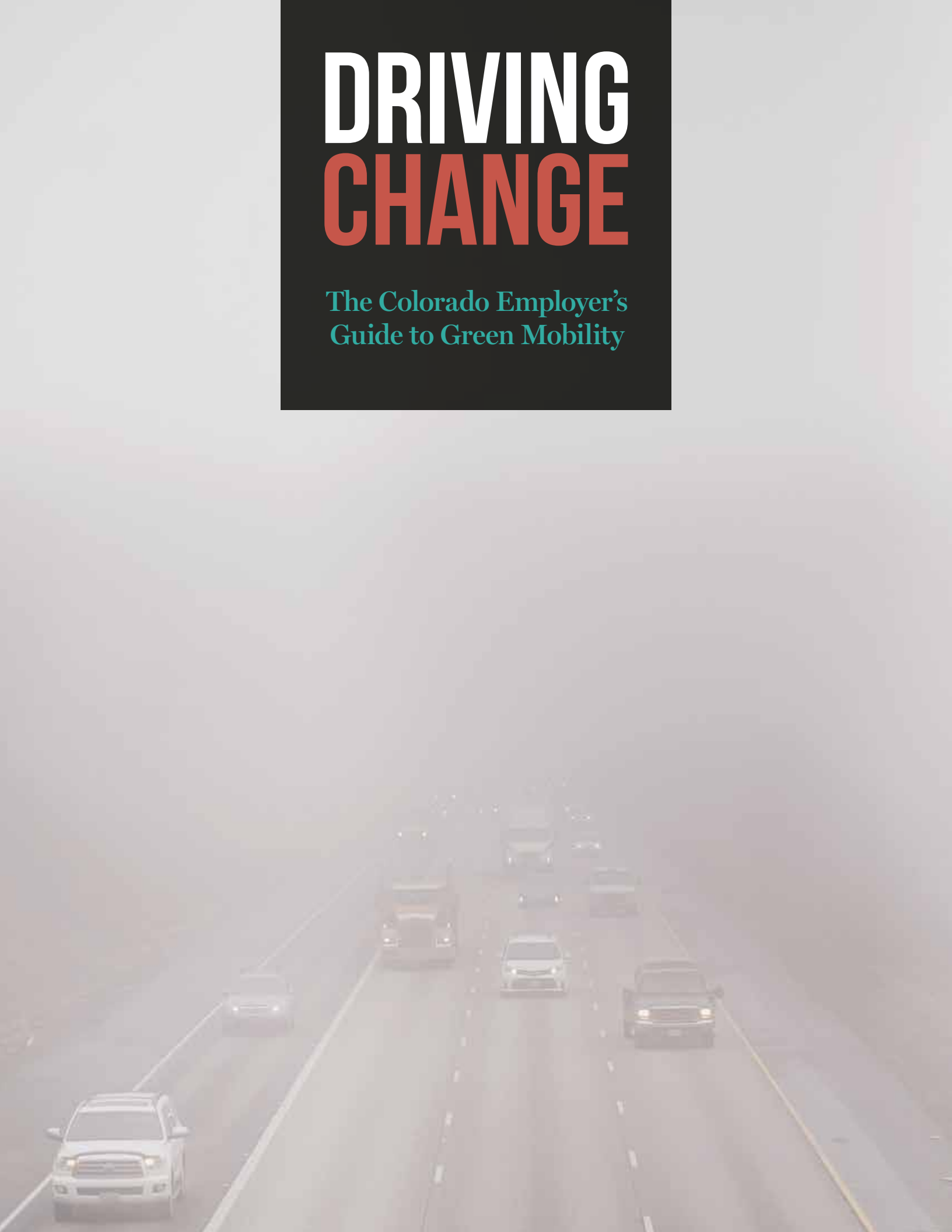


# DRIVING CHANGE

The Colorado Employer's  
Guide to Green Mobility



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**The Healthy Colorado Initiative is a joint effort by the Colorado Forum and The Nature Conservancy to engage business leaders and the state in making Colorado an exemplar in sustainability and emissions reductions.**



The initiative has a multi-pronged approach, with emphasis on buildings, electrification and the grid, transportation, the outdoor industry, natural resources, and advocacy.



## INTRODUCTION

# DRIVING CHANGE

**Lowering greenhouse gas emissions is the most urgent challenge in addressing climate change.**

Efforts are underway to make buildings more efficient, improve the efficiency of vehicles on the road, and electrify the energy grid. But many of these strategies will take years to show significant improvement.

Green mobility provides one of the best opportunities for businesses to significantly lower their carbon emissions in the near term through telework and the use of

public transportation, carpooling, cycling, walking, and driving hybrid or electric vehicles. Green commuting will also improve air quality and public health and reduce traffic commute time and stress. Studies show that flexible commuting options help employers attract and retain the best talent.

Carbon dioxide (CO<sub>2</sub>) is the main greenhouse gas emitted from transportation vehicles, such as cars, buses, and airplanes. By 2021, the transportation sector is projected to account for approximately 33% of carbon dioxide emissions in Colorado. The majority of U.S. commuters still drive to work alone in single occupancy vehicles.

The goal of this guidebook is to offer ideas and inspiration to businesses by showcasing what has worked in Colorado. We hope to encourage businesses to reduce their carbon footprint and enhance job satisfaction through creative commuting options.

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**Single occupancy vehicle commuting (i.e. driving alone) is still the dominant mode of transportation for more than 85% of U.S. commuters and approximately 75% of Denver commuters.**

**Green Mobility focuses on transportation options that reduce emissions, such as public transportation, carpooling, cycling, walking, driving hybrid or electric vehicles, and telework.**

## INTRODUCTION

# ORGANIZING & INCENTIVIZING AROUND GREEN MOBILITY

---

*How can businesses commit to green mobility and make it successful?*

Americans are largely in the habit of using single occupancy vehicles to get to work and changing habits can be difficult. Employers can influence the travel behavior of their staff by providing transportation benefits and incentive programs that echo the environmental

values of the company and also improve employee recruitment and retention. Awareness of green commuting options can influence personal driving habits outside of work including increased cycling, and the use of e-bikes, electric vehicles and transit alternatives.

**According to the EPA, greenhouse gas emissions from transportation are the largest contributor to U.S. emissions. Between 1990 and 2018, emissions in the transportation sector increased more in absolute terms than any other sector.**

# Best Practices

*for organizing and incentivizing  
around green mobility*

Make other modes of transport competitive with driving alone.

