

BUSINESS COMMUTE OPTIONS TOOLKIT

> December 2017



TABLE OF CONTENTS:

01 COMMUTE PROGRAM BASICS

Introduction/ 02

“Employee Commute Option Programs 101”/ 02

Starting a Commute Program with Choose Your Way Bellevue / 04

Financial Support/ 06

02 TYPES OF COMMUTE PROGRAMS

Regulatory Commute Programs/ 08

Subsidy & Reimbursement Programs/ 10

Parking Management Strategies/ 14

Incentive and Ridematching Programs/ 16

Telework and Flexible Scheduling Programs/ 18

Bike-Friendly Programs/ 19

Emergency Ride Home/ 21

03 OUTREACH & AWARENESS

Posting Information/ 24

Customized Commute Plans/ 25

Promoting Local and Statewide Campaigns/ 25

Transportation Fairs/ 26

Appendix A: Useful Links

Appendix B: Resource Documents

01

**COMMUTE
PROGRAM
BASICS**





Introduction

This toolkit is designed to help Bellevue employers and property managers develop, implement, and enhance transportation option programs for commuters at their worksites.

Welcome to Choose Your Way Bellevue!

You may have heard of the City of Bellevue's [Choose Your Way Bellevue](#) program and informational website to help Bellevue workers and residents use transportation modes other than driving alone. But did you know that the program also helps employers and property managers?

As commuting becomes a more stressful and costly part of an employee's workday, businesses are finding ways to increase transportation options available to employees and tenants. In addition to boosting employee recruitment and retention and attracting tenants, these efforts go a long way

toward relieving stress on the transportation system so we can all get around more easily.

Dozens of Bellevue employers and property managers offer commute benefit programs to employees; yet, tailoring a commute options program for your employees can be daunting.

Through **Choose Your Way Bellevue's** [employer](#) and [property manager services](#), the city provides free assistance with developing customized commute benefits programs. Services include this toolkit, consulting services, event support and more.

Contact us at the links below to get started!

► "Employee Commute Option Programs 101"

Why have an employee commute program?

Commute programs generate a host of benefits for properties, businesses, employees, and our community. As a business leader, you can help your employees save money and improve mobility in Bellevue and our region

by implementing an employee commute program at your worksite. By encouraging transportation alternatives to driving alone, such as transit, carpooling, vanpooling, walking, biking, teleworking and compressed work weeks, you can help keep the city mobile in the face of economic growth and development.

Commute program benefits

EMPLOYER BENEFITS	<ul style="list-style-type: none"> • Attract and retain the best employees • Receive tax breaks • Reduce demand for onsite parking • Demonstrate social responsibility
EMPLOYEE BENEFITS	<ul style="list-style-type: none"> • Save money on transportation • Save time in the HOV lane • Free up time while someone else does the driving • Reduce the stress of navigating through traffic
COMMUNITY BENEFITS	<ul style="list-style-type: none"> • Reduce traffic congestion • Reduce carbon emissions • Support economic growth

What is it?

An employee commute program is a suite of subsidies, financial incentives, amenities and cultural supports that increase the viability, cost effectiveness and attractiveness of using modes other than driving alone. Employer and property manager programs can range from ongoing full-value transit and other mode subsidies to capital items such as and secure bicycle parking, lockers and showers. Or, employees can simply apply commute expenses to pre-tax dollars and convey information about travel modes at periodic events. The choice is yours—you can tailor your program to your goals, needs and available budget, or even no budget.

The ideal program may vary according to industry, location and culture:

- **Industry:** Different industries may accommodate different types of commute programs. While there is no one-size-fits-all solution, certain programs may better serve your industry.
 - » Does your industry allow for flexible schedules or staggered shifts? Compressed work weeks allow employees to get more work done in fewer days, freeing up much-needed office space for more employees.
 - » Is teleworking an option for employees, or do they need to be present in the office during their shift? Telework

policies allow employees to work remotely and free up office and parking space during the workday.

- » Does your industry require off site trips for meetings or trips to the airport? Through business accounts with carsharing providers you can provide flexibility for employees who commute without a car for business as well as personal travel needs during the day.
- **Location:** The geographic proximity of your worksite location to various transit and transportation services may boost or limit transportation options.
 - » Is your worksite located in downtown; close to a park-and-ride, transit center, or transit stop; or in an area that is especially walkable or bikeable?
- **Culture:** A reflection of your company's values and principles, as well as the employees you hire, the workplace culture will also factor in to your company commute program.
 - » Does your organization strive toward environmental sustainability?
 - » Do some of your employees love to bike or walk to work?
 - » Are employees already carpooling or riding transit to and from the worksite



Your Way Bellevue

With these steps, you can be on your way!

1. Contact us: Choose Your Way Bellevue's expert staff is here to help you craft a commute program to suit your geographic location, employee or tenant characteristics, and organizational goals. Our contact information is listed at the bottom of every page in this toolkit—ask us questions, schedule a meeting and learn how to create a transportation plan commute benefit program for best

suited to your business. Specific services offered are described below.

- 2. ETC designation:** If possible, designate an “employee transportation coordinator” to be the point person for managing your program and keeping your employees informed.
- 3. Go!** With our help and resources, create and implement your program.

Services offered by Choose Your Way Bellevue

CONSULTATIONS	<ul style="list-style-type: none"> • Review your current employee commute practices and benefits offered • Assess your worksite's physical transportation characteristics and recommend improvements • Identify the budget and commute program options best suited to your company and employees • Recommend a commute program package tailored to your situation (including any financial support the city may provide)
SURVEYS	<ul style="list-style-type: none"> • Help you develop and distribute online surveys to collect data on current commute modes and modes employees may be interested in
IMPLEMENTATION	<ul style="list-style-type: none"> • Assist you with developing and implementing new commute programs
INCENTIVES TRAINING AND SUPPORT	<ul style="list-style-type: none"> • Provide support and training for the Choose Your Way Bellevue Rewards (RideshareOnline.com) administrator's portal for trip-logging and ridematching
EVENTS	<ul style="list-style-type: none"> • Help you plan, and potentially staff, a transportation fair to kick-off or promote a program; or assist in a relocation event <p><i>Note: Employers are limited to one event per year as staff time permits; event services provided to property managers on a case-by-case basis</i></p>
MATERIALS AND RESOURCES	<ul style="list-style-type: none"> • Help you develop custom materials and resources for your commute program
RECOGNITION AND AWARDS	<ul style="list-style-type: none"> • Help you apply for established recognition and awards for transportation programs

How to contact us:

Phone: 425-990-3097

Email: info@cywb.org

Web: ChooseYourWayBellevue.org



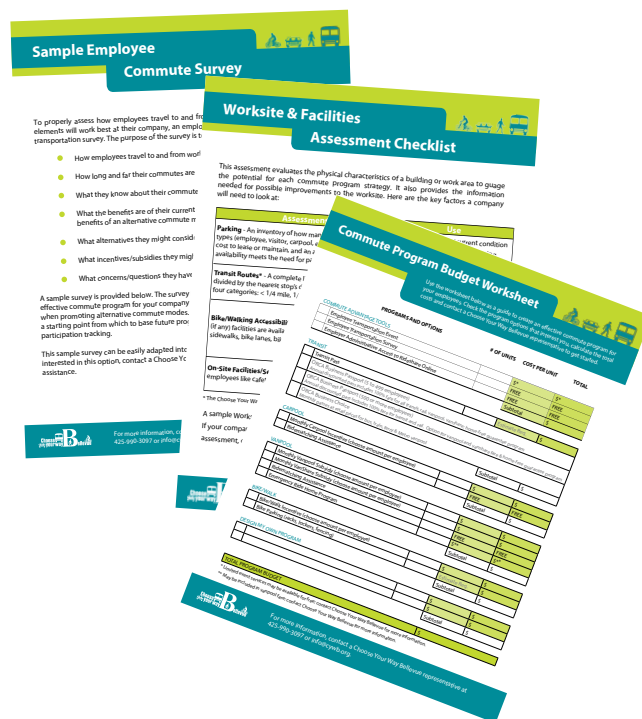
Did you know...

