



Best Workplaces for CommutersSM

February 24, 2004

National Air Quality Conference

Robin Snyder

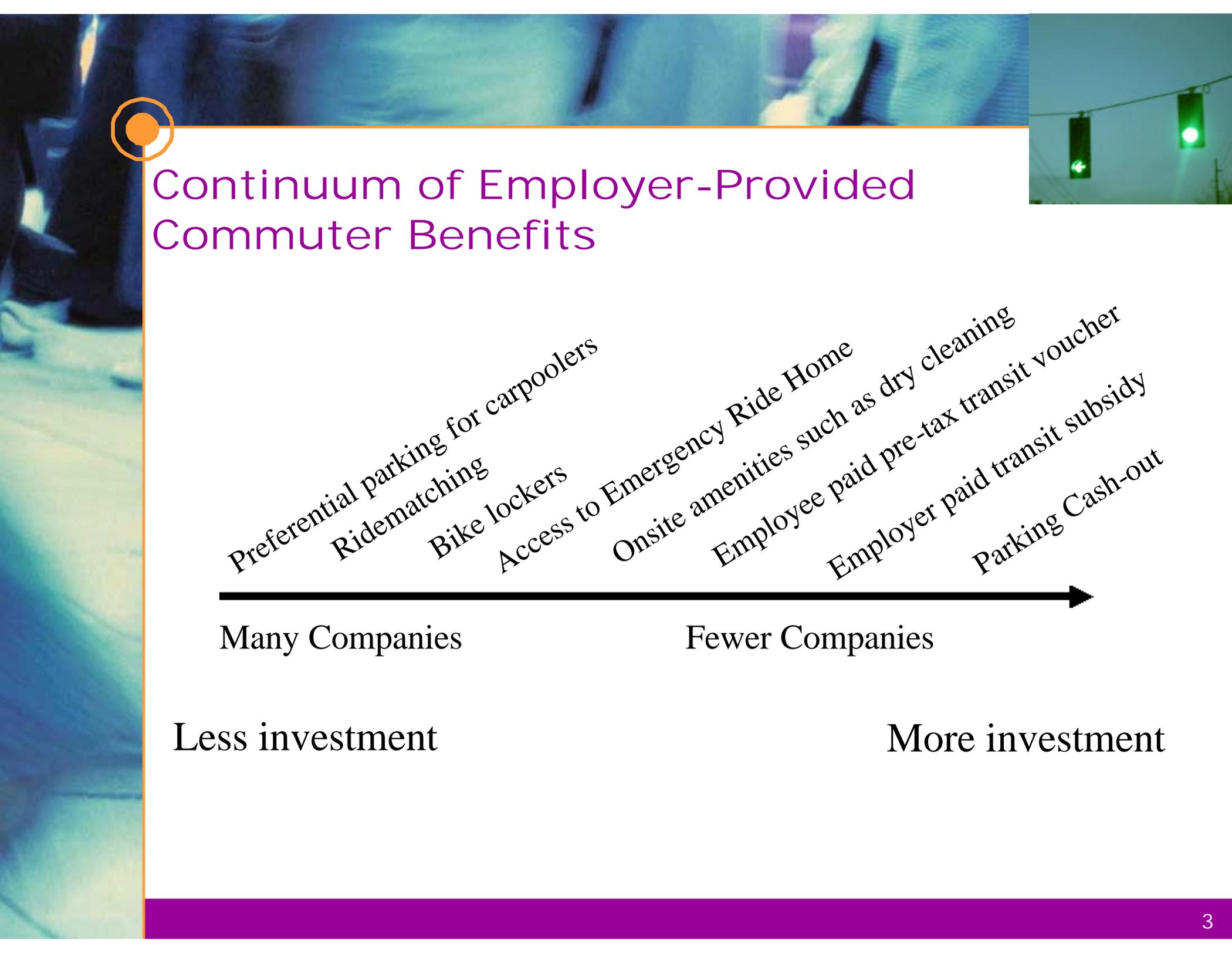
USEPA, Washington DC



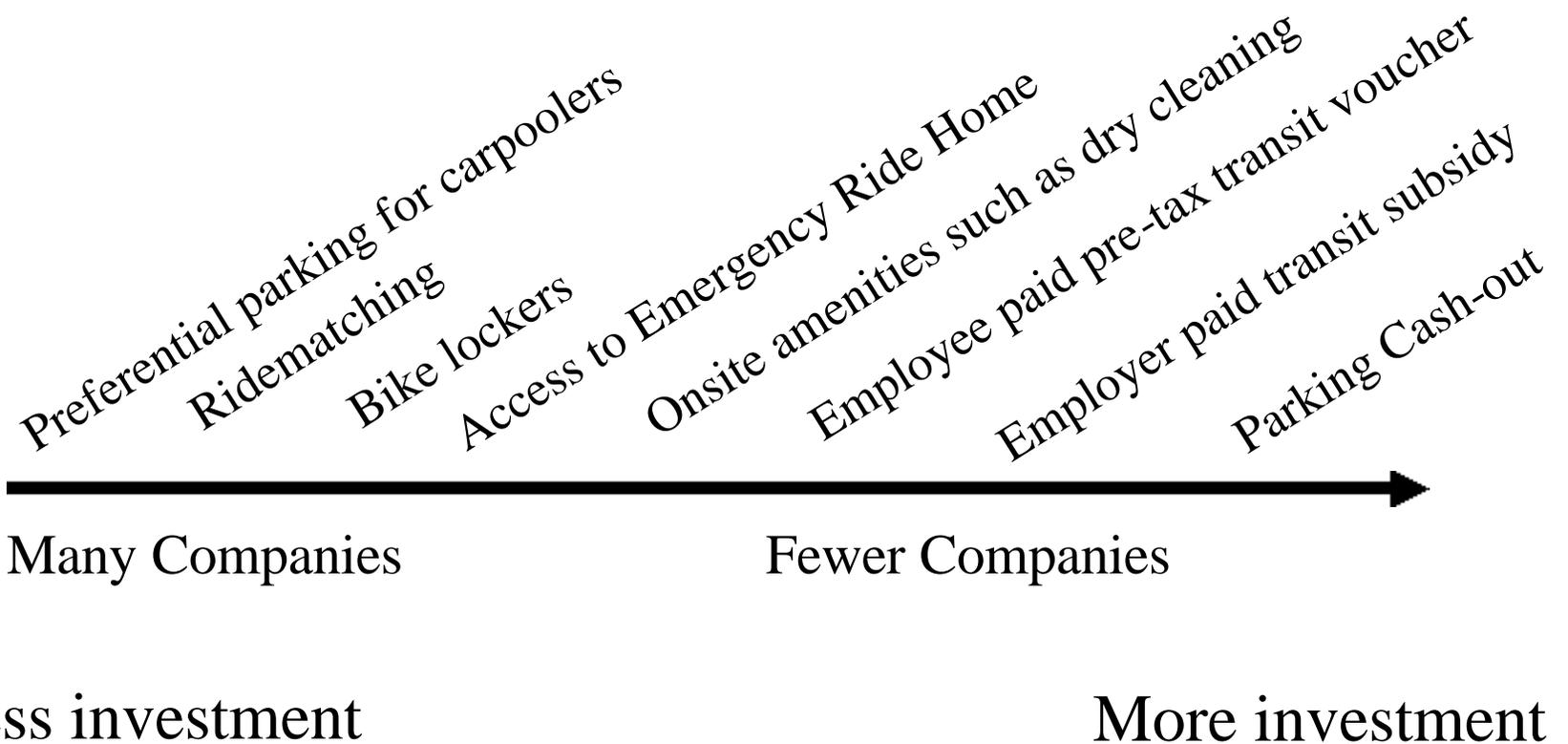
Best Workplaces for Commuters

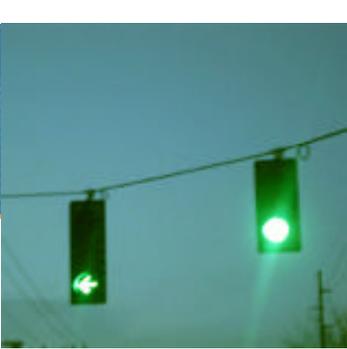
- What's it all about?
- What's in it for employers?
- What's in it for communities?
- Current status
- Plans for the future