**Get started by helping employees analyze the full cost of their driving choices.**

Ask employees to measure their environmental impact by comparing current commuting patterns to options like transit, vanpooling or carpooling. Surveys with measurement tools can generate awareness and inspire change.

**Options include:**

Way To Go's commute consulting and measuring tool (MyWayToGo) is federally funded and free to all Denver region companies.

Commutifi offers commute consulting and a measuring tool for employers for a fee.

Luum also provides consulting and measurement tools for a fee.

**Implement incentive programs and participate in local events recognizing employees who bike, walk, carpool or take public transit.**

In the Denver region, the *Way to Go* team oversees *Bike to Work Day* each June and *The Go-Tober Challenge* in October. Competitions and measuring employee impact can be inspirational and encourage employees to try new commuting options.

**Avoid subsidizing parking and consider giving employees the monetary equivalent of parking as a bonus.**

This allows employees to choose to keep the cash by using alternative modes of travel such as public transit.

**Executive leadership and employee volunteers can make a big difference.**

Executive leadership can be pivotal in setting the vision and goals for green commuting and a staff-led committee of volunteers who are passionate about sustainability and green commuting can provide enthusiasm to spur employee engagement.

**Think about timing.**

Employees are more likely to change their commuting behavior when they move or start a new job, or when there is a substantial change in business policies that forces them to temporarily abandon their habits.

**Link commute behavior to healthy lifestyles and work/life balance through programs that encourage cycling, walking, and flex time.**



**TNC has an annual competition among state chapters, the Green Commuter Challenge (GCC), to determine which chapter is making the most progress toward green mobility.**

For one week each year, employees log their commute into a carbon calculator and document how they commuted to and from work that week. Each employee then creates a plan to creatively cut carbon miles by choosing another route to work. TNC awards prizes to the offices

that demonstrate the greatest change in employee commuting. The hope is that people will see how easy, and often enjoyable, green commuting can be and will be inspired to make green commuting part of their normal work schedule.



**“Transitioning  
to greener mobility  
will be crucial to the  
overall success of the  
climate agenda.”**

**- WORLD BANK**



**TELEWORK  
AND FLEXIBLE  
WORK SCHEDULES:  
BUILDING ON OUR  
EXPERIENCE**



02  
SECTION

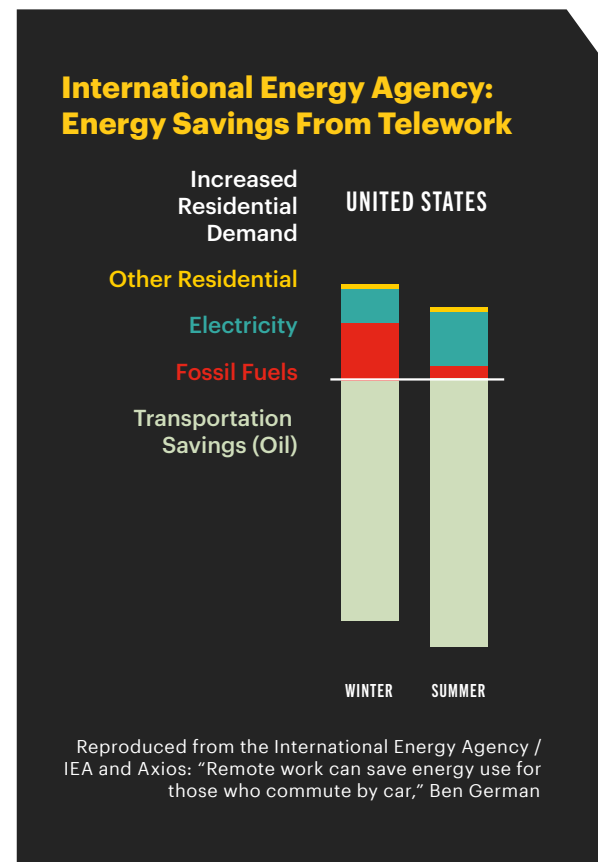
# The COVID-19 crisis has provided us with an unprecedented long-term experiment on the benefits of telework.

As organizations quickly shifted to a work-from-home environment in early 2020, many businesses found that telework was not only efficient but also provided benefits through reduced costs for facilities and parking along with greater employee flexibility and satisfaction.

every year, businesses are encouraging employees to shift their schedules from standard hours to improve job satisfaction and reduce highway congestion. Flexible work schedules also allow employees to balance responsibilities with home and children.

Telework can also have a positive impact on the environment. An International Energy Agency analysis shows that energy savings from transportation far outweigh any additional energy costs from working remotely. As companies consider their carbon footprint, one of the most immediate and impactful changes is to extend telework options after offices reopen post-COVID.

Creative companies are using telework and compressed work weeks to allow their employees more flexibility and time for their workday. With Front Range population growth and commuting times increasing



## TELEWORK FACT

Employees at American Express who worked from home were shown to be 43% more productive than their in-office colleagues. That's partially because people are happier and healthier when they have some control over their work lives.

