# TRAVELWise™

## A UDOT Program

# COMMUNITY RESOURCE KIT

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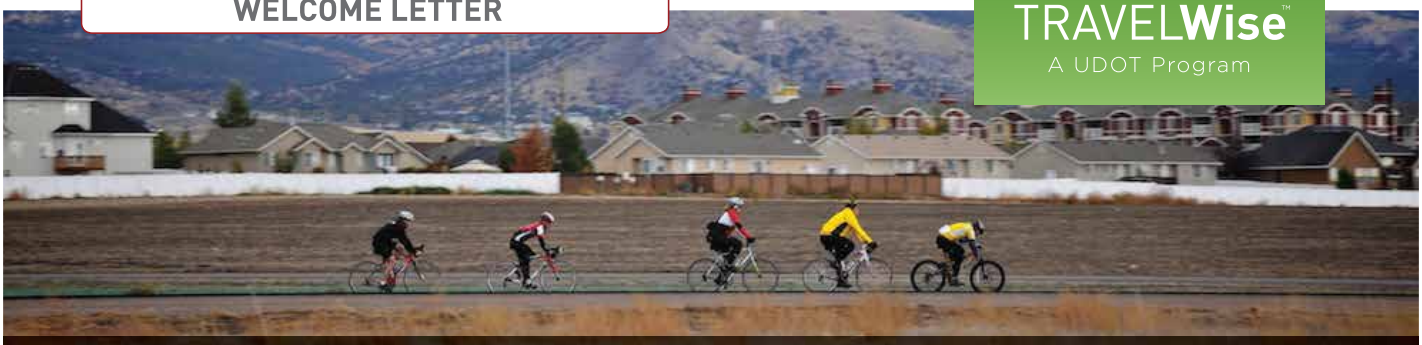

# WELCOME COMMUNITY LEADERS

Dear Community Leader,

The Utah Department of Transportation's TravelWise Program is collaborating with local municipalities, employers/businesses, organizations and individuals to implement travel strategies that help optimize mobility, improve air quality, reduce energy consumption and support economic growth in Utah.

The TravelWise program is based on people working together to develop a coordinated transportation program that encourages and supports alternatives to driving alone. TravelWise strategies include vanpool and carpool programs, telecommuting, flexible work hours, shifting travel times, trip chaining, using public transit, car sharing, bike sharing and other actions that ultimately improve the utilization and efficiency of our transportation system. The TravelWise Program is positioned to help and assist local community plan, develop and implement a tailored TravelWise Program within their municipality.

Initiating a TravelWise Program could include:

- Utilizing UPlan to quickly understand the existing transportation system within your community, the gaps and obstacles that exist and the future improvements needed to create a seamless transportation system in the future.
- Continuing to work with all transit agencies, especially UTA, to improve existing and future transit opportunities.
- Developing enhanced connectivity with active transportation strategies (focusing on connections to transit).
- Collaborating with city businesses/employers and other TravelWise Partners to help plan and implement a comprehensive program.

Implementing a coordinated TravelWise Program, with both short-and long-term plans, will ultimately improve the existing and future transportation system, and help improve Utah's quality of life.

When communities put TravelWise strategies into practice, they help to improve mobility, reduce energy consumption and improve air quality, while creating benefits for their residents and community, such as:

- Enriched quality of life
- Healthier community and environment
- Heightened economic benefits
- Increased safety
- Improved productivity

Because every community's needs are different, we have created this TravelWise Community Resource Kit to provide ideas to help you structure a tailored program that will work best for your community. As you begin to identify your community's needs and goals, the UDOT TravelWise team, in collaboration with appropriate partners, are ready to help your community take steps toward becoming TravelWise.

Thank you in advance for your support.

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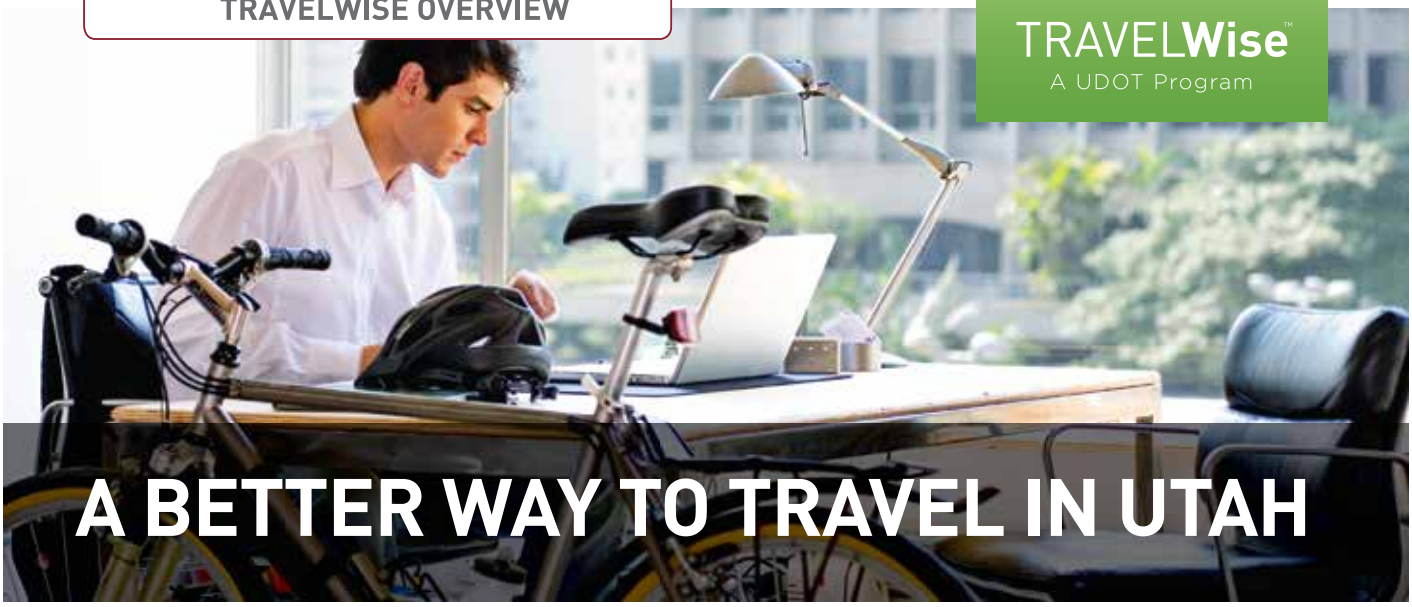
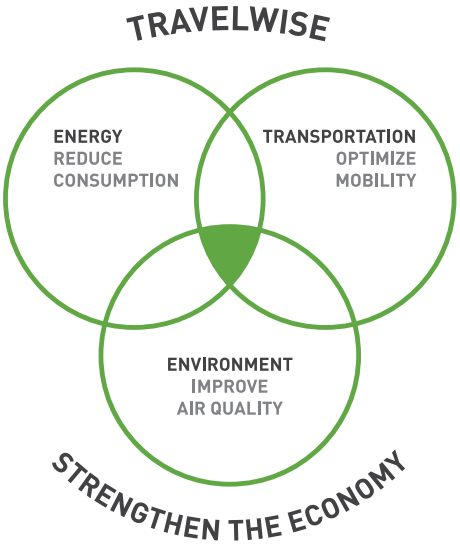


# A BETTER WAY TO TRAVEL IN UTAH

To address some of the transportation challenges created by Utah's unprecedented growth, the Utah Department of Transportation (UDOT) has developed TravelWise—a set of strategies that encourages Utahns to use alternatives to driving alone. The State of Utah is asking individuals, businesses, organizations and communities to implement TravelWise strategies in an effort to achieve the program goals of reducing energy consumption, optimizing mobility and improving air quality, ultimately improving the quality of life in Utah.

