

Environment: Reduce Climate Emissions

Strategy EN7: Expand Commute Trip Reduction Programs at Major Employers

Strategy Cost *not applicable*

Strategy Objective Reduce greenhouse gas emissions and traffic congestion by partnering with major employers to shift auto commuters to telecommuting, transit, walking, and bicycling.

Strategy Description Set a sustainable commute target for all major employers as part of an expanded Bay Area Commuter Benefits Program. Employers would then be responsible for expanding their commute trip reduction programs, identifying and funding sufficient incentives and/or disincentives to achieve or exceed the target. By the year 2035, no more than 40 percent of each employer's workforce would be eligible to commute by auto on an average workday. To minimize impacts on small businesses, businesses with fewer than 50 employees would be exempt from this policy; furthermore, recognizing the difficulty in serving rural jobs by transit and non-motorized modes, agricultural employers would also be exempt from this policy.

While each employer would have the flexibility to choose the right set of incentives and disincentives for their employees to meet or exceed the target, examples of employer-funded incentives include free or subsidized transit passes, bike & e-bike subsidies and giveaways, free bikeshare memberships, free commuter shuttles for employees, provision of on-site employee housing on current parking lots or other available land, rent or mortgage subsidies for employees residing in walkable transit-rich communities, and direct cash subsidies for walking, biking, or telecommuting. Employer-managed disincentives could include reduction or elimination of parking lots or garages, higher on-site or off-site parking fees, compressed work schedules, and elimination of dedicated workspaces in lieu of shared space.

This strategy works in conjunction with other complementary strategies in Plan Bay Area 2050, including the strategies in which Plan Bay Area 2050 assumes substantial funding that will, prior to 2035, make sustainable trips and this strategy much more attainable.