

EMPLOYER TRANSIT PASS PROGRAM TOOL

OBJECTIVE:

- To increase awareness of the employer transit pass program and increase registrants.
- To decrease the number of Single Occupancy Vehicle (SOV) trips to, from, and around Health Authority facilities by increasing the numbers of staff opting for transit instead of driving.

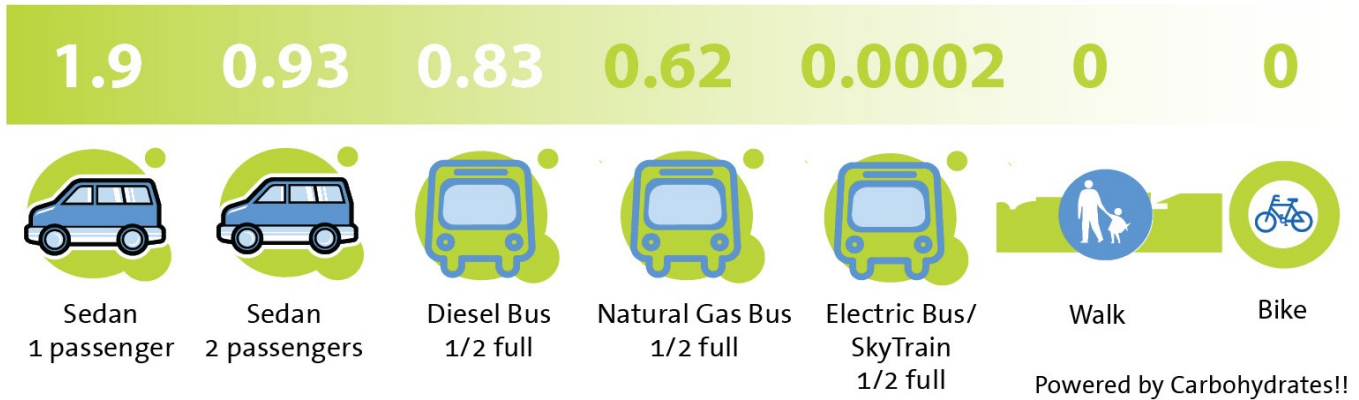
BACKGROUND INFORMATION:

The provincial government has set a target to reduce Greenhouse Gas (GHG) emissions by 33% by 2020 and by 80% by 2050. Technology improvements alone will not get us there: We are all part of the solution.

According to the “2005 Lower Fraser Valley Air Emissions Inventory & Forecast and Backcast”, on-road vehicles (along with heating) are a major source (more than 30%) of greenhouse gas emissions.¹

Average CO₂ Emissions By Kilogram per Person for a 10 Km Trip*

* less is better!



Within Metro Vancouver 76% of all trips are made by car, 11% by transit, 11% by walking and 2% by cycling.² It's likely that transit, walking and cycling will need to achieve a 50% combined mode share by 2040 to help us meet our provincial GHG reduction target.

Choosing an alternative to single occupant vehicle (SOV) use just one day a week reduces SOV trips by 20%, creating a cleaner atmosphere and more cash in your pocket: The Canadian Automobile Association estimates that the average annual cost of owning and operating a car is \$10,000.

Many Health Authority sites have a severe parking shortage. Often-times patients can't get adequate parking because staff are taking up so many spots. At a cost of approximately \$50,000 *per stall* underground, building new parking lots is not a sustainable option for BC's cash-strapped healthcare system.

Lastly, people who use sustainable forms of transportation are often healthier and less likely to suffer from obesity, heart disease, diabetes, hypertension and other diseases. As a Green+Leader you can help by educating your coworkers on their sustainable transportation choices.

BENEFITS:

- Saving energy and money
- Time that would have been spent driving can be spent reading, relaxing and even sleeping
- Increased fitness levels and reduced stress

¹ http://www.metrovancouver.org/about/publications/Publications/2005_LFV_Emissions.pdf

² http://www.translink.ca/~media/documents/bpotp/plans/transport_2040/transport%202040.ashx

- More parking space freed up for patients
- Reducing your carbon footprint and helping to improve air quality feels good
- Improved sense of community
- Transit passes are tax deductible!

BARRIERS:

- Perceptions around public transit being inconvenient while driving seems easier and more efficient
- Lack of awareness about sustainable transportation options and programs available through work
- Misconception that driving costs roughly the same as transit
- Need to travel off-site during the work day and lack of awareness of viable transportation options
- Perception that transit can be unsafe.

STEPS:

Step 1

Speak with your manager/director regarding the **Employer Transit Pass Program** that you will be initiating. Get them on board first.

Step 2

Either have your manager/director send out email 1 (below) to your department or team to let people know about the **Employer Transit Pass Program** or send the email yourself. You can also bring up the points in the email at a staff meeting. **Please familiarize yourself with the discount pricing structure as it varies depending on health authority.**

EMAIL 1

Subject: Exhausted? Be part of the Green+Leaders Sustainable Transportation Campaign

Are rising gas and parking prices and heavy traffic leaving you exhausted?

Take part in the Green+Leaders Sustainable Transportation Campaign and reduce your carbon emissions while reducing your stress, and create more parking spaces for our patients. Take part in the Employer Pass Program (EPP) and/or ProPass Program and receive 15% to 25% off the cost of monthly transit or West Coast Express passes (depending on your employer, the type of pass and number of zones you buy).

Several aspects and options make the EPP or ProPass as flexible and convenient as possible. The pass payment comes directly out of your pay cheques.

For more information on the program, please refer to the following:

- For employees at PHSA, please click on the following link, <http://pod/transport/transit/pages/Default.aspx> or contact Rachel Choo at 604 875 2000 x6687.
- For VCH staff, please go to: http://www.vcha.ca/programs_services/commuter_centre/employee_bus_pass_program/page_31958.htm or contact Bett Lauridsen by email at bett.lauridsen@vch.ca
- For PHC staff, please click on the following link: http://phconnect/hr/transportation/employer_pass_program/page_14158.htm or contact Human Resources at 604 806 8007.

Thank you.

<Your Name>
<Position>

EVALUATION

Please report back on the number staff who registered for the EPP to Meredith Hunt, Green+Leaders Program Coordinator mhunt2@phsa.ca.