Source: Global Workplace Analytics



# Best Practices

## *Telework and Flexible work schedules*

**Invest in the best technology and training to help employees to be successful working remotely.**

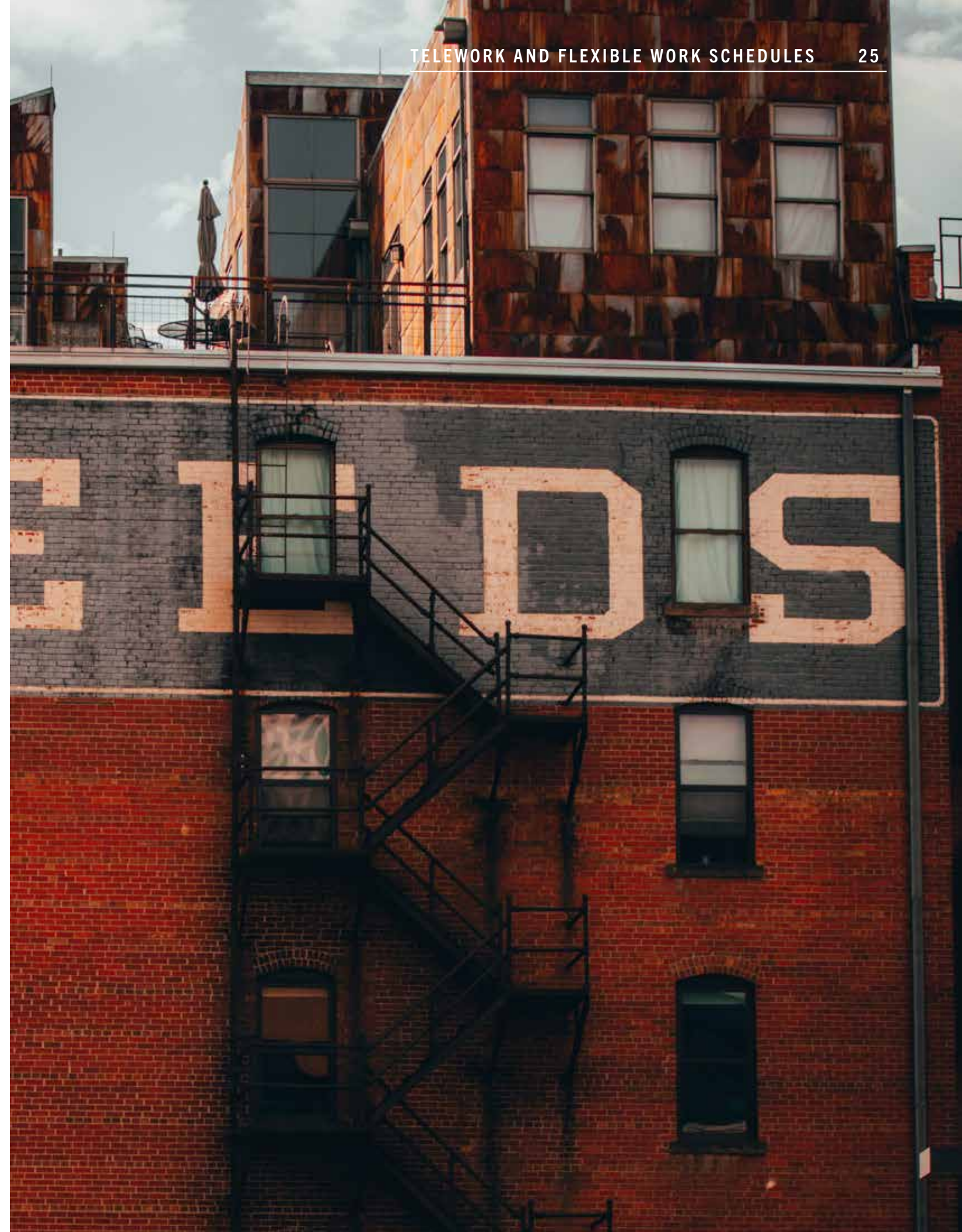
Subsidize home office furniture and computer equipment to maximize employee effectiveness.

**For employees who cannot work remotely, offer flex times and staggered work hours to accommodate employee needs, reduce commuting time and alleviate highway congestion at peak hours.**

Consider a compressed work week (working longer hours on some days and fewer hours or no work on other days), which can improve efficiency and work-life balance.

**Reduce work travel and replace remote meetings with video conferencing when possible.**

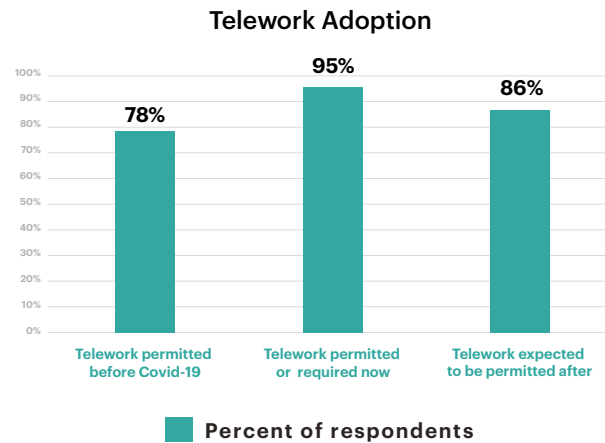
Implement incentive programs and events for employees to bike, walk, carpool or take public transit.



Colorado Front Range surveys indicate that employers and employees have embraced the telework experience and expect to continue some versions of telework.

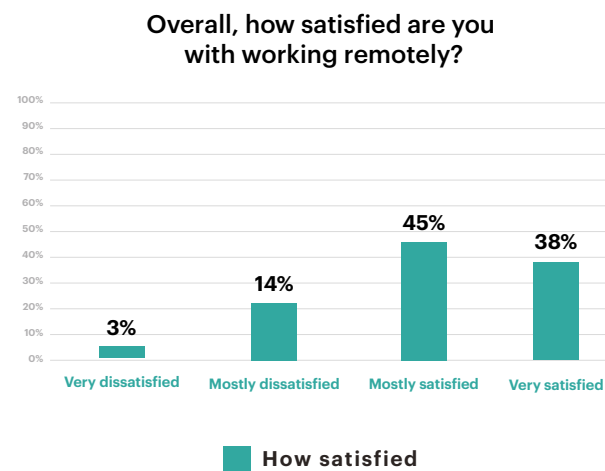
**Telework Adoption**  
**Looking Forward:**

**Colorado Business Denver Employer Survey May 2020**



Source: Colorado Society of Human Resource Managers and Denver Regional Council Of Governments

**Denver Employee Survey May 2020**



Source: Denver Regional Council of Governments

**TELEWORK FACT**

According to Brookings, the COVID-19 pandemic is accelerating the trend toward telecommuting, possibly for the long term. Nearly one in five chief financial officers surveyed in the spring of 2020 said they planned to keep at least 20% of their workforce working remotely to cut costs.

Source: Brookings

“Our employees have proven that we can make this new normal work for us and our clients.”

Denver management consulting and strategic communications firm GBSM had an office centric culture prior to 2020, according to CEO Andy Mountain. Telework was allowed but only under unique circumstances. Based on his team’s effectiveness working remotely during COVID and changing norms with clients, the firm will be updating its telework policy to embrace more flexible work policies.

The firm’s previous lease expired in November 2020 and GBSM has opted to hold off on signing a new lease until later in 2021 or early 2022, avoiding a variety of office expenses. The firm expects that its new office will likely have less space as employees will be encouraged to mix

their work location between home and office based primarily on the location of internal and external meetings.

GBSM believes in the importance of formal and informal face-to-face interaction among its staff and with its clients. Between all-hands meetings, client team meetings and more, the firm expects most staff will be in the office 40-60% of workdays. Staff will be encouraged to schedule in-person meetings during mid-day so that employees can avoid traffic congestion during peak commuting hours. “Our employees have proven that we can make this new normal work for us and our clients,” maintains CEO Andy Mountain.

