

## **The Role of Employer-Based Trip Reduction in the FY17 to FY20 Carpool Program**

Outreach to encourage employers to implement trip reduction strategies has been a task of the MTC's regional rideshare program for many years. Going forward, however, MTC has decided to remove this activity from the Scope of Work.

While comprehensive employer-based trip reduction outreach is valuable, MTC believes it is best undertaken at the local level. For the last 10 years, five of the nine Bay Area Counties have conducted their own employer outreach and not relied on MTC's program. This has resulted in a loss of economies of scale at the regional level. In addition, local outreach means that the type of trip reduction strategies promoted can be tailored to work best with the types of employers, land uses, and transportation resources in that area.

While MTC has seen examples of successful employer outreach, these instances are highly labor intensive and lose their effectiveness once rideshare staff move on to work with other employers. We have also found that the employers most committed to TDM do not rely on Rideshare Program services, as they have their own resources. More often than not, outreach staff expend a great deal of effort and resources to attract employer attention often without results.

MTC wants to focus the program on the formation and maintenance of carpools. Carpooling is a difficult mode for employers to promote and incentivize given that it is difficult to monitor, and that employers cannot provide incentives without tax implications. MTC believes that promoting carpooling from the perspective of corridors, travel patterns and infrastructure may have a greater chance at forming and maintaining carpools than via employers.

At the same time, employer events could continue to be part of an outreach strategy focused just on carpooling. The rideshare program has a database of about 2,000 employers that have been active with the rideshare program in recent years, as well as access to the Commuter Benefits Database of about 10,000 employers. A proposer to this RFP might include some limited employer outreach or communication as part of its approach to accomplishing *Appendix A, Scope of Work*.