



EVERY COMMUTE COUNTS



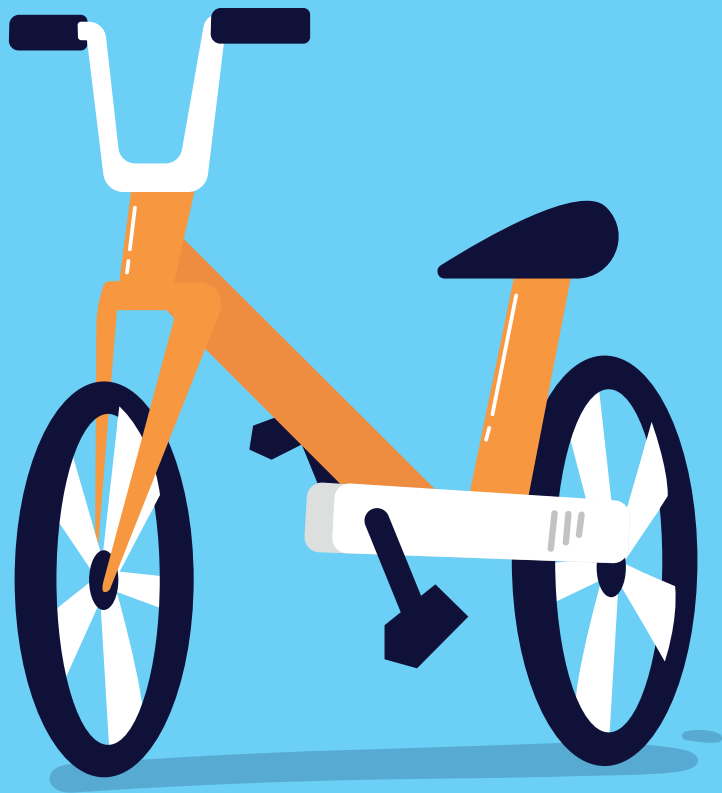
HOWDY!

Different commuting options can help your employees avoid the headaches of rush hour traffic. They arrive at work relaxed and ready to go. And with growing environmental concerns and increased legislative efforts to reduce air pollution and traffic congestion, future regulations will favor companies who engage in rideshare programs.

Offering a variety of employee commuter benefits can:

- Reduce absenteeism and tardiness
- Enhance productivity and morale
- Improve employee retention
- Increase parking availability

In addition to boosting employee recruitment & retention, these efforts go a long way toward relieving stress on the transportation system so we all can get around more easily.



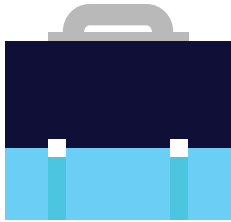
ABOUT US

Every Commute Counts is a program of Kentuckiana Regional Planning & Development Agency.



VISION

To be Kentuckiana's trusted resource for alternative transportation and in doing so connect our community and improve the quality of life for those that reside here.



PROMISE TO EMPLOYERS

Strengthen the bond between employers and employees by providing a variety of daily commute options that will save your employees money and stress.



PROMISE TO COMMUTERS

Customize your daily commute to be more enjoyable and more financially & environmentally friendly.

EVERY COMMUTE COUNTS

A [KIPDA](#) PROGRAM

Every Commute Counts is dedicated to reducing single occupancy vehicles, or people commuting alone in a car. When it comes to your daily commute, you have choices. We are here to provide efficient transportation solutions that are better for our community and ourselves.

Services are provided for people living or working in seven counties in Kentucky: Jefferson, Bullitt, Henry, Oldham, Shelby, Spencer, and Trimble; and, Clark and Floyd counties in Southern Indiana.



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www.everycommutecounts.org

WHY HAVE AN EMPLOYEE COMMUTE PROGRAM?

Commute programs generate a host of benefits for businesses, employees, and our community. As a leader, you can help your employees save money and improve mobility throughout the Kentuckiana region by implementing an employee commute program at your worksite.

By encouraging transportation alternatives to driving alone, such as transit, carpooling, vanpooling, walking, biking, teleworking and compressed work weeks, you can help air quality & mitigate traffic congestion as economic growth and development continues.

Different businesses may use a variety of commuting solutions. We can help find the right mix of commute options that work best for your business and your employees.

