



Industry:
Hotel and Casino

Location:
Boulder, NV

Number of Employees:
200

Program Summary

What makes a Club Ride program grow by more than 400 percent in just a few months? At Arizona Charlie's on the Boulder Strip, it's a dedicated management team and enthusiastic employees – with a passion for saving money, reducing pollution, winning prizes and having a less stressful commute.

With only 15 percent of Arizona Charlie's employees living in the same ZIP code as the property, many workers prefer to carpool or ride transit to reduce the stress and cost of driving in alone. But it wasn't until the casino joined forces with Club Ride Commuter Services that so many employees took action to improve their commutes.

On-site events and a hardworking transportation coordinator, found in human resources representative Natasha LaMadrid, have made the benefits of commute options top-of-mind for every staffer at Arizona Charlie's. Natasha and her dedicated Club Ride outreach coordinator personally help employees report their clean commutes to win Club Ride Rewards, and the casino holds regular transportation days to help employees find carpool partners and learn more about discounted transit passes.

"We started offering discount transit passes through the EZ Rider program," said human resources manager Sharon Klinck. "With so many of our employees taking transit to work, these have been a huge hit, especially since our staff can purchase them through payroll deduction."

New employees are introduced to Club Ride during orientation so they can take advantage of the program from the very start, and flyers and posters help to educate others about the many benefits of making a clean commute. Aside from reducing pollution and saving money, Arizona Charlie's employees love winning Club Ride Rewards.

"We are always excited to help people win great prizes," continued Klinck. "When our employees win Club Ride Rewards, we take their pictures and feature them on employee bulletin boards, in e-mails and in our property newsletter, all to further highlight this advantage of the program."

These efforts have resulted in nearly 30 percent of Arizona Charlie's workforce taking part in Club Ride, and those commuters have had a huge impact on Southern Nevada's air quality. The casino's clean commuting employees have made more than 8,000 alternative commute trips in less than a year, and that has reduced 24,000 pounds of pollution from the air!

So what does it mean when a Southern Nevada employer joins forces with Club Ride Commuter Services? Cleaner breathing, less stressed commuting and more savings for everyone involved!

"Our main focus is always on making sure our employees know about all of the great benefits offered by Club Ride. Being part of the program not only helps them, but it benefits the community at large, and **Arizona Charlie's** is always looking to make the Las Vegas area better for the people who live here."

Sharon Klinck
Human Resources Manager



COMMUTER SERVICES

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