

Advancing Sustainable Commuting at LinkedIn CommuteCon 2020

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Commute &
sustainability
go hand in hand



LinkedIn Joins Microsoft in Carbon Negative Pledge

“By 2050, we will remove all carbon Microsoft has emitted directly or via electricity consumption since its founding in 1975”

Sustainability Goals

Protecting the planet while creating economic opportunity



100% Clean
Energy



75% Carbon
Reduction &
Neutrality



Drive to Zero
Waste



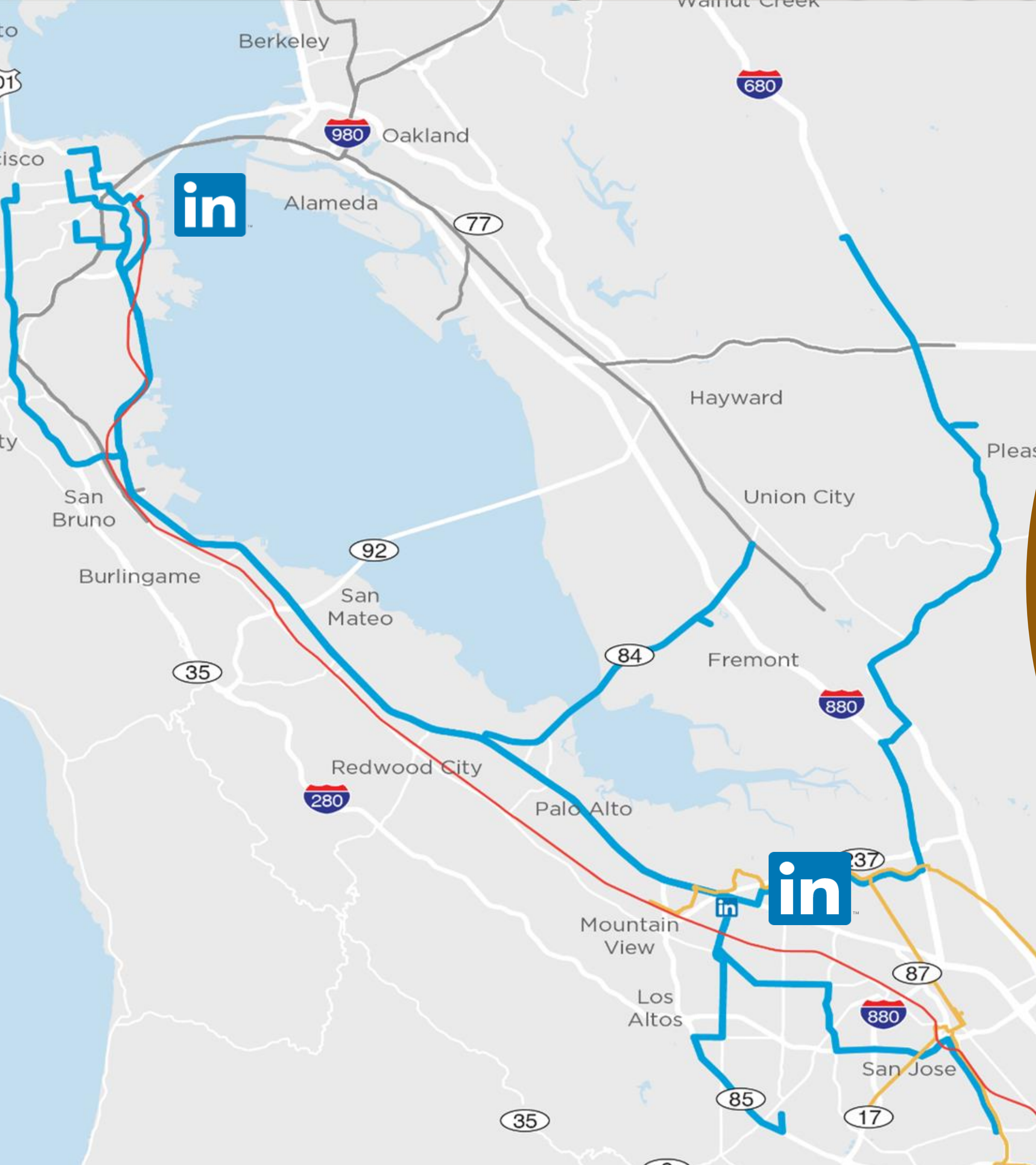
Engaged
Employees



Green Economic
Opportunity



Provide a great
commute
experience



The BIG 4

1. Bike / Walk
2. Public Transit
3. RideShare (Scoop, Commute with Enterprise, Lyft)
4. Commuter Shuttles

Top 3 Sustainable Commute Options



Biking & Walking

We partner with BMLB to provide 1-1 bike commute support, trainings and classes plus on-site repairs.



