

SUSTAINABLE TRANSPORTATION CHOICES TOOL

OBJECTIVE:

- To increase awareness of sustainable transportation choices
- To create a commuting culture where staff use some form of sustainable transportation on a regular basis.

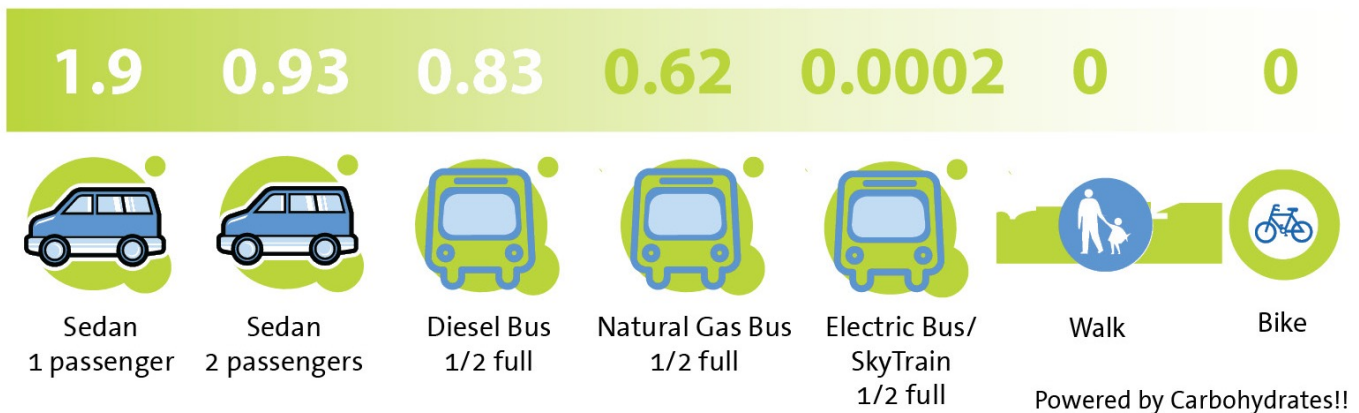
BACKGROUND INFORMATION:

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.

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

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
- More parking space freed up for patients
- Reducing your carbon footprint and helping to improve air quality feels good
- Improved sense of community.

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
- Business attire can be prohibitive for cycling or walking
- People may feel like they have to be young or a super athlete to cycle or walk.

STEPS:

Step 1

Speak with your manager/director regarding the **Sustainable Transportation Choices** program that you will be initiating. Get them on board first.

Step 2

Place the **Sustainable Transportation Choices** posters in prominent locations in your workplace.

Step 3

Talk with your colleagues about the transportation choices available to them. Encourage them to use an alternative to SOV driving.

Step 4

Either have your manager/director send out email 1 (below) to let people know about their **Sustainable Transportation Choices** or send the email yourself. You can also bring up the points in the email at a staff meeting.

****Please note that not all programs listed below are available at all sites. Please choose the ones that are relevant to your department. So, for example, if you're with PHSA, then you may wish to tell your colleagues about the Green Commuters Club. Alternatively, if you are a VCHA staff member, you can highlight the Commuter of the Year Award.***

EMAIL 1

Subject: Green+Leaders **Sustainable Transportation Choices** Campaign

Hi everybody – Did you know that thousands of Lower Mainland Health Authority staff are choosing sustainable modes of transportation for their commute to work?

We're now in the annual alternative transportation focus of the Green+Leaders program. I wanted to make sure that you're aware of all the sustainable transportation options available to you.

1. Green Commuters Club (PHSA only)

How do you commute to work? If you already walk, bike, ride transit or carpool at least 4 times per week, you're eligible to join the Green Commuters Club.

The Green Commuters Club is designed to promote the use of sustainable forms of transportation for your commute to, from and at work. Registered program participants are eligible for prize draws and other mode-specific incentives.

If you don't already use a sustainable form of transportation, why not consider trying it one day a week? Depending on what option you choose you could save money, help the environment, reduce your stress and make new friends. It might even be faster and easier!

To sign up go to: <http://pod/transport/Documents/Registration%20Form.doc>

2. Commuter of the Year Award (VCHA only)

The Commuter of the Year Award is for a VCHA employee who exhibits outstanding dedication and performance in helping the environment through biking, walking, using public transit or carpooling. The person is usually nominated by one or more of their coworkers. If you know someone who fits this description, send an email to Bett Lauridsen at bett.lauridsen@vch.ca.

3. Transit Pass Discount

All Health Authority staff are eligible for the Translink "Employer Pass Program". This program offers annual transit passes at a discounted rate.

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.

3. Walk or Cycle

Many Health Authority sites offer bike storage and shower facilities for employees who walk or cycle to work. To learn more about facilities available at your site, please contact Meredith Hunt, Green+Leaders Program Coordinator at mhunt2@phsa.ca.

For cyclists, take a look at some of these websites to plan your route:

For route planning in Metro Vancouver visit www.cyclevancouver.ubc.ca. For Victoria visit <http://www.gvcc.bc.ca/>. Translink also has excellent maps and resources at <http://www.translink.ca/en/Cycling/Cycling-Routes.aspx>.

More detailed local cycle route maps are available for:

Vancouver: <http://vancouver.ca/engsvcs/transport/cycling/bikeways/index.htm>

Richmond: <http://www.richmond.ca/services/tp/cycling/local.htm>

Burnaby: <http://www.city.burnaby.bc.ca/residents/leisure/cycling.html>

North Vancouver: <http://www.cnv.org/server.aspx?c=3&i=251>.

4. Carpooling

For the Lower Mainland, the free Jack Bell Rideshare program will help you find a driving partner for your work day commute. Get more information and register for the program at <https://online.ride-share.com/en/my/>. Or get more information about Health Authority sites at: <http://pod/TRANSPORT/CARPOOL/pages/Default.aspx> or Green+Leader Toolkit

http://www.vcha.ca/programs_services/commuter_centre/commuting_options/carr_pooling/page_31957.htm

5. Inter-Hospital Shuttle

For employees at sites in Vancouver there is also the inter-hospital shuttle between major health facilities in Vancouver. For schedules and drop-off/pick-up locations visit <http://pod/TRANSPORT/SHUTTLES/pages/Default.aspx> or http://www.vcha.ca/programs_services/commuter_centre/inter-hospital_shuttle_bus/page_31962.htm

For even more information on sustainable transportation options visit, go to <http://www.phsa.ca/AboutPHSA/Environmental-Sustainability/Alternatives-to-Driving/default.htm>,

Thank you!

<Your Name>
<Position>

Step 5

Model the ***Sustainable Transportation Choices*** behaviour yourself and encourage you co-workers to do so too.

EVALUATION

Email any outcomes from the campaign to Meredith Hunt, Green+Leaders Program Coordinator at mhunt2@phsa.ca.