

# ACTIONABLE IMPACT

IMPACT AREA: WORKERS



## FEATURED COMPANY:



**Company Size:** 20-50

## FOCUS: ALTERNATIVE TRANSPORTATION

As urban areas continue to grow and attract more people, the increase in cars in and around cities creates congestion, causes pollution and results in negative effects on human health. Providing incentives for employees to utilize alternative transportation on their way to work takes cars off the road and decreases emissions related to the company's operations.

"We know it is kind of a hassle and it takes extra time to figure out public transit, so we do try to incentivize them to actually use the pass."

– Jason Badgley, CEO of Phunkshun Wear

Phunkshun Wear gives its employees EcoPasses and take an extra step to encourage their employees to skip driving. The company also incentivizes their team to use alternative methods of transportation and track their mileage to and from work.

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## INCENTIVES

Phunkshun Wear is a company prioritizing eco-friendly practices via domestic production, manufacturing operations, sustainable materials and employee benefits. In addition to providing fair wages and full benefits to their team, everyone also receives an [EcoPass](#) for RTD transportation on bus and rail. Phunkshun Wear knows that providing the pass isn't enough to encourage everyone to utilize alternative transportation, so they go one step further.

Phunkshun Wear incentivizes their employees by offering \$2 a day for anyone who uses an alternative method of transportation to get to and from work. This includes rideshare, bike, bus, rail, walking or any other way to get to work that doesn't include a single passenger vehicle. Those who choose to participate log their days into a spreadsheet and turn in the form whenever they decide to cash out and receive their reward. If employees do this every work day for a year, they could earn over \$500!

## RESULTS

Self-reporting transportation to and from the office is optional. Some staff will decide to take advantage of the benefits while others will take alternative transportation to work and simply not report it. The available transit lines can be difficult to maneuver depending on where employees are coming from, so it can be hard for individuals to commit on a daily basis. Though the company wishes their adoption rate was even higher, the ultimate goal of giving staff EcoPasses extends beyond work. Team member who don't use their pass during the week may use it on the weekends; therefore, reducing greenhouse gasses outside of the work week. The company's CEO, Jason Badgley, has a motto to, "Do what you can where you can when you can because no one can do everything all at once". So long as the EcoPass is used in some capacity, the Phunkshun Wear team knows they are giving people another to increase sustainability in their daily life.

## RESOURCES

- This is the flyer the company uses to inform their employees of the program.
- [EcoPass-RTD](#) information page and options for employers/employees

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