, recruitment and retention efforts, and even your bottom line. Solano Mobility is here to help you develop commuter benefits that are tailored to your unique needs and will help foster a culture of pragmatic transportation choices. The next few pages highlight common benefits, associated policies, and programs that promote commute options at the workplace.





Human Resource Benefits:

1. Increase employee retention and job satisfaction. Traffic makes people unhappy, increase workplace morale by eliminating agonizing commutes.
2. Happy employees are productive employees.
3. Increase punctuality by decreasing traffic related delays and accidents via transit use.



Financial Benefits:

1. Decrease cost of parking and security necessities by reducing car numbers altogether.
2. Retaining your talent means spending less money recruiting and dealing with turnover.
3. If you offer telecommuting, you decrease infrastructure and support costs.
4. Receiving subsidies from the STA to run your commute programs means less financial responsibility while delivering an employee benefit.



Public Relations Benefits:

1. Improve your company image. Starting commuter programs demonstrates a commitment to your employees, your community, and the environment.
2. Be trendy. Principles such as green initiatives and justice oriented marketing are not only positive culture improvements, but popular marketing schemes. Incorporating these into your business model will help you compete against the Silicon Valley tycoons attracting that like-minded talent pool and customer base.
3. Get recognized. The STA will help propagate positive press coverage for your business. We can provide reports on environmental impact of your commuter programs.



Environmental Benefits:

1. Reduce climate change. Offering commuter programs is aimed at decreasing single occupancy vehicles and thus reducing CO2.
2. Reduce energy demand. Less cars means less gas needed to commute.
3. Reduce traffic congestion. Commuter programs encourage the





use of alternative modes to get to work, decrease traffic, and improve air quality in the community.

BENEFITS TO EMPLOYEES



As an employer, you can now gain a competitive advantage by offering commute benefits that transform your employees' commutes into a value-adding experience in their daily routine including:

1. **Cost saving-** It costs about \$.57 per mile to own and operate a car. That works out to over \$8000 a year.¹ In comparison, taking the bus costs an average of \$1,500 per year. You can also, share the costs of a car by finding a regular carpool or vanpool group.
2. **Health-** Engaging in active transportation methods like walking and biking for your commute, tackles two lifestyle aspects at once. Activity boosts physical health as well as reduces stress.
3. **Productivity-** There is more productive time if someone else is doing the navigating. Get a jump on work or sneak in more time for a little R&R.
4. **Safety-** You are less likely to be injured on transit than in a car. Transit drivers are required to have more training than the normal Class C driver.²
5. **Community Building-** Joining a carpool, vanpool, bikepool, or utilizing transit is a natural way to foster friendship and increase social interaction.
6. **Environment-** Decreasing solo drivers reduces total CO and NOx emissions, enhances air quality, and improves public health.³



Solano County has seen progressive enhancements to existing mobility options and completely new forms of mobility implemented in just the last few years. In appendix C and D, you will find a summary of these advancements. You can also read about our options for commuters online at solanomobility.org/commuters.

Read on to discover how to jumpstart a commuter benefits program at your organization.



1 <https://newsroom.aaa.com/auto/your-driving-costs/>

2 [https://www.apta.com/resources/reportsandpublications/Documents/APTA-Hidden-Traffic-Safety-Solu](https://www.apta.com/resources/reportsandpublications/Documents/APTA-Hidden-Traffic-Safety-Solution-Public-Transportation.pdf)
[tion-Public-Transportation.pdf](https://www.apta.com/resources/reportsandpublications/Documents/APTA-Hidden-Traffic-Safety-Solution-Public-Transportation.pdf)

3 <https://www.epa.gov/mobile-source-pollution>

CREATING A CUSTOM COMMUTER BENEFITS PACKAGE



Every workplace is unique. Company culture, physical location, and employee preferences all play an important role in determining how to develop commuter benefits at your workplace. When developing your unique commuter benefits program, it is important to consider strategies that resonate with company values and consider the built environment where your workplace is located. Consideration must also be given to the amount of resources an organization is willing to dedicate to the program. If you'd like a personal consultation to assess what would work best for your company dynamic, location, and employee habits, contact Solano Mobility.

To maximize the effectiveness of your program, this toolkit serves as a framework to help guide you through program development, implementation, and evaluation. Our process is broken down into three easy phases: consider, create, and carry out.