## TRAVELWISE ORIGINS

The idea for the TravelWise program began with the 2002 Winter Olympics. In preparation for the increased traffic the Games would bring, UDOT reached out to residents, businesses and industries and encouraged them to implement what are now known as TravelWise strategies. The outreach efforts were a success as downtown Salt Lake City traffic dropped 30-40 percent, interstate truck traffic was reduced significantly and Utahns became more educated about the transportation system.




"We're not asking one person to do everything; we're asking everyone to do something. We can each help make the transportation system a little more efficient with TravelWise, ultimately reducing energy use, reducing traffic congestion and improving air quality. As individuals, businesses, organizations and communities embrace and implement TravelWise strategies, our roadways will function more efficiently and all Utahns will benefit."

Utah Governor Gary R. Herbert

## TRAVELWISE TODAY

The success of the Olympic transportation program proved that a similar program could be implemented for everyday travel. Today, employers, employees, non-work and recreational travelers are encouraged to incorporate various strategies into their daily routine. These strategies include alternative schedules, active transportation (biking and walking), carpooling/vanpooling, e-travel, public transit, teleworking, compressed workweeks and trip chaining.

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# IMPLEMENTING TRAVELWISE

Due to population growth and the potential added traffic congestion, TravelWise is helping communities to make better use of their existing transportation infrastructure. The TravelWise program leverages best practices tailored to meet the needs of communities across Utah. TravelWise goals are interrelated, and will work together to contribute the highest quality of life for Utahns.

TravelWise provides an opportunity for communities to look at current infrastructure and determine real-time solutions to address local as well as regional transportation issues. UPlan is a tool used by the TravelWise team to give a full view of the TravelWise features located in each community and provide a look at regional connections that make sense for you and your neighboring community.

By using TravelWise you begin to embrace moving in the direction of a Wasatch Choices 2040 community. Your community will see benefits such as:

- Improved mobility and access to jobs, health services, education and other daily needs
- Economic, social and environmental enhancements, which will provide significant benefits to consumers and society
- An excellent opportunity for various community groups, businesses, developers and governments to work as partners

Wasatch Choices 2040 is a planning vision to help communities with regional and economic growth develop centers that will provide greater opportunities for residents to work, shop, live and play. These communities will be centralized on alternative forms of transportation, catering to pedestrians, bicyclists, and transit (Refer to www.wasatchchoice2040.com/toolbox).

Every community is different, so every TravelWise program will be different. These steps can help you establish a program that is customized to your community and helps you achieve your community's goals.

# STEP 1

Form a Team

Utilize an existing small team or group, or create one that can work through the program goals and strategies. This group may consist of city staff, businesses, chambers of commerce and citizens. The group will make recommendations to be forwarded to city government. A successful TravelWise program will benefit with support from local government and community participation.

# STEP 2

Gather Resources and Research

- Utilize the resources in this kit to learn more about which TravelWise strategies may work for your community based on the needs of your residents and government.
- Consider conducting a baseline travel survey with residents and businesses to find out how they currently travel. You can see how your community is doing now and identify areas for improvement.

Tools in this Kit

- TravelWise strategies and tips on how to make them work
- Baseline Travel Survey

# STEP 3

Establish Program Goals

- What are your community's goals? Conserve energy? Reduce congestion? Lower total emissions? Enrich quality of life? Others?
- It is important to identify goals–start with a few priorities and continue to build.
- Set measurable objectives to track the success of your program. You can gauge long-term success based on community satisfaction surveys and operational cost savings. The TravelWise Tracker can make it easy for residents to measure reduced vehicle miles traveled (VMT), money saved and emissions reduced.

Tools in this Kit

- Sample TRIP agreement

# STEP 4

## Determine Which Strategies to Implement

- Which strategies are the best suited for your community? Some communities may have excellent safe trails but could benefit from a more extensive transit system. Other communities might have the greatest impact by promoting smart growth practices and telecommute centers.
- Consider conducting a travel strategies survey or holding a public meeting to learn more about what strategies residents want to use.
- Determine which incentives or tools you could offer residents and ask about those in the survey and at the meeting. What would help residents reduce trips during peak times?

Tools in this Kit

- TravelWise in Action
- TravelWise Strategies
- TravelWise Strategies Survey

# STEP 5

## Communicate the Program

- Hold a program launch meeting or party to introduce the community to your TravelWise program. Spread the word in your community and post information on your community's website; and remember to report progress.
- Generate excitement and encourage participation in the program.
- Join the Clear The Air Challenge in the summer to compete with other communities across Utah.
- Contact the UDOT TravelWise team for help in developing contests or promotional materials.

# STEP 6

## Use the TravelWise Tracker and See Results

- The TravelWise Tracker makes it easy for everyone to see fast, measurable results. Someone who walked or took the bus to work for just one day can immediately see how much money they saved on gas and how many pounds of emissions they eliminated.
- Contact the UDOT TravelWise team to learn more about tracking results for your entire community.

Tools in this Kit

- TravelWise Tracker User Guide

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# TRAVELWISE OPPORTUNITIES

Below is a list of TravelWise opportunities that may benefit your community's current infrastructure. This is not an all-inclusive list and all ideas may be modified to fit the community's vision and context.

## PARKING

- Plan for Park and Ride lots
- Vary parking meter prices or time restrictions to ensure some vacant spaces
- Implement Parking/Transit Combo Passes*
- Reduce minimum parking requirements
- Reward shared parking
- Use in-lieu fees to pool parking into more efficient configurations
- Provide businesses with reducing parking incentives (e.g., near transit, in exchange for bike showers, etc.)
- Provide preferential carpool and car-share parking
- Build fewer parking garages–utilize areas with parking already developed or consider shared regional parking

## COMMUNITY DEVELOPMENT AND DESIGN

- Allow or encourage a mix of uses together
- Consider more through-streets (connectivity) = reduced traffic loads = better streets for pedestrian-friendly development
- Reduce neighborhood driving speeds
- Develop an access management plan and consider options to promote mobility
- Support pre-trip route planning
- Encourage and promote complete street concepts
- Encourage Transit Oriented Development (TOD)
- Identify or even build telecommute centers
- Coordinate local plans with regional plans

## WASATCH CHOICES 2040 TOOLS

- Encourage infill: provide entitlement certainty to developers
- Encourage infill: ensure zoning enables development that 'pencils' (see WC2040's "Implementing Centers")
- Incorporate tools and processes of the Wasatch Choices 2040 effort as appropriate (such as ET+)
- Buildings should 'greet the street' (see WC2040's "Form Based Code")
- For more information on Wasatch Choice 2040, please visit www.wasatchchoice2040.com

## PROMOTE CYCLING

- Build bike lanes / routes
- Implement "Share the Road" signs
- Increase public bike parking / lockers / other amenities
- Join the Year of the Bike Movement
- Promote Bike to Work Day
- Allow for bike parking at or near transit stations / frequented bus stops
- Consider bike sharing / short-term bike rental
- Require bike parking / require showers for large commercial developments

## PROMOTE WALKING/SAFE PEDESTRIAN TRAVEL

- Encourage neighborhood connectivity by providing trails and paths, e.g., through-routes at the end of cul-de-sacs
- Increased pedestrian facilities and improvements such as pedestrian bulb-outs
- Identify context sensitive traffic calming techniques
- Widen pedestrian facilities
- Develop Safe Routes to School / Walking School Bus
- Enhance sidewalks near transit
- Consider auto-free zones
- Address transit crossings

## TRANSIT CONNECTIVITY

- Implement shuttle services
- Integrate Bike and Transit (bicycle accessible routes, bicycle storage)*
- Coordinate with car-sharing groups (affordable, accessible, convenient, and reliable car rentals instead of private ownership)*
- Promote Rideshare (carpool and vanpool programs)*
- Promote light rail transit*
- Make transit affordable*
- Utilize Bus / Bus Rapid Transit (HOV lanes for buses, high quality vehicles and stations, integrated fare systems, modal integration with other forms of transportation)*

## TRAVEL STRATEGIES/EDUCATION

- Stagger work hours / city access hours
- Support employer incentive programs
- Promote trip chaining
- Develop neighborhood education campaigns
- Identify effective ways for communities and employers to coordinate
- Create repetition in messaging

*Coordination with transit agencies, especially UTA, is necessary.

