



EMPLOYER AMENITIES THAT PROMOTE CLEAN AIR

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

Travel Options

Use the Challenge as an opportunity to implement pilot programs with TravelWise options (travelwise.utah.gov):

- Alternative Work Schedules
- Carpooling/Vanpooling
- Public Transit
- Skip the Trip
- Trip Chaining
- Teleworking
 - *Example: Telecommute on red and yellow air days.*
- Active Transportation
 - *Example: Biking or walking*

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.

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.

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.

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.