



Impact level
Basic

NEIGHBORHOOD AMENITIES

One of the most common barriers to overcome when switching your employees commutes away from single occupancy vehicles is the perception that they need a car to run errands after work. What many employees don't realize is their workplace is often surrounded by corner markets, grocery stores and coffee shops where many small errands can be complete before heading home.

By promoting your neighborhood amenities – including its parks, stores, and shops – to your employees you're encouraging them to support local businesses, explore the neighborhood, and make it easier to reduce your company's drive alone rate.



What If I Don't Know What My Neighborhood Has to Offer?

Don't worry! Tools like [walkscore.com](https://www.walkscore.com) provide handy maps of nearby markets, pharmacies, ATM's, restaurants and more.

You can also combine your neighborhood's amenities into other programs. A lunch-time walking group is a great way to promote your company's wellness program while allowing employees to explore the area. Consider holding some meetings at the local coffee shop to support small businesses and provide a new location for your weekly meetings.



NEIGHBORHOOD AMENITIES CHECKLIST

- Get to know the neighborhood yourself, whether by taking lunch-time walks, using tools like [walkscore.com](https://www.walkscore.com), or talking with co-workers who already frequent the nearby businesses.
- Combine neighborhood promotion with other events and initiatives. Hold walking meetings, or meetings at local coffee shops. Have a walking group promoted through your company wellness program.

Resources

- [Walkscore](https://www.walkscore.com)
- [Google Maps](https://www.google.com/maps)