

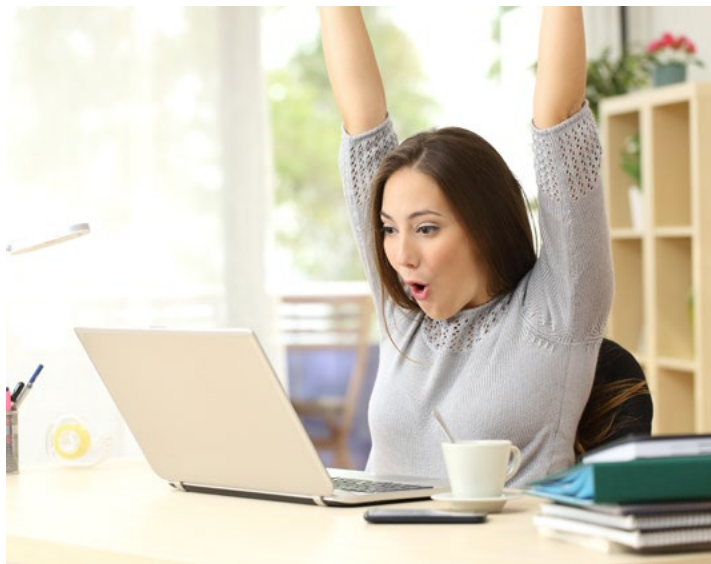
REWARDS & RECOGNITION

Reward Basics



For ETCs who have the time and the budget, incentives can be an effective way to encourage the adoption and continued use of commute options. Reward types can vary greatly, but even the most humble programs can be successful in spurring behavior change. Once your co-workers give transportation options a try, they will begin to see the intrinsic benefits to their pocket book and stress level. Until that time, creating an incentives program can:

- Motivate employees to try new commutes.
- Sustain new commute behaviors until they become habitual.
- Reward dedicated employees who regularly use transportation options, creating a culture of recognition and appreciation.
- Demonstrate your business's dedication to sustainability and wellness.



COMMUTE INCENTIVES

Every IDX employee who declines a monthly parking pass is placed in a drawing for a \$25 gift card. Learn more about IDX's commute options program on their employer profile.

How to Start

To start administering rewards for commute choices, ETCs can:

1. Talk to your employer about the benefits of starting an incentive program.
2. Decide what type of reward you would like to offer and with what frequency.
3. Decide how you would like to track commutes and award prizes. You can contact Point2point to learn how to do so using Get There, or try an alternative method. Make sure the rules are simple and clear.
4. Regularly promote the program and any prize or award winners. See our Employer Spotlight for ideas of how to do so!

Quick Access Links

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[Resource Documents](#)

[Employer Spotlight](#)
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