

# EMPLOYER'S GUIDE TO A **COMMUTE SOLUTIONS PROGRAM**

## **What is a Commute Solutions program?**

## **Why start a Commute Solutions program at your workplace?**

- ▶ Benefits to you and your employees

## **How do you start a Commute Solutions program?**

- ▶ 1: Employee Survey
- ▶ 2: Site Analysis
- ▶ 3: Planning
- ▶ 4: Program Leadership
- ▶ 5: Trip Reduction Strategies
- ▶ 6: Participation

## **Appendix**

- ▶ A: *"How to Commute without Your Car" tip sheet*
- ▶ B: *About the Commuter Choice program*
- ▶ C: *Employee Survey*
- ▶ D: *Site Analysis*
- ▶ E: *About Rideshare, Etc.*
- ▶ F: *Ideas for Events and Incentives*

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## Employer's Guide to a Commute Solutions Program

page 2 of 6

### What is a Commute Solutions program?

It is a flexible combination of strategies put in place by an employer in order to reduce the number of employees commuting in single-occupant vehicles (SOV). A Commute Solutions program offers benefits for employees and cost savings for employers. And it helps our community by reducing congestion and pollution.

To start a program you will need strong support from both management and employee leaders in your organization, so early on, communicate the benefits with a meeting and/or presentation.

This guide describes a range of strategies you can try in your workplace. You can start as simply as distributing a commuting tip sheet (*Appendix A: "How to Commute without Your Car"*) to your employees.

### Why start a Commute Solutions program at your workplace?

Your employees have many alternatives to driving alone. However they may not be aware of their options and probably need incentives to try new ways of getting to work. As an employer, you can be the most effective motivator and educator. Here is how you can benefit from setting up a Commute Solutions program:

#### Benefits to Employers

- ▶ Improve employee retention and recruitment.
- ▶ Reduce parking demand (and office space, in some instances) for significant cost savings.
- ▶ Provide employees with a commuting benefit while reducing your payroll taxes.
- ▶ Increase parking availability for customers.
- ▶ Improve employee productivity through reliable transportation and reduced absenteeism.
- ▶ Avoid business interruptions from bad weather or other emergencies.
- ▶ Gain community recognition for reducing negative impacts of traffic.



Just like health insurance, retirement plans and other perks, help with the cost and hassle of commuting is a benefit to employees. Of course, when you help your employees, you benefit, too:

#### Benefits to Employees

- ▶ Save on gas and insurance costs.
- ▶ Reduce car wear and tear.
- ▶ Save money with a tax deduction for bus or vanpool commuting.
- ▶ Get to work without the expense of owning a car (or a second car).
- ▶ Gain more flexibility in work hours (through telework, flextime and compressed work weeks).
- ▶ Improve health with less traffic-related stress and more commute-related exercise.
- ▶ Help our community by reducing air pollution, traffic congestion, oil-dependence, and global warming.

Read on to learn how you can set up a program tailored to the size and location of your workplace.

## Employer's Guide to a Commute Solutions Program

page 3 of 6

### How do you start a Commute Solutions program?

#### Get a very basic program started.

Make your employees aware of their commuting options. Just distribute the commuting tip sheet provided (*Appendix A: "How to Commute without Your Car"*).

Now combine that information with at least one incentive. The study described in the sidebar below explains how financial incentives influence commuting choices. Meet now with your tax advisor to consider the Commuter Choice program of federal tax benefits. It rewards employees who bus or vanpool to work and reduces your tax load (*Appendix B: "About the Commuter Choice program"*).

#### Awareness Isn't Enough

One national research study compared data from almost 50 employers with Commute Solutions programs. The average reduction in single occupancy car commutes was 15.3%. Key findings were:

- ▶ Programs that only provided information on commute alternatives realized a 1.4% *increase* in trips.
- ▶ Programs that focused on financial incentives and disincentives (such as transit subsidies and parking pricing) realized an average 16.4% trip reduction.
- ▶ Employers that combined both enhanced alternatives (e.g., vanpool provision) with incentives or disincentives (e.g., vanpool subsidies) realized an average trip reduction of 24.5%.

These results suggest that information alone is relatively ineffective and that financial incentives have a significant impact on commute decisions.

SOURCE: [ntl.bts.gov/lib/jpodocs/repts\\_pr/13669/section08.htm](http://ntl.bts.gov/lib/jpodocs/repts_pr/13669/section08.htm)

The following step-by-step process will take more time. It will help you plan and implement the most effective Commute Solutions program—one that's just right for you and your employees.

#### STEP 1 Employee Survey

Survey employees, either formally or informally, depending on the size of your workplace. Learn how they get to work, what their struggles are, and what might motivate them to try alternative methods of commuting. Use the survey provided (*Appendix C: Survey*) or create your own. In a small workplace try something as simple as holding a "Think Outside the Car" brown bag lunch so employees can provide their thoughts.

