



City of Fort Worth **Business Smart** Program

Air and Transportation

A ten-county region in North Central Texas is in moderate nonattainment for ozone emissions by EPA standards. Efforts to bring the region into attainment are a priority for Fort Worth because unclean air affects the health of its residents.

This section offers transportation and equipment strategies to organizations with commuters and to organizations that want to be a part of the regional effort to promote clean air.

Air and Transportation (24 pts)

Prerequisite(s): None

AT1

Register with the AirNorthTexas.org Be Air Aware program

Background: During the long ozone season in Fort Worth, it is important to take action to reduce air pollution to protect the health of your employees and their families. North Texans, businesses and local governments can improve air quality by joining together to implement focused strategies on air pollution watch days to reduce ozone emissions, the main local pollutant. [Air North Texas](http://AirNorthTexas.org) is a regional clean air partnership and campaign designed to increase awareness of and participation in clean air activities. [Be Air Aware](http://BeAirAware.org) is the Air North Texas pledge campaign for businesses, governments, and individuals. Members can also opt to receive email notification of air pollution watches and warnings to know when to implement ozone-reducing strategies.

Recommended Action: Sign up your organization and designate a predetermined percentage of your employees to make commitments to help improve air quality. Review the list and select strategies you currently use in your business and those you intend to implement during the critically important ozone season (March 1–October 31).

Points: 1 = Sign up your organization and take the online pledge for the business.

1 = Have a pre-determined designated percentage of employees sign up and take the online pledge. (Air North Texas can check numbers for owner if employees use work email addresses to sign up.)

Max Points: 2

AT2

Implement a “No-Idling” Policy

Background: Idling vehicles contribute to poor air quality, especially on air pollution watch or warning days. Vehicles are typically idled to maintain inside vehicle comfort (heat or cool) or because people believe it “saves fuel” versus restarting. These practices are inefficient, costly and harm air quality.

Recommended Action: Adopt a no-idling policy for your fleet and vehicles in your parking lot. Encourage members of your organization to avoid using drive-thru windows, especially on air pollution watch and warning days.

Points: 1

AT3

Implement Flexible Work Schedules

Background: Allow employees to work from home, implement an alternative work schedule to allow employees to arrive and depart at non-peak traffic times, let employees accomplish their forty-hour work weeks in four days instead of five or eighty hours in nine days (9-80s). These actions reduce employee commute time thus reducing ozone-causing emissions. As a bonus, businesses may save energy and water in the buildings where they work, also reducing emissions produced during the production of energy. Using web-conferencing and teleconferences for meetings when possible also helps reduce air pollution and saves time and money

Recommended Action: Adopt a flex-time and/or telecommuting policy to allow employees to work the same amount of time while reducing commuting to the office. These policies could be offered year round or only during ozone season (March 1–October 31).

Points: 1 = Adopt a flex-time policy.

1 = Adopt a telecommuting policy.

1 = Adopt a teleconference/web conference policy.

Max Points: 3

AT4

Promote Alternative Commuting Options for Employees

Background: Mass transit, carpooling and other alternative forms of transportation reduce traffic congestion and emissions that contribute to the formation of ozone. The [Fort Worth Sustainability Task Force](#) has set a goal of increasing the average weekday bus and train ridership at a rate of 2% annually, while reducing vehicle-miles traveled per capita from 25.3 to 24.5 per commute.

Recommended Actions:

- Promote commuting options such as [The T's carpool/vanpool program](#) or the rideshare program at [Try Parking It](#).
- Provide preferential or reduced-fee parking for carpools/vanpools.
- Promote bus and/or train ridership.
- Implement a self-reporting form for tracking employees who use alternative modes of transportation and/or carpool.
- Provide compensatory time or other incentive for employees who utilize alternative transportation or carpool during peak ozone season (March 1–October 31). For example, the City of Fort Worth offers employees one hour of comp time for every five days the employee reports carpooling or using alternative means of transportation (mass transit, biking, running or walking) on timesheets from May 1–October 31.
- [Tryparkingit.com](#) is a website built and maintained by the North Central Texas Council of Governments (NCTCOG) to track results of commuting options available in North Texas. Companies and individuals are eligible for participation in the program which tracks individual and corporate commutes and calculates environmental, health and financial impacts. The program awards both organizations and individuals for the steps they take to reduce air pollution.

