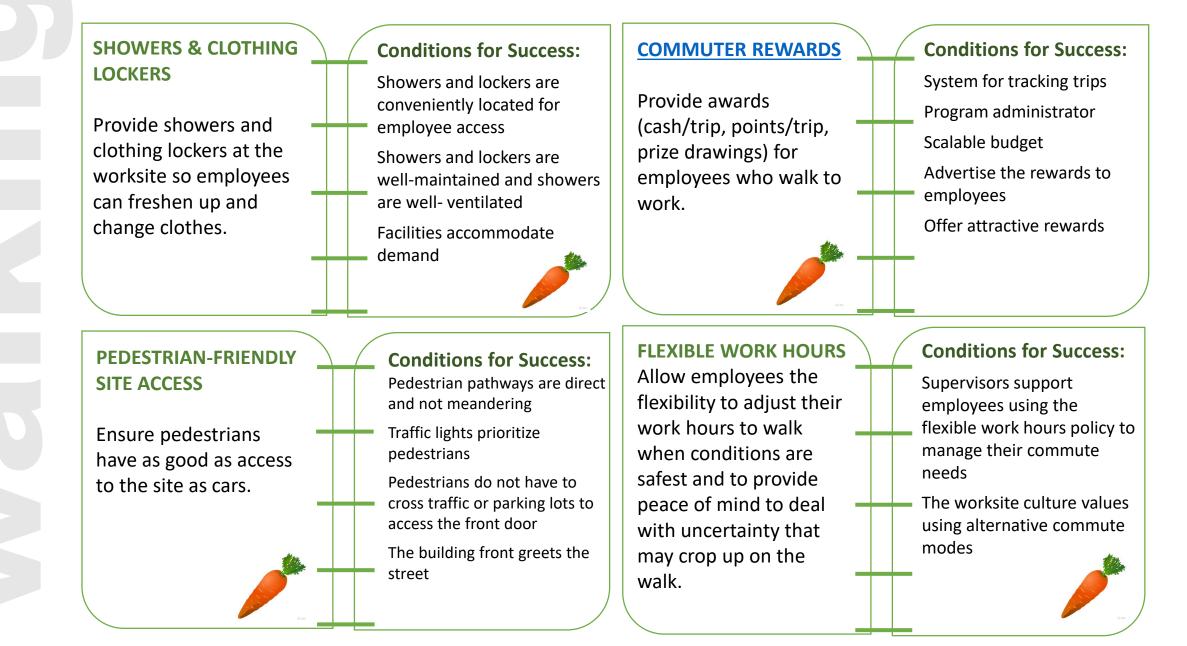
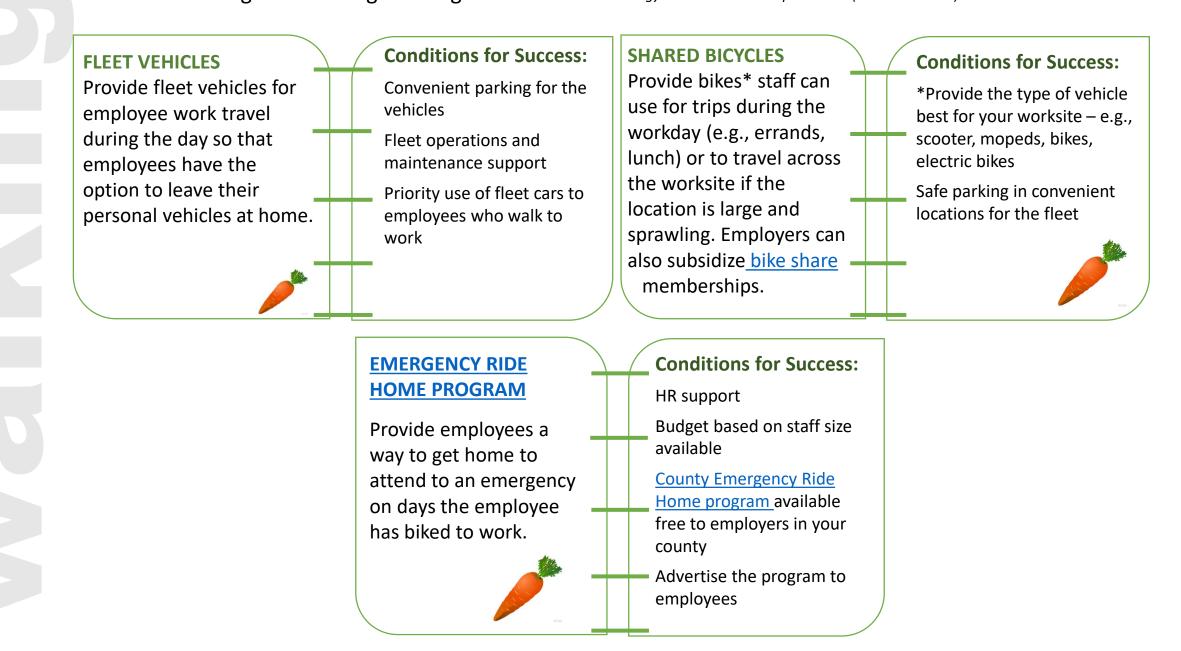
These employer strategies influence employees to walk to work. Carrot strategies encourage walking; stick

strategies discourage driving alone. Click each strategy to learn how to implement it (some links TBD).



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PARKING CHARGES Free employee parking is an incentive to drive to

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

munity me employer to e trips monthly rates compared to daily rates.

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:

PRICE PARKING FLEXIBLY

Allow employees to pay

pricing doesn't encourage

employees to drive every

day by requiring monthly

commitments or reduced

for parking only when

needed. Ensure that

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

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