#### STEP 2 Site Analysis

Now analyze your workplace using the form provided. (*Appendix D: Survey*) You'll need to answer some key questions like "Where is the closest bus stop and how many routes stop there?" and "Do your employees have flexibility in their work schedules?"

Your program's success will be determined by how well you understand your location, your facility, and your employees' needs.

#### STEP 3 Planning

Based on the challenges and opportunities unique to your workplace, decide how you will go about helping your employees with their commutes. If you are a large employer, bring together a small group to discuss the amount of time and money you would like to invest in planning and implementing a Commute Solutions Program. Include representatives from Human Resources, Accounting, Communications, and Facilities/Parking.

Ask yourselves questions like, "What do you hope to accomplish for your benefit and your employees?"

For example, if you decrease the number of employees bringing their cars to work, you could save a significant amount in parking costs. Or if you subsidize employees' bus and vanpool fares, you would provide

## Employer's Guide to a Commute Solutions Program

page 4 of 6

them with an attractive cost-saving benefit that will help you with recruitment and retention.

You can calculate financial and other benefits to your business by using the calculator at [www.bestworkplaces.org/calculat/welcome2.html](http://www.bestworkplaces.org/calculat/welcome2.html)

### STEP 4 Program Leadership

If you are able to do so, designate one person to be responsible for coordinating your Commute Solutions Program. The most successful programs are those that have management support and a dedicated champion who is responsible for promoting the program. New policies will likely be required (for example a pre-tax commuting benefit, teleworking or flextime, compressed work weeks, employee incentives, or changes in parking management) so the Commute Solutions coordinator will need help from the decision-makers in your organization.

Even if you are a small workplace with few resources to invest in a program, make sure your employees are aware of their options. Distribute the commuting tip sheet (*Appendix A: "How to Commute without Your Car"*). Then you can encourage them to bus and vanpool by letting them pay their fares using pre-tax dollars. (*Appendix B: "About the Commuter Choice program"*). You'll save money on taxes, too.

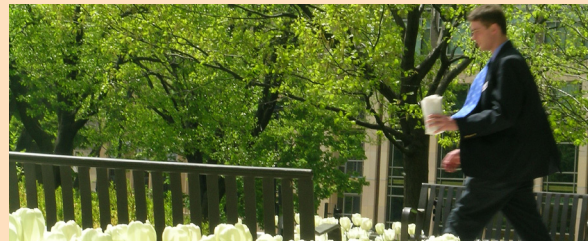
### STEP 5 Trip Reduction Strategies

The next step is identifying a combination of strategies you will use to reduce the number of single-occupancy vehicle (SOV) trips made to and from your workplace. The chart of possible strategies on the next page, along with your work site analysis and employee survey results, will help you zero in on elements you'd like to include in your Commute Solutions program.

### Building Buzz about Commute Solutions

**Hold a Transportation Fair** to spread the word about commuting options. Free food and a prize drawing always encourages good attendance. It's easy to plan: just order food, then call and schedule some of the following transportation representatives to attend your fair with free commuting resources.

- ▶ A Metro Transit representative will bring displays and share tips about riding the bus (266-4904 or [mymetrobus@cityofmadison.com](mailto:mymetrobus@cityofmadison.com)).
- ▶ Rideshare, Etc. ([rideshare@cityofmadison.com](mailto:rideshare@cityofmadison.com) or 266-7433) will come and help your employees learn how to vanpool and carpool.
- ▶ The Wisconsin Bike Federation (251-4456 or [info@bfw.org](mailto:info@bfw.org)) will offer bicycle commuting resources including bicycling classes, maps of safe routes, posters and brochures.
- ▶ Invite Community Car, Zipcar, and B-cycle to attend, if they offer viable options for your employees.
- ▶ Ask an employee who is a longtime bike



commuter to be available with her bike to answer frequently asked questions like: *How do I start? What do I wear? How do I carry a change of clothes to work?*

- ▶ Invite a bike store to offer free tune-ups and a display of commuting accessories like lights, helmets, and bags.

Continue to build interest after the fair. Interview employees about how they get to work and then share their commuting stories in an employee newsletter or on a bulletin board. Include information about how to get started, pros and cons. Hearing from a trusted co-worker will often help colleagues take the plunge and try a new commuting habit.



