

The Sustainable Alberta
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Re-Invent the Wheel
COMMUTER STORIES

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DEFINITION:
Trip Reduction Program

A workplace-based commuter program that uses various measures to reduce drive-alone commuter trips. On-line carpool matching, payroll deductions on transit passes, active transportation programs and infrastructure (i.e., bike racks, lockers, showers), telecommuting program and policy, Carpool parking, lotteries for transit tickets, Green Commuter newsletters, competitions and events are only some of the components

that can be part of a Trip Reduction Program (TRP). =A TRP is like a pizza; any combinations of ingredients can be used to make a great meal. The key to a successful commuter trip reduction program is management support for whatever incentives are feasible for the workplace.

Introduction

The Sustainable Alberta Association (SAA), established in 1998, is a non-profit, non-government organization with a strong volunteer component. Our main focus is to improve the personal, social, and environmental health of Albertans by encouraging citizens to leave their cars at home and commute by bus, train, carpool, bicycle, foot and telecommunicate.

About this Book

In 2007 SAA launched a workplace Trip Reduction Program with support from Environment Canada's EcoAction Community Funding Program to involve decision-makers in encouraging and supporting healthy commuter choices for their employees. We have drawn upon our list of successful Commuter Challenge participants to share with you ten stories of exemplary Calgary workplaces. Through various measures these workplaces have proven their commitment to a healthier, more sustainable work environment. Our hope is that other corporate decision-makers will be inspired to follow their lead.

The Workplace

Calgary workplaces are taking long strides to encourage their employees to reduce their drive alone commutes. This is reflected in the city's consistently strong standing in the national Commuter Challenge. SAA is proud to showcase some of these workplaces for their exceptional commitment to supporting trip reduction measures.

Through the implementation of various programs, structures, rewards and incentives, these workplaces have made a positive difference for their organization and employees. Such measures make it more feasible for employees to ride or drive with someone else, take the bus, ride a bike, walk, telework, or compress their workweeks.

The Re-Inventors

As you read the real-life stories of employees depicted within these pages, you will learn how effective employee programs make a difference. The employees in this publication all benefit in different ways from the measures that their companies are taking to motivate and support sustainable commuting choices.

What is your workplace doing to encourage its employees to leave their cars at home? How has this improved your life? SAA is always interested to inspire, reward and motivate Albertans with success stories!



HEALTH

PAUL VINK Matrix Solutions



Commuting sustainably is the road of choice for engineer Paul Vink with Matrix Solutions. There was a time when Paul walked 53 minutes a day to work, which was a daily two hour commute. However, watching the cyclists fly past him on Calgary's pathways resulted in a switch to a bike commuting. A highlight of his ride is going through Edworthy Park, where it is not unusual to have an owl swoop by, or come across playful coyote pups. Almost a year-round cycling commuter, Paul draws the line at - 20C!

Through the environment committee at Matrix, Paul feels well supported in his commuting choices, which he sees as an added benefit to working at Matrix. With Matrix Solutions, environmental initiatives are second nature. Employees are accustomed to the daily routine that includes recycling, composting or commuting sustainably, all of which are strongly supported by management. Innovative steps to encourage sustainability among employees are the norm. Weekly team meetings feature a "Green Minute" which includes a brief discussion of one environmental topic each week.

"Matrix management supports the committee's green recommendations because they see value both in the initiatives, as well as in supporting Matrix employees."

COMPANY HIGHLIGHTS

Name: Matrix Solutions
Industry: Environment & Engineering
Size: 200 employees

Incentives:

- Secure bicycle shed
- Shower
- Monthly transit draws
- Semi-annual subsidy for bike tune-up

Work Structures:

- Flex hours
- Teleworking

Programs:

- Commuter Challenge
- Environmental committee which supports sustainable commuting

Promotions:

- Commuter Challenge week

EMPLOYEE HIGHLIGHTS

Name: Paul Vink
Age: 45
Occupation: Environmental Technologist

Mode of Transportation: Cycle
Distance from work: 7 km

Like best about commute:

"Being in the great outdoors!"

