LINKING TAHOE

Explore Tahoe by foot, bike, bus, or water

Commute Tahoe Program Guide

TAHOE REGIONAL PLANNING AGENCY

PHOTO BY NOVUS SELECT

Commute Tahoe Program Guide

Commute Tahoe is a new Tahoe Regional Planning Agency program to reduce vehicle trips and traffic congestion in our region. The guide helps employers encourage their employees to bike, walk, carpool, or take transit to and from work.

This guide is for employers: It'll show you how to create or expand a Commute Tahoe program, and identify ways to encourage employee participation through a wide range of incentives. Participating employers are eligible for Commute Tahoe Certification and a Best in Basin award.

Commute Tahoe Mission

To better manage traffic congestion at Lake Tahoe by encouraging employees to walk, bike, use transit, carpool, vanpool, or drive at non-peak times.

STARTING YOUR PROGRAM

To be successful, a Commute Tahoe program must be tailored to your workplace and consider what infrastructure and transportation options are available in the area.

The materials in this toolkit will help you create a Commute Tahoe program that works for your workplace and employees.

SIMPLY FOLLOW THE STEPS BELOW:

STEP 1 **Identify Coordinator**

STEP 2 **Assess Needs**

STEP 3 **Select Tools**

STEP 4 **Implement Program**

STEP 5 **Measure & Evaluate**

STEP
1

IDENTIFY AN

Employee Transportation Coordinator

Your employee transportation coordinator will be in charge of creating and running the program.

PHOTO BY NOVUS SELECT

Choose someone who will be your employee transportation coordinator. They will communicate directly with employees. Many organizations pick someone who is already on staff to serve in this position, such as a human resources or operations department employee, or an employee who serves on a sustainability team or a health and wellness committee. Larger employers with 100 or more employees may benefit from having more than one employee transportation coordinator.

Employee transportation coordinator responsibilities include:

1. **Being the point of contact** between staff and the workplace.
2. **Run, promote, and report** on your worksite's program.
3. **Being the point of contact** between the work site and TRPA to track your program's progress.

PHOTO BY DRONE PROMOTIONS

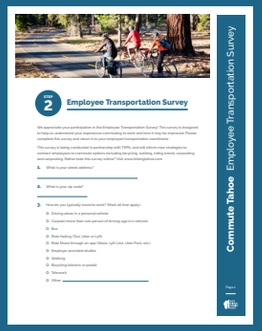
STEP 2

ASSESS YOUR

Needs & Options

Assess your employees' commute needs and options available at your workplace.

Once an employee transportation coordinator is chosen, you should assess your employees' commute needs and options available at your workplace. All surveys are also offered online at **www.linkingtahoe.com**



Commute Tahoe: Employee Transportation Survey

An employee survey can provide insight into your employees' commute needs. Through the survey, you will learn about how your employees travel, what options they think they have, and what types of incentives might lead them to make a different choice.

Commute Tahoe: Worksite Survey

Start by inventorying the existing infrastructure, services, and policies related to transportation at your workplace. List out details for each category including: transportation infrastructure such as bike racks; services such as employee shuttles; and organizational policies such as telework policies. You should also consider if your business has existing employee health and wellness programs or commute incentives in place, and if they are well used. The Linking Tahoe website (www.linkingtahoe.com) can help you identify travel options such as walking, bicycling, transit, and carpooling that connect to your workplace. This toolkit also includes a sample worksite survey you can edit or simply use.

STEP
3

SELECTING
Commute Option Tools
FOR YOUR PROGRAM

Choose the strategies that address employee needs, consider the options available, and support your organization's goals.

PHOTO BY NOVUS SELECT

This toolkit outlines a number of strategies and incentives that can increase employee participation in your Commute Tahoe program. The selected tools will be the foundation of your Commute Tahoe program.

Not all the strategies listed will apply to all workplaces. You know your employees and your business best — pick the ones that are most likely to be used by employees. The budgets proposed in this suite of strategies are only suggestions. You have the ability to create your own budget based on what is feasible for your business. For assistance, you can contact TRPA's transportation staff.

