

CENTRAL OHIO'S
EMPLOYER TOOLKIT
A GUIDE TO COMMUTER BENEFITS



goohio
commute

Version 1.0

Last updated: March 2018

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SPECIAL THANKS



Gohio Commute is funded through grants administered by The Federal Highway Administration and the Ohio Department of Transportation. Our services are available across the state thanks to scaling work done by the Ohio Association of Regional Councils.

In accordance with requirements of the U.S. Department of Transportation, MORPC does not discriminate on the basis of age, race, color, national origin, gender, sexual orientation, familial status, ancestry, military status, religion or disability in programs, services or in employment. Information on non-discrimination and related MORPC policies and procedures is available at www.morpc.org under About MORPC/Policies.

INTRODUCTION

This toolkit is designed to help Central Ohio companies investigate, develop, and implement commuter programs that provide smarter commute options to their employees. It contains simple, easy-to-use resources to help you identify your needs, design a custom program, and roll it out to your employees.

ABOUT US

Gohio Commute, a program of the Mid-Ohio Regional Planning Commission (MORPC), is here to help your workplace develop an ideal commuter benefits package that coincides with your company's goals. We're a nonprofit funded by federal grants to help reduce road congestion and improve air quality within the Central Ohio region. We are partnering with Smart Columbus to help reach its ten percent Single Occupancy Vehicle (SOV) reduction goal.

Our mission is to develop innovative commuting programs and policies that guide people towards healthy, sustainable travel options. To accomplish this mission, we'll use the five core values of a smart commute and work directly with your organization to help develop and implement a commute benefit package that results in a positive outcome for both the employer and employees.

Wondering how can your organization can design and implement commuter benefits for your unique workplace? This toolkit will equip you with the tools you need to see success. If commuter benefits seem daunting or confusing, don't forget that Gohio Commute is here to help!

CREATING A SMART COMMUTE

Create a smarter commute for your employees by encouraging travel options that are:



Cost Effective



Productive Use of Time



Healthy



Community Oriented



Environmentally Friendly

CONTACT INFORMATION



Gohio Commute

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Visit the Gohio Commute Mobility Hub or use the above contact information for any general inquiries.



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Patty is the primary contact for employer consultations. Contact Patty directly for scheduling or to learn more about Gohio Commute's employer sub-network features.



Mid-Ohio Regional Planning Commission (MORPC)

www.morpc.org
info@morpc.org
614.228.2663

As the Metropolitan Planning Organization (MPO) for Central Ohio, MORPC is tasked by the federal government to allocate transportation funding throughout the region. As part of this responsibility, MORPC created the Gohio Commute programs to help mitigate congestion and improve air quality in Central Ohio.



Smart Columbus + Columbus Partnership

www.columbuspartnership.com
info@columbusregion.com
614.530.2917

Smart Columbus and the Columbus Partnership have joined forces to help improve and advance mobility options throughout the Columbus region. As part of their efforts, Smart Columbus is encouraging Columbus Partnership members to reduce drive-alone rates of their employees by 10% and has resources to help businesses achieve that goal.



Capital Crossroads Special Improvement District (CCSID)

www.downtowncolumbus.com
info@downtowncpass.com
614.228.5718

CCSID has a focus to help make downtown the cleanest, safest, and best place to live, work, and play in Central Ohio. As part of their mission, CCSID created and manages the Downtown C-pass transit program, which provides most downtown workers with unlimited access to COTA busses.



Enterprise Rideshare

www.enterpriserideshare.com

Enterprise Rideshare is Gohio Commute's contractor for gasoline vanpools.



Green Commuter

www.greencommuter.org

Green Commuter is Gohio Commute's contractor for electric vanpools and fleet sharing.

BENEFITS TO EMPLOYERS

Offering a robust assortment of commute benefits to your staff can help improve your organization's public image, recruitment efforts, and even your bottom line. Gohio Commute is here to help you develop commute benefits that are tailored to your unique needs and will help foster an environment that fairly values transportation choice. The table below highlights common benefits, associated policies, and programs that promote commute options at the workplace.

Human Resources

Expand and diversify your labor pool

Your employees have different values. By offering a variety of commuter benefits, your business will be attractive to a greater set of workers.

Increase employee retention and job satisfaction

Employees tend to be happier with their jobs if they don't have to fight traffic to get there. They are also less likely to switch jobs if other employers don't offer commuter choice benefits.

Increase employee productivity

Happier employees tend to be more productive. Commuter benefits also mean employees are less likely to be delayed by traffic or in a traffic-related accident.

Financial

Reduce parking-related costs

Commuting choices make it easier to use alternatives to single-occupancy driving to get to work, reducing parking demand for employers.

Reduce cost of employee recruiting & turnover

Many employers claim that commuter benefits are an outstanding tool for retaining talent, which means they can cut costs associated with recruiting and training new employees.

Reduce facility costs

Employers that offer teleworking as a core benefit can enjoy reduced facility costs because fewer employees will be working on-site.

Environmental

Reduce air pollution and climate change

Offering commuter benefits reduces the number of cars on the road, which reduces the amount of air and climate change pollution (CO₂) emitted by vehicles.

Reduce energy demand

Fewer cars on the road reduces the amount of gasoline needed for commuting.

Decrease traffic congestion

Commuter benefits encourage employees to use alternative methods to get to work, reducing traffic and improving air quality on your site and in your local community.

Communications/PR

Get positive recognition

Gohio Commute staff will work with your organization to help generate positive press coverage.

Improve your company image

Implementing commuter benefits shows that you are committed to helping your employees, your community, and the environment.

Be known as a sustainable business

Promoting your commute benefits may help attract like-minded customers and clients who value sustainability.

NOTE: Adapted from the Best Workplaces for Commuters program. To learn more, visit <https://www.bestworkplaces.org/join/benefits-to-employers/>

UNDERSTANDING CENTRAL OHIO'S COMMUTING OPTIONS

As an employer, you can now gain a competitive advantage by offering commute benefits that transform your employees' commutes into a value-adding experiences of their daily routine.

Drastic enhancements to existing mobility options and entirely new forms of mobility have burst onto the scene in Central Ohio. The below boxes summarize these advancements. You can also read about these options in more detail on our Gohio Mobility Hub (morpc.gohio.com/getting-around).

The following sections provide contextual information about current commute options in Central Ohio and how employers can leverage existing resources that add value to employees' commutes.



Carpooling helps commuters reduce stress and save money. As technology improves, so does the feasibility for carpooling. Gohio Commute utilizes a patented algorithm that helps match employees with quality carpool partners. Create a workplace sub-network within Gohio Commute for employer sponsored ridesharing.