Motivation: Health benefits and reduced emissions

Message to others:

"Just try alternate means of commuting ... for one week."



COMPANY HIGHLIGHTS

Name: Alberta Health Services,
Calgary Health Region I
Industry: Healthcare
Size: 10,000 employees

Incentives:

- Car/vanpool matching and parking spots
- Emergency ride home
- Complimentary transit passes (4/year)
- Inter-hospital shuttle system, secured bike cages and bike racks

Work structures:

- Staggered work shifts
- Telecommuting

Programs:

- Ride Share Week
- Bike to Work and Commuter Challenge
- Sustainable information as part of new staff orientation

Promotions:

- Calgary Transit Riders Guides
- Internal Transportation Demand Management web page
- Promotion of CTS access to sites through Earth Day

EMPLOYEE HIGHLIGHTS

Name: Joan Spaven
Age: 64
Occupation: Pharmacist

Mode of Transportation:
Carpool

Distance from work: 4 km

Like best about commute:
"The social interaction with fellow carpoolers and a short door-to-door ride."

Motivation: Reduce emissions, reduce cost of parking, social interaction and avoid traffic issues.

Message to others:
"Carpooling and living closer to work can improve your quality of life and reduce the economic and environmental impact."



JOAN SPAVEN Alberta Health Services

Joan Spaven, a pharmacist at the Tom Baker Cancer Centre, has been part of a five member carpool for seven years. Spaven gets to work relaxed and energized for the day. "Our ride to work together gives us an opportunity to laugh, relax, vent and conduct mini-staff meetings where we solve work-related problems. Our relationships carry over into our work day."

Carpooling provides flexibility for commuters; one member of Joan's carpool can't drive due to a visual impairment, however her carpool offers a safe, reliable commute. When traffic reports state that there is a traffic delay, Joan's group feel sorry for the lonely drivers while they enjoy each other's company!

Joan's carpool colleagues work in the same department. The flexibility in varied hours and shifts has resulted in their manager happily coordinating work schedules to accommodate their carpooling. (It is recognized that performance is better among workers who are given at least five minutes to socialize before starting their work day.)



"We were ahead of Al Gore but we didn't get nominated for the noble prize!"

The Calgary Health Service has recognized a clear business case in creating permanent reductions in the parking requirements, especially when each parking space is valued from \$50,000 - \$80,000. "Parking isn't our core business and we don't want to be using valuable land or funds to build parkades when we could use this money for more facilities and equipment." said Franco Benacchio (Director, CHR Ancillary Services). There are currently over 13,000 parking spots in the region - rivaling the City of Calgary parking authority.

Transportation choices are promoted to all new Calgary Health Services employees so that they can establish alternative commuter habits before they get into the single occupancy vehicle habit. One of Banacchio's successes at the Foothills Medical Centre was establishing the Preferred Carpool Parking program, which now boasts 36 spots.

ENCOURAGEMENT



JANICE JOHNSON TELUS

Janice Johnson's job consists of keeping her team members happy by resolving conflicts and providing solutions in a team environment. After a day of helping reduce the stress of her team, she uses her commute home to unwind. "I feel so much better when I ride, sick time is really non-existent in my life and this proves to be a huge benefit for the company... when you look at people who are physically active, a lot less sick days accrue," said Johnson. She credits her ride to work in the morning for her success throughout her 27 years as a TELUS employee. "I love riding to work in the early morning, because you're awake, you're chipper, you're happy, you're refreshed." She previously won a bike after being awarded top sales person before she was transferred to a management position.

TELUS in Calgary provides team members with free locker rentals, underground bike parking, and on-site showers. TELUS, a National Sponsor of the Commuter Challenge in 2008, is also a leader in teleworking, supporting team members to work where and when it is most efficient for them. On Johnson's floor alone, twenty-five agents have switched to working from home full-time. And across the country, TELUS' *Flexible Workstyles Program* empowers thousands of team members to work from home a few days a month or more, saving them time and money and improving their work/life balance, while at the same time reducing their carbon footprint.

