

FAIRMONT RIDESHARE SURVEY



GREENLIGHT GREENPAPER

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The Fairmont Project Team created a comprehensive rideshare survey to use for marketing and incentive purposes at the Fairmont Scottsdale Princess Resort and elsewhere to help companies reduce their carbon footprints through employee rideshare.

CREATED BY GREENLIGHT AT
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Challenges & Opportunities

The Project Partner came to GreenLight with the challenge of how to decrease greenhouse gas emissions from employee transportation. The resort was signed up for the Maricopa SharetheRide app, but employee participation was low. The Project Team took this challenge as an opportunity to find a creative means to understand the needs of employees to increase participation in the program.

Recommended Solutions

To increase employee rideshare, the team created a survey to gauge why or why not employees would participate in the program. The results from the survey could be used for future marketing and incentive programs to increase carpooling within the company. Another challenge that arose late in the project was that the survey could not be sent to Fairmont employees. Rather than letting the survey go to waste, the team took this as an opportunity to share the survey with Maricopa SharetheRide and Valley Metro for them to utilize.

Project Benefits

BENEFITS TO PROJECT PARTNER

The Project Partner and other companies gained a survey that serves their needs better than other surveys they have used in the past.

BENEFITS TO SOLUTIONEERS

The Project Team received feedback from survey experts to learn how to create an advanced, professional level survey that is comprehensive and concise. The team also learned how to be adaptable and communicative in situations with multiple stakeholders involved.

BENEFITS TO THE COMMUNITY

Employees at the Fairmont Scottsdale Princess will have the opportunity to save gas, time, and money by carpooling with their coworkers. In addition, they will be better educated on the benefits of rideshare and their voices will feel heard through the survey.