

Florida *Green Lodging* Program

Best Management Practice

Transportation



At first glance, transportation issues may not appear to be pertinent to the day-to-day operations of a lodging facility, however, guests, staff, suppliers, vendors and contractors all use some type of transportation to arrive at their destination and during their stay. During these travels, not only are vital resources consumed, but numerous air pollutants are released into the air during each mile that is traveled.

Many visitors to Florida arrive by automobile or use some form of automobile transportation during their trip, whether it is a day trip to the beach or a drive from one location to another in our beautiful state. On average, more than 44,000 automobiles enter Florida just through the I-95 and I-75 corridors.

The following Best Management Practices (BMPs) are recommended for transportation at green hotels.

Best Management Practices

Develop policies outlining the facility's commitment to reduce transportation-based emissions:

Transportation policies should include current areas of concern, specific action-based goals and a detailed plan of achieving success. Also, policies should include topics championing ways employees can make a difference at home.

Purchase company vehicles and equipment that are hybrid-electric, run on biodiesel, ethanol (E85) or other non-petroleum-based products: Moving toward a more sustainable transportation fleet will not only reduce the total emissions and related effects, it can also decrease costs.

Encourage guests and staff to walk, bus, carpool and bicycle to and from the hotel: Promote ways guests and staff can assist in reducing the facility's transportation footprint by posting bus schedules, providing reduced-rate transit passes and distributing maps of pedestrian and bicycle friendly routes. Carpooling ideas should be discussed and encouraged in staff meetings. Rewards can be given to employees that actively participate in carpooling, i.e., special parking places for carpool vehicles, public recognition, etc. Ask your local transit authority for discounts for employer supported efforts.

Vehicles produce a lot of toxic pollutants and chemicals that result in greenhouse emissions, acid rain, climate change, and significant water and air pollution. As the number of cars on the roads keep increasing, so does the amount of pollutant emissions. Ridesharing reduces the use of cars, buses, and trains, all allow for the transportation of large groups of people in one vehicle. This significantly reduces the number of vehicles releasing toxic emissions into the atmosphere.

Promote the use of shuttle services instead of individual taxi cabs for airport travel: Using shuttle service can lead to a reduction in pollution, increased guest satisfaction, and a lower vehicle count on your property.

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Provide bicycles for guest use/rental: Bicycles can be offered as an extra amenity or can be rented to generate income. Promote the use of bicycles for short trips through town or to nearby locations. The benefits include decreased emissions, increased guest satisfaction, and possible extra revenue generation.

Provide incentives for fuel-efficient transportation options: Provide preferred parking spaces or free valet services to guests and employees that use hybrid-electric, biodiesel, E85, or other energy-efficient vehicles. Providing preferred parking services rewards guests and employees for driving fuel-efficient transportation. It also publicizes to others that these individuals and the facility have committed to environmental protection.

Enact a no-idling policy on facility property. Convey policy to guests, employees, suppliers, vendors, and contractors: Idling transportation equipment not only wastes fuels, contributes to increased air emissions but also raises the ambient temperature around the facility and inside covered areas. Many states have enacted maximum time limits that commercial vehicles can remain idle. Post copies of the no-idling policy in heavy traffic areas and loading zones. Provide vendors, suppliers and package delivery operators with written copies.