## Children's Hospital Colorado

**“We found that productivity was actually greater with remote work and our employees’ quality of life was better as well.”**



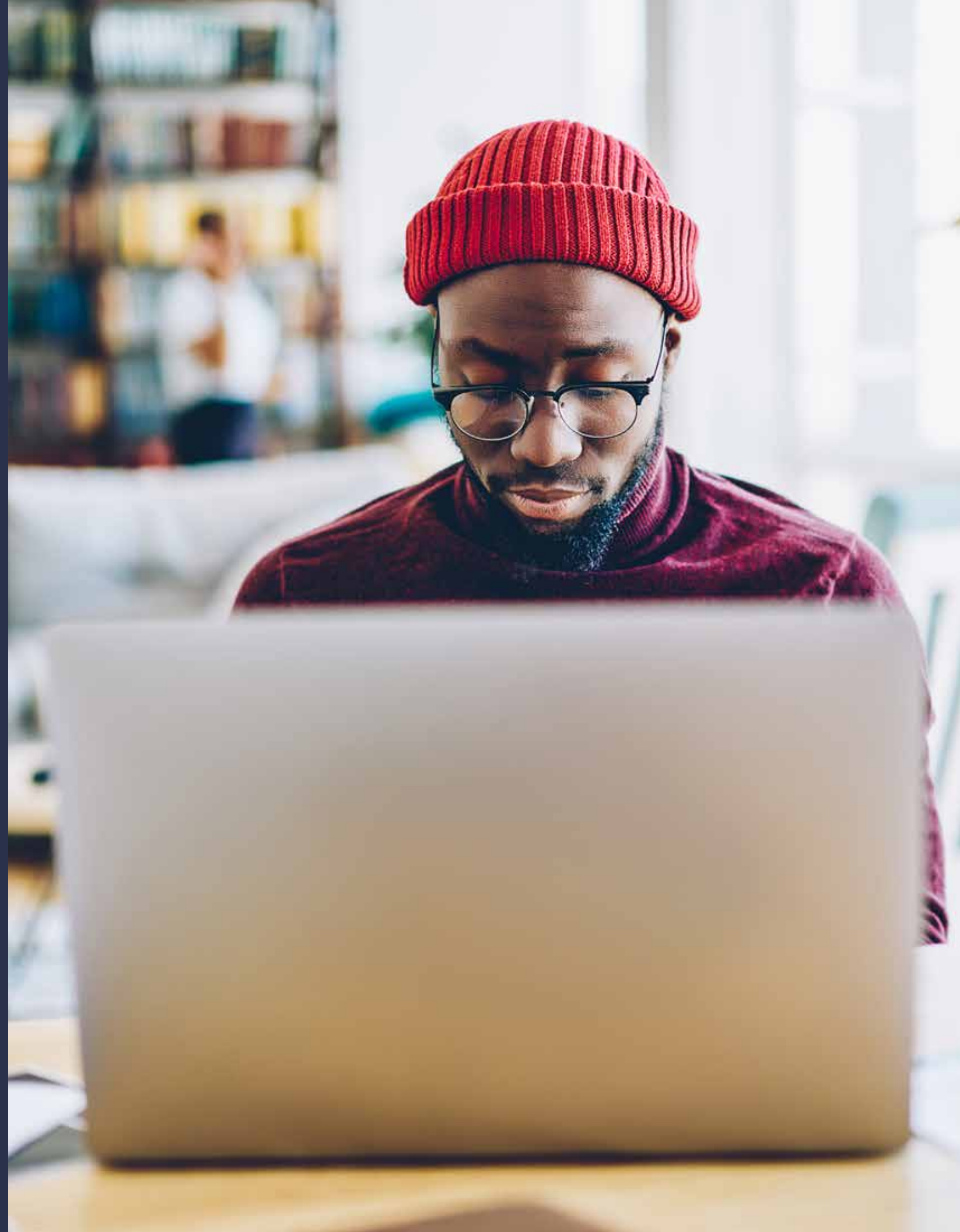
Children's Hospital Colorado

Children's Hospital Colorado was working on a plan for increasing telework before the pandemic began. Employees value the flexibility of telework and real estate near the Anschutz Medical Campus area is expensive.

“We were looking at what makes sense and who can best work from home or work on campus fewer days of the week,” says Dan Coxall, Vice President of Support Services at Children's. “Some employees work remotely two to three days per week and then commute to the campus the other days. We were effective with that plan and then

the pandemic came along and everything accelerated. We have learned what tools our employees need to be successful working from home. We found that productivity was actually greater with remote work and our employees’ quality of life was better as well.”

Betsy Rodriguez, Senior Vice President of Human Resources, addressed the long-term impact of the telework experiment. “We have 1,200 people who are completely remote and another 400-500 who are partly remote and are in the office a portion of the week,” says Rodriguez. “Given the success of telework at Children's Hospital, many of the 1,200 fully-remote employees will probably be able to continue telework at least part-time after the pandemic ends. The rapid adoption of telehealth appointments prompted by COVID is also accelerating the move toward telework.”





**TELEWORK TOMORROW \***

is a free initiative to help employers continue to expand telework practices, and offers resources and guidance including an implementation toolkit complete with policy templates and company announcement materials. **Way to Go's Commute Consultants** work one-on-one with companies in the Denver region to create and implement formal telework and flexible schedule policies.



**TELEWORK  
AND FLEXIBLE  
WORK SCHEDULES**

**RESOURCES  
& LINKS\***

CARPOOLS,

VANPOOLS

& GUARANTEED

RIDE — HOME

SECTION

03



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CO. USA

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225n

i70w

270w



**A vanpool is similar to a carpool but typically carries more people through the use of a company-owned or leased van.**

Carpooling and company-supported vanpools not only save employees money on gas, tolls and car maintenance but also help to reduce carbon emissions.

Vanpoolers can meet at a convenient location, share driving, and pay a monthly rate to participate.

Employees in carpools and vanpools may have access to HOV lanes and enjoy the advantages of less stress and lower commuting costs.



# Best Practices

## *Carpools, Vanpools, and Guaranteed Ride Home*

**Encourage employee carpooling and vanpooling by subsidizing toll tags for carpoolers and providing convenient (or pre-paid) parking spaces for carpools and vans.**

Use carpooling apps to connect commuters with similar routes and schedules.