Program incentives should motivate employees to try commute options such as biking, walking, carpooling or transit, but incentives should not be so large that they undermine the participant's intrinsic motivation if the incentive is removed. Incentives may include tax breaks or subsidies, paycheck bonuses, gift cards, or workplace perks such as telecommuting options or special recognition. Many of the strategies in this guide may be paired with incentives to increase employee participation and engagement.

Worksite goals:

Setting goals for your Commute Tahoe program will help you identify which strategies will best serve your workplace and employees. Some of your goals may include:

1. **Attracting and retaining** the best employees
2. **Increasing** employee morale with more workplace benefits
3. **Developing and implementing** a sustainability initiative
4. **Creating** a measurable way to positively impact the environment
5. **Implementing** low-cost employee commute solutions

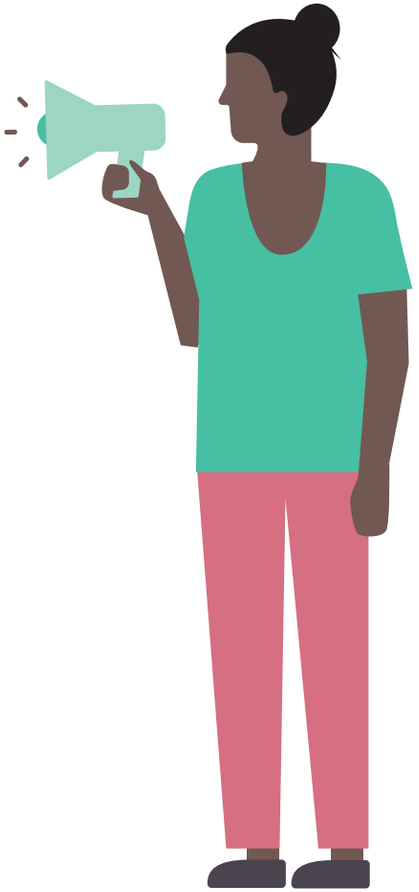
TOOLS	DESCRIPTION	ESTIMATED BUDGET
New employee welcome packets	Human resources staff provides new employees information on your Commute Tahoe program. Packets should include linkingtahoe.com brochure, transit schedules and bike maps.	No cost — materials provided by TRPA.
Poster / flyer	Post a flyer or poster about your Commute Tahoe program in breakrooms and common areas.	Minimal cost of in-house printing.
Carpool ridematching	Help employees find carpool opportunities by connecting with other employees at your business or a nearby one. This can be done through a spreadsheet or online or mobile application. If you choose to run a commuter challenge, carpooling can win points and make participants eligible for quarterly or annual prizes.	No cost if using a spreadsheet. Cost varies for online application. TRPA can provide carpool maps and routes if desired.
Telecommuting and alternative work schedules	Telecommuting is when an employee works from home or a remote location rather than coming to the worksite. Alternative work schedules can include arriving and leaving work during off-peak times, such as 10 a.m. – 6 p.m., or compressed workweek schedules, such as working 4 days, 10 hours a day.	None

TOOLS	DESCRIPTION	ESTIMATED BUDGET
Free or subsidized transit passes for employees	Employer offers employees a direct subsidy towards the cost of transit passes.	Depends on size of organization and transit services. Contact TTD or TART for more information.
Promote or sponsor a vanpool	In vanpooling, a group of employees drive to work together in a van or SUV. Employees can designate a driver, or take turns driving. The employer can subsidize the cost or the group can divide the cost of the monthly vehicle rental, gas, insurance, and other costs among themselves.	Employer subsidy can vary, costs to employees depends on number of participants, vehicle, route, and insurance costs.
Commuter Challenge	A Commuter Challenge is a point-based competition among employees at a worksite. Commuters earn points by commuting to work by walking, biking, taking transit, and carpooling. Participants log trips using the Commute Tahoe Point Tracker. Rewards can be distributed on a 30-day, 90-day, or annual period. See Commuter Challenge Overview provided in this toolkit for more details.	Costs for in-kind, quarterly, and annual prize will vary and determined by individual employers. Suggested budget is between $200 – $400.
Commuter tax benefit	Allow employees to use pre-tax money for payment of vanpools, transit passes, or bicycle expenses. For qualified transportation fringe benefits, see Section 132(f) of the Internal Revenue Code.	Staff time