Learn More: morpc.gohio.com/getting-around/carpool/



Vanpools turn commuters' lengthy trips into a mobile block party while also helping them make the most of their commute time. A Gohio Commute vanpool is a group of 5 to 15 commuters who routinely ride to work together in a commuter van. Riders share an affordable monthly fee that covers use of the van, insurance, maintenance, roadside assistance, and prepaid fuel.

Learn More: morpc.gohio.com/getting-around/vanpool/



When riding transit, employees no longer have to white-knuckle traffic jams. Central Ohio's primary transit authority is COTA, whose redesigned network launched in 2017 and includes better, more frequent service to Central Ohio residences and businesses. COTA now publishes the location of busses in real-time, available for free by downloading the Transit App to a mobile device. COTA riders can even spend their ride connected to free wi-fi, allowing them to get a head start on emails and other work-related activity. Commuters can easily store their bikes on COTA busses using the mounted bike racks.

Learn More: morpc.gohio.com/getting-around/transit/





Biking and walking are great ways to promote a healthy lifestyle for your employees. Local communities have recently invested in improved biking infrastructure, such as the Camp Chase connector trail and protected bike lanes on 4th Street/Summit Street. To help identify an ideal biking route, use the Gohio Commute trip planner or MORPC's locally crowd sourced bike map.

Learn More: morpccohio.com/getting-around/bike-walk/



Telework allows employees to work from a remote location, whether at home or a satellite office, within the framework and expectations described by your company's policies. Telework best practices include:

- Standard policies for all employees
- Clear approval process with direct supervisor or manager
- Clear guidelines for remote office needs, both physical (e.g. desk and private room) and digital (e.g. phone access, laptop, internet).

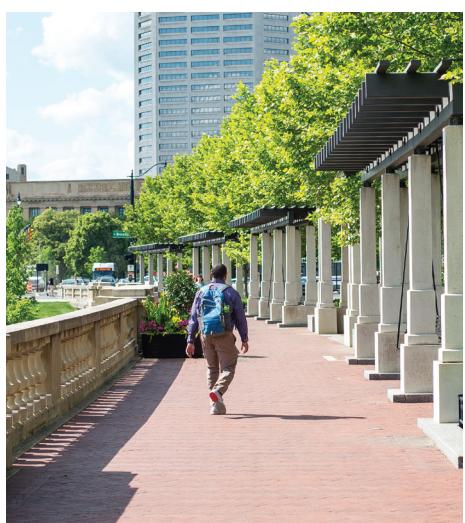
Telework is a great option for employees who spend most of their time working independently of others.



Technological advancements have also spurred the creation of entirely new models of mobility. Just five years ago, **Uber** and **Lyft** didn't exist in the Columbus market. They now service the majority of Franklin County and southern Delaware County, offering fairly priced rides as a quality compliment to the above-mentioned traditional forms of mobility. Additionally, carshare provider **car2go** and **CoGo** bikeshare now make it easy for workers around downtown Columbus to have reliable 24/7 access to mobility. Even traditional local taxi services such as **Yellow Cab** now have app-based ridehailing services.

Mobility improvements now allow for employers to leverage new types of commuter-oriented benefits that can improve the workplace and the overall work experience for your employees. Read on to discover how existing resources can help jumpstart a commute benefits program at your organization.

Visit our Gohio Mobility Hub to learn more about these improved mobility options: morpccohio.com/getting-around/more/



CREATING A CUSTOM COMMUTER BENEFITS PACKAGE

Every workplace is unique. Company culture, physical location, and employee preferences all play an important role in determining how to develop commuter benefits at your workplace. When developing your unique commuter benefits program, it is important to consider strategies that resonate with company values and consider the built environment where your workplace is located. Consideration must also be given to the amount of resources an organization is willing to dedicate to the program.

To maximize the effectiveness of your program, this toolkit serves as a framework to help guide you through program development, implementation, and evaluation. Our process is broken down into three easy phases: think, plan, and act.



Think

1 Identify an Employee Transportation Coordinator (ETC)

2 Assess your needs and set goals

Plan

3 Develop your Commute Options Plan

Act

4 Market your program

5 Evaluate and refine your program

/// STEP 1: IDENTIFY AN EMPLOYEE TRANSPORTATION COORDINATOR

Assigning an internal champion is a critical first step to developing your commuter options program. This champion is commonly given the title "Employee Transportation Coordinator" (ETC) or "Mobility Ambassador." The ETC is responsible for leading your company through the development and implementation of your commuter benefits package. The ETC will also serve as the primary liaison to Gohio Commute.

When determining who would be an ideal candidate for the ETC role, it is important to consider the candidate's ability to easily communicate with your organization's general workforce and leadership. Typically, ETCs interact with your organization's human resources department, an in-house sustainability/green team, the facilities/operations department, and/or key decision makers regarding employee benefits.

Some employers prefer to task a member of the senior leadership team with the responsibilities of an ETC, while others prefer a ground-level champion who can "walk the walk" and is passionate about sustainable commute options. Even still, others have created a team of ETCs who work together to promote their commute options program.

Checklist: ETC Responsibilities

- Available to receive training from MORPC Gohio Commute
- Empowered by senior leadership to champion and promote commuter benefits
- Become familiar with Gohio Commute tools that can be used to enhance your organization's program
- Allocated staff time to ETC to manage commuter benefits
- Manage Cpass program (if applicable)

/// STEP 2: ASSESS YOUR NEEDS AND SET GOALS

Once identified, the ETC can begin gathering information that can be used to help your organization create a successful commuter benefits package.

Understanding your **employees' commuting habits and preferences** will help you determine effective benefit strategies. Some common questions used to gather information for this topic include:

- Where do employees' trips originate?
Tip: MORPC can perform a geospatial cluster analysis of your employees' origin zip codes to determine which modes of transportation would be most beneficial for individual employees.
- What are employees' perceptions and feelings towards sustainable transportation options?
Tip: A digital survey is a great way to learn about your employees' commuting preference and their attitudes towards various commuting options. For a sample survey, see Appendix B (pg. 14).

A **site assessment** is important to understand any infrastructure, service, or policy considerations that will impact the commute program. Consider asking the following questions:

- Complete the Site Assessment worksheet in Appendix A.
Tip: Consult with MORPC staff after completing the worksheet to gain insight on how your answers can be best utilized when developing commuter benefits.
- Are there any existing commuter benefits? How are they being utilized by staff?
Tip: If your company's current commuter benefits are underutilized or stagnant, consider gathering feedback from staff in your survey (Appendix B). There might also be a strategic opportunity to revamp the benefits and adapt new communications methods to promote utilization by staff (Appendix D, pg. 24).

