



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Contacts:

Susan Leonard
Director, Human Resources
City Of Burlington
sleonard@ci.burlington.vt.us

Meredith Birkett
Acting General Manager
Chittenden County Transportation Authority
mbirkett@cctaride.org

CITY OF BURLINGTON JOINS CCTA SMART BUSINESS PROGRAM

*Helps Promote Public Transportation for City Staff While
Reducing Greenhouse Gas Emissions and Pollution*

(Burlington, VT) August 5, 2011 – In an effort to reduce the city’s environmental footprint, including greenhouse gas emissions, traffic and air pollution, and improve employee health and wellbeing, the City of Burlington is pleased to announce membership in the CCTA Smart Business Program. Through the program, the City – along with other participating employers, can purchase CCTA bus passes for staff to be used on CCTA local or commuter buses. CCTA Smart Business also includes an emergency ride home service for those who commute by bus. Called “SureRide”, this emergency ride home program reimburses staff for a taxi ride home in the event of an unplanned emergency when they commute to work via CCTA. The most recent benefit added to the program is that after every 5 months of continuous participation, the 6th month is free thereby saving employers money while being socially responsible.

Joining the CCTA Smart Business Program is one important component of the City’s efforts to offer varying commuting options for city staff. The City is also a member of CarShare Vermont. Originally funded through the federal Energy and Efficiency Conservation Block Grant Program, CarShare use for city staff is often more cost effective than reimbursement for personal vehicle use, and dovetails with public transportation into, out of, and throughout the city. “All of these efforts, including membership in the CCTA Smart Business Program”, says Human Resources Director Susan Leonard, “can boost employee morale, save money, and reduce our environmental footprint. We are proud to be a CCTA Smart Business -- and CarShare Vermont business member -- and join many of our business colleagues, in encouraging public transportation.”

The importance of reducing single occupancy vehicle use is noted in the 2030 Burlington Legacy Plan. This effort was also spurred by a 2007 greenhouse gas inventory revealing that approximately 340 tons of annual CO2 emissions are emitted by city staff commuting to work.

Not only does the CCTA Smart Business Program provide support to City staff interested in taking public transportation to work, this program reflects CCTA's commitment to environmental stewardship. Between 2007 and 2011, CCTA purchased 35 clean diesel buses that meet 2007 emission standards. Another 7 even lower emission buses meeting 2010 emission standards have been ordered. CCTA is committed to replacing the entire fleet with clean diesel buses as funding becomes available.

CCTA Smart Business

For more information on the CCTA Smart Business Program, contact Rose Getch, Public Affairs and Marketing Manager at rose@cctaride.org, visit <http://www.cctaride.org/smart/index.html>, or call Rose at (802) 864-0629, ext. 48.

CarShare Vermont

For more information on CarShare Vermont, contact Annie Bourdon, Executive Director at annie@carsharevt.org or visit <http://www.carsharevt.org>.

City of Burlington

For more information on the City of Burlington, contact Susan Leonard, Human Resources Director at sleonard@ci.burlington.vt.us. For more information on Burlington's greenhouse gas inventory, visit <http://www.ci.burlington.vt.us/cap/> or contact Jennifer Green, Legacy coordinator, (jgreen@ci.burlington.vt.us) or Sandrine Thibault, Comprehensive Planner (sthibault@ci.burlington.vt.us).

###