TOOLS		DESCRIPTION	ESTIMATED BUDGET
	Reward events	Hosted events during the year. People who walk, bike, take transit, or carpool can enjoy snacks or rewards together. Events could include commute happy hour, ride/walk to lunch days, bike/walk breakfasts, etc. Partner with local businesses to host reward events.	Suggested: $400 annually
	Guaranteed ride home	Provide employees who arrive to work without a car a guaranteed ride home in case of emergencies. Can be provided through the existing organization's vehicle fleet, subsidized taxi, or rideshare fares.	Depends on amount of subsidization or if using company vehicles. Subsidies can range from 15% to free.
	Parking incentives such as cash back and preferential parking	Parking payouts encourage employees to carpool, bike, walk or use transit. Each day an employee does not use a parking spot they receive a cash reward.	Depends on cash back program model. TRPA can provide samples for reference.
	Provide loaner bikes or e-bikes	Provide employees with bikes on the premises for use during the day to attend meetings or run personal errands during lunch. When needed, allow employees to take bikes home to ride to and from work. Bikes may be supplied by your business directly or through partnerships with existing bikeshare companies, local bike shops or electric bike companies	Depends on number and type of bike purchased. Recommend 1 bike per every 10 employees. Estimated cost: $200 per bike and $1000 per e-bike.

TOOLS	DESCRIPTION	ESTIMATED BUDGET
Subsidized bike service	Provide up to one annual routine bike tune-up for employees biking to and from work. This can be provided by a bike repair shop or through an in-house employee with the skills and desire to provide this service.	Estimated cost: $50 annually per employee who rides their bike to work on an on-going basis.
Bike racks, gear storage, and showers	Provide amenities to make biking or walking to work more comfortable and feasible.	Estimated bike rack cost: $100-300 each. Showers and gear storage depend on space, size, and construction needs.
Bicycle User Group (BUG)	A BUG is an internal network of cyclists who share routes, cycling tips and champion cycling issues at the workplace. This system acts as commuter mentorship and support for new bike commuters.	None
Lake Tahoe Bike Challenge	Organize a company team to participate in annual Lake Tahoe Bike Challenge from June 1 - June 14.	None

PHOTO BY NOVUS SELECT



STEP
4

Implementing

YOUR PROGRAM

Once you decide what to include in your program, figure out what steps you need to take to get the program up and running.

The Frequently Asked Questions and How To section of this guide provides useful information on how to implement your program. Create due dates and assign a lead for each task. A program committee may be helpful. Think about the following: internal policies that need to be written and approved; coming up with a budget (if needed); setting program goals; and figuring out how to communicate about the program on a regular basis.

The employee transportation coordinator will lead the implementation process but it may be necessary to involve other employees and departments based on the specific strategy or number of employees at your worksite. If needed, the coordinator should identify representatives from key departments or volunteers to help develop and allocate responsibilities. Continuing education, on-going promotions, and encouragement is vital to the success and longevity of your Commute Tahoe program. TRPA is available to provide resources, guidance, and assist with employee education and the implementation process.

Marketing: Existing communications channels should be used to market your Commute Tahoe program to employees and your employee transportation coordinator may want to enlist help from human resources or your public relations department to design a marketing campaign.

Your marketing campaign should include three stages:

1. **Raise Awareness:** Make sure employees know about and understand available commute options. This could involve promotion in new employee orientation materials, quarterly lunch-and-learn meetings, or an email-blast to all staff with encouragement to test-drive your ridematching tool or carpool spreadsheet.
2. **Take Action:** Encourage employees to try or to pledge to use commute options, including walking, biking, riding transit, carpooling or vanpooling, at least once a week. A good time to encourage people to try bicycling to work is during the annual Lake Tahoe Bike Challenge.
3. **Maintaining Program:** Once employees have begun participating, the employee transportation coordinator should encourage continuous participation and use of other strategies and incentives to maintain that behavior.

