

EPB & Green Trips



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EPB Community Development



Who is EPB?



1969: A Rude Awakening

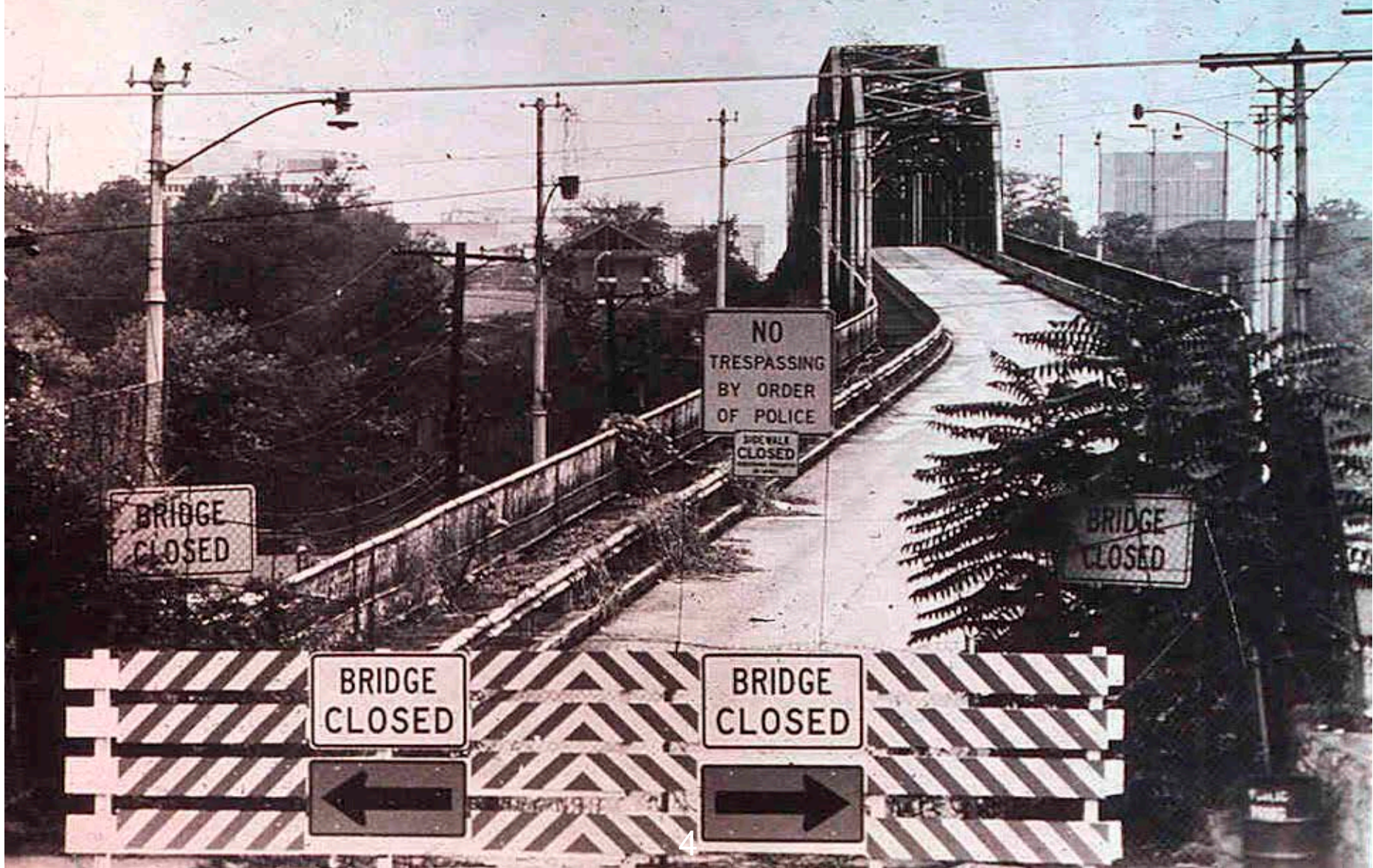


Walter Cronkite

“The nation’s dirtiest air”



