



## **Manufacturer Stretches Value of Banked Credits**

How far do your credits go? One manufacturer in the Inland Empire saved \$15,000 with some simple adjustments to its compliance strategy. Applying maximum credit toward compliance, the company was able to use only a small amount of banked credits to attain compliance and still have a surplus of credits available for next year.

When the SCAQMD questioned the company's prior record-keeping methodology, the company needed to devise a new, acceptable strategy quickly. But the environmental manager could not face taking on the survey woes of the past: unintelligible survey responses, heaps of paperwork, and low survey response rates.

The company opted to use RideLinks' Web-based surveying and reporting software. They determined the survey window and then surveyed all employees. Seventy percent of employees submitted paper surveys; 30 percent online. The software automatically categorized in-window and out-of-window employees and calculated Average Vehicle Ridership.

The environmental manager kept the survey open until the company reached the desired response rate.

"Every time you change the way you do things, it opens you up to more scrutiny. So we had to be fully confident that we had clean surveys and accurate calculations," explained the environmental manager. "With RideLinks, the surveys were very simple. We were able to get better results faster and be done with it."

###