

## Healthy Air Ideas for In-House Employer Programs

Employers throughout Dane County demonstrate their commitment to protecting air quality by supporting alternative commutes, developing clean air policies and practices, educating employees and rewarding positive employee actions. Build on the success of your Healthy Air program with ideas from the following list.

### Support Clean Commutes

- Provide safe bicycle parking, lockers and showers
- Provide privileged/preferred/free parking for verifiable carpools and vanpools
- Sponsor a "Bus-with-a-Buddy" day to introduce newcomers to public transit
- Provide transit subsidy to employees who take the bus
- Take inventory of existing commute options to travel to a workplace, and post information on company website
- Participate in a Guaranteed Ride Home Program

### Develop Clean Air Policies

- Offer telecommuting option to employees
- Promote flexible schedules (i.e. 9/80 or 4/40)
- Encourage the use of virtual meetings via teleconference or video conference
- Provide transit passes and bikes for business travel
- Create a journey management program that requires employees to map out how they will be transported during each segment of their business trip, including using public transit
- Develop a policy that allows maintenance workers to omit the use of gas powered lawn equipment on Healthy Air days

### Educate Employees

- Send out a monthly email to employees containing clean air tips
- Place informational tip cards, bookmarks and commute information in paychecks and in new employee packets
- Develop a display highlighting commute alternatives and clean air choices and place display in the Lobby, Break Rooms and Human Resources Office
- Include educational articles in employee newsletters and on company websites
- Conduct a Healthy Air fair with representatives from the DNR, transit agencies, bike coalition reps, etc

### Reward Positive Actions

- Conduct raffles, contests or drawings
- Recognize employees that strive to make clean air choices

Source: Adapted from <http://www.sparetheair.org/employers/ideas.htm>