Consider

STEP 1: IDENTIFY AN EMPLOYEE TRANSPORTATION COORDINATOR

Assigning an internal champion is a critical first step to developing your commuter options program. This champion is commonly given the title “Employee Transportation Coordinator”. The ETC is responsible for leading your company through the development and implementation of your commuter benefits package. The ETC will also serve as the primary liaison to Solano Mobility.

When determining who would be an ideal candidate for the ETC role, it is important to consider the candidate’s ability to easily communicate with your organization’s general workforce and leadership. Typically, ETCs interact with your organization’s human resources department, an in-

house sustainability/green team, the facilities/operations department, and/or key decision makers regarding employee benefits.

Some employers prefer to task a member of the senior leadership team with the responsibilities of an ETC, while others prefer a ground-level champion who can “walk the walk” and is passionate about sustainable commute options. Even still, others have created a team of ETCs who work together to promote their commute program.

ETC Responsibilities Checklist:

- Available to receive training from Solano Mobility
- Empowered by senior leadership to champion and promote commuter benefits
- Become familiar with Solano Mobility tools that can be used to enhance your organization’s program
- Allocated staff time to ETC to manage commuter benefits



STEP 2: ASSESS YOUR NEEDS AND SET GOALS

Once identified, the ETC can begin gathering information that can be used to help your organization create a successful commuter benefits package.

Understanding your employees’ commuting habits and preferences will help you determine effective benefit strategies. Some common questions used to gather information for this topic include:

- Where do employees’ trips originate? Tip: Solano Mobility can perform a geospatial cluster analysis of your employees’ origin zip codes to determine which modes of transportation would be most beneficial for individual employees.
- What are employees’ perceptions and feelings towards sustainable transportation options? Tip: A digital survey is a great way to learn about your employees’ commuting preference and their attitudes towards various commuting options. For a sample survey, see Appendix A.

A site assessment is important to understand any infrastructure, service, or policy considerations that will impact the commute program. Consider asking the following questions:

- Complete the Site Assessment worksheet in Appendix A. Tip: Consult with Solano Mobility staff after completing the worksheet to gain insight on how your answers can be best utilized when developing commuter benefits.
- Are there any existing commuter benefits? How are they being utilized by staff? Tip: If your

company's current commuter benefits are underutilized or stagnant, consider gathering feedback from staff in your survey (Appendix A). There might also be a strategic opportunity to re-vamp the benefits and adapt new communication methods to promote utilization by staff.

The data gathered from your assessments and survey can be used to help develop achievable goals. When creating goals, it's best to align the data you've gathered with high-level strategies that senior leadership will find valuable. To help develop your goals, consider asking the below questions to guide your decision making process:

- How can you attract and retain high-quality employees?
- Do you have onsite parking issues that need to be addressed?
- How can commuter benefits increase employee morale?
- Can commuter benefits help your organization achieve a sustainability goal?

It can sometimes be difficult to align goals with pre-existing workplace strategies. Solano Mobility expert staff are available to assist. Get in touch with us at solanomobility@sta.ca.gov.

Checklist:

- Distribute survey and get analysis
- Complete site assessment and evaluate current programs, if any
- Work with Solano Mobility to set your goals

Create

STEP 3: DEVELOP YOUR COMMUTE OPTIONS PLAN

Now that you've got an internal champion and have set some goals, it's time to develop your commute options plan! Using the data gathered during the needs assessment, begin exploring the different strategies - or "tools" - that might best help you accomplish your goals. A listing of sample tools is located in Appendices C & D.

When considering the different tools to be implemented at your workplace, remember to find solutions that executives at your organization will find valuable. As part of the plan, justify any funding opportunities by linking them to strategies. Clearly communicate why funding is essential (i.e. level the playing field since existing policies incentivize driving alone instead of a sustainable mode of transportation) and recommend a solidified budget. At their core, these strategies are intended to change behavior. This is no small task, and some type of financial incentive will likely yield stronger results.



See Appendix C to view available transportation options in Solano County. See Appendix D to view program ideas for boosting ease of use for these transportation options. If you'd like to get some outside eyes on your recommended strategies, Solano Mobility staff can help. We'll explain the ins-and-outs of each strategy and walk you through the process of implementation.

It's important to remember that behavior change doesn't happen overnight. This is an investment that takes time, and it's wise to include an implementation timeline in the Commute Options Plan. When developing your plan, experience shows that strategies should be incrementally launched. Try implementing actions that excite and motivate employees first (e.g., subsidized transit passes or vanpool seats, prepaid commuter tax benefit, carpool/vanpool priority parking spaces, etc.) and gradually work your way to some of the more challenging, yet most effective, strategies like increasing the cost of SOVs.

