

Bronze Level

Employers must complete the required action and three additional actions on this list

- **Required:** Designate an on-site point of contact for employee commute inquiries.
- Provide alternative commute and traffic safety information in new-hire packets.
- Encourage participation in Avenues In Motion (AIM) events / programs, such as National Bike to Work Month, National Walking Month and employee incentives.
- Encourage employees to register their alternative (carpool, vanpool, biking, transit, micro mobility) commute with AIM. Registrants are eligible for AIM's Emergency Ride Home (ERH) program.
- Host a yearly commuter information event (lunch and learns, table events, travel training, vendor fairs) at your work site.
- Offer a flextime schedule.
- Offer a hybrid schedule.

Silver Level

Employers must achieve Bronze and complete three additional actions on this list

- Conduct a Transportation Needs Assessment with AIM.
- Host two or more commuter information events at your work site per year.
- Provide preferential parking for vanpoolers / carpoolers.
- Provide pretax payroll deductions for commuting cost for employees (vanpool, transit riders).
- Provide a supplemental ERH program in addition to AIM's 2 free per year.
- Provide driving safety education for employees.
- Receive outside recognition or certification (LEED, Bicycle Friendly Business, Best Workplaces for Commuters, EVAL certification, etc.).

Gold Level

Employers must achieve Silver and complete two additional actions on this list

- Provide subsidy for alternative commute modes.
- Offer on-site EV charging for employees.
- Support volunteer engagement / participation with AIM programs.
- Host vanpool / carpool formation meetings (zip code mapping, etc.).
- Develop Trip Reduction Plan in conjunction with AIM.
- Promote a 100% remote work policy.
- Implement a formal distracted driving policy.
- Offer secure parking for bikes or micro-mobility devices.

Platinum Level

Employers must achieve Gold and complete two of the following actions on this list

- Conduct driving safety training for fleet drivers.
- Sponsor one AIM Event per cycle.
- Provide on-site amenities such as food service, showers, dry cleaner, ATM / Bank, sundries.
- Provide a bike share program for employees.
- Adopt measurable goals for ESG investment or trip and emission reduction efforts.
- Subsidize shared shuttle operations.
- Provide an employer-sponsored shuttle or vanpool program.

Workplaces in Motion:

- is available to any workplace in AIM service area
- runs on a 2-year cycle
- partners you with an AIM Transportation Demand Management (TDM) expert



**Avenues
in Motion**

Improving Community
Transportation Options

Avenues in Motion delivers programs and services that improve mobility, the environment, and overall quality of life in northwestern New Jersey. We provide commute options such as carpooling, vanpooling, mass transit, biking, and walking.

2 Ridgedale Ave. Suite 200
Cedar Knolls, NJ 07927
973-267-7600
www.avenuesinmotion.org

Avenues in Motion Presents Workplaces in Motion



Let's work together to
improve your employees' job
satisfaction, retention, and
commutes as your business
becomes a TDM leader