## Employer's Guide to a Commute Solutions Program

page 5 of 6

**Trip Reduction Strategies** to limit single-occupancy vehicle (SOV) trips to and from your workplace

Employee Policies	Facilities	Promotion
<b>Employee Orientation</b> Provide commuting information in your employee handbook, including incentive programs.	<b>Car Sharing</b> Share fleet cars or use Community Car ( <a href="http://www.communitycar.com">www.communitycar.com</a> ) or Zipcar ( <a href="http://www.zipcar.com/wisc">www.zipcar.com/wisc</a> ) for workday appointments/errands.	<b>Commute Solutions Center</b> Contact Rideshare, Etc. for free maps, brochures, and schedules. Become an outlet and sell bus passes on site. (Metro 266-4466)
<b>Taxation Incentives</b> Set up tax savings for those who bus or vanpool. ( <i>Appendix B: "About the Commuter Choice program"</i> )	<b>Bike Sharing</b> Keep company bikes on hand for workday appointments/errands or offer a company membership to Madison B-cycle ( <a href="http://madison.bcycle.com">madison.bcycle.com</a> ).	<b>Guaranteed Ride Home</b> By registering with Rideshare, Etc., employees who bus, bike or rideshare can get free taxi rides home in an emergency.
<b>Metro Commute Card for Employees</b> Provide an annual unlimited ride pass for your employees. The only cost of the program is the per ride fee of \$1.15.	<b>Bicyclist Accommodation</b> Provide secure covered bike parking or racks; showers and lockers if possible; casual dress code when feasible.	<b>Free Incentives</b> Check with Rideshare, Etc. for various incentives available to encourage alternative commuting. ( <i>Appendix E: Rideshare, Etc.</i> )
<b>Bus/Vanpool Subsidies</b> Subsidize some or all of employee bus and vanpool fares ( <i>Appendix B: "About the Commuter Choice program"</i> )	<b>Incidental Use Parking</b> Dedicate free spaces for use by bus or vanpool riders who must drive to work on occasion.	<b>Rewards Program</b> Have fun creating a new commuting culture at your workplace. ( <i>Appendix F: "Ideas for Events and Incentives"</i> )
<b>Compressed Work Week</b> Reduce commuting trips by allowing employees to work a full-time schedule in fewer days.	<b>Parking Cash-out</b> Give the choice of a free parking space or reimburse the equivalent amount toward employee bus or vanpool costs.	<b>Special Events</b> Join in regional events like <i>Bike to Work Week</i> or the <i>Wisconsin Bike Challenge</i> . ( <a href="http://www.bfw.org">www.bfw.org</a> ); hold a transportation fair with help from Rideshare, Etc.
<b>Flexible Working Hours</b> Allow employees to adjust arrival and departure times to accommodate bus and car or vanpool schedules.	<b>Parking Charges</b> Reduce your parking expenses and discourage SOV commutes by charging a fee rather than providing free parking.	<b>Gain National Recognition</b> <i>A Best Workplace for Commuters</i> designation improves employee recruiting and retention/increases employee job satisfaction ( <a href="http://www.bestworkplaces.org">www.bestworkplaces.org</a> )
<b>Telework/Proximate Commute</b> Develop personnel policies that encourage regular or occasional telecommuting and working close to home if feasible.	<b>Preferential Parking</b> Designate convenient parking spaces near your entrance as an incentive for carpools.	<b>Employee Education</b> Teach your employees via newsletters and Lunch 'n Learns. For example, offer a class in beginning or advanced cycling. (251-4456 or <a href="mailto:info@bfw.org">info@bfw.org</a> )

### Commuting Solutions Resources

Many websites (like the online TDM Encyclopedia at [www.vtpi.org/tdm](http://www.vtpi.org/tdm)) offer detailed information, including more trip reduction strategies and incentives. There are many programs you can learn from, including [www.commutesolutions.com](http://www.commutesolutions.com)

[www.healthyairdane.org](http://www.healthyairdane.org)

## Employer's Guide to a Commute Solutions Program

page 6 of 6



### STEP 6 Participation

If you surveyed your employees as a first step toward planning and implementing your Commute Solutions Program, you have a baseline for evaluating participation when you survey them after a year. You can then take pride in a successful reduction of SOV commuting or try some new strategies to increase your success.

Additionally, you can gain public recognition in the media and be potentially eligible for awards from environmental and government organizations for your hard work and efforts to keep the air clean and roads less congested.

*Best Workplaces for Commuters* is a public-private sector voluntary program that advocates employer-provided commuter benefits and offers recognition for employers whose commuter benefits reach the National Standard of Excellence. You can apply for this designation at [www.bestworkplaces.org](http://www.bestworkplaces.org). Your workplace will have a recruiting advantage when it is known for being commuter-friendly and socially responsible.

### Telework: Not Just a Commute Solution

In many circumstances, workplaces benefit when the right employees telecommute:

- ▶ Recruit & retain top-notch employees
- ▶ Increase productivity
- ▶ Extend customer service hours
- ▶ Boost employee morale
- ▶ Reduce your company's parking/facilities
- ▶ Improve your emergency preparedness
- ▶ Increase productivity

It's also true that telework—working from home or a location other than the primary place of business— isn't for every job or every employee. Some employees who telework do so only occasionally. Telework is extremely flexible and can be used in any way that best suits your needs.