Checklist:

- Plan Development
- Identify and develop effective strategies (Appendices C & D)
- Determine where to allocate funding
- Consult with Solano Mobility staff about selected strategies
- Develop implementation timeline
- Achieve executive blessing and buy-in

Carry Out

STEP 4: ROLL OUT YOUR PROGRAM

It's time to let your organization know about the exciting, new benefits that are available! Marketing commuter benefits at your workplace should not be resource-intensive and should utilize existing channels of communication.

Effective marketing of your commuter benefits program should include three processes:

1. Awareness: Ensure staff members know, understand, and are reminded of the available commuter benefits. Tip: This could include promotions in employee new-hire orientation materials, weekly newsletters, and break room bulletin board postings. Additionally, Solano Mobility staff could attend employee orientation events and quarterly lunches to encourage staff participation and provide tutorials on technological platforms you decide to use. Best practice recommendations also suggest highlighting an employee in an email blast with their testimonial about their great experience with using a sustainable mode of transportation.
2. Action: Encourage staff members to use sustainable commute modes by providing the need-

ed push to change behavior. Tip: This would be a great time to encourage one of the new behavior change strategies your company has decided to promote (e.g., a Commute Challenge).

3. Maintenance: Once an employee reports active participation, the message should focus on programs, tools, and incentives to maintain the behavior. Tip: This could include reminders about Solano Mobility's Emergency Ride Home program, regional challenges, and other incentives the employee can earn for maintaining their behavior.

Implementing a STEP program is simple with the expertise of the Solano Mobility team. We're here to help by offering assistance with campaign creation, marketing materials, newsletter content, organized lunch & learns, and program evaluation.



STEP 5: EVALUATE AND REFINE YOUR PROGRAM

As data is generated, continuously evaluate and refine your programs. Consider generating monthly reports that provide insight into usage. By tracking these trends, the program can be refined to accommodate staff preferences. When new benefits are released or when new campaigns begin, be sure to have before and after data that demonstrates the impact.

Solano Mobility staff will be glad to help analyze your efforts and make recommendations on how you can continuously improve your program.

Checklist:

- Create a campaign to raise awareness of the program
- Implement and monitor campaign
- Work with Solano Mobility to create monthly evaluation reports



STEP 6: GET CERTIFIED

You've worked hard on surveying, developing, and implementing a STEP plan to make your workplace more environmentally friendly, save employees money, and boost company morale. Once your single occupancy vehicle reduction goal is achieved, Solano Mobility will award you STEP cer-



tification. Your company will be promoted as a sustainable business in Solano County and you'll have access to tons more resources to further your green goals.

APPENDIX A: SITE ASSESSMENT WORKSHEET



Employee Profile:

1. What is the estimated percentage of staff who work the following shifts?

_____ 12:00am-5:00am _____ 5:00am-12:00pm _____ 12:00pm-6:00pm _____ 6:00pm-12:00am

2. What is the breakdown of your worksite's employee populations?

- Total number of employees: _____
- Number of full-time employees: _____
- Number of part-time employees: _____
- Number of seasonal employees: _____
- Number of temporary/contract employees: _____
- Percentage of employees in the office/outside the office: _____ / _____

Current Commute Policies:

1. What is the current cost for employee parking? \$ _____

- Are there any parking subsidies currently provided to employees? Y / N
- Are there any preferred parking programs for staff? Y / N

2. What are your formal "work from home" policies? _____

3. Describe any flexible workplace policies (i.e., compressed work week, core office hours, etc.) _____

4. What is the budget for your current parking/commute alternatives program? \$ _____ / \$ _____

Worksite Configuration:

1. How many vehicle parking spaces are available to employees?

- Number of total spaces: _____
- Spaces designated for electric chargers: _____
- Spaces designated for carpools: _____
- Spaces designated for vanpools: _____

2. Is your workplace located within 1/2 mile of a bus stop? Y / N

- If yes, what's the walking distance from the bus stop to your workplace: _____ miles

**Tip: Use walking directions from Google Maps to determine walking distance*

- If yes, what line number(s) utilize the bus stop: _____

**Tip: Click the bus stop on Google Maps to discover the routes that service the bus stop*

Are there sidewalks from the bus stop to your workplace? Y / N

3. What type of bicycle amenities are available onsite?

- Number of outdoor bicycle parking spaces (e.g., 2 spaces per inverted "U" rack): _____
- Are outdoor spaces protected from weather (e.g., bike lockers)? Y / N
- Is bike parking available indoors? Y / N
- Do staff have access to showers onsite? Y / N
- Do staff have access to a bike repair toolkit onsite? Y / N

