

DANE COUNTY, WI



Commute Options

Employer Toolkit



What is a Commute Options Program?

Commute Options Programs make it easier for employees to walk, bike, take public transit, and carpool to work.

While they share a common goal of reducing the number of employees driving alone to work, commute options programs are tailored to each employer's unique context and needs. Most commute options programs involve a blend of physical infrastructure, financial benefits, programs, policies, and promotion to support a variety of transportation choices.

About This Toolkit

This toolkit is a resource for employers in Dane County. It will show you how to start or grow a commute options program that works for your organization using simple, customizable steps.

Whether you are a business owner, executive, benefits manager, HR representative, or staff person focused on employee wellness or sustainability, this toolkit will help you jumpstart conversations and identify the right strategies to support you along the way.

Inside this toolkit, you'll find:

- ▶ The **business case** for implementing a commute options program
- ▶ **Simple steps** to get started
- ▶ **Compelling data and insights** to guide decision making
- ▶ **Best practices** to spark ideas and set the bar
- ▶ **Local resources** to support you along the way
- ▶ **Easy-to-use templates** for employee surveys, site assessments, and promotions



RoundTrip is a program of the Greater Madison MPO that connects individuals and employers in the Madison region with convenient alternatives to driving alone. We promote walking, bicycling, public transit, carpooling, and vanpooling to reduce driving and improve quality of life for all in Dane County.

Why Employee Commuting Counts

We probably don't need to tell you that Dane County is thriving, or that Madison is recognized as one of the best places to live in the nation. As we grow, the choices we make about how we get around will set the stage for future quality of life. Investing in affordable, efficient, and environmentally friendly transportation options will ensure that Dane County continues to be a great place to live, work, and play.

As local leaders and innovators, employers play an important role when it comes to the commute. By investing in programs that make it easier to walk, bike, ride transit, and rideshare to work, employers not only improve their employees' wellbeing, but build their own resilience and improve the livability of the communities they call home.

The Business Case for Commute Options Programs

► Attract & Retain Top Talent

Recruit and retain top talent by making it easier for employees to access affordable, flexible, and low-stress commute options. Many employees are willing to switch jobs for an easier commute.

► Champion Equity & Diversity

Providing benefits for all commuters is a more inclusive and equitable approach to employee commuting. Providing free parking alone prioritizes drivers over those who do not, or cannot, drive. Supporting car-free and car-light commutes attracts a more diverse workforce, including talent from other cities where options are expected.

► Take Real Steps Toward Sustainability

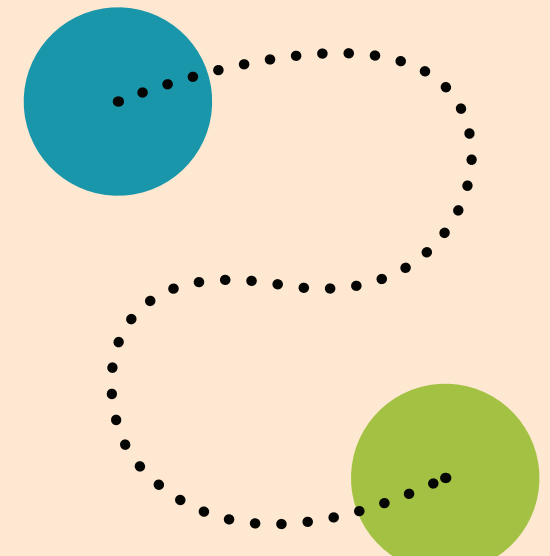
Today's employees expect their employer to take action on climate change. Transportation accounts for the largest share of greenhouse gas emissions in the United States. Leverage your commute program to live out company values and empower employees to do the same.

► Enhance Employee Health & Wellness

Commuters who carpool, ride transit, bike, and walk to work arrive more relaxed and engaged. Drive-alone commuters typically report higher levels of stress and lower levels of well-being. Happier, healthier employees take fewer sick days and get more done.

► Improve Your Bottom Line

Less demand for parking means lower leasing, maintenance, and construction expenses, while pre-tax commuter benefits save employees money and reduce your payroll taxes.



Your Roadmap to Success

Building a commute options program is less about reaching a specific destination and more about embarking on a journey. Your program will be based on the unique needs of your employees and goals of your organization, as well as the transportation options available to you and resources already in place.

Use the following steps as a guide to help you identify achievable opportunities and develop a plan that fits your organization best. Remember that no matter where you begin, your team, goals, and strategies will evolve as your program gains momentum.



1

Convene Your Team

p. 5



2

Assess Needs & Opportunities

p. 6



3

Set Goals

p. 8



4

Select Tools & Strategies

p. 9



5

Launch & Promote Your Program

p. 17



6

Evaluate, Celebrate, & Look Ahead!

p. 18

STEP 1

Convene Your Team

The most successful commute options programs involve collaboration and expertise from throughout an organization.

Here are the key players ►

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***Remember that
RoundTrip is
always available
with support and
resources to assist
you along the way.***



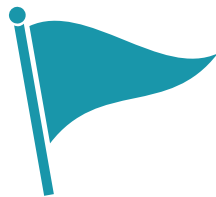
Program Coordinator

A program coordinator, or “employee transportation coordinator” (ETC), serves a vital role as your program champion and primary contact. They will develop the program plan, communicate with leadership, coordinate with other departments, and promote the opportunities and benefits to employees. Depending on the size of your organization, this role may be assigned as part of an existing job description, or hired as a part- or full-time position.