### Do a Cost/Benefit Analysis

Check out whether telework is a good fit for your workplace with this online cost/benefit analysis tool: [www.jala.com/homecba\\_input.php](http://www.jala.com/homecba_input.php)

### Resources

America's leading nonprofit telework education and advocacy organization addresses the benefits, adoption, and implementation of telework and telecommuting programs. [www.telcoa.org](http://www.telcoa.org)

### Article: *The Surprising Advantages of telework*

Teleworkers are more satisfied with their jobs mainly because they are shielded from many of the stressful and distracting aspects of working in an office, including office politics, interruptions, constant meetings, and information overload.

[www.psychworld.com/advantages-of-telework-2010-11](http://www.psychworld.com/advantages-of-telework-2010-11)

## How to Commute without Your Car



### Why should you leave your car behind or share a ride?

#### ► Save money on car costs and parking.

Many people underestimate the costs of driving alone. In 2012, according to AAA, the average cost is 59.6¢ per mile, or \$8,946 per year for a sedan, based upon 15,000 miles of annual driving—parking not included. To calculate the *True Cost of Driving*, visit [www.commutesolutions.org/calc.htm](http://www.commutesolutions.org/calc.htm)

#### ► Get a tax-free benefit.

Tell your employer you're eligible for a pre-tax payroll deduction of up to \$125 per month (2012 *benefit*) when you commute without your car. Through the Commuter Choice program you can cover bus or vanpool fares with pre-tax income—so you pay less income tax. See Section 132(f) of the federal tax code.

#### ► Avoid the hunt for parking and frustration of traffic.

When you bike, bus or walk to work, you are the master of your own schedule and have no worries about parking or driving. If you car or vanpool, you may get preferred parking spots and can use the priority lanes on ramps.

#### ► Be more fit and healthy.

Dane County's network of bike routes provide a great opportunity to build regular exercise into your commute. You can combine a bike and bus trip since all Metro buses are equipped with racks that accommodate bicycles. Walking to the bus stop—or to work—is a good way to get your daily exercise.

#### ► Make our environment and community healthier.

Reducing your car use keeps our air healthy since vehicles cause 50% of Dane County's air pollution. You'll also help curb global warming, reduce energy consumption, and decrease traffic congestion.

### What are the options to driving alone?

#### ► Share a ride.

It's smart to share your ride, and your expenses. You can cut your daily commuting costs by 50% and save wear-and-tear on your vehicle and yourself.

**Carpooling** is a door-to-door commute option for a small group of people who live near each other. To connect with these neighbors, you can use the City of Madison's free ride-matching service at [rideshare@cityofmadison.com](mailto:rideshare@cityofmadison.com) or 266-7433. Visit [www.cityofmadison.com/rideshare](http://www.cityofmadison.com/rideshare) to learn more.

**Vanpools** are groups of 7–15 commuters who share the ride and travel cost by using a van supplied by the State of Wisconsin to commuters in the private and non-profit sectors as well as to state employees. The State maintains the van, pays for gas, handles scheduling, and finds parking. You pay a low monthly fee to cover these costs. Learn more about vanpooling at [www.cityofmadison.com/rideshare](http://www.cityofmadison.com/rideshare)

#### ► Hop on the bus.

By taking the bus even some of the time, you will save money on gas, parking, and car maintenance. Use the time on the bus to read, chat, or just relax while you leave the driving to someone else.

When you ride Madison's Metro Transit, you can economize by purchasing a 31-Day Unlimited Ride Pass or a 10-Ride Card in advance. Or simply pay the fare when you board the bus. Discounts are available for low income or disabled riders and those over age 65.

Visit [www.mymetrobus.com](http://www.mymetrobus.com) for detailed fare, route, accessibility and schedule information. Using *Transit Tracker*, you'll find live bus stop and arrival estimates for phone or your PC.

over ►



## How to Commute without Your Car

*continued*

If you need help planning your trip, just supply the origin, destination, and time of your trip, and a Metro customer service representative will be happy to route your trip for you 266-4466. Or you can use Google Trip Planner to plan your trip at [www.mymetrobus.com](http://www.mymetrobus.com). You'll find detailed trip itineraries, street views of stops and transfer points, along with information available in multiple languages.

You can also track your bus travel to calculate how much you save money and reduce pollution.

### ► **Park and ride the bus.**

Metro Transit's Park & Ride lots on the outskirts of Madison allow you to park your car for free and complete your commute on a Metro bus. All Metro buses are equipped with bike racks, so you can also combine biking and riding the bus.

### ► **Ride your bike or walk.**

Free bike maps are available at bike shops or call 266-6225. You can also download printable maps at [www.cityofmadison.com/bikeMadison](http://www.cityofmadison.com/bikeMadison). Find bicycle policies and regulations, including bike registration and route information, too.

