



Impact level  
**Basic**

# POSTING PROGRAM INFORMATION

A Program Summary is any communication piece used to share transportation options with your employees. Examples include a PDF, physical flyer, or intranet site.

## What if I do not have a Program Summary?

Feel free to use our [Program Summary Template](#) as-is or as inspiration for creating your own communication piece.

## What makes for a GREAT Program Summary?

The employers with the most success reducing drive alone rates tend to have the following information on their Program Summaries:

- Mission statement and call to action to encourage the reduction of drive alone rates
- Mode-split and statistics to provide context for how employees get to work
- Exact subsidy amounts and how to apply for, retrieve, or use subsidies
- Detailed instructions for accessing on-site amenities such as bike lockers, showers, or HOV parking spaces
- Links to online tools and resources such as agency websites and Google Maps
- Link to transportation coordinator contact information

## Company Example



Woodland Park Zoo's transportation benefits flyer represents every best practice for communicating commute options to employees. They clearly tie their benefits to the sustainability goals of the organization, provide context for how employees are currently getting to work at the worksite and in the neighborhood, step by step instructions for requesting benefits or accessing amenities, and up to date online resources for planning a trip or joining a commuter campaign.



# POSTING PROGRAM INFORMATION CHECKLIST

- Create or revise your current Program Summary.
- Share your Program Summary digitally and physically with new hires and all current employees.
- Consider creative ways to remind employees of their options such as posting to bathroom stalls or at cafeteria tables.
- Utilize times of change when employees are most receptive to trying a new alternative commute mode. Times of change may include an office relocation, a major infrastructure change (e.g. bridge closure) or improvement (e.g. new bus lines), or special event (e.g., presidential visit).

## Resources

- [Program Summary Template](#)