Public Transportation

Employees can use pre-tax dollars to purchase passes, and we participate in the Caltrain Go Pass program.



Ride Sharing

Through our partners Scoop & Commute with Enterprise, we have hundreds of employees sharing rides.

Getting More Butts on Bikes



Commuter Bike Program

KPI: Increase Bike
Commuting Mode Split

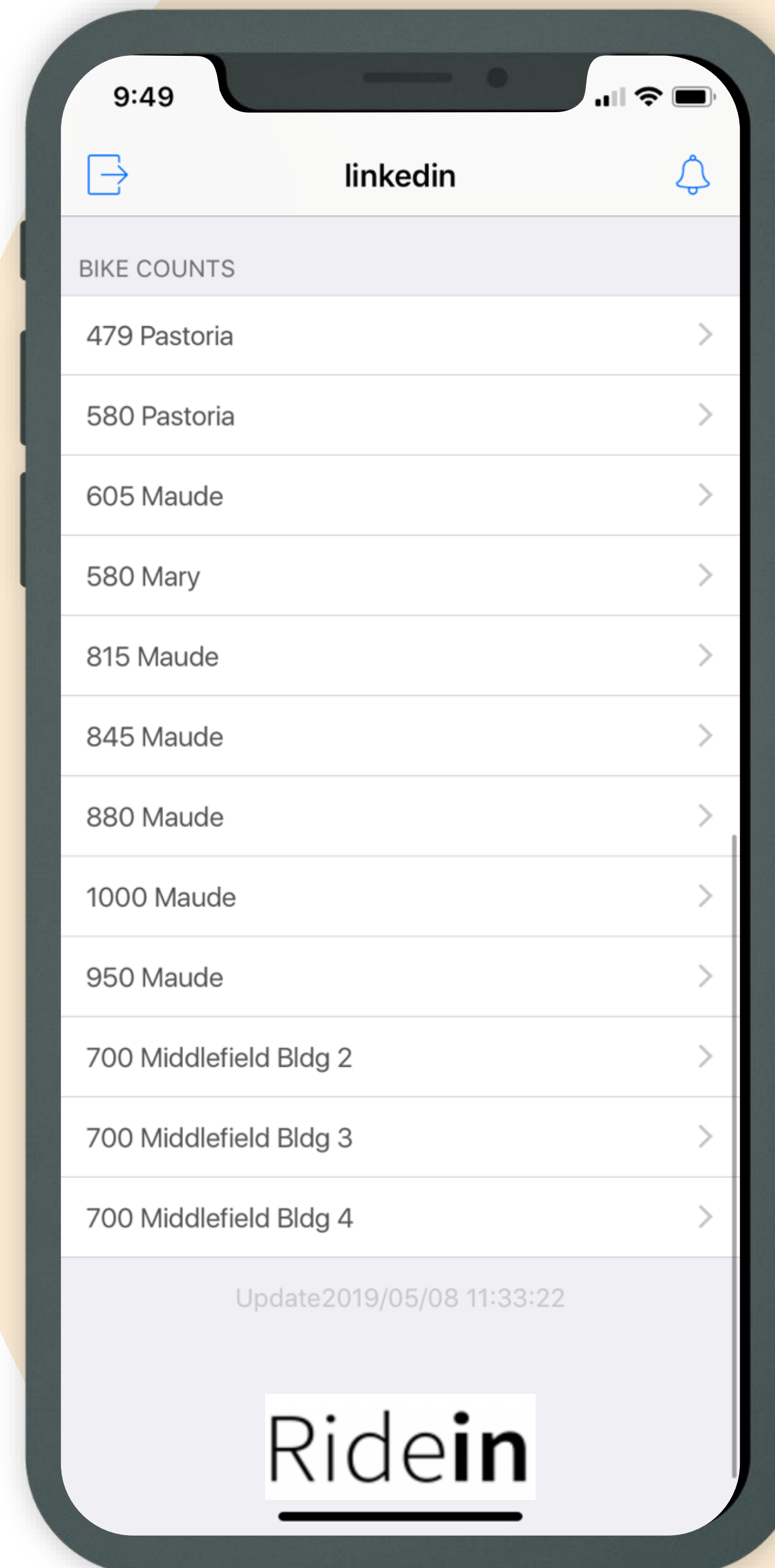
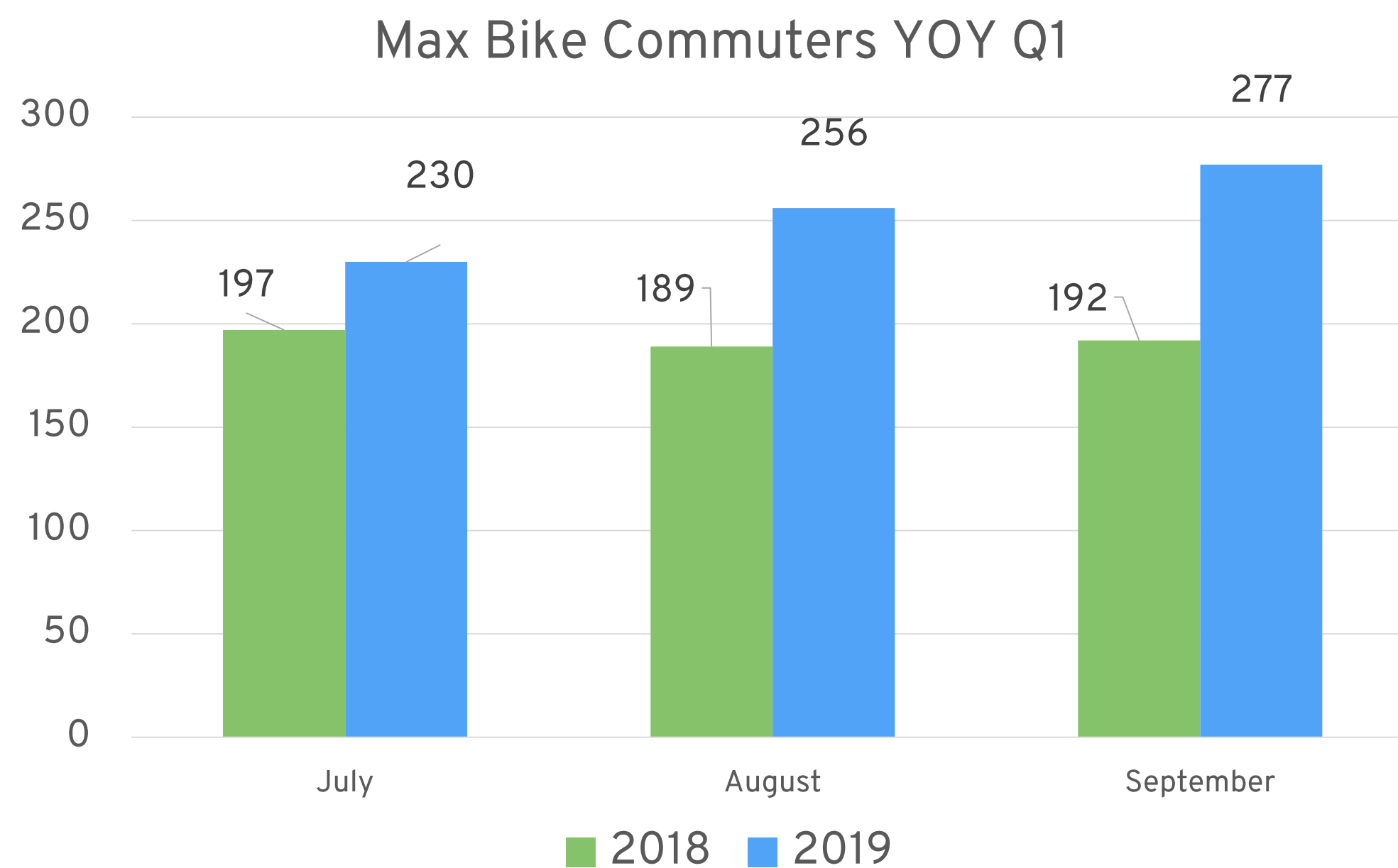
- Bike classes, rides and office hours
- Monthly newsletter
- New Hire + Intern orientations
- Partnerships w/other LinkedIn groups (PAL, GoGreen)