## What's the best commuting option for you?

### ► **Get a free personalized Ride Options Report.**

Just register for the Rideshare Etc. Program at [www.cityofmadison.com/rideshare](http://www.cityofmadison.com/rideshare) (rideshare@cityofmadison.com or 266-7433) This free personalized service identifies all of the ways to get from your home to your workplace, including roughly 1500 area carpoolers, 70 vanpools, 60 Metro bus routes, as well as bike paths and walking options. The report will tell you about others in your area who are interested in carpooling or finding a biking companion. You may call the individuals or services directly to make your pick-up/drop-off arrangements.

## What if I'm at work and need my car?

### ► **Get a Guaranteed Ride Home —free.**

You can get a free taxi ride home when you ride-share, bus, bike, or walk to work. If you are strand-



ded at work without your car, you're eligible for a Guaranteed Ride Home voucher for a trip to your home, to the doctor, day care center, or wherever you need to go.

When you register with the Rideshare Etc. Program and start carpooling, vanpooling, biking, busing, or walking to work, contact Rideshare. They will send the first voucher to your home address. After you use the first one, simply call 266-7433 to receive the next. Six vouchers per year are available, with a maximum value of \$75 per taxi ride. Just call for the taxi, sign the voucher, and give it to the driver. To register for Rideshare Etc. and receive your free vouchers, call 266-7433, email [rideshare@cityofmadison.com](mailto:rideshare@cityofmadison.com) or visit [www.cityofmadison.com/rideshare](http://www.cityofmadison.com/rideshare)

### ► **Join a carsharing organization.**

You can leave your car at home and still have access to a car during the workday if you work in Madison near one of many Community Car or Zipcar locations. Madison's convenient car sharing services offer a car by the hour when you need it during the day for an appointment or errand. Find car locations and learn more at [www.communitycar.com](http://www.communitycar.com) or [www.zipcar.com/wisc](http://www.zipcar.com/wisc)

### ► **Hop on a B-cycle when you need to get around.**

Thanks to the 27 bikesharing stations in Madison, B-cycle members can pick up a bike at any B-station, run an errand, and return it to that same station or any other station when they're done. Details about 225 available B-cycles are at [Madison.Bcycle.com](http://Madison.Bcycle.com)



## About the Commuter Choice Program

### What is the Commuter Choice tax benefit program?

Commuter Choice is a federal tax benefit for employers and their employees who use vanpools or Metro Transit to commute to and from work. As of 2012, it allows up to \$125/month to be used for commuting, tax free. Commuter Choice is a win-win for everyone—employers pay less payroll tax and employees pay less income tax. Talk to a Rideshare Etc. representative for guidance. (266-7433)

### What Commuter Choice options are available to you?

In three different scenarios, both the employee and employer can gain significant tax advantages:

#### ► Employee-Paid, Pre-Tax Transportation Benefits

Employees can set aside up to \$125/month of pre-tax income to pay for transit or vanpooling. Employers save money also because the amount set aside is not subject to payroll taxes.

#### ► Employer-Paid, Pre-Tax Transportation Benefits

Employers can pay for their employees to commute by bus or vanpool, up to a limit of \$125/month. With this arrangement, employees get up to \$125 in a tax-free transportation benefit. Employers get a tax deduction for the expense and enjoy savings on payroll-related taxes. Employers have found that providing transportation benefits offers significant savings over offering the equivalent dollar value to employees in the form of a salary increase.

#### ► Shared Cost Transportation Benefits

Employers can share the cost of bus or vanpool costs with employees—and everyone can receive valuable tax savings. With this approach, employers can provide a portion of the cost of taking transit or vanpooling as a tax-free benefit and allow the employee to set aside pre-tax income to pay for the remaining amount of the benefit (up to the specified limits).

Meet with your tax advisor now to discuss Commuter Choice Internal Revenue Code [(26 USC 132(f)].

### How does Parking Cash-Out work?

Employers can offer their employees the option to "cash out" of their existing parking space. Cash-out programs often work best for employers who pay for parking spots for their employees and for organizations with parking shortages or plans to expand parking facilities. For example, if a company subsidizes parking for their employees at \$60/month, a parking cash-out program would allow employees to choose from the following options:

- Keep the parking space worth \$60/month
- Give up the parking space and receive \$60 extra each month in taxable salary
- Receive \$60/month in tax-free transportation benefits for transit or vanpooling

### Commuter Benefit: More money for you and your employees!

Here's a comparison of two scenarios:

#### ► Give your employee a \$1000 raise for the year.

Cost to business:  
(\$1000 + FICA)

Salary increase for employee:  
(\$1000 - taxes)

#### ► Give your employee \$1000 of commuting help.

Cost to business:  
(\$1000—corporate tax deductions)

Salary increase for employee:  
\$1000 (tax free benefit)

Get the Commuter Choice toolkit at:  
[www.fta.dot.gov/4654.html](http://www.fta.dot.gov/4654.html)

Be sure to check for updated information. Congress has regularly made adjustments to this program.



