

Resources

Best Practice Checklist

Educate

Make it a goal to provide easy-to-access and current commuter information for employees

___ Launch the commuter program with a kick-off event or an endorsement letter from the company leadership. This toolkit includes a [Commuter Program Introduction letter](#).

___ Utilize various formats for outreach materials throughout the year. Try memos, flyers, e-mail or voicemail announcements, newsletter text, screen slides, and posters. This toolkit includes: [rideshare tips, a guide to using PaceRideShare.com, 15 text inserts, paycheck stuffer text, and printable and digital posters](#).

___ Market the commuter program through the following centralized avenues:

- ___ Informational racks or displays
- ___ Designated commuter information board
- ___ Company orientation for new employees
- ___ Website links – for external access/ the general public and for internal access/ employees. This toolkit includes: [Pace logos, links and webpage text](#).

___ Make connections between the company's and Pace's Facebook and Twitter pages

___ Host commuter events to:

- ___ Present the commuter program and incentives
- ___ Form and start-up rideshare groups
- ___ Encourage rideshare registration
- ___ Educate employees on green commuter options

___ Invite a Pace Representative to present commuter services at employee events or promotional days

___ Run a competition to encourage participation

___ Share success stories and measurable results

___ Disseminate alerts for closed roads or weather conditions

___ Provide access to real-time bus departure times with Pace's WebWatch service

___ Share "Seeking Riders" ads that provide travel patterns and time details about particular rideshare groups that are looking to fill empty seats. This toolkit includes a [Newsletter/Eblast Seeking Rider](#) template.

Reward

Encourage usage by making the process easy and hassle-free:

___ Use incentives/rewards such as gift card/gas card drawings, a transit subsidy, additional leave time and casual dress days

___ Sell transit passes or provide a discount on bus or vanpool fares

___ Provide [pre-tax payroll deductions](#) for commuting and parking costs

___ Offer a [Guaranteed Ride Home Program](#) providing a free ride home in case of an emergency for public transit and rideshare participants

___ Provide preferential parking and/or reduce parking costs for rideshare participants

___ Offer on-site amenities that eliminate the need to drive such as concierge service, food service, childcare, pharmacy, fitness center, sundries, bike racks with canopies and lockers/shower access for bicyclists or walkers

___ Reimburse or offer a discount to cyclists when they purchase a bike, helmet, water bottle, etc.

___ Reimburse or offer a discount to walkers for a new pair of shoes

Create

Consider various methods to increase participation:

___ Offer an informal flextime program, telework program or compressed work schedule

___ Offer proximate commute where employees work at job sites closer to their home

___ Work with neighboring businesses to provide a local commuter program

___ Provide a shuttle service or loaner bicycles for traveling between job sites and/or transit locations or for lunchtime use

___ Add transit and pedestrian connectivity with sidewalks, bus shelter and waiting area