

BUSBIKEWALKBUSBIKEWALK



IT'S THE BOULDER WAY TO *GO*.

**GO Boulder ETC Program:**

# A transportation transformation

**Become an Employee Transportation Coordinator (ETC) and make a difference at your company — and in the community.**

GO Boulder is an innovative program that encourages employees to BUS.BIKE.WALK. Today, more than 200 Boulder companies and 25,000 employees have joined to help clean our air – and clear our streets of congestion – by choosing to reduce single occupancy vehicles (SOV) use and encourage coworkers, friends and family to use Boulder’s many transportation options instead.

To continue the success of this important program, we’re looking to people like you to volunteer to be your company’s ETC.



“As co-owner of a solar energy company, it was important to me that we walk our talk. Responsible transportation goes hand-in-hand with a sustainable lifestyle, and that’s why I’ve been an ETC for more than 2 years. The breakfast seminars are always informative and interesting, and because GO Boulder provides the materials I need to promote transportation options, I only need to spend a couple of hours each month on the program. Best of all, the constant reminder to reduce single occupancy vehicle-ism helps keep the fire under our business. As for the Eco Pass, my peers at Namaste Solar Electric love it.”

◀ **Amanda Bybee**, Co-owner, Namaste Solar Electric

Learn more about Boulder’s many transportation options and sign up for the GO Boulder ETC newsletter at

***GOBoulder.net***

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ETC Network

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"I've been an ETC since 1992 – before "emissions" was even a buzzword! I find that it's a great way to be involved in local city government, and in just a few hours a month I can be a part of a positive change."

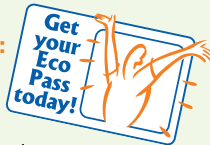
◀ **Ken Rose**, Senior Geologist, Director of Railroad Services, Cameron-Cole, LLC

## It's a volunteer position, but there are benefits.

You and your company will enjoy some exclusive opportunities and benefits by participating in GO Boulder's ETC network, including:

- **RECEIVE 50% OFF your first Eco Pass contract:**

First-time Eco Pass program participants receive 50% off (or \$60/employee for companies of 10 or fewer, whichever is less), 25% off second time Eco Pass program (or \$30/employee for companies of 10 or fewer, whichever is less).



- **Bi-Monthly breakfast meetings (7:30-9 a.m.):**

From legislative updates to meetings with government officials to informative programs and presentations, these insightful breakfast meetings are an incredible way for ETCs to stay in the loop about reducing our dependence on the SOVs.

- **End of year appreciation meeting**

- **Free ETC E-newsletter**

- **Free maps and marketing materials to help promote the program to co-workers**

- **Participate in subcommittees:** This is your chance to address and shape transportation options, issues, plans and initiatives.

- **Your organization may be featured in a case study:** Your example could be used throughout the city to promote greater use of Boulder's transportation options.

- **GO Boulder employer of the year:**

At the end of the year, one organization will be recognized in the GO Boulder newsletter, at the appreciation luncheon, and in press releases sent to local media outlets as the GO Boulder "Employer of the Year."

## What's an ETC?

An ETC is company representative who is passionate about protecting our environment and is ready to encourage other employees to bus, bike, walk, carpool, vanpool, telework, or take advantage of a flexible work schedule, like working a compressed work week to reduce the dependence on SOVs for the work commute. Being a member of the ETC network creates goodwill in the community and positive exposure for your organization.

## Good for the environment. Good for your company.

**ETCs promote smart transportation choices that do a lot more than reduce emissions:**

- Congestion near your office will be reduced, making it more accessible to your customers.
- As your company's ETC ambassador, you will develop new skills and take on a leadership role within your company.
- You and your co-workers will reduce your commuting and car maintenance costs. On average, savings can be 500 gallons a year!
- Transportation fairs and other events can be hosted at your company.
- You will have the opportunity to exchange ideas — and network — with other ETC members from businesses throughout Boulder.



## Ready to transform your transportation routine? Call GO Boulder at 303.441.3266.

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ETC Network

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When you become a GO Boulder ETC, you're not alone.