## Employee Survey

Name: \_\_\_\_\_

Home address: \_\_\_\_\_

City, State \_\_\_\_\_ Home ZIP: \_\_\_\_\_

Work address (building/mailstop): \_\_\_\_\_

City, State \_\_\_\_\_ Work ZIP: \_\_\_\_\_

1. How many miles do you travel to work? (one way)

2. On average, how many minutes does it take to: Get to work? \_\_\_\_\_ Get home? \_\_\_\_\_

3. When do you typically: Arrive at work? \_\_\_\_\_ Depart work? \_\_\_\_\_

4. How many days a week do you arrive and depart at the same time? \_\_\_\_\_

5. Do you pick up or drop off children/family members on your commute? ☐ No ☐ Daily ☐ Sometimes

6. Do you work: ☐ Full time ☐ Part time ☐ Compressed work week

7. How do you normally travel to work each day? *Pick a typical week.*

For each day of the week, pick the number that matches the commuting mode, or reason for not commuting to work. Enter the numbers in the boxes below. If you used more than one commuting mode to get to work, choose the number that was the largest segment of your trip.

	Commuting Mode	Reason for not commuting to work
<input type="checkbox"/> Monday	1 Driving alone	10 Teleworked
<input type="checkbox"/> Tuesday	2 Metro Transit /paratransit	11 Commuted to another location
<input type="checkbox"/> Wednesday	3 Vanpool (# members _____)	12 Traveling on business
<input type="checkbox"/> Thursday	4 Carpool (# members _____)	13 Day off
<input type="checkbox"/> Friday	5 Bicycle	14 Compressed work week day off
<input type="checkbox"/> Saturday	6 Walk	15 Other day off (vacation, sick)
<input type="checkbox"/> Sunday	7 Bike	
	8 Motorcycle/moped	

**8. If you normally get to work without your car, what motivated you to do so?** *Check up to three choices.*

- |   |  |
|---|--|
| <input type="checkbox"/> Cost savings                                 | <input type="checkbox"/> Time savings                                  |
| <input type="checkbox"/> Save wear and tear on personal vehicle       | <input type="checkbox"/> Convenience                                   |
| <input type="checkbox"/> Stress reduction                             | <input type="checkbox"/> Prize drawings and other financial incentives |
| <input type="checkbox"/> Parking cash-out                             | <input type="checkbox"/> Environmental concerns                        |
| <input type="checkbox"/> Guaranteed Ride Home program                 | <input type="checkbox"/> No access to a car                            |
| <input type="checkbox"/> Preferential parking spaces/other facilities | Other _____  |

**9. What is your main reason for driving alone to work?** *Check one.*

- |   |  |
|---|--|
| <input type="checkbox"/> Need my car at work for company business | <input type="checkbox"/> Cannot get home in an emergency               |
| <input type="checkbox"/> Need my car at work for personal errands | <input type="checkbox"/> Parking is free or inexpensive                |
| <input type="checkbox"/> Need to run errands before or after work | <input type="checkbox"/> Irregular work schedule                       |
| <input type="checkbox"/> Don't have anyone to ride with           | <input type="checkbox"/> Anything else takes too much time             |
| <input type="checkbox"/> Don't like to depend on others           | <input type="checkbox"/> No reasonable transit option                  |
| <input type="checkbox"/> Need to transport my children            | <input type="checkbox"/> Poor bicycle and pedestrian access/facilities |
| <input type="checkbox"/> Safety concerns                          | <input type="checkbox"/> Other _____                                   |

**10. What would encourage you to bus, bike, carpool, or vanpool to work?** *Check up to four choices.*

- |  |  |
|--|--|
| <input type="checkbox"/> Discounted/free parking rates for carpools        | <input type="checkbox"/> Higher parking rates for those driving alone        |
| <input type="checkbox"/> Company subsidy for bus fare/car or vanpooling    | <input type="checkbox"/> Prizes/financial incentives for not driving to work |
| <input type="checkbox"/> Reserved carpool parking close to the building    | <input type="checkbox"/> Use of company car during work day                  |
| <input type="checkbox"/> Guaranteed Ride Home in the event of an emergency | <input type="checkbox"/> More fixed or more flexible work hours              |
| <input type="checkbox"/> Child care facilities at or near the work site    | <input type="checkbox"/> Change of work shift                                |
| <input type="checkbox"/> Help finding people with whom to carpool          | <input type="checkbox"/> Secure, convenient bicycle parking racks            |
| <input type="checkbox"/> Bus stop located close to work site               | <input type="checkbox"/> Showers and clothing lockers                        |
| <input type="checkbox"/> Sale of bus passes at work                        | <input type="checkbox"/> Other _____   |