The Denver Regional Council of Governments' WAY TO GO program offers a free online ride-matching tool for Denver-area commuters to find each other and explore carpooling and vanpooling options.

Employers can set up their own network within the program so that employees are easily matched with other commuters within the same company.

The North Front Range Metropolitan Planning Organization offers vanpooling options through VANGO.

SCOOP is a for-profit carpool app that connects co-workers going the same way in safe, reliable, and convenient door-to-door carpools. Even if plans change, backup commute options ensure every employee has a dependable way to and from the workplace every day.

**A vanpool is another option offered by Way to Go and Commute with Enterprise. For a subsidized fee, the vanpool program provides a vehicle, insurance and fuel for a group commute with members sharing the driving responsibilities. Way to Go helps connect commuters in the area and offers a variety of vehicles from minivans to 15-passenger vans.**

Some companies choose to purchase or lease their own vans for a company vanpool.

**The IRS allows employers to provide a non-taxable benefit to employees to pay for transit passes or vanpool benefits.**

**One perceived obstacle to vanpooling can be the unpredictability of work schedules and family needs. Through the “Guaranteed Ride Home” program offered by Way to Go, employers can ensure that their team members are offered a free taxi ride home for a small annual fee in the case of unexpected schedule changes.**



VMware has embraced vanpooling. With 500 employees in Broomfield, 200 in Boulder, and 100 in Denver, the national cloud computing and software company operates multiple vanpools at any given time.

In a partnership with Enterprise, VMware helps connect employees who live near each other and travel to the same office location. The company provides a van or SUV to employee groups of four or more. For a monthly fee of \$50 per person (via a pre-tax payroll deduction), employees share the vanpool and the driving responsibilities. Vehicles are equipped with free Wi-Fi to help employees stay productive and each van has a paid HOV toll pass. Employees value the ability to reduce their driving

and reduce the costs associated with driving a single occupancy car.

VMware is also embracing telework. Prior to the pandemic, working from home was approved on an as-needed basis.

Based on the huge success with telework in 2020, VMware plans to encourage employee choice going forward.

Employees may choose whether to work from home, go to the office or have a flex plan with the option of a "drop-in" seat when they plan to work at an office.

1

**WAY TO GO  
CARPOOL  
AND VANPOOL  
MATCHING SERVICE:**

[MYWAYTOGOVANPOOL\\*](#)

[MYWAYTOGOCARPOOL\\*](#)

4

**COLORADO  
SPRINGS  
VANPOOLS:**

[CSVANPOOLS\\*](#)



**CARPOOLS,  
VANPOOLS, &  
GUARANTEED  
RIDE HOME**

**RESOURCES  
& LINKS\***

5

**NORTH  
FRONT RANGE -  
VANGO:**

[VANGO\\*](#)

**GUARANTEED  
RIDE HOME  
PROGRAM:**

[GUARANTEEDRIDEHOME\\*](#)

2

**ENTERPRISE  
VANPOOL  
PROGRAM:**

[COMMUTEWITHEENTERPRISE\\*](#)

3

6

**SCOOP:**

[SCOOP\\*](#)

CYCLING

SECTION

04

TO

WORK





**DENVER:** Since 2013, the share of employees choosing to ride their bikes to work has doubled in the Denver Metro area and 9% of downtown Denver commuters biked to work in 2019. The city continues to make investments that support multiple modes of transportation in and around downtown. In 2019, Denver began a rapid expansion of its bike network that will add 125 miles of new bicycle infrastructure to downtown and nearby neighborhoods to make it safer and more convenient to get around by bike.



**BOULDER:** Boulder has been called the best cycling city in the U.S. The area offers 300 miles of bikeway, including 96 miles of bike lanes, 84 miles of multi-use paths, and 50 miles of designated bike routes. After a snow fall, the city often clears bike paths before they clear roads. Boulder's B-cycle bike sharing program offers 47 stations and 300 bikes and it's a popular way to connect to transit stops throughout the city.



**FORT COLLINS:** With relatively flat terrain, 280+ miles of wide bike lanes, and 30+ miles of multi-use trails, bicycling is a fun, healthy, and environmentally-friendly way to commute in Fort Collins. Along with Boulder, the City of Fort Collins is recognized as one of only five Platinum-certified "Bike Friendly Communities" in the country and its Bicycle Friendly Business Development Program offers cycling workshops and other resources to city businesses.

**With 300 days of sunshine in Colorado every year, many commuters cycle, walk, e-bike or scooter to get to work to enjoy the benefits of exercise and an emissions-free commute.**



**People who bike  
to work report  
greater feelings  
of freedom,  
relaxation, and  
excitement than  
car commuters.**

# Best Practices

## Bicycles



**Encourage cycling by offering a secure place to park and lock bikes.**

Provide onsite showers to allow employees to freshen up after arriving at work.

**Offer a shared fleet of bikes or e-bikes (electric-assist) for employees who take transit or carpool to the office and need to get around locally during the day.**

Help subsidize the cost of micromobility services such as shared bikes for the “first mile / last mile” of a commute. Many cities, including Denver, Boulder and Colorado Springs, have added bike lanes in the last few years to keep up with demand for cycling and micromobility options.

***Bike to Work Day (the 4th Wednesday in June in Colorado) is promoted by hundreds of Colorado businesses. It's a great way to encourage employees to try bike commuting for the first time.***

On the Front Range, **Way to Go** helps businesses explore pedestrian and cycling friendly practices and provides resources such as bike maps and route planning.



DaVita, with headquarters near Union Station in downtown Denver, employs many enthusiastic cyclists. To support them, the company offers showers, lockers, a large bike storage room and an onsite bike fix-it station with supplies. DaVita also offers discounted bike tune-ups onsite on a quarterly basis. DaVita celebrates Bike to Work Day annually with publicity, prizes and recognition.



The Nature Conservancy (TNC) Colorado, headquartered in Boulder, encourages green commuting and provides support to its employee cyclists. TNC has showers for those who walk or cycle to work and offers safe and secure bike storage. A casual dress code makes biking or walking to work easier. The organization also provides communal bikes and helmets to borrow. This option is valued by employees who take transit to the office but need to get around Boulder during the day for meetings or errands.