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# TRAVELWISE IN ACTION

## SALT LAKE CITY: SMART TRIPS

**Benefits:** Educating the public on the various modes of transportation in the area, creating community cohesion and highlighting businesses in the local area.

In 2012 Salt Lake City created their SmartTrips program, highlighting three neighborhoods in the Salt Lake Valley: Wasatch Hollow, East Liberty Park and Rose Park. Salt Lake City opted to survey and educate a well-defined neighborhood, which allowed for program management and gauging success. SmartTrips encourages public and active transportation by providing communities with free kits catered toward walking, biking and public transportation. Within each kit residents received bicycle maps, transit schedules, maps highlighting nearby resources, UTA passes, bicycle headlights and pedometers along with other material.

To increase participation SmartTrips sponsored community events, provided informative materials to residents and offered coupon incentives to local businesses. SmartTrips has successfully aided commuters in taking advantage of alternative forms of transportation by providing resources and analyzing transportation techniques within each neighborhood. With the success of SmartTrips in 2012, Salt Lake City will be introducing the SmartTrips program to the Fairpark neighborhood of West Salt Lake City.

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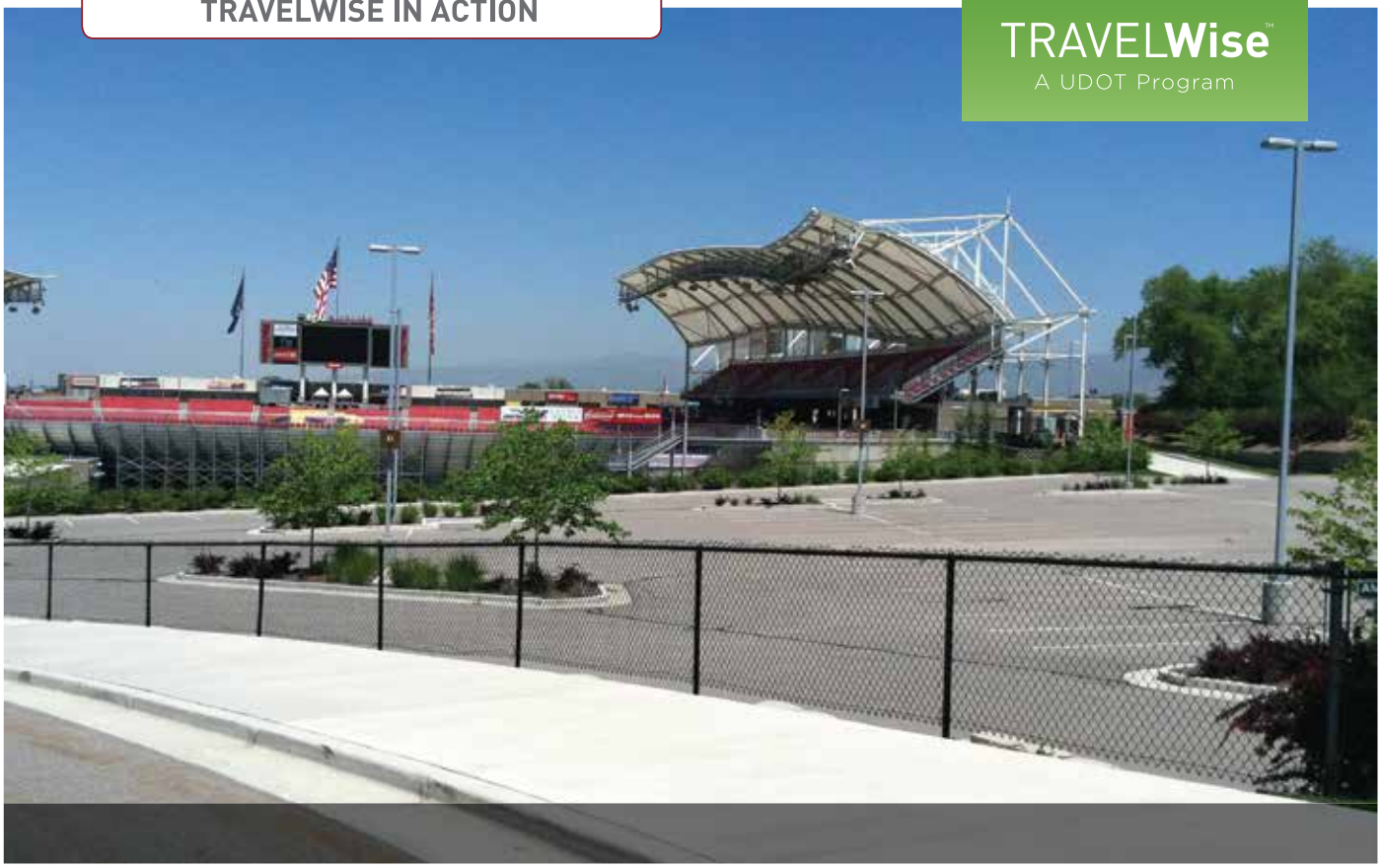

## SANDY CITY: PARKING STRATEGIES

**Benefits:** Community cohesion, economic vitality, educating the public on the various modes of transportation in the area and creating the area vision.

During the planning and design phases of the Rio Tinto Stadium, Sandy City worked with the developer to minimize large parking areas that would only be used during events. Instead, Sandy City and Rio Tinto Stadium have identified off-site parking areas and also recommended the developer work with neighboring businesses to provide parking for events. The implementation of shuttles has allowed for drivers to "park once" using the shuttle service to travel through the area as well as promoting the use of transit during events.

By working together, Rio Tinto and Sandy City have been able to conserve resources by using parking areas which are already in place thus, increasing economic vitality with conservative use of space. Sandy City's Master Plan and the Rio Tinto webpage advocate transit and alternate forms of transportation in the area. Creating safe walking/biking paths and crosswalks, Sandy City and Rio Tinto are creating a user-friendly environment for active transportation as well as working toward Sandy City's ultimate vision of their downtown area.

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## SALT LAKE CITY: BIKE SHARE

**Benefits:** Educating the public on the various modes of transportation in the area, promoting public health and increasing economic vitality.

GREENBike is a non-profit bike share program that has recently come to the downtown Salt Lake area. Bikes are kept at docking stations that make it easy and simple for everyone to have access. For a small fee anyone can use a GREENBike to commute short distances within the city. After their trip, bikes can be returned to any docking station and their users can track calories burned, distance, and carbon emissions that were prevented by the trip. GREENBike promotes environmental sustainability and active transportation while encouraging health benefits and better quality of life. The GREENBike program would like to expand to other communities as interest and funding is generated.