Since 2007, over 200 employers and property managers have engaged with Choose Your Way Bellevue services including undergoing a consultation or participating in an event or activity; and approximately 36% of them have started or enhanced commute programs.

Useful resource documents for starting a commute program:

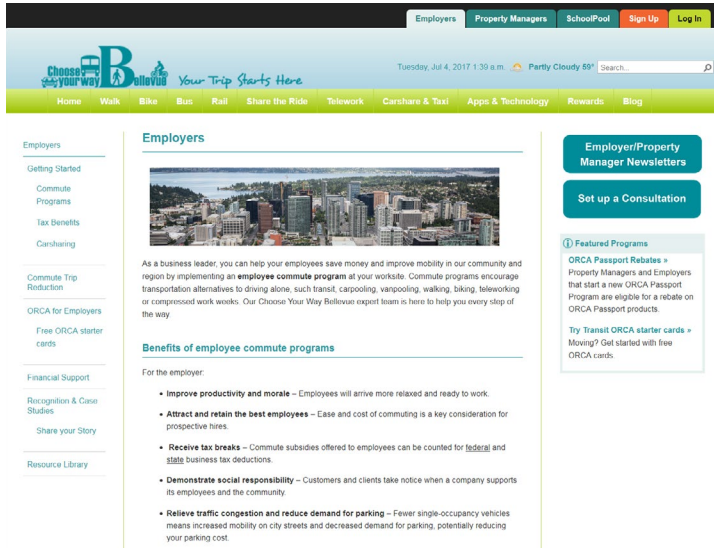
- [Sample Employee Commute Survey](#)—Conduct a preliminary survey of your employees to see how they are currently commuting and what programs and modes they would be interested in. Our team can set up and administer the online survey for you and even provide the questions if you'd like to administer it yourself.
- [Workplace & Facilities Assessment Checklist](#)—Assess pertinent physical characteristics of your worksite or building to identify any barriers that could be improved upon.
- [Commute Program Budget Worksheet](#)—Estimate the cost of providing a commute program.

These forms are available in Appendix B, and can be downloaded at ChooseYourWayBellevue.org/employers (go to "Resource Library").






► Financial Support



Choose Your Way Bellevue periodically offers programs that provide financial support to foster sustainable growth in transportation across the business community. Below are current or recent examples:

- **Mini-Grants:** Eligible employers and property managers compete for funding to develop and enhance transportation programs at their worksite. *(2017 status: on hiatus.)*

- **ORCA Business Passport Rebates:** Employers starting a new ORCA Passport program can qualify for rebates while supplies last. *(2017 status: active.)*
- **Employer Incentive Programs:** The Choose Your Way Bellevue team can help employers set up networks in the RideshareOnline.com trip logging portal, through which employees can find rideshares, log non-drive-alone trips and earn rewards through company drawings or regional campaigns and promotions. Choose Your Way Bellevue may at times provide funding assistance for transportation-related incentives. *(2017 status: Free assistance provided, but city-provided incentives on hiatus.)*
- **ORCA Starter Cards:** A limited number of ORCA cards with preloaded round-trip fare may be available to employers and property managers to distribute to employees, so they can try transit. *(2017 status: active.)*

Visit ChooseYourWayBellevue.org for further details and to learn about current offerings. 

Interested in being publicly recognized for your efforts?

Contact Choose Your Way Bellevue staff to learn how we can help you apply for established designation and recognition programs such as Best Workplaces for Commuters, or potentially post your story as a case study on the Choose Your Way Bellevue website.

02

TYPES OF COMMUTE PROGRAMS





► Regulatory Commute Programs

Regulations require certain Bellevue organizations to develop and maintain commute programs. Commute Trip Reduction regulations apply to some employers, while Transportation Management Program requirements are put into place as conditions of development and apply to some buildings.

Commute Trip Reduction for large employers

In 1991, the State of Washington adopted the Commute Trip Reduction (“CTR”) law for larger employers, which required cities in the most populous counties to implement a CTR program. In 2006, the state CTR law was updated through the Commute Trip Reduction Efficiency Act, which refocuses efforts to cities along congested corridors.

As part of the updated law, the City of Bellevue developed its local [CTR Plan](#) and updated the [Bellevue City Code](#) in early 2008. The most recent [2015-2019 Plan Update](#) was adopted in September 2015. The city has also established [Implementation Guidelines](#) with more detailed information about how to implement CTR programs.

Generally affected are all private, public or non-profit employers with 100 or more full-time employees (working at least 35 hours per week for 12 continuous months) at a single worksite who arrive at work between 6 a.m. and 9 a.m. on two or more weekdays per week. A [checklist](#) is available to help you determine whether your organization is affected. For specific requirements see [Chapter 14.40](#) of the Bellevue City Code.

If your Bellevue worksite falls within the parameters above, you are required to notify the city by calling 425-452-7896 or emailing kmjohnson@bellevuewa.gov. If affected, your company is required to develop and implement an employee commute program to reduce drive-alone commute trips made to the site. Additionally, you must:

- Designate an employee transportation coordinator to administer the program;
- Distribute information to employees about alternatives to drive-alone commuting;
- Conduct an employee survey at least once every two years to measure drive-alone commuting and vehicle miles traveled;
- Make a good-faith effort to meet goals and include additional program elements as needed; and
- File regular progress reports with the city.

More information, including the resources described here, can be found on the City of Bellevue's [Commute Trip Reduction](#) page (bellevuewa.gov/CommuteTripReduction).



Did you know...

Since 1993, three thousand cars have been removed from Bellevue roadways each day through CTR and certain other trip reduction activities.*

*From City of Bellevue Commute Trip Reduction vehicles removed from roadway calculations for 1993-2016, and non-commute trip vehicles removed from roadway calculations for 2013-2015. Sources located at ChooseYourWayBellevue.org/about-plans-activities under the heading *Research*.

Transportation Management Programs for large buildings

Bellevue's transportation development code requires developers of large real estate projects to establish and maintain "transportation management programs" ("TMPs"). These programs focus on tenant employees and are intended to reduce the ongoing traffic impact associated with commute trips to buildings.

