Connecting Through...Companies That Care
INTRODUCTION

• In 2001, the Hillsborough County Environmental Protection Commission (HCEPC) established a partnership with the Pinellas County Department of Environmental Management (PCDEM) and initiated a program called the Tampa Bay Clean Air Partnership (CAP)

• Purpose:
  - Encourage employers to establish commute options for their employees
  - Convert employer vehicle fleets to clean fuels
CAP is based on the Voluntary Mobile Source Emission Reduction Program (VMEP). VMEP is a program EPA began in 1997 to achieve emission reductions through voluntary measures. EPA granted emission reduction credits to States and Locals for establishing VMEPs. Examples of VMEPS:

- Area-wide rideshare incentives
- Parking management
- Work schedule changes
- Employer based commute options program
• CAP involves primary collaboration with:
  • Bay Area Commuter Services (BACS), the non-profit, regional commuter assistance program agency for West Central Florida
  • Transportation Management Organizations, Pinellas Suncoast Transit Authority, and Hillsborough Area Regional Transit Authority
• Achieve reductions:
  - Employee Single Occupancy Vehicle Work Trips
  - Tailpipe Emissions
  - Traffic Congestion Levels

• CAP seeks Tampa Bay Employers who want to become CAP Partners by:
  - Committing to an established level of participation in commute options programs for their employees
  - Committing to conversion of a portion of their fleet to clean fuels (i.e. CNG, hybrid or ethanol fueled vehicles)
THE CAP CHALLENGE

2000 survey of Florida workers

- Almost 80% drive to work alone
- The percentage of workers carpooling actually dropped 2% between 1990 and 2000

By 2025

- Population projected to increase by 32%
- Workforce to increase by 68%
- Commuter work trips to increase from current 11M to 14.5M

Mobile source emissions will be reduced through various EPA fuel and vehicle emissions programs. At some point, however, the sheer number of vehicles on the road will overwhelm these improvements and mobile source emissions will begin to increase.
CAP COMMUNITY BENEFITS

- Reduction in Ground Level Ozone
- Reduction in Traffic Congestion
- Reduced Risk of Traffic Accidents
- Reduction in Energy Dependence

✓ If Half of All Employers in the US Offered Commuter Choice Benefits:
  - Employees Would Save $50 Mil in Gasoline Costs Each Workday*

*Source: EPA’s Best Workplaces for CommutersSM at www.bwc.gov
CAP EMPLOYER BENEFITS

- Public recognition through an awards program
- Hands-on assistance in setting a commuter or alt-fuel program from BACS or CUTR
- Savings on payroll-related federal taxes for providing vanpool, transit or parking benefits to employees
- Increased employee productivity through reduced “commuter stress”
- Corporate pride and image
- Recruitment advantage – “Badge Value”
Bay Area Commuter Services, Inc. (BACS), the non-profit, regional commuter assistance program agency covering Hillsborough, Pinellas, Pasco, Hernando, and Citrus counties was the logical choice as an implementing member for the CAP Program.

BACS’ mission is to reduce congestion and improve air quality by providing information and promoting commute options to the single occupant vehicle (SOV) such as:

- Carpool
- Vanpool
- Transit
- Bicycle
- Walk
- Variable Work Hours
- Telework
WHY BECOME A CAP PARTNER?

Become one of the charter companies in the Bay Area to participate as a Partner in the program

- Become a recognized industry leader in offering commute options to employees, and as a user of clean fuels
- Exhibit leadership and Corporate Citizenship
- Reduce Environmental Impacts
- Reduce dependence on foreign energy sources
- Attract and retain employees
- Enjoy tax and cost savings
- Solve parking challenges and costs

The Bottom Line: “Good Business Partners”
CAP relies on areawide TDM-related agencies to assist in encouraging businesses to participate in CAP

- The Tampa Downtown Partnership
- The New North Transportation Alliance
- The Westshore Alliance
- The Downtown St. Petersburg Partnership
The long term goal is to change behavior through actions such as:

- Initiate outreach and employer contacts
- Maintain/improve status of current partners
With 39 CAP partners in the program, plans are currently in the works to revamp and revitalize the CAP program elements, with a new look to the website, new marketing strategies and more.

A greater emphasis on incorporating Green Fleet within the entire CAP program fabric is being implemented for the next phase of the program.

With the fluctuating gas market, global warming issues, as well as the political climate concerning fuel consumption, CAP is a natural fit to engage business in becoming “good corporate citizens”.
Get What You Deserve!

Qualify Now as a “Best Workplace”:
- Get Recognition for being a Good Corporate Citizen
- Stand Out Against the Competition
- See Real Savings to Your Bottom Line
- Reduce Turnover and Improve Employee Morale

It’s easy to register and it’s free!
To learn more call 800-998-7433 or visit www.CleanAirPartnership.com.

“The Clean Air Partnership… it just makes good business sense.”
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