

# Chapter 380 Strategies

The City’s current Chapter 380 Performance-Based Contracts Policy (or the “incentives policy,” as it is more commonly known) incentivizes businesses to locate, grow, and hire within Austin. The new vision for the policy includes a focus on reflecting today’s economic conditions and addressing current community challenges. The policy includes support for small businesses, incentives for employers seeking to hire socio-economically disadvantaged individuals, and recruiting external businesses that provide community benefits beyond jobs, including transportation.

The strategies in the table here provide employers with information on key strategies to include in a commuter program to encourage fewer drive alone trips in order to participate in the Chapter 380 Performance-Based Contracts Policy program.

Chapter 380 TDM Strategies	
Strategy	Description
<b>Transportation Information for New Employees</b>	Develop new employee transportation information, which includes but is not limited to transportation options tailored to the specific office location in all employee handbooks and presented as part of new employee orientation, one-on-one commute route planning assistance for new employees, and information provided on company website, in the break rooms, and in internal newsletters.
<b>Transportation Information—Continued Education</b>	Provide continued education on transportation information with employees. This includes, but is not limited to, installing real-time transportation screens in building lobbies, providing information online and in company newsletters, providing one-on-one commute route planning assistance, participating in events like Bike to Work Day, hosting public transit outings, and gamifying sustainable commuting.
<b>Membership in Local Transportation Management Association</b>	Join a local transportation management association. Employers who actively participate in their local transportation management association have opportunities to develop strong commute programs, as well as connect to neighboring businesses to share knowledge and collaborate on strategies.
<b>Transportation Coordinators on Staff</b>	Dedicate a staff member on site to coordinate programming, encourage employees to utilize transportation options, and be a transportation resource.
<b>Parking Cash-Out Programs</b>	Create a parking cash-out program, which provides employees the option of receiving cash to give up their parking space.

## Chapter 380 TDM Strategies (continued)

Strategies	Description
<b>Priced Parking</b>	Price employee parking. Discuss with employers that free parking is one of the biggest motivators to drive to work and also hides the true cost of driving and parking. Requiring employees to pay for parking, coupled with education and incentives to try other modes may make a big positive impact in how employees commute.
<b>Employer-Based Transit Benefits Program</b>	Create a transit benefit programs (either pre-tax or partial to full subsidies) that will encourage employees to use public transportation.
<b>Active Transportation Support</b>	Support employees who walk and bike to work by providing subsidies on walking shoes or bicycling equipment. Provide education programs on how to bicycle and utilize shared mobility options.
<b>Employer-Based Ride-share Programs</b>	Implement ridesharing programs for employees who do not live close to work or near transit options, but can carpool or vanpool. Employers can follow the example of the City of Austin by providing incentives, assistance, and preferential parking for rideshare.
<b>Employer-Based Telework Program</b>	Create a telework program that allows employees to work from home, at a different office, or at a co-working space.
<b>Flexible and compressed work schedules program</b>	Allow for flexible and compressed work schedules (e.g. working four 10-hour days and having one day off) to encourage travel outside of the peak congested periods and/or to reduce car trips.
<b>Working While Commuting</b>	Allow employees to start their work day when they start their commute, e.g. if employees can use Wi-Fi on a bus, train, or vanpool to begin working during their commute.
<b>Incentives/Gamification</b>	Provide monetary or non-monetary (e.g. prizes, vacation time) incentives or organize a competition for sustainable commuting.
<b>Emergency Ride Home Programs</b>	Provide employees with information on the regional Emergency Ride Home programs, and also consider developing an internal emergency ride home program.
<b>On-Site Amenities</b>	Provide on-site amenities that allow employees to juggle priorities, as well as run mid-day errands, without needing to bring a vehicle to work. These amenities and services may include on-site daycare, food options, dry cleaning, gym, showers and lockers, bike mechanic, etc.
<b>Employer-Based Shuttle</b>	Offer an employee shuttle if office is not located in a transit-rich environment. The shuttle could be for the entire employee commute, or as a last-mile connection to a popular transit line or mobility hub.