The Sustainable Pittsburgh Challenge  
2018 Commuting Actions

Operating a customer-focused full service commuting options resource center running the region's vanpool and carpool programs, and facilitating the forum for coordinating regional ridesharing efforts--SPC's CommuteInfo Program is the regional one stop shop for ridesharing services.

CommuteInfo is also a resource partner of the Sustainable Pittsburgh Challenge, offering technical assistance and resources to challenge competitors.

Below you will find the commuting options transportation goals, pledges, measurements & actions from the Sustainable Pittsburgh Challenge master playbook http://spchallenge.org/images/Master-Playbook-01032018.pdf. For full explanation of goals, pledges, and measurements, see pages 82-92.

Call or email CommuteInfo today to get started earning your points, 1-888-819-6110 or email commuteinfo@spcregion.org!

T1: Set your organization’s transportation baseline (20 points)
This year to measure reductions in commuter emissions, the SP Challenge will be using a Commuter Survey. The survey consists of a few multiple-choice questions to gauge what all modes of transportation employees use to commute and how often they use each mode. The survey can be found on the SP Challenge website, and the results will serve as your organization's baseline against which progress will be measured at the end of the year. Be sure to engage and encourage all of your employees to take the survey in order to gain an accurate account of your commuter emissions.

Notify the SP Challenge team once you have campaigned your employees to take the survey.

NOTE: you must submit your employee survey results on or before April 1, 2018 in order to be accepted as a competition baseline. Useful Links: What is a Baseline? Why is it important?
**T2: Pledge to increase your sustainable commutes (25 points)**

By making a pledge to increase your organization’s percentage of sustainable commuters, your organization shows that it is mindful of how employee commutes impact the health of our region. Set your goal based on the current percentage of your surveyed employees commuting in any form other than driving alone (this includes taking transit, vanpooling, carpooling, walking, biking and telecommuting). Set your goal as a percentage of these registered employees that will switch to a sustainable, alternative commuting mode by the end of the competition year, encouraged by your organization’s promoting, incentivizing and encouraging alternative commutes.

- Submit a document that states your organization’s target percentage goal through increased use of more efficient commuter modes of transportation.

*NOTE: Your organization must set its goal by April 1, 2018.*

**T3: Kick off with a “Getting Started” Orientation with CommuteInfo (20 points)**

CommuteInfo is a regional non-profit created to help commuters and their employers make the most cost and energy-efficient commuting choices. Contact CommuteInfo at CommuteInfo@spcregion.org or by calling 1-888-819-6110 to organize a “Getting Started” meeting. CommuteInfo staff will come to your office to meet with you and members of your green team. Before the meeting, CommuteInfo will provide you with a survey link. From this information, CommuteInfo will develop a "heat map" showing where your employees are traveling from, and will provide some analysis. During the meeting, CommuteInfo staff will work with you to complete a "getting started" checklist which will result in a set of suggested next steps to support your efforts to reduce organizational commuter impacts.

- Submit a copy or screenshot of meeting notes provided by CommuteInfo.

Useful Links:
- CommuteInfo: [Employer Assistance](mailto:CommuteInfo@spcregion.org)

**T4: Claim points for existing alternative commuters (1 to 50 points)**

Many of your employees may already be commuting in sustainable ways. Make sure their sustainable choices are documented and rewarded in the Sustainable Pittsburgh Challenge by encouraging these employees (and all employees) to take the transportation survey. (See action T1 for location of the survey.) Your organization will receive points for these employees’ sustainable commutes. SP Challenge staff will tabulate your points for this action based on the results of your commuter survey. Micro/Small organizations: Receive 5 points for every 10% of employees currently traveling in any mode other than single-occupancy vehicles. Medium/Large organizations: Receive 5 points for every 10 employees initially traveling in any mode other than single-occupancy vehicles, up to 50 points.

