

# 2003 Media Results

Representing more than 1.5 million employees nationwide, the list of Best Workplaces for Commuters<sup>SM</sup> is big news. Media outlets from around the country are talking about it, giving employers with excellent commuter benefits the attention they deserve. In 2003 alone, more than one hundred newspaper articles, trade paper features, and TV news spots highlighted the growing list. Qualifying employers were recognized for their commitment to both their employees and the environment.

As the Best Workplaces for Commuters<sup>SM</sup> list grows, more media attention is sure to follow—especially with more than a dozen regional campaigns planned for 2004.

## What have we learned from the exceptional media coverage to date?

### ▶▶▶ Employers find value in making the list.

*“CH2M HILL is able to use Best Workplaces for Commuters<sup>SM</sup> as part of our corporate branding strategy. It’s important to us to work deliberately to reduce our ecological footprint.”*

—Jim Hartley, vice president, CH2M HILL



*“This program has helped improve the quality of life for our employees, and in turn, helped raise productivity and morale.”*

—Ron Slember, senior director, administrative services, Pfizer

## 2003 Media Coverage Highlights

A sample of the more than 100 media outlets where stories appeared in 2003:

### Print

Associated Press  
Atlanta Business Chronicle  
Atlanta Journal Constitution  
Arizona Daily Star  
Boston Business Journal  
The Boston Globe  
The Boston Herald  
Dallas Morning News  
Forbes Magazine  
Houston Business Journal  
Houston Chronicle

Oakland Tribune  
Providence Journal-Bulletin  
Sacramento Business Journal  
Washingtonian Magazine

### Broadcast

National Public Radio  
NBC  
Fox  
CBS

▶▶▶ Local partners are using the list to strengthen and grow their own programs.

*“Having the support of a program like the Bay Area’s Best Workplaces helps us get people’s attention, and we need that help. Changing the habits and mindsets of people in how they commute to work is...a major challenge.”*

—Marci McGuire, program manager, Bishop Ranch Transportation Centre

*“This is a program that really doesn’t cost the taxpayers anything upfront, and could pay big dividends...in the form of higher worker productivity, more tax revenue without a higher tax rate, reduced air and water pollution and reduced stress for everyone.”*

—Scott Wolf, executive director, Grow Smart Rhode Island



▶▶▶ Commuter benefits are on the rise, and Best Workplaces for Commuters<sup>SM</sup> are leading the way.

*“Employers are catching on...Businesses are discovering major savings from the program. Disney, for example, found it more profitable to offer a transit pass subsidy than pay \$2 million for additional parking space.”*

—Mac Daniel, Boston Globe



*“[Best Workplaces for Commuters] has helped ... employers de-stress the daily commute. The businesses—70 to 80 percent of which are top-ranking public companies—are using everything from mass-transit subsidies to carpooling incentives and staggered work schedules to keep employees focused on their work instead of their speedometers...Who knows, maybe one day getting there will be half the fun.”*

—Vanessa Gisquet, Forbes Magazine



**For More Information**

View the complete list of media coverage, as well as links to sample video clips, at [www.bwc.gov/newsroom.htm](http://www.bwc.gov/newsroom.htm).

For more details on Best Workplaces for Commuters<sup>SM</sup>:

- ▶ Call our hotline at (888) 856-3131
- ▶ E-mail us at [bwc@epa.gov](mailto:bwc@epa.gov)
- ▶ Visit our Web site at [www.bwc.gov](http://www.bwc.gov)

*“Organizers hope that the more commuters on board, the more progress will be made toward easing traffic and pollution problems. And giving employees incentive to participate also will give them a feeling of helping their community.”*

—KPRC-TV, Houston