Required elements may include posting and distributing transit and ridesharing information, designating a transportation coordinator, providing preferential parking for carpools and vanpools, providing financial incentives for commuters using carpools/vanpools or transit and setting up an "emergency ride home" program (Bellevue City Code 14.60.070). Additional requirements apply to office buildings downtown (Bellevue City Code 14.60.080). There is also requirement language in the city code for the Medical Institution District (Bellevue City Code 20.25J.050 B). New code changes that will apply to new development, and may be optional for existing buildings, will serve to streamline these requirements and provide greater program flexibility.

These TMP activities can help to increase the accessibility of a building to employees, balance parking demand with available supply and support Leadership in Energy and Environmental Design (LEED) building certification. More information can be found on the City of Bellevue's [Trip Reduction – Large Buildings](http://BellevueWA.gov/TripReductionBuildings) page (BellevueWA.gov/TripReductionBuildings).



Many property managers choose to work with Bellevue's local transportation management association, [TransManage](#), to meet TMP requirements. Their team has been implementing TMP programs since 1986.





► Subsidy & Reimbursement Programs

Subsidizing commute options to driving alone provides a strong incentive to employees to try out and continue using these options. In a 2017 analysis conducted by the city, large employers in Bellevue affected by the Commute Trip Reduction law that started a transit subsidy through the ORCA Passport program reduced their drive-alone rate by nearly 12%.*

Employer subsidy programs provide up-front financial support that offsets transportation costs for employees. For consistency, the subsidy amount can be universally applied to all modes of transportation. Often, subsidy programs provide pre-tax benefits that reduce payroll taxes for employers and serves as a tax-free benefit for employees.

Reimbursements are like subsidies, but they require the employee to pay for transportation up front and the employer pays them back. The employee typically submits a cost report with receipts to be reimbursed during the following pay period. Reimbursements can be more time consuming for larger companies than subsidies and do not include the same tax benefits as subsidy programs. (See section below for more information on tax benefit programs.)

Examples of subsidy & reimbursement programs include the following:

- Transit pass subsidies (see next section for more information)
- Bicycle maintenance subsidies through onsite vendor
- Reduced parking rates for carpools and vanpools

Here are steps for setting up a subsidy or reimbursement program:

- 1. Research:** Research the options for a subsidy program, like ORCA passport or ORCA Choice, or reimbursement program. Choose Your Way Bellevue staff can price these out for you.

- 2. Talk to Management:** Subsidy and reimbursement programs will need support from a manager with budgetary authority. Determine what amount of subsidy or reimbursement is affordable for your business.

- 3. Implementation:** Purchase the subsidy or implement a reimbursement process for your employees or tenants. (Rebates may be available; inquire with Choose Your Way Bellevue staff).

- 4. Communication:** Communicate the new benefits to all current employees and develop materials to share with new hires throughout the year.

Transit pass programs

Alongside increasing public transit investments across the Puget Sound region, transit is a growing segment of commute trips. Not only can an investment in employee transit passes provide a tremendous return and savings on parking, it is one of the most significant ways to encourage a culture of sustainability at your company.

As an added perk, the employee transit passes can be administered to reduce the tax burden on both employers and employees and can be either loaded monthly or managed annually (see “Tax Benefit Programs” below).

ORCA – One Regional Card For All

The ORCA transit fare payment system offers ways for businesses to help your employees to commute by transit through employee pass purchase programs. With ORCA, you can choose the transit product that best fits your needs and more easily manage your transportation program.

With its “smart card” technology, ORCA makes paying transit fares simple and efficient for transit riders on seven regional transit agencies: Community Transit, Everett Transit, King County Metro, Kitsap Transit, Pierce Transit, Sound Transit and Washington State Ferries. ORCA is better than cash

*From City of Bellevue drive-alone rate reduction due to ORCA Passport calculation. Source located at [ChooseYourWayBellevue.org/about-plans-activities](https://www.chooseyourwaybellevue.org/about-plans-activities) under the heading *Research*.

because a trip using multiple transit agencies only costs the amount of the most expensive leg of the trip.

There are two great programs to choose from, Business Passport and Business Choice. The following table indicates what each of these products have to offer.



Did you know...

From 2003 to 2016, the average daily number of Bellevue transit boardings and alightings (“ons and offs”) increased from 21,900 to 57,400. This rate of growth is greater than that for residential or job growth in Bellevue.*

ORCA business products

Product	What's Included	Cost Information	Additional Information
ORCA BUSINESS PASSPORT Comprehensive transit pass program; your company must purchase a pass for each full-time benefited employee.	<ul style="list-style-type: none"> • Unlimited rides on all regular bus services on six regional transit agencies (King County Metro, Sound Transit, Community Transit, Pierce Transit, Everett Transit and Kitsap Transit) • Unlimited rides on Sounder Commuter Rail, Link Light Rail, Seattle Streetcar, King County Water Taxi and Kitsap Foot Ferry and Fast Ferry. • 100% monthly subsidy toward vanpool and VanShare fare on King County Metro, Community Transit, Pierce Transit and Kitsap Transit vans • “Home Free Guarantee”—eight emergency taxi rides home a year 	Cost is calculated based on worksite location, and includes every eligible employee at the worksite (for employers with fewer than 500 employees). Or if the company is over 500 employees, price is based on your own company's usage. Note: A limited number of per-pass rebates may be available for Bellevue companies; inquire with Choose Your Way Bellevue staff for more information.	Purchased annually and thus requires minimal administrative effort to implement.

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*Source: data from King County Metro and Transit

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ORCA business products

Product	What's Included	Cost Information	Additional Information
ORCA BUSINESS CHOICE Account-based mechanism available for companies for purchasing and managing employee ORCA cards and various products to be loaded onto them. You can purchase as many or few cards as desired; and can deactivate cards as needed, such as when a cardholder leaves your company.	<ul style="list-style-type: none"> • Monthly pass: Pick a level of service depending on the typical cost of an employee's commute for unlimited rides in a month. The monthly pass makes sense if an employee uses their bus pass over 36 times per month. • E-purse: Load up money on an ORCA card that can be used to pay for travel on a per-trip basis. 	Having an account is free; products are purchased at full retail price.	ORCA cards and fare products can be managed in a streamlined way on a monthly basis.

ORCA resources

- Contact Choose Your Way Bellevue staff at info@cywb.org or 425-990-3097 for help determining which transit pass program is right for your company.
- [ORCA business account comparison](#) (from Choose Your Way Bellevue website)—Compare the different ORCA business programs that you can provide to your employees.
- [ORCA business website \(orcacard.biz\)](#)—Set up an account through ORCA for Business
- ORCA [Business Passport](#) product (from [orcacard.biz](#) website)—Learn about the benefits of ORCA's most comprehensive business solution for transit passes. (Rebates may be available; inquire with Choose Your Way Bellevue staff.)
- ORCA [Business Choice](#) product (from [orcacard.biz](#) website)—Learn more about whether this monthly pass makes sense for your employees.

**Did you know...**

Among larger employers*, the average worksite drive-alone rate fell by nearly 7% after introduction of the ORCA Passport or equivalent.**

*Reflects employees affected by the state Commute Trip Reduction law.

**Source: City of Bellevue Workplace Commute Mode Shift with Introduction of Comprehensive Transit Program 2017.

Source located at ChooseYourWayBellevue.org/about-plans-activities under the heading *Research*.

Tax benefit programs

State and federal tax benefits are available to employers to help offset costs incurred for employee commute benefits. Additionally, pre-tax accounts can save employees money on commute and parking expenses, as well as providing tax savings for employers.

