

Using Natural Resources Responsibly

Employee Commuting in South San Francisco

Employee commuting programs have begun to gain the attention of business leaders and others concerned with environmental sustainability and greenhouse gas emissions. Given that employee commute behavior can constitute a significant proportion of a company's total carbon dioxide emissions, it is incumbent on responsible businesses to address transportation as an important part of the company's overall sustainability program.

"The employee commuting program helps Genentech make a positive impact in a number of ways," says Dan McCoy, Genentech's Associate Director of Corporate Transportation. "By getting more cars off the road, we help improve air quality and reduce regional gridlock. At an individual level, employees can choose to relax or be productive during their commute – something not possible if you're driving alone. And finally, we can influence other businesses in the area by demonstrating leadership and sharing best practices."

The gRide program, as it is known internally, offers our employees a range of flexible services and cash incentives to steer them toward more environmentally friendly commute modes such as carpooling, public transit and bicycling. Some of gRide's more popular programs include our GenenBus corporate shuttle program, shuttles to and from nearby transit hubs, generous cash incentives for riders and carpool drivers, and shower facilities with towel service for those who prefer to bike to work.

Since the gRide program's inception in November 2006, the number of employees registered in the program has grown from 1,300 to over 3,000 today. An important element of the overall program is our gRide Rewards cash incentive, which encourages South San Francisco employees to travel to work without their cars by rewarding them \$4 per day for each day that they use an alternative commute mode. Additionally, GenenBuses provide a comfortable and reliable motor-coach alternative for employees living in areas that are underserved by public transit. Each GenenBus is a full-sized, 56-passenger bus equipped with a wireless internet connection that enables employees to use their computer on their way to and from work. The gRide program has been cited by employees as a factor in their decision to take a job at Genentech, remain at Genentech and even where to buy a house.

We have estimated the 2006 and 2007 carbon dioxide emissions associated with our South San Francisco employees' commuting activities. In 2007, our employee commuting emissions represented 20 percent of the total carbon dioxide emissions arising from our South San Francisco activities. Approximately 31,000 metric tons of carbon dioxide were generated from employee commuting during 2007, a 6.4 percent decrease when compared with 2006 emissions (33,100 metric tons). The carbon dioxide emissions per employee reduced over the same period from 3.9 metric tons per employee to 3.6 (an 8.6 percent decrease). This is a positive sign that the relative contribution of single car use to our total employee commuting emissions is declining.

Over the past two years, Genentech's innovative employee commuting program has matured into one of the best and most comprehensive programs of its kind. The gRide program has been cited as a best-in-class program by organizations such as the Silicon Valley Leadership Group, ACTERA and the International Association of Business Communicators (IABC).