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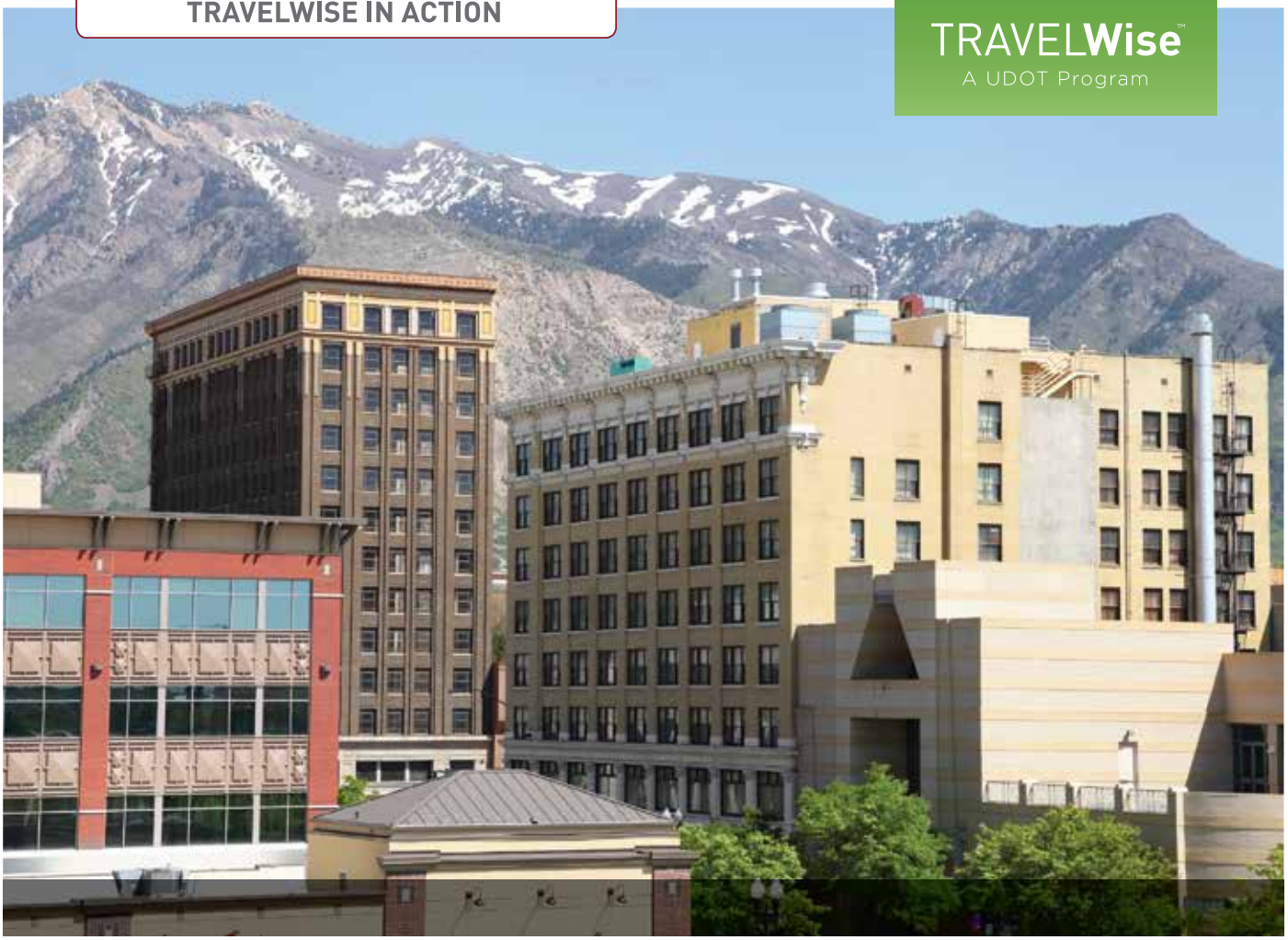

## OGDEN CITY: CITY CENTER

**Benefits:** Community cohesion, economic vitality and creating the area vision.

Ogden City has successfully developed a lively downtown area that caters to pedestrians and bicyclists and is centered around alternative forms of transportation. Historic 25th Street, or the downtown area, is a pedestrian friendly city center that offers numerous restaurants, shops and entertainment for the community as well as visitors, who can find lodging in one of the downtown hotels. The Historic 25th Street Association and other sponsors hosts a range of events every month allowing the community to create strong ties and improve overall quality of life. This safe and pedestrian friendly community strongly supports Front Runner, which is located on one end of Historic 25th Street, creating easy access to resources for commuters, travelers and residents. By urbanizing the downtown area, Ogden City has taken steps to enhance TravelWise practices and has moved toward a Transit Oriented Development (TOD).

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# SAMPLE TRIP

A TravelWise Integration Plan (TRIP) is a customized agreement between a community and UDOT that lays out how they will help each other to achieve TravelWise goals.

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YOUR LOGO

## TRAVELWISE TRIP AGREEMENT

The Utah Department of Transportation (UDOT) TravelWise program and _____ City (_____) have created this TravelWise Integration Plan (TRIP) to support, coordinate, and promote the vision and overarching goals of the UDOT TravelWise Program, that is, improve air quality, reduce energy congestion and reduce energy consumption by encouraging and promoting other travel strategies rather than driving alone.

Statement related to _____ City vision and goals. In general, the TRIP will focus on the following objectives:

- ☐ Educate Community
- ☐ Support Public Transit
- ☐ Encourage Walking and Bicycling
- ☐ Encourage Carpooling, Ridesharing and Vanpooling
- ☐ Develop Additional Collaborations with youth groups, Canyons School District

Specifically, the following items provide the framework for the TRIP Team:

1. Utilizing UPlan to quickly understand the existing transportation system, the gaps and obstacles that exist both regionally and locally, and the future improvements needed to create a seamless transportation system in the future.
2. Continuing to work with transit agency (UTA) improve existing and future transit opportunities.
3. Identifying youth groups to educate and work with to spread the messages of TravelWise.
4. Developing enhanced connectivity with active transportation strategies (focusing on connections to transit).
5. TravelWise will provide _____ City with support materials to assist in educating employees, employers and the general public about TravelWise strategies and goals to assist in planning and implementing a comprehensive program.
6. TravelWise will recognize _____ City as an official supporter, and will place the city name, Web link and logo on www.TravelWise.utah.gov, and other appropriate TravelWise related links and other materials.
7. _____ City will recognize TravelWise as an official supporter, as appropriate on their website and twitter account, and any other appropriate locations deemed so by the City.
8. TravelWise and _____ City may publicize their TravelWise efforts in newsletters, press releases, e-mails or other communications and use the associated logos as appropriate.

TravelWise and _____ City will support this TravelWise Integration Plan beginning March 10, 2013.

YOUR LOGO

_____
Representative Signature  Printed Name  Date

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_____
TravelWise Representative Signature  Printed Name  Date

The TRIP defines the objectives of the plan, specific to the needs and goals of the community...

...along with personalized strategies to achieve those objectives.

While the ccommunity promotes TravelWise strategies, UDOT promotes the community's TravelWise participation.