4. Is your workplace located within 1/3 mile of a Park and Ride lot? Y / N

Digital survey is available here: <https://commuterinfo.net/s/company-site-assessment>

APPENDIX B: EMPLOYEE COMMUTE SURVEY

1. Employee Information:

- Work Email Address: _____
- Home Address: _____

2. What is your work schedule? List the typical time you start and end your workday (e.g., 8:00am/5:00pm):

- Monday: _____/_____
- Tuesday: _____/_____
- Wednesday: _____/_____
- Thursday: _____/_____
- Friday: _____/_____
- Saturday: _____/_____
- Sunday: _____/_____

3. On average, how often have you used the following ways to get to work within the LAST MONTH (Check one for each row)

	Never	Occasionally, but less than 3 times a month	4-10 times a month	11-15 times a month	16-20 times a month	Nearly everyday
By car, solo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By carpool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By foot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By vanpool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telecommute	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Do you pick up or drop off children/family on your commute? Y / N

5. What commute modes, besides driving alone, most appeal to you? *(Choose all that apply)*

- | | |
|---------------------------------------|----------------------------------|
| <input type="checkbox"/> Bike | <input type="checkbox"/> Vanpool |
| <input type="checkbox"/> Bus | <input type="checkbox"/> Walking |
| <input type="checkbox"/> Carpool | <input type="checkbox"/> None |
| <input type="checkbox"/> Other: _____ | |

6. If you normally don't drive alone to work, what motivates you to do so? *(Choose up to 3)*

- | | |
|--|---|
| <input type="checkbox"/> Cost savings | <input type="checkbox"/> Convenience |
| <input type="checkbox"/> Save wear and tear on personal vehicle | <input type="checkbox"/> Subsidy from employer |
| <input type="checkbox"/> Stress reduction | <input type="checkbox"/> Health |
| <input type="checkbox"/> Improve air quality/environmental reasons | <input type="checkbox"/> Prefer using commute time to read, browse social media, etc. |
| <input type="checkbox"/> Time savings | <input type="checkbox"/> Socialize with friends |
| <input type="checkbox"/> Other cash incentives or tax savings | |
| <input type="checkbox"/> Other: _____ | |

7. If you normally drive alone to work, what are your main reasons for doing so? *(Choose up to 3)*

- | | |
|---|---|
| <input type="checkbox"/> Need car at work for business-related travel | <input type="checkbox"/> Other cash incentives or tax savings |
| <input type="checkbox"/> No reasonable transit options | <input type="checkbox"/> Parking at work is free or inexpensive |
| <input type="checkbox"/> Need car at work for personal use | <input type="checkbox"/> Need car to run errands |
| <input type="checkbox"/> Poor bicycle and pedestrian access | <input type="checkbox"/> Don't like to depend on others |
| <input type="checkbox"/> Don't have anyone to rideshare with | <input type="checkbox"/> Need to transport my children |
| <input type="checkbox"/> Other cash incentives or tax savings | <input type="checkbox"/> Prefer to drive my own car |
| <input type="checkbox"/> Other: _____ | |

8. What would encourage you to use non-driving alone commute mode when traveling to or from work? *(Choose up to 3)*

- | | |
|--|--|
| <input type="checkbox"/> Company subsidy for transit | <input type="checkbox"/> Lower parking rates for carpools |
| <input type="checkbox"/> Company subsidy for vanpool | <input type="checkbox"/> Reliable ride home in case of emergency |
| <input type="checkbox"/> Company subsidy for bike/walk | <input type="checkbox"/> More flexible work hours |
| <input type="checkbox"/> Help finding a carpool/vanpool partner | <input type="checkbox"/> Help finding a transit or bike route |
| <input type="checkbox"/> Occasional free parking days for carpools | <input type="checkbox"/> Earn prizes (e.g., gift cards, vacation time) |
| <input type="checkbox"/> Reserved parking close to building | |
| <input type="checkbox"/> None of the above | |

9. Do you have any additional comments? Please share in the space below.

Digital survey is available here: <https://commuterinfo.net/s/employee-commute-question>



The following appendices outline potential policies, programs, and resources that Solano County workplaces may want to consider adding to their commute options benefit package. We've combed through best practices from organizations across the country to create a list that will best suit your workplace.

