

Incentives and Subsidies

Voiceover Script and Notes

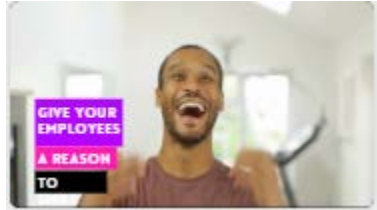
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Notes: _____

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Which is the right fit for your business? Incentives or subsidies? Either or both can increase the use of smart commute modes by your employees. Often employees need a boost to try a new way to get to work. And it is important to recognize the efforts of regular smart commuters.

Slide 4:



Notes: _____

Incentives are a periodic or one-time offering to encourage employees to use smart commute modes.

Slide 5:



Notes: _____

Incentives can include prize drawings, giveaway items, cafeteria discounts, monthly treats, late start for bicyclist, special events or recognition.

Slide 6:



Notes: _____

Subsidies are provided on a regular schedule and are usually directly tied to the smart mode used by the employee.

Slide 7:



Notes: _____

Employers can subsidize the monthly cost of riding the bus or vanpool, provide cash payments for using a smart mode a certain number of days per month, allow employees to earn a dollar amount per day, or earn time off.

Slide 8:



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Slide 9:



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Slide 10:



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Slide 11:



Notes: _____

Depending on your worksite location, a well-thought out subsidy program can be cheaper than providing parking.

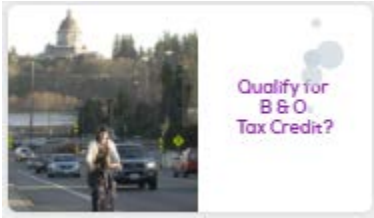
Slide 12:



Notes: _____

Providing a transit or vanpool subsidy is a tax-free fringe benefit. A cash subsidy for other modes is considered taxable income. Please consult with a tax professional on the best way to manage your program.

Slide 13:



Notes: _____

Companies that offer subsidies to employees can apply for a state B&O or public utility tax credit. To learn more about the tax credit contact the Department of Revenue.

Slide 14:



Notes: _____

Begin by gathering input from employees on what type of incentives and subsidies would encourage them to try or continue with a smart commute on a regular basis.

Slides 15-17:

Questions, Contacts and Completion form