Every Commute Counts staff can assist with the following:

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

KENTUCKIANA'S COMMUTING OPTIONS



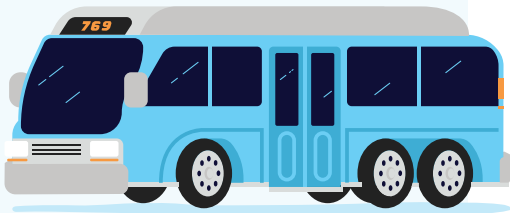
CARPOOL

Carpooling saves gas money. ECC maintains a database of people in the Kentuckiana region who have registered with us and are interested in ridesharing. We can create a company-only database specifically for your employees. Employees will be matched with other employees that share same work hours & live in the same area.



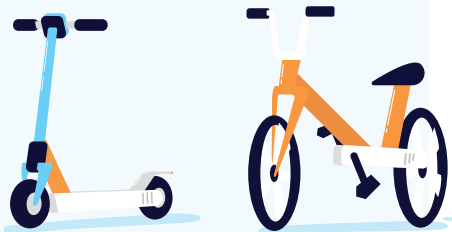
VANPOOL

Vanpooling is like carpooling, but with more people – and more saving. ECC vanpool is a group of 5-15 commuters who ride together in a commuter van. Riders share monthly fee that covers use of the van, insurance, maintenance & fuel. Vanpool members are eligible for the commuter tax benefit.



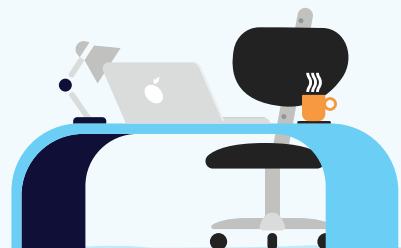
TRANSIT

Transit Authority of River City is our region's bus system. Employees can spend their ride connected to free wi-fi (on certain routes) & store their bikes on TARC buses using the mounted bike racks. Oldham County Public Bus serves the greater LaGrange area. Transit riders are eligible for the commuter tax benefit.



BIKE, WALK, & SCOOT

The region has extensive biking infrastructure. Bike riders may qualify for a tax benefit. Scooters are prevalent in the region's urban area. Sidewalks and paths make walking to your destination easier than ever.



TELEWORK

Telework allows employees to work from a home or a remote location away from their office therefore reducing traffic congestion.

EMERGENCY RIDE HOME



The Emergency Ride Home (ERH) program serves as a safety net for our registered ridesharing commuters. If you are a registered rideshare participant and have an emergency, such as a family illness or mandatory overtime, you can get a ride back to your home or car and be reimbursed 100% of your fare for transit, a cab, or a transportation network like Uber or Lyft.

EMPLOYEE BENEFITS

An employee commute program can be a collection of incentives, travel subsidies, amenities and support that increase the viability, cost effectiveness and attractiveness of using modes other than driving alone. Employer programs can range from subsidizing full-value commuter tax benefit to providing secure bicycle parking, lockers and showers or premium parking for carpool/vanpools. And/Or, employers can give employees the ability to apply their commute expenses to pre-tax dollars.

Employers may also provide discounted TARC passes or subsidize vanpool seats. By providing benefits to employees and subsidizing commute options to driving alone, employers provide a strong incentive for employees to try and use alternative modes.

TRANSPORTATION FRINGE BENEFITS

Transportation Fringe Benefits, or Commuter Tax Benefits, refers to the tax treatment that is provided to employees in relation to certain commuting costs. Under Federal law (26 U.S. Code § 132f), an employer may provide (or withhold) up to \$270/month* for qualified parking, transit, and vanpool expenses.

The primary advantage to employees is that the transit benefit provides tax incentives to those who take transit or a vanpool. These savings do not include the hundreds of dollars a year saved from auto-related expenses like fuel, maintenance, and insurance.

A qualified bicycle commuting reimbursement, means any employer, if they chose to do so, may provide a reimbursement of up to \$20 per month for reasonable expenses incurred by the employee in conjunction with their commute to work by bike.

