



Sustainability Benefits Program

What are the Cool Home and Cool Commute Programs?

The Cool Home and the Cool Commute Programs are simple incentive programs that encourage employees to make energy efficient improvements to their houses and leave their cars at home.

Launched in 2006, the Clif Bar & Company Cool Commute program includes the nation's first-ever biodiesel incentive program for employees. Initially developed to address the collective environmental impact of employee' commutes, Clif Bar & Company expanded the program in 2008 to help employees reduce their carbon footprint at home.

Cool Home Incentives

Employees can receive up to \$1,000 annually to make eco-home improvements that will reduce waste and the use of fossil fuels and/or increase the use of renewable energies. Employees may apply the cash incentive to a variety of home improvements such as the replacement of primary appliances with Energy Star appliances, insulation installation, solar installations, or energy-efficient windows.

Cool Commute Incentives

Commuter Bike Purchase

To help employees get out of their cars and onto to their bikes, Clif Bar & Company will provide employees with up to \$500 to apply to the purchase of a commuter bike or to make commute-related retrofits to their existing bike. To receive this benefit employees must agree to commute by bike at least a couple times a month or pledge to take the 2 Mile Challenge™, using their bikes for trips of two miles or less.

Alternative Transportation Rewards

Employees who commute to work on foot, by bike, on public transportation or in carpools can earn up to \$960 a year in rewards for eliminating cars from their commutes. Tracked quarterly, employees earn points that can be redeemed for a variety of rewards including commuter checks, Clif Bar gear, gift cards, massages, *NativeEnergy* wind energy credits, and trees planted through American Forests.

Hybrid and Biodiesel Purchase

The Cool Commute program provides employees with a \$6,500 taxable cash incentive to use towards the purchase of biodiesel-fueled, natural gas-fueled or high mileage hybrid vehicles. Eligible vehicles include the Toyota Prius, Honda Civic Hybrid, Honda Civic GX and any biodiesel compatible vehicle that runs on B100 for at least six months of the year.