Core Team

No matter where your commute options program lives, a collaborative approach will lead to important connections as you create and implement your plan.. Depending on your organization’s size and structure, you may consider involving staff with expertise in facilities, HR, payroll and benefits, information technology, marketing, sustainability, or employee wellness, as well as representatives from employee committees and resource groups.



Workplace Leadership

Engaging key decision-makers early in the process is a critical step to gain buy-in on your program goals and scope. Their support will be necessary to update policies, make investments, and maintain momentum. As you get ready to launch, leaders can play an important role in championing the program, encouraging participation, and setting an example with their own day-to-day choices.

STEP 2

Assess Needs & Opportunities

Use these basic assessment tools to identify the challenges your program should address and opportunities you can leverage.

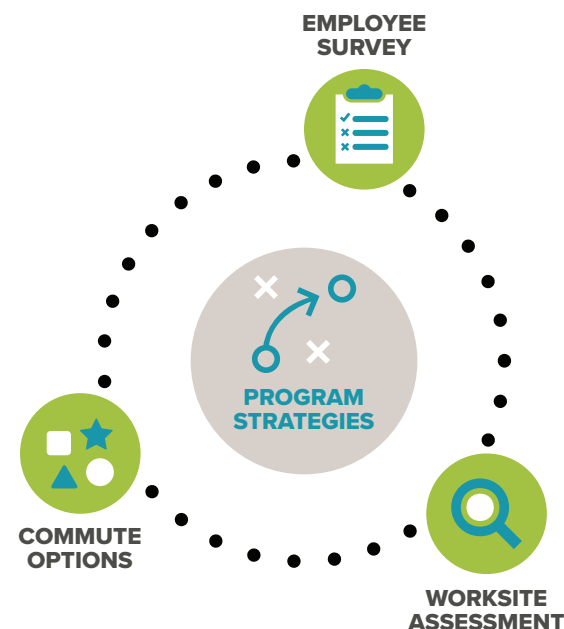
- See Appendices on p. 21 for templates to get you started.

Employee Transportation Survey

Understanding your employees' current commuting habits, challenges, and preferences will provide important insights into their needs and help you rank potential strategies.

Worksite Assessment

A worksite assessment inventories your workplace policies, facilities, programs, and nearby transportation options. The assessment will help you identify opportunities and select strategies.



Leveraging the Exit Interview

Are you losing staff to the commute and don't realize it? Studies have found that nearly 25% of American employees have quit a job due to a bad commute. Exit interviews can provide valuable insight into how commuting may influence employees' decisions to leave, and why recruits may turn down offers.

Transportation Options & Benefits

With the results of your employee survey and worksite assessment in hand, consider the transportation options available and how your program can best support them:



PUBLIC TRANSIT Public transit is essential to employees who cannot drive and a valuable option for those who simply prefer not to. Transit riders get more daily physical activity than drivers and can spend their stress-free commute listening to music, catching up on work, and relaxing.



CARPOOL Carpooling helps participants gain valuable savings on gas, maintenance, parking, and drive time. Studies show that carpooling inspires a sense of community, and can measurably increase employee satisfaction and engagement when actively promoted by an employer.



VANPOOL Vanpooling is an excellent money-saving option for long-distance commuters. Depending on your size and location, you may consider working with the State of Wisconsin Vanpool Program or exploring a privately run program tailored to your workplace needs.



BICYCLE Bicycling is a healthy, low-cost option that may be especially attractive for employees living within three to five miles (or a 15- to 30-minute ride) of work. If BCycle is available, many employees may not even need to own a bike.



WALK For employees who live nearby, nothing is easier, healthier, or more affordable than simply walking to work.



WORK FROM HOME The efficiency and affordability of this “commute” option make it especially popular. Surveys show that most eligible employees prefer to telework 2-3 days per week, but just one day can increase employee satisfaction and reduce the commute-related CO2 gas emissions associated with your workplace.



MULTIMODAL Sometimes the best commute combines two modes! Many Madison area commuters drive to park-n-ride lots to rideshare, and bicycling and transit go hand-in-hand with our region’s extensive bicycle network and a bike rack on every Metro bus.

STEP 3

Set Goals

Setting goals will help you identify the best strategies to serve your workplace and employees. Measurable goals will help you assess your program's impact over time, tell the story of your successes, and identify new challenges to address in the future.

Goals should:

1. Identify the challenge(s) you are trying to solve.
2. Be specific and measurable.
3. Be tied to the positive outcomes you plan to achieve.

Here is an example common to many workplaces:



Challenge

- The parking lot is full by 8:30 a.m., making it difficult for some employees and visitors to find parking. You are considering expensive options to lease or build more parking.



Goal

- Alleviate parking demand by reducing the number of employees who drive alone to work by 10% within six months.



Tactic

- Provide free Metro Commute Cards for employees and offer rewards for employees who do not drive alone.



Positive Outcome(s)

Parking demand decreases and your organization avoids a costly parking expansion.

As you set goals, identify a few key metrics that will help you measure progress on a monthly, quarterly, or annual basis. RoundTrip offers tools to assist with tracking and reporting on employee commutes, and can work with you to identify what's most useful for your program.

Metrics may include:

- ▶ % of employees who report not driving alone to work in annual survey
- ▶ # of non-drive-alone commutes employees log with RoundTrip
- ▶ # of transit passes distributed
- ▶ # of parking cash-out participants
- ▶ # of transit riders per month
- ▶ # of carpools registered for preferred parking
- ▶ # of employees who participate in program events
- ▶ # of tons of CO2 emissions avoided

STEP 4

Select Tools & Strategies

Now you are ready to build your program! Keep in mind that not all of the tools and strategies in this section apply to all workplaces—you know your employees and business best, so choose what is most likely to succeed based on your organization's unique context and what is feasible today.