Washington State tax benefits

If your company is providing commute trip reduction incentives, it may be eligible to receive Washington's [Commuter Trip Reduction Tax Credit](#).

- Eligible companies and property managers (those paying business and occupation (B&O) or public utilities taxes (PUT) can receive tax credits of up to 50% of the amount paid for each employee's transit, ridesharing, carsharing or non-motorized commuting.
- Up to \$100,000 is available for each company and property manager per fiscal year.
- Tax credits have a cap of \$60 per employee.
- An application must be submitted between January 1 and January 31, following the calendar year in which the applicant made the commute trip reduction incentive payments. The credit is available on a first-come, first-served basis while each year's funding lasts.
- More information is available on the [Washington State Department of Revenue's web page](#).

Federal tax benefits

Per federal law, employers have several ways to offer their employees a commute benefit free of payroll taxes. Federal tax benefits apply when the employer, or qualified third party, delivers the commute benefit to the employee in the form of a pass, ticket book or voucher. Depending on who pays

for the program, these tax benefits take the form of a tax-free employer-paid subsidy, a pre-tax payroll deduction, or a combination of both:

- If the employer pays:
 - » The employee receives the tax-free benefit of the employer-subsidized pass, ticket book or voucher up to \$130* each month.
 - » The employer has a tax-deductible business expense for federal taxes.
- If the employee pays:
 - » The employer can allow the employee to pay up to \$130* each month through a pre-tax payroll deduction.
 - » The employee saves federal withholding and FICA payroll taxes on the amount deducted.
 - » The employer saves paying FICA on the amount deducted.
 - » If the cost of the transit pass or voucher exceeds \$130, any additional cost can be deducted from employee wages on an after-tax basis.

Tax benefit resources

Benefits services firms can handle the administration of pretax programs. Examples of firms that offer such services include:

- [Accor/CommuterCheck](#)
- [Benefit Resource](#)
- [Navia Benefit Solutions](#)
- [WageWorks](#)

For additional information, check out [King County Metro's Pre-tax Tool Kit](#). Employers are also highly encouraged to consult a tax advisor for detailed information regarding the tax implications of commute benefits and incentives.

*When the employer and employee share the cost of the pass, ticket book or voucher, the total combined tax-free and pre-tax amounts may not exceed \$130 per month per employee.

► Parking Management Strategies

Parking availability and cost directly influence employee decision making on which mode to use for getting to work. A few innovative strategies can provide more options for employees and tenants while still supporting the bottom line of building operations.

Flexible parking strategies have been shown to make best use of available parking stalls by encouraging use of non-drive-alone modes when possible, and maximizing the number of people accommodated using the least number of stalls. Consider the strategies in the following table for increasing flexibility.

Flexible parking strategies

Strategy	Description	Advantages	Applicability	
			Employers	Property Managers
Parking access with use of other modes	If your employees currently are required to choose between a transit subsidy and parking access (in other words, are not allowed access to employee parking if they receive a transit benefit), consider allowing them access to parking for occasional use as needed, including evenings and weekends.	Removes this barrier to using a non-drive-alone mode for those who need evening or weekend access.	✓	
Free park days	Offer two to three free park days per month, preferably with in-and-out privileges, in order to accommodate commuters' parking needs several times per month for appointments or errands. (Note: In current programs offered by several organizations in Downtown Bellevue, free park days are specifically awarded to employees who commute to work without driving alone for at least four days per week.)	Helps to make it feasible to use a non-drive-alone mode on most days, and can result in reduced worksite parking consumption overall.	✓	✓

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Strategy	Description	Advantages	Applicability	
			Employers	Property Managers
Daily parking options	Reasonably priced daily parking with in-and-out privileges allows employees to drive on the days they need a car for appointments or errands, and provides the flexibility to commute without a car on other days. (Examples: Daily parking offered at approximately one-twentieth the monthly rate; daily parking at one-tenth the monthly rate with a cap on the monthly fee after ten days of parking; half-month parking pass.)	Allows employees to make a daily choice of which mode to use without monetary penalty, and thus can increase use of non-drive-alone modes. Parking cost that is “sunk” at the beginning of the month incentivizes driving alone and parking for the remainder of the month.	✓	✓
Carpool/vanpool shared parking with other worksites	Make arrangements with other worksites/buildings to accommodate carpools made up of employees at either worksite/building.	Can increase the pool of potential ridesharing matches for each commuter, thus facilitate the use of these modes for more people.	✓	✓

Note: Financial assistance may be available, while supplies last, for providing flexible parking options. Contact Choose Your Way Bellevue staff.



Other parking management strategies

- **Parking cashout:** If you currently subsidize employee parking but not transit fare, consider “cashing out” your parking subsidy by allowing your employees the option of receiving it as “cash” that they can use for either parking or transit fare (or another non-drive-alone mode). This gives the employee the opportunity to ride the bus if that is his or her choice, rather than leading him or her to drive alone because parking is all that is subsidized.
- **Discounted carpool/vanpool rates:** Reduced parking rates for carpools and vanpools promote these more space-efficient options and potentially free up stalls in your parking lot or garage.
- **Parking stall designation:** A quick capital improvement to your parking lot or garage can accommodate more

people with fewer parking stalls. Consider replacing monthly parking with the following options:

- » **Vanpool & carpool parking stalls/preferred parking locations:** *High-occupancy vehicles get more people to work for the same amount of space; placing these stalls in preferred locations incentivizes the use of these modes.*
- » **Carsharing/fleet vehicles:** *Keeping vehicles onsite for building tenants makes midday trips easier for non-drive-alone commuters. Carsharing companies like Zipcar can set up business accounts for employers and property managers, for use by their employees/tenants.*
- » **Bicycle parking** *can accommodate significantly more people than the same amount of space used for vehicle parking.*

► Incentive and Ridematching Programs

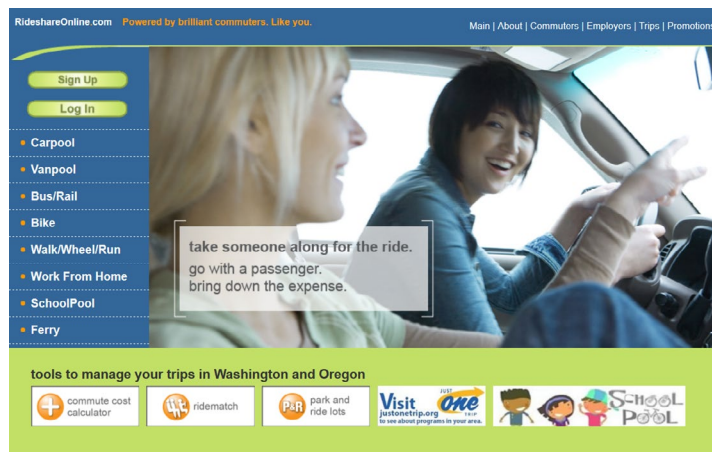
Incentive programs reward employees for using commute modes other than driving alone, and can encourage people to give a new non-drive-alone option a try. Logging trips by mode is relatively easy through RideshareOnline (RideshareOnline.com), a free online tool that helps users find ridematches for carpools and vanpools, in addition to enabling employers to set up and administer incentives.

