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July 2008

## Alternative Transportation Incentives

Air pollution, particularly ground-level ozone and fine particulate matter, is an immediate and ongoing concern in the Treasure Valley of Idaho. It impacts public health, economic growth, and quality of life. Vehicle exhaust contributes significantly to air pollution. Using alternative modes of transportation leads to a reduction in the use of single-occupancy vehicles, which helps reduce emissions and protects air quality.

“Alternative transportation” includes carpooling, vanpooling, using public transportation (e.g., a bus), bicycling, walking, and running. As a business or government agency, you can encourage your employees to use alternative modes of transportation and/or develop an official policy to promote it.

Although using alternative transportation often requires extra effort, employers can help ease this burden and encourage alternative transportation through recognition and incentives. Here are some options:

### **Provide Facilities and Services to Make Alternative Transportation Convenient**

- Supply secure bike racks
- Supply locker rooms and showers
  - If you don't have this capability, consider partnering with a nearby facility that does
- Pay for bus passes
- Pay Commuteride (vanpool) fares
- Provide preferred parking for carpoolers
- Provide a guaranteed ride home
  - Pay for taxi fares for employees who used an alternative form of transportation to get to work, but need another way to get home due to unforeseen circumstances, such as:
    - Employee becomes sick
    - Employee called to pick up a sick child
    - Employee has to work late
    - Employee's carpool partner leaves
    - Other unforeseen circumstances or emergencies
  - This service is also provided through ACHD Commuteride; see [www.commuteride.com/CommuterIncentives/GRH.aspx](http://www.commuteride.com/CommuterIncentives/GRH.aspx) for more information

## **Provide Alternatives to Needing a Personal Vehicle Over the Lunch Hour**

- Encourage employees to bring lunch
  - Provide pleasant lunch rooms and/or places to eat outside
- Schedule “brown bag” presentations, company picnics, etc. over lunch to provide incentives to stay on-site
- Organize groups of carpoolers to run errands together over lunch
- Organize groups of carpoolers to go to a restaurant together
- Provide a list of restaurants within walking distance

## **Reward Users of Alternative Transportation and Provide “Fun” Incentives**

- Participate in *May in Motion*
  - Plan special events during May
  - Compete against other businesses
  - Develop camaraderie
  - Learn more: [www.commuteride.com/MayInMotion.aspx](http://www.commuteride.com/MayInMotion.aspx)
- Sponsor in-house competitions among users of alternative transportation; provide prizes. Ideas include:
  - Most days using alternative transportation in one month
  - Most miles using alternative transportation in one month
  - Most unusual form of alternative transportation used
- Provide “door prizes” for users of alternative transportation. Ideas include:
  - One drawing per month; everyone who uses alternative transportation is entered
  - Prizes could include:
    - Extra time off
    - Biking, walking, running equipment
    - Gift cards to sporting goods stores
    - Gift cards to restaurants within walking distance
- Recognize alternative transportation users
  - Provide T-shirts or framed certificates, stickers, magnets, posters, or other office “décor” to highlight employees’ alternative transportation commitments
  - Showcase alternative transportation users on your Internet and Intranet sites, in employee and customer newsletters, and in other highly visible locations
- Use recognition programs to not only showcase your employees’ actions but also your company’s commitment to clean air and to encourage others to use alternative transportation

## **Learn more about alternative transportation options in the Treasure Valley:**

- ACHD Commuteride [www.commuteride.com](http://www.commuteride.com)
- ValleyRide [www.valleyride.org](http://www.valleyride.org)