



Corporate Sponsorship of Transit Passes and Infrastructure

Encourage corporate sponsorship of transit passes and infrastructure to encourage employee bus and bikeshare ridership.

WHAT IS IT?

Across the United States, there is a growing trend of sustainability in corporations, as over 90% of CEOs state that sustainability is “important to their company’s success.” One aspect of a corporation’s sustainability program can be to reduce the percentage of employees commuting by single-occupancy vehicles.

Corporations can provide a variety of incentives to encourage employees to switch their commutes to mass transit or active transportation opportunities.

WHY IS IT IMPORTANT?

- Studies have shown that sedentary, car-oriented lifestyles are correlated with higher rates of diabetes, obesity, and other chronic illnesses. Considering that the average commute time for Americans is 52 minutes per day and over 75% of commuters use private cars, health is a significant consideration.
- In 2010, urban vehicle use accounted for over half of the US’s transportation emissions, approximately 15% of total greenhouse gas emissions. This trend is only expected to increase as urban populations and car ownership increases.

BENEFITS



Improve health outcomes: Transitioning to active transport options from vehicle commutes can improve health outcomes. Corporations can also benefit from health insurance savings by offering health and wellness incentives.



Develop company culture: Numerous studies have consistently shown that commuting is one of the most disliked activities and contribute to a lower, subjective sense of well-being over time. By encouraging alternatives to single-occupancy vehicles, companies can combat this, creating a happier and more productive workforce. Furthermore, green commuting programs can develop a company’s sustainability culture.

HOW CAN COMMUNITIES IMPLEMENT THIS POLICY?

Municipalities can work with local business organizations, individual corporations and transit providers to build effective commuter programs that will work toward the city’s sustainability and active transportation goals.

- **Evaluate commuter benefits laws:** State and city governments can create commuter benefit legislation that sets requirements for local businesses. Benefits can include pre-tax deductions, employer-paid benefits, and/or employer-provided transportation. There are typically two primary goals of this legislation: reducing single-occupancy vehicles (and therefore congestion) and reducing greenhouse gas emissions.
- **Work with transit providers to educate your workforce on transit options in the region:** Some municipal transit agencies have outreach staff to educate community members about the public transportation opportunities in their area.
- **Provide discounted bikeshare memberships:** Select bikeshare companies offer corporate memberships. Companies can contribute to employees’ corporate membership accounts to subsidize the cost.
- **Create facilities to encourage bike use:** Common barriers to bike use for commuting include the ability to safely and conveniently store equipment during work hours and cleanliness for the workplace. Companies can provide locked bike rooms and lockers so employees can store their bicycles, helmets, and other equipment. Furthermore, facilities like showers and towels can allow employees to seamlessly transition into their workday.