\* RESOURCES BY REGION

FORT COLLINS [BIKEFORTCOLLINS\\*](#) COLORADO SPRINGS [BIKECOLORADOSPRINGS\\*](#)

BOULDER [BOULDERWALKANDBIKEMONTH\\*](#) + [BIKEBOULDER\\*](#)



CYCLING

RESOURCES  
& LINKS\*



**2** BIKE MAPS AND ADDITIONAL RESOURCES [BICYCLECOLORADORESOURCE\\*](#)

# TRANSIT

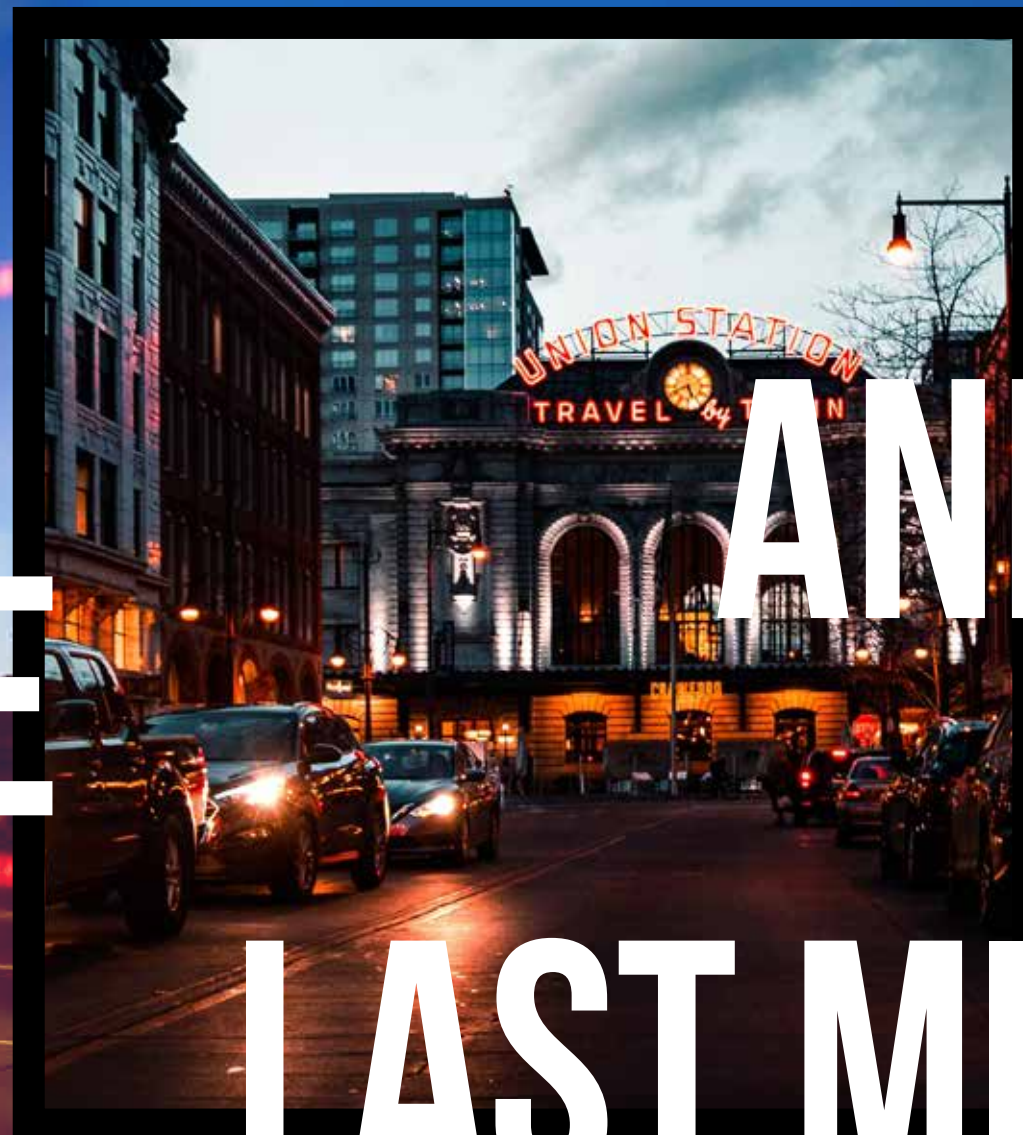
# THE

# AND

# LAST MILE

SECTION

# 05



In 2019, Americans took 9.9 billion trips on public transportation for 34 million trips each weekday. Since 1995, public transportation ridership has increased by 28% across the U.S.

Commuters appreciate transit as an efficient, low-cost and climate-friendly way to get to work. Though COVID-19 has caused a temporary decline in transit ridership, public transit will be needed to help cities recover and move forward

from the pandemic. Prior to the pandemic, nearly 40% of Denver commuters used public transit and these options are highly valued for the people who rely on them.



# Best Practices

## *Transit and the Last Mile*

Hundreds of Front Range companies offer their employees a free EcoPass for access to RTD's network of 140 local, express and regional routes and extensive light rail network. The EcoPass offers unlimited rides on buses and trains, including free rides on the train to DIA. Younger employees particularly value free transit passes as they are more likely to live close to urban centers and less likely to own a car.

**The RTD EcoPass offers multiple payment options including employer-paid, employee-paid (employees can use pre-tax dollars to purchase a pass), and employer/employee cost sharing.**

An optional EcoPass benefit is the Guaranteed Ride Home® program which guarantees employees a free taxi ride home from the office in the event of an unplanned schedule change, an illness or other urgent situation.

**Companies that do not offer the EcoPass often use the RTD FlexPass instead. The FlexPass can be customized to meet the needs of the employer and the employees. The program enables employees to choose their service level, opt in or out of the program, and enter or leave at any time.**

Employers can help with the “last mile” from the transit stop to the company offices by offering loaner bikes or scooters.

**Commuter cards allow employees to access a company's Commuter Benefit Plan (CBP) funds at the point-of-sale to pay for eligible workplace mass transit and/or parking expenses.**

Some employers offer a “parking cash-out” program in which employees are offered the option to accept taxable cash income instead of free or subsidized parking.



According to the *American Public Transportation Association*, communities that invest in public transit reduce the nation's carbon emissions by 37 million metric tons annually.



UNION STATION  
TRAVEL *by* TRAIN

UNION STATION



With DaVita's downtown Denver headquarters near Union Station, company employees have direct access to light rail, buses and the train. An overwhelming 86% of DaVita team members cycle, walk, carpool or use public transit and the percentage

of employees who do not drive SOVs (single occupancy vehicles) to work has increased every year since 2012. DaVita encourages a green mobility culture by offering a free RTD EcoPass for all team members at their Denver headquarters campus. To offset concerns with unforeseen circumstances, a "Guaranteed Ride Home" is offered to employees for emergencies through the EcoPass.