Continuum of Employer-Provided Commuter Benefits





Criteria for Best Workplaces for Commuters

- Coordinate communication (POC, centralize, outreach)
- Offer commuter benefits package, including:
 - ERH
 - Significant support for one mode
 - Supplemental support for other modes
- Meet performance benchmark
- Report success



Primary Option – significant support

Choose **One**:

- Transit/vanpool subsidy (\$30 or full cost)

Or

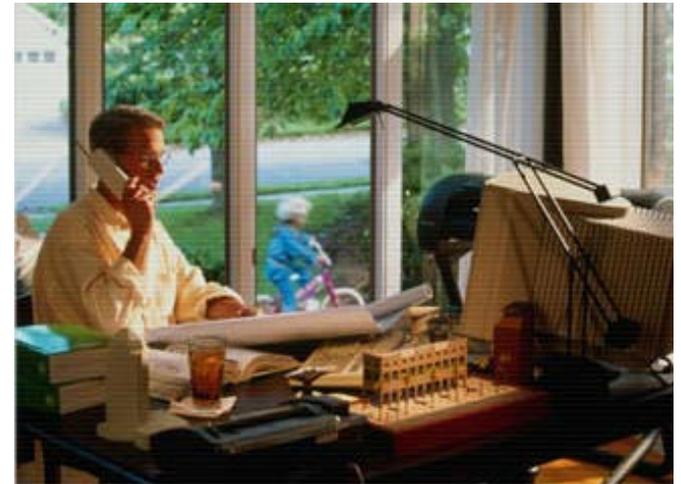
- Telecommuting (daily 6% average)