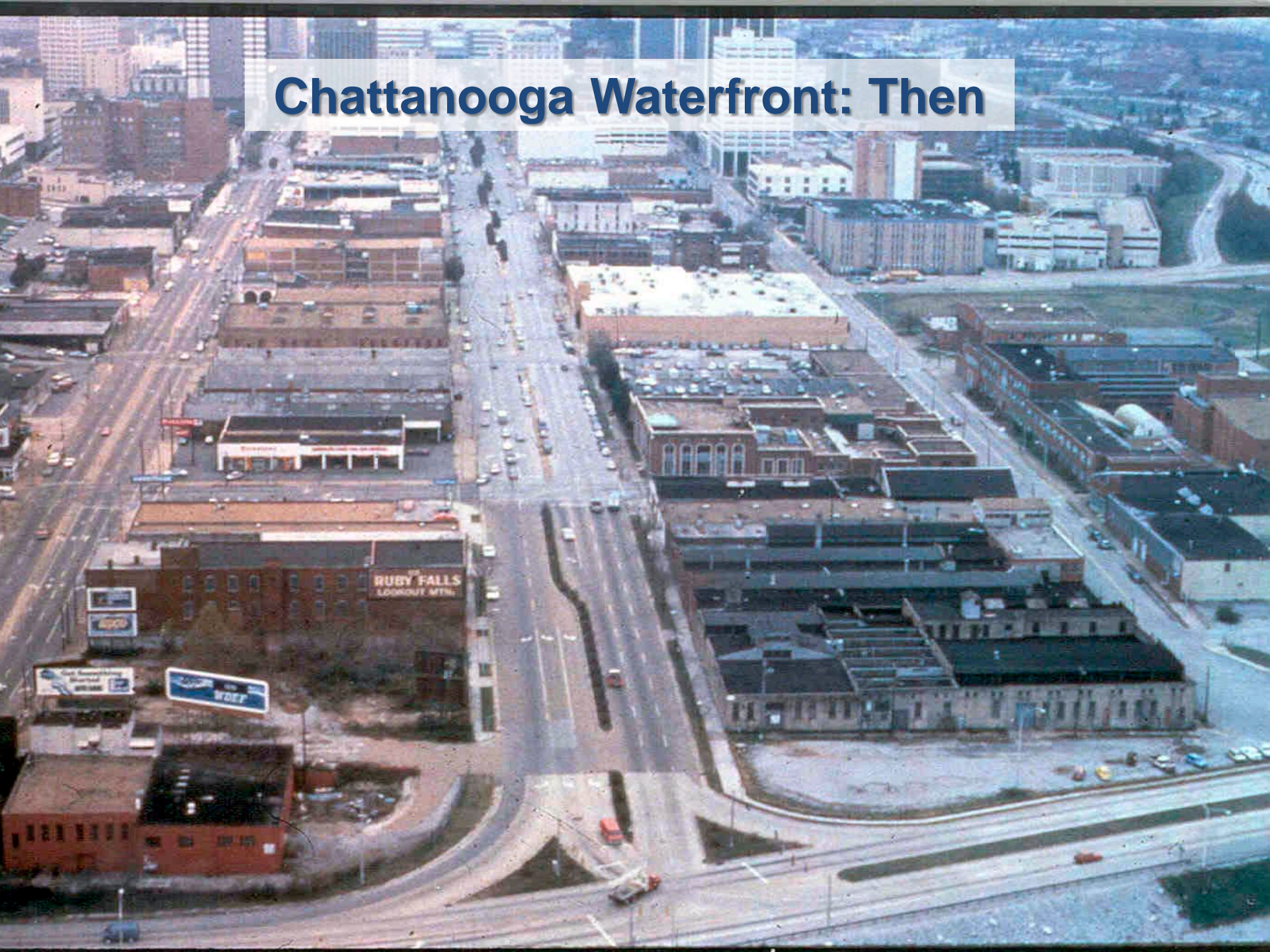
Walnut Street Bridge



1980s: Riverfront Ghost Town



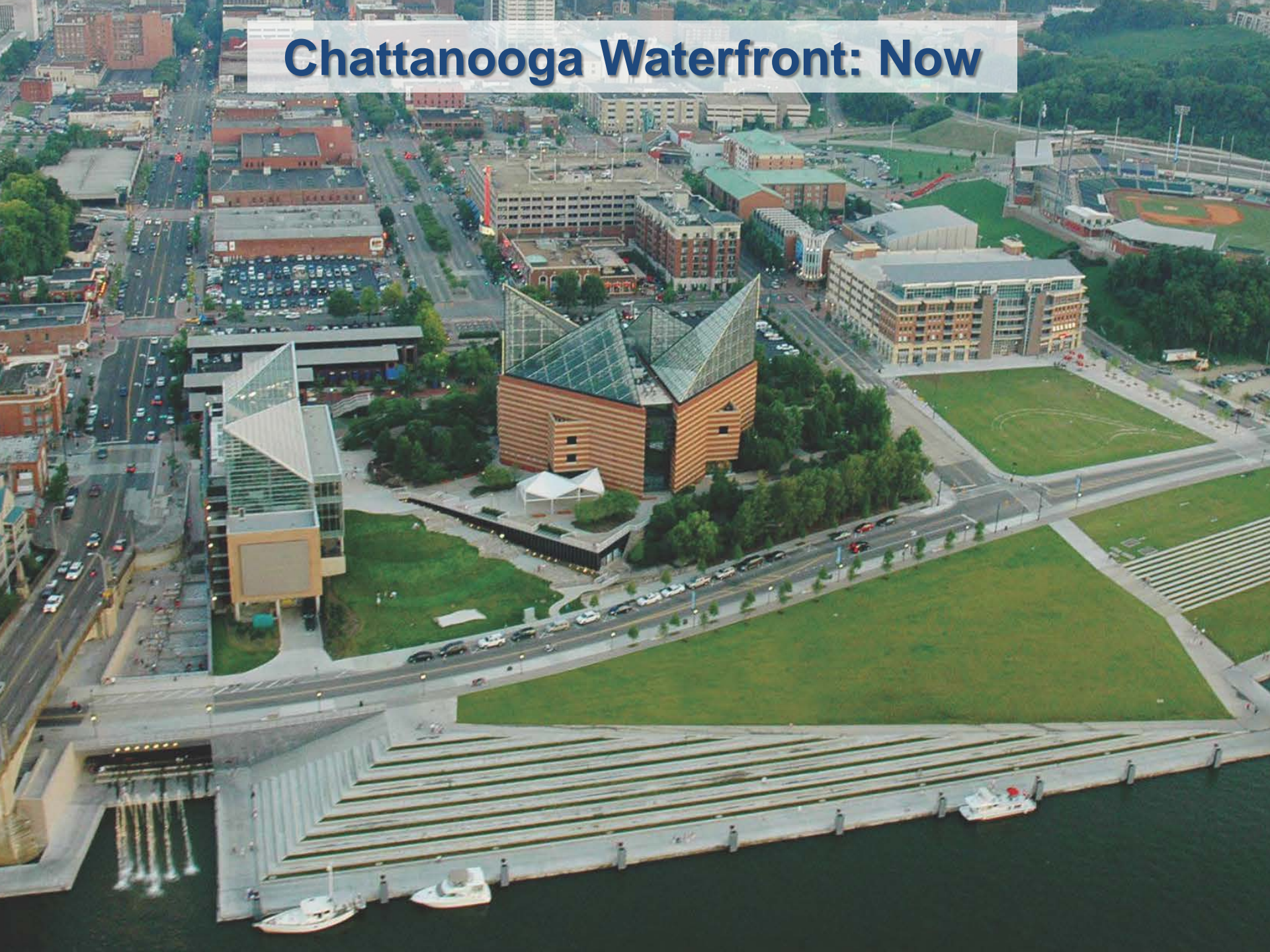
Chattanooga Waterfront: Then



North Chattanooga: Then

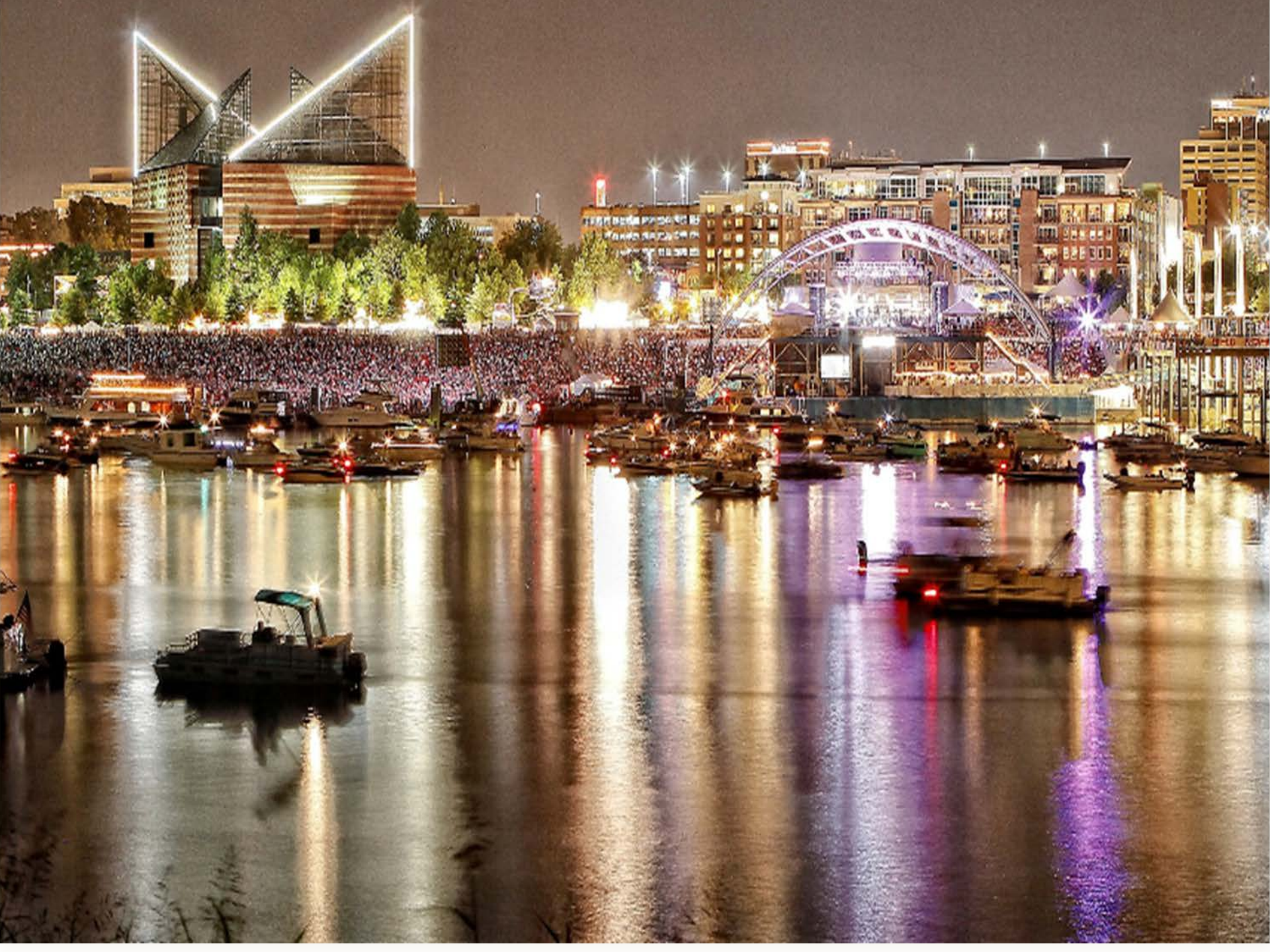


Chattanooga Waterfront: Now



North Chattanooga: Now





Sustainable Transportation in Chattanooga

- In 1992 Chattanooga introduced free, all-electric shuttle buses in the downtown area.
- In 2012, the city opened it's bike sharing system, "Bike Chattanooga" which currently consists of 338 bikes at 37 stations throughout the city.





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- In June, 2013 Chattanooga launched it's Green Trips program.
- Just recently, in 2017 Chattanooga launched an electric car-sharing program, which features twenty Nissan Leaf vehicles. These electric cars will be powered by three new solar power generation sites. EPB has partnered with Green Commuter in this endeavor.



One of EPB's Green Commuter Cars



Green Trips – What is it?

- A free Chattanooga Program designed to promote alternative transportation.
- A program of the Chattanooga-Hamilton County/North Georgia Transportation Planning Organization (TPO)
- Green Trips was funded as a three-year pilot through the federal Congestion Mitigation and Air Quality Improvement Program (CMAQ) and has just received funding for another 3 years.



Green Trips rewards the following modes of transportation:

