



MBEP's Transportation Initiative Goals

- 1 Promote the MBEP Mobility Platform to foment increased "smart commuting" participation amongst our members' employees
- 2 Advocate for transportation policies and funding, including improved bike infrastructure
- 3 Continue to encourage our members and partners to think outside the box and bring new technology and policy experimentation to the region

The 4 R's of Commuting

We need to do a better job of eliminating single driver car trips, and get our region's workers to rethink the way we commute. We believe that by harnessing the power of our MBEP member network, we can reduce, re-time, re-route and re-mode our travel around the region. Utilizing the varied components of MBEP's Mobility Platform we can re-think how we move around the region.

RE-MODE:

- Promote ridesharing and provide preferential parking
- Offer free/discounted transit
- Offer incentives to bike, walk, carpool or take transit
- Provide secure bike parking, showers and lockers

RE-TIME:

- Stagger workday shifts earlier or later
- Offer flexible time

REDUCE:

- Compress work week schedules (e.g. 4 days at 10-days)
- Encourage web- and video-conferences tools
- Offer teleworking

RE-ROUTE:

- Plan commute routes & times to avoid traffic hotspots, major construction zones
- Provide timely communications to employees about event traffic hotspots

What You Can Do

- 1 Workshops and 1:1 assessments** will to be offered to MBEP members to identify ways to implement improvements and increase employee commute options. More news soon on how to sign up.
- 2 Provide Creative Employer-Funded Incentives:** Encourage employers to provide financial incentives to their employees who don't drive to work alone. There are many examples of employers who pay employees a few dollars every day if they don't drive alone to work, and in turn, employees who drive alone are assessed a fee.
- 3 Encourage Deployment of One Regional "Smart Commuting" Platform:** Existing commuter programs are more effective when they share users and work together on one platform rather than competing amongst themselves which results in less users.
- 4 Pledge to take action!** Go to the MBEP Action Center (mbep.biz/action-center) and pledge to re-think your commute today!