



Case Study: Yahoo! OVERVIEW OF A **COMMUTE PROGRAM**

Yahoo campuses located in Sunnyvale and Santa Clara, California, have been nationally recognized as worksites with some of the best Transportation Demand Management (TDM) programs in the country. Collectively, the two facilities accommodate approximately 5,500 employees, all of whom commute from origins throughout the Bay Area.

Background

When Yahoo initially selected the Sunnyvale location for its headquarters, it proactively eased the concern of such a large change in employment density by developing a TDM program designed to change and grow with its work force.

The pioneering commute program at Yahoo is a recruiting tool and a mechanism for building a good corporate profile. Overall goals for the program included improving the organization's environmental footprint and enhancing the work/life balance of Yahoo employees.

Yahoo's program provides alternatives to the conventional and expensive drive-alone commute. While providing several thousand employees with stress reduction and financial perks, the program also reduces the company's carbon footprint and lowers vehicle emissions within and around the two campuses.

Within its real estate department, Yahoo has a dedicated staff member serving as the company's transportation coordinator to help each employee find the best available commute mode. And, from the inception of the program, Yahoo management wanted to engage all commuters and encourage sustainable travel options.

Yahoo's commute alternatives program has been recognized with the following awards:

- Gold Winner/Commuters Race to Excellence, Best Workplaces for Commuters — U.S. Environmental Protection Agency
- Gold Level Participant Spare the Air Campaign — Bay Area Air Quality Management District (BAAQMD)
- Platinum Level of Accomplishment — Moffett Park Business and Transportation Association
- 2006 Clean Air Award / Employee Transportation Programs — Breathe California



Transit Benefits

- Eco Pass providing free rides on Santa Clara Valley Transportation Authority (VTA) transit.
- A 25 percent transit subsidy for other agencies
- Commuter tax benefit offering up to the \$130 allowable pre-tax deduction per month for transit
- Free "last mile" shuttles to local transit systems and Wi-Fi-equipped commuter buses
- Shuttles connecting Santa Clara and Sunnyvale offices

YAHOO!

Vanpooling Benefits

- Up to \$115 monthly vanpool subsidy
- Commuter tax benefit offering up to the \$130 allowable pre-tax deduction per month for vanpooling
- Preferential parking for vanpools

Carpooling Benefits

- Internal carpool zip code matching and regional carpool matching from 511
- Preferential parking for carpools

Bicycling and Walking Options

- Lockers and bike racks located at the entrance of every building, plus showers for cyclists/walkers offering towels and other amenities
- Yahoo's BikeTest-Driving Program loans a bicycle to employees to try out their commute routes before purchasing a bicycle

General TDM Program Features and Facilities

- Emergency Ride Home provided for all employees that commute without a car
- An intranet site featuring information on all commuter programs with regular postings and articles
- Yahoo's new-hire orientation presentation focuses on alternative modes of commuting from the first day at work
- Centrally-located kiosks providing information on transit and bike maps
- On-site amenities such as bicycle repair, dry cleaning, a fitness center, massage, an ATM, gift stores, and car washes

Onsite Activities

- Yahoo frequently hosts various local/regional organizations that offer transit, transportation and commuting services

Conclusion

Results based on results of a 2008 commute survey:

- 44% drive alone
- 7.3% carpool
- 0.4% vanpool
- 12.4% take transit 3% bike
- 0.4% walk
- 6.2% telework 18% take a shuttle 8.3% other

511 OFFERS FREE SERVICES AND TOOLS FOR EMPLOYERS

Want to help your employees find more efficient and economical ways to get to work? 511 offers a variety of services and tools to help you assemble a successful Transportation Demand Management (TDM) program at your worksite. This service is provided at no cost to your organization by the Metropolitan Transportation Commission. Services include:

ONLINE RIDEMATCHING

With just a few clicks on 511.org, the RideMatch Service instantly matches your employees with other people making a similar commute.

VANPOOL FORMATION AND SUPPORT

Vanpooling may be an option at your worksite, and we can help you set up vanpools from start to finish.

COMMUTE INCENTIVES

Employees who use commute alternatives to driving alone can benefit from a variety of incentives, including commuter tax breaks, free bridge tolls, carpool lanes and other financial incentives.

WORK SITE EVENTS

511's representatives will participate in select events to promote carpooling and vanpooling at your worksite.