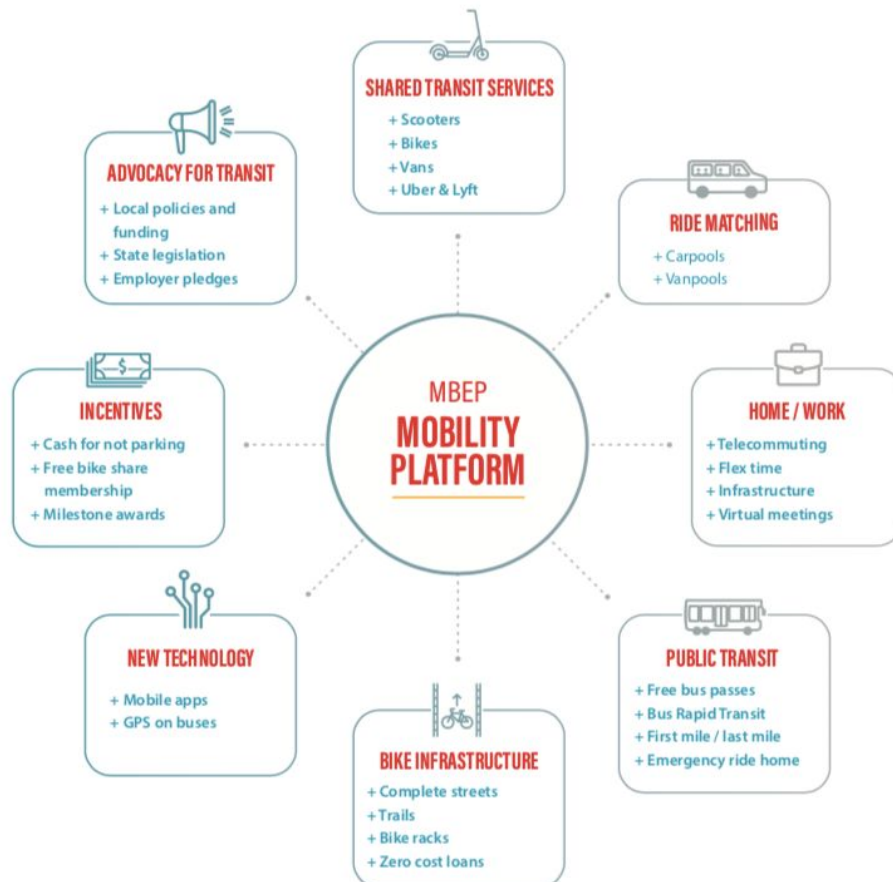


Commuter Program Employee Orientation and Training

For Employers

Offering commute and transit fringe benefits and encouraging smart commuting is a great way to retain and attract new employees. Have you thought about wanting to provide these benefits but unsure how to do so and/or are looking for solutions to improve in these areas? Do you need to reduce the demand on parking and improve productivity and satisfaction? Do you want to help our region in the reduction of environmental impact due to commuting? 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 rethink how we move around the region.



This toolkit is designed to help Monterey Bay Region employers develop, implement, and enhance transportation option programs for commuters at their worksites. This toolkit includes information on:

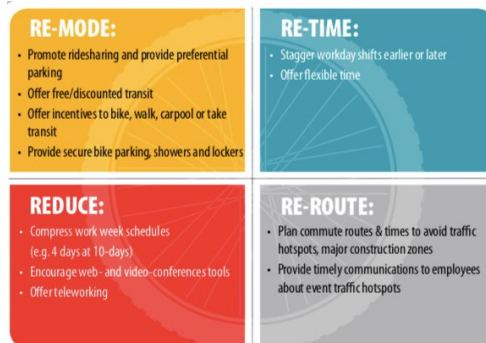
- Why to consider offering a commuter program
- What steps to take when building an employee commute program
- What commute benefits should be considered
- How to engage with employees around the program, including marketing and implementation
- What resources are available to your organization as you move through this process

Why should your organization provide an employee commute program?

Regardless of the role in an organization, commute benefits provide a valuable tool in improving and increasing employee commute options.

- Reduce the number of cars on the road by working remotely and shopping locally
- Re-mode your transportation by carpooling, biking, or taking the bus
- Re-time your work by flexing hours and scheduling meetings during off-peak hours
- Re-route commutes to avoid traffic hotspots and plan accordingly

The 4 R's of Commuting:



Employee retention and recruitment

A positive and motivated employee is important to an organization's success. A negative commute experience can drive interest away from employee retention and recruitment.

Employee productivity and satisfaction

Happier employees are more productive when they don't have to fight traffic and can create a better balance of work and life. Providing tools to better an employees commute improves morale

and camaraderie. These benefits will also increase the health of the employees by minimizing stress.