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RoundTrip staff can help you understand these tools and strategies, and guide you to a program that meets your unique workplace needs and goals.

As you prioritize your investments, be aware that you will achieve the greatest impact with a mix of physical improvements, financial incentives, support services, and promotion.



For example, one study of workplaces recognized as the “Best Workplaces for Commuters” found that commuter benefits programs that offered a combination of services, such as Emergency Ride Home and carpool matching; informational campaigns; and financial incentives conservatively doubled their impact in reducing vehicle trips, compared to programs that did not include financial incentives.

Key questions to consider:

- ▶ What are our biggest challenges?
- ▶ What can we do quickly, and what will take more time?
- ▶ What approvals might we need (e.g., from management and/or local permitting agencies)?
- ▶ What is our budget?
- ▶ What is a good time to launch?
- ▶ What other staff/departments should we involve?
- ▶ What metrics do we want to track?

Commute Options Tools & Strategies

Now for the fun part. This table includes a range of tools and strategies—the building blocks of your commute options program—along with ideas for how to implement them. Considering the needs and opportunities you’ve identified so far, use the key benefits and relative cost-impact information provided to guide you toward a mix of strategies that makes sense for your workplace.

Strategy	Description	Benefits	Cost	Impact
Financial Incentives See Strategy Spotlight on page 14 for more details.	Offer financial incentives to encourage and support alternate modes. These may include the discounted <u>Metro Commute Card program</u> ; free or discounted <u>BCycle passes</u> ; vanpool subsidies; cash benefits for employees who do not drive; and more.	Financial incentives equitably support all commuters and reduce barriers to trying new commute options. They also add important fuel to long-term behavior change.	\$\$–\$\$\$	
Parking Management See Strategy Spotlight on page 15 for more details.	Charge the market rate for leased or owned parking in transit-served urban areas; shift from long-term permits to daily parking fees; or offer parking cash-out.	Strategic policies that reflect the true cost of parking can level the playing field for commuters and generate revenue to promote other modes.	\$\$	
Bicycle Parking & Maintenance	Provide secure indoor bike parking for employees, and covered bike parking at the main entrance for visitors. Use high-quality bike racks and install a bike repair station with a pump.	Basic infrastructure supports bicycling among employees and visitors. Every trip by bike reduces parking demand.	\$\$	
Active Commute Amenities	Provide well-equipped facilities such as lockers, changing rooms, and showers for employees with active commutes. Consider drying racks, towels, hair dryers, and an iron or steamer for extra points.	Active employees are healthier and more productive. Providing the essentials for getting ready at work helps them look and perform their best.	\$\$\$	

Strategy	Description	Benefits	Cost	Impact
Flexible Scheduling & Compressed Work Weeks	<p>Allow employees to shift their hours to better align with transit schedules, accommodate carpooling, or avoid peak period congestion.</p> <p>Allow employees to switch to a compressed work week, such as working four 10-hour days in one week or working 9 days in two weeks.</p>	<p>Flexible scheduling supports a variety of lifestyles and allows employees to reduce the stress, cost, and time associated with their commute.</p> <p>Compressed schedules eliminate some commute trips altogether, leading to significant cost and time savings for employees.</p>	\$	★★★★★
Remote Work & Hybrid Schedules	<p>Adopt workplace policies that support working from home on a full-time or part-time (hybrid) basis. Check out <u>RoundTrip's TeleWORKS toolkit</u> for more guidance and local workforce insights.</p>	<p>Today's workforce values remote work options, which are easier than ever to accommodate. Every remote work day eliminates an entire commute and provides an opportunity to reduce driving and emissions in our region.</p>	\$	★★★★★
New Employee Welcome Packets	<p>Leverage the “fresh start effect” by providing commute options information during employee onboarding, or in an email prior to their first day. Materials may include a RoundTrip flyer, bus pass & route information, bicycle maps, personalized transit and/or bike routes, and more.</p>	<p>Employees making a fresh start with a new work and/or home location are most likely to try a new commute, especially when informed about their options and offered incentives to try them out.</p>	\$	★★★★★
Fresh Start Opportunities	<p>Beyond employee onboarding, fresh start opportunities may include partnering with your workplace wellness or sustainability programs on New Year's commitments, or organizing “Try It!” promotions when new options such as transit service or BCycle stations become available nearby.</p>	<p>The “fresh start effect” is a powerful driver of change at times of transition.</p>	\$	★★★★★

Strategy	Description	Benefits	Cost	Impact
Commute Matching with RoundTrip	Work with RoundTrip to create and promote a free, branded workplace network page for employees to search for car-, van-, transit-, walk- and bikepool matches both within and beyond your workplace network.	Customized commute matching reduces the friction of finding partners, and shared commutes build community. Bikepools are often cited as especially helpful for new bike commuters.	\$	★★★★☆
Employee Communications	Use a mix of digital and print tools such as your intranet, newsletters, and bulletin boards to offer tips, promote events, share transit and bicycle updates, and highlight testimonials.	Regular communication promotes a positive culture of support and consistency.	\$	★★★★☆
Workplace Events	Provide fun, team-building opportunities for employees to learn about their options. Ideas include a transit outing, bike commute fashion show, lunch & learns, team BCycle rides, and e-bike demonstrations.	Interactive, low-cost programs give employees experience and help them overcome the fear of trying something new.	\$\$	★★★★☆
Commuter Challenge	Launch a workplace competition for employees to earn prizes based on their commute choices. RoundTrip offers a free, customizable challenge platform for employers.	Short-term trials can lead to long-term change, and periodic promotions spark renewed interest in your commute options program.	\$-\$	★★★★☆
Employee Recognition	Recognize a “Commuter of the Month” and highlight a diverse array of employees and commute types throughout the year.	Recognition builds positive workplace culture around non-drive-alone commutes and provides a platform to educate employees about their options.	\$	★★★☆☆