The data gathered from your assessments and survey can be used to help develop **achievable goals**. When creating goals, it's best to align the data you've gathered with high-level strategies that senior leadership will find valuable. To help develop your goals, consider asking the below questions to guide your decision making process:

- How can you attract and retain high-quality employees?
- Do you have onsite parking issues that need to be addressed?
- How can commuter benefits increase employee morale?
- Can commuter benefits help your organization achieve a sustainability goal?

It can sometimes be difficult to align goals with pre-existing workplace strategies. Don't fret! MORPC's expert staff are available to assist, just get in touch with us at gohio@morpc.org.

Checklist: Needs Assessment

- Request a Cluster Analysis
- Distribute staff survey
- Complete site assessment
- Evaluate current commuter benefits
- Work with MORPC and your leadership team to set goals



Work with Gohio Commute

Gohio Commute is here to work with you. We can be seen as an extension of your workplace resources and can offer support and assistance in the execution and implementation of your commuter benefits package. As a subnetwork of Gohio Commute, you will have access to many services:

- Multi-modal trip planning
- Emergency Ride Home
- Vanpool formation
- Pre-tax benefit assistance
- Carpool or vanpool signs
- Employee cluster analysis
- Relocation assistance
- Incentive and Challenge program implementation



/// STEP 3: DEVELOP YOUR COMMUTE OPTIONS PLAN

Now that you've got an internal champion and have set some goals, it's time to develop your commute options plan! Using the data gathered during the needs assessment, begin **exploring the different strategies** - or "tools" - that might best help you accomplish your goals. A listing of sample tools is located in Appendix C (pg. 16).

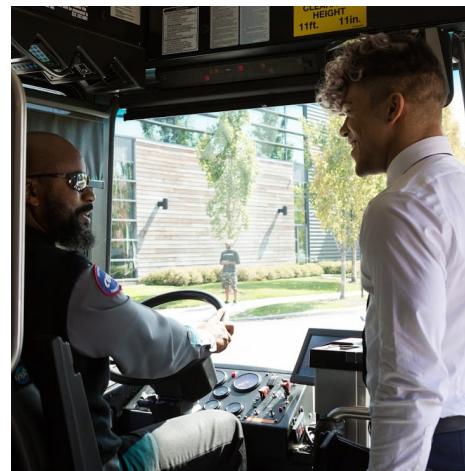
When considering the different tools to be implemented at your workplace, remember to find solutions that executives at your organization will find valuable. As part of the plan, **justify any funding opportunities by linking them to strategies**. Clearly communicate why funding is essential (i.e. level the playing field since existing policies incentivize driving alone instead of a sustainable mode of transportation) and recommend a solidified budget. At their core, these strategies are intended to change behavior. This is no small task, and some type of financial incentive will likely yield stronger results.

See Appendix C to view step-by-step guides that show how simple it is to implement many of these strategies. If you'd like to get some outside eyes on your recommended strategies, MORPC staff can help. We'll explain the ins-and-outs of each strategy and walk you though the process of implementation. We even have staff that can come onsite to help you implement and market the strategies!

It's important to remember that behavior change doesn't happen overnight. This is an investment that takes time, and it's wise to include an **implementation timeline** in the Commute Options Plan. When developing your plan, experience shows that strategies should be **incrementally launched** over an 18-24 month window. Try implementing actions that excite and motivate employees first (e.g., subsidized transit passes or vanpool seats, prepaid commuter tax benefit, carpool/vanpool priority parking spaces, etc.) and gradually work your way to some of the more challenging (yet MOST effective) strategies (e.g., charging a daily rate for parking).

Checklist: Plan Development

- Identify or develop effective strategies (Appendix C)
- Determine where to allocate funding
- Consult with MORPC staff about selected strategies
- Develop implementation timeline
- Achieve executive buy-in



/// STEP 4: MARKET YOUR PROGRAM

It's time to let your organization know about the fun new benefit(s) that are available! While marketing is often perceived as an expensive industry, marketing commuter benefits at the worksite is not resource-intensive and should utilize existing channels of communication.

Effective marketing of your commuter benefits program should take your employees through three stages:

1. Awareness: Ensure staff members know, understand, and are reminded of the available commuter benefits.

Tip: This could include promotions in employee new-hire orientation materials, weekly newsletters, and break room bulletin board postings. Additionally, MORPC staff could attend employee orientation events and quarterly lunch & learns to encourage staff participation and help them understand the Gohio Commute platform. Best practice recommendations also suggest highlighting an employee in an email blast with their testimonial about their great experience with using a sustainable mode of transportation.

2. Action: Encourage staff members to use sustainable commute modes by providing the needed push to change behavior.

Tip: This would be a great time to encourage one of the new behavior change strategies your company has decided to promote (e.g., a Commuter Challenge).

3. Maintenance: Once an employee reports active participation, the message should focus on programs, tools, and incentives to maintain the behavior.

Tip: This could include reminders about MORPC's Emergency Ride Home program, the regional Central Ohio Commuter Challenge, and other incentives the employee can earn for maintaining their behavior.

Using the Gohio Commute platform, MORPC can work directly with your ETC to help market your company's program (see sidebar on right).

Checklist: Marketing & Evaluation

- Customize marketing materials in Appendix D
- Create a campaign to raise awareness of the program
- Work with MORPC staff confirm to campaign details
- Implement and monitor campaign
- Work with MORPC to create monthly evaluation reports

Work with Gohio Commute

Implementing a Commuter Benefits program is simple with the expertise of the Gohio Commute team. We're here to help by offering our complimentary services:

- Campaign creation
- Marketing materials
- Newsletter content
- Organize lunch & learns
- Program evaluation

To help facilitate marketing efforts of your workplace commute options program, sample posters and email content are available in Appendix D. These marketing materials were purposefully designed for your company to add your logo and other details.



APPENDIX A: SITE ASSESSMENT WORKSHEETS

COMPANY CULTURE ASSESSMENT

Section 1: Employee Profile

1. What is the estimated percentage of staff who work the following shifts?

12:00am-5:00am 5:00am-12:00pm 12:00pm-6:00pm 6:00pm-12:00am

What is the breakdown of your worksite's employee populations?

