

## Legislation Details (With Text)

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**Title:** Contract 2018-0253 With Hytch Rewards In An Amount Of \$3,000 To Provide Ridesharing Incentives For City Employees.

**Sponsors:** Andrew Orr

**Indexes:**

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**Attachments:** 1. 2018-0253 Hytch\_Rewards Carpool Incentive, 2. Employee Commute Results

Date	Ver.	Action By	Action	Result
1/8/2019	1	Board of Mayor & Aldermen	acknowledged.	

**DATE:** December 20, 2018

**TO:** Board of Mayor and Aldermen

**FROM:** Eric Stuckey, City Administrator  
Emily Hunter, Director of Planning and Sustainability  
Andrew Orr, Principal Planner

**SUBJECT:**  
Contract 2018-0253 With Hytch Rewards In An Amount Of \$3,000 To Provide Ridesharing Incentives For City Employees.

### Purpose

The purpose of this memorandum is to provide information to the Franklin Board of Mayor and Aldermen (BOMA) concerning Contract 2018-0253 for ridesharing incentives for city employees.

### Background

Mark Cleveland, the founder of Hytch Rewards, presented information to the Franklin Sustainability Commission at the August 3, 2018 meeting. Hytch is a mobile device application that tracks and incentivizes carpooling. The City subsequently administered an employee survey related to commuting habits. The City also administered a very similar survey in 2008 and compared the results. Some of the highlights are below:

- 98% of employees drive alone to work;
- Commute times are increasing; 45% of employees travel at least 30 minutes one-way;
- Fewer employees are living in Franklin and Spring Hill (50% in 2008 compared to 40% in 2018);
- Significant increase of employees commuting from Nashville;
- 40% of employees have worked for the City less than five years;
- Desire for work from home flexibility;
- Hytch incentive must be high enough for people to use the application;

The City views this as a pilot project to gauge interest and encourage commuter behavior change to alleviate the parking

demand in the 2<sup>nd</sup> Avenue Parking Garage. The incentive is 10 cents/mile for employees who carpool to work between 5 a.m. and 9 a.m. on weekdays.

**Financial Impact**

The City will pay Hytch \$3,000 for use of the application and disbursement of incentives for participating employees.

**Recommendation**

This contract was executed per the authority granted by the Board of Mayor and Aldermen to the City Administrator.