

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

**EMPLOYER VANPOOLS**

Purchase vans, or use a turn-key vanpool service like [Commute with Enterprise](#), to create an employer vanpool fleet.

**Conditions for Success:**

- Large employee base (250+ employees)
- Many employees commuting > 30 miles one-way
- Large budget
- Advertise the program to employees
- Host on-site vanpool formation events



**PROMOTE [PUBLIC INCENTIVES](#)**

Advertise the Bay Area Vanpool Program's \$350 monthly vanpool subsidy to employees.



**Conditions for Success:**

Effective employee communication channels

**[VANPOOL SUBSIDIES](#)**

Pay all or part of the cost for employees to vanpool. These subsidies can be added on to subsidies provided by public agencies.



**Conditions for Success:**

- Scalable budget
- Site is served by highways with HOV or express lanes
- Employer advertises the program to employees

**[PRE-TAX PAYMENT FOR VANPOOLING](#)**

Allow employees to use pre-tax salary to pay for vanpool costs.



**Conditions for Success:**

Available HR and payroll system support  
Employer advertises the program to employees

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**WORK HOURS**

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



**Conditions for Success:**

Employees can to commit to a rigid schedule

**WORKSITE VANPOOL FORMATION EVENTS**

Invite the Bay Area Vanpool Program's "Commute with Enterprise" team to host a vanpool formation event on-site.



**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

**VANPOOL REWARDS**

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



**Conditions for Success:**

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

**EMERGENCY RIDE HOME PROGRAM**

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



**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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**PARKING CHARGES**

Free employee parking is an incentive to drive to work. Charging for parking encourages vanpooling 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.

**PREFERENTIAL VANPOOL PARKING**

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



**Conditions for Success:**

- Parking is at a premium
- Close-in parking is valued

**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

*More...*

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<p><b>SHARED BICYCLES</b></p> <p>Provide bikes* staff can use for trips during the workday (e.g., errands, lunch) or to travel across the worksite if the location is large and sprawling. Employers can also subsidize <a href="#">bike share</a> memberships.</p>	<p><b>Conditions for Success:</b></p> <ul style="list-style-type: none"> <li>*Provide the type of vehicle best for your worksite – e.g., scooter, mopeds, bikes, electric bikes</li> <li>Safe parking in convenient locations for the fleet</li> </ul> 
<p><b>FLEET VEHICLES</b></p> <p>Provide fleet vehicles for employee work travel during the day so that employees have the option to leave their personal vehicles at home.</p> 	<p><b>Conditions for Success:</b></p> <ul style="list-style-type: none"> <li>Employer has parking for the vehicles</li> <li>Employer can support fleet operations and maintenance</li> <li>Employer gives priority use of fleet cars to employees who vanpool to work</li> </ul>