STEP
5

Measuring

YOUR PROGRAM

Measure the effectiveness of your program to understand and improve its impact.

You can use the Commute Tahoe Annual Review Form to evaluate your program and share its results with TRPA to receive Commute Tahoe Certification.

Comparing participation and other data to the employee survey and worksite assessment developed in Step 2 will help you understand the impact of your program. With this information, the employee transportation coordinator and TRPA can determine what strategies to continue to support and how to refine the strategies to achieve long-lasting benefits and results. TRPA will annually ask you to share your workplace results so the agency can measure regional program effectiveness and assist with adjustments.

Additionally, the employee transportation coordinator should:

1. **Monitor** the overall program and review the ride match list quarterly.
2. **Conduct** informal interviews of employees and management to understand how infrastructure (such as new bike racks) is being used.
3. **Determine** if program materials (such as brochures and transit passes) are conveniently available and being used.

Based on all of this information, your marketing campaign and the strategies you are offering in your program may need to be adjusted over time to better meet employees' needs.

Employer Incentives

Employers who participate in the Commute Tahoe program are eligible to receive certification from TRPA and become eligible for the annual Best in Basin Commute Tahoe award.

Commute Tahoe Certification:

TRPA gives certification to employers that promote and advance commute options at their workplace. Employers will be recognized for exemplary Commute Tahoe programs, policies, or services. Employers must submit the employee transportation surveys, worksite assessment, and annual review form to receive Commute Tahoe Certification.

The Commute Tahoe Award

This award is part of TRPA's Best in Basin awards program which showcases projects around the lake that demonstrate exceptional planning, implementation, and compatibility with Tahoe's natural environment and communities. This award will recognize a worksite that provides commuter-friendly infrastructure, programs and services, to reduce drive alone vehicle trips during peak hours of traffic congestion. TRPA will help nominate your worksite for this award. Worksites will be reviewed and judged by a panel of community members and agency personnel.

FAQ and How To Guide

BIKING

Who should I encourage to bike?

Many employees may find less than seven miles an ideal distance to bike to work, however, many people are willing to bike much farther. Bicycling is a great transportation option for off-site work meetings during the day as well. By understanding your employees' interest in bicycling and the distance of their commute and work-related day trips, a worksite can determine who to encourage to bike to work.

Does biking connect with other modes of transportation?

Bicycling and transit are a great combination, especially for employees who live further from work. Tahoe's buses offer bicycle racks so people can easily take their bike with them on the bus.

How does encouraging biking help my worksite?

Biking to work is a great way for employees to start their day, and will leave them energized and ready for the task at hand. Data also shows that employees that spend more time outside and doing physical activity are happier and more productive. Plus, as less people drive alone to your office, the fewer parking spaces will be needed, freeing up space for other purposes.

What are some strategies to encourage bicycling in the Commute Tahoe program and how do I provide these?

Commuter Challenge: Biking is one of the modes that wins employees the most points in the Commuter Challenge. More points are awarded for biking long distances or making multiple trips by bike. These points enter the employee to win quarterly and annual prizes.

Loaner pedal and e-bikes: Allows people to share bikes to reduce cost of owning a bike and improve convenience by having a bike available when needed for limited periods of time. There are two ways to implement loaner bikes at your worksite:

1. Act as a hub for an existing bikeshare system, such as South Lake Tahoe's Lime or Truckee's Zagster program. As an additional incentive, you can provide a subsidy to employees to reduce cost of use.
2. Purchase a company bike fleet for employees to use at will.

Bicycle User Group (BUG): A BUG is an internal network of cyclists who encourage new riders by sharing routes, cycling tips and championing cycling issues at the workplace. This is a motivational tool that encourages new riders and helps create community at the workplace.