You'll be joining ETCs from these other forward-thinking companies that are already part of the solution:

21 Wheels  
A. G. Edwards  
Absolute Performance  
Acroname  
AeroGrow International  
Alion Science and Technology, MA&D Operation  
Amgen  
Archetype 3D Images  
Architectural Energy Corp.  
Association for Experimental Education  
Avaya  
Ball Aerospace  
Bancroft Capital  
BEA Systems  
Bicycle Colorado  
Bikes Belong Coalition  
Boulder Associates, Inc.  
Boulder Beer, Inc.  
Boulder Bookstore  
Boulder Community Hospital  
Boulder County  
Boulder County Business Report  
Boulder Cycling  
Boulder Denver Couriers  
Boulder East Community Transportation Options  
Boulder High School  
Boulder Medical Center  
Boulder Preparatory High School  
Buchanans  
BVSD  
Cameron-Cole, LLC  
Campus Crusade for Christ  
Carrier Access  
CaseLogic  
Casey Middle School  
Catalyst Communication  
Cat-Eye Marketing  
Celestial Seasonings  
Center for Resource Conservation  
Chipotle Mexican Grill  
Cisco Systems  
City of Boulder  
City of Louisville  
Click Play  
Colorado Altitude Training

Colorado DOT Region 6  
Colorado Research Assoc.  
Comm-Tech  
Communication Arts, Inc.  
Commuter of the Year  
Computer Associates  
Continuing Education at UCB  
COVIDIEN  
Crest View Elementary  
CU—Center for Adv. Engineering & Technical Education  
CU—Transportation  
Daily Camera  
Dakota Ridge Family Medicine  
Dept. of Commerce Boulder Labs  
DISC  
DROG  
DTJ Design Inc  
E Source Companies, LLC  
Eco-Cycle, Inc.  
Education Center  
Eltron Research & Development  
Emerson Process  
EMS  
EPA  
Ericsson, Inc.  
Excel Sports  
Faegre & Benson  
Fairview High School  
Frontier Natural Products Coop  
Full Cycle  
Gerald C. Sloat, P.C.  
Google  
Hogan & Hartson  
Hunter Douglas, Inc.  
IBM  
Imagine!  
IMBA  
Independent Living Center for People with Disabilities  
Indra's Net  
Inside Communications, Inc.  
Intrado, Inc.  
Intuit Eclipse  
Jarrow Montessori School  
Junge Associates  
Kapp Technologies  
Kelty

Kappa Kappa Gamma  
La Sportiva NA, Inc.  
LASP/ CU  
Leanin' Tree, Inc.  
Longs Peak Energy Conservation  
Manhattan Middle School  
Manor Care Health Services  
Marketing Incite  
Martek Biosciences  
McGuckins  
Meadow Branch Library  
Mentor Graphics  
Mesa Elementary School  
Micro Motion  
Mosaic Architects  
Mount Hope Preschool  
Namaste Solar Electric, Inc.  
Naropa University  
NatureServe  
New Hope Communications  
New Vista High School  
NextWave  
Noodles and Company  
North Front Range Metropolitan Planning Organization  
one point  
Otiva, LLC  
Pencil, LLC  
Pangea Organics  
Pharmaca Integrative Pharmacy  
Picosecond Pulse Labs  
Platts  
Pronto, Inc.  
Qualcomm, Inc.  
Qwest  
Regionline  
Remington  
Research Associates Division  
Roche Colorado  
RRC & Associates  
RTD  
SHIFT  
Silver Plume  
Simauthor  
Sinco Investments  
Sirna Therapeutics  
Somalogic

Southwest Research Institute  
Spanish Hills  
Special Transit  
SpectralLink Corp.  
St. Julien Hotel & Spa  
Subway  
Sun Microsystems  
Suzuki Association of the Americas  
Sybase, Inc.  
Television Technology  
Terralliance  
The Nature Conservancy  
Thistle Community Housing  
Thorne Ecological  
Town of Superior  
Travelpoints  
Tres Birds Workshop  
Twenty Ninth Street  
TYCO Healthcare  
UCAR/NCAR  
UNAVCO, Inc.  
University Hill Elementary School  
University of Colorado  
University of Colorado—Student Union  
UrbanWoods Furniture  
US 36TMO  
Valleylab  
VanGo/SmartTrips  
Viaserv, Inc.  
Watershed School  
Web TV  
Webroot Software, Inc.  
White Wave  
Whole Foods  
Xilinx  
YMCA of Boulder Valley

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