

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

TRANSIT SUBSIDIES

Pay all or part of employees' monthly transit costs.

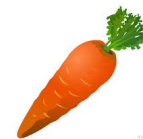


Conditions for Success:

- Employer site is ¼ mile from bus or ½ mile from BART, Caltrain, ACE, bus rapid transit or express bus routes
- Human resource and payroll system support
- Scalable budget available
- Employer advertises the subsidy to employees

PRE-TAX PAYMENT FOR TRANSIT

Allow employees to use pre-tax salary to pay for transit costs



Conditions for Success:

- Employer site is ¼ mile from bus or ½ mile of BART, Caltrain, ACE, bus rapid transit or express bus routes
- Available HR and payroll system support
- Employer advertises the option to employees

SUBSIDIZE UBER/LYFT RIDES FROM TRANSIT TO WORK

Subsidize Uber/Lyft trips to bridge the gap between transit stops and the worksite.



Conditions for Success:

- Transit stops are within 1 to 5 miles from the worksite
- Scalable budget
- Employer advertises the option to employees

SHUTTLES TO TRANSIT

Provide shuttle service between transit and the worksite.



Conditions for Success:

- Employer site is 1 to 5 miles from BART, Caltrain, ACE, bus rapid transit or express bus routes
- 500+ employees on site, or employer can partner with other nearby employers
- Large budget available.

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TRANSIT REWARDS

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



Conditions for Success:

- System for tracking trips
- Program administrator
- Scalable budget
- Advertise the rewards to employees
- Offer attractive rewards

REAL-TIME TRANSIT LOBBY DISPLAYS

Provide video monitors at building exits with real-time transit departures.



Conditions for Success:

- Employer site is ¼ mile from transit
- Central building exit locations

FLEXIBLE WORK HOURS

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

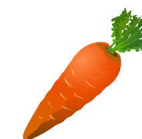


Conditions for Success:

- Non-shift work

EMERGENCY RIDE HOME PROGRAM

Provide employees a way to get home to attend to an emergency on days the employee has taken transit 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
- Employer advertises the program to employees

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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.



Conditions for Success:

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

PARKING CHARGES

Free employee parking is an incentive to drive to work. Charging for parking encourages employees to consider other options, like transit.



Conditions for Success:

- Parking lot is, or can be, controlled
- Parking demand is close to, or in excess, or 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 * the number of days in the month
- Mechanism for charging daily rates

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COMMUTER SHUTTLES

Provide commuter buses for your employees to get to work.

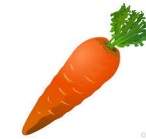
Conditions for Success:

- 1,000 + employees on site
- Employer can commit significant budget and staff resources to the service
- Transit does not serve the site well
- HOV lanes or express lanes serve the site
- Having excellent employee benefits is important to company
- Ability to recruit & retain employees is challenging
- The employer has paid parking or a parking shortage
- The employer is regulated to limit the number of vehicle trips coming to the site



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