

The background features a complex, abstract geometric pattern of overlapping, curved lines in various shades of blue and white, creating a sense of depth and movement. The pattern is most prominent in the upper right quadrant and fades into a solid dark blue at the bottom.

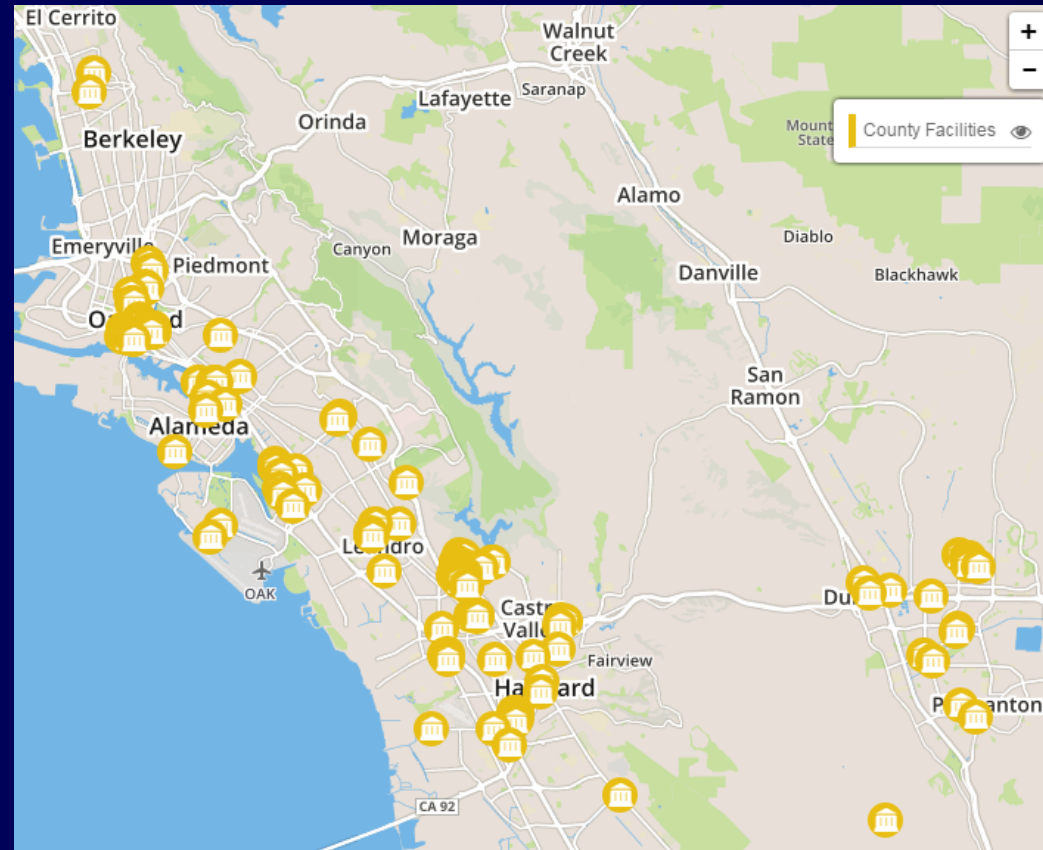
# PARKING CASHOUT FOR GOVERNMENT EMPLOYEES

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# ABOUT ALAMEDA COUNTY

- 9,500 County employees
- Appx. 200 offices
- Commutes = 38% of total emissions



# NEW TARGET AUDIENCE – REGULAR SOV DRIVERS

- Provide over 2,000 County managed parking spaces
- Flat SOV rate



# CHALLENGE

- Inefficient “midcentury bombast”
- Appx. 500 permit holders and 200 public
- 7+year wait list
- Monthly permit