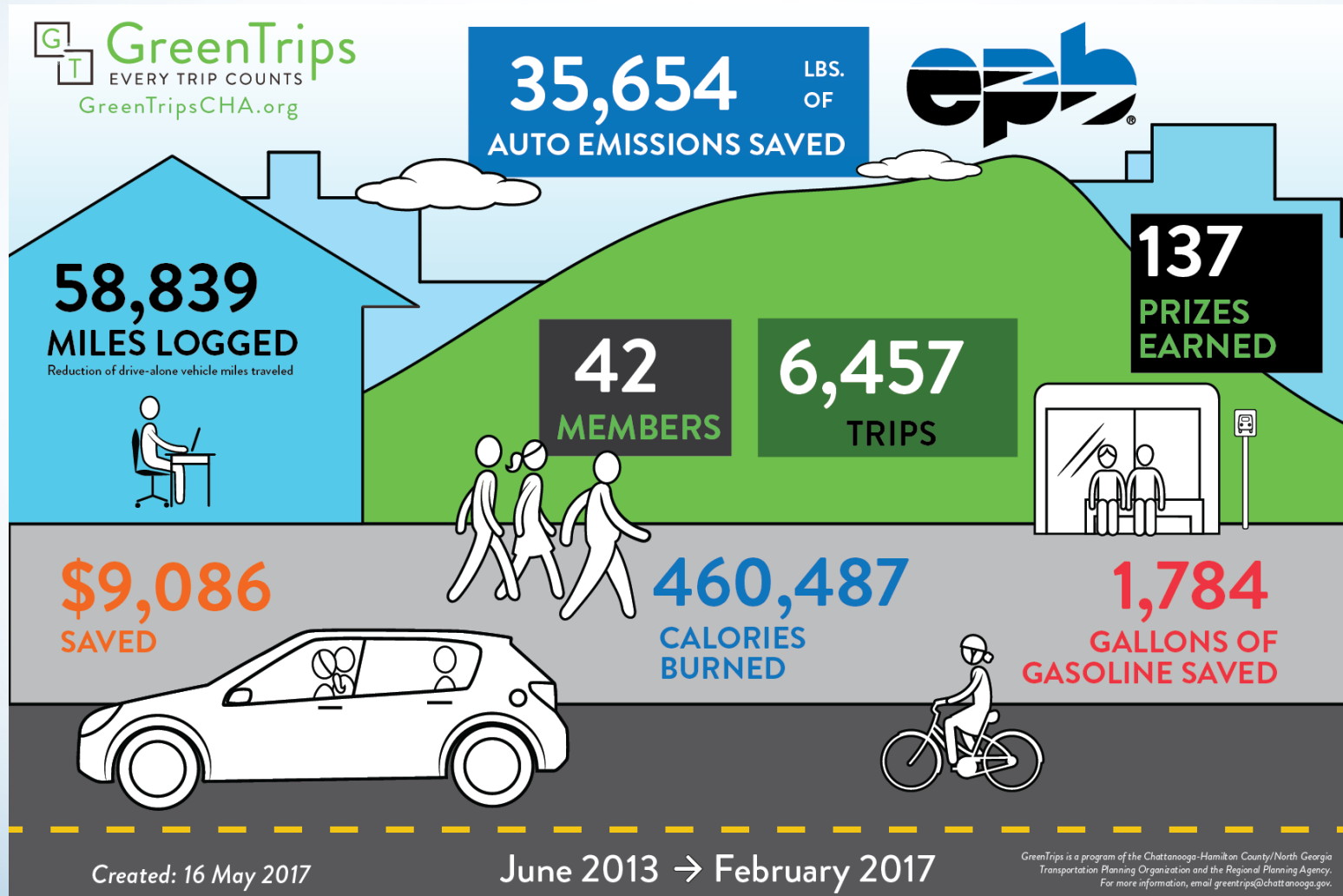


Green Trips Employer Program

- Can be tailored to offer incentives customized to a particular business's needs
- Provides regular data on employee commuting habits
- Partners with employers on events, supplies and promotional items
- Provides free advertising materials
- Completely free to users and employers



Data Green Trips Provides Us



Alternative Transportation at EPB 1.0

How did EPB come to start an
Alternative Commuting Program?