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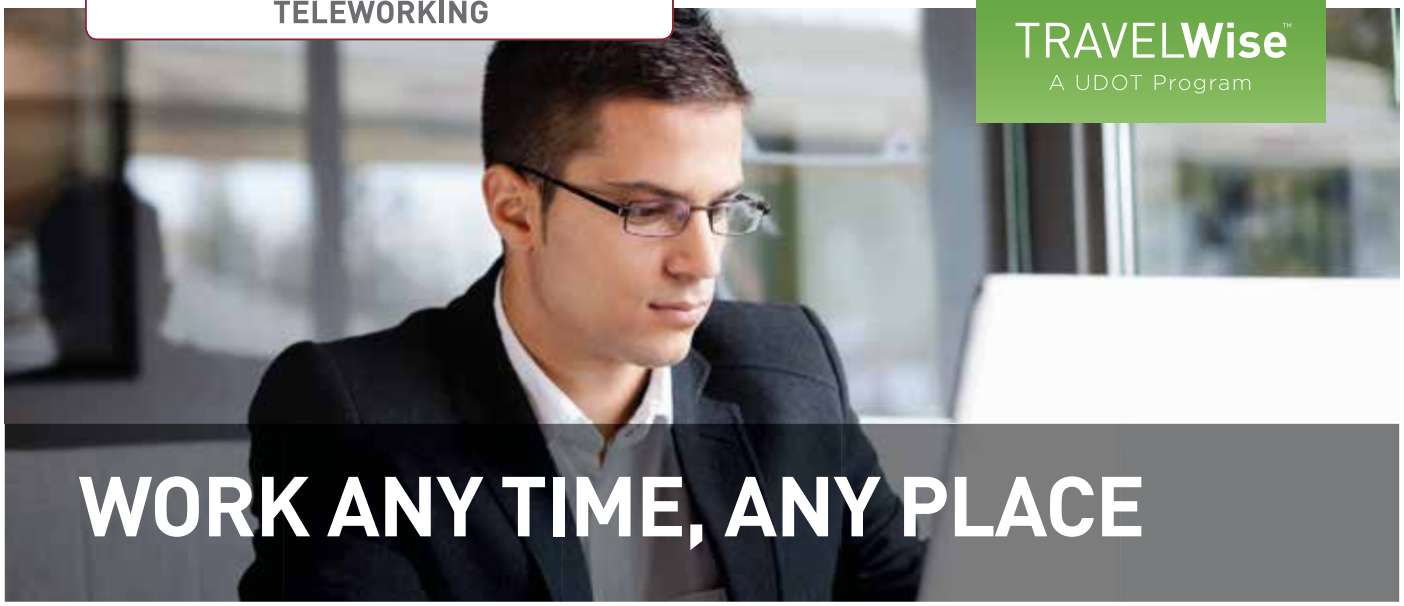


# WORK ANY TIME, ANY PLACE

Why deal with the inconvenience of driving to your office each day for work when you have the capacity to stay close to home—or stay at home? Thanks to modern technology, teleworking is possible from just about anywhere—at home, a telecenter, coffee shop, grocery store, on TRAX, at the airport or anywhere that has wireless Internet. Teleworking employees utilize email, the Internet, phones and other telecommunications technologies to complete work. With numerous benefits for employees, employers and the environment, teleworking is a growing alternative to the traditional eight-hour, five-day workweek.

## CASE STUDY: UDOT REGION FOUR

The Utah Department of Transportation's Region Four, which covers 48,300 square miles in the southern half of the state, installed video conferencing equipment in facilities throughout the Region. In the 2011 fiscal year, Region Four eliminated over 200,000 miles of driving and saved more than $110,000 in transportation costs by holding teleconferences instead of driving to meetings. A carpool program saved an additional 50,000 miles and $30,000.

## DID YOU KNOW?

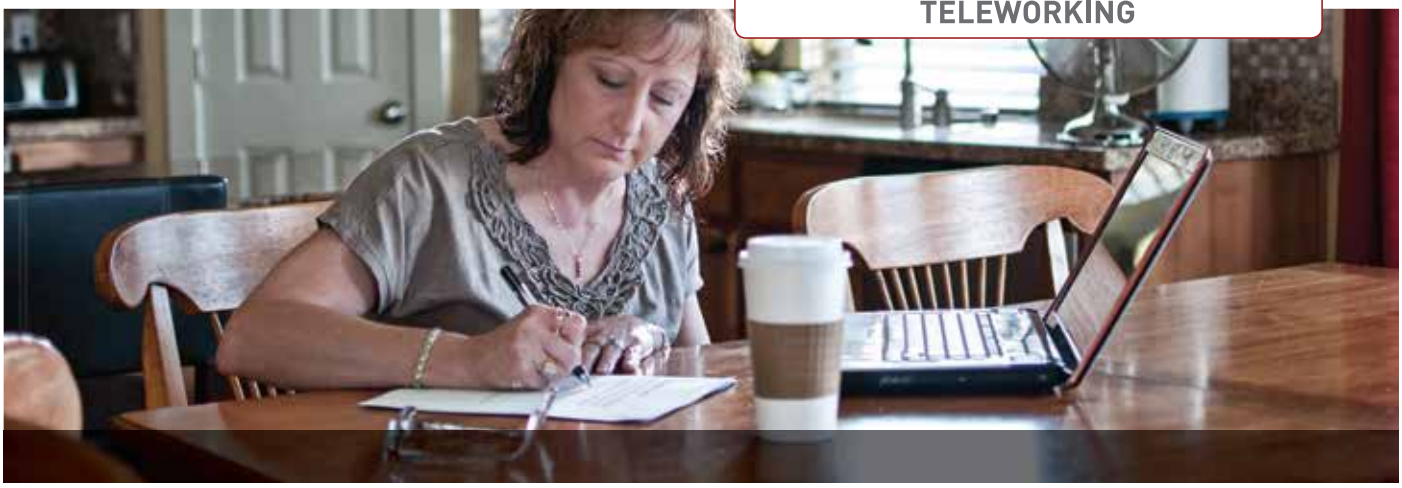
Telecenters, also referred to as satellite offices, are local office facilities for employees who don't want to work from home but prefer to avoid the cost, time and inconveniences of commuting to their main office.

## TELEWORKING ADVANTAGES

**Employee Benefits**
- Decreased commute
- Increased flexibility
- Improved work environment
- Increased employee opportunities
- Improved family life

**Employer Benefits**
- Increased productivity and work quality
- Reduced time loss (in travel)
- Decreased absenteeism and turnover
- Competitive recruiting advantage
- Decreased overhead

**Environmental Benefits**
- Reduced peak-time traffic congestion
- Reduced transportation-related emissions
- Improved air quality



## DIFFERENT TOOLS FOR DIFFERENT TASKS

There are various tools available that make teleworking easier and more convenient. Each tool meets a different teleworking need or objective. Online Collaboration/Collaboration Software reorganizes the way documents and rich media are used and shared. Email, calendaring, text chat and wiki are all types of online collaboration that enable teleworkers to communicate.

Web conference technologies allow meetings and presentations to be conducted live via the Internet. There are many web conference applications such as GoToMeeting, NetMeeting and Adobe Connect that allow employees to participate in meetings, while eliminating the need to drive from location to location to attend in person.

### DID YOU KNOW?

The mean travel time to work in Utah is 21 minutes each way. What could you do with 42 extra minutes?