RMI is a global independent, nonpartisan nonprofit organization working to transform global energy use to create a clean, prosperous, and secure low-carbon future. Headquartered in Boulder, RMI's largest office is located at Boulder Junction, an area at the intersection of multiple transit options. With 120+ employees at this location

and only 40 parking spaces, RMI provides a green commuting incentive of \$50 per month to employees who opt-out of receiving a parking permit. Employees with electric vehicles have access to six EV chargers in the building's ground-level garage. RMI's landlord provides the EcoPass to all employees in the building along with on-site showers, and Boulder Community Cycles maintains 25 loaner bikes on the property. To further encourage cycling, RMI lends a small supply of bike helmets, lights, a tire pump, and lockers to staff.



Google, Boulder, has a company-wide commitment to increasing transportation options for their employees and reducing their carbon footprint. Google, independently and in partnership with Boulder Transportation Connections and 36 Commuting Solutions, has completed initiatives to help the company and its employees to achieve its sustainability goals.

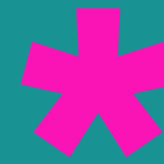
Google has a number of programs already in progress. Google is a member of both Boulder Transportation Connections and 36 Commuting Solutions. Way to Go's TMA partners work together to reduce traffic congestion, improve air quality, and make life better for region's employers and their employees.

The company completely covers the cost of the RTD EcoPass and B-cycle memberships for all 1300+ Boulder employees, as well as the cost of vanpools

used through the company's national partnership with Enterprise and the Guaranteed Ride Home program. They give gas cards for employees who carpool.

Google supports bicycle commuting by providing on-site locker rooms, shower facilities, secure bicycle parking and by sponsoring a Boulder B-cycle station right in front of their building. They also host an annual Bike to Work Day breakfast station and strongly encourage employee participation.

Google provides preferential parking for both carpools and vanpools and the company has installed four electric vehicle charging stations. They will soon be instituting a company carshare program and are researching a shuttle service to and from the nearest Park-n-Ride for employees.



TRANSIT

RESOURCES  
& LINKS\*

# ECOPASS

DENVER  
BOULDER

ECOPASS\*

BOULDERECOPASS\*

BUSTANG

FOR  
TRANSIT  
OPTIONS  
OUTSIDE  
OF RTD:

OTHERTRANSITOPTIONS\*



SECTION

06

ELECTRIC  
VEHICLES







## **Transportation is the single largest carbon- emitting sector in the United States.**

**As electricity continues to rapidly transition to cleaner, renewable energy sources, transportation's share of emissions is only growing. According to the EPA, the emissions from a typical gas-powered passenger vehicle total 4.6 metric tons of carbon dioxide per year. It is urgent to transition from gas powered cars to electric vehicles in order to reduce emissions and take advantage of the increasingly renewable energy mix.**

# Best Practices

## *Electric Vehicles*

The availability of electric vehicle (EV) charging stations is critical to increasing consumer adoption. Colorado companies are investing in charging stations to meet the needs of employees with EVs and to encourage others to use electric vehicles. Access to charging stations at work is particularly important for employees who live in apartments without access to charging at home.

In addition to charging stations, many companies offer preferred and/or free parking to owners of HEVs (hybrid electric vehicles) or BEVs (battery-powered electric vehicles).

Businesses can also make a difference by transitioning their own fleets of company cars to EVs.

1

There are currently more than 1000 public Level 2 and DC Fast Chargers across the state.

2

An RMI analysis reveals that even if the electric grid were on a path to achieve 75–85 percent of clean energy production by 2040, 15–20 percent of global light-duty vehicles would need to be electrified by 2030 in order to limit global temperature rise to less than 2°C and avoid the most catastrophic effects of climate change (and ensure that our cities are cleaner and more livable for billions of people around the world).



**Lyft is working toward a fully electrified platform and recently committed to offering 100% electric vehicles in their drivers' rental pool by 2030.**

The company's focus on reducing greenhouse gas emissions has a particular focus in Denver where Lyft has launched 200 long-range electric vehicles (EVs) into their Denver Express Drive rental program. According to Jon Walker, Lyft's Sustainability Policy Manager,

**“Lyft has its largest EV presence in Denver and the Front Range.”**

The company's efforts have been aided by Colorado's state EV rebate programs and Lyft's determination to make electric vehicles more affordable for their high mileage drivers by providing unlimited access to convenient and fast charging stations. Colorado currently has one of the best EV rebates in the country and the Colorado Energy Office recently modified the Colorado tax credit to allow this program to extend to ridesharing companies that offer rental options.



**Xcel Energy plans to shift to EVs for its own fleet with all company sedans electric by 2023, all light-duty vehicles electric by 2030 and 30% of its medium and heavy-duty vehicles by 2030.**

In August 2020, Xcel Energy, Colorado's largest electric company, announced a new vision in addition to its aspiration to deliver 100% carbon-free electricity by 2050. Xcel Energy announced that it will aspire to power 1.5 million electric vehicles, equivalent to roughly 20% of all vehicles on the road, in the areas it serves by 2030. In addition, Xcel Energy plans to shift to EVs for its own fleet with all company

sedans electric by 2023, all light-duty vehicles electric by 2030, and 30% of its medium and heavy-duty vehicles by 2030. To help achieve both this vision and the EV goals of the State of Colorado, Xcel Energy will invest \$110 million over the next three years to provide new electric vehicle customer programs and charging infrastructure with the goal of encouraging the shift to EVs.



# The Corporate Electric Vehicle Alliance supports companies in making and achieving bold commitments to fleet electrification.

Many companies across the nation are investing in EVs as a mechanism to cut operating expenses and meet sustainability targets. The advantages of these investments range from generating significant cost savings, to attracting new customers, to aiding employee recruitment and retainment. This includes the Corporate Electric Vehicle Alliance, led by Ceres, which is a collaborative group of more than 20 companies focused on accelerating the transition to EVs. The Alliance supports companies in making and achieving bold commitments to fleet electrification. [You can learn more about the Alliance here](#) and [read testimonials from its founding members](#), which include Amazon, AT&T, Clif Bar, Consumers Energy, DHL, Genentech, IKEA North America, and Siemens among others.