*NOTE: This action will be tabulated once, after you provide Sustainable Pittsburgh with the initial commuter survey results. Be sure to document as many sustainable commutes as possible by encouraging employees commuting via transit, bike, rideshare or walking to participate in the survey.*

Useful Links:
- CommuteInfo - [Request your Commute Options Report Today](mailto:CommuteInfo@spcregion.org)
T5: Reduce your commuter emissions (10 to 1925 points)
Once your organization has completed the initial survey, set your baseline and connected your employees with sustainable commute options, it’s time to measure your impact! Redistribute the survey among your employees to conduct an end-of-challenge survey and find out how many employees are now taking advantage of sustainable commute options, and how frequently. Sustainable Pittsburgh will use your survey data, coupled with data provided by CommuteInfo to award points for your efforts. Provide the results of your end-of-challenge commuter survey. CommuteInfo may provide supplementary data for any employees who may now be taking carpools, vanpools or other sustainable commutes.

Point Calculation

<table>
<thead>
<tr>
<th>Percent</th>
<th>Points From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-5%</td>
<td>10</td>
<td>50</td>
</tr>
<tr>
<td>6%-10%</td>
<td>65</td>
<td>125</td>
</tr>
<tr>
<td>11% - 100%</td>
<td>145</td>
<td>1925 (20 points for each additional %)</td>
</tr>
</tbody>
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T6: Reach your sustainable commuter goal (25 points)
If the percent of sustainable commuters indicated in your end-of-challenge survey meets or exceeds your previously determined goal, report back to the Sustainable Pittsburgh Challenge with this information highlighted.

- Submit your end-of-challenge commuter survey results with the percentage of sustainable commuters highlighted. The SP Challenge team will check this number against your previously submitted goal.

Useful Links:
- CommuteInfo – Request your Commute Options Report Today

T7: Create a program that incentivize alternative commutes (4 to 20 points)
Creating incentives for alternative transportation helps to reduce your organization’s carbon footprint, and reduces the number of low-occupancy vehicles used to access your campus. Help your employees commute more sustainably by making it easier to make the sustainable choice. Incentivizing alternative commutes can be done in many ways, so be creative and tailor your program to best help your employees. Some examples of these types of programs include (but are not limited to):

- Issuing parking passes with a limited number of days of parking
- Carpool preferential parking passes, which offer preferred parking spaces to car or vanpools
- Subsidizing the cost of alternative transit for anyone that commutes by public transportation above and beyond federal tax incentives
- A transportation agreement which offers employees stipends or additional vacation time for commuting sustainably
- Creating an “alternative commute” fund where employees pay a small fee for a perk, like a casual dress day, and those funds are then used to subsidize transit passes, bike maintenance costs, etc.

Submit a copy of the policy illustrating the details of the incentives and benefits programs your organization will adopt and offer. Receive 4 points per actionable program implemented, for up to 20 points in a competition year.
Useful Links:
- CommuteInfo - Promotional Resources
- Commuter Services of Pennsylvania – Employee Services
- Community Transportation Association – Employee Transportation Benefits
- Clif Bar & Company Cool Commute Incentives
- Alaska Biological Research (ABR) Center Commuter Monetary Incentives
- Emory University - Alternative Transportation Proposal
- Evergreen University - Parking PASSPORT Program
- University of Texas - Carpooling Program

**T8: Encourage employees to sign up for CommuteInfo (1 to 10 points)**

For those who currently drive to work alone, CommuteInfo offers an excellent service to your employees by matching them with ridesharing options within and outside of your company. CommuteInfo provides registered users with a menu of alternative commute options, including carpools, vanpools and public transit options. Registration is quick and easy, and will create opportunities for your organization to receive points for sustainable commutes at the end of the SP Challenge. For actions your organization can use to encourage the use of CommuteInfo and alternative commutes, go to the "Promotional Resources" link below.

- Your final quarterly report will be submitted automatically by CommuteInfo.
  - Micro/Small Organizations: Receive 1 point for every 10% of your workforce that signs up for CommuteInfo.
  - Medium/Large Organizations: Receive 1 point for every 10 employees that register with CommuteInfo, up to 10 points.