Strategy	Description	Benefits	Cost	Impact
Emergency Ride Home	Offer a free ride home in case of illness or family emergency for employees who commute without a personal vehicle. You can promote the <u>Dane County Emergency Ride Home program</u> or contact RoundTrip about offering your own in partnership with providers like Union Cab, Lyft, and Uber.	ERH is a safety net that provides essential peace of mind to commuters and reduces a common barrier to choosing not to drive to work.	\$	★★★★★
Mid-day Transportation	Provide midday options for off-site meetings and personal appointments. These include company-owned loaner bikes and fleet vehicles, or company <u>BCycle</u> and <u>ZipCar</u> passes.	Supports midday mobility needs for all employees, regardless of how they commute. Does not require employees to own a car or drive to work to support a mid-day trip.	\$-\$	★★★★★
Transportation Information Hubs	Provide information for employees and visitors on your website, in your employee lounge, and in your lobby. Include maps, transit schedules, brochures, and promotions. Displaying <u>live departure information</u> for nearby Metro stop(s) is easy and effective.	Just as you might provide wayfinding information to help visitors navigate a building or campus, you can also provide information on different ways of getting to and from your location.	\$\$	★★★★★
Priority Parking	Allocate reserved, priority parking for carpools and vanpools.	Supports ridesharing and sparks new connections among employees.	\$	★★★★★



Remember that not all strategies will apply to all workplaces—use this list to help you brainstorm, and consider other out-of-the-box ideas that may be perfect for your situation.

Incentives

Financial incentives that support commute options are an investment in your employees, business, and community. Incentives can include:

- ▶ Free or discounted transit passes (see tax-free options below)
- ▶ Vanpool fare subsidies (see tax-free options below)
- ▶ Free or discounted BCycle memberships
- ▶ Emergency Ride Home program for commuters to get home in a pinch
- ▶ Lifestyle Spending Account to cover bike/walk expenses ineligible as pre-tax commuter benefits, such as equipment, fitness trackers, and athletic clothing
- ▶ Cash incentives and rewards for employees who do not drive alone

Tax-Free Commuter Benefits: A Win-Win

Section 132(f) of the Internal Revenue Code - Qualified Transportation Fringe Benefits, allows employers to provide a monthly tax-free benefit to employees to cover transit and vanpool expenses. Both employers and employees save, since federal income and payroll taxes do not apply.

Employers can administer these benefits in three ways:

- ▶ As a tax-free employer-paid commute subsidy
- ▶ As a pre-tax employee-paid payroll deduction
- ▶ As a combination of the above

Fuel & Friction: Balancing Incentives and Disincentives

For the best return on investment, consider pairing your incentives—or the “fuel” you put behind walking, bicycling, riding transit, and carpooling—with disincentives, or “friction,” that reduce the appeal of driving alone. Parking management is one of the most effective ways to tip the fuel/friction balance between driving alone and using other commute options. We’ll discuss this in detail on the next page.



Parking Management

Parking management plays a critical role in determining how employees choose to commute. A strategic approach can greatly reduce the number of employees driving to work each day. It can also level the playing field by reducing incentives for drivers and increasing incentives for non-drivers. Incremental changes to parking policies will add up to big progress toward your goals!

If you are just getting started...

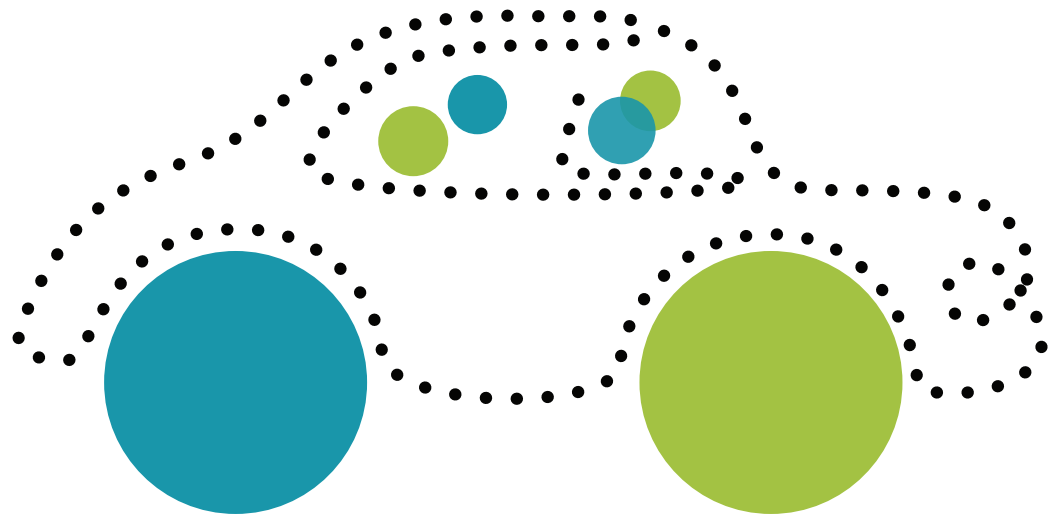
Prioritize carpool and vanpool parking

A simple, affordable first step can be reserving priority parking spaces for carpools. This small change is a gesture of respect that communicates your workplace values.

If you offer free parking...

