



Green Business Programs and How TDM Can Green Your Community

February 8, 2017

Traffic Solutions



- Countywide Rideshare Agency Santa Barbara County
- Employer Commuter Consulting
- CycleMAYnia – Bike Month & Bike Map
- Trip Planning Assistance
- Open Streets Events
- SmartRide.org (Ride Amigos platform)
- Green Business Program Partnering Agency

GREEN BUSINESS

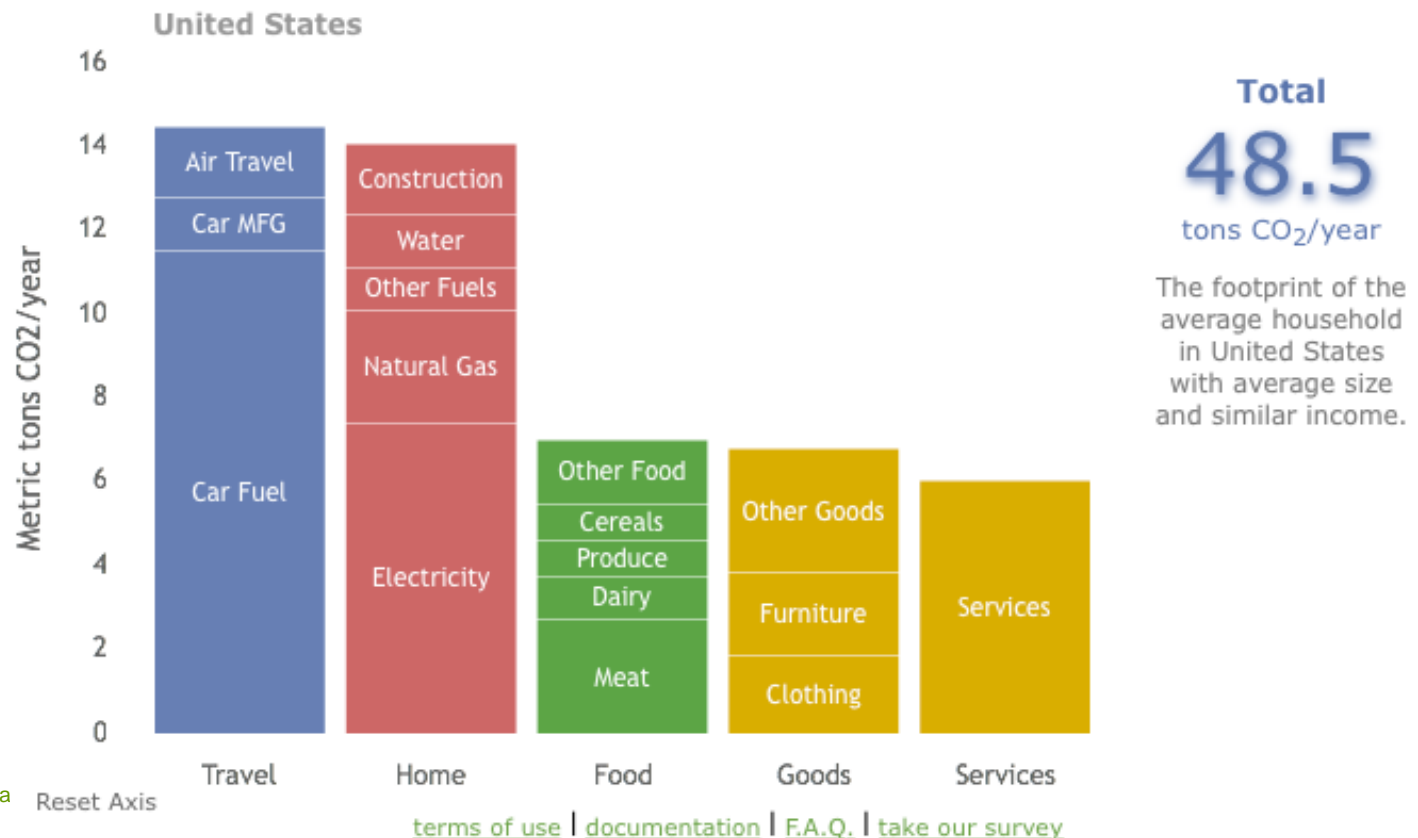
SANTA BARBARA COUNTY



Employee's commute **IS** part of a business's environmental footprint

Employees' Commute Routines Matter

- Automobiles account for 62% of all CO₂ emissions in the U.S.