**11. If you drive alone, would you consider using a Commute Solution on an occasional basis?** ☐ Yes ☐ No

**If yes, what modes?**

- |  |                                   |             |
|--|-----------------------------------|-------------|
| <input type="checkbox"/> Carpool driver or rider | <input type="checkbox"/> Walk     | Other _____ |
| <input type="checkbox"/> Vanpool driver or rider | <input type="checkbox"/> Bicycle  |             |
| <input type="checkbox"/> Metro Transit bus       | <input type="checkbox"/> Telework |             |

**Additional Comments:**





## Site Analysis

Name of Company/Work Site: \_\_\_\_\_

Person conducting site analysis: \_\_\_\_\_ Date \_\_\_\_\_

Management Company (if applicable): \_\_\_\_\_

### Parking

Total number of on-site spaces: \_\_\_\_\_ Company leased or owned off-site spaces: \_\_\_\_\_

Other available off-street spaces: \_\_\_\_\_ Cost per parking space, for leases: \$\_\_\_\_\_ ☐ month or ☐ year

Preferential parking spaces for: \_\_\_\_\_ (carpool spaces) \_\_\_\_\_ (vanpool spaces)

Do you charge employees to park? ☐ Yes ☐ No \$ \_\_\_\_\_ per employee per month

Do you provide cash subsidies for employee parking? ☐ Yes ☐ No \$ \_\_\_\_\_ per employee per month

Is there an abundance of free, off-site parking nearby? ☐ Yes ☐ No

Is there ramp parking nearby? ☐ Yes ☐ No If yes, what is the cost range? \$\_\_\_\_\_ to \$\_\_\_\_\_ daily

### Bus Routes

Where are nearby bus stops located, if any? \_\_\_\_\_

Routes/Frequency:

\_\_\_\_\_  
(bus company) (route #) (origin/destination) (cost per month) (frequency)\*\*

\_\_\_\_\_  
(bus company) (route #) (origin/destination) (cost per month) (frequency)\*\*

\_\_\_\_\_  
(bus company) (route #) (origin/destination) (cost per month) (frequency)\*\*

\_\_\_\_\_  
(bus company) (route #) (origin/destination) (cost per month) (frequency)\*\*

*\*\*Frequency of the pick up/drop-off at a stop per hour during the peak commute period*



**Bicycle Facilities**

Check if available or unavailable at the site:

Outdoor bicycle racks ☐ Available ☐ Unavailable If yes, what is the capacity? \_\_\_\_\_

Indoor bicycle racks ☐ Available ☐ Unavailable If yes, what is the capacity? \_\_\_\_\_

Bicycle lockers ☐ Available ☐ Unavailable If yes, what is the capacity? \_\_\_\_\_

Clothes lockers ☐ Available ☐ Unavailable If yes, what is the capacity? \_\_\_\_\_

Showers for cyclists ☐ Available ☐ Unavailable If yes, what is the capacity? \_\_\_\_\_

Bicycle path/lanes to site ☐ Available ☐ Unavailable If yes, describe: \_\_\_\_\_

\_\_\_\_\_

**Pedestrian Access**

Describe pedestrian access to the site:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Describe any additional site characteristics that are relevant to developing a Commute Solutions plan.**

(e.g. sidewalks, lighting, vehicular traffic, safety, crosswalks, signals):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## About Rideshare, Etc.

### What is Rideshare, Etc.?

Rideshare Etc. can help your employees find alternatives to driving to work alone. It is a free service, jointly sponsored by city, county, and state government, with the goal of reducing congestion and pollution and saving on transportation costs.

### What does Rideshare, Etc. provide?

Commuters who register for the Rideshare Etc. program at [www.cityofmadison.com/rideshare](http://www.cityofmadison.com/rideshare), [rideshare@cityofmadison.com](mailto:rideshare@cityofmadison.com), or 266-7433 can get the following assistance and incentives:

#### ▶ A FREE online ride-matching service

When you enter your origin, destination, and work hours, the computer software scans the database for others within a selected radius making the same commute. Then you get a match report with contact information for nearby car and vanpool groups. Your information will be provided to future matching commuters if you maintain your registration in the database. Your home address and phone number will not appear on another person's match report, but you must provide work phone, cell phone number, or email address so future matches can contact you.

#### ▶ A FREE personalized Ride Options Report

This report identifies all of the ways to get from home to work, including more than 1500 area carpoolers, 83 vanpools, 85 Metro bus routes, as well as bike paths. It will tell you about others in your area who are interested in carpooling or finding a biking companion. You may call the individuals or services directly to make your pick-up/drop-off arrangements.

#### ▶ Six FREE taxi rides home per year

If you commute without your car, and a situation comes up while you are at your workplace without your car, you are eligible for a Guaranteed Ride Home voucher for a taxi ride home, to the doctor, day care center, or wherever you need to go.

