



How to: WIN MANAGEMENT SUPPORT FOR COMMUTE ALTERNATIVES

Management support is vital to the success of your commute alternatives program. You can actively engage your managers and obtain their support by helping them understand both the benefits of the program and the importance of their continuous commitment.

Getting Started

Begin by evaluating the overall benefits and specific reasons for adopting a company commute alternatives program. It is important to propose ideas and provide benefits that reflect your organization's culture, as well as the needs of its employees. You can tailor your program to fit your company by first analyzing your company's values, and then conducting a survey to identify employee needs.

In analyzing your company's requirements, it is important to determine whether or not your firm has any specific key business philosophies that can be used to encourage support for your program. For example, is the company a health-minded organization? Is it actively involved in the community? Does your company have concerns about certain environmental issues?



Determine what other needs and issues need to be addressed such as parking problems, budget requirements, proposed staffing, and the time required to manage the program. Also address management expectations and any local management compliance issues that may arise. Then research and gather other data and/or statistics that can be used to

support program ideas such as how the length of employees' commutes impacts their productivity. After completing the analysis, employee transportation survey and any related research, you can prepare a written plan to use in presentations to management staff.

Presentations to Management

When presenting your plan and recommendations to management, whether individually or as a group, it is important to keep these tips in mind:

- State the objectives clearly
- Provide proposed implementation tasks and dates
- Be specific about any costs or savings that may be involved
- Outline any policy changes that might be required
- Provide a plan for any staff time necessary for program oversight
- Discuss any local ordinances or legislation that may be relevant
- Cite other companies with similar programs
- Present the results of the employee transportation survey
- Be prepared to address any potential concerns before they arise
- Request input and suggestions
- Ask for commitment and support

During your presentations, you can also provide management with specific examples of the overall benefits of the program including:

Benefits to Management

- Reduction in absenteeism
- Increased productivity
- Increased punctuality

Benefits to the Organization

- Reduced turnover
- Enhanced corporate image
- Improved morale and productivity
- Cost savings through implementation of Commuter Choice Tax Benefits
- Cost savings for parking (if applicable)
- Reduced greenhouse gas emissions

Benefits to the Employees

- Tax savings
- Cost savings
- Time savings
- Reduced stress

Benefits to the Community

- Traffic mitigation
- Improved mobility
- Better air quality
- Healthier lifestyle

Program Implementation

Once you have secured management support for your company's commute alternatives program, ask managers to participate in the program's implementation by sharing the benefits of the program with their employees, and by asking them to encourage employees to use an alternative mode of transportation whenever possible.

511 OFFERS FREE SERVICES AND TOOLS FOR EMPLOYERS

Want to help your employees find more efficient and economical ways to get to work? 511 offers a variety of services and tools to help you assemble a successful Transportation Demand Management (TDM) program at your worksite. This service is provided at no cost to your organization by the Metropolitan Transportation Commission. Services include:

ONLINE RIDEMATCHING

With just a few clicks on 511.org, the RideMatch Service instantly matches your employees with other people making a similar commute.

VANPOOL FORMATION AND SUPPORT

Vanpooling may be an option at your worksite, and we can help you set up vanpools from start to finish.

COMMUTE INCENTIVES

Employees who use commute alternatives to driving alone can benefit from a variety of incentives, including commuter tax breaks, free bridge tolls, carpool lanes and other financial incentives.

WORK SITE EVENTS

511's representatives will participate in select events to promote carpooling and vanpooling at your worksite.