COMPANY HIGHLIGHTS

Name: TELUS
Industry: Telecommunications
Size: 2500 employees

Incentives:
- Guaranteed ride home for shifts late in the day
- Showers
- Lockers and secure bicycle parking

Work Structures:
- Flex hours
- Compressed work week
- Teleworking

Programs:
- Flexible Workstyles Program
- Commuter Challenge

Promotions:
- Commuter Challenge Week promotions

EMPLOYEE HIGHLIGHTS

Name: Janice Johnson
Age: 48
Occupation: Sales and Solutions Manager

Mode of Transportation: Bicycle
Distance from work: 13 km

Like best about commute: "My peace and quiet, tunes, my own seat, burns off my stress and my desserts."

Motivation: Reduce cost of parking, health benefits and avoid traffic issues

Message to others: "You pay 27 bucks a day to park!!!"

*"Cycling to work keeps you young,"
said Johnson.*



COMMITMENT

COMPANY HIGHLIGHTS

Name: Tundra Engineering Associates Ltd. (TEAL)

Industry:
Engineering Consultants
(Petroleum Industry)

Size: 107 employees

Incentives:

- Secure bike parking
- Showers and lockers

Work structures:

- Flex hours
- Compressed work week

Programs:

- Commuter Challenge
- Employees sustainability survey

Promotions:

- Year-round commuter bulletin board
- Promotions during Commuter Challenge week

EMPLOYEE HIGHLIGHTS

Name: Ron Bing

Age: 65

Occupation:
Quality Control Manager

Mode of Transportation:

Bicycle or transit

Distance from work: 20 km

Like best about commute:

Exercise while biking, seeing the wildlife along the Bow River, freedom and being outside.

Motivation: Reduce emissions, reduce cost of parking and health benefits

Message to others:

"Bike and stay fit!"



LEADERSHIP

"Tundra wants to create an environment that is enticing for young engineers, and that includes supporting cycling, walking, transit, even skateboarding."

RON BING

Tundra Engineering Associates Ltd.



If there is ever an example of an employee who is a major motivating presence for sustainable commuting, Ron Bing, Quality Control Manager at TEAL, is that person. A driving force behind TEAL's consistently strong standing in the Commuter Challenge.

During the winter, Ron takes an express bus from Douglasdale to his downtown office. On the bus he sits with his neighbor, reads or passes the time in relaxed conversation. Ron thoroughly enjoys the efficiency of the express bus. For his commute, Ron pays the senior fee of \$35.00 a year. The savings in relation to a car commute are substantial. Each Spring, Ron dusts off his bike and pedals to work. He bikes for six or seven months a year, 42 kilometers a day, about an hour's ride each way – impressive!

TEAL's new office is directly across from the Stampede's Round-up Centre, which means a close proximity to the C Train, buses and the pathway system. Ron's company has been a champion in its category for three years, with 100% staff participation in the Commuter Challenge, including the president, who cycles during Commuter Challenge week.



COMPANY HIGHLIGHTS

Name: *The City of Calgary*
Industry: *Municipal Government*
Size: *2500 (municipal building)*

Incentives:

- Carpool matching and parking
- Showers
- Lockers and secure bike parking
- Transit subsidy

- Year-round commuter challenge website with monthly prizes

- Saddle-Up Vouchers
- Blue Skies Awards

Work Structures:

- Flex hours
- 25% of employees work a compressed week
- Teleworking pilot with teleworking to launch in 2009

Programs:

- Commuter Challenge
- Implemented regional carpool program citywide

Promotions:

- Year-round promotion of carpool.ca
- Green Commuter newsletter, commuter website and commuter bulletin boards

EMPLOYEE HIGHLIGHTS

Name: *Tina Ritsco*
Age: *35*
Occupation: *Senior Facilities Planner*

Mode of Transportation:

Transit & Carpool
Distance from work: *27 km*

Like best about commute: *"I start and end the day stress-free without fighting traffic."*

Motivation: *Avoiding traffic issues and reduce emissions*

Message to others: *"It's stress-free, cheaper, more reliable and environmentally responsible."*

EMPLOYEE HIGHLIGHTS

Name: *Ron Schafer*
Occupation: *Transportation Demand Management Specialist*

Mode of Transportation:

Carpool
Distance from work: *10 km*

Like best about commute: *"Knowing that I'm saving money and time."*

Motivation: *Reduce emissions, avoid traffic issues and enhance social interaction*

Message to others: *"Jobs that provide access to facilities that accommodate active travel and support for commuter choice are becoming increasingly attractive and important to employees."*

COOPERATION

TINA RITSCO & RON SCHAFFER
 The City of Calgary



Within the first week of being hired by the City of Calgary, Tina Ritsco was struck by her new employer's value of sustainable transportation - including running an internal commuter challenge. "I am involved in our Commuter Challenge program because it's better for the environment, and my carpool-to-train ride is completely stress-free," said Ritsco. It is no surprise that the City of Calgary has more commuters registered with Carpool.ca than any other municipality in Canada.

Ron Schafer, the City's Transportation Demand Management Specialist implemented the City's own on-line, year-round version of Sustainable Alberta Associations' Commuter Challenge back in 2002, and it's been growing in popularity ever since. Employees input their methods of transportation to and from work and concurrently the system provides them



"... it's better for the environment and my carpool-to-train ride is completely stress-free" – TINA

with quantifiable data that illustrates how their commuter efforts in turn affect their environment. "It's good to track how many kilograms of carbon you're saving by not driving your car, and in turn it brings out this competitiveness with yourself when you input information and see how you jump spots up from what you were before," explained Ritsco.

The heat is on when the City participates in the SAA Commuter Challenge each year. The week is also packed with prizes such as free bikes and perks such as the chance to drive the C-train!



WILLIAM THOMPSON SAHURI + Partners Architects Inc.



William Thompson manages all of the LEED projects at SAHURI + Partners Architects Inc. and with 30 LEED projects on the go, maximizing productivity is important. Although William lives twenty-five kilometers from his job in Calgary, telecommuting - when possible - allows him to reduce his driving commutes. For Mr. Thompson, the option of leaving his car in the garage and working from his home office during poor winter driving conditions makes a lot of sense and is a better use of his time. Likewise, if there are meetings that are closer to his residence than his job site, working from home is a convenient and efficient management of work time.

At SAHURI + Partners Architects there is strong support from management to telework. Many architectural firms are on the cutting edge of design technology, so it is not surprising that this sector is open to innovation in regards to telecommuting technology. Management has invested in the technology required to make the telework option accessible to employees. The staff have BlackBerries to keep in touch, and the firm has invested in terminal servers that allow staff to access all applications and documents remotely; employees can log in to the company e-mail browser from anywhere. Laptop computers also allow staff to be fully functional at home and at client sites.

"...the key is not in any one of these technologies but in the whole bouquet of technologies."

COMPANY HIGHLIGHTS

Name: SAHURI + Partners Architecture Inc.
Industry: Architecture
Size: 50 employees

Incentives:
- Indoor bicycle storage
- Shower and lockers

Work Structures:
- Flex hours
- Compressed work week
- Telework

Programs:
- Commuter Challenge

Promotions:
- Green Commuter newsletter

EMPLOYEE HIGHLIGHTS

Name: William Thompson
Age: 29
Occupation: Sustainable Design Manager

Mode of Transportation:
Bicycle or telework
Distance from work: 25 km

Like best about commute:
Moving faster than traffic along Memorial Drive.

Motivation: Exercise and improved fitness.
"I also tend to eat better and manage stress a whole lot better."

Message to others:
"Someone's always willing to help out with a ride."



FLEXIBILITY



COMPANY HIGHLIGHTS

Name:

Devon Canada Corporation

Industry: *Oil & Gas*

Size: *1,110 employees*

Incentives:

Secure underground bicycle storage, showers and locker facilities.

Work structures:

- *Flex hours*
- *Compressed work week*

Programs:

- *Commuter Challenge (placing 2nd for companies over 1,000 employees in 2008)*

Promotions:

- *Bulletin board for those interested in carpooling*

EMPLOYEE HIGHLIGHTS

Name: *Doug Campbell*

Occupation:

Senior Geophysicist

Mode of Transportation: *Cycle*

Distance from work: *12 km*

Like best about commute:

"The scenery is beautiful riding along the pathways, with no traffic hassles."