Worksite bike service: A common incentive to encourage employees to bike to work is to support bicycle maintenance. There are many ways to implement worksite bike service, including:

1. Provide one free annual tune up to employees who bike a certain number of days per year to the office. This can be implemented through a voucher with a local bike shop or you can partner with a local bike shop to come to your office and provide a day of tune ups at a group rate.
2. Create a worksite bike shop. Many employees are passionate about biking and may be interested in providing tune-ups to your staff in-kind. To incentivize this staff member, the worksite would provide all the tools and space necessary.

TELECOMMUTING

What is telecommuting?

Telecommuting is working from a location other than the office, such as working from home, a coffee shop, or from a co-op working space that is closer to home.

Which employees should I encourage to telecommute?

The answer depends on several factors, including: the employees' type of work and desire to telecommute; the technological capabilities needed to complete work; and the availability of space for an out of office workspace.

How can telecommuting help our worksite?

As a commuting option, telecommuting can significantly reduce the number of trips your employee makes to work. The partial or full removal of commute time provides employees with valuable extra time to spend on their personal lives, with their families, or working. It can also reduce the office space needed at a work site.

COMMUTER TAX BENEFITS

What are commuter tax benefits and who will they benefit?

Employers: Tax benefits are available to employers who encourage their employees to commute by transit or carpooling. The federal commuter tax benefits based on Section 132(f) of the federal tax code enables commuters to pay for "qualifying transportation expenses" which include transit passes, vanpool fares, and parking fees as pre-tax costs. Employers can offer these benefits to participating employees.

Employees: Employees can use annual allowed pre-tax income per month to pay for transit, vanpool, and parking expenses through a payroll deduction, much like a flexible savings plan. When employees purchase a transit pass, vanpool seat, or a monthly parking spot they pay no income tax (up to the allowable amount) on the benefit and the employer saves through reduced payroll taxes.

CARPOOLING

Who should I encourage to carpool?

Employees living at least 15 miles from the worksite are a good place to start for promoting carpooling, which is two or more people sharing a ride.

How do I help facilitate carpooling through ridematching?

Understanding where employees live and their shift times will help you encourage carpools, this is called carpool ridematching. There are two ways to facilitate ridematching:

1. TRPA can create maps showing where carpool matches are possible with information provided by you.
2. Using a spreadsheet or online tool that is organized by neighborhood. TRPA can provide a spreadsheet template.

What are some strategies to encourage carpooling in the Commute Tahoe program and how do I provide these?

Preferential parking: Reserving parking spots for carpools in high demand locations. Designate these spots with a specific parking sign or through stenciling on pavement. As demand grows, so can the number of carpool spots.

Carpool payouts: If you pay for parking for your employees, you can offer the employee a "parking payout" for each day they do not drive to work or when they carpool. This pay-out will likely be less than what you are paying for the use of that spot. There are many different ways to structure a system like this and TRPA can provide resources to help you determine the best structure for your worksite.

Company fleet: Already have a company fleet? Offer these vehicles as carpool vehicles to employees who carpool regularly to help subsidize their carpool commute.

Guaranteed ride home: One of the biggest barriers a commuter faces when changing from driving alone to any other mode is the "what if" scenario.

- What if my child gets sick and I need to pick them up from school?
- What if I get sick and need to leave work?
- What if my carpool partner needs to leave early?
- What if I need to work late?

The answer is providing a guaranteed ride home. Any employee who does not drive alone to work, would receive a free or subsidized ride home in the event of an emergency, typically provided up to four times annually. Research shows this service is used seldomly but provides a solution to potential issues and makes the employee feel like there is an option in case of an emergency. This service can be provided through a company vehicle or through a voucher or subsidy with taxis or rideshare company such as Uber or Lyft.

Commuter Challenge: Carpooling is one of the modes that wins employees points in the Commuter Challenge. Bonus points are awarded to the driver of the carpool. These points enter the employee to win quarterly and annual prizes.

COMMUTER CHALLENGES

What is a Commuter Challenge?

