Mission: To work directly with employers and employees to enhance economic opportunity, improve health and foster a livable community via transportation options.
Recap

- Identify your networks
- Spur competition
- Share feedback
- Remove barriers
- Introduce incentives (and disincentives)
- Create a plan for implementation
BUT MARKETING CAN ONLY BE EFFECTIVE IF SAFE, CONVENIENT TRAVEL OPTIONS ARE ACCESSIBLE.
Our Competition:
Our Competition:
What infrastructure improvements can promote travel options?
I don’t feel safe biking.

Transit takes too long.

There are no showers at my workplace. I don’t want to show up to work sweaty.

I need access to a car during the day for meetings and/or errands.

I have to pick my kids up after work.

What if I have an emergency?

I already own a car, it seems silly to pay for a transit pass or a vanpool.

My office is about a mile and a half from the closest transit stop.
End of trip facilities

- Secure, covered bike parking
- Lockers and showers
- Preferential carpool parking

There are no showers at my workplace. I don’t want to show up to work sweaty.
On site access to car (or bike!)

- Zipcar
- Uber/Lyft
- Car2Go
- Fleet cars
- Fleet bikes/bike share
- Provide amenities onsite
Emergency Ride Home Programs

- TriMet ERH program
- Uber/Lyft
Subsidized Transit

- Transit pass programs
  - Universal pass
  - Annual or monthly pass
  - Pre-tax payroll deduction
  - (comes with ERH program)

- Vanpool
  - Cost savings with longer commutes

- Rideshare
  - Free (share cost of gas) through organically formed carpools or DriveLessConnect
  - LyftLine service coming soon?

I already own a car, it seems silly to pay for a transit pass or a vanpool.
<table>
<thead>
<tr>
<th>Example of savings with pre-tax payroll deductions</th>
<th>Employee</th>
<th>Employer</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Adult 1-Month Passes</td>
<td>$1,200.00</td>
<td>0</td>
</tr>
<tr>
<td>Approximate federal tax savings (15%)</td>
<td>($180.00)</td>
<td>0</td>
</tr>
<tr>
<td>Approximate FICA savings (7.65%)</td>
<td>($91.80)</td>
<td>($91.80)</td>
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<tr>
<td>Approximate unemployment tax savings (3.3% average)</td>
<td>0</td>
<td>($39.60)</td>
</tr>
<tr>
<td>Approximate state tax savings (9%)</td>
<td>($108.00)</td>
<td>0</td>
</tr>
<tr>
<td>Total savings with pre-tax deductions</td>
<td>($379.80)</td>
<td>($131.40)</td>
</tr>
</tbody>
</table>
Last Mile Connections

- Bike share
- Shuttles
  - Public and private
- Taxi service
- Lyft/Uber
Cargo Bikes and SRTS

I have to pick my kids up after work.
Work with public agencies to improve road safety and transit access.
Other things you can do

- Transit screens and/or customized transit tracker links
- Challenges and competitions
- Cash back/rewards program
- Tie to health benefits
- Umbrellas
- Partner with neighbors
- EV charging stations
- Telecommute or flex scheduling
- Transportation options kiosks
Other things you can do

- Host commuter clinics
- Bring mobile mechanics on site for tune-ups, repairs, bike fitting
- Assist with route planning
- Have a designated person at your worksite who is in charge of employee transportation options
- Education/awareness/marketing
- Make it a part of corporate culture
  - Establish worksite wellness policies
  - Create a green team
  - Find internal champions
  - Casual dress code when appropriate
  - Group rides
Case Study- Vernier Software and Technology

- **Bikes**
  - Indoor bike storage, and outdoor bike rack
  - Showers and lockers
  - Bike pump and bike tools
  - Dedicated bike and helmet available for use
  - Bike Commute Challenge participants

- **Transit**
  - Universal Pass program
  - Green Team

- **Carshare**
  - Two hours of Zipcar use per month for personal use

- **Monthly commuter challenge and fitness challenge**

- **Green Team**

- **Priority parking for carpools and Evs**

- **Electric charging station**

- **Transit tracker screen**

- **Company founders commute to work via transit**
THANK YOU.

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