- Total number of employees: _____
- Number of full-time employees: _____
- Number of part-time employees: _____
- Number of seasonal employees: _____
- Number of temporary/contract employees: _____
- Percentage of employees in the office/outside the office: _____ / _____

2. What is the average rate of employee absenteeism per month? (doesn't include vacation time): _____

3. How do employees currently commute to work? (Tip: Gather these data from the survey in Appendix B)

- | | |
|-------------------------|-------------------|
| • Drive Alone: _____ | • Bike: _____ |
| • Public Transit: _____ | • Walk: _____ |
| • Carpool: _____ | • Telework: _____ |
| • Vanpool: _____ | • Other: _____ |

Section 2: Workplace Commute Policies

1. What is the current cost for employee parking? \$_____

- Are there any parking subsidies currently provided to employees? Y / N
- Are there any preferred parking programs for staff? Y / N

2. What are your formal "work from home" policies? _____

3. Describe any flexible workplace policies (i.e., compressed work week, core office hours, etc.) _____

4. What is the budget for your current parking/commute alternatives program? \$_____ / \$_____

WORKPLACE BUILT ENVIRONMENT ASSESSMENT

1. How many vehicle parking spaces are available to employees?
 - Number of total spaces: _____
 - Spaces designated for electric chargers: _____
 - Spaces designated for carpools: _____
 - Spaces designated for vanpools: _____
2. Is your workplace located within 1/2 mile of a bus stop (e.g., COTA)? Y / N
 - If yes, what's the walking distance from the bus stop to your workplace: _____ miles
 - *Tip: Use walking directions from Google Maps to determine walking distance*
 - If yes, what line number(s) utilize the bus stop: _____
 - *Tip: Click the bus stop on Google Maps to discover the routes that service the bus stop*
 - Are there sidewalks from the bus stop to your workplace? Y / N
3. What type of bicycle amenities are available onsite?
 - Number of outdoor bicycle parking spaces (e.g., 2 spaces per inverted "U" rack): _____
 - Are outdoor spaces protected from weather (e.g., bike lockers)?: Y / N
 - Is bike parking available indoors? Y / N
 - Do staff have access to showers onsite? Y / N
 - Do staff have access to a bike repair toolkit onsite? Y / N
4. Is your workplace located within 1/2 mile of the car2go service area? Y / N
 - *Tip: Verify by visiting <https://www.car2go.com/US/en/columbus/>*
5. Is your workplace located within 1/2 mile of a CoGo bike station? Y / N
 - *Tip: Verify by visiting <https://member.cogobikeshare.com/stations>*

APPENDIX B: SAMPLE SURVEY

EMPLOYEE COMMUTE SURVEY

1. Employee Information

- Work Email Address: _____
- Home Address: _____

2. What is your work schedule? List the typical time you start and end your workday (e.g., 8:00am/5:00pm):

- Monday: _____ / _____
- Tuesday: _____ / _____
- Wednesday: _____ / _____
- Thursday: _____ / _____
- Friday: _____ / _____
- Saturday: _____ / _____
- Sunday: _____ / _____

3. On average, how often have you used the following ways to get to work within the LAST MONTH (*Check one for each row*)

	Never	Occasionally, but less than 3 times a month	4-10 times a month	11-15 times a month	16-20 times a month	Nearly everyday
By car, by myself	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By car, with other people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By foot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By vanpool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Worked from home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Do you pick up or drop off children/family on your commute? Y / N

5. What commute modes, besides driving alone, most appeal to you? (*Choose all that apply*)

- | | |
|---------------------------------------|----------------------------------|
| <input type="checkbox"/> Bicycle | <input type="checkbox"/> Walking |
| <input type="checkbox"/> Carpool | <input type="checkbox"/> Bus |
| <input type="checkbox"/> Vanpool | <input type="checkbox"/> None |
| <input type="checkbox"/> Other: _____ | |

6. If you normally don't drive alone to work, what motivates you to do so? (Choose up to 3)

- | | |
|---|---|
| <input type="checkbox"/> Cost savings | <input type="checkbox"/> Save wear and tear on personal vehicle |
| <input type="checkbox"/> Stress reduction | <input type="checkbox"/> Subsidy from employer |
| <input type="checkbox"/> Time savings | <input type="checkbox"/> Other cash incentives or tax savings |
| <input type="checkbox"/> Convenience | <input type="checkbox"/> Improve air quality/environmental reasons |
| <input type="checkbox"/> Health | <input type="checkbox"/> Prefer using commute time to read, browse social media, etc. |
| <input type="checkbox"/> Socialize with friends | <input type="checkbox"/> Other: _____ |
-

7. If you normally drive alone to work, what are your main reasons for doing so? (Choose up to 3)

- | | |
|---|---|
| <input type="checkbox"/> Need car at work for business-related travel | <input type="checkbox"/> No reasonable transit options |
| <input type="checkbox"/> Need car at work for personal use | <input type="checkbox"/> Poor bicycle and pedestrian access |
| <input type="checkbox"/> Don't have anyone to rideshare with | <input type="checkbox"/> Other cash incentives or tax savings |
| <input type="checkbox"/> Parking at work is free or inexpensive | <input type="checkbox"/> Cannot get home in event of an emergency |
| <input type="checkbox"/> Need car to run errands | <input type="checkbox"/> Don't like to depend on others |
| <input type="checkbox"/> Need to transport my children | <input type="checkbox"/> Prefer to drive my own car |
| <input type="checkbox"/> Other: _____ | |
-

8. What would encourage you to use non-driving alone commute mode when traveling to or from work?
(Choose up to 3)

- | | |
|---|--|
| <input type="checkbox"/> Company subsidy for transit | <input type="checkbox"/> Help finding a carpool/vanpool partner |
| <input type="checkbox"/> Company subsidy for vanpool | <input type="checkbox"/> More flexible work hours |
| <input type="checkbox"/> Company subsidy for bike/walk | <input type="checkbox"/> Reliable ride home in case of emergency |
| <input type="checkbox"/> Lower parking rates for carpools | <input type="checkbox"/> Earn prizes (e.g., gift cards, vacation time) |
| <input type="checkbox"/> Reserved parking close to building | <input type="checkbox"/> Occasional free parking days for carpools |
| <input type="checkbox"/> Help finding a transit or bike route | <input type="checkbox"/> None of the above |

9. Do you have any additional comments? Please share in the space below.

Digital surveys are available to be distributed within Gohio Commute or from SurveyMonkey upon request

APPENDIX C: BEHAVIOR CHANGE TOOLS

This appendix outlines potential policies, programs, and resources that Central Ohio workplaces may want to consider adding to their commute options benefit package. We've combed through best practices from organizations across the country to create a list that will best suit Central Ohio workplaces.

Keep in mind a balanced commute options benefit package includes a combination of activities that **reduce the barriers** to non-SOV commuting while also boasting activities that **boost the desire** to use sustainable modes of transportation. Review the activities below and adapt them to the needs of your workplace. Remember, we're here to help!

The tools we recommend are broken up into three categories: Public Resources, Policies, and Programs. We suggest including a healthy mixture of all three elements into your commuter benefits package.



Public Resources

Public agencies and nonprofits in Central Ohio (e.g., Gohio Commute) provide resources to help employers create and maintain sustainability initiatives at their workplace.