Keep in mind a balanced commute options benefit package includes a combination of activities that reduce the barriers to non-SOV commuting while also boasting activities that boost the desire to use sustainable modes of transportation. Review the activities below and adapt them to the needs of your workplace. Remember, we're here to help!

APPENDIX C: MODE OPTIONS



Rail- The Capitol Corridor Amtrak line runs from San Jose to Sacramento right through Solano County. There are two train stops in Solano, the Suisun- Fairfield Train Station and the Fairfield-Vacaville Train Station. The Davis and Martinez train stations are also available to services the edges of our county.



Bus- Each city in Solano County has their own independent transit operator that facilitates local bus routes. Solano County also has the Solano Express which runs intercity and out of county routes, spanning Sacramento to El Cerrito and Pleasant Hill Bart. Our red, blue, yellow, and green lines run buses as early as 4AM until midnight all week long.



Ferry- The San Francisco Bay Ferry makes a stop in Vallejo and offers a great view gliding past gridlocked freeways and bridges.

Carpool- Grab a friend or a few other folks heading to your destination city for a friendly, quick, and cost effective carpool ride. With multiple people in your vehicle bypass traffic by using the HOV lanes. Split the cost of commuting with your friends or skip your car all together and opt for a casual carpool with your neighbors. The convenience of a car but with all the money and time saving perks for transit!

Vanpool- Join a group of neighbors or coworkers on your ride to work. With a leased van and 7+ drivers to choose from, you have more “me” time and less wear and tear on your car.



Cycling- The Bay Area is reaching a collective 500 miles of bike trails that span our 9 county region. Whether biking to the bus stop or all the way to work, every trip can be a safe, easy, and heart-healthy ride.

Walking- Put on your walking shoes and head out the door for a heart healthy trip to work. Walking offers an opportunity to get in shape, greatly reduce your commute costs and help lower your ‘carbon footprint’.

EV- Electric vehicles offer the convenience of internal combustion engine cars, but with all the green benefits. Many businesses and shopping center offer priority parking for electric vehicles often equipped with charging stations as well. Not comfortable enough with all electric? Try a hybrid vehicle and have gas as a backup.



Telecommuting- Ditch the commute entirely by opting for telework.⁴ Staying home for work even once a week cuts down on costs and helps reduce traffic and emissions.



4 https://commute.org/files/programs/SMC_Telework_Toolkit.pdf



1. Commute Challenge

The Commute Challenge is a targeted outreach campaign for employers to encourage employees to use transit, carpool, vanpool, bike, or walk to work and track their trips to earn incentives throughout the year. Rideshare week is a spin-off of the general commute challenge that focuses on the most popular alternative commute mode of carpooling. For this week, participants will be matched with carpool partners and rewarded for each day they carpool.



2. Bike to Work Day

May is National Bike Month and the Bay Area's region wide Bike to Work Day is usually held the second Thursday in May. This promotion enlists employers to encourage their employees to bike to work. Participation may include: Nominating an employee who regularly bikes to work as their county's Bike Commuter of the Year; encouraging the development of one or several bike teams for the Team Bike Challenge; or hosting an Energizer Station on the actual Bike to Work Day.



3. Bucks for Bikes

Solano Mobility offers an incentive to individuals that ride their bikes to and from work. Applicants must work, live, or go to college in Solano County, and use the bicycle for their commute. Qualified applicants are reimbursed 60% or up to \$500, for the cost of their bicycle and helmet or bicycle repairs.

4. Guaranteed Ride Home Program

To encourage the use of commute alternatives such as carpooling, vanpooling, public transit, walking or bicycling, Solano Mobility provides a free ride home to program participants (via taxi, rental car, or Lyft/Uber), in cases of emergency. By alleviating workers' concerns about their ability to return home in the event of unexpected circumstances, the ERH program can help maximize the use of alternative transportation in Solano County.



5. First/Last Mile

Solano Mobility and Lyft have partnered to assist commuters with the First and Last Mile of their

transit trip. This First/Last Mile program provides a direct link from a transit hub to your employment site or home.

6. Vanpool Incentives

Vanpooling is a convenient and economical way of commuting. Solano Mobility provides startup assistance and support for Vanpools commuting to and from Solano. Solano Mobility also helps find passengers and directs Vanpool groups to cost-effective van leasing through Enterprise Rideshare. In addition, Solano Mobility will provide incentives to new vanpool startups along with back-up driver incentives.