Motivation: *Reduce cost of parking, health benefits and avoid traffic issues.*

Message to others:

"Feel good about your commute, ride a bike!"

EMPLOYEE HIGHLIGHTS

Name: *David Germscheid*

Occupation: *Geophysicist*

Mode of Transportation: *Cycle*

Distance from work: *15.5 km*

Like best about commute:

"Calgary has a great pathway system that keeps me out of the traffic and I get to experience a little bit of nature in the big city ..."

Motivation: *Reduce cost of parking, health benefits and avoid traffic issues.*

Message to others:

"Most people know they could be cycling instead of driving, and when they see more and more people doing it some will come to me and ask, 'so how do you get here from where you live?' or 'how do we get access to that bike parking?' and that's when I tell them how convenient and fun it really is."



DOUG CAMPBELL & DAVID GERMSCHIED Devon Canada Energy

At Devon's office in Calgary, many employees choose to cycle to work, with some managers and VPs even choosing to give up their parking spaces in favour of pedaling. Devon has been the recipient of two Commuter Challenge awards. The company recognizes that its employees value sustainable transportation, and have provided on-site facilities to make commuting as convenient as possible.

Senior geophysicist Doug Campbell is no stranger to cycling as he pedals all year round, even in - 49C temperature. "I started riding in the early 80's, and my first bike back then was like an anvil on wheels. A lot of us didn't ride in the wintertime, but there was a group of avid cyclists and one of the geologists rode with the Fort McMurray Cycling Club which organized the Muffaloose ride from Fort Mac to Fort Chipewyan ... in February." Campbell explains, "It was a 100 km ride which started off at - 25C and went down to - 35C. By the end of it, our batteries were freezing on our lights. Since then, I've been riding year-round," said Campbell. His current 12 km bike ride into work pales in comparison to the Muffaloose Ride.

Fellow geophysicist, Dave Germscheid has also chosen cycling as his means of commuting. "Not only do we have shower facilities at Devon, we also have underground parking spots so when your bike freezes up and is completely coated with slush and ice, it's given time to melt during



"Since I started riding, I've lost 60 lbs, I've never been healthier" – DAVID

the day, which is really nice." "Doug and I both rode last year on a day that was - 49C with wind-chill ... that was a cold day," he said.

Both are proud to work for a company that shares their same values concerning the environment and health. Devon has championed changes that are conducive to these values. David, who can be credited for getting showers installed explains, "If you don't have these facilities, people aren't going to do it. Devon has opened up a second bike park because there are so many cyclists now, something like 80 bikes, and this is what inspired me to start riding."

Aside from the convenience and ease of riding to work, the health and aesthetics of an inner-city commute that doesn't feel like one, is preferable to any other method of travel. David expresses it well, "I don't feel like I'm in the city when I take my commute around the reservoir and along the Elbow River; I've seen deer, coyotes, fish, ducks. I chose the nature path and it's scenic the whole way."



RYAN SARETZKY Fairmont Hotels and Resorts, The Fairmont Palliser

Ryan Saretzky's morning walk to work is the first step taken each day toward a day dedicated to an environmentally sustainable future at his workplace. The rest follow as he moves around the main floors and dining areas of the elegant Fairmont Palliser Hotel in downtown Calgary.

Nationwide, the Fairmont Hotel chain, under the Green Partnership programs, has been fully green for the last twenty years. They have been winning awards for the extended efforts they make within their corporate structure and for the guests that they provide for.

For Saretzky, "Sustainability means encouraging more than just an individual, but the community to participate in going green; my company has inspired me to change my practices and to think environmentally outside of my work as well."

Other environmental measures include a bottled water reduction program, electronics recycling, river and highway clean ups, sponsoring Calgary Zoo conservation programs, and free valet parking for hybrid cars. The hotel itself does not own its own parking lot and provides free valet service for all highbred cars.