Source: U.S. Census Bureau, 2005-2009 American Community Survey

## WHERE TO START

- Establish a telework coordinator and/or implementation task force.
- Identify and screen positions or employees with job skills that make them suitable for telework and determine their level of interest.
- Determine whether employees will telework from a telework center or from home.
- Design and implement an incentive and recognition program to reward employees who successfully telework, and the managers who effectively supervise them.
- Provide necessary technical support so that technology equipment or connections are not a barrier to productivity.
- Offer an orientation and ongoing training on how to telework successfully.
- Develop company policies and procedures on teleworking.

## TELEWORKING RESOURCES

The Telework Coalition:
www.telcoa.org

National Center For Transit Research:
www.nctr.usf.edu

Federal Government Telework Program:
www.telework.gov

e-work:
www.e-work.com

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# WORK A SCHEDULE THAT FITS YOUR LIFESTYLE

Traditionally, much of the labor force has worked in a structured environment, with a standard nine-to-five, five-day work schedule. As times have changed, schedules have become more hectic, traffic has increased and more people have found themselves struggling to balance work and leisure time. With so much demand being placed on an individual's time, many employees and employers are discovering that alternative work arrangements enable employees to arrange their schedules according to their lifestyles.

## FLEXIBLE WORK HOURS AND COMPRESSED WORKWEEKS

Flexible work hours and compressed workweeks allow employees variability in the times they begin and end their workday and which days of the week they work. Working non-standard hours in fewer days helps to meet the TravelWise goals of optimizing mobility, improving air quality and reducing energy consumption. Alternate work schedules allow employees to travel less each week and during off-peak traffic times, thus contributing to the TravelWise goals.

## DID YOU KNOW?

Teleworking is often used together with flexible work hours and compressed workweek programs.

## CASE STUDY: FIRST TENNESSEE BANK

According to a 2010 report from the Executive Office of the President, providing flexible schedules may impact a company's bottom line. When the First Tennessee Bank implemented a flexible work program, its customer retention rate went from 89 percent to 96 percent, 9 points above the industry average. This impressive statistic can be linked to increased productivity in the bank's accounts-reconcilement department.

Source: Executive Office of the President Work-Life Balance and the Economics of Workplace Flexibility, March 2010

## ADVANTAGES OF ALTERNATIVE WORK SCHEDULES

Research shows that employees who have control over their schedules are more motivated and committed, which reduces turnover costs and the risk of employee burnout. Employers may also notice improved revenue and reduced expenses in addition to increased productivity and employee satisfaction. For companies that do business in different time zones, flexible schedules allow them to extend their business day for more hours of operation and customer service.

Flexible work hours and compressed workweeks are not only good for business, they are good for employees too, as they enable them to better balance their work life with other responsibilities and manage their schedule according to their needs. Employees can also save time on their commute by driving fewer days each week and avoiding rush-hour traffic. An alternative work schedule may also make it more feasible to match ridesharing and transit schedules to work hours.

## WHERE TO START

- Evaluate which positions require presence at all times during normal business hours, and whether or not each position's responsibilities are measured by results or hours on the clock.
- Not all positions will be appropriate for both flexible hours and compressed weeks; some may only be suitable for one or the other.
- Survey employees to determine their level of interest in alternative schedules.
- Acknowledge and reward the individuals who participate in the program by creating incentives or rewards—after all, they are reducing the number of cars during peak traffic hours, thus improving air quality and benefitting all of us.

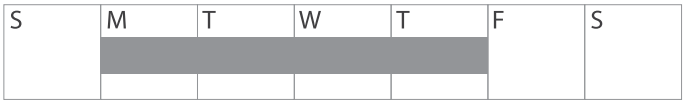
## ALTERNATIVE WORK SCHEDULE OPTIONS

Flexible hours and compressed workweeks allow employees to work a traditional 35 to 40-hour workweek in less than five days.

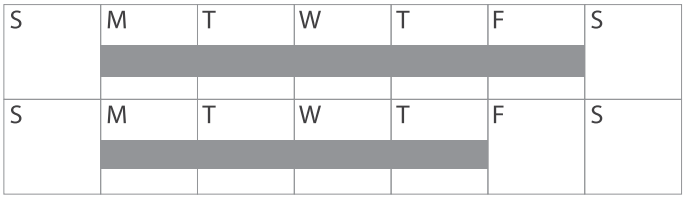
A flexible work hour program could include a five-day workweek with non-traditional hours, like 7 a.m. to 4 p.m., or 9 a.m. to 6 p.m. Most, if not all, successful compressed workweek programs, also have flexible hours.

**Options can include:**

Four 10-hour days




Week of five nine-hour days followed by a week of four nine-hour days




Three 12-hour days

## ALTERNATIVE SCHEDULES RESOURCES

Handbook on Alternative Work Schedules:
www.opm.gov/oca/aws

Victoria Transport Policy Institute - Alternative Work Schedules:
www.vtpi.org/tdm/tdm15.htm

U.S. Department of Labor:
www.dol.gov/dol/topic/workhours/flexibleschedules.htm

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# TAKE A FRIEND OR MAKE A FRIEND FOR A BETTER COMMUTE

Hearing the word "carpool" often brings to mind images of minivans packed with kids being shuttled to and from school and soccer practice. However, in light of shifting economic times, swelling urban populations and increasing concern for the environment, more and more people are turning to this mode of transportation, also known as ridesharing. In fact, many working adults are beginning to incorporate ridesharing into their daily commute, errands and other activities.

## DID YOU KNOW?

If 100 people paired up into daily carpools, they would save 12,000 gallons of gasoline each year.

Source: Pollution Prevention Pays

## ADVANTAGES OF RIDESHARING

Many of those who choose to rideshare have discovered that there are great benefits in doing so. The most noticeable of these include money saved on gas, car maintenance and even parking fees. Other perks are more personal time and the ability to travel in the HOV/Express Lane, which can shorten the daily commute. As an added bonus, more people ridesharing means fewer cars are on the road, which makes the commute easier for everyone.

## WHERE TO START

Many employers have discovered that those who commute via rideshare are more productive, have less stress and save the company money. Employers who are interested in offering ridesharing options to their employees can do so by following these simple steps:

- Survey employees to determine interest in ridesharing.
- Determine what incentives would encourage employees to rideshare.
- Help employees form rideshare groups according to work schedules and where they live.
- Appoint someone to oversee the ridesharing program.

### DID YOU KNOW?

A commuter with a 60-mile daily commute saves $4,388 annually in a two-person carpool versus commuting alone.

Source: rideshare.org

Providing prize drawings, back-up rides in case of emergencies and preferential, reduced-cost or free parking, are all possible incentives employers can offer those who rideshare.

## RIDESHARING RESOURCES

TravelWise:
Information, facts and success stories about ridesharing.
www.travelwise.utah.gov

Utah Transit Authority:
Ride Pro Rideshare, vanpool and bike commuting matching software. Additionally, maps of park and ride lot locations where rideshare/vanpool groups can meet and group members can leave their cars for the day.
www.utacommuter.com and www.utarideshare.com

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# SAVE TIME AND MONEY BY WEB CONFERENCING YOUR NEXT MEETING

With the availability of web conferencing technology, meetings and presentations can be conducted live via the Internet. Wasting time, not to mention gas, driving to and from meetings is no longer necessary. Here are a few things you can do to make your web conference as productive as possible.

## VIDEO PREPARATION

The room: Close window blinds and sit where the brightest light in the room is on your face. Ideally, the camera should be between one and three feet from you and be level with your face. Look at your own picture and position the camera so that you are the only thing being seen. Be sure your background is clear and free of clutter.