Or

- Parking Cash-out (\$30 or at least 75% of market rate)

Or

- Employer proposal



Supplemental Support

Choose 3 (only 1 if < 20 employees)

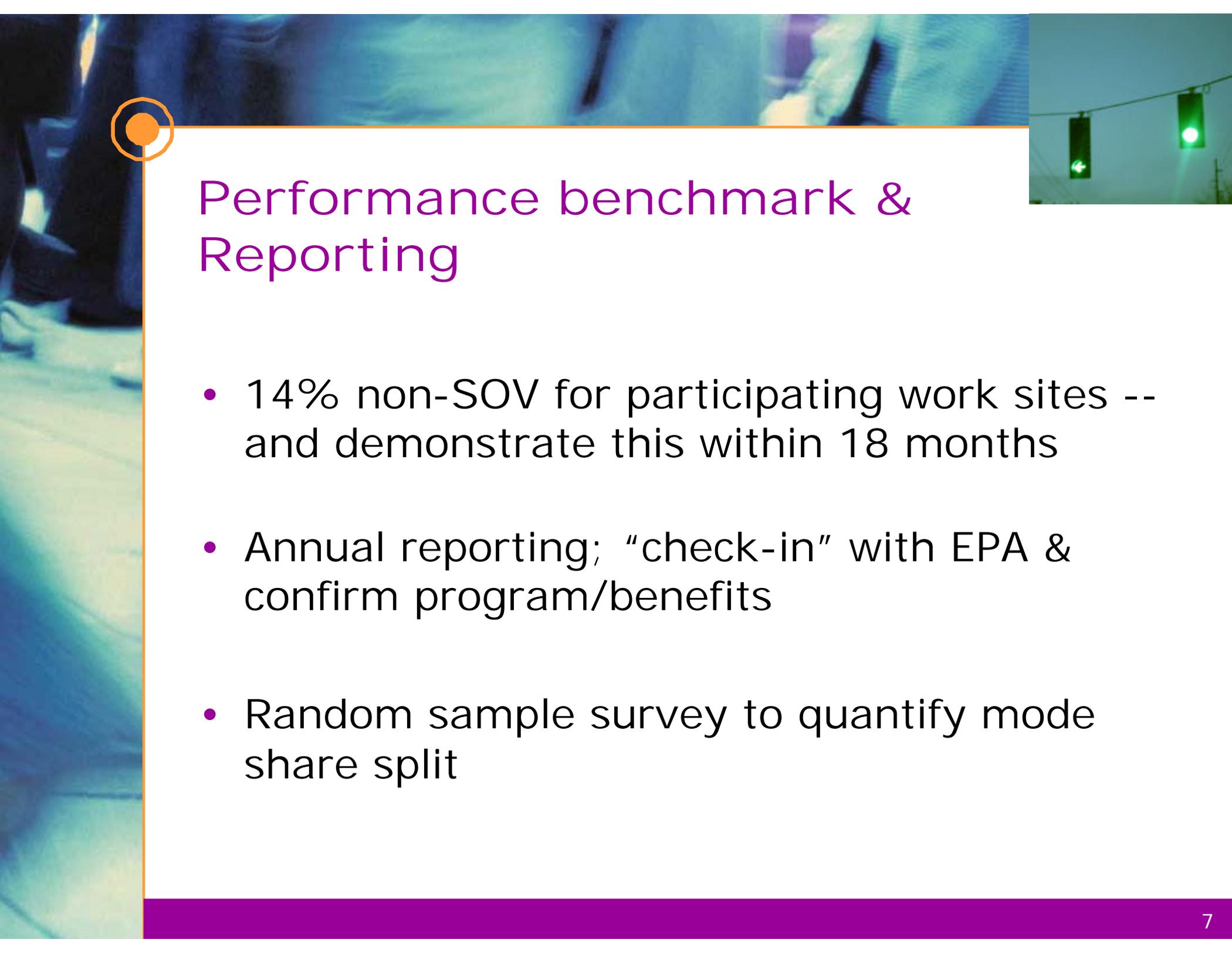
- Active membership in TMA
- Rideshare matching
- Bike lockers and showers
- Up-to-date transportation information
- Shuttles
- **Allow for employee paid pre-tax transit vouchers**
- Preferred parking for carpools/vanpools
- Worksite is co-located with shops, day care, etc.
- Awards program
- Plus more options