Offer parking cash-out OR an equivalent-value commuter benefit

In lieu of a free parking space, employees receive the option of a monthly cash payment, or tax-free transit or vanpool subsidy of equal value. Cash-out programs work best for employers who lease their parking or face parking shortages, but any employer can offer—and gain long-term benefits from—a parking cash-out program.



If you offer free parking...

Charge for parking

If your workplace offers free parking, you already subsidize the commute for drivers. While charging employees for parking is a big shift, it is one of the most effective ways to reduce driving, especially in transit-served urban locations. Carpoolers can be charged less.

If you sell long-term parking permits...

Switch to daily parking

Did you know that monthly, quarterly, and annual parking permits actually encourage employees to drive, in order to get their money's worth? Daily parking, on the other hand, provides employees with a more flexible and affordable option that allows them to use other commute modes on various days without a financial penalty.

If you charge daily parking rates...

Implement a dynamic pricing strategy

Dynamic pricing adjusts the price of parking based on frequency, rewarding employees who drive fewer times each week or month. Rather than charging a flat daily rate, a dynamic pricing structure could look like:

# DAYS/WEEK	DAILY COST	WEEKLY COST	MONTHLY COST
1	\$3	\$3	\$12
2	\$4	\$8	\$32
3	\$5	\$15	\$60
4	\$6	\$24	\$96
5	\$7	\$35	\$140



A variety of software tools are available to help employers manage parking and administer incentives for a commute options program. RoundTrip does not endorse specific providers, but can provide a list of potential vendors to employers interested in researching their services.

STEP 5

Launch & Promote Your Program

Ready, Set, Go!

Get your new program off to a strong start by making a big splash with the launch. Plan engaging company-wide communications such as:

- ▶ All-staff message from leadership
- ▶ Video announcement
- ▶ Launch party with giveaways and activities
- ▶ Departmental lunch-and-learns
- ▶ Bike rides, bus-to-lunch/happy hour events, and other activities
- ▶ Messaging in community rooms, parking areas, and other key locations

Ongoing Promotion

For most employees, changing their commute habits will take time and support. Regularly promoting your program will be essential to building awareness, sustaining momentum, and developing a workplace culture.

Draw from the strategies above to craft a plan that weaves commute options programming into the fabric of your workplace via:

- ▶ Regular features in workplace communications
- ▶ A schedule of monthly or quarterly outreach activities
- ▶ Collaboration across departments to promote commute options through related programs

Leverage Your Leaders

Enlist executives who can help set the tone and create momentum behind your commute options program. These leaders are particularly effective when they:

- ▶ “Walk the talk” by walking, biking, riding the bus, or carpooling to work.
- ▶ Communicate the program vision company-wide, and connect it to your organization’s mission and culture.
- ▶ Participate in events and share personal stories.



Beyond the board room, consider cultivating a team of experienced and enthusiastic “champions” to serve as departmental liaisons and internal experts for employees with questions.

STEP 6

Evaluate, Celebrate, & Look Ahead

Use the goals and metrics you developed in Step 3 to help you track progress and plan ahead.

Measuring Progress: A Little Data Goes a Long Way

- ▶ Conduct an employee commute survey annually or bi-annually (see appendix).
- ▶ Revise your worksite assessment annually (see appendix).
- ▶ Regularly track and update the metrics related to your program goals.
- ▶ Use testimonials to add human dimension to your numbers.

Celebrating Your Successes

Recognize individual and collective accomplishments through company-wide celebrations:

- ▶ Plan special events like a commuter breakfast or ice cream social.
- ▶ Include announcements and accolades in employee communications.
- ▶ Organize annual awards and recognition.

Apply for employer recognition programs to tell your story and position your workplace as a leader:

- ▶ Dane County *Climate Champions Program*, “Employee Commuting” category
- ▶ *Best Workplaces for Commuters* national membership program
- ▶ League of American Bicyclists *Bicycle Friendly Business*

Promote your commitment to improving the commute by sharing your story with industry peers and prospective employees:

- ▶ Add award badges and testimonials to your website.
- ▶ Share your story locally and nationally via LinkedIn, InBusiness, conference presentations, and industry newsletters.

Looking Ahead

As you evaluate your program’s progress you will uncover new challenges and opportunities. Regularly convene your team to review these insights and chart next steps, and remember that RoundTrip is always available to assist with resources and guidance.

Local Resources



RoundTrip

A program of the Greater Madison MPO, with resources to support employer commute options programs. See page 20 for a full menu of services!

roundtripgreatermadison.org



Metro Transit

Employer Commute Card program, offering a discounted bus pass program to support employees using transit.

<https://bit.ly/Metro-Cards>



Wisconsin State Vanpool Program

Vans serve Madison from outlying communities, available to both State and non-State employees.

https://bit.ly/WI_Vanpool



Madison Bicycle Center

Downtown bicycle center with multiple membership options. Perks include 24/7 secure bike parking, showers, lockers, a bike wash, and same-day service on most basic repairs.

madisonbikecenter.org



Madison BCycle

100% e-bike bikeshare fleet with a growing network in Madison and beyond. Employers can buy bulk day passes for visitors and subsidize memberships for employees.

madison.bcycle.com



RoundTrip TeleWORKS Toolkit

Guide with local workforce survey data, tips for managers and employees, and profiles of local employers.

<https://bit.ly/teleWORKS>



Dane County Bicycle Resources

Resources to assist bicycle riders in identifying the safest, most enjoyable routes. Includes local maps, fun routes, and information for riders of all levels.

