The Travel Reduction Program (TRP) Annual Plan includes incentives, or ordinance measures, that the employer offers to encourage alternative mode use.

Ordinance measures are particularly effective at reducing the single-occupant vehicle (SOV) rate. An employer or school that does not meet its travel reduction goal in the second program year, as shown in the survey results, must include at least two of these measures.

If the employer does not meet its travel reduction goal in any following year, it must include a minimum of four measures. Measures should be consistent with the work site location and the survey results.

For further assistance with the Travel Reduction Program, contact your Commute Solutions coordinator at Valley Metro at 602.262.RIDE (7433).

Ordinance Measures Include:

- A program where employees must pay to park at the work site.
- Preferential parking for carpools/vanpools
- A telecommuting program for at least 10 percent of employees
- A compressed work week program for at least 10 percent of employees
- Subsidized vanpool where the participant’s cost is comparable to other alternative modes such as transit or carpooling
- Subsidy program where 50 percent or more of the commute cost is reimbursed by the employer when an alternative mode is used
- Guaranteed ride home program for alternative mode users (AMUs)
- Program to recruit and reward new AMUs and employees or students who move closer to the work site
- Prize drawings which encourage alternative mode participation
- On-site daycare facility
- Shower and locker facilities for bicyclists and pedestrians