Policy

Employer policies are typically passive methods written into employer handbooks that help encourage staff to use sustainable commute modes.

Program

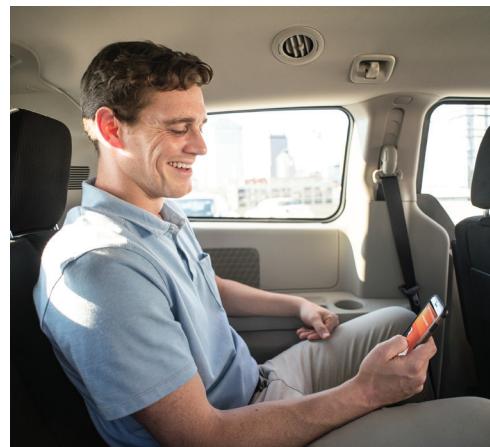
Programs are actively managed by the ETC and encourage direct participation from employees.

/// PROMOTE THE GOHIO COMMUTE VANPOOL PROGRAM

Vanpooling is a cost-effective and sustainable means of transportation for staff who live 25+ miles from the workplace. Vanpools typically consist of 4-15 individuals who formally agree to meet at designated locations along their route, such as supercenter parking lots (e.g., Meijer or Walmart), Park & Ride lots, etc. Similar to express buses, vanpools depart at a mutually agreed upon time each day, and have a set monthly cost. Qualifying vanpools receive a \$425 monthly subsidy from MORPC. Gohio Commute administers a fleet of 30+ gas and electric vanpools around Central Ohio, and can create new vanpools going to your workplace.



Applicable Modes



/// OFFER OR PROMOTE EMERGENCY RIDE HOME (ERH)

Gohio Commute offers a free ERH program for all organizations operating in Central Ohio. If your employee rideshares, bikes, walks, or takes transit to work but has to leave due to emergency, illness, or unexpected overtime, they can request a free taxi ride home courtesy of Gohio Commute. While this benefit is available to individuals up to four times per calendar year, our team can work with your organization to set up a pool of rides specific to staff at your organization.

Applicable Modes



/// PARTICIPATE IN THE CENTRAL OHIO COMMUTER CHALLENGE

Staff at Gohio Commute organize and administer a regional Commuter Challenge campaign that is free and open for the public to participate. The Commuter Challenge is a gamification campaign that rewards and encourages individuals who travel using sustainable modes of public transportation. Participants have a chance to win gift cards from the daily lottery and a grand prize drawing. To encourage participation from your staff, create a team for the Challenge and compete against other teams for neat prizes and bragging rights. Winners are advertised through award ceremonies and social media - a great way to spread the word about your fun, flexible workplace.

Applicable Modes



/// PROMOTE THE DOWNTOWN CPASS TRANSIT PASS PROGRAM

FEATURED Is your organization eligible for the Downtown CPass program? If so, you can participate in one of the most innovative transit programs in the country! Register your workplace for the program and allow your staff unlimited access to all COTA buses. Want to know the best part? It doesn't cost your staff a dime! The program is paid for by downtown property owners and select sponsors.

To participate, simply create a company account within the Mobility Hub at morpccohio.com. Import a spreadsheet of staff members eligible for the CPass, and they're good to go! After the initial import, simply monitor and update your employees who are eligible.

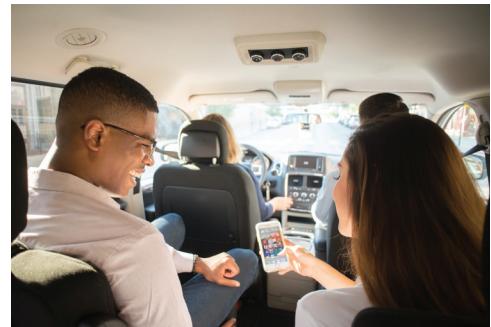
Applicable Modes



/// PROVIDE DISCOUNTED TRANSIT PASSES + VANPOOL SUBSIDY

Employers who provide discounted transit passes or discounted vanpool seats to their employees will raise morale at the workplace and resonate well with employees who prefer not to drive. It's also often viewed as one of the quickest ways to free up parking spots at your workplace and serves as an endorsement that you encourage the use of sustainable transportation modes. Simply contact your local transit agency (e.g., COTA) to buy bulk (and maybe even discounted) passes, or MORPC to learn about the vanpool subsidy. You could even consider providing a pass to staff as soon as they begin employment, which affords them the opportunity to choose their commute mode knowing transit or vanpooling is an affordable and viable option.

Applicable Modes



/// OFFER THE COMMUTER TAX BENEFIT

An employee can set aside up to \$260 a month as pre-tax income for transit or vanpool expenses from his or her paycheck. The pre-tax savings generated from this benefit can help your staff pocket some extra change. MORPC can work with your HR department to help implement this benefit.

Applicable Modes



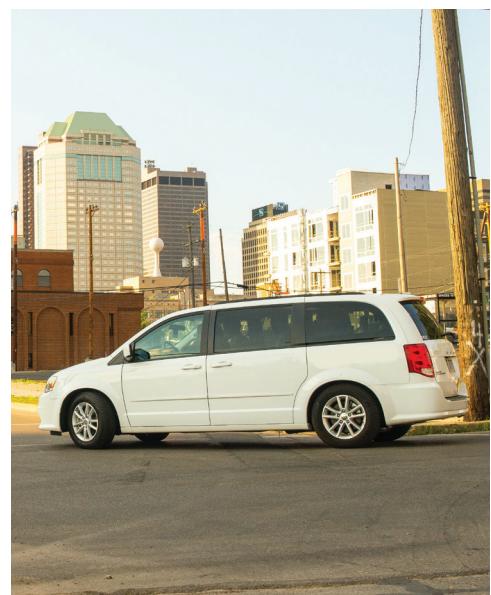
/// PREFERENTIAL PARKING FOR CARPOOLS AND VANPOOLS

Reserve preferred parking spaces for staff who share-the-ride when commuting to your workplace. These clearly marked spaces should be located near the employee entrance to the building and instill a sense of reward for those who park there. If parking ever becomes scarce, those who rideshare will have an easy-to-find spot in a desirable location.

1. Gauge carpool/vanpool interest of staff
Tip: Use survey in Appendix B
2. Using data from the survey, determine the number of spots to be designated. Choose spots in a preferred location.
3. Install signage that designates spots as "rideshare only"
Tip: Contact Gohio Commute to see if they have signs available
4. Educate employees about their ability to find carpool and vanpool partners within the Gohio Commute platform
Tip: Use sample materials available in Appendix D
5. Verify that vehicles taking advantage of the preferential parking are associated with a carpool or vanpool
6. Observe and review the results of this program

Tip: Consider tracking parking spot usage. Do spots for rideshare vehicles seem to be consistently full? Consider allotting more spots.

