# Sustainable Transportation Promotion

This playbook outlines the steps an employer can take to promote sustainable transportation among employees. The intent is to provide a structured approach to encouraging eco-friendly commuting options through various incentives and support mechanisms.

### Step 1: Assessment

Conduct an initial assessment to understand current employee commuting patterns, preferences, and potential barriers to using sustainable transportation.

### Step 2: Goal Setting

Establish clear, achievable goals for increasing the use of sustainable transportation methods within the organization.

### Step 3: Plan Development

Develop a comprehensive plan that includes specific strategies, such as incentives, infrastructure improvements, partnerships, and educational campaigns, to promote sustainable commuting.

### Step 4: Incentives

Implement incentive programs such as subsidized transit passes, bicycle facilities, carpool matching, or preferential parking for carpool vehicles to encourage employees to use sustainable transportation.

### Step 5: Infrastructure

Improve infrastructure to support sustainable transportation, such as installing bike racks, creating shower facilities, or ensuring safe walkways and bike paths to and from the workplace.

### Step 6: Partnerships

Form partnerships with local transit agencies, bike-share programs, or carpool services to provide additional commuting options and discounts for employees.

### Step 7: Education

Launch educational campaigns to inform employees about the benefits of sustainable transportation and available options, including how to access and use them.

### Step 8: Feedback

Gather feedback regularly from employees to evaluate the effectiveness of the strategies and make adjustments to improve the program.

### Step 9: Recognition

Establish a recognition program to highlight and reward employees who consistently use sustainable transportation.

## General Notes

### Local Guidelines

Consult local guidelines and regulations regarding sustainable transportation to ensure compliance with any existing policies or initiatives.

### Continuous Improvement

Consider the program as an ongoing effort and continuously seek out new ways to enhance the attractiveness of sustainable transportation options.

### Communication

Maintain clear and open communication with employees throughout the initiative to keep them engaged and informed about any changes or improvements to the program.