<https://bit.ly/Dane-Bike-Info>



Dane County Climate Champions Program

Recognition program for Dane County employers leading on climate action in twelve categories, including Employee Commuting.

<https://bit.ly/Dane-Climate-Champs>

RoundTrip Featured Services



Smart options for everyday trips

RoundTrip is your commute options partner. Our complementary resources are here to help you develop a practical approach to elevating affordable, healthy, and sustainable transportation choices at your workplace, whether you are starting new or growing your current efforts.

Our Services

- ▶ **Employer consultations** to discuss your needs, challenges, and goals.
- ▶ Assistance with **employee surveys and site analysis** to identify key barriers and opportunities.
- ▶ **Program recommendations** tailored to your workplace.
- ▶ **Company-branded RoundTrip join page** to help employees explore commute options and connect with in-network matches.
- ▶ **Marketing materials** for your print and digital communications.
- ▶ **Opportunities and incentives** to encourage walking, bicycling, public transit, and carpooling, including local events and the Dane County Emergency Ride Home program.
- ▶ **Connections** to local service providers and referrals to third-party vendors, programs, and technologies to support your goals.
- ▶ **Digital tools** to engage employees through incentives and challenges.
- ▶ In-person and virtual **employee engagement** through tabling, information sessions, tailored events, and more.

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We know there is no one-size-fits-all program. Let us connect you with the right building blocks for yours!



Appendices

- ▶ Employee survey template
- ▶ Worksite assessment template

Template

Employee Commute Survey

Notes for Administrators:

- » Use this template as a guide and modify it as needed to fit your workplace context.
- » If using Survey Monkey or another online tool, be sure to follow accessible design best practices. See [guidance for designing an accessible survey](#) in Survey Monkey.
- » [Click here to download an editable version of this template.](#)
- » For survey resources specific to assessing the impact of telework policies, contact roundtrip@cityofmadison.com.

Survey

Thank you for participating in [employer name's] Employee Transportation Survey! We are conducting this survey to learn more about your commute experience and preferences. We will use the results to inform how [employer name] supports sustainable commute options including bicycling, walking, public transit, carpooling, and vanpooling.

Your responses are very important to us. All responses are anonymous and results will be aggregated. Please return your completed survey to _____, or take the survey online at _____.

1. What is your home zip code? _____
2. What department do you work in? _____
3. How long have you been employed with [employer name]?
 - ☐ 0-1 years
 - ☐ 1-2 years
 - ☐ 2-5 years
 - ☐ 6-10 years
 - ☐ More than 10 years
4. Do you work (select all that apply):
 - ☐ Full time
 - ☐ Part time
 - ☐ Flex time
 - ☐ Compressed work week
5. Are you satisfied with your current commute?
 - ☐ Yes
 - ☐ Somewhat, it could be better.
 - ☐ No
 - ☐ Please explain: _____

6. In an average week, how do you *typically* commute on the majority of days?
- ☐ Bicycle
 - ☐ Bus
 - ☐ Carpool/Vanpool
 - ☐ Drive Alone
 - ☐ Ride Hailing (Taxi, Uber, Lyft)
 - ☐ Telework
 - ☐ Walk
 - ☐ Multi-modal or other commute
7. In an average week, how many days do you typically commute by the following? (Your answers should add up to the total number of days you work each week.)

	1 day	2 days	3 days	4 days	5 days
Bicycle					
Bus					
Carpool/Vanpool					
Drive Alone					
Ride Hailing (Taxi, Lyft, Uber)					
Telework					
Walk					

Multi-modal or other commute mode: _____ (please explain)

8. How many miles is your typical one-way commute (between home and work)?
- ☐ 0-5 miles
 - ☐ 5-10 miles
 - ☐ 11-15 miles
 - ☐ 16-20 miles
 - ☐ Over 20 miles
9. How many minutes is your typical one-way commute (door-to-door, including time to park)?
- ☐ 0 minutes (I typically telework)
 - ☐ Under 15 minutes
 - ☐ 15-30 minutes
 - ☐ 31-45 minutes
 - ☐ Over 45 minutes
10. What time do you typically arrive at work?
- ☐ AM (7am - 10am)
 - ☐ Midday (10am - 4pm)
 - ☐ PM (4pm - 7pm)
 - ☐ Late night (7pm - 7am)

11. What time do you typically leave work?

- | | |
|---|--|
| <input type="radio"/> AM (7am - 10am) | <input type="radio"/> PM (4pm - 7pm) |
| <input type="radio"/> Midday (10am - 4pm) | <input type="radio"/> Late night (7pm - 7am) |

12. What days of the week do you commute? (Mark all that apply.)

- | | |
|---------------------------------|--------------------------------|
| <input type="radio"/> Monday | <input type="radio"/> Friday |
| <input type="radio"/> Tuesday | <input type="radio"/> Saturday |
| <input type="radio"/> Wednesday | <input type="radio"/> Sunday |
| <input type="radio"/> Thursday | |

13. If you sometimes/always commute without your personal vehicle (i.e., by bike, bus, carpool, etc.), what are your main reasons for doing so? (Select up to five.)

