Use these sample emails and newsletter verbiage to announce your new commute benefits program to employees. Even if you have an existing program, reacquainting your employees with this benefit in anticipation of construction will assure them that your company is invested in their work/life balance. The information below is applicable to all sites and should be further customized to your worksite and commuter benefits program.

\*Include custom information pertaining to your workplace in space indicated like this: <Insert>

## Email highlighting construction & development of commute options program

It's an exciting time in the Perimeter business district! Existing businesses are thriving, new businesses are relocating here, and the interchange construction at I-285 and GA400 will improve safety and efficiency to access this great place where we work. Learn more about this program by registering for updates at [285at400.org](http://www.285at400.org/).

I am excited to announce the launch of our new commute options program. Our new partnership with Perimeter Connects, the commute solutions program of the Perimeter Community Improvement Districts (PCIDs), provides free resources and incentives to help you change how you get to work. See below for a few highlights of how this commute options program can benefit you:

* Free online [ridematching](http://www.gacommuteoptions.com/) to access potential carpool and vanpool matches
* Custom [commute planning](http://perimeterconnects.com/commuteplan/) to identify the best way to get to work
* A [Guaranteed Ride Home](http://www.gacommuteoptions.com/grh) in case of emergency so you don’t get stranded at work
* Cash [incentive](http://gacommuteoptions.com/Save-Your-Commute/Earn-Cash.-Win-Prizes) programs to help you earn money while you avoid construction
* Our new commuter pre-tax benefit program <Link to your intranet page with more information> to help you save additional money on commuting costs

Additional sites you may want to check out:

|  |  |
| --- | --- |
| **Resource Website** | **What to Look For** |
| [MARTA](http://www.itsmarta.com) | Red Line to *<Insert Closest Marta Station>* Station |
| [SRTA Xpress Bus Service](http://www.xpressga.com/commutertools/#maps) | Four routes to Perimeter in 2017 |
| [Breeze Card](http://www.breezecard.com/) | Manage transit fares |
| [ATLTransit.org](atltransit.org) | Transit trip planning tool |
| [ZipCar](http://www.zipcar.com) | Get around Perimeter without your vehicle |
| [Peach Pass](http://www.peachpass.com) | Use on HOT/Express Lanes in Atlanta |

Join us on <insert date, time & location> for a kick-off event for our new commute options program and change your commute today!

## Email announcing development of commute options program

<Insert Company name> is launching our new commute options program today! Most commuters spend 18% of their income on commuting costs. We want to offer our employees a cost-efficient, low stress, and easier way to get to work.

Our new partnership with Perimeter Connects, the commute solutions program of the Perimeter Community Improvement Districts (PCIDs), provides free resources and incentives to help you change how you get to work. See below for a few highlights of how this commute options program can benefit you:

|  |  |  |
| --- | --- | --- |
| Free online ridematching | Personalized trip planning | Guaranteed Ride Home |
| $5 a Day to switch from driving alone | $40-$60 Gas Cards | $25 Monthly prize drawings |
| $50 Vanpool referral | Pre-tax commuter benefits | Discounted transit passes |
| Free shuttle service | Bike to Work Challenge | Try Transit promotion |

Learn more about the benefits above by contacting {internal representative} or visiting PerimeterConnects.com for specific options regarding your commute.

## Intranet announcement launching new program

New Commute Options Program!

<Insert Company name> has launched our new commute options program. Our partnership with Perimeter Connects, the commute solutions program of the Perimeter Community Improvement Districts (PCIDs), provides free resources and incentives to help you change how you get to work.

Change how you to get work:

|  |  |
| --- | --- |
| **Carpool** | Free online ridematching at GaCommuteOptions.com to find other commuters interested in sharing the ride |
| **Vanpool** | Start a new vanpool or join an existing route from near where you live |
| **Transit** | Use MARTA or SRTA Xpress service to access *<Insert Closest Marta Station>* MARTA Stations |
| **Walk** | Incorporate walking into your commute supporting your personal health goals |
| **Bike** | Use existing paths & infrastructure for a safe ride to work and champion our Bike to Work Challenge team |
| **Compressed Work Week** | Work longer days to eliminate commute trips into the office like four 10-hour days |
| **Telework** | Avoid the commute and increase your productivity by working from the comfort of your home |

Visit [Perimeter Connects](http://www.perimeterconnects.com) today to figure out your best commute option and to request a personalized commute planning session.

## Onboarding materials

Employee Handbook Entry

New and existing employees are encouraged to participate in our Commute Options Program. Driving alone to work can be stressful, expensive, and impact your productivity once you arrive to work. Consider trying a commute alternative like carpooling, riding transit, or bicycling and get rewarded for NOT driving alone to work.

Our Commute Options Program offers you the option to:

* **Carpool:** Free online ridematching at GaCommuteOptions.com to find other commuters interested in sharing the ride
* **Vanpool:** Start a new vanpool or join an existing route from near where you live
* **Ride transit:** Use MARTA or SRTA Xpress service to access *<Insert Closest Marta Station>* MARTA Stations
* **Walk:** Incorporate walking into your commute supporting your personal health goals
* **Bike:** Use existing paths & infrastructure for a safe ride to work and champion our Bike to Work Challenge team
* **Compress your workweek:** Work longer days to eliminate commute trips into the office like four 10-hour days
* **Work from home:** Avoid the commute and increase your productivity by working from the comfort of your home

Here are some additional resources to help you use a new commute alternative:

|  |  |
| --- | --- |
| **Resources** | **What to Look For** |
| [Georgia Commute Options](http://www.gacommuteoptions.com) | Online ridematching for carpools & vanpools |
| [Perimeter Connects](http://www.perimeterconnects.com/contact/) | Personalized Trip Planning |
| [Guaranteed Ride Home](http://www.gacommuteoptions.com/grh) | Up to five free rides a year so you are not stranded at work |
| [Cash Incentives](http://gacommuteoptions.com/Save-Your-Commute/Earn-Cash.-Win-Prizes) | Get rewarded for NOT driving alone to work |
| [MARTA](http://www.itsmarta.com) | Red Line to *<Insert Closest Marta Station>* Station |
| [SRTA Xpress Bus Service](http://www.xpressga.com/commutertools/#maps) | Four routes to Perimeter in 2017 |
| [Breeze Card](http://www.breezecard.com/) | Load/manage transit fares |
| [ATLTransit.org](atltransit.org) | Transit trip planning tool |
| [ZipCar](http://www.zipcar.com) | Get around Perimeter without your vehicle |
| [Peach Pass](http://www.peachpass.com) | Use on HOT/Express Lanes in Atlanta |