GREEN BUSINESS

SANTA BARBARA COUNTY

- Green Awards program 1994 - 2007
- Launched Certification Program in 2008
- Hotels, Restaurants, Office/Retail, Automotive
- Over 100 business certified
- Funded by partner agencies & certification fees
- Partners include:
 - Five County of Santa Barbara agencies
 - Six Cities
 - Nine Special Districts
 - Five Chambers of Commerce
 - Three Utility Companies
 - Community Environmental Council
 - South County Energy Efficiency Partnership
 - Santa Barbara County Energy Watch
 - Waste Haulers
 - Adding certified businesses to Steering Committee



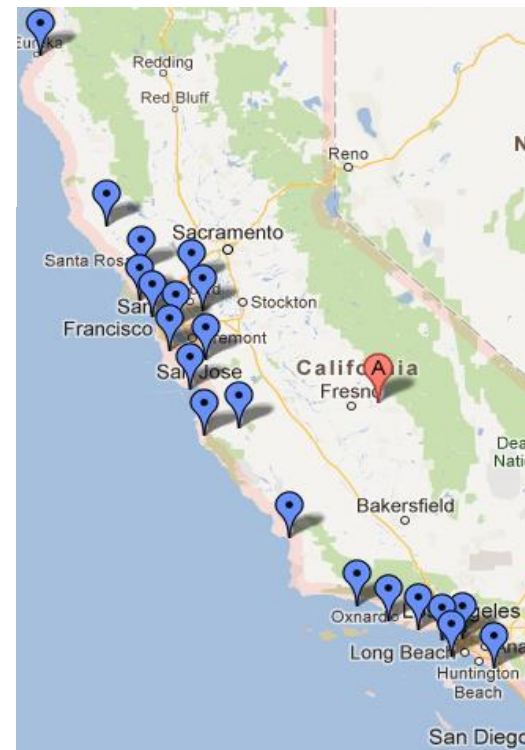
Since the formation of the GBP, certified businesses have collectively made significant impacts on the reduction of greenhouse gases, pollution and resource conservation.

California Green Business Program

Initiated in 1994

21 programs statewide

>50% of CA population served



Look what we've achieved!

Click on the bars to find out how much we have saved:

Average Annual
Business Savings

or

Annual Savings for
all Businesses

01 Greenhouse Gas Emissions Saved

This year, the California Green Business Program has saved **835,334** metric tons of CO₂ with a total savings of **\$3,083,277**.

That's the equivalent of planting **44,161** acres of urban trees a year for ten years.



3 4 9 6

Number of Certified Green Businesses in California today



California Green Business Program Commuter Requirements

- All require displaying info about alternative transportation to customers and employees.
- Santa Barbara County and SF Bay Area are the ONLY programs that require a commuter program including cash incentives.

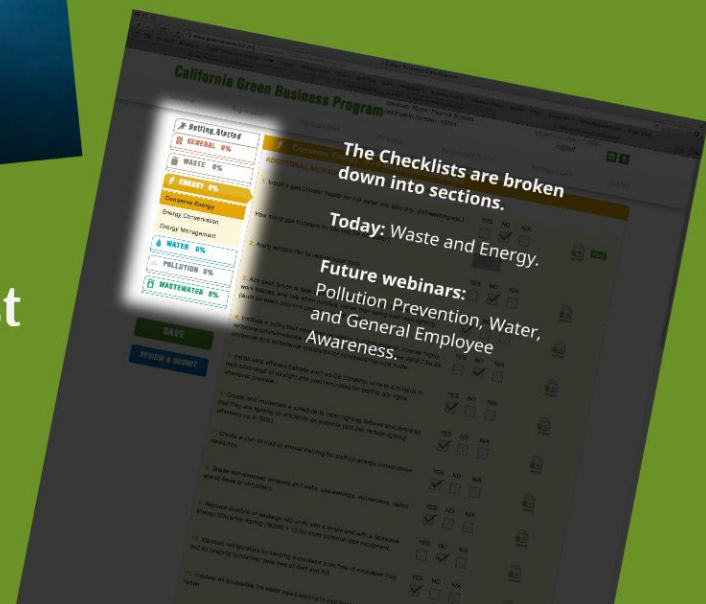
What is the process?



