

# Partner Case Study: Alltel Wireless



## FACTFILE:

Alltel Wireless

## Industry:

Telecommunications

## Location:

Matthews, NC  
Mecklenburg County

## Statistics:

- 150 employees at regional office
- 81 completed baseline survey

## Reasons for joining *Clean Air Works!*

- Alltel recognizes the importance of being a responsible corporate citizen

## Challenges Overcome:

- Implementing a new program during company's reorganization

## Business Benefits:

- Winning the Clean Air Challenge Award in the Small Business category

## Results:

- Due to Alltel's efforts, employees logged 196 new carpool trips and 22 new transit trips
- Participants eliminated 1,886 vehicle miles from area roads
- Alltel reported improved employee morale and increased productivity

## Program Summary: 2006

Alltel Wireless, in Matthews, NC, has been a key partner in the *Clean Air Works!* program since April 2006 and the first Partner to complete baseline survey data for all of its employees. This data was utilized to create a palette of commute-oriented programs for the company's 150 employees.

Eager to get its program up and running early in the summer, Alltel was the first *Clean Air Works!* Partner to hold a kick-off event. The kick-off event was held at the end of June, with approximately 30 employees stopping by to pick up information and learn more about commute options.

Seeing the high level of interest among employees, Project Leader Pat Amos hosted a "Pool Party" during which employees were encouraged to enjoy cake and refreshments (compliments of Alltel) while signing up to find a carpool partner. At the event, Alltel also promoted a new \$10 vanpool subsidy to encourage employees to vanpool to work.

Two Try-It Day events in May also helped get the program off to a quick start. Alltel Wireless actively promoted carpooling, biking, walking, and vanpooling options to employees throughout the summer, through transportation events, educational materials, and email communications. Try-It Day prizes included t-shirt and coupon giveaways to reward alternative commuters. Participation in the second event was more than double that of the first. Alltel Wireless employees were also encouraged by management to participate in all of Alltel's preferred programs.

Employees who began carpooling and tracked their commutes throughout the summer eliminated 1,886 vehicle miles from the road. Alltel's participation in the *Clean Air Works!* program earned it the Clean Air Challenge Award for Small Employers.



***"Our employees are very excited about winning the Clean Air Challenge Award and being recognized for Alltel's efforts to improve air quality in the Charlotte area. I would especially like to acknowledge Pat Amos for her leadership and dedication to the effort."***

Joe Slayton  
Area President of Retail Services

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