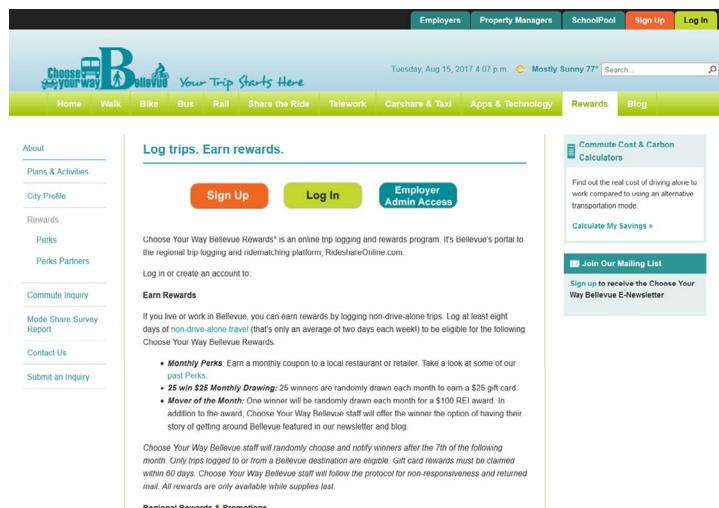
Choose Your Way Bellevue, a program of the City of Bellevue, offers a portal to RideshareOnline at ChooseYourWayBellevue.org/Rewards. All Bellevue workers and residents may log trips to earn rewards through this portal; this includes your employees and tenants.

In addition to your employees/tenants being eligible for rewards offered by Choose Your Way Bellevue, King County Metro and other agencies, your organization can provide rewards through drawings and challenges. Your employees can also use RideshareOnline to find others with similar

origins, destinations and schedules for ridematching purposes.

(Note: Users logging on through RideshareOnline and Choose Your Way Bellevue Rewards have the same trip logging and ridematching features available to them; both programs use the same back-end system.)





How do I create an incentive program?

Incentive programs are easier to set up than ever before—at no cost to you—through RideshareOnline. Below are general steps you will undertake to set up a program as an administrator.

- 1. Set up your worksite:** Add your worksite in RideshareOnline.
- 2. Determine the rewards:** What do the employees win if they log trips? Check for city or countywide promotions in RideshareOnline.
- 3. Determine the parameters:** How many non-drive-alone trips should an employee log to be eligible for the reward? Will you provide a “guaranteed” reward for logging sufficient trips, or conduct a drawing among participants?
- 4. Promote Awareness:** Draft monthly or quarterly communications to encourage employees to log trips and include instructions for employees. You can promote either RideshareOnline or Choose Your Way Bellevue Rewards interface.

View a detailed step-by-step guide at <http://www.rideshareonline.com/Employers/Resources/iCarpoolAdminManualMarch2013.pdf>.



Did you know...

In a 2014 voluntary survey, 60% of employer and 18% of property manager respondents indicated they would be somewhat or highly likely to provide/enhance a commute incentive program for their employees/tenant employees in the next five years.*

*Source: 2014 Community Input Online Voluntary Survey Results located at ChooseYourWayBellevue.org/about-plans-activities under the heading *Research*.

► Telework and Flexible Scheduling Programs

Telework and flexible scheduling eliminate the traditional concept of weekday office shifts in favor of flexible start/end times, compressed work weeks and working remotely. These options serve as perks to employees with busy personal lives and non-traditional schedules while also allowing employers to maximize efficient use of office space.

Options

- **Telework:** Some employees can do all or part of their jobs from home or other remote location. A telework program can increase efficiency of your office space, and can be administered on an as-needed basis depending on the employee's role. Teleworking is not a benefit, but rather a voluntary arrangement between the employer and employee.
- **Alternate scheduling:** Allowing flexible start and end times can help employees avoid weekday peak-period traffic and align their work schedules with their bus or vanpool. This can also reduce stress on roadways, free up parking, and allow you to maximize your office space potential.
- **Compressed work week:** Rather than splitting a 40-hour work week into five eight-hour days, you could allow employees to work four ten-hour days or some other variation that adds to 40. Some examples are listed below:
 - » *80 hours over nine days*
 - » *four ten-hour days*
 - » *three 36-hour days*
- **Coworking:** To accommodate employees in flexible scheduling programs, employers can provide a shared workspace for multiple employees. Rather than being tied to an individual workspace, employees can take any workstation in the office or other coworking location.

Investments

- **Technology:** With developments in technology, many modern offices use shared networks that employees can access from any computer. Remote access systems allow employees to log in to work from their home computers or offsite locations with internet access. Company laptops provide additional means for employees to work remotely.
- **Office Supplies:** Wheeled filing cabinets allow for storage and flexibility to move around as needed.

Support

- [WorkSmart](http://www.kingcounty.gov/transportation/kcdot/MetroTransit/Telework/WorkSmart.aspx) is a free King County service that offers consultations and assistance to help employers develop telework and flexible scheduling programs. Information can be found at <http://www.kingcounty.gov/transportation/kcdot/MetroTransit/Telework/WorkSmart.aspx>.



► Bike-Friendly Programs

Is your organization bike-friendly?

Improving infrastructure and amenities for cyclists is a relatively low-cost way to support active commuters. Bike-friendly programs come in a variety of forms and can include both capital and programmatic elements.

Here are steps you can take to become more bike-friendly:

- 1. Budget:** Meet with management to discuss your budget and any constraints for a bike program.
- 2. Planning:** Determine which space in your building can best accommodate bicycle commuters. Easy access to these locations is paramount in promoting a bike-friendly environment at your worksite. Plan for wayfinding signage to help increase ease of use.

3. Capital improvements: Invest in an upgrade to bicycle facilities and install the improvements.

4. Implement additional programmatic elements such as operation of a bike fleet and on-site repair services.

5. Awareness and outreach: Promote the upgrades and increase awareness of bike resources by holding an event and distributing information on a regular basis to keep tenants and employees informed.

Consider the following elements for your bike-friendly program:

Bike-friendly program elements

Bike Parking	
CAPACITY	Maximize the number of bike stalls for the available space to accommodate more cyclists.
FUNCTIONALITY	Ensure that each rack contains ample space to lock up a full-sized bike, and that your setup leaves maneuvering space for those locking bikes.
LOCATION	Bike parking should be easy to locate and access. It is difficult to haul a bike up a staircase, so use a ramp when possible.
EASE OF USE	Wall-mounted racks allow for more bikes in a smaller area, but are harder to use for individuals who cannot lift a bike above their head. (Some wall-mounted systems allow the user to brace the bike seat against themselves and roll it up the wall to the rack.)
SECURITY	Some bike racks better accommodate sturdy bike locks. For enhanced security, consider installing an enclosed bike cage with key fob access.
WEATHER PROTECTION	Ensure that your bike parking provides protection from the elements.