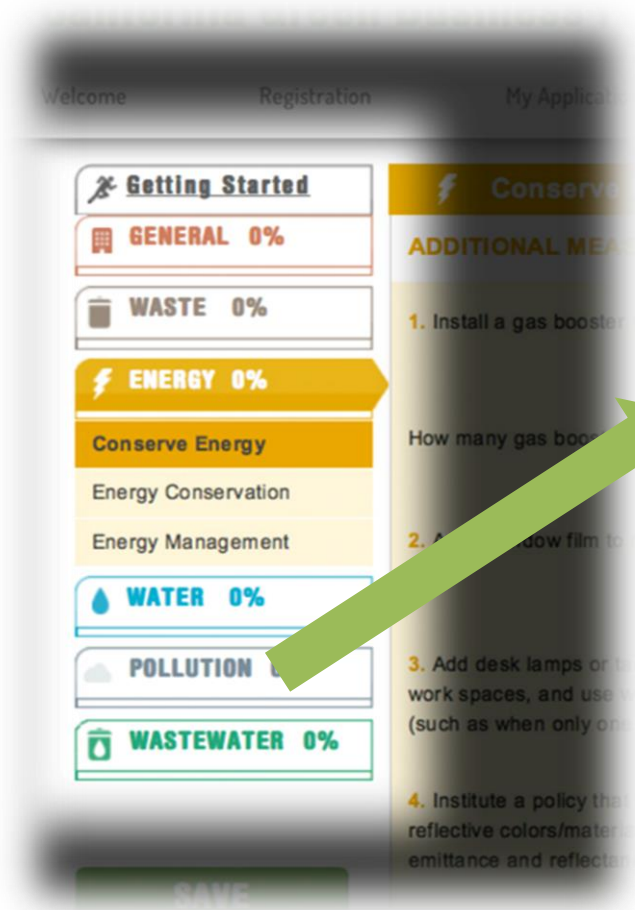
User-friendly online checklist

- Identifies and tracks green measures
- Provides a green score card

- Join the GBP Academy!
- Evaluate your environmental practices using checklists found on the Green Business website.



Commuter Program Requirement



Commuter benefits program to encourage employee use of sustainable transportation. Must be approved by Traffic Solutions.

Commuter Program Requirements

- Complete the checklist
- Cash incentives or substitute
- Register at SmartRide.org
- Meet with Traffic Solutions
- Launch and market program

Cash Incentives

- Make it meaningful
- Make it fun
- Equitable
- Automate administration
- Distribute quarterly
- If it is a monthly raffle:

5–10 employees - $\$2.00 \times \text{total \# of employees}$

11-25 employees - $\$1.75 \times \text{total \# of employees}$

26-50 employees - $\$1.50 \times \text{total \# of employees}$

51-100 employees - $\$1.25 \times \text{total \# of employees}$

101-300 employees - $\$1.00 \times \text{total \# of employees}$

300 employees - $\$0.75 \times \text{total \# of employees}$

Example: 50 employee company gives away \$75 a month in prizes

In Lieu of Cash Incentives

Implement 5 of the following programs:

- ☐ Formalized telework program
- ☐ Formalized compressed work schedules (9/80, 4/40) or flexible schedules
- ☐ Pre-tax deduction option for employees to pay for transit or vanpool fares
- ☐ Transit and/or vanpool passes, vouchers or subsidies
- ☐ Designated preferred parking spaces or reduced parking costs for carpools and vanpools
- ☐ Secure bicycle parking, showers, and lockers
- ☐ Cash in lieu of an employer-provided parking spot
- ☐ Electric bicycle charging stations
- ☐ Subsidy or rebate for purchasing a bicycle and gear, e.g. an Earn-a-Bike program
- ☐ Employer provided vehicles for carpools or vanpools
- ☐ Shuttles from transit stations or bus stops
- ☐ Lunchtime shuttle service
- ☐ Company bicycles available to use for errands nearby
- ☐ Company vehicles available to use for errands
- ☐ Bicycle education and skills classes offered at the office
- ☐ On-site amenities (e.g. cafeteria with prepared food, child care, gym, etc.)
- ☐ Provision of parking at park-and-ride lots or vanpool staging areas



Accomplishments Month 1: April 2015

2,322
sustainable trips by employees

4.89
tons of CO2
reduced

138
employee
participants

71
earn-a-bike
participants

2,201
car trips
reduced

1,114
bike trips

624
walk trips

16,873
sustainable
miles

SONOS

Challenges and Lessons Learned

- Small businesses have difficulty meeting commuter requirement
- Cash incentives are expensive
- Commuter program is usually most difficult requirement
- Requiring tracking on website ensures compliance
- Computer access and language barriers a challenge
- Many programs atrophy after a year. Recertification every 3 years
- Time consuming approval process
- Has greatly expanded our reach

More Information

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