

## Sustainable Transportation

### Our Vision

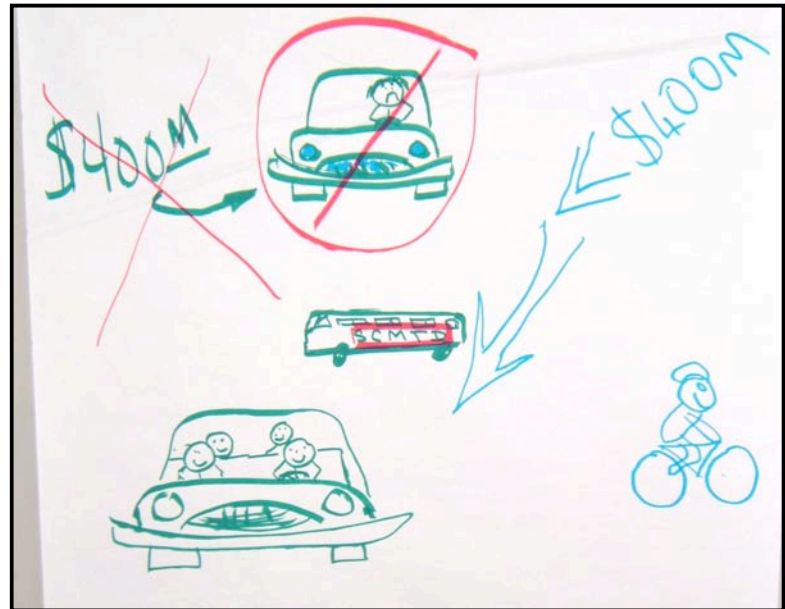
Make alternative commuting and sustainable transportation easy and rewarding.

### Descriptive Highlights

- Make carpooling easy
- Reward ALL alternative transportation
- Intensive marketing

### Key Benefits

- Reduce single occupancy vehicle use
- Save \$\$ (no highway expenses)
- Preserve environment (no CO2 emissions)



### First Steps

- Implement at UCSC...NOW! (Need prizes)
- SC County
- Cabrillo
- Seagate
- Borland
- Other companies
- Over the hill

### Available Resources

- RideSpring
- Sensible people

### Other Things We Need

- Employers
- Employee support
- Spread the word

### Who's Taking the Next Step?

- **Covener:**
  - Paul McGrath, RideSpring  
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- **Participants:**
  - Peter Scott
  - Paul Elerick