

Partner Case Study: Duke Energy



FACTFILE:

Duke Energy

Industry:

Electric Utility

Location:

Charlotte, NC
Mecklenburg County

Statistics:

- 2,438 Uptown employees
- 5,418 employees eligible for Transit Subsidy Program

Reasons for joining *Clean Air Works!*

- Duke Energy's commitment to environmental stewardship and focus on reducing ozone-related emissions

Challenges Overcome:

- Implementation involving four business locations in the Charlotte area
- Providing the opportunity for everyone to participate in the program

Business Benefits:

- Being recognized with the Clean Air Champion Award and the Innovation Award
- Increased employee awareness of steps they can take to reduce ozone-related emissions
- Improved employee morale

Results:

- With company-sponsored incentives, employees logged 320 new transit trips during the month of September alone
- Through clean commuting, participants eliminated 6,074 vehicle miles from area roads
- During Try-It Days, 100 transit riders and 35 carpoolers were reached in just two days

Facility Contacts:

Philip Beard
Phone: 704-382-5900
E-mail: pdbeard@duke-energy.com

Lisa Rhyne
Phone: 704-382-8357
E-mail: larhyne@duke-energy.com

Program Summary: 2006

Duke Energy's participation in the *Clean Air Works!* pilot program is one part of its overall commitment to environmental stewardship. Duke's *Clean Air Works!* program centered on giving incentives to encourage employees to use commute alternatives. Duke instituted a new transit subsidy to make alternative commute options more attractive for employees.

Before implementing its *Clean Air Works!* program, Duke offered a small discount on transit passes for employees. With the help of *Clean Air Works!*, Duke took steps to offer its employees a more diversified incentives package. In September, the company launched a comprehensive employee transit subsidy for all full-time and part-time employees who work at the Catawba Nuclear Station, Customer Contact Center, McGuire Nuclear Station and Uptown Charlotte locations. The transit subsidy provides employees with up to \$50 per month for bus passes purchased through CATS (Charlotte Area Transit System) or for participation in a CATS vanpool.

To promote the new subsidy, Duke Energy created an internal Web resource for employees. The site provides employees with program details, including answers to frequently asked questions, forms employees can download to begin participating in the program, and communication links to other regional commuter tools – including the CATS online ridematching system, *Share the Ride NC*.

Duke held kickoff events at each of the worksites, and CATS, *Clean Air Works!* and NC Air Awareness were all on hand to help promote the new program. The *Clean Air Works!* and Duke program staff hosted Try-It Days in late September and early October to reward alternative commuters. More than 100 transit riders and 35 carpoolers received Target gift cards during the two day event.

With the success of the pilot program, Duke plans to roll out the program company-wide in 2007.



“By encouraging employees to use public transportation, vanpool or carpool rather than commuting alone, each person represents an additional vehicle removed from the daily commuting traffic. The Transit Subsidy Program is just one part of Duke Energy’s overall commitment to environmental stewardship and its focus on reducing ozone-related emissions as well as its long-term commitment towards a national sustainable energy efficiency and conservation effort.”

Ellen Ruff
President, Duke Energy Carolinas

