

# GoGreen 2010 – Cultivating Sustainable Business

## Green Your Business Through Transportation: Fleets, Commuters, Location

### *Sustainability Change-Agent Action List!*

#### 1. Eliminate Free Employee Parking

- ✓ Free parking motivates employees to drive. Change the paradigm.
- ✓ Eliminating free parking will be a big savings to your bottom line; and/or allows company to
- ✓ Redirect potentially significant savings to fund generous commute options that further reduce carbon, vehicle miles travelled and support your sustainability values

#### 2. Set Up A Pre-Tax Commuter Account for Your Employees

- ✓ IRS allows employees to set aside up to \$469 per month, pre income tax
- ✓ Employees reduce their commuting cost by up to 40%
- ✓ Employers reduce payroll taxes by 10%

#### 3. Provide Free or Subsidized ORCA Transit Passes To All Employees

- ✓ An annual pass produces, on average, a 10% reduction in commuter trips
- ✓ Employees report an annual bus pass as the most valuable employee benefit second only to medical coverage (great for attracting and retaining employees)
- ✓ Annual bus passes equalized employee benefits & reduces administrative burden

#### 4. Use Zipcar to Eliminate, Reduce (or grow) Your Fleet

- ✓ Every Zipcar eliminates 15 privately owned vehicles. Zipcar's are also, on average, more fuel efficient and have lower emissions than the average privately owned vehicle
- ✓ Perfect complement to supporting commute options and specifically supports the employer's investment in transit passes (commute by bus, use Zipcar for mid-day needs)
- ✓ Save money and reduce the administrative costs associated with company owned cars (why own when you can rent by the hour!)

#### 5. Support Bike Commuting, Walking, and Ridesharing

- ✓ Form and encourage a bike-to-work company team
- ✓ Add bike lockers, changing rooms or showers to your work place
- ✓ Provide incentives to form employee carpools and vanpools
- ✓ Encourage or lead lunch time walks through adjacent neighborhoods (it supports good health too) and sparks the idea that some employees could walk to work

#### 6. Join City of Seattle Climate Partnership

- ✓ [www.SeattleClimatePartnership.org](http://www.SeattleClimatePartnership.org)
- ✓ Assess your businesses' carbon footprint using the carbon calculator on this site

#### 7. Other Ideas and Actions

- ✓ Develop internal policies that support flexible work weeks: 4x10s, 9x9s or telecommuting
- ✓ Share [www.CommuteSeattle.com](http://www.CommuteSeattle.com) with your employees
- ✓ Moving office locations? Use the opportunity to provide new commuter services & products to your employees. Host a transportation fair; provide personal commute planning.
- ✓ Provide a Home Free Guarantee to your employees (bought separately or as an included service with ORCA Passport)

#### 8. Downtown Seattle Employers Schedule Your Free Transportation Consultation

- ✓ Free Employer Commute Consultation: [MikeR@CommuteSeattle.com](mailto:MikeR@CommuteSeattle.com)
- ✓ Free ORCA Transit Pass Consultation: [AllisonB@CommuteSeattle.com](mailto:AllisonB@CommuteSeattle.com)
- ✓ For general product, service, and best-practices information visit [www.CommuteSeattle.com](http://www.CommuteSeattle.com)