

## Employee Commute Program

### *Tips for Promotion*

- ◇ **Find employee champions** and leaders to help promote your program. Establish a list of employees who already use alternative modes and show employees that their coworkers have already had success using different modes of transportation. An employee committee can help raise awareness, answer questions, and develop marketing material and promotions.
- ◇ **Communicate often.** Send periodic email reminders about your program. People's schedules and commutes change. Re-send information once a month to remind employees about the benefits of the program.
- ◇ **Seek the leadership of the owner or CEO** of your company and ask them to walk or ride a bicycle to work and say a few words about alternative transportation. It will show employees that the whole company is committed to changing the way it commutes.
- ◇ **Hold periodic drawings/raffles** for employees using alternate modes. This creates publicity for your program. Offer anyone who is carpooling, vanpooling, walking, biking or riding transit a free raffle ticket for prizes plus a spotlight in the company newsletter.
- ◇ **Include commute information in new-hire orientation** packets, and follow up with an e-mail after a new employee starts work. Employees are starting a new commute pattern when beginning a new job, so this is a great time to encourage them to try a new mode.
- ◇ **Emphasize the financial incentives or disincentives** as well as special programs or amenities (such as a vanpool or showers and lockers for bicyclists).
- ◇ **Individualize your program.** Involve employees in the promotion of your program by highlighting personal commute stories. Help employees find carpool and vanpool partners that live near them and locate nearby Park & Ride lots.
- ◇ **Host a commuter fair** for your employees, or include transportation resources at existing health and benefits fairs. Invite transit agencies, bicycle organizations and shops, vanpool companies and others to serve as resources and answer questions employees may have about different commute options.
- ◇ **Be creative and make it fun.** Use light-hearted marketing campaigns and imaginative promotions to create buzz about your program.