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(continued)

Bike-friendly program elements

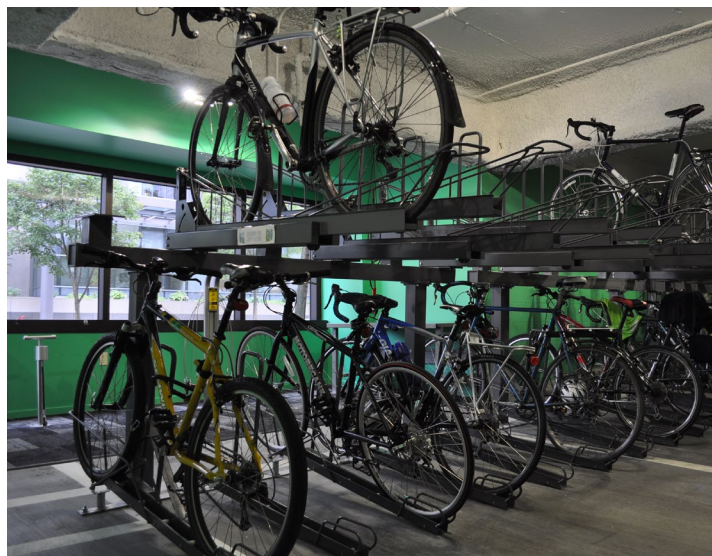
Physical Amenities	
LOCKERS	Provide lockers to give employees a place to store their bike gear and a change of clothes for the office and to keep them dry for the ride home.
SHOWER FACILITIES	Showers are an important amenity, allowing active commuters to clean up before the workday begins.
BIKE REPAIR STATION	Install a repair station near your bike parking to help bike commuters change a flat tire or make some safety adjustments before they ride.
SIGNAGE AND WAYFINDING	Help inspire active commuting by making your commuters aware of facilities and amenities, and making them easier to find and more legible to use.
Programmatic Amenities	
BIKE MECHANIC	Bring a bike mechanic out to your worksite to provide free bike tune ups for employees.
BIKE FLEET	Purchase an onsite bike fleet to provide employees a convenient way to access meetings, appointments or lunchtime errands without a car.



Resources:

The [Association of Pedestrian and Bicycle Professionals](#) (APBP) produces detailed “best-practice” resources.

- [Bicycle Parking Guidelines](#) is a comprehensive document for purchase that describes in detail the elements of a good rack or locker, including specific performance criteria. It also includes maintenance best practices; sample site plans and diagrams to help avoid blunders in rack and locker placement; sample quantity requirements for bicycle parking to meet need by land use; and a worksheet for programming bicycle parking for a building or cluster of buildings.
- For organizations planning to purchase or install bike parking fixtures on a limited scale, [Essentials of Bike Parking](#) is a brief overview of the comprehensive Bicycle Parking Guidelines handbook. It is available for free download.



Kilroy Realty provides a bike room for tenants at Skyline Tower.

Both documents can be found at
http://www.apbp.org/?page=Bike_Parking.

► Emergency Ride Home

Sometimes life can be unpredictable for commuters. Through an emergency ride home program, employees who bus, carpool, vanpool, walk or bike to work may apply to receive taxi or ride-hailing fare reimbursement to pay for transportation related to a qualifying circumstance.



This program helps provide a backup option for employees when life presents emergencies or unexpected logistical challenges, and encourages non-drive-alone commuting because commuters do not feel “stuck” at work without a car. Here are steps to setting up an emergency ride home program:

1. Identify a provider option:

There are multiple ways to provide this service:

- Contract with select ride-hailing or taxi services, OR
- Provide the option to take home a company vehicle, OR
- Develop a reimbursement policy for ridesharing or taxi services, OR
- Acquire the ORCA Business Passport for your worksite to join King County Metro’s “Home Free Guarantee” program.

**2. Set up parameters for use of the program:**

Determine the number of reimbursable trips an employee may take annually, as well as what constitutes an emergency. Be clear and straightforward when communicating these parameters to employees.


Examples include:

- “Abandoned” by carpool
- Unscheduled overtime
- Illness at work or in immediate family
- Bicycle emergency (unable to bicycle home)

3. Enroll commuters:

Set up a registration system for your commuters who bike, bus, carpool, vanpool, or walk to work.

4. Process receipts, verify, and reimburse (for reimbursement program):

If an employee pays for the emergency ride home out-of-pocket, he or she will need to request a receipt for reimbursement. The receipt should show fare paid, the taxi number, the driver’s name and mileage. The program administrator can verify the employee’s emergency with their supervisor and process the reimbursement. 

03

**OUTREACH &
AWARENESS**



► Posting Information

Keeping your employees informed on a regular basis

Providing basic information is one of the simplest and yet most essential actions you can take to help your commuters.

Become a champion for sustainable travel options! With your encouragement, subsidies and flexibility options, your employees or tenants will be empowered to make choices that work best for their health and pocketbooks.

Following are examples of how to help people learn about using various commute modes, as well as how to raise awareness of the viability of using these modes for commuting to your worksite.



Did you know...

In a 2014 voluntary survey, 43% of responding Bellevue workers and residents indicated that they heard about Choose Your Way Bellevue programs and services through their employer or school.*

- **Commuter information boards:** Posting information in a visible, high-traffic area of your worksite is a traditional way of sharing important transportation information, transit schedules, program updates, and other resources with your employees.
- **Electronic resources for employees:** Posting program information online and sharing updates through email are basic yet effective ways to raise awareness. Employers can integrate any updates into existing newsletters or online employee communication hubs. If nothing else, posting a link to ChooseYourWayBellevue.org will encourage employees to think twice about their options.
- **New employee orientation:** Engaging with new employees is critical to sustaining commuter transportation programs. Create a transportation benefits guide for new employees to help them prepare for their daily commute. Typically, new employees are more open to trying alternatives to driving alone than longstanding employees who developed their commute habits over time.
- **Traffic notifications:** Keeping employees informed means providing traffic notifications for their commutes. An administrator or the employee transportation coordinator should subscribe to and share transit agency and traffic alert systems to stay ahead of the news.

*Source: 2014 Community Input Online Voluntary Survey Results located at ChooseYourWayBellevue.org/about-plans-activities under the heading *Research*.

► Customized Commute Plans

Making changes easy for employees

Planning a new commute method can be challenging and intimidating. Choose Your Way Bellevue can help—with our custom commute planning service! This service reduces anxiety by helping individuals optimize their commute depending on their particular needs, schedules, preferences, and available commute modes. Depending on a variety of factors, employees might prioritize the following:

- Safest trip
- Shortest trip duration
- Shortest walking distance
- Trip start and end times
- Trip cost

To receive assistance, any Bellevue employee or resident can simply click the [Commute Inquiry](#) button on the home page of [ChooseYourWayBellevue.org](#). Employers and property managers need only promote this resource at the worksite, especially for new employees who are considering changing their commute mode.

More custom commute planning resources

There are a number of smart phone applications and digital resources to assist in commute planning on the fly:

[Google Maps – Transit](#) or [King County Metro Trip Planner](#):

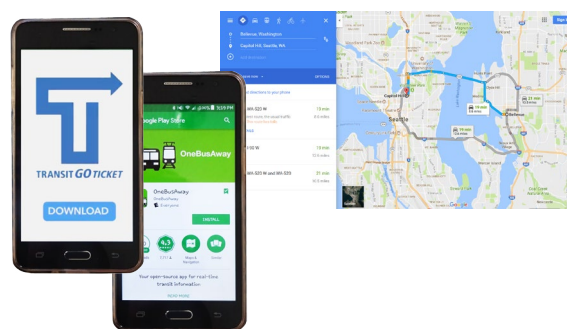
Plan your route, estimate your transit fare, and get live traffic updates from your phone. Google Maps also provides trip plans for walking and biking.

