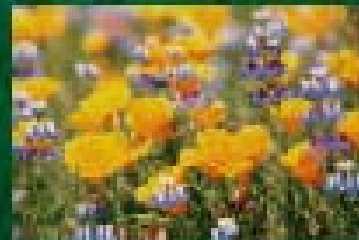
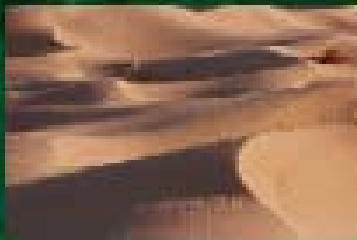


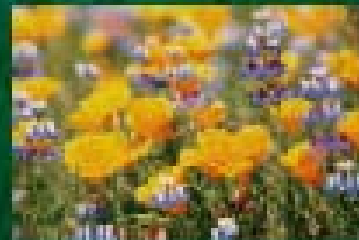
TDM Employer Strategies In NYS

- Introduction
- Commuting Dollars and Cents
- What Works
- What's coming....



TDM Strategies for Employers in New York State

Mary Ann Ferris-Young
Ecology & Environment, Inc.



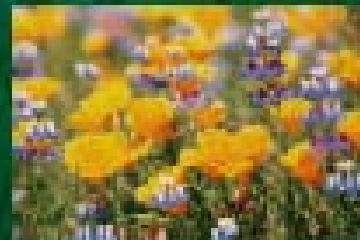
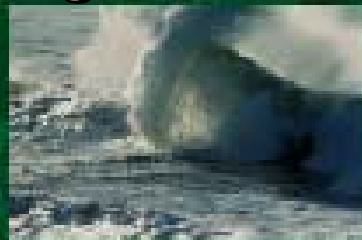
Introduction

Ecology and Environment Inc.'s head office and grounds (Lancaster, New York)



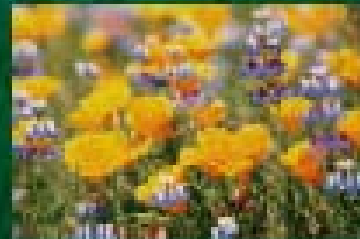
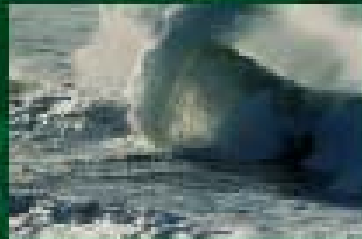
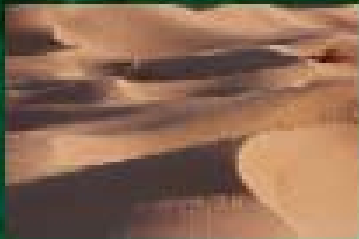
Transportation Demand Strategies (TDM) for Employers

- Providing choices to employees in their commute to work
 - Carpooling, Vanpooling, Bike, Walk, Skate, Telecommute
- Track the \$, GHG, and energy savings...great marketing, retention, and feel-good factor



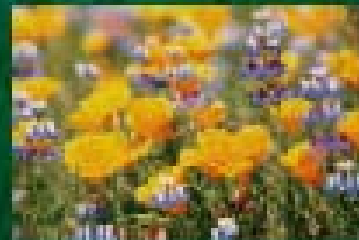
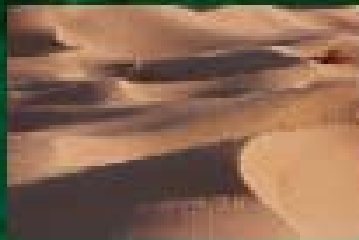
Dollars & Cents - Parking

- The average cost of a parking spot is \$10,000, plus maintenance
 - Reducing 100 parking spots can save \$1,000,000
- Entitlement Issue
 - Urban sprawl has set an expensive expectation to employees that parking is free...it's not



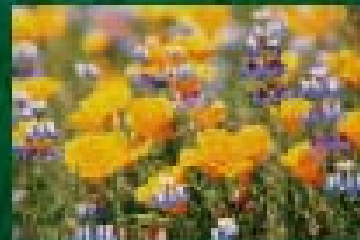
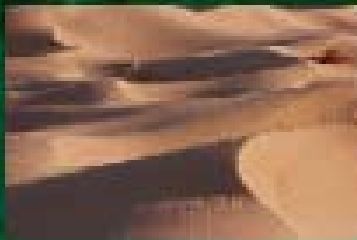
Dollars & Cents – Churn and Absenteeism

- Price of gas may prohibit employees from coming to work
 - Loss of productivity
 - Inability to start shift, etc.