Applicable Modes



CREATE ON-SITE BIKE PARKING

If your employees have a secure spot to store their bicycles, they'll be more likely to bike to work, which helps everyone stay healthy, reduces greenhouse emissions, and lowers employee parking costs: There's no need to pay for bike parking! Use the survey feature in the Gohio Commute platform to understand bike commuters' preferences: Would they prefer indoor or outdoor parking? What type of bike racks do they think would be best for the workplace?

Applicable Modes



BUILD WORKPLACE SHOWERS AND LOCKER ROOM

If employees have a place to wash-up before work, it will incentivize green commuting modes that require physical exertion, like biking, walking, or running. These healthy modes are a great way to start the workday, and are used more frequently if proper shower facilities exist at the workplace.

Applicable Modes



/// CREATE PARKING CASH-OUT PROGRAM

Parking cash-out programs are a simple, straight-forward strategy for effectively reducing the demand for employee parking at your workplace. This benefit is easily customized to the needs of your workplace. Learn how to effectively manage a program within the Gohio Commute platform:

Applicable Modes



- Survey your employees** to determine if a straight cash incentive would be the most attractive, or if other options might work better. For example, many organizations are experimenting with 'cash-outs' offered as an earn-a-bike program

Tip: See Appendix B for a sample survey

- Determine the frequency** of the benefit. This will depend most significantly on your parking pass structure.

- Daily - The most flexible option, but the most complex to administer*
- Monthly - The in-betweener*
- Annually - Required by some parking payment schemes*

- Choose your criteria** for receiving cash-out payments or benefits - a number of trips or percentage of total trips users must make via a sustainable mode to receive the cash

- Educate your employees** about the cash-out program. Make sure to include info in any new employee orientation materials.

Tip: See Appendix D for sample marketing materials

- Set up the cash-out** as an Incentive or Points Program within the Gohio Commute platform

- Incentive creation guide: <https://help.rideamigos.com/incentives/>*
- Points Program creation guide: <https://help.rideamigos.com/ideas-for-your-incentives-points-programs-and-guaranteed-emergency-ride-home-programs-grh-erh/>*

- Generate reports** monthly or quarterly and provide payouts to participating employees.



/// CAR2GO FOR BUSINESS

The car2go for business membership gives your employees transportation to offsite meetings during the day by accessing the car2go fleet. This allows your employees who have to travel offsite for meetings to have an opportunity to still commute to/from work by a sustainable mode.



/// CREATE FINANCIAL INCENTIVES FOR SUSTAINABLE TRIPS

Financial incentives are a great way to nudge employees toward a more sustainable commute and can also reduce the demand for parking at your workplace. Financial incentives can vary: You can reward staff with cash, gift cards, PTO, gifts, paycheck bonuses, etc. Or, you could even offer a combination of these prizes.

Gohio Commute allows you to set-up an incentive program exclusively for your staff:

1. Educate employees about available commuting options, such as carpool, vanpool, public transit, and biking.
Tip: Use the sample marketing materials in Appendix D
2. Decide on your reward (cash, gift card, etc.) and set up an incentive within the Admin area of Gohio Commute.
Tip: Visit <https://help.rideamigos.com/incentives/> for setup instructions
3. Encourage employees to sign up for the incentive, log their trips, and claim their prize(s).
4. After verifying the trips of users who have claimed their incentive, approve or deny their requests.
Tip: It can be helpful to provide feedback to users who have their claim denied.
5. Distribute your incentives to those who have been approved
6. Evaluate your results and determine future improvements

Applicable Modes

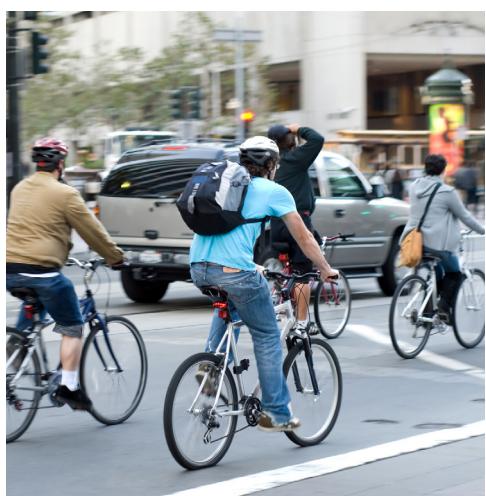


/// CREATE A SUCCESSFUL “BIKE TO WORK” CAMPAIGN

A Bike To Work campaign is a fun, team-building way to promote active transportation at your workplace. Follow these steps to create a campaign:

1. Evaluate your audience
Tip: Use the custom survey creation tool in Gohio Commute to get an idea of who may be interested in biking, how far they live from work, etc.
Survey how-to: <https://help.rideamigos.com/surveys/>
2. Segment your market
Tip: Decide who among your audience you'll focus on. For example, 60% of employees who fell into the “interested but concerned” category.
3. Create a Challenge in Gohio Commute
Tip: Set up a challenge to see which individuals and teams can log the most bike trips.
Challenge how-to: <https://help.rideamigos.com/challenges-what-why-how/>
4. Incentivize with prizes
Tip: Advertise prizes ahead of time. Then, distribute them throughout the Challenge.
 - Biking-related prizes work best and can often be donated by local businesses.
 - Raffle-like prizes, with each logged trip counting as one entry, help generate a buzz.

Applicable Modes



5. Communication and marketing

Tip: Use all the tools you normally use to communicate with employees to promote your campaign.

- Be sure to target your marketing and support to the appropriate market segment.

6. Analyze results

/// CREATE A RIDESHARE MONTH CHALLENGE

You can easily create a month-long challenge encouraging your staff to carpool or vanpool using the Gohio Commute platform.

1. Create a carpool challenge using the Gohio Commute platform

Challenge creation user guide: <https://help.rideamigos.com/user-and-network-challenges/>

2. Educate employees about their carpool options and encourage them to carpool to and from work. Remind your employees to join the challenge and compete for prizes such as gift cards, PTO, or cash bonuses on their paychecks!

Tip: See Appendix D for sample marketing material

Tip: Encourage employees to enter their commute information within the platform (which is privately viewable exclusively for company network members) and help them find rideshare partners using the patented algorithm.

3. Remind employees to join the challenge and log their trips in order to participate.

4. Observe the results, statistics, and overall impact of the challenge.

5. Upon the challenge's conclusion, survey employees to better understand how the challenge can be improved and garner more participation.

