

goDCgo EMPLOYER SERVICES SUCCESS STORY

Going above and beyond with an innovative transportation challenge.

ZGF Architects LLP is a top-ranked architecture, interior design and urban design and planning firm that has been promoting high performance building and environmental stewardship long before LEED became a household term. At ZGF, creative teams not only collaborate to design built environments that make a difference in the world, but are also committed to sustainable transportation.

WHY GET INNOVATIVE WITH TRANSIT?

Beyond the basics of pre-tax or subsidized transit benefits, innovative, sustainable transportation programs—and out-of-the-box perks—are fast becoming the new wave of employee engagement. By keeping your organization flexible to new ideas, you'll be able to ensure employees current demands are being met.

GETTING STARTED

In the early 2000s, a DC-based ZGF employee expressed being tired of hearing how green their Portland-headquarters office was and inspired the firm to start the first-ever ZGF inter-office competition—the Big Green Commute (BGC).



What started as a one-day competition between ZGF offices quickly expanded to other DC architecture firms. Now, ZGF actually runs two separate contests during the week of Bike to Work Day in the spring: one internally across the firm's offices in DC, New York, Portland, Seattle, Los Angeles and Vancouver, and another with non-ZGF offices in the DC area.

Under the competition, employees are easily able to explore new ways to commute while helping achieve a team goal.

In 2017, 43 offices participated in DC's Big Green Commute and reported commuting 123,702 "greener" miles, earned by walking, biking, carpooling and using public transportation or electric vehicles!

ZGF
ZIMMER GUNSUL FRASCA ARCHITECTS LLP

INDUSTRY

Architecture, Interior Design and
Urban Design and Planning

COMPANY SIZE

50+ employees

PROGRAM BENEFITS

Encourage employee
engagement

Engage commute changes
through positive behavior



THE BIG IMPACT

ZGF employees and their fellow participants have become advocates for a healthier and greener society. Each year, more challengers say they are changing their commute to include biking, walking, carpooling and public transportation based on the competition.


30%
**OF BGC PARTICIPANTS
PLAN TO CHANGE
THEIR COMMUTE**

One employee went truly multimodal, riding his bike from home in Hyattsville, Maryland, kayaking down the Anacostia River to Capitol Hill, then finally riding to work on a stored bike.

ZGF's Big Green Commute also partners with two non-profits to support real change in the District: Coalition for Smarter Growth, a DC-based smart-growth advocacy group, and Community of Hope, which helps homeless families get healthcare and jobs.

Funds raised from BGC donors and sponsors are given to the non-profits and provide transit subsidies for low-income and homeless residents. In 2017, ZGF pledged \$3,000 and raised an additional \$6,100 in donations!

LOOKING AHEAD

With strong support from their employees, ZGF will continue driving their Big Green Commute efforts and helping more organizations, and their staff, adopt sustainable commutes in the DC area.



Let us help you initiate or enhance your company's commuter benefits program.

Contact us at **202.299.2186** or **info@goDCgo.com**.

goDCgo.com/employer



Keys to Success

Develop a measurement of success.

ZGF developed a scoring system that reflects an approximation of the carbon footprint of each method of commuting.



Each office receives a score that reflects their commutes. The office with the highest average score in each category will receive The Greenest Commute Award.

Foster engagement.

ZGF uses dedicated Facebook and Twitter accounts (@BigGreenCommute) to directly engage with participating challengers.

Taking advantage of social media tools encourages a competitive spirit.

Reward participants.

After the challenges, ZGF hosts an awards ceremony to celebrate all those who participated and recognizes the winners.