Visit:

www.bestworkplacesforcommuters.gov

www.bwc.gov





Performance benchmark & Reporting

- 14% non-SOV for participating work sites -- and demonstrate this within 18 months
- Annual reporting; “check-in” with EPA & confirm program/benefits
- Random sample survey to quantify mode share split

Business Value

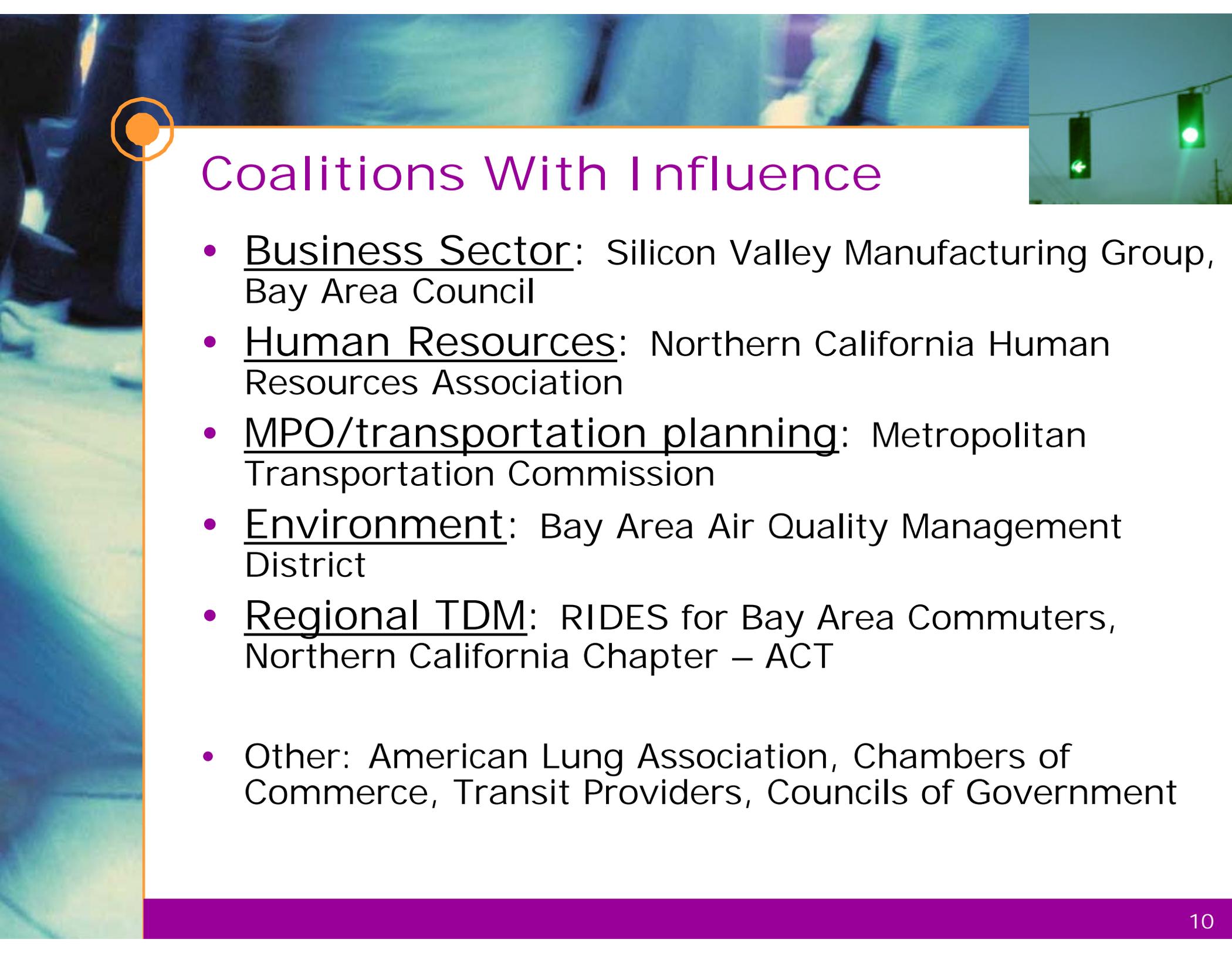
- Improved ...
 - Recruiting
 - Job satisfaction
 - Retention
 - Employee productivity
 - Cost/employee value multiplier effect
 - Reduced parking
 - Less traffic and cleaner air





San Francisco Bay Area

- Best Workplaces pilot in 2002: AQ, transportation, business & HR coalition formed
- Participation jumped from 24 to 84 employers in 2002.
- BWC List in 2003 was 103 employers
- Media: over 30 articles, 6 TV spots and 3 radio spots



Coalitions With Influence

- Business Sector: Silicon Valley Manufacturing Group, Bay Area Council
- Human Resources: Northern California Human Resources Association
- MPO/transportation planning: Metropolitan Transportation Commission
- Environment: Bay Area Air Quality Management District
- Regional TDM: RIDES for Bay Area Commuters, Northern California Chapter – ACT
- Other: American Lung Association, Chambers of Commerce, Transit Providers, Councils of Government