Commuter Challenges are a great way to engage staff, reward behavior change and boost employee morale. This program is designed to encourage employees to walk, bike, use transit and carpool to help reduce the number of employees driving to work alone. Providing incentives through rewards can encourage participation and help spark interest in the Commute Tahoe program. Challenges can be held at the workplace level, between departments or between nearby businesses.

How do I implement a Commuter Challenge?

See the Commuter Challenge Overview that is part of this toolkit.

TRANSIT

Why should I encourage employees to take transit?

Transit provides a cost savings from driving every day and allows commuters to avoid the stress of traffic. The average household spends 18 cents of every dollar on personal transportation and 96 percent of this goes towards buying, maintaining, and operating cars. This makes owning and driving a car the largest household expenditure after housing. A household can save nearly $10,000 per year by taking public transportation. Further, the household might find they need less cars, saving them more money.

Who should I encourage to take public transit?

Employees who live and work within reasonable walking or biking distance from a transit stop are well suited to take transit. All of Tahoe's buses are equipped with bike racks so employees who live and work outside a feasible walking distance can ride their bike to a bus stop and take transit. Employees who have direct transit routes from their home to your worksite, rather than a route that requires transfers is also an important factor.

What are some strategies to encourage transit use in the Commute Tahoe program and how do I provide these?

Free transit pass or subsidy: Offering your employees a transit subsidy or free transit pass provides a significant return and savings versus driving. Follow these easy steps to set up a subsidy or free transit pass system:

1. Check with your local transit agency (TTD or TART) to see if a discount program exists for employers.
2. Review your employee transportation surveys to determine staff interest.
3. Determine the amount of subsidy your workplace can provide.
4. Purchase the transit passes and provide them to interested employees.
5. Promote the new system through emails and staff meetings and include transit schedule and subsidized pass information in new-hire packages.

Commuter Challenge: Using transit is one of the modes that wins employees points in the Commuter Challenge. These points enter the employee to win quarterly and annual prizes.

How can employees taking transit help our worksite?

Your worksite will have more parking capacity with some of your employees taking transit. By taking advantage of a monthly tax-deductible allowance for alternative commuting expenses employees can cut their tax burdens by hundreds of dollars a year, all while helping businesses reduce their payroll tax obligations. The pre-tax option still allows employees to save on their annual taxes by allowing them to use pre-tax dollars for their commute expenses. See "Commuter Tax Benefits" section in this document for more information.

WALKING

Who should I encourage to walk?

Trips under 1.5 miles are an ideal commute distance for walking. Provide employees the Tahoe Bike Map and encourage them to explore dirt trails near their home and office. Have them test it out on a weekend so they're ready to go when Monday rolls around.

How do I encourage employees to walk?

Relaxed dress code: Where possible and appropriate, promote comfortable attire. Comfortable and weather appropriate footwear, layers of clothing, hydration, and weather protection are key factors for an enjoyable walk to work. If it is not possible to change dress codes, allow walkers to wear comfortable attire to walk to and from work and change into professional attire in their offices or in locker rooms.

Walking workshop: Host a walking workshop over lunch to get other employees excited about walking. Topics could include health benefits, nearby places to walk, walking gear, technology, and how staff can start a walking group.

Technology: Showcase some of the fitness apps that are available for smartphones to help staff track their distance, calories, elevation gain and routes. Some examples include the FitBit app and Strava. Take it a step further and implement a walking challenge. Provide staff with a fitness gadget, such as a FitBit or pedometer as a competitive award.

Walking meetings: A popular new workplace strategy is to encourage meetings while walking. Recent scientific evidence has revealed that a brisk walk will increase blood flow to the brain and improve alertness. By informing staff about when these meetings are most appropriate, your worksite can create an effective walking culture.

Onsite amenities – lockers, changing rooms and showers: Employees who walk or bike to the worksite often wear clothes better suited for exercise. Providing a safe and convenient place for employees to shower and change into their work attire is one of the most effective ways to encourage employees to walk or bike to work.