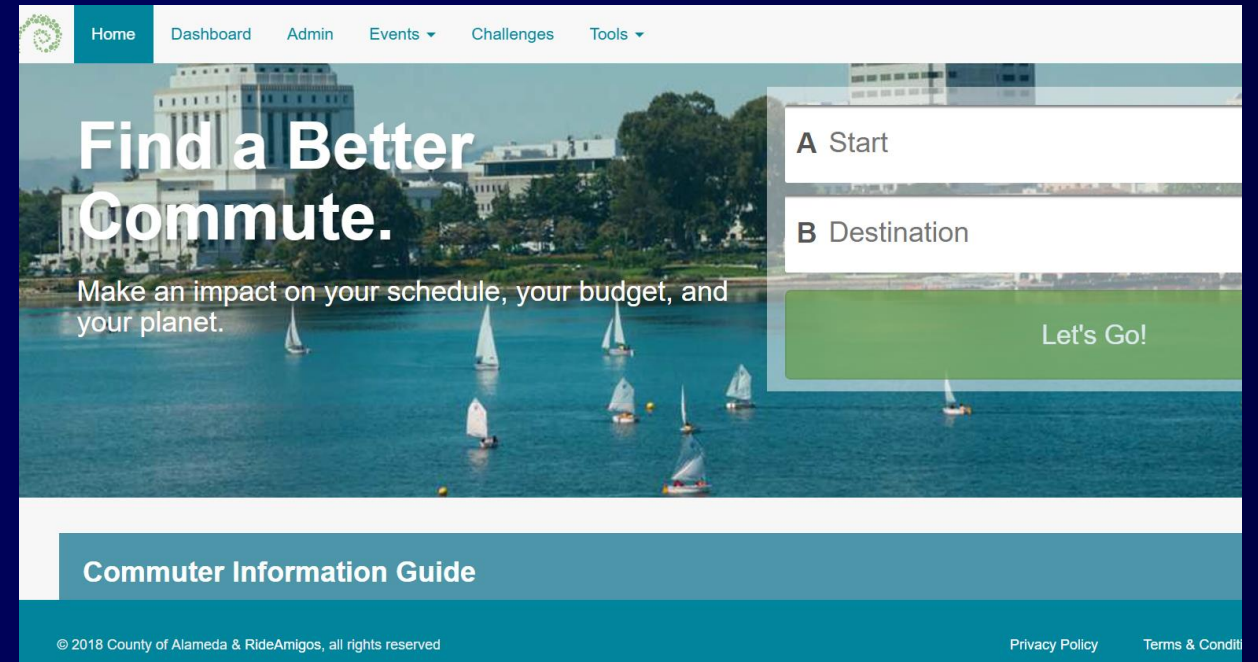
# DESIGN CONSIDERATIONS

- Cost neutral (or positive)
- Allow employees to retain permits
- Parking price differential between employees and public visitors



# CLEAN COMMUTE CREDIT DETAILS

- “Opt-out” anytime before 7 AM day off
- Daily parking rate gets banked and refunded quarterly
- Parking program upsells unused parking
- Integrated with rest of TDM program





# CLEAN COMMUTE CREDIT DEVELOPMENT


Home
Dashboard
Admin
Events ▾
Challenges
Tools ▾

Phillip ▾
Language

### Participant Summary

 **1**  
 Total Verified Parking  
Opt-outs

 **\$0.00**  
 Rewards Paid to Date

 **\$9.90**  
 Verified Rewards  
Processes

The Clean Commute Rewards Program provides AlcoPark permit holders the opportunity to **KEEP** their parking permit **AND** earn a reward of \$3.30 for each day they opt out of parking in the AlcoPark garage.

## Participation is Easy

1. Use the Clean Commute Calendar to select the days you do not plan to park in AlcoPark (this is called "opting-out" of parking). It is required that you opt out from parking in advance--which you can do days, weeks, or even months in advance. The latest you can opt out is by 7:00am on the opted-out day.
2. Consider a clean commute and do not park in the AlcoPark garage.
3. Watch your rewards add up. You will receive a reward on your paycheck for the days you opted out of parking and did not park in the AlcoPark garage. Expect to receive your commute rewards in approximately six pay periods when payroll has been processed, and after it has been verified you did not park on opted-out days.

### My Clean Commute Calendar

✓ Parking Elections Updated

February 2019

S	M	T	W	T	F	S
27	28	29	30	31	FEB 1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	MAR 1	2

**LEGEND:** Parking Opt-Out Reward Overridden Due to Parking Payroll

<b>28</b> Mon	<span style="background-color: #c8e6c9; border-radius: 10px; padding: 2px 5px;">Reward</span>	<b>\$3.30</b>
<b>29</b> Tue	<span style="background-color: #c8e6c9; border-radius: 10px; padding: 2px 5px;">Reward</span>	<b>\$3.30</b>

# CLEAN COMMUTE CREDIT DEVELOPMENT

## Clean Commute Rewards Program

**200**

**Today's Available Spaces**

**0**

**Today's Opt-outs**



# CLEAN COMMUTE CREDIT DEVELOPMENT



# THANKS!

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