Useful Links:
- CommuteInfo – Promotional Resources
- CommuteInfo – Request your Commute Options Report Today

**T9: Share your organization’s personalized commute map with employees (5 points)**

CommuteInfo can create a personalized map of your employee’s commutes to and from work based on zip code. Contact your HR department for your organization’s zip code information, and send it to CommuteInfo. CommuteInfo will create your organization’s personalized commuting map. This map can be very useful to demonstrate alternative commuting opportunities to your employees. Post it in your break room, distribute it electronically, or use it in a CommuteInfo workshop or green team meeting as a tool to focus your commuter program on your organization’s real commuting patterns. Submit a picture or screen shot of your commute map being used in communications with employees.

Useful Links:
- CommuteInfo—For Employers: How Can We Help You?
- CommuteInfo—Quick Reference Guide to Commuting Options
T10: Gather and share short alternative commute testimonials from your employees (1 to 10 points)

Employee testimonials regarding the feasibility and benefits of alternative commutes can be highly influential for employees that are considering commute alternatives, particularly when that testimonial comes from a friend or peer. Ask your alternative commuting employees to write up or record a short description of their alternative commute and the benefits they receive from it, and compile these testimonials for use in workshops, newsletters, or to post near your rideshare board.

- Submit a copy of your compiled employee testimonials, and evidence that they were shared with employees. Receive 1 point per employee testimonial, up to 10 points. Don’t have 10 employees? You may also engage members of your community (clients, constituents, residents, customers, consumers, etc.) to maximize your total points.

Useful Links:
- CommutelInfo - Testimonials

T11: Create an alternative commute group and provide opportunities to communicate (2 points)

Help create a dialogue about commute alternatives at your organization by facilitating alternative commute communications. Create a mailing list for interested employees to sign up and distribute updates about alternative commutes, helpful tips on money and fuel-saving initiatives, alerts to local bike, transit and alternative commute events or public forums, company commute group social hours, etc. This group may become a subset of your Green Team, responsible for promoting alternative commutes and CommuteInfo in your organization. Submit a sample of communications with your alternative commute group, or submit a photo of your alternative commute group in action.

Useful Links:
- CommutelInfo: Employer Initiatives
- CommutelInfo: Promotional Resources

T17: Advocate alternative commutes and CommuteInfo with neighboring employers (2 points)

If your organization is limited in its rideshare options, help to expand the network of car and van pools by talking to neighboring organizations about CommuteInfo, or incorporating neighboring employers and their employees in your commuter workshops, trainings, social events and communications.

- Submit meeting notes or other communications documenting your contact with neighboring employers.

Useful Links:
- CommuteInfo
- GoBurgh
- Pittsburghers for Public Transit

T18: Utilize the Commuter Choice pre-tax benefit (5 points)

Reduce your payroll taxes and encourage your employees to get to work sustainably. Section 132(f) of the Federal tax code allows employers to offer pre-tax purchases of up to $255 per month per employee in 2016 for qualified transit, train or vanpooling benefits. You can also exclude up to $20 per month in from an
employee’s wages for bicycle commuting, which can go towards bike purchases, improvements, storage and repair. The employee may only receive the $20 wage exemption if he or she receives no other transit benefits that month.

- Submit a copy of your policy to employ the Commuter Choice pre-tax benefit.
- Submit a list of employees (names can be redacted, but the list should indicate how many unique employees are participating in the program) who are participating in the program.

Useful Links:
- Commutelnfo - [Commuter Choice](#)
- National Center for Transit Research – Commuter Tax Benefits
- UC Berkley Pre-Tax Commute Benefit Services for Faculty & Staff through Wageworks
- TransitChek
- University of Pittsburgh Pre-Tax Deduction

**T19: Create a transportation agreement to subsidize transit costs for employees/students/faculty (5 points)**
Transportation agreements and public transportation passes will encourage employees to use public transportation more often. The use of public transit can save money and reduce overall greenhouse gas emissions.

- Submit documentation pertaining to your transportation agreement (confidential information may be redacted). Available documentation may vary according to your agreement. Please submit the documentation that serves as the best available evidence of your agreement and its terms.

Useful Links:
- University of Pittsburgh Transportation Agreement
- Department of Defense Transit Agreement

![commutefinfo.org](https://www.commutefinfo.org)

* a better way to work

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