

New!

PENINSULA TRAFFIC CONGESTION RELIEF ALLIANCE

REGISTER Your Company's **new**
Commuter Benefit Plan
and Earn Alliance **REWARDS**
— up to **\$1,000!** *
Special **DRAWING** for Coordinators!
*see REGISTRATION FORM for details.

**Working Together to Improve
Your San Mateo County
Commute!**



COMMUTER BENEFIT Employer Incentive Program

**Tax-Free • Enhance Employee Compensation • Save Money
• Low or No Cost • Reduce Carbon Emissions • Earn Rewards**



**With PRE-TAX
Commuter Benefits,**

Your EMPLOYEES will ...

- ◆ Have easy access to pre-tax dollars — up to \$230 monthly — for most commuting costs.
- ◆ Save up to 40% in transit-related expenses.
- ◆ Eliminate out-of-pocket expenditures and cumbersome recordkeeping systems.
- ◆ Help reduce carbon emissions by leaving their cars at home.

Your COMPANY will ...

- ◆ Enhance its wage and benefit compensation without adding to its financial and administrative obligations.
- ◆ Bolster its recruitment and retention programs and stay competitive.
- ◆ Reduce its payroll taxes.
- ◆ Save on costly capital outlays and the maintenance of parking facilities.
- ◆ Reinforce its commitment to environmental concerns and corporate sustainability.

Register your company today!

The **COMMUTER PRE-TAX FRINGE BENEFIT** for public transit riders and vanpoolers increased considerably

when the American Recovery and Reinvestment Act stimulus bill was passed in February 2009. Up to \$230 per month per employee may now be set aside, **tax-free**, for mass transit and vanpool expenses incurred while traveling to and from the workplace.

To encourage employers to offer this cost-saving plan to Peninsula commuters, the Alliance is promoting the **Commuter Benefit Employer Incentive Program**. Cash awards of **up to \$1,000*** may be earned to help offset start-up fees and to promote a new pre-tax commuter benefit program. To qualify, employers in San Mateo County may choose from three options: (1) an employee pre-tax plan; (2) partial or full transit subsidy up to \$230 a month per employee; or (3) a combination of both options.

For a **free** consultation, call the Alliance office.

1150 Bayhill Drive
Suite 107
San Bruno, CA 94066

ph: **650.588.8170**

fax: **650.588.8171**

alliance@commute.org

COMMUTER BENEFIT Employer Incentive Program

REGISTRATION FORM

Company Name: _____

Address: _____ City: _____ Zip: _____

Main Phone Number: _____ Website: _____

Contact Person: _____ Title: _____

Phone number: _____ Email: _____

of Employees: _____ # of Offices in San Mateo County: _____ Specify cities: _____

Does your company currently offer a Commuter (pre-tax) Benefit? Yes No

If "YES", please indicate start date: _____ # of enrolled employees: _____

Is your program being administered: internally thru a vendor (Pls. specify: _____)

Briefly describe your company's commuter benefit program: _____

If "NO", please complete the following:

Top Priority: We are in the process of offering this benefit to our employees. Projected start date: _____

Priority: We would like to know more about this pre-tax program. Please contact us for a consultative meeting.

Low Priority: Our company is not able to offer this program at this time, but would like to be kept informed.

To apply for the Commuter Benefit Alliance REWARDS for employers, please RETURN the completed Registration form by fax: (650) 588-8171, or by mail: 1150 Bayhill Drive, Suite 107, San Bruno, CA 94066 no later than June 30, 2010. (For additional requirements and guidelines, please read "Terms and Conditions" below.)

* Terms and Conditions.

- For your company to qualify for the Pre-Tax Commuter Benefit Employer Incentive Program, a completed Registration Form must be received by the Alliance no later than June 30, 2010.
- Only San Mateo County employers are eligible to apply.
- The employer's new pre-tax commuter benefit plan must have a start date of July 1, 2009 or later.
- Incentives are awarded only one-time per company.
- Verification by Alliance staff is required prior to disbursement.
- Alliance Rewards will be offered to qualified employers until the designated funds have been awarded, but no later than June 30, 2010.

For Employers

- Register your company with your assigned Alliance Representative.
- Only new Pre-tax Commuter Benefit programs that took effect on or after July 1, 2009 are qualified to receive the employer incentives.
- Companies may choose to administer this program internally, or utilize the services of a vendor.
- Incentive amounts are determined by the total employees in your company and the percentage of employees actively participating in the Pre-Tax Commuter Benefit Program during the first three months of the effective date (see chart at right).
- Companies will be asked to submit a W-9 form and to document its employee participation level.

For Program Coordinators

- Register your company today, and you will have access to "start-up" assistance to launch your company's new benefits program.
- Alliance staff will provide consultation services, at no charge, and supportive resources, in addition to the Alliance Rewards incentives for your company.
- Be part of a special drawing for Program Coordinators. Contact your Alliance Programs Representative for more details.

Pre-Tax Commuter Benefit Employer Incentives

Alliance REWARDS Employee Categories

Participation Level	< 5%	5 to 10%	> 10%
Small Employer = 25 or less employees	\$75	\$125	\$250
Medium Employer = 26 to 75 employees	\$125	\$250	\$500
Large Employer = 76 or more employees	\$250	\$500	\$1,000

Peninsula Traffic Congestion Relief Alliance
ph: 650.588.8170 • email: alliance@commute.org