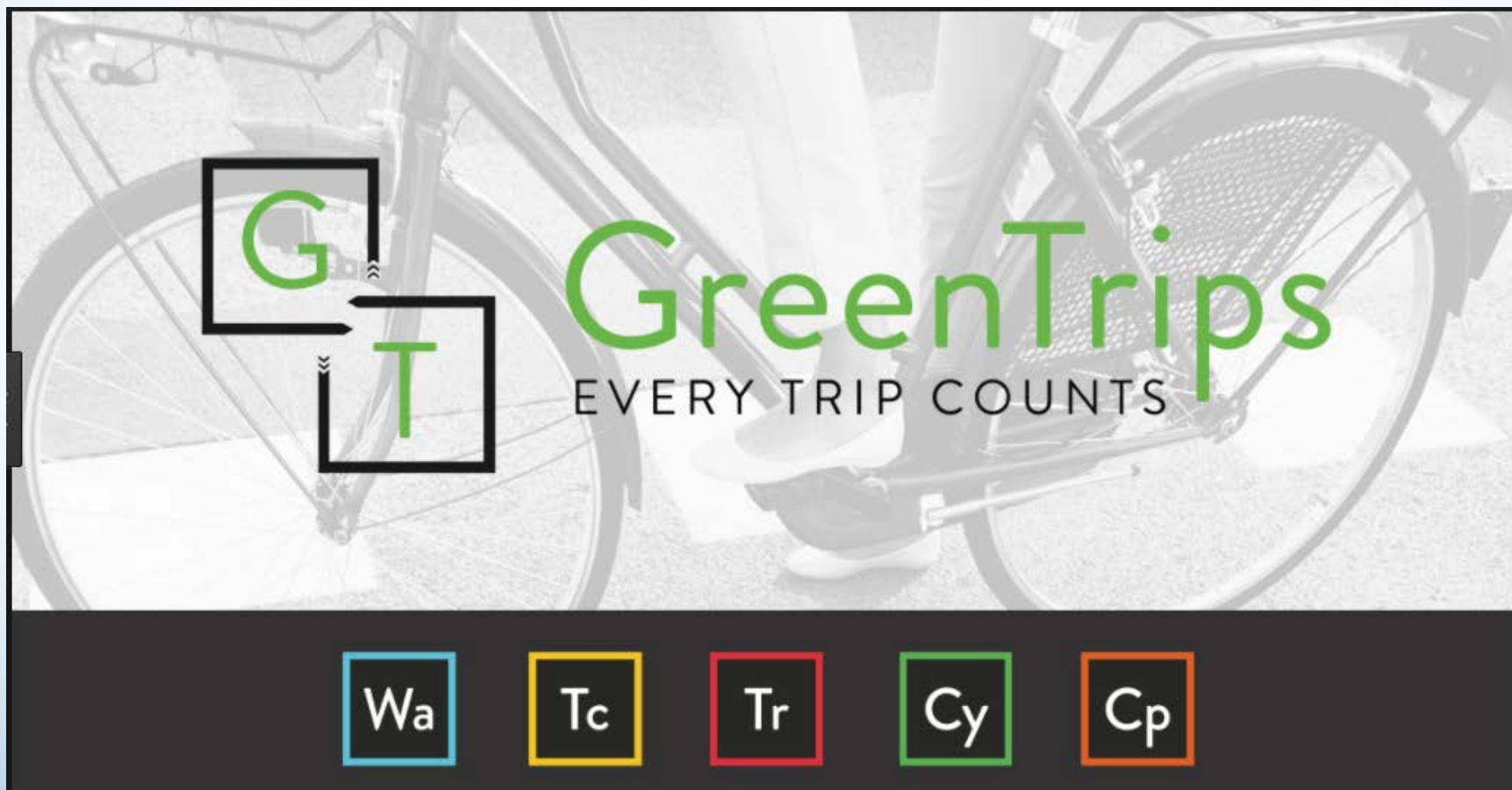
“Clean Commute” program was created as a formal alternative transportation program as part of EPB’s LEED Existing Building Certification In 2012.



EPB - Chattanooga's first existing building to achieve LEED Certification



Alternative Transportation at EPB 2.0: Green Trips



EPB/Green Trips

- EPB served on the committee with the City to organize green trips from 2010-2012.
- In June of 2013, EPB signed on as one of the program's first Employer partners.
- Green Trips solved several internal obstacles for EPB's alternative community program's long term viability.
 - Data streams were automated
 - Prizes were automated and funded by Green Trips
 - Employees self report via the internet
 - Program works company-wide for office and field workers



Awards

- EPB has won the Green Trips Employer Challenge in the Fall of 2013 and the Move Right Challenge for medium sized businesses in 2016.
- Chattanooga's Green Trips program has also won a Governor's Environmental Stewardship Award in 2015.



1. Secure top level support

- Tie the program into a larger goal or vision
- Ask for feedback on success and the resources you'll need
- Measure your success



2. Find an Internal Champion



3. Continually set new Goals

- For example: We will try to sign up 10 new members this month.
- Use internal metrics or external (like Green Trips) to judge progress
- Communicate your progress company-wide to all employees through e-mail, company news letters, etc. Talk about it!



4. Encourage Friendly Competition

- Determine a meaningful metric for competition
 - Most Trips Logged
 - Most New Participants
 - Most Miles Avoided
- Reward both groups and individuals



5. Celebrate Results

- What works for your company culture? Food? Recognition? A department outing?
- Take pictures and add to social media as your PR/Marketing department policies allow.
- Work with a partner organization like Green Trips if you have one in your area.



5 Keys for Success: Starting an Alternative Commuting Program

1. Secure top level support
2. Find an internal champion
3. Continually set new goals
4. Encourage friendly competition
5. Celebrate results



Questions?

