

LOVE YOUR COMMUTE PROGRAM

Take alternative transportation to work this spring!

Want to make your commute more enjoyable and do your part to reduce traffic and emissions in the Greater Roanoke region? This proactive initiative from the City of Roanoke has been designed to help commuters reduce their drive-alone trips to work by taking the bus, biking, walking, or carpooling. As a result, commuting can be more affordable, healthier, and environmentally friendly.



Who can participate?

The program is open to all City of Roanoke employees. More information will be sent to you soon about program benefits, with directions on how to participate.

Why is the city launching this program?

The Love Your Commute program supports the City of Roanoke's sustainability goals by:

- Reducing greenhouse gas emissions
- Improving employee health and well-being
- Lowering commuting costs for employees
- Raising awareness of commuter tax benefits

How will the program work?

- Employees take a pledge to try a clean commute option.
- Participants track their trips using the ConnectingVA app. Access it by scanning the QR code on the back of this flyer.
- Progress and participation will be shared through weekly updates.
- The program will run in the spring of 2026.



What if I don't know how to use transit or find a carpool?

No worries! The program will provide:

- Help identifying bus routes and schedules (Valley Metro, Metro Fix, VMGo)
- Guidance on finding carpool partners
- Bicycle commuting resources, including “how-to” information and bike routes

How long will this program be available to city employees?

This is a pilot program for the City of Roanoke that will run during spring 2026. City leadership will evaluate participation, the impact to sustainability goals, and employee feedback to determine the next steps and continuation of this program.



How do I get started?

Keep an eye out for program emails, posters, and announcements. You'll be able to sign up, take the pledge, and receive helpful guidance to **Love Your Commute**. Look for more information coming in Winter 2026.

READY TO LOVE YOUR COMMUTE?



To learn more, contact:
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Or visit engage.rvarc.org/loveyourcommute

Scan the code for more details.



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