Bike to

Counting Commuter Bikes

Metric: # of bikes on campus T-Th



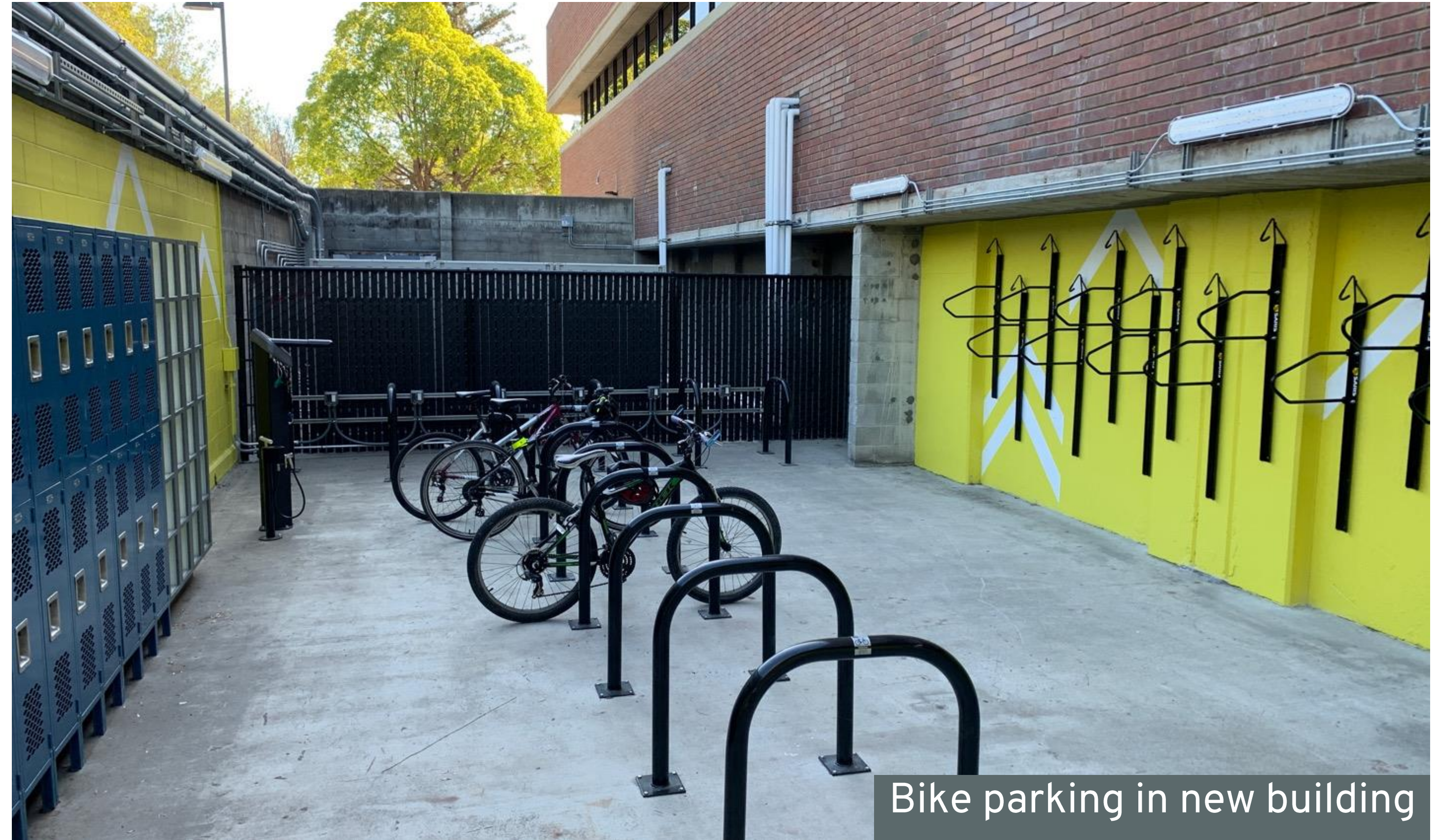


Bike Champs Program

- ✓ Being a Ride Buddy
- ✓ Bike Route support
- ✓ Referring a colleague to a bike class
- ✓ Volunteering at an event
- ✓ Leading a group ride



Mobile concierge in action



Bike parking in new building

Data Results in Investments

New in 2019

- Bike Programs Coordinator
- Mobile concierge
- More bike parking capacity

Coming in 2020

- Loaner bike program
- Micromobility fair
- Gamification via RideAmigos

Commute by Bike Loaner Program

Encourage more bike commuting, particularly for the “interested but concerned” segment

- 2-week rentals
- Tracked in RideAmigos
- Fleet: 5 electric hybrids, 5 hybrids, 5 road bikes
 - Come “commute-ready” with locks, lights and helmets



Thank you