Contributions to a Healthy Environment

Providing alternative modes of transportation and encouraging employees to eliminate single driver commuting contributes to both the local and global environment. It also helps encourage a healthy lifestyle when promoting bike, walk and/or other active modes of transportation.

Local and State Legislation

California state law requires certain employers who provide subsidized parking for their employees to offer a cash allowance in lieu of a parking space, called the parking cash-out program (Assembly Bill 2109, Katz; Chapter 554, Statutes of 1992).¹ Local jurisdictions may have additional requirements for employers.

Steps in Designing a Commute Program

- Engage member/employer experts who can influence or make decisions with regard to employee transportation programs to improve recruitment and retention.
- Support implementation of TDM solutions based on needs
- Educate employers/members about benefits and what’s available today
- Generate excitement through incentivizing w/gamification and recognition
- **Get 20% of members actively supporting TDM and MBEP’s Mobility Platform to increase “smart commuting”**

What commute fringe benefits should I be considering?

Program	Description	Tools
Pre-tax commuter benefits	Employers may give their employees up to \$265/month for transit vouchers, commuter highway vehicle fares and/or commuter parking fees. Employers may allow employees to use up to \$265 per month in pre-tax income to pay for transit vouchers, commuter highway vehicle fares and/or parking fees.	Go831: http://www.go831.org/ Cruz 511: https://cruz511.org/
Parking Cash-Out	Incentivize the use of alternative commute modes but providing cash in lieu of subsidized parking. Offers the option to accept taxable cash income instead of a free or subsidized parking space at work.	California Air Resource Board: https://www.arb.ca.gov/planning/tsaq/cashout/cashout.htm

¹ https://www.arb.ca.gov/planning/tsaq/cashout/cashout_guide_0809.pdf

Emergency Ride Home	Provide sustainable commuters a free or reduced cost emergency ride home from work.	Ecology Action: https://transms.ecoact.org/emergency-ride-home/
Preferred parking for carpool/vanpool	Offer preferred parking spots for those who carpool and/or for a vanpool vehicle.	Landlord approval
Bike Safety Classes	These classes provide information on bike safety and confidence for employees. This is also a great way to introduce other bike commuters in the organization.	Ecology Action: https://ecoactbike.org/resources/safety-tips/
Flexible work schedule	Work policies that allow for a compressed work week, telecommuting and/or flexible schedule.	
Public Transit Subsidies	Monthly or annual transit passes for local public transit.	
Vanpool	Vanpool programs require 7 employees or more who live near each other riding to working together in a leased van which is maintained by an outside vendor.	CalVans: https://calvans.org/
Onsite/City Bike Share	Allows employees to quickly travel from transit stop and make short trips nearby. Employers may consider covering costs to use bike share. Minimizes requirements for bike parking onsite as most bike shares are now dockless and/or there are locations provided around town.	Jump Santa Cruz: https://jump.com/cities/santa-cruz/

How do I engage my employees in becoming a Smart Commuter?

Tools	Description
Flyers/Posters	Go831, Cruz511, Ecology Action Emergency Ride Home, Bus Pass/Discounts, VanPool
Emails	Provide company/business wide information and updates on commute programs
App/Intranet	Track commute behavior and facilitate contests, raffles and prizes. Store commute program information and program updates.
Program Champions	Identify experts who can influence or make decisions with regard to employee transportation programs to improve recruitment and retention.

Commute/Health Fair	Tabeling event at the worksite during work hours encourages the use of commute programs, introduction to tools and program updates. This is a great time to get employees to sign up!
Annual Survey	An annual survey will allow visibility to what is working, what may not be working and where improvements can be made. Providing updates on the results generates meaningful feedback. MBEP has created a survey that can be customized based on past surveys and best practices.

What resources are available to help me implement a commute program?

Tools	Description
Cruz511	Traveler information for Santa Cruz County
GO831	The one-stop source for all your commuting needs in Monterey County
San Benito County RideShare	Your gateway to commute choices in San Benito County
Ecology Action	Sustainable transportation programs for California
CalVans	CalVans is an easy way to promote ride-sharing among your employees
MST	Monterey-Salinas Transit provides bus service to the greater Monterey and Salinas areas as far south as Templeton and Big Sur and as far north as Santa Cruz and San Jose
Metro	Santa Cruz Transit serves the cities of Santa Cruz, Capitola, Watsonville, and Scotts Valley, as well as the unincorporated areas of Aptos, Soquel, Live Oak, Bonny Doon, Davenport, and the San Lorenzo Valley in the Santa Cruz Mountains