

Active & Clean Transportation Toolkit

Objective

- To increase the number of staff who make active and clean transportation choices as part of their work day.
- To create a culture where staff use some form of environmentally sustainable transportation on a regular basis.

Background Information

Changing our transportation habits can go a long way towards reducing climate-altering greenhouse gases and improving the air quality in our region.

According to the *2010 Lower Fraser Valley Air Emissions Inventory & Forecast and Backcast*, light-duty vehicles (the cars and trucks we drive) account for:

- 31% of climate altering greenhouse gas emissions (CO₂ or carbon); and
- 18% of smog forming pollutants in our region.

The provincial government has set a target to reduce climate-altering greenhouse gas (GHG) emissions by 33% by 2020 and by 80% by 2050. Technology improvements alone will not get us there. To meet these targets, it's estimated that transit, walking and cycling will need to account for 50% of our trips by 2040.

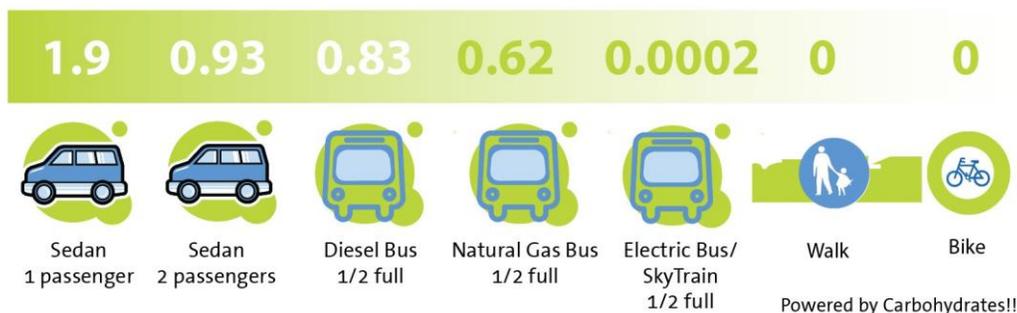
We all have an opportunity to help BC meet our responsibilities for addressing climate change.

Choosing a cleaner and more active alternative to a single occupant vehicle (SOV), just one day a week, reduces GHG emissions by 20%. Carpooling with one other person, reduces your emissions in half, and taking transit, walking or cycling can reduce them to almost nothing.

There are many options for Green+Leaders who work at sites that are not easily accessible by transit or bike. Setting up a car-pooling system, or simply driving to work with a coworker can be a great first step. Driving to a Park and Ride station is another option. You can also reduce car travel during work hours by using a shuttle service or increasing the use of teleconference and video-conference options.

Average CO₂ Emissions By Kilogram per Person for a 10 Km Trip*

* less is better!



¹<http://www.metrovancouver.org/services/air/whatsMVdoing/Pages/EmissionInventoriesandForecasts.aspx>

Potential Benefits

- Opportunity to help address the problem of climate change.
- Opportunity to help improve air quality in our region.
- Improved stress levels, from reduced time behind the wheel of a vehicle.
- Increased fitness levels and overall health.
- More parking space freed up for patients.
- Improved sense of community (especially for car-pooling activities).

Potential Barriers

- Perceptions that public transit is inconvenient, while driving seems easier and more efficient.
- Lack of awareness about sustainable transportation options and available programs.
- Misconception that driving costs roughly the same as transit.
- Need to travel off-site during the work day and lack of awareness of clean transportation options.
- Business attire can be prohibitive for cycling or walking.
- Assumptions that one needs to be young or athletic to cycle or walk to work.

Steps

Step 1

Review the list of active and clean transportation options and activities included in this toolkit. Identify which ones you think your colleagues are most likely to try. Some of these options have specific toolkits associated with them. A link to the toolkit is included.

Step 2

Speak with your manager/director regarding the **Active and Clean Transportation Choices** campaign that you'd like to initiate. Get them on board first.

Step 3

Talk with your colleagues about the transportation options and activities available to them. Use a combination of one-on-one conversations or presentations at meetings. Supplement these conversations with an email and/or other creative communication tools.

- Adapt and distribute the sample email in this toolkit.
- Place the Transportation posters in prominent locations in your workplace.
- Ask for feedback and ideas at staff or team meetings.

Step 4

Model the **Active and Clean Transportation Choices** behaviour yourself and encourage your co-workers, as well. Consider asking people to try making a change just one day a week for a month.

Step 5

Evaluate the impact of your campaign. You may want to use the sample survey in this toolkit. You can also use your own method for determining the number of people whose transportation habits changed over the course of your campaign.

Communicate the results to coworkers and the Green+Leaders Lead sarah.currie@fraserhealth.ca

Sample Email

Subject: Would you like to improve air quality and help meet our climate targets?