When you register with the Rideshare Etc. Program and start carpooling, vanpooling, biking, busing, or walking to work, contact Rideshare. They will send the

first voucher to your home address. After you use the first one, simply call 266-7433 to receive the next. . Six vouchers per year are available, with a maximum value of \$75 per taxi ride. Just call for the taxi, sign the voucher, and give it to the driver.

#### ▶ FREE incentives.

Check with Rideshare, Etc. at [rideshare@cityofmadison.com](mailto:rideshare@cityofmadison.com) or 266-7433 for various incentives available to encourage alternative commuting. In the past, first time bus commuters got their first ten rides free. Another incentive program provided free city ramp parking coupons for those who regularly commuted without their cars but occasionally needed to drive.

#### ▶ FREE Commute Tracking.

Take advantage of the "Track your Commute" online tool to record the miles you travel to and from work. Use "Mobile Commute Reporting" to receive a daily message to easily record your commutes through your smart phone or email account. You can go to "Track your Commute" to run a monthly report showing your environmental and financial savings.

### How does Rideshare, Etc. help employers?

You can get materials to set up a Commute Solutions Information Center in your workplace—free!

Included is a commuting options wall map showing the Metro Transit routes, State Van routes, carpools, bike paths, and park 'n ride lots. Transit & vanpool route/schedule guides, bike maps, rideshare brochures and incentive information are also available.

In the past, Madison area employers received commuting options packages, including incentives like Metro 10-ride cards and Share & Park coupons for their employees.

Check out the latest incentives! Free staff assistance is always available at [rideshare@cityofmadison.com](mailto:rideshare@cityofmadison.com) or 266-7433 to help you promote ridesharing at your workplace. Call 266-4904 for additional on-site help from Metro Transit.



## Ideas for Events and Rewards

### Why should you promote your Commute Solutions Program?

Employee participation will increase if you spread the word about your program, make it fun, and offer incentives. Your Commute Solutions Program will enhance your employees' wellness since it can build regular exercise into employee commutes. And as your employees become more aware of their driving habits, they may make some permanent changes that are healthy for our community, healthy for them—and healthy for your business.

### How can you promote your Commute Solutions Program?

#### ► Communicate often.

Distribute the commuting tip sheet provided (*Appendix A: "How to Commute without Your Car"*).

Use workplace communication channels such as newsletters, intranet, paycheck envelopes, new employee packets, and bulletin boards to encourage your employees and provide commuting information.

A monthly email to employees could contain clean air tips, health-related information, tales from colleagues' commutes, or announcements of monthly rewards for alternative commuting.

#### ► Host commuting events.

Kick off your program with food and fun to help make Commute Solutions a compelling and highly visible opportunity for your employees. Hold an event featuring commuting displays along with coffee in the morning or treats at lunch or break time. (*The sidebar on page 4 tells you how easily you can arrange this event.*)

Celebrate a "Stay in for Lunch Day" by encouraging ordering in or bringing lunch to reduce driving. Provide cookies or bagels, have a prize drawing, or recognize those who eat in or walk rather than drive to lunch.

Take advantage of the annual May Bike to Work Week program. Contact the Wisconsin Bike Federation ([www.bfw.org](http://www.bfw.org)) at 251-4456 or [info@bfw.org](mailto:info@bfw.org) for bicycle

commuting resources including bicycling instruction, maps of safe routes, posters and brochures. Ask an employee who is a longtime bike commuter to be available with her bike during a lunch hour or break to answer questions. Invite a bike store to your workplace to offer free tune-ups and commuting accessories like lights, helmets, and bags.

Hold a workplace commuter challenge. You could award pennies per mile to alternative commuters for a week or month, then donate the money collected to a charity. Calculating and announcing the emissions reduced by employees who reduce their driving will demonstrate how those miles add up. Or participate in the annual Wisconsin Bike Challenge ([www.bfw.org](http://www.bfw.org)).

Sponsor a "Bus-with-a-Buddy" day to introduce newcomers to public transit. (or "Bike-with-a-Buddy")

#### ► Reward and thank your employees.

Offer various prizes or incentives when employees commute without their cars. A simple prize like an employee recognition certificate good for a free coffee or credit at the company cafeteria will show your appreciation and encourage new commuting habits.

Decide how much time and effort you would like to invest in a rewards program. If employees keep track of their alternative commutes online, you will be able to measure and at the same time reward frequent participation in your program. Hold a drawing every month for a gift card to reward alternative commuters.

Other rewards for your employees might be donated by area vendors:

- A gift card at a nearby business
- Free massage certificates
- Free oil changes or car washes for carpoolers and vanpoolers
- Free gas cards for those who rideshare
- Free bike tune-ups

**MOST IMPORTANT!** Ask your management level employees to lead by their own commuting examples.