7. Commuter Info Commute Management Tool & App

Solano Mobility offers a trip planning, rideshare matching, program management, and incentive earning platform that you can use to manage your individual commute program. There is also a connected app that participants can download to automatically track their trips and join in challenges. Check it out at commuterinfo.net.





FINANCIAL INCENTIVES*

Financial incentives are a great way to nudge employees toward a more sustainable commute and can also reduce the demand for parking at your workplace. Financial incentives can vary: You can reward staff with cash, gift cards, PTO, gifts, paycheck bonuses, etc. Or, you could even offer a combination of these prizes. Contact Solano Mobility for information about how to partner with us to provide incentives to your employees.



PREFERENTIAL PARKING FOR CARPOOLS AND VANPOOLS

Reserve preferred parking spaces for staff who share-the-ride when commuting to your workplace. These clearly marked spaces should be located near the employee entrance to the building and instill a sense of reward for those who park there. If parking ever becomes scarce, those who rideshare will have an easy-to-find spot in a desirable location.



1. Gauge carpool/vanpool interest of staff. Tip: Use survey in Appendix B
2. Using data from the survey, determine the number of spots to be designated. Choose spots in a preferred location.
3. Install signage that designates spots as “Rideshare Only”
4. Educate employees about their ability to find carpool and vanpool partners within the Solano Mobility platform.
5. Verify that vehicles taking advantage of the preferential parking are associated with a carpool or vanpool registered on the Solano Mobility platform.
6. Observe and review the results of this program. Tip: Consider tracking parking spot usage. Do spots for rideshare vehicles seem to be consistently full? Consider allotting more spots.

PROVIDE DISCOUNTED TRANSIT PASSES + VANPOOL SUBSIDY*

Employers who provide discounted transit passes or discounted vanpool seats to their employees will raise morale at the workplace and resonate well with employees who prefer not to drive. It's also often viewed as one of the quickest ways to free up parking spots at your workplace and

serves as an endorsement that you encourage the use of sustainable transportation modes. Simply contact your local transit agency to buy bulk (and maybe even discounted) passes, or Solano Mobility to learn about the vanpool subsidy. You could even consider providing a pass to staff as soon as they begin employment, which affords them the opportunity to choose their commute mode knowing transit or vanpooling is an affordable and viable option.



CREATE ON-SITE BIKE PARKING

If your employees have a secure spot to store their bicycles, they'll be more likely to bike to work, which helps everyone stay healthy, reduces greenhouse emissions, and lowers employee parking costs: There's no need to pay for bike parking! Use the survey feature in the toolkit to understand bike commuters' preferences: Would they prefer indoor or outdoor parking? What type of bike racks do they think would be best for the workplace?

BUILD WORKPLACE SHOWERS AND LOCKER ROOM

If employees have a place to wash-up before work, it will incentivize green commuting modes that require physical exertion, like biking, walking, or running. These healthy modes are a great way to start the workday, and are used more frequently if proper shower facilities exist at the workplace.

CREATE PARKING CASH-OUT PROGRAM

Parking cash-out⁵ programs are a simple, straight-forward strategy for effectively reducing the demand for employee parking at your workplace. This benefit is easily customized to the needs of your workplace. Learn how to effectively manage a program within the Solano Mobility Commute platform:

1. Survey your employees to determine if a straight cash incentive would be the most attractive, or if other options might work better. For example, many organizations are experimenting with 'cashouts' offered as an earn-a-bike program Tip: See Appendix B for a sample survey
2. Determine the frequency of the benefit. This will depend most significantly on your parking pass structure. • Daily - The most flexible option, but the most complex to administer • Monthly - The in-between • Annually - Required by some parking payment schemes
3. Choose your criteria for receiving cash-out payments or benefits - a number of trips or percentage of total trips users must make via a sustainable mode to receive the cash
4. Educate your employees about the cash-out program. Make sure to include info in any new

⁵ https://www.bestworkplaces.org/pdf/ParkingCashout_07.pdf

employee orientation materials.

5. Set up the cash-out as an Incentive or Points Program within the Solano Mobility Commuter Info platform • Incentive creation guide: <https://help.rideamigos.com/incentives/>
6. Generate reports monthly or quarterly and provide payouts to participating employees.

