

AIR QUALITY INITIATIVE

Introduction

Along the Wasatch Front, no pollution problem is more obvious than our air quality. At USANA, we want to help develop solutions to the air quality issues that impact our health. We see a direct fit between our mission, promoting health, and improving air quality.

USANA's principal method of improving air quality relates to its employees' vehicle use. USANA is located next to Bangerter Highway and has a large parking structure. Transit routes do not serve the location well. Conditions seem perfect to incent employees to drive single occupant vehicles to work. If we are to improve air quality, we must incent other forms of commuting.

To accomplish this, USANA will estimate the number of vehicle trips employees take by different commute modes using an internal commute survey. We will also identify less-polluting forms of commute that would be acceptable to our employees through this survey. We will develop incentives and programs that encourage employees to commute through other modes, possibly including biking, carpooling, mass-transit, telecommuting, and flex hours.

Project Type

This initiative falls under the Suggested Project category for commuter trip reduction.

Environmental Benefit

Seven counties in Utah are currently in non-attainment status for PM-2.5 pollution. These counties include all the counties from which our employees commute. Since air pollution from vehicles makes up more than 50% of air pollution in these counties, the environmental benefit of reducing vehicle trips would be less pollution.

Measurement and Monitoring

We will measure vehicle trips through an internal employee survey. This survey will take place before and after we start alternate commute programs.

Indicators

Targeted Indicator: Percent of non-single occupancy commute trips accomplished by USANA employees

Baseline year: 2014

Baseline percentage: To be determined

Targeted amount: 25%

Target year to reach this goal: 2015

Public Participation

As with our core goal, public participation is an important element in our success. The most direct aspect of public participation is our employees' involvement. We will measure our success and tailor our programs through their participation. We will use multiple avenues, including surveys, trainings, contests, incentives, and other benefits to promote employee involvement.

Other participation strategies will include participation in the annual Clear the Air Challenge. This regional challenge will help us work with other local groups to promote the message of clean, smart transportation.

Finally, we will include our efforts on this goal in our USANA Green booth at USANA's international convention. This will allow us to share our commitment with thousands of USANA customers from around the world.