[Transit Go Ticket](#): Purchase and redeem transit passes on your smartphone device.

[One Bus Away](#): Real time bus arrivals and departures at your fingertips.

City of Bellevue Bike Map: Use this map, located on the [ChooseYourWayBellevue.org/bike](#) page, to locate bike facilities and roadway characteristics.

Additional apps and technology tools are described on the “Apps & Technology” page of [ChooseYourWayBellevue.org](#).



► Promoting Local and Statewide Campaigns

The City of Bellevue, King County Metro and Washington State conduct various campaigns that promote non-drive-alone modes. These campaigns are a great chance to build support and energy around your commute trip reduction program and tap into public resources at your worksite.

- **Bike Month** – Month of May
- **Ride Transit Month** – Month of June
- **Wheel Options** – Various times


► Transportation Fairs

One of the best ways to introduce your employees to a new program element is to host a transportation fair. A fair can be as simple as talking with people and sharing information at a table, over a lunch hour in a common meeting place. Or, it can be as big as a lobby “bash” in which you invite transportation service vendors to attend, provide a catered lunch and hold a drawing for a compelling prize.

To help you put on your event, each employer can receive periodic coordination assistance from Choose Your Way Bellevue, depending on staff availability. Employer event assistance will be organized on a first-come, first-served basis. If staff isn’t available for your event, Choose Your Way Bellevue can provide recommendations for current vendors and transit agency representatives in the area. (Property managers may be eligible to receive event coordination assistance from Choose Your Way Bellevue on a case-by-case basis.)

The following tips can help your transportation fair be successful:

- If budget allows, provide food! Your colleagues will be more interested in attending if you provide food and beverages.
- Hold a drawing for a grand prize—a new tablet, bike helmet, lunch with the boss, or paid vacation day. Anyone who participates in your program, agrees to try transit or stops by the table can be entered to win!
- Create a “call to action” for your event—a challenge, sign-up form, or pledge to try a new commute mode—so employees are encouraged to start something new after the event.
- Encourage as many vendors to come as possible—the more, the merrier.
- Contact Choose Your Way Bellevue staff for transit and rideshare materials, bike maps, downtown pedestrian guides and more; our team will be happy to set up your team for success.

For companies new to Bellevue or relocating a worksite, Choose Your Way Bellevue is with you every step of the way. Our team can meet with your employees before the move to provide on-site custom commute planning assistance, coordinate and host a transportation fair upon move-in and tailor transit or other materials to your business location, as staff time allows. If your company is moving, contact Choose Your Way Bellevue staff for a pre-move consultation. There may also be a limited number of starter ORCA cards available to encourage your employees to try transit. 



Appendix A: Useful Links

The following are links to additional resources that may be helpful in developing your program:

[Association for Commuter Transportation \(ACT\)](#) – An international trade association and leading advocate for commuter transportation and “transportation demand management” (TDM).

[Best Workplaces for Commuters](#) – An innovative membership program that provides qualified employers with national recognition and an elite designation for offering outstanding commuter benefits.

[Cascade Bicycle Club](#) – The nation’s largest statewide bicycle organization, is powered by 17,000 members and serves bike riders of all ages and abilities throughout the Puget Sound region and across Washington state.

[City of Bellevue Transportation Demand Management Program](#)

[King County Jobs Access Reverse Commute Transportation Program](#)

[King County Metro Employer Commute Services](#) – Support for Commute Trip Reduction-affected employers in Bellevue.

[ORCA Business Options](#) – Learn more about employer transit pass programs.

[Tax Benefits](#) – Learn about state and federal tax benefits that are available to your company for offering non-drive-alone commute options to your employees.

[TransManage](#) – A service of the Bellevue Downtown Association, Bellevue’s local transportation management association and the expert consultant and program support staff behind all Choose Your Way Bellevue programs. If you are seeking ongoing program management TransManage can provide assistance for a fee.

[Washington Bikes](#) – An advocacy organization for bicyclists and a more bicycle-friendly Washington.

[Washington State Department of Transportation](#)

[Washington State Ridesharing Organization \(WSRO\)](#) – An organization of professionals in Washington state whose mission is to encourage policy makers, employers and commuters to support the use of transportation alternatives to driving alone.

[WorkSmart](#) – A King County program that provides assistance in developing workplace strategies to help companies increase employee productivity, improve business continuity and contribute to environmental sustainability through telework and alternative work options.

Remember: Choose Your Way Bellevue staff can help you get started with your commute program. Contact us at 425-990-3097; info@cywb.org; or ChooseYourWayBellevue.org.

Appendix B: Resource Documents

Worksite & Facilities



Assessment Checklist

This assessment evaluates the physical characteristics of a building or work area to gauge the potential for each commute program strategy. It also provides the information needed for possible improvements to the worksite. Here are the key factors a company will need to look at:

Assessment	Use
Parking - An inventory of how many spaces and what types (employee, visitor, carpool, etc.), how much they cost to lease or maintain, and an analysis of how the availability meets the need for parking	<ul style="list-style-type: none">• Identifying cost of current condition• Planning for preferential parking• Evaluating the potential for a parking cash-out program
Transit Routes* - A complete listing of transit routes divided by the nearest stop's distance from the worksite in four categories: < 1/4 mile, 1/4 mile, 1/2 mile, 1 mile	<ul style="list-style-type: none">• Helping employees examine the feasibility of taking the bus to work
Bike/Walking Accessibility and Facilities* - A list of what (if any) facilities are available for bicycles/walkers, such as sidewalks, bike lanes, bike racks, lockers and showers	<ul style="list-style-type: none">• Helping employees examine the feasibility of biking or walking to work• Planning for facility improvements to encourage these modes
On-Site Facilities/Services - A list of amenities for employees like cafeterias and childcare services	<ul style="list-style-type: none">• Determining the feasibility of some employees participating in a commute program

* The Choose Your Way Bellevue program has tools to help you assess these elements.

A sample Worksite & Facilities Assessment Checklist form is provided below.

If your company or building is interested in conducting a worksite and facilities assessment, contact a Choose Your Way Bellevue employer representative for assistance.

Sample Worksite & Facilities Assessment Checklist

Name of Company/Worksite: _____

Person conducting worksite analysis: _____

Date analysis was conducted: _____

Worksite Location:

Address: _____

Worksite/Building Description:

Buildings at Worksite: _____

Approximate Acreage: _____

Managing Company (if applicable): _____

Parking Availability:

Total # of on-site spaces: _____

Company leased/owned off-site spaces: _____

Other available off-street spaces: _____

Cost per parking space, for leases: _____

Preferential parking spaces for:

Carpool (# of spaces) _____

Vanpool (# of spaces) _____

Do you charge for employees to park?

Yes____ No____ \$ _____/emp./mo.

Is there an abundance of free parking nearby?

Yes____ No____

Do you provide cash subsidies for employee parking?

Yes____ No____ \$ _____/emp./mo.