The same mentality continues in the kitchen, as Saretzky poses for a photo with a chef and an organic pumpkin. "When speaking of the philosophy of corporate culture, we can't escape our green committee dedication, it's a huge part of Fairmont initiatives," Saretzky says. All food processed and served comes from local organic farms.

Ryan anticipates continued program expansion in the future.



COMPANY HIGHLIGHTS

Name: Fairmont Hotels and Resorts, The Fairmont Palliser
Industry: Hospitality
Size: 300 employees

Incentives:

- Showers
- Lockers for all employees

Rewards:

- Company awards ceremony during Commuter Challenge

Programs:

- Commuter Challenge and regular communications to staff about commuting
- Walk with a buddy program for late shifts workers

Promotions:

- Commuter bulletin boards
- Green Commuter newsletter during Commuter Challenge
- Promotion of carpool.ca

EMPLOYEE HIGHLIGHTS

Name: Ryan Saretzky
Age: 26
Occupation: Senior Banquet Captain
Mode of Transportation: Walk
Distance from work: 1 km
Like best about commute: "It's short."
Motivation: Reduce cost of parking, health benefit and avoid traffic issues
Message to others: "... cheaper, and better for you"

"Make regular staff communications on sustainable commuting a part of your corporate culture."

COMPANY HIGHLIGHTS

Name: Suncor Energy Inc

Industry: Energy (Oil & Gas)

Size: 6500 employees

Incentives:

- Outside racks
- Parade storage for bicycles
- Lockers and showers (adding more!)
- Transit tickets to go between different work locations

Work Structures:

- Teleworking when feasible
- Flex hours
- Compressed work week

Programs:

- Commuter Challenge

Promotions:

- Commuter Challenge week

EMPLOYEE HIGHLIGHTS

Name: Lauren Rooney

Age: 21

Department: Corporate Sustainability Department

Mode of Transportation:

Transit, walk, carpool or telework

Distance from work: 20 km

Like best about commute:

"If I take the bus, I can do other things, like read a book. If I am walking or doing something along those lines, it's good physical activity."

Motivation: *It is cheaper than driving and paying to park.*

Message to others:

"When using more sustainable ways to commute, you can get exercise, fresh air, learn new things and meet new people. You would also save a lot of money - the money saved could be use for something to reward yourself. Obviously, it is also much better for the environment."



COST SAVINGS

"I enjoy transit because I can read a book and I avoid the stress of traffic."

LAUREN ROONEY Suncor Energy Ltd.



Lauren Rooney, with Suncor's Corporate Sustainability Department, finds it easy to use transit, carpooling and teleworking for her work commute, and therefore sees no need to own a car. Given that her parents work in the same area, carpooling as a family makes sense and is a seamless way to get downtown. Combining this mode with transit, she maintains her work and education, by taking transit directly to university from her office. Lauren is also fortunate to have the opportunity to take advantage of the home telework office, designed three years ago to facilities her mother's telework needs.

For Lauren, a major motivator for not driving is the financial benefit. On the occasion that she does borrow the family car, it is easy for her to see how the cost

of running the car adds up. According to the Canadian Automobile Association (CAA), the average cost of owning a car is close to \$10,000 a year. Transit, teleworking and carpooling mean a substantial amount in savings for Lauren and other young workers.

Suncor has been a strong participant in the Commuter Challenge, encouraging employees to commute sustainably with incentives such as indoor and outdoor bike storage, showers and lockers, telecommuting policy, and transit ticket availability. Suncor continues to see the viability in these benefits, building on incentives that are in place.

“We made the decision not to own a car when we moved here, which in turn, affected where we chose to live because we had to be close to transit, amenities and shops, but that’s the kind of city experience that I enjoy.”

JO WRIGHT
University of Calgary



Jo Wright is a natural expert on the topic of sustainability, and incorporates her work into her lifestyle choices. “My job is hectic and hard to leave at home because it’s tied to my values,” she said. Jo left her hometown in the United Kingdom for the job she loves in Calgary, and she remembers what it was like to move. “I realize that I’m very lucky [in terms of where I live] in Calgary because inland planning only constitutes about 2% of land use here. I walk to the supermarket, to get lunch and the paper and I have tons of facilities and parks around,” says Wright of her area.

