

These employer strategies influence employees to **carpool to work**. Carrot strategies encourage carpooling; stick strategies discourage driving alone. *Click each strategy to learn how to implement it (some links TBD).*

### WORKSITE CARPOOL MATCHING EVENTS

[Invite Bay Area Carpool Program staff](#) to host a carpool event on-site. Employees can see who in the company is interested in carpooling and can sign up for matching tools.



#### Conditions for Success:

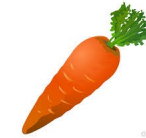
Employer has 250+ employees on-site or can host such events with neighboring employers

Event is hosted in a visible location

Employer advertises the event and encourages attendance with perks like food

### CARPOOL REWARDS

Provide awards (cash/trip, points/trip, prize drawings) for employees who carpool.



#### Conditions for Success:

System for tracking trips

Program administrator

Scalable budget

Advertise the rewards to employees

Offer attractive rewards

### PROMOTE PUBLIC MATCHING TOOLS & INCENTIVES

Advertise the Bay Area Carpool Program matching tool to employees and public incentives employees can use.



#### Conditions for Success:

250 employees on-site or in close site proximity to support carpool matching

Employer advertises ridematching to employees

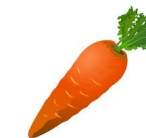
Site is served by highways with HOV or express lanes

Employees have commutes greater than 15 miles

Parking supply is tight or employees pay to park

### CARPOOL APP TRIP SUBSIDIES

Pay all or part of employees' cost to take carpool rides through apps like [Scoop](#) or [Waze Carpool](#).



#### Conditions for Success:

250 employees on-site or in close site proximity to support carpool matching

Scalable budget

Partnership with Waze Carpool or Scoop

Employees are willing to pay for carpool rides and make ongoing match requests

Site is served by highways with HOV or express lanes

carpool

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### FLEET VEHICLES

Provide fleet vehicles for employee work travel during the day so that employees have the option to leave their personal vehicles at home if they have off-site meetings.



### Conditions for Success:

- Convenient parking for the vehicles
- Fleet operations and maintenance support
- Priority use of fleet cars to employees who carpool to work

### SHARED BICYCLES

Provide bikes\* staff can use for trips during the work day (e.g., errands, lunch) or to travel across the worksite if the location is large and sprawling. Employers can also subsidize [bike share](#) memberships.



### Conditions for Success:

- \*Provide the type of vehicle best for your worksite – e.g., scooter, mopeds, bikes, electric bikes
- Safe parking in convenient locations for the fleet

### FLEXIBLE WORK HOURS

Allow employees the ability to arrive and leave at work to meet carpool schedules.



### Conditions for Success:

When the work-force is divided into different rigid start times or shifts, it reduces the potential matching pool. If employees can arrive and depart during a “window” of time, employees can choose times that work best for personal and carpool needs.

### EMERGENCY RIDE HOME PROGRAM

Provide employees a way to get home to attend to an emergency on days the employee has biked to work.



### Conditions for Success:

- HR support
- Budget based on staff size available
- [County Emergency Ride Home program](#) available free to employers in your county
- Advertise the program to employees

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### FLEET VEHICLES FOR CARPOOL COMMUTING

Allow employees who carpool (especially 3-person or more carpools) to use company vehicles to commute.

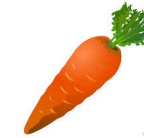


#### Conditions for Success:

- Employer has a large company vehicle fleet
- Employees work on site nearly all the time

### PREFERENTIAL CARPOOL PARKING

Reserve parking spots close to the building entrance(s) for carpools.



#### Conditions for Success:

- Parking is at a premium
- Close-in parking is valued
- Employer can enforce vehicle occupancy when employees park in the a.m.

### PARKING CHARGES

Free employee parking is an incentive to drive to work. Charging for parking encourages carpooling because people can share parking costs.



#### Conditions for Success:

- Parking lot is, or can be, controlled
- Parking demand exceeds (or is close to) supply
- The employer supports employees to use other commute options
- There is community pressure on the employer to reduce vehicle trips

### PRICE PARKING FLEXIBLY

Allow employees to pay for parking only when needed. Ensure that pricing doesn't encourage employees to drive every day by requiring monthly commitments or reduced monthly rates compared to daily rates.



#### Conditions for Success:

- If daily parking is \$20, then monthly parking should cost  $\$20 * \text{the number of days in the month}$
- Mechanism for charging daily rates

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### PARKING CASH OUT

Offer employees the cash value of the parking spaces that the employer rents or leases in order to provide free employee parking



### Conditions for Success:

The employer rents or leases parking and provides it free to its employees

The cost of the leased parking is separate from the building rent