BUSINESS COUNCIL ON CLIMATE CHANGE

SAN FRANCISCO CLEAN CITIES COALITION

*The Business Council on Climate Change and the San Francisco Clean Cities Coalition present a **free** workshop on*

Clean, Green, Driving Machines & Beyond
A Green Transportation Workshop for Bay Area Businesses

Wednesday, April 6
10:00am—2:30pm
Port Commission Hearing Room, Ferry Building, San Francisco

MORNING SESSION

Purchasing Green Vehicles for Your Business – Incentives and Infrastructure

10:00—10:15 SESSION 1
The Bay Area Green Vehicle Landscape – Bob Hayden, SF Environment
SF Environment Clean Air Program Manager Bob Hayden will introduce the workshop with an overview of San Francisco's green transportation initiatives, and how the city can support businesses.

10:15—11:00 SESSION 2
Which Green Vehicle is Right for your Business Needs? What are the Incentives?
Mike Calise, EV Advise, Dan Bowermaster, PG&E, Karen Schkolnick, BAAQMD
This session will explore the variety of alternative fuel vehicle options (and associated infrastructure) available to Bay Area businesses with corporate cars or a fleet, including electric, CNG, and biodiesel. It will also provide an overview of the government incentives available to support the purchase of these vehicles.

11:00—12:00 SESSION 3
Green Vehicles in Action: Case Studies from Bay Area Businesses
Rolf Schreiber, Google; Gary Bauer, Bauer's Intelligent Transportation; Jolie Ginsburg, Incredible Adventures Tour Company
During this panel discussion, we will hear from three businesses about their experience converting fleets to electric, biodiesel, CNG, and solar-hybrid vehicles.

**** LUNCH AND TOUR OF ELECTRIC, CNG, AND BIODIESEL VEHICLES IN FRONT OF FERRY BUILDING ****

AFTERNOON SESSION

No Vehicles? No Worries. Providing an "Alternative Commuting" Option for Your Employees

1:00—1:15 SESSION 4
The Business Case for a Green Commuting Strategy – Dev Crews, Luminesa
This session will address "the why" of pursuing an alternative fuel commute program for your employees. It will answer the questions: why should my firm provide incentives for employees to carpool, car share, or buy their own alternative fuel vehicles?

1:15—1:30 SESSION 5
Start with Reducing Demand – Using Transportation Demand Management (TDM) Effectively
Krute Singa, SF Environment
Reducing transportation demand is the cornerstone of a green commuting policy. This session will look at how implementing a TDM strategy can reduce the amount of vehicle miles traveled for your firm. It will also answer the question: How can the city help?

1:30—2:30 SESSION 6
Providing Employees Access to Green Vehicles: Car Sharing and Corporate Cars
Lisa Galindo, Zimride; Tom Brigham, Park Pod; Speaker TBA, City of San Francisco
Car sharing and ride-sharing programs are widespread in the Bay Area. Session six will examine how your firm can use existing programs to provide your employees with access to alternative fuel vehicles. It will also look at an interesting partnering strategy that may provide a model for businesses to share infrastructure.

This workshop is generously sponsored by a grant from AAA