COMPANY FLEETS

One barrier to using alternative modes is having to use a car to get to appointments throughout the day. While having a company fleet of cars is out of reach for smaller companies, larger companies should compare the investment to travel reimbursements. There are also third party car rental options like, Enterprise, or Zip Car that can provide relatively on demand vehicle transportation. This allows your employees who must travel offsite for meetings to have an opportunity to still commute to/from work by a sustainable mode.



INCENTIVES FOR SUSTAINABLE TRIPS

1. Educate employees about available commuting options, such as carpool, vanpool, public transit, and biking.
2. Decide on your reward (cash, gift card, etc.) and set up an incentive within the Admin area of Solano Mobility Commute. Tip: Visit <https://help.rideamigos.com/incentives/> for setup instructions
3. Encourage employees to sign up for the incentive, log their trips, and claim their prize(s).
4. After verifying the trips of users who have claimed their incentive, approve or deny their requests. Tip: It can be helpful to provide feedback to users who have their claim denied.
5. Distribute your incentives to those who have been approved
6. Evaluate your results and determine future improvements.

BIKE TO WORK CAMPAIGN

A Bike to Work campaign is a fun, team-building way to promote active transportation at your workplace. Follow these steps to create a campaign:

1. Evaluate your audience Tip: Use the custom survey creation tool in Solano Mobility Commuter Info to get an idea of who may be interested in biking, how far they live from work, etc.



Survey how-to: <https://help.rideamigos.com/surveys/>

2. Segment your market Tip: Decide who among your audience you'll focus on. For example, the 60% of employees who fell into the "interested but concerned" category on a recent survey.
3. Create a Challenge in Solano Mobility Commute Tip: Set up a challenge to see which individuals and teams can log the most bike trips. Challenge how-to: <https://help.rideamigos.com/challenges-what-why-how/>
4. Incentivize with prizes • Tip: Advertise prizes ahead of time. Then, distribute them throughout the Challenge. Biking-related prizes work best and can often be donated by local businesses. Raffle-like prizes, with each logged trip counting as one entry, help generate a buzz.

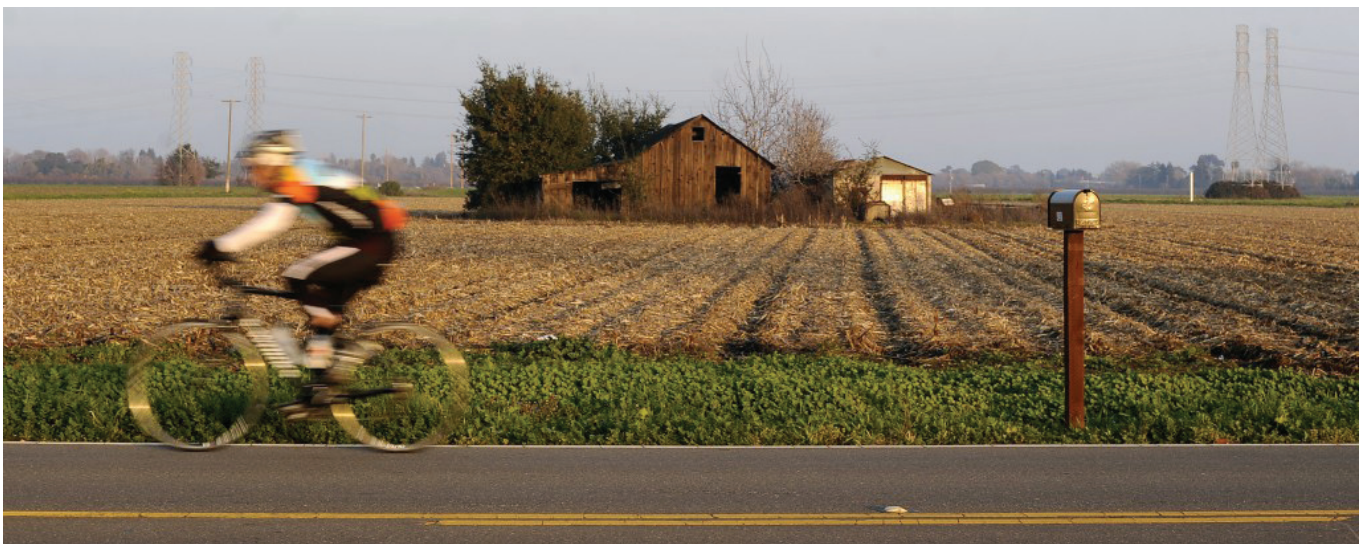
CREATE BIKEPOOLS/ ORGANIZE GROUP CYCLING RIDES

Workplaces located in environments conducive to cycling can help staff improve their cycling comfort level by offering opportunities to participate in group rides led by an experienced/certified cyclist instructor. This lead cyclist could be a respected staff member at the workplace, or could be hired from local non-profits. After riding sample routes near the workplace, staff will better understand the "rules of the road" for cyclists, further reducing the barriers to cycling.