Tax Savings	Transit (max \$270)**
Federal Income Tax Savings	\$795
FICA Savings	\$243
Avg. State/City Income Tax Savings	\$135
Total Annual Employees Savings	\$1,173

Contact your tax professional for more information and the best program for your company
**Based on a 25% tax bracket (most common)

EMPLOYER BENEFITS

- Increase employee retention & job satisfaction
- Expand & diversify your labor pool
- Increase employee productivity
- Receive tax breaks
- Reduce parking-related costs
- Demonstrate social responsibility

EMPLOYEE BENEFITS

- Save money on transportation
- Free up time while someone else does the driving
- Reduce the stress of navigating through traffic

COMMUNITY BENEFITS

- Decrease traffic congestion
- Reduce air pollution & climate change
- Support economic growth

CREATING A COMMUTE PROGRAM

- 1 Identify a Contact Person/Liaison.**
 - Your Employee Coordinator will be the liaison between Every Commute Counts & your staff.
- 2 Begin with a Needs Assessment.**
 - Where do employees' trips originate?
- 3 Distribute a transportation survey to employees.**
 - ECC will provide sample surveys and help customize for your workplace
- 4 Complete a transportation site assessment**
 - Is your facility accessible by transit?
 - Are employees already vanpooling or carpooling?
 - Do you provide marked parking spots for carpools/vanpools?
 - Are there existing bike racks?
 - Do you have parking issues?
- 5 Evaluate existing Commuter benefits.**
 - Does your company currently offer commuter benefits?
 - Is there a budget for incentives or subsidies?
- 6 Create Commute Program Plan.**
 - Work with Every Commute Counts staff to create customized transportation goals
 - Identify strategies & benefits that make sense to your company & fit the needs of your employees
 - Finalize budget & funding sources
 - Identify staff resources
- 7 Market Plan to Employees**
 - Organize kick-off events, send emails, distribute newsletters to engage employees
 - Facilitate employee commute challenges to make ridesharing fun for commuters
- 8 Assess & evaluate your Commute Program.**
Every Commute Counts staff will assist in helping create, promote & evaluate a customized commute program for your workplace.

✉ info@everycommutecounts.org

GENERAL**Bike Commuting Reimbursement**

Employers may choose to provide a reimbursement of up to \$20 per month for reasonable expenses incurred by the employee in conjunction with their commute to work by bike.

Secure Bike Parking

Provide secure bike parking options: bike lockers, bike rooms, or covered bike racks.

Commuter Pre-tax Benefits Program

Allows employees to pay for vanpool fares and/or TARC passes using pre-tax dollars. Allows For qualified transportation fringe benefits, see Section 132(f) of the Internal Revenue Code.

Commuter Rewards Program

Reward program participants through raffle drawings, monetary incentives, or special reward events.

Preferential Parking

Create dedicated parking spots for carpoolers/vanpoolers in a premium location with signage.

INFORMATION & RESOURCES**Commute Resources Hub**

Create a one-stop hub of information about available commute options; bulletin board, and/or a page on your company intranet site.

Carpool or Vanpool Matching

Employees can find matches at everycommutecounts.org

New Hire Orientation

Include ECC Commute Options info sheet in orientation materials.

EVENTS & CAMPAIGNS**Commute Challenges**

Encourage employees to drive less during specified time frames & offer incentives and/or prizes to eligible participants.

Bike to Work Day

National Bike to Work Day is in May. Promoting Bike to Work will encourage employees to participate in friendly competition and try bicycling to work.

Transportation Fair

Host a transportation fair (or a table at employee outreach event, benefits or wellness fair) to increase awareness of Commute options, to increase participation in programs, provide support, and demonstrate company commitment to employee wellness and sustainability .

Bike Tune-Up Day

Provide an annual routine bike tune-up for employees biking to and from work. This can be provided by a local bike repair shop.

Commute Pledge

Invite employees to commit publicly to trying a new commute.

RECOGNITION**Employee Recognition Program**

Create a culture of recognition and appreciation by featuring employees using rideshare options. Spotlight commute stories to inspire employees not currently participating.

Apply for External Recognition

Bestworkplacesforcommuters.org

Employee Bike Share or Car Share

Offer employees the opportunity to use a bikes and/or cars for trips during the work day.

Telework Policy & Flexible Work Schedule

Allow people to work from home rather than coming to the worksite. Flexible work schedules differ from the typical 9am-5pm, 5 days per week schedule; they may start earlier or later, and/or be a compressed work schedule (such as four ten-hour shifts each week).



For more information & to schedule a meeting to discuss the implementation of a Commuter Program at your workplace, contact us at info@everycommutecounts.org