- | | |
|---|---|
| <input type="radio"/> Save money | <input type="radio"/> Earn rewards or prizes |
| <input type="radio"/> Save time | <input type="radio"/> I have a subsidized bus pass |
| <input type="radio"/> Reduce stress/enjoy my commute | <input type="radio"/> I have access to an emergency ride home |
| <input type="radio"/> Get exercise | <input type="radio"/> I do not own a car |
| <input type="radio"/> Help the environment | <input type="radio"/> I am not able to drive |
| <input type="radio"/> Avoid wear and tear on my car | <input type="radio"/> I do not enjoy driving |
| <input type="radio"/> I am able to telework | <input type="radio"/> Other: _____ |
| <input type="radio"/> N/A (I always drive alone.) <i>Note: In Survey Monkey, configure this option as a "none of the above" option, so that respondents may not select other answers.</i> | |

14. If you sometimes/always drive alone to work, what are your main reasons for doing so? (Select up to five.)

- ☐ I need my car at work for company business
- ☐ I want my car in case of emergency
- ☐ Parking is free or inexpensive
- ☐ I pay for a monthly or annual parking pass and want to get my money's worth
- ☐ I am not able to telework
- ☐ I am only able to telework part-time
- ☐ I need to run errands
- ☐ I need to transport children or other dependents
- ☐ It's faster
- ☐ I have pet care responsibilities
- ☐ My schedule does not align with the bus schedule

- ☐ There is no direct transit route
- ☐ There is no safe bicycling or walking route
- ☐ I'm not familiar with how to ride the bus
- ☐ I don't have anyone to carpool with
- ☐ I don't like to depend on others
- ☐ Other _____
- ☐ N/A (I never drive alone.) *Note: In Survey Monkey, configure this option as a "none of the above" option, so that respondents may not select other answers.*

15. Which of the following are, or would be, most helpful to you in choosing alternatives to driving alone? (Select up to five.)

- ☐ Free bus pass
- ☐ Employer subsidy for bus fare and/or vanpool expenses
- ☐ Ability to pay for transit or vanpool expenses with pre-tax income
- ☐ Preferred and/or discounted parking for carpools
- ☐ Prizes and financial incentives for not driving alone to work
- ☐ Free access to car share, bike share, or fleet vehicle for midday trips
- ☐ Free ride home in the event of an emergency
- ☐ Ability to telework or telework more often
- ☐ Flexible scheduling options, such as flex-time and/or compressed work weeks
- ☐ Child care at or near work
- ☐ Assistance with carpool/vanpool/bikepool matching
- ☐ Help identifying a good bicycle or bus route
- ☐ Better facilities for active commuters (e.g., lockers, showers, protected bicycle parking, bike maintenance station)
- ☐ Protected bus stop at or near workplace
- ☐ Paid time off incentive for carpooling, vanpooling, riding transit, bicycling or walking
- ☐ Information about the impacts of my commute choice, such as money saved or spent, and carbon emissions avoided or created
- ☐ *[If workplace offers free parking]:* Monthly cash payment for not using a parking spot ("parking cash-out")
- ☐ *[If employees pay for parking]:* Daily parking fee instead of a monthly or annual fee
- ☐ Educational opportunities (e.g., help understanding the bus system, BCycle demonstrations, safety classes, winter bicycling tips, etc.)
- ☐ Other: _____



- ☐ None of the above *Note: In Survey Monkey, configure this option as a “none of the above” option, so that respondents may not select other answers.*

16. I am interested in (check all that apply):

- ☐ Carpooling, vanpooling, or bikepooling with co-workers
- ☐ Carpooling, vanpooling, or bikepooling with employees of nearby workplaces
- ☐ Learning more about car/van/bikepool matching and other trip planning resources through the RoundTrip program

17. To what extent do you view **[employer name]** more favorably for providing *[Fill this in with an option that best fits your workplace interests, e.g.: a telework policy; financial incentives for alternative commutes; alternative commute rewards; etc.]*?

- ☐ I view [employer] more favorably
- ☐ It has no impact
- ☐ I view [employer] less favorably

18. How important is it for **[employer name]** to offer a commute options program that supports alternatives to driving alone?

- | | |
|--|--|
| <input type="radio"/> Very Important | <input type="radio"/> Somewhat Unimportant |
| <input type="radio"/> Somewhat Important | <input type="radio"/> Not important |
| <input type="radio"/> Neutral | |

19. Is there anything else **[employer name]** can do to support you in using alternate commuting options? Is there anything else you would like to share with us?

Optional Demographic Questions

Note: Including demographic questions can help you identify and understand differing commute needs, barriers, and preferences across different groups of employees. Demographic characteristics may influence how likely a person is to use various modes of transportation, and what strategies would be most effective to support them in using transportation alternatives.

1. What is your age?

- | | |
|--|---------------------------------------|
| <input type="radio"/> Under 18 years old | <input type="radio"/> 35-54 years old |
| <input type="radio"/> 18-24 years old | <input type="radio"/> 55-64 years old |
| <input type="radio"/> 25-34 years old | <input type="radio"/> 65 and older |

2. Are you a parent or routine caretaker?

- ☐ Yes
- ☐ No

3. Gender identity: _____

4. With which racial/ethnic groups do you identify? (Check all that apply.)

- | | |
|--|---|
| <input type="radio"/> American Indian or Alaska Native | <input type="radio"/> Native Hawaiian or Other Pacific Islander |
| <input type="radio"/> Asian | <input type="radio"/> Multiple races/ethnicities |
| <input type="radio"/> Black or African American | <input type="radio"/> White (non-Hispanic) |
| <input type="radio"/> Hispanic origin | <input type="radio"/> Prefer not to say |

5. Do you have a disability?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

Template

Worksite Transportation Options Assessment

>> [Click here to download an editable version of this template.](#)

If your company has multiple worksites, conduct this assessment for each location.