Some staff might be able to form regular riding groups to and from work. Using the Solano Mobility Commute platform, individuals can find others with similar bike comfort levels to ride with during the commute. Set up an employer network in the platform so your employees can connect!

CARPOOL CHALLENGE

1. Create a carpool challenge using the Solano Mobility Commute platform Challenge creation user guide: <https://help.rideamigos.com/user-and-networkchallenges/>



2. Educate employees about their carpool options and encourage them to carpool to and from work. Remind your employees to join the challenge and compete for prizes such as gift cards, PTO, or cash bonuses on their paychecks Tip: Encourage employees to enter their commute information within the platform (which is privately viewable exclusively for company network members) and help them find rideshare partners using the patented algorithm.
3. Remind employees to join the challenge and log their trips in order to participate.
4. Observe the results, statistics, and overall impact of the challenge.
5. Upon the challenge's conclusion, survey employees to better understand how the challenge can be improved and garner more participation. Survey how-to: <https://help.rideamigos.com/surveys/>



CREATE AN EVENT-BASED INCENTIVE

If your organization is planning large events, try creating an event in the Solano Mobility Commute platform to reduce parking demand.

1. Create an event on the Commuter Info platform. Event creation how-to: <https://help.rideamigos.com/event-travel-planning-and-ridematching/>
2. Mention the incentive in the in the event description. “By making a smart choice not to park your car at [event] you’ll be entered to win [super cool prize]! Just make sure you log your trip to [destination] before [entry time] to be entered to win.”
3. Create the incentive on the Commuter Info platform. Incentive creation: <https://help.rideamigos.com/incentives>
4. Advertise, advertise, advertise! Tip: An incentive is no good if no one knows about it. Similar to incentives, the best advertisements are in places that are relevant to the action or incentive. If the next football game is your target event, place advertisements during the prior game. Can you flash something on the scoreboard? Put posters in the lots and parking garages. Blast the link over social media, and put the event widget on any relevant pages.
5. Enjoy the event!
6. Send out an email blast a day or two after the event to remind users to log their trips. How-to guide for trip logging: <https://help.rideamigos.com/trip-logging/>

7. Check your stats early in the week, draw and notify winners from the qualified participants.
Tip: Random draws are a great way to go, especially if you're offering an impressive grand prize.
8. Publicize stats showing how many car trips your promotion saved. You can even use your success to help promote more smart travel choices for your next event!
9. Notify winners and publicize your stats about how many car trips the promotion saved.

TELEWORK PROMOTION

Working from home eliminates unnecessary car trips with many benefits to workers. Below are some tips to establish teleworking procedures and manage remote workers:

Policies- Review your company's teleworking policy to ensure it is up to date. All remote workers should be working under a signed, official telework policy.

Technology- The crux of telework is choosing the correct technology with appropriate hardware, software, collaboration tools, and internet connectivity to ensure smooth business operations among remote workers. Before implementing a telework policy, consult with all players including your office IT professionals.

Troubleshoot- With every work structure, there will be inefficiencies. In addition to speaking with IT, assemble a team to identify any other potential problems that could arise out of a telework environment and ask for recommendations to resolve the issue.

Eligibility- Re-evaluate which employees are eligible for remote work. Will slight modifications in company policy or procedure allow more flexibility to a greater number of employees?



Test it out- Try your plan out and evaluate office efficiency. Transition to remote work over a more extended period of time for a smooth roll out.

The U.S. office of Personnel Management has published some information on teleworking which can be viewed at their website <https://www.telework.gov/>.

**Note: Under the Transportation Equity Act, IRS code 132(f), and California state law, certain commuter benefits are considered tax-free benefits. Employers have the option of subsidizing part of their employees' commuting costs and allowing employees to pay for the remainder with pre-tax dollars, saving employees up to 40% on commuting and companies an average of 7% in payroll taxes.*



SUSTAINABLE TRANSPORTATION EMISSIONS PROGRAM

Sustainable Transportation Emissions Program (STEP)
of Solano Mobility and the Solano Transportation Authority
1-800-535-6883 | solanomobility@sta.ca.gov.



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