Though Jo takes transit in the winter, last summer she started to bike as well. This was a choice made out of both enjoyment for the mode of transportation, as well environmental interest. “You start to see the connections between social vibrancy, having chances to interact with people and available spaces, and realizing that we live on a finite planet ... this has inspired me to tread more lightly.”

The University of Calgary has committed to reducing transportation CO2 emissions by 50% from 1990 levels by 2036 and to increase transit ridership by 40% of 2006 levels by 2036. The University has developed a series of innovative programs to address sustainable transportation, such as the *Top of the Lot*, a parking management program that provides significant discounts to carpools, who are also rewarded with the best stalls in the parking lot. There is also an on-site car share (CATCO), the U-Pass Public Transit Program, Commuter Challenge and a campus no- idling policy - students are welcome to idle, but not cars or delivery vehicles! The student-led Campus Bike Initiative (cooperative) opened the Bicycle Root in September 2008. The initiative includes a bike workshop and a bike library allowing students to borrow bikes.



STEWARDSHIP

COMPANY HIGHLIGHTS

Name: University of Calgary
Industry: Post Secondary Education & Research
Size: 5000 employees

Incentives:

- Carpool matching service
- Carshare program
- Some secure bike parking
- Lockers, showers
- Transit subsidy for students
- Bicycle co-op
- Bike repair shop
- Bike Library
- Reduced parking rates for carpools

Work Structures:

- Department specific

Programs:

- U-pass
- Commuter Challenge
- Top of the Lot
- Bike workshops for late shift workers

Promotions:

- Commuter bulletin board during Commuter Challenge
- Year-round carpool.ca promotion

EMPLOYEE HIGHLIGHTS

Name: Jo Wright
Age: 25
Occupation: Sustainability Coordinator
Department: Office of Sustainability
Mode of Transportation: Transit or bike
Distance from work: 7 km

Like best about commute:

“My bike commute during the summer is immensely enjoyable: it is convenient, quick, good exercise. Biking reduces the stress levels of my job and helps me to leave work at work.”

Motivation: Mainly to reduce emissions and also for health benefits, enhance social interaction, social influence and avoid traffic issues.

Message to others: “Where you live influences the choices in how you get around your community.”

Resources

*Tools for your company's commuter benefit program.
Reinvent your employees' wheels with combinations of
the incentives below.*

PROGRAMS

- Baseline employee transportation survey
- Survey analysis
- Survey presentation and recommendations
- Lunch and Learns
(guest speakers if required)
- Walking/running workshops
- Bike workshops (safety, tune-up)
- Complete streets workshop (urban design)
- Active transportation workshop (health)
- Climate change workshop (environment)
- Commuter newsletter
- Commuter bulletin board development
- Commuter of the month
- Employ commuter services
(i.e. carpool.ca, TeleTrips, carshare etc)
- Workplace commuter policy

WORK STRUCTURE INCENTIVES

- Monthly transit pass payroll deductions
- Flex hours
- Telework policy
- Guaranteed ride home coupons in case of an emergency
- Compressed work week
- Sustainable transportation policy documents for the workplace
- Rewards for sustainable commuters

CYCLING

- Workplace situated near pathways
- Bicycle parking
- Lockers and showers
- 'Bicycle Buddies' program
- Bike tune-ups for all employees

TELEWORK

- Telework evaluation
- Telework policy
- Telework monitoring (TeleTrips)

TRANSIT

- Workplace situated near mass transit
- Transit, Calgary Transit trip consultant
- Subsidized transit passes
- Payroll deductions on transit passes
- Lotteries for monthly transit passes

CARPOOLING

- Carpool matching
- Parking management
(preferred carpooling spaces)
- Lotteries for car pool spaces

EVENTS

- Commuter Challenge
- Car Free Day
- Carpool Week
- Bike to Work Day

LINKS

Cycling and walking maps
[calgary.ca](#) search "pathways maps"

Transit

[calgarytransit.com](#)

