

Creating Innovation in Transportation Programs: The Commuter Choice Leadership Initiative

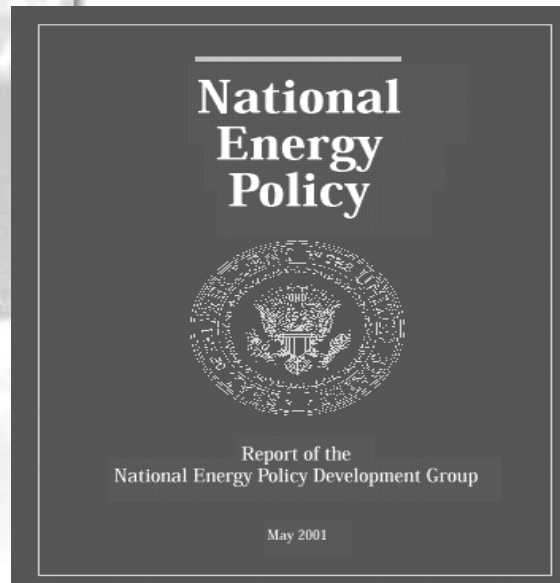


**Mobile Sources
Technical Review
Subcommittee
June 12, 2002**

What is the Commuter Choice Leadership Initiative:

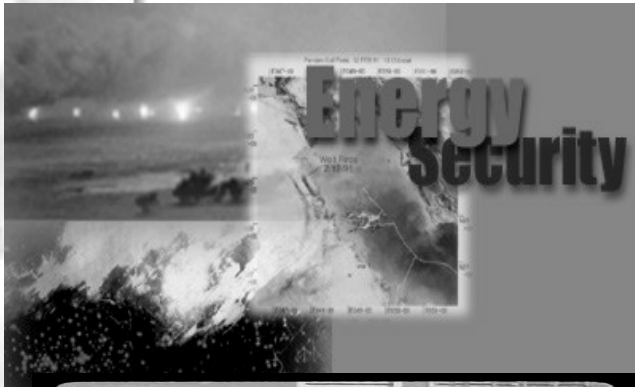


Money Isn't All You're Saving



- A new voluntary business-government partnership
- Modeled after Energy Star
- Cited in National Energy Plan
- Full program began June 2001
- National Standard of Excellence
- Builds on tax changes for commuter benefits
- Partnering with U.S. DOT
- A practical solution to traffic congestion, air pollution, worker productivity, & energy security

Why a Commuter Choice Leadership Initiative: **Rapidly increasing traffic is ...**



Problem for U.S. energy security

- **7B gallons of wasted fuel/year & increasing**

Problem for U.S. business & workers

- **Causing delay of 36 hours/year/person**
- **up from 11 in 1982**
- **"Rush hour" now lasts 6 or 7 hours/day**
- **\$80B per year in lost productivity & fuel**
- **4.5B hours of delay per year**

Problem for the U.S. environment

- **Miles traveled up 75% from 1980 to 1999**
- **80% were "drive alone" trips**
- **Light duty vehicles cause 20% of CO2**

What is the Commuter Choice Initiative: Employer responsibilities



- Appoint coordinator &
- Centralize information
- Inform employees of benefits
- Offer 1 primary benefit from list:
 - \$32.50 per month per employee in transit or vanpool pass
 - \$32.50 per month per employee in parking cashout
 - 6% of workforce telecommuting
- Offer 3 secondary benefits from menu
 - Preferred carpool parking
 - Locker room or showers
 - 20+ other options
- "Guaranteed ride home"
- 14% minimum participation rate
- Report progress

The Commuter Choice Leadership Initiative: EPA responsibilities



⁹⁰⁵ **Help Wanted**

ABCD, Inc. ... great employee benefits:

- Comprehensive health plan
- 401K retirement plan
- Paid vacation and sick time
- Commuter Choice Employer

- Appoint a contact for partners
- Provide ongoing Public recognition
 - Doing their part to ...
 - Cut traffic and
 - Traffic-related air pollution
- Job marketplace differentiation
 - Use of ...
 - "Commuter Choice Employer"
 - Official certification as "commuter-friendly"
- Forum to exchange info