Hi _____

Did you know that more and more Lower Mainland Health Authority staff are choosing active and clean transportation options for their commutes to and from, as well as during work?

I'm hoping our [insert team, office, department, worksite] can join this growing group by trying an active or environmentally sustainable transportation option for [insert specific date range].

Personally, I'm going to [insert your commitment and action]. I'll let you know how it goes. I'm making this choice because [insert what matters to you about this campaign and why you're motivated to be taking action]

I'll be surveying each of us at the end of this campaign and will share the results so we can all see the difference we've made.

If you have questions or would like to help promote active and clean transportation options at work, don't hesitate to contact me.

Thank you,

[insert name]

Sample Survey

Consider sending a survey at the end of the campaign to evaluate impact and gather lessons for future efforts! You can send it out as an email, or use an online survey tool such as [FluidSurveys](#) to easily collect results.

Hi,

Thanks to all of you who participated in our recent Active and Clean Transportation Campaign. Please take a minute to answer a few questions about how it went. I'll be using this information to share the impact with the Energy and Environmental Sustainability Team and to improve campaigns in future.

- 1) Did you participate in the Active and Clean Transportation Campaign?
 - Yes
 - No (please tell us why)
 - Somewhat (please say more)

- 2) What motivated you most to participate?
 - Environmental concerns (please say more)
 - Financial benefits
 - Personal health
 - Participation in team activity
 - Other (please say more)
- 3) What changes did you make during this campaign?
(please be as specific as possible; i.e. *carpooled 2 days a week instead of driving in a single-occupant-vehicle, started taking transit 3 days a week, used the shuttle, organized teleconferences for 3 meetings to reduce travel, etc...*)
- 4) Would you participate in this campaign again? (Why or why not?)
- 5) Any other comments you'd like to make to help Green+Leaders improve our efforts to encourage Active and Clean Transportation choices among Health Authority staff?

Campaign Resources & Ideas

Clean & Active Transportation Options for Your Worksite

The [Travel Smart website](#) provides many resources for clean and active transportation. To locate clean transportation options near your workplace, use [this online tool](#). Print out a "ten-minute-walk" map for your colleagues to remind them how far they can go on foot, or how close a transit station is to their workplace.

Cycling

Many Health Authority sites offer bike storage and shower facilities for employees who cycle to work. The intranet links to the right provide great information on the use of HA cycling facilities, bike maps, route planning, commute tracking and more.

[FH Cycling Facilities](#)
[PHC Cycling Facilities](#)
[PHSA Cycling Facilities](#)
[VCH Cycling Facilities](#)

See also the [Bike Maintenance Workshop Toolkit](#)

Walking

It can be easier to incorporate walking into our daily commute than we think. For example, when going to work, we might be able to use a combination of driving, public transit and walking. [This resource](#) lists some of the benefits of increased walking and provides ideas for integrating this simple activity back into our lives.

Public Transit

The number of employees choosing public transportation to get to work is noticeably increasing because of its health, financial and environmental benefits. [This resource](#) provides a guide to planning trips by transit.

Employer Transit Pass updates.

For VCH staff, see [this article](#) on a bridging program.

For staff working in PHSA, PHC or FHA, [this article provides](#) information on alternatives to the EPP.

Carpooling / Ridesharing

For the Lower Mainland, the free Jack Bell Rideshare program will help you find a driving partner for your work day commute. You can get more information and register for the program by visiting the intranet links to the right:

[FH Employees](#)
[PHC Employees](#)
[PHSA Employees](#)
[VCH Employees](#)

Shuttle Service Between Sites

For employees at sites in Vancouver or Surrey City Centre, there are hospital shuttles between major health facilities. For schedules and drop-off/pick-up locations, please check the intranet links to the right:

[Inter-Hospital Shuttle Service](#)
[BCC&W Staff Shuttle](#)
[Central Surrey Centre Health Centre](#)

See also the [At Work Travel Options](#) for resources and a step-by-step guide

Campaign Options & Ideas

Electric Vehicle Charging Stations – Charge for FREE!

Did you know that the health authorities have provided space for several Level 1 (120 volts) and 10 Level 2 (240 volts) electric vehicle charging stations? Valid parking pass or ticket dispenser must be CLEARLY displayed.

Check out the intranet links to the right for locations.

[FH EV Charging Stations](#)
[PHC EV Charging Stations](#)
[PHSA EV Charging Stations](#)
[VCH EV Charging Stations](#)

At Work Travel Options

This toolkit provides resources for reducing the number of car trips taken for work purposes, through resources such as video and teleconferencing or shuttle services.

See the [At Work Travel Options Toolkit](#) for resources and a step-by-step guide.