What are some strategies to encourage walking in the Commute Tahoe program and how do I provide these?

Commuter Challenge: Walking is one of the modes that wins employees the most points in the Commuter Challenge. More points are awarded for walking long distances or making multiple trips by walking. These points enter the employee to win quarterly and annual prizes.

Does walking connect with other modes of transportation?

Walking can complement transit service, especially for employees who live or work close to transit stops. Employees are more likely to participate if they can easily walk to or from a transit stop near their destination.

How does encouraging walking help my worksite?

The fewer people driving cars to your worksite reduces the number of parking spaces taken by employees. Employees that spend more time outside and doing physical activity are happier and more productive. What challenges do employees face when considering a walking commute?

Distance: Walking in rural environments is often considered difficult due to length of commutes.

Infrastructure: Not all environments are safe for walking. Employees need to evaluate their potential walking route and determine the level of safety. Sidewalks, paths, crosswalks and lighting all impact safety for people walking.

VARIABLE WORK SCHEDULES

What is a variable work schedule?

The two most common variable work schedule are the compressed work week and a flex time schedule.

Compressed work weeks allow employees to work extended hours to reduce their work week from 5 to 4 days. For example, an employer could change the work schedule from 5 days per week and 8 hours a day to 4 days per week and 10 hours per day.

Flex time allows employees to flex their shift start and end times. The amount of time by which employees may adjust their shift start and end times generally varies from 15 minutes to 2 hours. Flexible work schedules allow employees to adjust their work schedules to better match transit schedules, the schedules of carpool partners, and travel at less peak times.

Why should I consider offering variable work schedules?

Employee wellness is a major benefit of variable work schedules. Whether it is offering compressed work weeks or flex-time scheduling, these strategies can reduce employee stress, alleviate feelings of time urgency that can increase unsafe driving, and provide flexibility in times of personal need. These strategies also allow employees to adjust their schedule to better match up with child care, an available bus route, or a carpool or vanpool group.

How do I implement a variable work schedule?

Employers typically include this incentive as part of their employee policies and make employees aware through their employee handbook, during new employee on-boarding, and through manager discussions.

VANPOOLING

What is a vanpool?

A vanpool is like a carpool but must include five people or more. Vehicles can be SUVs or vans. Vehicles can be owned and operated by individuals or businesses or can be leased and maintained through vanpool providers.

Who should I encourage to vanpool?

Any group of employees who have a similar origin, destination, and schedule, and who can share the costs of a vanpool.

How much does a vanpooling program cost?

The overall costs of your vanpool program depend on the number of vanpool participants, cost of fuel, insurance, and vehicle. If using a vanpool vendor, leases are typically a monthly fee that includes vehicle operating costs, insurance, and maintenance. The vendor can contract directly with employees or the business. The monthly lease fee and fuel expenses may be paid by the vanpool groups or the employer, depending on the agreement.

How do I facilitate vanpooling at our worksite?

Using the same method as carpool ridematching, employers can help match up potential vanpool members. Subsidizing vanpool costs, such as providing the vehicle and paying for insurance, can encourage increased vanpool use.

What are some strategies to encourage vanpooling in the Commute Tahoe program and how do I provide these?

Vanpool parking: Providing reserved, preferential parking is an effective way to increase participation.

Commuter Challenge: Vanpooling is lumped in with carpooling as one of the modes that wins employees points in the Commuter Challenge. Bonus points are awarded to the driver of the vanpool. These points enter the employee to win quarterly and annual prizes.

Subsidizing cost: Providing financial incentives to support a vanpool encourages increased participation. Options include paying for or subsidizing vehicle lease, maintenance, insurance and fuel cost.

How does encouraging vanpooling help our worksite?

Employers can boost employee morale and satisfaction and decrease the business costs associated with payroll taxes and parking needs. Vanpool programs can lower stress and costs of commuting for employees while building employee community. Vanpool programs can help make your business an employer of choice, which can reduce employee absenteeism and turnover and support employee recruiting and retention goals.