



**Industry:**  
Government

**Location:**  
Henderson, NV

**Number of Employees:**  
1,943 full time; 1,135 part time

## Program Summary

When gas hit \$4 per gallon in 2008, the City of Henderson was more than ready to handle the influx of employees looking for a cheaper way to get to work, with a mature commute options program that helps employees find a better way to work.

Back in 2001, the City of Henderson recognized the value of being able to offer commuter assistance as a tangible benefit that could address recruitment and retention needs. With full support from management, its partnership with Club Ride Commuter Services was born.

Club Ride provides an arsenal of tools for its partners to implement and market programs – informing commuters and encouraging participation, but the City of Henderson goes above and beyond. Right off the bat, the City of Henderson offered subsidized transit passes and provided preferential parking for carpool participants.

The City uses an extensive program of events and prizes to recruit new participants, and it works. Twenty-two percent of full-time employees participate in the Club Ride program. Each new sign up receives an assortment of logoed merchandise. Additionally, a citywide monthly e-mail is sent to announce Club Ride Rewards winners, encouraging continued activity.

In addition to Club Ride Rewards, Club Ride's financial incentive program, the City gave away a \$250 gift card to a local bike shop during National Bike Month. Any employee who logged a bike commute to work was entered to win. Because of this, six new bike commuters signed up during the month of May.

Events also spur awareness and education. In April 2008, the City held an onsite event called "Spring into Club Ride" and gave away root beer floats, Club Ride logoed items and \$10 gift cards to local restaurants. Twenty employees signed up at the event and another 10 signed up within a couple of weeks.

Then to kick off the New Year, the City's transportation coordinator took the show on the road and went to three City of Henderson locations, including a recreation center, police sub-station and city hall. Club Ride t-shirts were given to everyone who signed up. Other giveaways included insulated commuter cups, Starbucks gift cards, coolers and engraved jars with candy.

Each year culminates with the City of Henderson hosting its popular commuter appreciation luncheon, honoring employees who logged at least 100 clean commutes over the course of the year. Almost 30 employees qualified for the 2008 event, and they hope that 2009 will bring even more.

"The **City of Henderson** is proud to participate in a program that improves mobility and air quality in the Las Vegas Valley. Congestion reduction is part of our overall sustainability action plan, so we will continue to build excitement around Club Ride and increase employee participation."

Di Lan M. Borders  
Administrative Analyst I



COMMUTER SERVICES

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