Name of Company/Work Site: _____

Address _____

Assessment completed by: _____ Date _____

Management Company (if applicable): _____

How many employees work at this location?: Full time: _____ Part Time: _____ Seasonal: _____

Percent of employees in the office on a typical day: _____

Approximate number of employees to be added at this location over the next two years: _____

Shift start and end times:

First shift (or core work hours if in a setting without multiple shifts): _____

Second shift: _____

Third shift: _____

Bicycle & Pedestrian (Active Transportation) Facilities

Pedestrian access to work site from all nearby residential and/or commercial areas:

☐ Available ☐ Unavailable

Describe any gaps or challenges: _____

Bicycle path or dedicated on-street bicycle lanes connecting to work site:

☐ Available ☐ Unavailable

Describe any gaps or challenges: _____

Inventory of active transportation facilities:

	Available?	# Spaces / Capacity	Secure Location? (visible, well-lit, monitored)	Notes
Outdoor Bicycle Racks, Covered				
Outdoor Bicycle Racks, Uncovered				
Bicycle Lockers				
Indoor Bicycle Racks				
Showers				
Lockers for Clothes and Gear				
Comfortable Changing Facilities				
Other:				

Transit Access & Service

Nearby Metro Transit Stops:

_____ (Location)	Shelter? ____ Yes ____ No
_____ (Location)	Shelter? ____ Yes ____ No
_____ (Location)	Shelter? ____ Yes ____ No
_____ (Location)	Shelter? ____ Yes ____ No

Are there sidewalks and safe street crossings connecting each transit stop to the main entrance of your workplace? If not, where are sidewalks or safe crossings missing?



Nearby Metro Routes & Frequency:

_____	_____	_____
(route #)	(origin/destination)	(frequency during peak/midday periods)
_____	_____	_____
(route #)	(origin/destination)	(frequency during peak/midday periods)
_____	_____	_____
(route #)	(origin/destination)	(frequency during peak/midday periods)
_____	_____	_____
(route #)	(origin/destination)	(frequency during peak/midday periods)

Additional notes about transit access and service at this work site:

Motor Vehicle Parking

Does your company own parking spaces?: ☐ Yes ☐ No # Spaces: _____

Does your company lease parking spaces?: ☐ Yes ☐ No # Spaces: _____ Annual Cost/Space: \$ _____

Is there an abundance of free, off-site parking nearby (within 1/4 mile of the work site)? ☐ Yes ☐ No

Is there a public parking garage nearby (within 1/4 mile of the work site)? ☐ Yes ☐ No

Is your workplace considering leasing or constructing additional parking within the next five years?

☐ Yes ☐ No If yes, describe (# spaces, location, estimated cost):

Do you charge employees to park? ☐ Yes ☐ No If yes: \$ _____ per employee per month

If yes, do you offer a daily parking rate? ☐ Yes ☐ No If yes: \$ _____ per employee per day

Do you subsidize employee parking costs? ☐ Yes ☐ No If yes: \$ _____ per employee per month

Do you offer designated carpool and vanpool parking? ☐ Yes ☐ No If yes, # Spaces: _____

Estimated percent of parking utilized on an average workday: _____

Additional notes about motor vehicle parking at this work site:

Transportation Benefits & Promotion

Are employees required to use their personal vehicles to make work-related trips? ☐ Yes ☐ No

Is there a car share service or company fleet available for off-site meetings? ☐ Yes ☐ No

If yes, # vehicles: _____ Cost for employees: \$ _____

Is there a bike share service or company fleet of bicycles available for off-site meetings? ☐ Yes ☐ No

If yes, # bicycles: _____ Cost for employees: \$ _____

What benefits and/or incentives are currently available to employees?

- | | |
|---|---|
| <input type="radio"/> Free or discounted transit pass | <input type="radio"/> Flex time |
| <input type="radio"/> Pre-tax payroll deduction for eligible transit and vanpool expenses | <input type="radio"/> Compressed workweek |
| <input type="radio"/> Free or discounted bike share membership | <input type="radio"/> Telework (full or part-time) |
| <input type="radio"/> Bicycle commute subsidy | <input type="radio"/> Emergency Ride Home program |
| <input type="radio"/> Help identifying a good bike or bus route | <input type="radio"/> Free or reduced cost carpool parking |
| <input type="radio"/> Parking cash-out (if employee parking is free) | <input type="radio"/> Assistance with carpool, vanpool, and bikepool matching |
| <input type="radio"/> Daily parking rates (if employees pay for parking) | <input type="radio"/> Prizes or other incentives for not driving alone |
| | <input type="radio"/> Other: _____ |

What resources exist to promote awareness of transportation options for employees and visitors?

- ☐ Staff person designated to support employee transportation needs (full- or part-time)
- ☐ Information kiosk in high-traffic location
- ☐ Transit screen showing live route/departure information for nearby transit stops
- ☐ Dedicated transportation section on website and/or employee portal
- ☐ Transportation programming (e.g., resource fair, outings, demonstrations, classes, etc.)
- ☐ Information packets for new hires
- ☐ Other: _____



What resources exist onsite or nearby to reduce extra vehicle trips and/or encourage walking and bicycling to frequent destinations?

- | | |
|---|---|
| <input type="radio"/> Childcare onsite | <input type="radio"/> Restaurants within walking distance |
| <input type="radio"/> Gym onsite or nearby | <input type="radio"/> Other: _____ |
| <input type="radio"/> Cafeteria and/or kitchen onsite | |

Other

Have any prospective hires declined employment due to an inability to find reliable transportation?

- ☐ Yes
- ☐ No
- ☐ Not sure

Have any employees left due to an unsatisfactory commute or inability to maintain reliable transportation?

- ☐ Yes
- ☐ No
- ☐ Not sure

Describe any additional information, including anecdotal accounts or other site characteristics that are relevant to developing a commute options program:



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