Carpool ride matching

[carpool.ca](#)

Teleworking

[teletrips.com](#)

Commuter Challenge

[commuterchallenge.ca](#)

Calgary Blue Skies Awards

[calgary.ca/awards](#)

Trip Reduction Programs

[calgarycommute.ca](#)

[best.bc.ca](#)

[metrokc.gov/kcdot/alts/employer](#)

[smartcommute.ca](#)

[mwcog.org/commuter2](#)

General Information

[walkable.org](#)

[vtpi.org](#)

[tc.gc.ca/Programs/Environment/utsp](#)

[bikecalgary.ca](#)

Other SAA programs

COMMUTER CHALLENGE

SAA staff has administered the Calgary Commuter Challenge since 1996 and the National Commuter Challenge since 1999. The Commuter Challenge ([www.commuterchallenge.ca](#)) is a corporate event that encourages employees to commute sustainably. The Commuter Challenge has evolved over the past 18 years into a national challenge. Calgary has won numerous challenges, with a higher percentage of participants than any other city in the country. In 2008 the National Commuter Challenge engaged 4000 workplaces, with 35,000 participants, and reduced 484,000 kilograms of greenhouse gas emissions.

COMPLETE STREETS WORKSHOPS

Sustainable Alberta Association (SAA) delivers "Complete Streets" workshops on sustainable transportation design in regional communities of Alberta, including Peace River, Grande Prairie, Pincher Creek, Red Deer, Cochrane, Medicine Hat, Banff, Canmore and Okotoks, and is accepting requests for future workshops. The participants of the workshops come from the planning, engineering, political, health, environment, youth, senior, and media sectors. Case studies, hands-on activities and the insights of participants allow the group to identify problems and come up with real solutions that and can be acted on by municipal councilors and planners for immediate action.

[www.calgarycommute.ca](#)

Contributors



GINA LOITZ

Gina Loitz prefers to ride rather than drive anywhere she goes. And that includes riding a snowboard, horse, bike, or bus just to experience the thrill of the journey. She is currently an aspiring writer and graduate from the University of Calgary. Gina assisted with the interviews and profile writing of "Re-Invent the Wheel: Commuter Stories."



ELLEN POLEGATO

Ellen knows the transit system well, having used it for over 15 years. After years of working downtown in workplace health, fitness, and wellness, she now works mostly out of her home and in her community. For outings, she offers rides to others and encourages carpooling. Ellen is the project coordinator for this publication.



KATHRYN WINKLER

A life long cyclist, Kathryn Winkler has always been interested in environmentally-sustainable innovation especially as it relates to influencing individual behavior. Her prior career in IT, along with her interest in social marketing, has provided the 'backbone' of the Commuter Challenge for over thirteen years. As Executive Director of Sustainable Alberta Association (SAA) since 1998 she has created community, business and government partnerships that have demonstrated leadership in influencing changes in commuter behavior. Kathryn's creative and flexible business style in the not-for-profit sector has inspired many innovative projects for SAA. Kathryn has inspired and directed this publication.



CHANDRA VERMEULEN

Chandra Vermeulen is a Graphic Design student graduating from the Alberta College of Art + Design in Spring 2009. Chandra began her involvement with Sustainable Alberta Association through a Public Design course at ACAD, designing their new logo and brand, as well as this publication.



REBECCA O'BRIEN

Rebecca O'Brien has been involved in sustainable transportation advocacy and promotion for over 20 years. Rebecca doesn't subscribe to the 'apples and oranges' theory; she believes that the world's best sustainable transportation systems can, and need to, be applied to all cities. Rebecca wrote and edited "Re-Invent the Wheel: Commuter Stories."



KATHERINE PAYNE

Katherine is a local writer and designer. After nearly 20 years working in corporate communications and with some of Calgary's top ad agencies, her focus today is working with not-for-profit and community organizations. "The best work is valuable to the community." Katherine is a contributing writer for this project and provided layout and pre-press.

CREDITS

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Association, established
non-government organi
with a strong volunteer
focus is to improve the
ironmental health of Al
citizens to leave their ca
by bus, train, carpool, bi