Freeway and Street Access:

Closest Freeways:

1) _____ Off-ramp #: _____ Distance from worksite: _____

2) _____ Off-ramp #: _____ Distance from worksite: _____

Major Arterials:

North-south: 1) _____ 2) _____

East-west: 1) _____ 2) _____

Transit Access:

Routes Serving Area:

Bus #: _____ Origin/Destination: _____ Frequency: _____

Bus #: _____ Origin/Destination: _____ Frequency: _____

Bus #: _____ Origin/Destination: _____ Frequency: _____

Bus #: _____ Origin/Destination: _____ Frequency: _____

Bus #: _____ Origin/Destination: _____ Frequency: _____

Bus #: _____ Origin/Destination: _____ Frequency: _____

Bicycle Facilities:

Check whether available or not available at the worksite:

	Available	Not Available	Amount	Capacity
1) Bicycle racks	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____
2) Clothes lockers	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____
3) Showers for cyclists	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____
4) Bicycle path/lanes to site	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____

Pedestrian Access:

Describe pedestrian access to the worksite:

Please describe any additional site characteristics that are relevant to developing a commute program strategy (e.g. sidewalks, lighting, traffic, safety, crosswalks, signals, on-site amenities):

Commute Program Budget Worksheet



Use the worksheet below as a guide to create an effective commute program for your employees. Check the program options that interest you, calculate the total costs and contact a Choose Your Way Bellevue representative to get started.

PROGRAMS AND OPTIONS

OF UNITS

COST PER UNIT

TOTAL

COMMUTE ADVANTAGE TOOLS

	Employee Transportation Event		\$*	\$*
	Employee Transportation Survey		FREE	FREE
	Employer Administrative Access to Rideshare Online		FREE	FREE
	Subtotal			\$

TRANSIT

	Transit Pass		Estimate Req.	\$
	ORCA Business Passport (5 to 499 employees) Annual discounted pass includes 100% fare for all transit, rail, vanpool, vanshare; home-free guarantee program			
	ORCA Business Passport (500 or more employees) Annual discounted pass includes 100% fare for transit and rail. Option for vanpool and vanshare fare & home-free guarantee program			
	ORCA Business Choice Monthly passes at retail prices for bus, train, ferry & Metro vanpool			
	Subtotal			\$

CARPOOL

	Monthly Carpool Incentive (choose amount per employee)		\$	\$
	Ridematching Assistance		FREE	FREE
	Subtotal			\$

VANPOOL

	Monthly Vanpool Subsidy (choose amount per employee)		\$	\$
	Monthly VanShare Subsidy (choose amount per employee)		\$	\$
	Ridematching Assistance		FREE	FREE
	Emergency Ride Home Program		\$**	\$**
	Subtotal			\$

BIKE/WALK

	Bike/Walk Incentive (choose amount per employee)		\$	\$
	Bike Parking (racks, lockers, fencing)		Estimate Req.	\$
	Subtotal			\$

DESIGN MY OWN PROGRAM

			\$	\$
			\$	\$
	Subtotal			\$

TOTAL PROGRAM BUDGET

			\$	
--	--	--	----	--

* Limited event services may be available for free; contact Choose Your Way Bellevue for more information.

** May be included in vanpool fare; contact Choose Your Way Bellevue for more information.



For more information, contact a Choose Your Way Bellevue representative at 425-990-3097 or info@cywb.org.

Sample Employee



Commute Survey

To properly assess how employees travel to and from work, and what commute program elements will work best at their company, an employer should have employees complete a transportation survey. The purpose of the survey is to assess:

- How employees travel to and from work
- How long and far their commutes are
- What they know about their commute alternatives
- What the benefits are of their current commute mode and the possible benefits of an alternative commute mode
- What alternatives they might consider
- What incentives/subsidies they might find valuable
- What concerns/questions they have about using commute alternatives

A sample survey is provided below. The survey is a useful tool for identifying the most effective commute program for your company and the possible challenges you may face when promoting alternative commute modes. Additionally, the survey can act as a baseline - a starting point from which to base future program evaluations with additional surveys or participation tracking.

This sample survey can be easily adapted into an electronic survey. If your company is interested in this option, contact a Choose Your Way Bellevue representative for assistance.

Sample Commute Survey

Name: _____ Email: _____

Home Address: _____

City, State: _____ Zip: _____

1) What is your typical work schedule?

Arrive:

Monday _____

Tuesday _____

Wednesday _____

Thursday _____

Friday _____

Saturday _____

Sunday _____

Depart:

Monday _____

Tuesday _____

Wednesday _____

Thursday _____

Friday _____

Saturday _____

Sunday _____

2) How did you usually get to work LAST WEEK? If you usually used more than one method of transportation during the trip, mark the box of the one used for most of the distance.

- ☐ Drive Alone
- ☐ Bus
- ☐ Train
- ☐ Light Rail
- ☐ Bicycle
- ☐ Carpool (# of members ____)
- ☐ Vanpool (# of members ____)
- ☐ Walking
- ☐ Other: _____

3) Do you pick up or drop off children/family members on your commute?

Yes _____ No _____

4) What alternative commute modes, besides driving alone, would most appeal to you? (Choose all that apply)

- ☐ Drive Alone
- ☐ Bus
- ☐ Train
- ☐ Light Rail
- ☐ Bicycle
- ☐ Carpool
- ☐ Vanpool
- ☐ Walking
- ☐ Other: _____
- ☐ None

5) If you normally use an alternative commute mode, what motivates you to do so? (Choose up to 3)

- | | |
|--|---|
| <input type="checkbox"/> Cost savings | <input type="checkbox"/> Save wear and tear on personal vehicle |
| <input type="checkbox"/> Stress reduction | <input type="checkbox"/> Subsidy from employer |
| <input type="checkbox"/> Time savings | <input type="checkbox"/> Other cash incentives or tax savings |
| <input type="checkbox"/> Convenience | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Improve air quality/environmental reasons | |

6) If you normally drive alone to work, what are your main reasons for driving alone? (Choose up to 3)

- ☐ Need car at work for company
- ☐ No reasonable transit option
- ☐ Poor bicycle and pedestrian access
- ☐ Need car at work for personal use
- ☐ Don't have anyone to ride with
- ☐ Parking is free or inexpensive
- ☐ Cannot get home in an emergency
- ☐ Need car to run errands
- ☐ Don't like to depend on others
- ☐ Need to transport my children
- ☐ Prefer to drive my own car
- ☐ Other: _____

7) What would encourage you to use an alternative commute mode to driving alone? (Choose up to 3)

- | | |
|--|---|
| <input type="checkbox"/> Company subsidy for transit | <input type="checkbox"/> Help finding a carpool/vanpool partner |
| <input type="checkbox"/> Company subsidy for vanpool | <input type="checkbox"/> More flexible work hours |
| <input type="checkbox"/> Company subsidy for bike/walk | <input type="checkbox"/> Ride home in case of emergency |
| <input type="checkbox"/> Lower parking rates for carpools | <input type="checkbox"/> Prizes, drawings, contests |
| <input type="checkbox"/> Reserved parking close to building for carpools | <input type="checkbox"/> Occasional free park days |
| <input type="checkbox"/> Help finding a transit or bike route | <input type="checkbox"/> Other: _____ |
| | <input type="checkbox"/> None |

Additional Comments:

