

## Incentives and Subsidies

### Voiceover Script and Notes

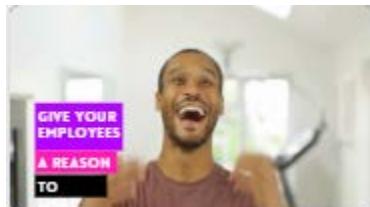
Slide 1:



Notes: \_\_\_\_\_  
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Music

Slide 2:



Notes: \_\_\_\_\_  
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Music

Slide 3:



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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:



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

Slide 5:



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

Slide 6:



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

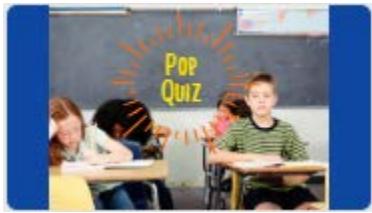
Slide 7:



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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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Music

Slide 9:

**Question**

Employees receive \$50 after their first three months of carpooling.

Is this an incentive or subsidy?

Ready?



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Music

Slide 10:

**Answer**

It is an incentive since it is a one-time offer to encourage carpool formation.



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Slide 11:



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

Slide 12:



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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:



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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:



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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