



## Employer Commuter Incentive Program

Choose Your Way Bellevue (CYWB) wants to get your workplace moving! The Choose Your Way Bellevue employer incentive program encourages non-drive-alone commuting, such as transit, carpooling, biking, walking, vanpooling and telework. We're offering incentives to employers that participate in our RideshareOnline.com trip logging incentive program.

### What is the employer commuter incentive program?

\$25 gift card Incentives are purchased by CYWB and distributed directly to the employer to reward their employees for non-drive-alone commuting (at no cost to the employer).

### How does the program work?

CYWB staff will set up your employer network in RideshareOnline.com and provide promotional messaging for you to distribute to your employees. Once the employees are signed up, they can log their non-drive-alone trips in the online calendar and search for rideshares. CYWB will provide your company with incentives for up to four drawings. You can choose to promote the drawings either monthly or quarterly.

### That sounds great! How do we participate?

It's simple - follow these easy steps:

- Step 1:** Complete, sign and return the [one-page application](#) form to Choose Your Way Bellevue staff. You will be notified shortly thereafter of your acceptance into the program.
- Step 2:** Once approved, Choose Your Way Bellevue staff will set up your employer network and meet with you to provide a brief training and a "how-to" sheet on administering the incentive and choosing the winners. The promotion will then be visible to your employees under "Rewards" on their RideshareOnline.com accounts.
- Step 3:** Promote the incentive to your employees and encourage them to switch to (or continue use of) alternatives to driving alone, and log their commutes on RideshareOnline.com. Use your company email, commuter board, and other internal marketing opportunities to let employees know about the promotion.
- Step 4:** Employees use alternatives to driving each month and log trips on their commute calendars.
- Step 5:** At the end of the month or quarter, run a report on RideshareOnline.com to see how many employees took an alternative trip (remember CYWB staff is here to help). Randomly select a winner who took a minimum of 12 alternative trips last quarter. (Pulling this report should take about 5 minutes).
- Step 6:** Send the list of winners to CYWB staff and we will arrange for pickup/delivery of your gift cards.
- Final Step:** Give the winners their rewards and thank them for making a difference in our community (perhaps a shout out at a staff meeting or company news update!)

### Incentive Amounts:

The number of employees commuting to the worksite will determine incentive eligibility.

- 5-30 employees: 2 per quarter
- 31-90 employees: 2-6 incentive per quarter (1 for every 15 employees commuting to the worksite, up to 6 max)
- 91-150 employees: 6-10 incentive per quarter (1 for every 15 employees commuting to the worksite, up to 10 max)
- 151+ employees: 10-12 incentives per quarter (1 for every 15 employees commuting to the worksite, up to 12 max)