

Connecting TDM to the Green Business Challenge

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Green Business Challenge

- Open to any Loudoun business or non-profit
- Recognizes environmentally sound practices
- Certified, Silver, Gold and Platinum Awards
- Small, medium and large categories
- County and Chamber partnership
- Began in 2010 with 36 participating businesses
- Advanced in 2011 to 63 participating businesses



Brief History

- Sparked by local business owner and an elected official
- Drafted in 2009 by an MIT intern
- Initial challenge document identified 40 challenge items—five related to TDM
- Energy staff solicited feedback from Employer Outreach program



Going Green? Think One Less Car.



Action 1: Energy Strategy and Plan

Adopt a formal Energy Strategy & Improvement Plan for your company.

- Include transportation and employee travel within your energy strategy and improvement plans
- Become a commute-friendly workplace
- Tap into existing programs and services



Action 21: Adopt formal telework

Adopt a formal telework policy for employees

- Use technology to enhance and replace traditional transportation
- Reduce the number of days employees commute to work
- Clarify eligibility criteria and establish boundaries



Action 22: Bike racks & showers

Install bicycle racks and showers

- Racks and showers promote bike commuting
- Cycling is eco-friendly and affordable



Action 23: Benefits Program

*Create an employee benefits program
for alternative transit*

- Section 132(f) of Internal Revenue Code allows up to \$230/month in pre-tax and/or direct benefits for transit and qualified vanpools
- Provides tax savings for employers and employees.



Action 24: Parking policies

Implement parking policies to favor hybrid vehicles

- Reward carpoolers, vanpoolers and hybrid drivers with preferential parking spaces.
- Issue parking permits or hang-tags to identify participants.



2010 Platinum Award: AOL



Impact of First Year

- 39 businesses participated
- Multiple meetings with seven employers
- Employee workshops for seven employers
- Connected employer outreach program with other “green” activities and events.
- 2010 Innovation Award winner brought attention to vehicle emissions



2010 Innovation Award: Southland Industries



Year Two Improvements

- EECBG support
- Branding, web site registration
www.locogreenbiz.org
- Streamlined to 5 areas
- Increased visibility for TDM measures



Wake up to a Greener Loudoun

- Sponsored summer coffee series
- Provided light breakfast, giveaways and raffles
- Businesses earned 2 points for attending
- Good networking and presentations



Education and Outreach

Item 03:

Does your business celebrate Earth Day or a “Green Week” during the year providing ways for employees to engage in green related activities?

SIGNIFICANT RESULTS:

Earth Day guest at 3 major employer sites



Education and Outreach

Item 09:

During the past 12 months, has your business conducted an employee commuter survey in conjunction with the Loudoun County Office of Transportation Services?

SIGNIFICANT RESULTS:

Surveys conducted for 5 employers



Education and Outreach

Item 10:

*Does your business have a telecommuting
or flextime policy?*

COMMENT:

Policy is only a small part of the process.



Education and Outreach

Item 11:

Has your company contacted the Employer Outreach Specialist from the Loudoun County Office of Transportation Services to discuss workplace commuting options?

SIGNIFICANT RESULTS:

Contact from 24 businesses



Education and Outreach

Item 12:

Does your company provide a transit benefit program to encourage use of public transportation, walking or biking?



Education and Outreach

Item 14:

When purchasing and/or renting vehicles used for business purposes, does your company select fuel efficient, hybrid and/or electric vehicles?

Does your company have dedicated parking for efficient vehicles and carpools?



Education and Outreach

Item 15:

*Has your company participated in
Bike to Work Day?*



Water Item 09:

Do you provide showers and lockers in the office or subsidize nearby gym membership for bike commuters to have those amenities?



Connected to the Challenge

- Reviewed criteria related to telework and “green” commuting.
- Spoke at the official kick-off for the first Green Business Challenge.
- Contacted registered businesses offering services.
- Accepted active role in the Loudoun Chamber Green Business Committee.
- Serve as trusted source on all aspects of the Green Business Challenge
- Sponsored “Wake up to a Greener Loudoun” 2011 Summer Coffee Series



What's next?

- Loudoun Green Gala – October 27, 2011
- Outreach retention meetings – AOL, Inova Loudoun Hospital, NEW Corp
- Ongoing recruitment efforts
- Scorecard improvements





Thank you!

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