Survey how-to: <https://help.rideamigos.com/surveys/>

Applicable Modes



/// CREATE AN EVENT-BASED INCENTIVE

If your organization is in charge of planning large events, try creating an event in the Gohio Commute platform to reduce parking demand:

1. Create an event in Gohio Commute.

Event creation user guide: <https://help.rideamigos.com/event-travel-planning-and-ridematching/>

2. Make sure that the description of the event mentions the available incentive.

We suggest something along the lines of: "By making a smart choice to not park your car at the [event] you will be entered to win [super cool prize(s)]! Simply make sure to join the challenge no later than [final join date] and log your trip to the [destination, e.g., stadium] no later than [final trip log entry date] to be entered to win!"

3. Create the corresponding incentive in Gohio Commute

Incentive creation user guide: <https://help.rideamigos.com/incentives/>

Applicable Modes



4. Advertise, advertise, advertise!

Tip: An incentive is no good if no one knows about it. Similar to incentives, the best advertisements are in places that are relevant to the action or incentive. If the next football game is your target event, place advertisements during the prior game. Can you flash something on the scoreboard? Put posters in the lots and parking garages. Blast the link over social media, and put the event widget on any relevant pages.

5. Enjoy the event!

6. Send out an email blast a day or two after the event to remind users to log their trips.

How-to guide for trip logging: <https://help.rideamigos.com/trip-logging/>

7. Check your stats early in the week, draw and notify winners from the qualified participants.

Tip: Random draws are a great way to go, especially if you're offering an impressive grand prize.

8. Publicize stats showing how many car trips your promotion saved. You can even use your success to help promote more smart travel choices for your next event!



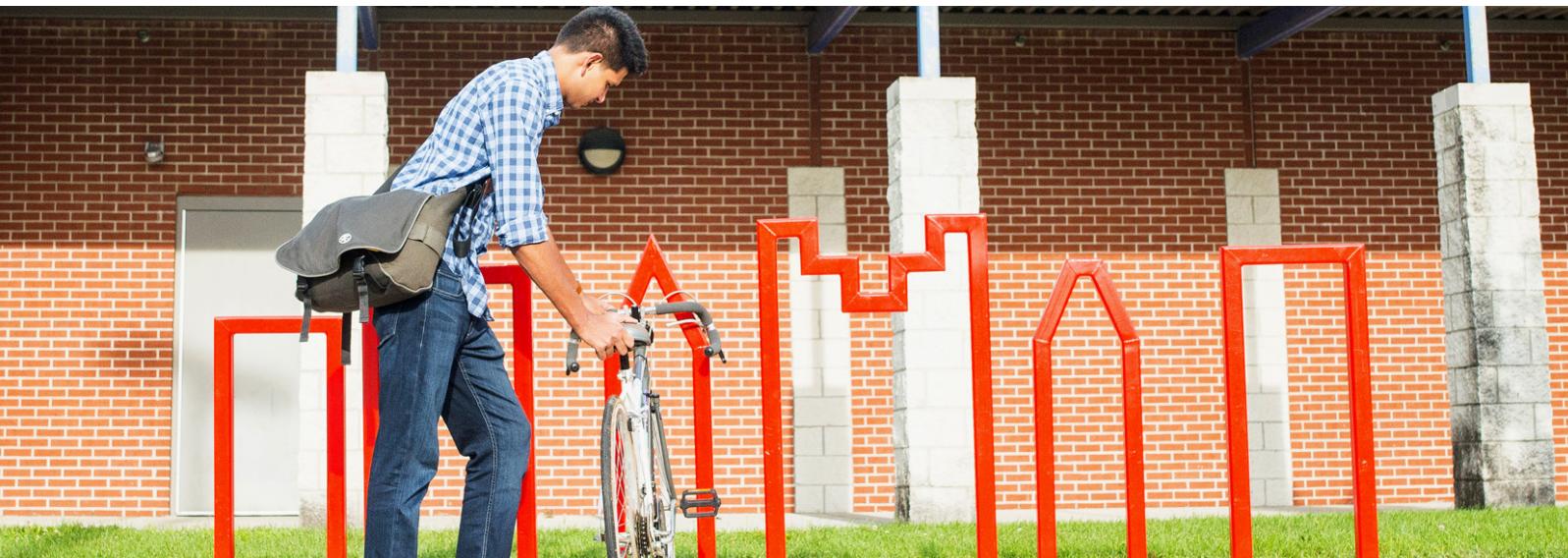
/// ORGANIZE GROUP CYCLING RIDES

Workplaces located in environments conducive to cycling can help staff improve their cycling comfort level by offering opportunities to participate in group rides led by an experienced/certified cyclist instructor. This lead cyclist could be a respected staff member at the workplace, or could be hired from local non-profits such as Yay! Bikes. After riding sample routes near the workplace, staff will better understand the "rules of the road" for cyclists, further reducing the barriers to cycling.

Applicable Modes



Some staff might be able to form regular riding groups to and from work. Using the Gohio Commute platform, individuals can find others with similar bike comfort levels to ride with during the commute. Set up an employer network in the platform so your employees can connect!



APPENDIX D: SAMPLE MARKETING MATERIALS

SAMPLE AWARENESS EMAIL BLAST

Subject: Rethink your commute

[Company Name] employees,

Have you ever dreamed about having an easier commute? Now is your chance to explore your options! We have partnered with Gohio Commute to help employees explore more sustainable ways of getting to work.

We are asking you to [test drive this new service](http://www.gohiocommute.com/morpc) <http://www.gohiocommute.com/morpc> to explore your travel options for getting to work. On Gohio Commute, you can:

- **Enter:** Simply enter your home and work addresses to find others who share your commute. View your ride matches for carpools/vanpools, along with transit, biking, and walking directions if they are available.
- **Connect:** When you find a carpool or vanpool in which you are interested, simply click on the one you are interested in to expand the window, and then click 'Connect.' This will offer you a textbox to send a message directly to the user.
- **Shift:** Pick a convenient day to test out a new transportation mode.

Enjoy this service, and feel free to contact the Gohio Commute team at gohio@morpc.org with any questions.

ACTION EMAIL BLAST

Subject: Win a prize while rethinking your commute

[Company Name] employees,

Driving alone to work can be exhausting and expensive. Now is your chance to explore some smarter options for yourself, your wallet, and the environment. Our company has partnered with Gohio Commute to help employees explore more sustainable ways of getting to work.

