Employer Toolkit

This toolkit is designed to assist employers in the greater Charlotte region with developing and supporting commuter programs that **offer employees more flexible, sustainable, and cost-effective travel options**. This toolkit provides a high-level overview of commuter benefits, available transportation options, and simple steps for establishing a commuter program.

Benefits to Employers:

- **Attract & Strengthen Workforce:** Providing commuter benefits helps attract a diverse workforce and boosts employee productivity and retention.

- **Cost Reduction:** Commuter benefits can lower costs by reducing parking demand, facility needs, and employee turnover.

- **Company Image:** Commuter benefits enhance your public image, demonstrate community and environmental commitment, and can generate positive recognition.

- **Environmental:** Commuter benefits help reduce emissions, lower fuel use, and ease traffic congestion which supports cleaner air and a healthier environment.

Want to learn more?

Contact Sarah Niess at
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Or visit
www.connect-beyond.com/tdm

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Available Daily Commute Options

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Bike

Bicycling is a healthy, low-cost, and environmentally friendly commute option. With growing investments in bike lanes and greenways across the region, biking is increasingly safe and accessible. Employers can encourage bike commuting by offering secure bike parking, showers, and supporting advocacy groups like **Sustain Charlotte** and **Carolina Thread Trail**.

Carpool

Carpooling allows two or more people to share a ride to work, reducing commuting costs, traffic congestion, and parking demand. Employers can encourage carpooling through ride-matching tools like **Share the Ride NC** (a free service supported by NCDOT), designated carpool parking spaces, or carpool incentive programs.
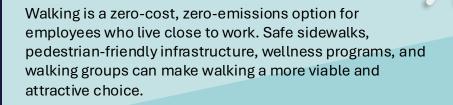
Public Transit

Public transit provides reliable and cost-effective transportation services like buses, light rail, and other regional transit providers. Employers can support transit commuting by offering pre-tax transit benefits, discounted passes, or transit education materials that help employees plan their transit route to work.

Vanpool

Vanpooling is a cost-effective option for groups of 5 to 15 people who share a ride in a van to and from work. It is ideal for longer commutes or areas with limited transit, helping reduce expenses, stress, traffic, and emissions. Vanpools can be subsidized by employers or regional programs, such as **Enterprise** or CATS vanpool programs.

Walk

Walking is a zero-cost, zero-emissions option for employees who live close to work. Safe sidewalks, pedestrian-friendly infrastructure, wellness programs, and walking groups can make walking a more viable and attractive choice.

Park & Ride

Park & Ride lots such as ones by **CATS'** offer commuters a place to park their cars before transferring to a carpool, vanpool, or public transit service. They reduce the need for long individual drives and can help connect rural or suburban residents with regional transportation options.

How do I create a TDM Program?

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Getting Started

Assess Employee Commute Needs	Identify a Point Person	Promote Available Commute Options	Participate in Existing Challenges
Informally ask about needs at team meetings.	Have meetings to create scope of responsibilities.	Include options in employee handbook.	Identify existing local commute challenges.
Encourage commute options in onboarding.	Identify ways team can support point person.	Highlight options in emails or newsletter.	Promote challenges internally.
Send short email polls to team.	Connect point person with CONNECT Centralina.	Host a lunch and learn.	Track participation and celebrate successes.

Next Level Involvement

Starting a Program	Engage and Motivate Employees	Track Progress and Get Feedback	Create Emergency Ride Program
Designate carpool parking spaces.	Share success stories.	Ask for informal feedback from employees.	Define eligibility, program limits, and options.
Subsidize vanpool or transit passes.	Promote month-long commuter challenge.	Review usage of offered commute benefits.	Include in internal documents for staff.
Create other commuter rewards.	Host an event (such as Bike to Work Day).	Conduct annual commute survey.	Leverage support from external groups.

Many commuter program actions are simple to implement. Look to "Getting Started" actions for a place to begin. For more advanced strategies, look to "Next Level Involvement". CONNECT Centralina is available to provide guidance, resources, and technical assistance.