

What is Green-Traveler.org?

It is a free, web-based program that offers information on commuter choices including, carpooling, riding your bike, taking the bus, and using alternative fuels.

Why is it important for individuals?

When you become a Green Traveler by using one of the transportation options mentioned above, you reduce congestion, emissions, stress, and your commuting costs. Carpooling just twice a week could save the average commuter over \$1,500 a year.

Why is it important for employers?

Today's commuting environment significantly impacts economic vitality, productivity and quality of life. The availability of commuter alternatives for employees ensures the viability of real "choice" in how people get around.

Why should your company offer commuter benefits?

- Reduces demand for employee parking spaces, which saves maintenance and leasing costs
- Reduces payroll taxes if transit or vanpool benefit programs are instituted
- Provides good corporate standing in the community
- Increases employee productivity and reduces stress levels
- Conserves fossil fuels and improves air quality
- Reduces traffic congestion
- Enhances employee benefits package, which assists in recruitment and retention
- Prevents businesses from having to enact additional pollution controls to maintain air quality compliance

(Source: Mid-America Regional Council.org)

Why is it so important now?

The recent elevation in gas prices has impacted the attitudes and behaviors of commuters. Half report either considering changing jobs to reduce their commute (12%), or behavioral changes (i.e. seeking carpooling opportunities, use of mass transit, etc.) to limit their commute (39%).

(Source: Best Workplaces for Commuters National Benefits and Related Facts, 2006)

Learn more about the Green Traveler Program at www.Green-Traveler.org



Learn more about the Ozone Alert Program at www.OzoneAlert.com