We are asking you to [test drive this new service](http://www.gohiocommute.com/morpc) <http://www.gohiocommute.com/morpc> to explore your travel options for getting to work. Making an account is free, and it only takes about 30 seconds. On Gohio Commute, you can:

- **Enter:** Simply enter your home and work addresses to find others who share your commute. View your ride matches for carpools/vanpools, along with transit, biking, and walking directions.
- **Connect:** When you find a carpool or vanpool in which you are interested, simply click on the one you are interested in to expand the window, and then click 'Connect.' This will offer you a textbox to send a message directly to the user.
- **Shift:** Pick a convenient day to test out a new transportation mode. Everyone who creates a profile between [date] and [date] will be entered to win a \$25 Amazon gift card.

Start winning with your commute, and you might win an Amazon gift card in the process!

MAINTENANCE EMAIL BLAST

Subject: Commute sustainably and win

[Company Name] employees,

Have you been rethinking your ride? Hopefully you have registered at Gohio Commute and have explored your sustainable commuting options. Now we would like to introduce you to the [commute tracker app](https://itunes.apple.com/us/app/commute-tracker-by-rideamigos/id1108794526?mt=8) <https://itunes.apple.com/us/app/commute-tracker-by-rideamigos/id1108794526?mt=8>. This app is the easiest way to log your sustainable commutes. Once you set up your favorite trip on the Gohio Commute site. The app will register the commutes for you. All you have to do is confirm your commutes – easy!

We are asking you log your sustainable trips at Gohio Commute for a chance to win a \$50 Amazon gift card. If you have not already made an account, it is free and only takes about 30 seconds. On Gohio Commute, you can:

- **Enter:** Simply enter your home and work addresses to find others who share your commute. View your ride matches for carpools/vanpools, along with transit, biking, and walking directions.
- **Connect:** When you find a carpool or vanpool in which you are interested, simply click on the one you are interested in to expand the window, and then click 'Connect.' This will offer you a textbox to send a message directly to the user.
- **Shift:** Pick a convenient day to shift into a new sustainable transportation mode. Make sure to log your new sustainable commute using the commute tracker app to win prizes. Each time you log a sustainable mode, it enters you for a chance to win a \$50 Amazon gift card during [Date to Date]

Please remember – whether you are commuting to work by carpooling, vanpooling, transit, walking, or biking – to register for our free Emergency Ride Home program at morpccohio.com/regional-programs/emergency-ride-home.

Enjoy this service, and feel free to contact the Gohio Commute team at gohio@morpcc.org with any questions.

SAMPLE FLYERS

Flyer templates can be downloaded and customized at morpccohio.com/commute-resources/employer-coaching/

YOU'VE JOINED THE TEAM.

Now let us help you get to work.

We've partnered with Gohio Commute to help employees like you find your best way to work.

- Carpool or Vanpool**
Share the ride. Carpooling and vanpooling is now made easier than ever thanks to free assistance from Gohio Commute. Join the growing number of commuters traveling to work together.
- Bicycle or Walk**
Swap your gas pedal for a bike pedal and reap the benefits. Gohio Commute will help you find safe bike routes and find bike buddies to ride with.
- Transit Options**
Don't waste time stuck in traffic jams. Explore bus routes within Gohio Commute and turn your time spent commuting into productive activity.
- Emergency Ride Home**
This free service assures commuters that they won't be stranded at work in the case of an emergency, illness, or unexpected overtime. It's a foolproof benefit meant to ease your mind if you rideshare, bike, or bus to work and need to get home quickly.

Explore a smarter commute today:
gohiocommute.com/morpc

For questions and more information, please contact:

MORPC's Gohio Commute Team
Mid-Ohio Regional Planning Commission
T: 888.742.RIDE (7433) | gohio@morpcc.org

LEAVE YOUR CAR KEYS AND WORRIES AT HOME

Take advantage of Emergency Ride Home (ERH).

Have you dreamed about a smarter commute and now you're exploring your options? ERH is an exciting, new service available to you.

What is ERH?
The Emergency Ride Home (ERH) program is a free service that assures commuters they won't be stranded at work in the case of an emergency, illness, or unexpected overtime. It's a foolproof benefit meant to ease your mind if you rideshare, bike, or bus to work and need to get home quickly.

\$\$\$
No payment is required; even the tip is included!

Register
Simply fill out the registration form at morpccohio.com and indicate your interest in the ERH program. Program staff will screen your application and contact you within 72 hours with an access code, if approved.

Think of ERH as insurance for your sustainable commute. Get started at morpccohio.com.

For questions and more information, please contact:

MORPC's Gohio Commute Team
Mid-Ohio Regional Planning Commission
T: 888.742.RIDE (7433) | gohio@morpcc.org



Gohio Commute Vanpool Program

Join A Vanpool To Downtown Columbus and Start Saving On Your Commute to Work!



A Smarter Way

The Gohio Commute Vanpool program has open vanpool seats from the following cities:

- Newark
- Lancaster
- Huber Heights
- Springfield

For more information about existing vanpool routes visit www.gohiocommute.com/morpc or contact Patty at Gohio Commute, 614.233.4133 or poltmsted@morpcc.org.

gohio commute

Gohio Commute is a program of the Mid-Ohio Regional Planning Commission; www.morpcc.org

MORPC STAFF COMMUTER BENEFITS



Explore Your Options
MORPC encourages staff to explore their sustainable commuting options. Gohio Commute is equipped with a variety of options including carpool, vanpool, partner with another MORPC staff member.

Rideshare
MORPC's in-house Gohio team can help you find a carpool or vanpool partner with another MORPC staff member.

Transit
Receive an 80% subsidy on COTA express passes. Monthly local passes cost staff \$12.40, while monthly express passes cost \$17.00.

Bike
Staff can purchase a \$30 annual GoGo pass through the County. MORPC has a bike locker available to staff, in addition to helmets, air pump, and repair tools.

Corshare
MORPC has a business account with car2go. Staff may sign up for the account and use car2go to travel to business meetings if they didn't drive a car to work.

Alternative Transportation Benefits

MORPC Commute Lottery
During the summer months (June 1 - August 31), MORPC staff have the opportunity to compete for cash prizes by using sustainable modes of transportation for their commutes. Participants log their trips into the lottery based on the percentage of work days they log an eligible trip (rideshare, transit, bike/walk, or telework) within the Gohio Commute system. The more trips the log, the more entries into the lottery you'll receive! Winners receive \$200 each. Other \$100 prize pools include *Frequent Riers* (those who log the most) and *Trip Explorers* (those who try new modes during the summer). Detailed results are available on the MIC.

Parking Credits
MORPC offers affordable parking to all staff. If staff purchase a parking pass, they can earn a \$200 credit towards their parking pass if they choose to rideshare, take transit, bike, walk, or telework instead of drive to work. Simply log your commute in the Gohio Commute platform, and the credit (up to \$200) will appear on the next month's paycheck.

gohio commute Gohio Commute is a program of the Mid-Ohio Regional Planning Commission

Last Updated June 2017