

HOW TO ENCOURAGE COMMUTING CHOICES

Did you know that active commuting such as taking transit, walking or biking is associated with improved well-being, including lower stress, increased happiness and productivity?

There are ways – big and small – that employers can encourage active commuting. Promoting the Downtown C-pass is a great start. Eligible companies can offer unlimited access to COTA service for no cost to the employer or employee. Learn more at DowntownCpass.com.

Here are some other ideas:

Offer commuter resources and benefits.

- 1. Be thoughtful of what you incentivize.** Free employee parking creates an artificial demand for scarce downtown parking, drives up cost of parking for everyone else and leaves no space for clients.
- 2. Encourage daily parking.** If you control a block of parking spaces, sell space by the day and not month. Employees who purchase monthly parking contracts want to get the most for their money and use their parking every day. Employees who purchase parking by the day will be more inclined to use commuting alternatives.
- 3. Emergency Ride Home.** Work with your associates to make sure they are signed up for MORPC's Emergency Ride Home, to receive up to four free taxi rides in case of personal emergency, illness or unexpected overtime while at work.
- 4. Create corporate accounts or reimburse employees for alternative commuting services** such as COTA, CoGo Bike Share, Bird or Lime. This makes it easy for employees who use transit to get around downtown for work.
- 5. Assign premium parking spots** to employees that carpool or vanpool (one vanpool can free up 6 to 14 parking spaces) and help pay for their parking costs. MORPC subsidizes \$425 per Gohio Commute Vanpool.
- 6. Allow employees to telecommute** so that they can better utilize their time on their bus ride.
- 7. Provide bicycle parking** for employees and consider providing other end-of-trip facilities like showers, lockers and bicycle maintenance stations.
- 8. Meet with the Gohio Commute team at MORPC** to learn how to develop a commuter benefits package that aligns with your company's culture and goals.
- 9. Work with a commuter benefit provider** to create commuter benefits for your workplace.



Host a commuting fair for employees.

1. **Invite mobility providers** (COTA, CoGo Bike Share, MORPC Gohio Commute) to set up a booth and share info.
2. **Ask Yay Bikes! to host a short “rules of the road”** session for beginner cyclists and promote their Ride Buddy program.
3. **Host demonstrations** on using COTA, CoGo Bike Share, vanpooling, etc.

Get leadership involved.

1. **Enroll leadership** in the C-pass program.
2. **Invite staff on an outing using transit** – ride COTA to the Short North for lunch or coffee or ride a CoGo Bike Share to Huntington Park for a Clippers game.
3. **Coordinate a scavenger hunt** using the COTA bus, CoGo Bike Share or scooters.

Share information on commuting.

1. **Invite COTA's Travel Trainers to your offices** for a session that shows employees how easy it is to ride the bus.
2. **Share transportation options information** in new employee materials.
3. **Post information about commuter options** and the benefits of alternative commuting on company bulletin boards and/or intranet sites. COTA and its industry group, the American Public Transportation Association, are excellent resources on the economic and environmental benefits of using public transportation.
4. **Appoint an internal champion** who can help map out routes for associates, offer support and information to colleagues, and plan company activities around commuting options.

Make commuting fun.

1. **Participate in The Central Ohio Commuter Challenge** to compete with other downtown businesses. Learn more at www.makeyourmilesmatter.com
2. **Participate in Bike to Work Day.** This event takes place in May to promote bicycle commuting. The Columbus event is sponsored by the City of Columbus and Yay Bikes! and concludes at City Hall with free breakfast and coffee.
3. **Offer incentives** periodically to motivate employees to use alternative commuting options. Enter them into a raffle for a lunch or collect points for a paid day off. MORPC Gohio Commute has free rideshare management software that can manage your points program and raffles.

Key Contacts:

COGO BIKE SHARE: Tara Newmyer, Marketing Associate, tnewmyer@lyft.com

COTA: Sean Williams, Marketing Specialist, WilliamsS@cota.com

DOWNTOWN C-PASS: Kacey Brankamp, Program Director, kcbrankamp@sidservices.com or Michelle Chippas, Director of Engagement, mlchippas@sidservices.com

MORPC: Patty Olmsted, Senior Business Outreach Coordinator, palmsted@morpc.org

YAY BIKES: Heidi Coulter, Director of Community Outreach, heidi@yaybikes.com

i More questions? We're happy to help. Contact us at (614) 591-4184 or info@downtowncpass.com. Learn more at DowntownCpass.com.