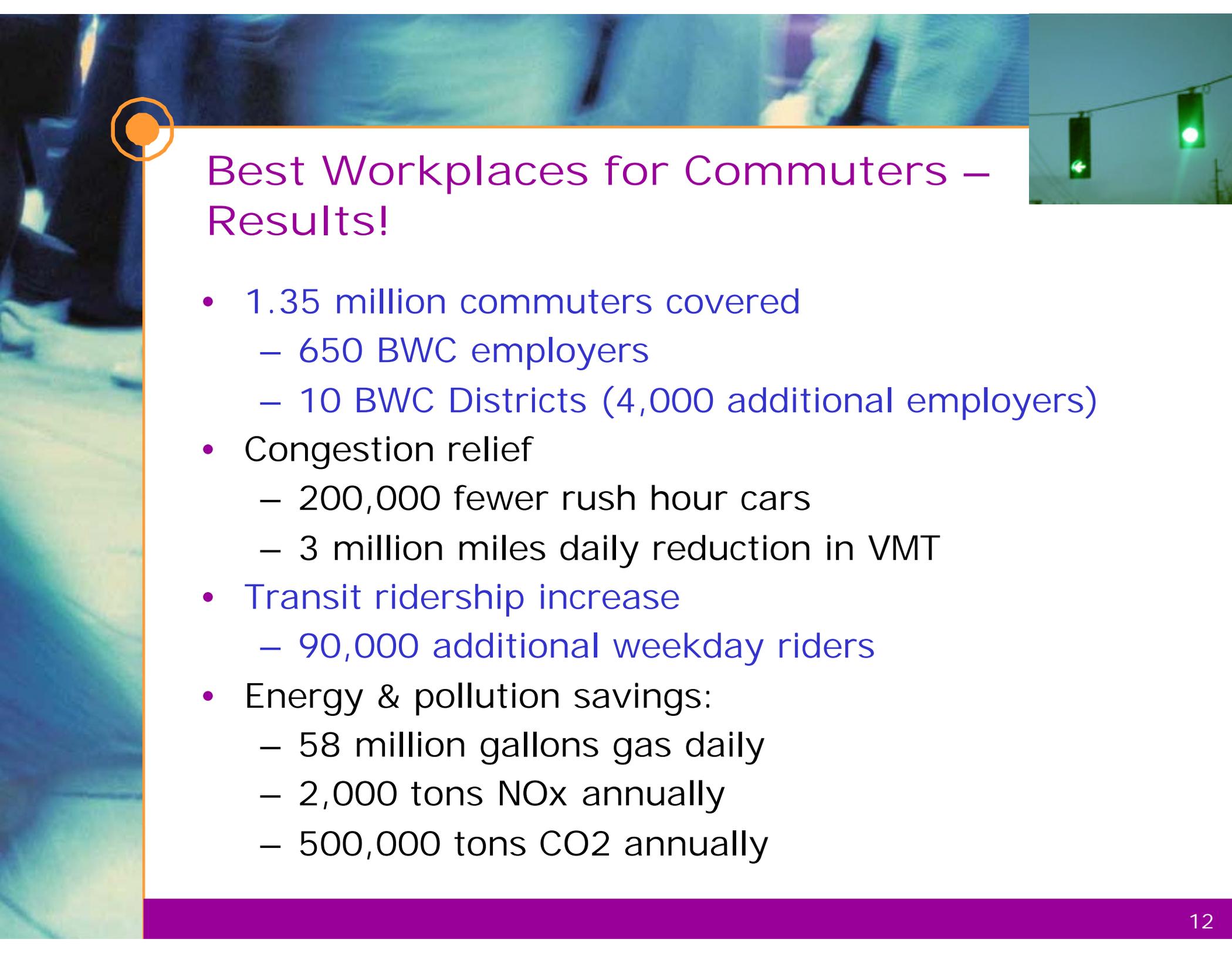


Other 2003 Campaigns

	Number of Employers Participating	
	<u>Before</u>	<u>After</u>
• Washington, DC	21	78
• Houston	11	32
• Tucson	2	16
• Sacramento	24	45
• New England	33	83

Media coverage:

21 tv broadcasts, 20 print, 1 tv talk show,
6 radio broadcasts, 5 web articles



Best Workplaces for Commuters – Results!

- 1.35 million commuters covered
 - 650 BWC employers
 - 10 BWC Districts (4,000 additional employers)
- Congestion relief
 - 200,000 fewer rush hour cars
 - 3 million miles daily reduction in VMT
- Transit ridership increase
 - 90,000 additional weekday riders
- Energy & pollution savings:
 - 58 million gallons gas daily
 - 2,000 tons NOx annually
 - 500,000 tons CO2 annually



BWC Plans for 2004

- Colorado, Houston, Washington DC, New England, New York Metro, Phoenix, Tucson, Sacramento, San Francisco Bay Area, Charlotte, Triangle Region, etc....
- Best Workplaces for Commuters Campaigns being launched in communities across the nation. Number growing every year.....