You: Stripes, patterns and plain white shirts do not work well on camera; light blue or pastel shades work best. Reduce your jewelry on a web meeting day as it can be distracting.

## AUDIO PREPARATION

The room: Close the door and turn off any fans, radios or phones to avoid interruptions. Use a headset with a microphone or try using the hands-free device from your cell phone plugged into the computer. If you do not use a headset, position the microphone in front of your speakers and be prepared to mute it when you are not speaking.

You: When you are ready to speak, be sure no one else is speaking and start strongly. Try not to use the keyboard, rustle papers or move the microphone when it is on—the static and feedback are especially loud on audio equipment.

## TECHNICAL PREPARATION

The computer and network: The bandwidth of your cable service determines the quality of the communication, and connecting via an actual wire is better than going wireless. Exit from instant messengers, email, widgets and anything else that accesses the Internet, and try to close any processes and applications that are running. If you share your web access with family members or other coworkers, ask them to minimize their online use—no file transfers, big downloads, online application use or anything out of the ordinary.

## PROGRAM PREPARATION

If you are sharing your screen with the group: Start the software you are going to use before the meeting begins, so others are not waiting during the meeting. Some web conferencing software allows you to upload a presentation or document into a content area, which will also save transmission delays when you view it.

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# COME RIDE THE TRAIN, OR BUS, OR VANPOOL

Every day, many Utahns wake up, climb in their cars and drive to work—alone. The effects of these solo commutes are regularly felt in the form of traffic congestion, accidents, pollution and increased stress levels. As a result, more and more people are deciding to leave their cars at home and utilize buses, trains and other forms of public transportation in their daily commute.

## TRANSIT GAINING POPULARITY

Commuting by way of public transportation is not a new concept, but it is one that is currently regaining popularity. This upswing can be attributed in part to the creation of better transit access and systems, the growing concern for the environment and the increasing ease of multi-tasking, for business or pleasure, while commuting.

If an individual switches a daily 20-mile round-trip commute to public transportation, his or her annual $CO_2$ emissions will fall by 4,800 pounds per year, equal to a 10 percent reduction in a two-car household's carbon footprint.

Source: PublicTransportation.org

### DID YOU KNOW?

In the year 2000 it was estimated that 76 percent of Americans drove to work alone.

Source: The Federal Highway Administration

## ADVANTAGES OF USING PUBLIC TRANSIT

Using public transportation saves money on gas, parking and car maintenance. It also allows individuals to do their part to reduce the emissions of green house gases and ease traffic congestion. In addition, with more time to read, relax, listen to music or work during the commute, people arrive at their destinations less stressed than those who spend their drive fighting traffic.

## WHERE TO START

Employers who are interested in offering public transportation options to their employees can do so by following these simple steps:

- Survey employees to determine interest in a transit benefit system.
- Explore the possibility of providing shuttle service to and from the nearest transit stop or station.
- Coordinate with other nearby employers to see if they are interested in combining to provide transit services and share the costs.
- Talk with your HR representative or accountant about potential tax saving opportunities.

## TRANSIT RESOURCES

Utah Transit Authority
A resource for local public transportation options.
www.rideuta.com

Transit and Vanpool Benefits
A guide to the employer/employee benefits of using public transportation.
www.bestworkplaces.org/pdf/transitvan_07.pdf

UTA Rideshare
UTA's ridematching software—find someone to carpool with, or join a vanpool.
www.utarideshare.com

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# PARTICIPATE IN A HEALTHY ALTERNATIVE TO DRIVING

Active transportation is gaining popularity as more and more people take to the roads on foot and on bike to get to work and other destinations. Active transportation not only provides a healthy commuting alternative, but is also an effective and sustainable form of transportation.

## A TRAVELWISE STRATEGY

Active transportation is a TravelWise Strategy that encourages commuters to utilize alternatives to driving alone. Active transportation helps to meet the TravelWise goals of reducing energy consumption and improving air quality. As more people participate in active transportation, especially in conjunction with mass transit, it can also help to reduce traffic congestion.

## ACTIVE TRANSPORTATION IN SALT LAKE CITY

- The 2010 American Community Survey reported that there were 2,142 regular bicycle commuters in Salt Lake City, four times the average rate for other U.S. cities.
- A 2012 survey found that approximately 3,800 University of Utah students bicycle at least once a week, almost a 40 percent increase since 2005.

## DID YOU KNOW?

Modest increases in bicycling and walking could lead to an annual reduction of 70 billion miles of automobile travel in the United States. More substantial increases could lead to the avoidance of 200 billion miles per year.

Source: The U.S. Department of Transportation, The Case for Increased Federal Investment in Bicycling and Walking Study

## WHERE TO START

There are a few steps you can take to establish an active transportation program at your business:

- Make sure there is free and secure bicycle parking.
- Provide on-site showers and lockers for employees to freshen-up before starting their workday.
- Encourage employees to live closer to work so that they can take advantage of biking or walking options.
- Offer employees a guaranteed ride home benefit. This can be accomplished relatively inexpensively by simply paying for cab fare when an emergency or sickness arises. In reality, these are not often needed and the cost of providing this security is minimal.
- Check with your HR department or accountant about recent Federal tax code changes offering deductions for monthly bicycle allowances up to $20 per month.
- Provide incentives and/or an award program to encourage and recognize employees who walk or bike to work. Incentives or awards could include additional vacation time, free breakfast or lunch once a month, financial based rewards or a club card that provides discounts from local merchants.

## ADVANTAGES OF ACTIVE TRANSPORTATION

Walking and biking contributes to a healthier community—physically, socially and economically. Active transportation can be an easy, effective and efficient way of commuting. Those who make active transportation a part of their lifestyle save money on fuel, spend less time in traffic congestion and integrate physical activity into their daily routine.

## ACTIVE TRANSPORTATION RESOURCES

Salt Lake City:
www.bikeslc.com

Salt Lake City Police Department:
www.slcpd.com/two-waystreet

UDOT Bicycle and Pedestrian Planning:
www.udot.utah.gov/walkingandbiking

Bikestation:
www.bikestation.org

# UDOT HAS SEVERAL RESOURCES AVAILABLE TO ASSIST PEOPLE IN IMPLEMENTING TRAVELWISE STRATEGIES

The TravelWise website is a comprehensive resource for information on the program. It contains details about each of the strategies, tips for implementing them, success stories, fact sheets, videos, information packets and more.

## TRAVELWISE.UTAH.GOV

## TRAVELWISE TRACKER

The TravelWise Tracker allows individuals to see how small changes can make a big difference. Using the Tracker, an individual can set travel goals and log their daily progress to see how much their changes have saved in terms of money, emissions and energy.

## TRAVELWISE INTEGRATION PLAN (TRIP)

TravelWise is currently partnered with several organizations who have signed TRIP agreements. In signing an agreement, an organization sets goals and selects TravelWise strategies to promote among its employees, customers and community. In return, the TravelWise team lends support and encouragement. TRIP agreements are available to any organization wishing to form a partnership.

## TRAVELWISE MOBILE TRACKER

After people sign up for the TravelWise Tracker on the website, they can use their smartphone or tablet to enter trips and miles they save. The TravelWise Mobile Tracker is an easy way for people to keep track of their savings and view their results when they can't get to their computer.