The Commuter Choice Leadership Initiative: **EPA responsibilities**



- Technical support
 - Implementation briefs
 - FAQs
 - Local & national experts
 - Updates on latest opportunities
- Training course developed in conjunction with AMA
- Web tool to calculate ...
 - parking savings
 - Tax savings
 - cut in traffic
 - cut in air pollution
- Track progress on annual basis



CCLI 1st Year Success

■ Partners Recruited

- 290 Employers,
- 495 Worksites,
- 559,000 employees

■ 35 Champions (regional transportation organizations) assisting with recruiting and regional activities

■ Emission Reductions

- 2K MTCE
- 36 tons NOx
- 26 tons VOC

First Year Success

Some Commuter Choice Employers

- Nordstrom (46,000)
- Walt Disney (38,176)
- Nationwide (35,000)
- Kaiser Permanente (26,300)
- Pitney Bowes (26,000)
- University of Washington (20,000)
- Emory University (19,000)
- GEICO Direct (18,700)
- Hewlett-Packard (15,000)
- Stanford University (11,000)
- University of California, Davis Medical Center (7,500)
- University of Colorado at Boulder (6250)
- Texas Children's Hospital (5592)
- Safeco (5000)
- Nike (4500)
- Fairchild Air Force Base (3800)
- Apple Computer (3300)
- California EPA (3000)
- Chevron (2950)
- Georgia Power/Southern Co. (2500)
- LA World Airports (2300)
- Verizon Wireless (1860)
- St. Joseph Hospital (1700)
- Duke Energy (1200)
- City of Palo Alto (1100)
- Marathon Oil Company
- California Air Resources Board (1000)
- Eddie Bauer (900)
- Arlington County (800)