Why Employers want to be one of the Best Workplaces for Commuters

- Public recognition
- Coalition endorsements
- Protect commuter benefits!
- Demonstrate community stewardship
- Federal “seal of approval”
- Recruitment advantage
- Networking opportunities
- Tools
 - Hotline and Web site for materials and information 1-888 856-3131
<www.bwc.gov>



Promoting Best Workplaces for Commuters Designation

Seal of approval

- Can be used in job ads and internal/external marketing materials
- Gives employers competitive advantage in the regional marketplace



Human Resource Leaders Participate


Colorado Human Resource Association



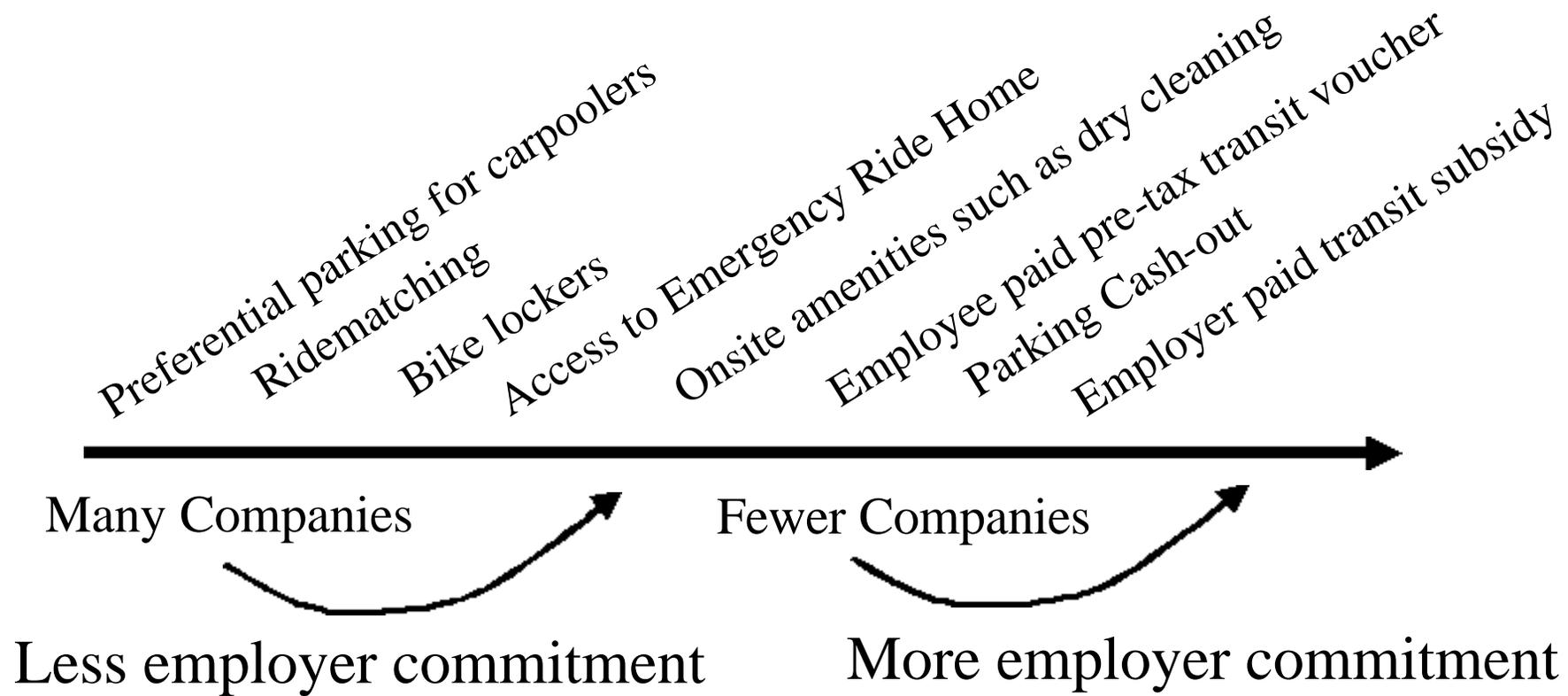
Beyond articles.....

Active participation in
Metro-Area Campaigns!



 Metropolitan Washington Work / Life Coalition

Best Workplaces for Commuter moves all employers up continuum





Contact Information

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Inquiries for additional materials

www.bwc.gov

or the hotline at 888 856-3131