

# Partner Case Study: Wachovia



## FACTFILE:

Wachovia

## Industry:

Financial Services

## Location:

Charlotte, NC  
Mecklenburg County

## Statistics:

- 18,000 employees
- 2,198 responded to survey and 360 registered to log commutes

## Reasons for joining *Clean Air Works!*

- To raise air quality awareness among employees

## Challenges Overcome:

- Coordinating communication and reaching out to thousands of Charlotte area employees

## Business Benefits:

- Air quality awareness, reaching thousands of employees
- Improved morale

## Results:

- Due to Wachovia's efforts, employees logged more than 6,200 clean commutes
- Participants eliminated 87,981 vehicle miles from area roads
- Wachovia reported improved employee morale

## Program Summary: 2006

Wachovia's desire to assist in raising air quality awareness was evidenced by its partnership with *Clean Air Works!* in May. The company rolled out its program in July, sparking enthusiastic participation among employees. The announcement, which was sent to all Charlotte-area employees, included two external links that employees were encouraged to visit: an online travel survey and Web site in which employees could "log" their daily commutes to work for chances to win \$25 gift cards. Within a week of the *Clean Air Works!* program roll-out, more than 2,100 employees had completed the online employee travel survey. Since July, more than 360 employees have registered to track their commutes.



Wachovia held transportation events at two locations to promote *Clean Air Works!* and encourage the use of commute alternatives. Representatives from CATS, *Clean Air Works!*, and NC Air Awareness were available to answer questions and reward employees with giveaways. Those that were interested in trying transit for the first time were also encouraged to send an email to *Clean Air Works!* for a free 10-trip bus pass. The first 100 Wachovia employees to do so were sent a pass in the mail.

From July through September, Wachovia employees collectively reported 787 carpool trips, 214 vanpool trips, 4,301 transit trips, 265 bicycle trips, 386 walk trips, and 310 telework trips – earning it a nomination for the Clean Air Challenge Award for large employers. Wachovia Project Leader Daria Milburn received a Project Leader Award for her hard work in making *Clean Air Works!* a success, and Patrick Mumford received the Clean Air Champion Award for his involvement. Wachovia has indicated its interest in staying involved with *Clean Air Works!* in the future; its worksite programs promise continued success.

***"We are incredibly proud of our involvement with Clean Air Works! Our employees logged over 6,200 alternative commutes over the course of the pilot, making their dedication clear."***

Patrick Mumford

Senior Vice President, Environmental Affairs Manager

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