CCLI 1st Year Success

■ EPA demonstrates leadership

● CCLI employers-

- ◆ Headquarters**

- ◆ RTP**

- ◆ NVFEL**

- ◆ Regions 1,3,4,6,10**

● Actively Recruiting Employers

- ◆ Region 1,7**

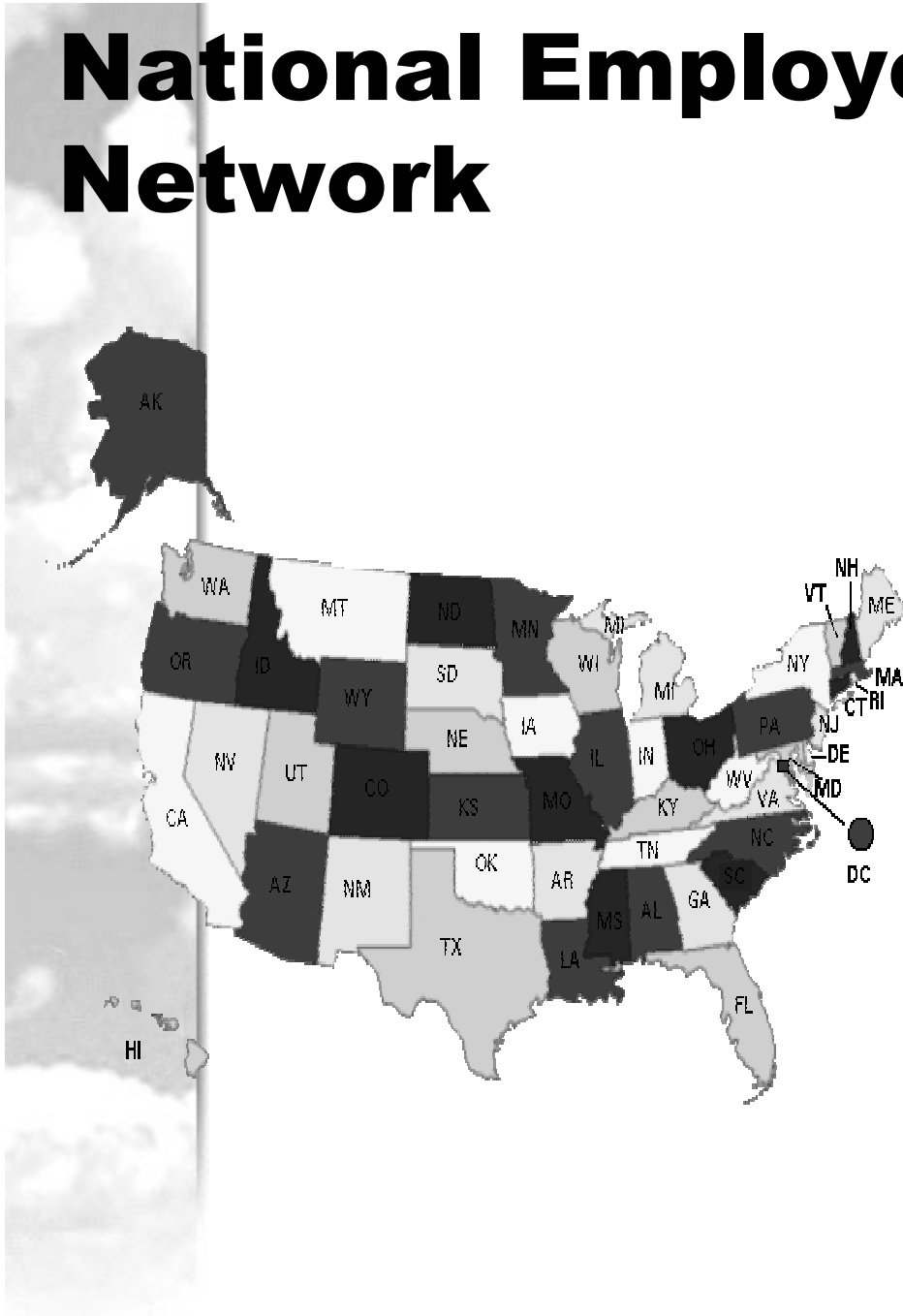
National Employer Recruiter Network

Key National Supporters:

- FTA, FHWA, & Secretary's Office
- Society for Human Resources Management
- Association for Commuter Transportation

Key Regional Supporters:

- 35 "Commuter Choice Champions" including ...
- states, cities, counties, and metropolitan planning organizations
- Transportation Management Associations
- Transit agencies





