

Commute Tahoe

Employer Trip Reduction Program

Transportation in the 21st Century at Lake Tahoe December 4, 2019



What is Commute Tahoe?

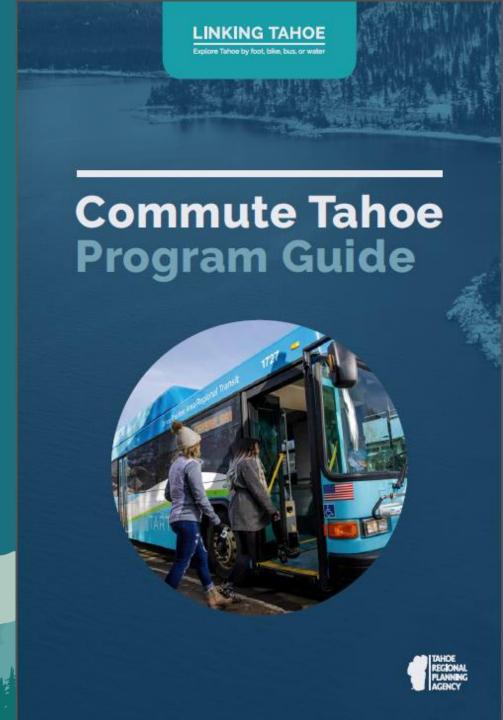
- New TRPA-led program with support from TMAs
- Provide support to employers
- Encourage employees to bike, walk, take transit, or carpool to work





Resources

- Program Guide
 - Step-by-step guidance
 - Toolkit
 - FAQ and how to guide
- Survey worksite and employees on www.LinkingTahoe.com
- Commuter challenge template and program support





Get Involved

- Employee welcome packets
- Free or subsidized transit passes
- Guaranteed ride home
- Compete in the Tahoe Bike Challenge
- Provide pre-tax fringe benefits





Employer Benefits

- Attracting and retaining the best employees
- Increasing employee morale
- Developing a sustainability initiative
- Creating a measurable way to positively impact the environment
- Implementing low-cost commuter solutions





Employer Benefits

- Commute Tahoe Certification
- Best in Basin Award
- California Green Business
 Certification
 - Sierra Business Council





Next Steps

- TRPA and TMAs following up with employers
- Employers sign up at www.linkingtahoe.com/commute-tahoe/
- Use feedback to update employer trip reduction ordinance and inform the 2020 RTP



- Commute Tahoe
 - www.linkingtahoe.com/commute-tahoe/
- Kira Smith
 - ksmith@trpa.org
 - (775) 589-5236