**82% OF UTAHNS FEEL IT IS IMPORTANT FOR UDOT TO HAVE A PROGRAM ENCOURAGING TRAVELWISE BEHAVIORS.** Source: 2010 UDOT Performance Study

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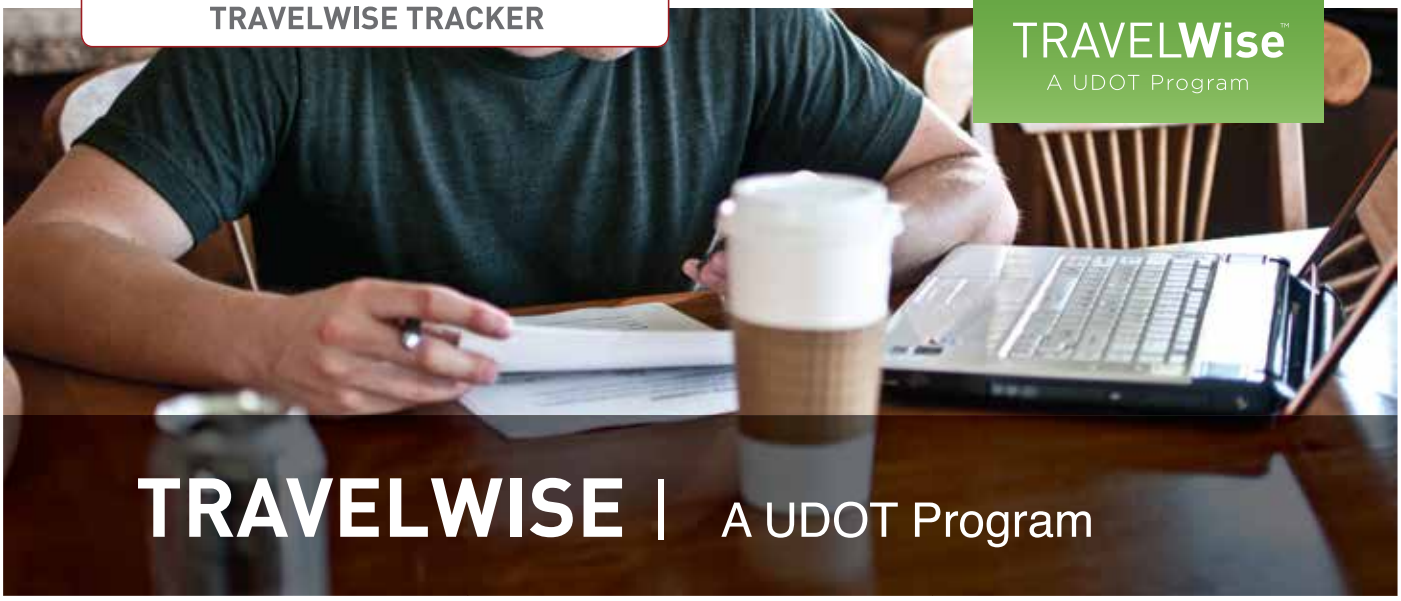

# TRAVELWISE | A UDOT Program

The TravelWise Tracker is an online tool that helps you reduce your vehicle emissions by choosing alternatives to driving alone. By driving less and driving smarter, you will ultimately help improve air quality, optimize mobility and conserve energy in Utah. Use the TravelWise Tracker and see how small changes make a big difference. Follow the steps to set up your personal tracker account.

## STEP 1

Visit travelwise.utah.gov

## STEP 2

Click on "Create a TravelWise Tracker Profile"

## STEP 3

Click on "Create New Account"

# STEP 4

Enter your personal information and save your profile

# STEP 5

Answer the questionnaire, make your personal goals and click "Save"

# STEP 6

View your personal tracker and enter trips and miles saved for each TravelWise strategy

# STEP 7

Submit your results

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# TRAVEL STRATEGIES SURVEY

Please complete the following survey to determine what alternative transportation strategies and incentives may help to meet your community's goals.

1. For the past week, how did you get to and from work?

| | Drove alone | Teleworked (Worked remotely) | Took transit | Carpooled/ Vanpooled | Traveled in non-peak period | Bicycled or walked |
|---|---|---|---|---|---|---|
| Mon | | | | | | |
| Tues | | | | | | |
| Wed | | | | | | |
| Thurs | | | | | | |
| Fri | | | | | | |

*Peak periods are 7:00-8:00 AM and 4:30-6:00 PM.

2. Which of the following incentives would likely allow you to telework one or more days per week? (Check all that apply.)

- ☐ Manager would encourage me to telework
- ☐ Company would assist with upgraded internet/ network connections from home to office
- ☐ I already telework on a regular basis
- ☐ I would be unlikely to telework because my job does not permit it
- ☐ I am not interested in telework
- ☐ Other _____

3. Which of the following incentives would likely allow you to take transit one or more days per week? (Check all that apply.)

- ☐ More flexibility in my start time or end time
- ☐ Use of a van or shuttle bus between the transit station and the place of work
- ☐ Access to a company vehicle in the event of a family emergency
- ☐ Guaranteed ride home in the event that I miss the last bus/train
- ☐ Subsidized transit pass
- ☐ I would be unlikely to use transit even with added incentives
- ☐ I already use transit on a regular basis
- ☐ Other _____

4. Which of the following incentives would likely allow you to participate in a carpool or vanpool one or more days per week? (Check all that apply.)

- ☐ If I could get in contact with others that live near me who I could ride with
- ☐ Priority parking was provided for carpool vehicles closer to the building
- ☐ Access to a company vehicle in the event of a family emergency
- ☐ Guaranteed ride home in the event that my or my carpool partner's schedule changes during the day
- ☐ Policies which might mitigate potential carpool conflicts related to sharing costs, waiting excessively, stopping for errands, etc.
- ☐ I would be unlikely to carpool or vanpool even with added incentives
- ☐ I already carpool or vanpool on a regular basis
- ☐ Other _____

5. Which of the following incentives would likely allow you to walk or bike one or more days per week? (Check all that apply.)

- ☐ Use of lockers or better changing areas
- ☐ Use of showers
- ☐ Safe bicycle storage facilities
- ☐ I would be unlikely to bike or walk to work even with added incentives
- ☐ I already walk or bike to work on a regular basis
- ☐ Other _____

7. Which of the following incentives would likely allow you to avoid driving in peak periods (7:00-8:00 AM or 4:30-6:00 PM)?

- ☐ Permission from my supervisor to allow me to shift my start and end times
- ☐ Others in my office shifting their times with me
- ☐ Changing the hours of my children's school or other errands that I make on my way to work or home
- ☐ I would be unlikely to shift my travel times due to work or family scheduling and demands
- ☐ I already avoid driving in the peak periods
- ☐ Other _____

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# BASELINE TRAVEL SURVEY

Select which methods you used to get to work in the past month and how often you used each.

| Travel Method | How Often in the Past Month | | | | |
|---|---|---|---|---|---|
| Drive Alone | Every Day | 3-4 days / week | 1-2 days / week | Once or twice | Never |
| Take Public Transit | Every Day | 3-4 days / week | 1-2 days / week | Once or twice | Never |
| Carpool/Vanpool | Every Day | 3-4 days / week | 1-2 days / week | Once or twice | Never |
| Bicycle or Walk | Every Day | 3-4 days / week | 1-2 days / week | Once or twice | Never |
| Telework (Work remotely) | Every Day | 3-4 days / week | 1-2 days / week | Once or twice | Never |
| Non-Peak Period Travel | Every Day | 3-4 days / week | 1-2 days / week | Once or twice | Never |
| Other _____ | Every Day | 3-4 days / week | 1-2 days / week | Once or twice | Never |

*Peak periods are 7:00-8:00 AM and 4:30-6:00 PM.