

# Partner Case Study: Harris Teeter



## FACTFILE:

Harris Teeter  
Corporate Office Location

## Industry:

Grocery/retail

## Location:

Matthews, NC  
Mecklenburg County

## Statistics:

- 300 + employees
- Nearly 100 employees registered to track their commutes online

## Reasons for joining *Clean Air Works!*

- To increase carpooling among employees

## Challenges Overcome:

- Promoting transit with limited routes and schedules

## Business Benefits:

- Improved morale
- Increased productivity

## Results:

- Through clean commuting, participants eliminated 2,652 vehicle miles from area roads
- The distribution center implemented an anti-idling policy for their fleet eliminating 40 minutes of idling for the 1,200 deliveries made each day
- Thirty percent of employees registered to track their commutes online

## Facility Contact:

Leah Belk  
Phone: 704.844.3100  
E-mail: lbelk@harristeeter.com

## Program Summary: 2006

Harris Teeter kicked off its involvement with *Clean Air Works!* with three training sessions about air quality and commute options. About 75 employees attended, and more than 30 employees signed up to find a carpool partner. Harris Teeter's management also announced the details of a new commuter program for August which featured weekly prize drawings and preferential parking for carpoolers.

In August, employees who carpooled at least twice a week were entered into a raffle for a \$25 gas card. In the first week of August, 15 employees carpooled; two weeks later, 22 were carpooling. Currently, close to 100 of 320 employees track their commutes – a testament to Harris Teeter's strong communications effort and commitment to the program.

Project Leader Leah Belk promoted Mecklenburg County's "Don't Drive Day," and received commitments from almost 30 employees who pledged to use an alternative. Harris Teeter also held a "Stay in for Lunch" day where it provided free lunch and raffled off two tickets to the October 1<sup>st</sup> Panthers game; 150 employees stayed in for lunch that day.

Harris Teeter's program had the goal of reaching as many corporate employees as possible, encouraging them to make a change from driving alone. When employees were initially surveyed, six of the 232 people who completed the baseline survey reported carpooling to work. By promoting *Clean Air Works!* during the month of August and encouraging employees to track their commutes online, over 30 percent of the 320 employees registered to track their commutes; with over 30 percent of these employees reporting using an alternative at least once during the month of August. This is a notable increase in the number of people who do not drive alone.

In addition, Harris Teeter's Distribution Center implemented an anti-idling policy. With 1,200 deliveries coming to the worksite per week and an average idling time of 40 minutes per delivery, Harris Teeter's distribution site was also able to reduce 195.2 lbs NOx and 16 lbs of VOCs.



***"Harris Teeter is proud that over 50 percent of its corporate office associates participated in at least one event. The Clean Air Works! pilot program helped educate our associates on the importance of eliminating pollution and lessening traffic congestion in the Charlotte community and some of the pilot program participants have continued their carpooling efforts."***

Terri Priore,  
Vice President Benefits and Administration