Dollars and Cents – Fleets and Commutes

- Fuel and cost savings by optimizing routes and trips for fleets and personal vehicle business trips
- Financial savings in optimizing employee work trips (fleet fuel and opex, personal vehicle mileage reimbursement)

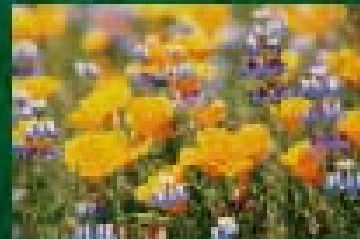
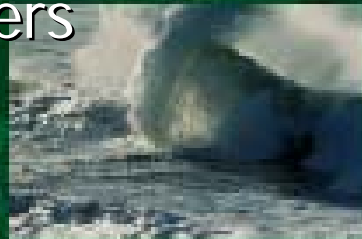


Green Savings	Save \$
Parking-reduce 100 spaces @ \$10k per space	\$1,000,000
Fleets-Reduce miles driven by 10% on 1,000 cars/15,000 year	\$ 800,000+
Reduce GHG and signal that your company is a leader in the marketplace	
Total Savings	\$1,800,00+

Green Savings

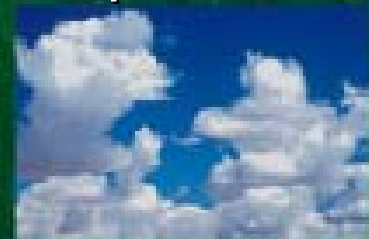
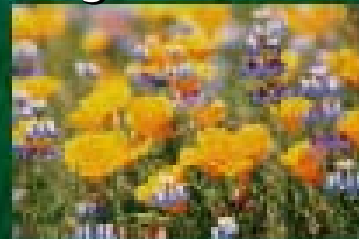
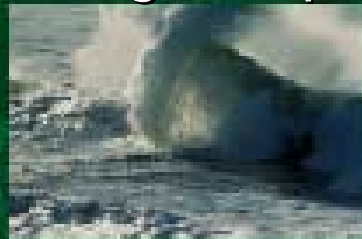
Benefits to Employers to Sponsor Parking Programs

- Changing commute strategies may alter other behaviors that provide organizational savings:
 - eating lunch in,
 - exercising,
 - commuting to meetings together
 - **SAVING \$**
 - Low cost benefit with high impact
 - Feel good
 - Financial savings for both employees & employers



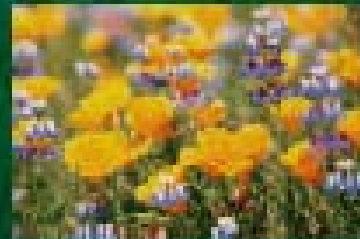
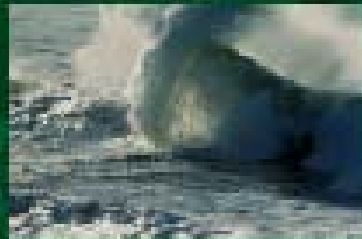
Case Study-The Rapid

- Develop relationships with transit properties
 - Employer's Advisory Council
 - Safe environment for executives to provide feedback on programs needed by employees
 - Developed on-going mutually beneficial relationships
 - Invited to present TDM strategies to all employee meetings, e.g. GreenRide carpooling, vanpooling, and transit options



Case Study-AMD

- National program to promote carpooling with GreenRide
- Provides incentives to employees
 - Gas cards
 - Cash for commuting
- Offered nationally/administered locally
 - Keeps admin cost low
- Supports overall AMD climate action initiative



Case Study-City of Redmond/Microsoft

- Participants choose their own incentive
 - Amazon.com
- GreenRide website grew to over 5,000 users in less than 90 days
- Uses technology to make commuting fun
- Responds to city ordinance and sustainability objectives



Capital District-GreenRide

- GreenRide coming to the Capital District soon....