Points:

- 1 = Encourage use of mass transit by providing information on ridesharing to new and existing employees and/or purchasing [E-passes](#) from The T at discounted rates for employees to use for mass transit commuting.
- 1 = Encourage ridesharing by providing preferential or reduced-fee parking for rideshare vehicles.
- 1 = Provide employees an incentive to rideshare or use other forms of alternative transportation. For example, five round-trips using rideshare, mass transit or non-motorized transportation equal one hour of comp-time or other incentive.
- 1 = Provide a company vehicle for business use by employees who use alternative transportation commuting.
- 1 = Sign up your organization with [tryparkingit.com](#) and enroll a predetermined percentage of your employees to track their alternative commutes.

Max Points: 5

AT5

Encourage Non-motorized Transportation (walking, running, or biking)

Background: When commuting distance is less than ten miles, or daily errand trips are less than three miles, a bicycle is viable option for transportation. Bicycling creates no tailpipe emissions and offers riders a chance to improve their own health. The Fort Worth Sustainability Task Force has set a goal of increasing the percentage of bicycle commuters from 0.2% to 0.6%.

Recommended Action: Encourage the use of biking, walking and running as transportation options. Provide a bicycle sharing program (employer-owned bikes) for employees to use during lunch hours, a bike rack for bike storage outdoors, lockers, showers or gym memberships for those willing to commute via foot or bicycle.

Points:

- 1 = Provide bicycle racks at work sites.
- 1 = Implement a bicycle sharing program.
- 1 = Provide access to locker rooms, showers or gym memberships for employees using non-motorized commuter options.

Max Points: 3

AT6

Implement Use of Fuel Efficient Equipment/Vehicles

Background: Hybrid/alternative fuel and fuel-efficient vehicles conserve natural resources by stretching fuel supplies and reducing air pollution per mile traveled.

Recommended Action: Adopt a policy that emphasizes the use of hybrid, alternative fuel or fuel-efficient vehicles for business and commuting. Set up a replacement schedule for off-road equipment to transition from gas-powered to electric or battery-operated equipment. Purchase vehicles that are the most fuel-efficient for the job. Reward employees who purchase fuel-efficient/hybrid vehicles for commuting.

Points:

- 1 = Set travel policies that encourage the rental of fuel-efficient or hybrid vehicles while on organizational business.
- 1 = Create priority parking for hybrid/fuel efficient vehicles at your organization.
- 1 = Add hybrid, electric or natural gas vehicles to your fleet. Consult the [EPA's Green Vehicle Guide](#) to compare vehicles before purchasing replacement or new vehicles.
- 1 = Add electric, battery-operated, or natural gas-powered off-road equipment (mowers, lawn equipment, fork-lifts, golf carts, etc.) to your fleet.
- 1 = Offer a stipend or rebate to employees who purchase fuel efficient/hybrid vehicles for commuting.

Max Points: 5

AT7

Offset Carbon Emissions with Carbon Credits

Background: Carbon offset credits are investments in projects that reduce or avoid carbon dioxide emissions. Carbon emissions generated from business travel account for approximately 20% of mobile source pollution. In addition to making direct reductions in your carbon footprint by limiting travel for business or commuting, purchasing carbon offset credits is an option to reduce your business's carbon footprint. Carbon credits are used to promote projects and research that improve air quality and reduce reliance on fossil fuels for energy.

Recommended Action: Calculate travel emissions for employee travel/commutes and opt to offset those emissions by purchasing carbon offset credits. Try Parking It can help with those calculations.

Points: 1 = Offset carbon emissions for employees on business travel.

1 = Offset carbon emissions for employees for daily commutes.

Max Points: 2

AT8

Reduce Delivery of Office Supplies

Background: Reducing the number of times office supplies are delivered reduces air pollution.

Recommended Action: Communicate with office staff to coordinate a single day each week or month for all supplies to be delivered. Plan so that the number of deliveries per month is limited.

Points: 1 = Coordinate all office supplies to be received on one day per order period.

Max Points: 1

AT9

Innovation in Green

Background: Design, implement and document a "green" achievement not listed here.

Recommended Action: Think outside the box and do something green that has a substantial and measurable impact on any part of the environment as it relates to transportation options. Submit your action to Business Smart for credit approval.

Points: 2 = per achievement in any of the WC, AT, EC, WM, or O segments of Business Smart.

Max Points: 4 for total Business Smart program