CCLI 1st Year Recognition

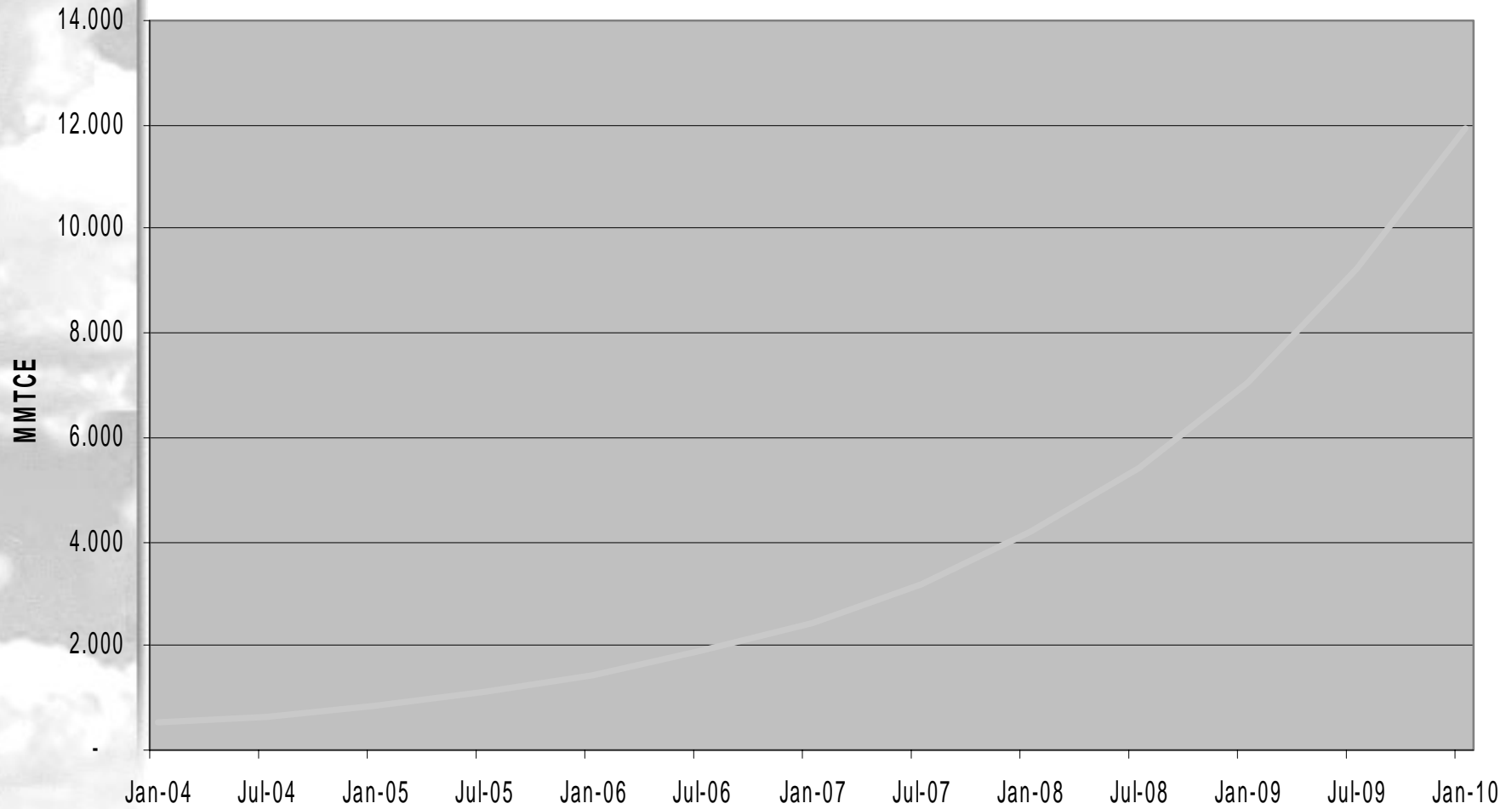
- May 14th DC National recognition event w/ EPA Administrator Whitman and FHWA Administrator Peters
- May 30 - Denver Regional recognition event
- May 31- Boston Regional recognition w/ Administrator Whitman
- June 17th - Conn./NY "Metropol"- event
- June 27th - California recognition event
- August 26-28th - ACT Annual Meeting- Philadelphia
- Many local/ regional media stories/trade publications

CCLI Near Term Growth Projections

	Employers	Employees	MMTCE	NOx	VOC
■ Oct-02	485	713,000	0.007	100	75
■ Oct-03	1,700	1,850,000	0.200	2,700	2,000
■ Oct-04	4,000	3,500,000	0.600	9,000	6,500

CCLI Emission Benefits to 2010

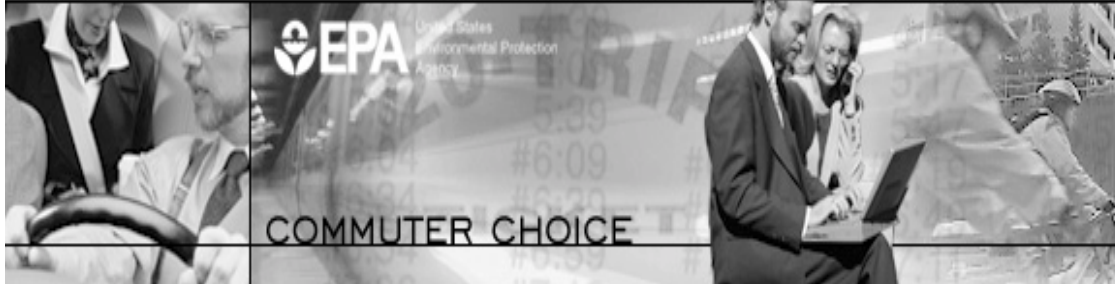
(Assumes Market Transformation)



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COMMUTER CHOICE

LEADERSHIP INITIATIVE

Helping employees solve commuting challenges, reap financial benefits, and offer progressive employee commuter benefits.

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