

COMMUTE SOLUTIONS



5 STRATEGIES TO BUILD LEADERSHIP BUY-IN

What does your organization value? What do you need or want to provide your employees and community? Consider these important questions at the onset of building a commute benefit program and set a SMART goal to help meet the goals of your organization. But first, what is a SMART goal?

EXAMPLE:

Free up 50 parking spaces by the end of the year



- S** Free up 50 parking spaces by growing carpool and bike-to-work programs, based on 36 employees expressing interest via an employee commute survey
- M** 10 carpools/day in 1st month; increase bike storage use from 25% to 60% by end of year
- A** Get 3 staff on board to help implement. Work with ACHD Commuteride to promote Share the Ride Idaho and smart commute options
- R** Increased parking supply will accommodate expected employee growth
- T** Free up 25 spaces by end of Q2; 40 by Q3, and 50+ by Q4

WHAT IS A SMART GOAL?



SPECIFIC



MEASURABLE



ACTIONABLE



RELEVANT



TIMEBOUND

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1 DEFINE THE PROBLEM

When it comes to tackling your organization's commute challenges, the first step is to identify the problem(s). Commuteride can help - at no cost! Identifying gaps in your organization's commute benefit program is an exercise rooted in asking the right questions.

2 FIND THE BASELINE

Take a look at your organization's existing commute policies. Our free Commuteride Works program will help you do just that! This includes things like your employee parking policy (is parking paid monthly?), subsidies (does your employee pay all or a portion of vanpool/bus fares?), amenities (does your workplace provide secure bike storage?), and more.



3 LISTEN TO FEEDBACK

Survey your coworkers to collect data and insights about their commute obstacles and pain points. This information is compelling to leadership, especially if you can provide solutions that benefit both the employee and the employer. Commuteride is happy to help you build an employee survey!

4 CREATE SMART GOALS

Ask yourself things like, "what does my organization value?" and "how can I align a commute benefit program with larger goals and priorities?" When Commute Coordinators are able to lay out their commute benefit program goals with a connection to the organization's goals, it's easier to get leadership buy-in and communicate the return-on-investment.



5 GAIN LEADERSHIP SUPPORT

Getting decision-makers on board is crucial to this process. Identify stakeholder buy-in early on in the process and show them the value of commute benefits by making the commute problems relatable. When your decision-makers are in support of commute benefits, the implementation becomes much simpler. Usually, leadership will take on the heavy-lifting from there and you can focus on promoting the new commute benefits program to coworkers (with the help of Commuteride, of course!).