**EV OWNERS ARE  
PASSIONATE ABOUT  
THEIR EXPERIENCE AND  
EV CLUBS IN COLORADO  
ARE A GREAT SOURCE OF IDEAS  
AND INSPIRATION:**

**DENVER TESLA CLUB\***

**WOMEN WHO CHARGE\* WESTERN**

**COLORADO EV CLUB\* COLORADO**

**SPRINGS EV CLUB\* DENVER**

**ELECTRIC VEHICLE COUNCIL\* DRIVE**

**ELECTRIC NORTHERN COLORADO\***

**NATIONAL CAR CHARGING\***

**1 CORPORATE  
ELECTRIC  
VEHICLE  
ALLIANCE\***



**ELECTRIC  
VEHICLES**

**RESOURCES  
& LINKS\***



# COLORADO COMPANIES GOING THE EXTRA MILE





**Aspen Skiing Company has a strong commitment to sustainability and providing employee options that discourage single occupancy vehicles along the Highway 82 corridor.**

Aspen Skiing Company supports their rural transit authority with \$4.1 million annually. Their bus and shuttle service for the Upper Valley (including Aspen and Snowmass) ensures that Aspen employees and travelers don't need vehicles to get to the resorts.

The company is building a 134-bed employee housing complex in Basalt on the transit line in an entirely electric building. Seasonal workers will be able to work, shop, and live in the area without a car.

The City of Aspen's WE-cycle bike share program is offered throughout the valley. Aspen Skiing Company was a founding partner and hosts WE-cycle at hotels.

Aspen offers EV charging stations at their employee housing, at their headquarters, and at the various area resorts.

Like many Colorado companies, Aspen Skiing Company has determined that telework options will continue after the pandemic ends.

Aspen offers vanpools to groups of employees who have similar schedules such as lift operators and ski patrol.

In partnership with the City of Aspen, the company offers prizes and incentives to employees who choose transit and carpooling.



**The Gates Family Foundation provides all employees with an EcoPass and offers a number of other incentives to encourage the use of transit to their offices in downtown Denver.**

Employees who require a dedicated parking space pay the full cost of the space and employees who don't require parking receive a monthly payment instead. One-third of Gates Family Foundation employees have taken the monthly payment option as they use transit, bike or walk to work and no employees have opted to reserve a dedicated parking space.

Everyone else has access to parking, but on a shared basis through a scheduling system. Staff in this shared arrangement contribute to the cost of parking, but don't pay the full cost to reward them for being part of the sharing system.

All employees use transit or other options at least once a week, but most are using transit at least two to three times per week.

Gates provides bike storage and lockers for its employees.

Gates Family Foundation also allows staff to work remotely and about one-third worked remotely at least one day per week pre-COVID. Others opt in and out of that option depending on circumstances.

Gates encourages staff to use ridesharing if they use transit or other options and need to travel for work during the day or have last minute emergencies.



The question isn't,  
*“Will the earth be here?”*  
The question is,  
*“Will we?”*

**WE BELIEVE WE WILL.**

Examine the last 100 years and you'll realize that we've collectively risen to meet history's challenges. Driven by our instinctive human curiosity, we've built innovations beyond imagination. We've adapted to disasters, wars, depressions and pandemics.

What we do as employers matters in ways that ripple beyond our companies.

**CHANGE IS COMING.**

What kind of change is up to us.

Fortunately, we are not alone. Community is our strength. It always has been. Within us rests the same spirit that built Colorado,

the can-do, steel-willed spirit of the Wild West that has brought us through good times and bad. This is our wellspring of hope and our reason to believe that we can meet the challenges of tomorrow.

Right now, our challenge is the diminished quality of the Air We Share™. By helping employees to create alternatives for single occupancy vehicles, you help all of us in Colorado to breathe a little easier and you're contributing to a sustainable future for the coming generations.

Thank you for doing your part. If there is one great lesson history has taught us, it's this - Together, we can change the world.



A woman with braided hair, wearing a white face mask and a red top, is looking down at her smartphone. She is standing in a public space, possibly a transit station, with a blurred background. The text is overlaid on the image in a bold, white, sans-serif font.

**GREEN MOBILITY CAN MAKE A  
HUGE IMPACT ON GREENHOUSE  
GAS EMISSIONS.**

**CHANGING OUR COMMUTING  
HABITS WILL HAVE AN IMMEDIATE  
IMPACT ON THE ENVIRONMENT.**





**TELEWORK AND COMMUTING  
OPTIONS IMPROVE AIR QUALITY  
AND DECREASE ROAD CONGESTION.**

A photograph of a forest with many birch trees and green undergrowth. The text is overlaid on the lower half of the image.

**EMPLOYEE SATISFACTION HAS BEEN  
PROVEN TO INCREASE WITH  
FLEXIBLE COMMUTING CHOICES.**



## GREEN MOBILITY RESOURCES FOR BUSINESSES

The Colorado Department of Transportation offers a variety of programs across the state through its Transportation Planning Regions. For more information on programs in your region check: [CDOTPlanningPartners](#)

Way to Go is a federally funded program of the Denver Regional Council of Governments focused on improving air quality through reducing traffic congestion. Way to Go's Commuter Consultants offer free commute advising services to employers and commuters throughout the Denver region. They provide expert guidance, resources and tools for transit, biking, walking, ridesharing, and alternative work schedule options (such as telework, flex work and compressed work week). The Way to Go team works with employers to help them develop and promote sustainable commuting plans in the workplace. [Learn more about how Way to Go can help your business.](#)

[Commutifi](#) offers customized commuting solutions for businesses to save money, retain employees and reduce the company's carbon footprint. Their applications include a comprehensive dashboard to visualize employees commute metrics, customized commuting plans to provide flexible mobility options to employees, and a rewards and subsidies platform to create personalized incentives.

### Transportation Management Associations / Organizations

Transportation Management Associations (**TMA**) are created to be responsible for the implementation of transportation demand management (**TDM**) programs and services in a community.

In the 1980s, TMAs began to emerge as public-private partnerships designed to address traffic congestion and air-quality problems in communities throughout the United States. More than 125 TMAs operate today throughout the United States, more than 10 of which are in Colorado.

The appeal of a TMA lies in multiple organizations and individuals banding together to address and accomplish more than any one government agency, employer, developer or resident could alone. The need for the TMA stems from the realization that each group has a great influence on transportation and air quality, and each group has important contributions to improving mobility and air quality.

TMA services also vary by organization. The most common services are rideshare promotions and member advocacy. [Find out about the TMA/TMO in your area.](#)

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