



## **Alternate Travel: *Cutting Down on Single-Driver Commutes to Your Facility***

### Requirement:

Incentivize to cut down energy spent in transit to work where possible.

### Why Do It:

Cutting transportation energy spent for staff on their daily commute alleviates a huge source of individual pollution, frees up surrounding parking, and boosts staff morale.

### How It Works:

Phipps instated new benefits for staff who use forms of transportation other than single-driver fossil-fuel cars, so as to cut down on emissions and incentivize more sustainable transit. These benefits come in the form of enhanced parking and efficiency incentives.

Currently we offer:

- Free parking on a first come, first served basis
- The ability to purchase bus passes on a pre-tax basis through payroll deductions (See Human Resource for further information)
- A \$2.00/day incentive for walking, biking, public transportation or an approved car pool, Monday-Friday between 9am-5pm (Contact Human Resources for further information)
- In addition to the above and in order to meet our LEED certification requirements to set aside some parking spaces for fuel efficient vehicles and car pools, we will be adding the following:
  - o We will dedicate 5 parking spaces on the lower campus and 5 on the upper campus for fuel efficient vehicles for staff use. Fuel efficient vehicles are defined as vehicles that have achieved a minimum green score of 40 on the American Council for an Energy Efficient Economy (ACEEE) annual vehicle rating guide. The 5 on the lower site will be under the PV canopy. The 5 on the upper campus will be near the charging station.
  - o We will allow limited parking for smaller cars next to the lagoon. This area cannot handle long term heavy car parking; only compact cars may park here. Cars must be pre-authorized to park here by registering with Kaitlin Green in the CSL office. All fuel efficient parking spaces will be on a first come, first served basis and will require a special parking tag. If you think your vehicle will qualify, please apply through Nicolette Telech at [ntelech@phipps.conservatory.org](mailto:ntelech@phipps.conservatory.org). We realize this will not cover all the fuel efficient cars on campus but it is a beginning!

- In order to be considered compact, cars must be less than 6' wide and 14' long.
- We will provide 2 car pool only spaces, split between upper and lower campus and also on a first come, first served basis. We will add more as demand increases.

#### Additional support for alternate forms of transportation

- In addition to the incentives above, we would like to encourage staff to bike to work and are offering another incentive. Phipps will pay 50% for the cost of a standard or electric-assist bicycle up to \$1,000. The payment will be offered as \$1.00/day for each day (in addition to the \$2.00/day mentioned above) the bicycle is used to get to and from Phipps.
- We would like to help people with the purchase of a new or used vehicle that meets a minimum green score of 40 on the ACEEE rating guide and has a minimum EPA average mpg of 40mpg. This must be for a car that you will drive to Phipps and is available once per employee. The program will be as follows: 10% of the purchase price up to \$1,000 for full time employees employed for at least one year, and 10% up to \$500 for part time employees that have worked at Phipps for at least three years and average 20+ hours per week. The payment will be offered as \$1.00/day for each day the car is used to get to and from Phipps.
- In addition, we will provide dedicated charging spaces for any staff that drive an electric car.
- The car pool, fuel efficient and electric car spaces will be available to staff on a first come, first served basis. All other spaces are for staff and volunteers (while they are volunteering at Phipps) on a first come, first served basis. Visitor only spaces will be available in front of the CSL and on the west side of the CSL by the lunch room. Please do not park in visitor spaces.

Green Power – Any staff person that switches to green power as their electricity provider at their home will receive a \$50 incentive (one incentive per year). For each year that an employee maintains uninterrupted green power at their home they will receive an additional \$50 incentive on their one-year anniversary. Employees that already have green power can participate in the annual incentive program.

By participating in any of these programs staff understand that Phipps may change, modify or cancel any program at any time for any reason. If you are not sure that you qualify for any of these incentives check with HR before committing to any purchase. Also note, that any money that Phipps provides to an employee as part of an incentive is considered income by the IRS and will be subject to taxes. Payment of incentives will only be made while employed with Phipps. If the employee leaves Phipps employment, for any reason, any unreimbursed incentive will be forfeited. Any employee that falsifies any participation data will lose all benefits, as well.

We appreciate the fact that we are a diverse organization in many ways, including, what type of car we drive! We also appreciate that as an organization we have a staff who believes in and supports our mission. We hope by adding the above we will alleviate some parking issues and assist people in their quest towards a more sustainable life!

#### Why It Works:

Say a person lives 10 miles from Phipps and drive a typical US car that gets 23.5mpg. There are 243 work days in a year (260 – 10 vacation – 7 holidays). If gas is \$2.75/gallon, this person would spend \$568 per year on gasoline, not to mention wear and tear on the car.

If this person purchased a bike to ride to work they would get:

$243 \times \$2.00/\text{day} \text{ plus } 243 \times \$1.00/\text{day incentive}^* = \$729/\text{year}$  plus they would save \$568/year in gasoline = \$1,297 plus all the benefits of exercise.

\*note: incentives subject to tax. The additional \$1.00/day is in effect until it reaches the 50% cost or maximum \$1,000 for the original purchase

#### Messaging:

By expressing the benefits – financial, environmental and physical included – to employees and encouraging them to participate, we know that our employees are both uniquely inclined to make environmentally-conscious decisions and will increasingly pursue those decisions. By expressing these benefits as a means to personal gain, we successfully encourage that employees lead a sustainable lifestyle.