

## Tip Sheet for Employers

There are a number of things employers can do to encourage participation in the Care to Clear the Air campaign among their employees, all of which can be continued year round.

### Travel Options

Use the Care to Clear the Air campaign, and specifically Yellow & Red air days, as an opportunity to implement pilot programs for TravelWise options:

- Public Transit
- Ridesharing, Vanpooling and Carpooling
- Teleworking
  - *Example: Allow employees to telecommute one day a week. Provide webinar software or conference call training.*

More information on TravelWise programs is available at [www.travelwise.utah.gov/employers](http://www.travelwise.utah.gov/employers).

### Supportive Incentives

#### *Transit Passes –*

Providing low or no cost transit passes to employees is an excellent way to encourage the use of public transportation. Learn more about UTA's Eco-pass and business tax benefits at [www.rideuta.com](http://www.rideuta.com).

#### *Supplemental Program Awards –*

Implement your own internal awards and/or recognition program for employees participating in the Clear the Air Challenge. Tracking their progress is easy at [www.cleartheairchallenge.org](http://www.cleartheairchallenge.org).

#### *Shower/Hygiene –*

Stock a shared bathroom with basic hygiene supplies like deodorant, tissues and soap for bike and/or walking commuters. Go a step farther – install a shower.

#### *Bike Parking –*

Bike parking, storage and shower/changing rooms are important ways to provide convenience and security for cycling employees.

#### *Carpool Incentive Program –*

Encourage employees to form carpools of two or more people by offering them reduced cost or free parking, preferred parking or prize rewards.

*Gift Cards –*

Hold monthly or quarterly drawings for gift cards to local coffee shops, restaurants and businesses for employees participating in carpools, vanpools or active transportation like walking and biking to work.

*Employee Recognition –*

Find ways to recognize individual employees who champion biking, carpooling or other commute modes through a “Commuter of the Month” award. Profile them in your newsletter or intranet.

*Bicycle Commuter Reimbursement Benefit –*

Provide your employees a reimbursement up to \$20 per month for bike commute expenses incurred on their way to work. Bicycle Commuter Reimbursement is a qualified fringe benefit covered under section 132 (f) of the Internal Revenue Service Code, however it cannot be funded through employee pre-tax income. Also, employers cannot receive both the transit and bike qualified transportation fringe benefits in the same month. Learn more at [www.irs.gov](http://www.irs.gov).

*Recognition Lunch –*

Provide lunch for participating employees as a reward for their efforts. This can also be a good time to recognize exemplary employees and distribute weekly awards.

*Bus to Work Day –*

Organized a “Bus to Work Day.” To encourage more participation, consider providing UTA day passes for employees. Learn more about UTA’s Eco-pass and business tax benefits at [www.rideuta.com](http://www.rideuta.com).