

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).*

### SHOWERS & CLOTHING LOCKERS

Provide showers and clothing lockers at the worksite so employees can freshen up and change clothes.

#### Conditions for Success:

- Showers and lockers are conveniently located for employee access
- Showers and lockers are well-maintained and showers are well-ventilated
- Facilities accommodate demand



### COMMUTER REWARDS

Provide awards (cash/trip, points/trip, prize drawings) for employees who walk to work.

#### Conditions for Success:

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



### PEDESTRIAN-FRIENDLY SITE ACCESS

Ensure pedestrians have as good as access to the site as cars.

#### Conditions for Success:

- Pedestrian pathways are direct and not meandering
- Traffic lights prioritize pedestrians
- Pedestrians do not have to cross traffic or parking lots to access the front door
- The building front greets the street



### FLEXIBLE WORK HOURS

Allow employees the flexibility to adjust their work hours to walk when conditions are safest and to provide peace of mind to deal with uncertainty that may crop up on the walk.

#### Conditions for Success:

- Supervisors support employees using the flexible work hours policy to manage their commute needs
- The worksite culture values using alternative commute modes



walking

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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 walk to work

### SHARED BICYCLES

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 [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

### 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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### **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, of 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



### **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