

Best Workplaces for CommutersSM (BWC) provides local partners with a flexible framework to enhance and complement existing local commuter benefits programs. Through an EPA/DOT sponsorship, BWC brings national visibility and credibility to reinforce local programs. Best Workplaces for CommutersSM also provides local partners with tools, resources, and marketing materials to promote superior commuter benefits.

The purpose of this document is to provide a simple, basic framework on how to talk about Best Workplaces for CommutersSM. It is designed to help our local partners deliver clear, consistent messages on how employers benefit from being on “The List.”

What is BWC?

A national program and brand that provides recognition and distinction to employers offering excellent commuter benefits to their employees.

BWC in a Nutshell

The Best Workplaces for CommutersSM list recognizes employers that are leaders in offering superior commuter benefits, such as subsidized transit passes, vanpool subsidies, or telework programs, to their employees. Like the list of FORTUNE 100 Best Companies to Work For, employers are recognized for their excellence and leadership. It's a win-win for everyone: employers earn prestige from being recognized as one of the best; employees enjoy more options in balancing their personal and work life; and communities benefit from reduced traffic congestion and cleaner air. For more details and to see if an organization qualifies, check out www.bwc.gov.

BWC Elevator Pitch

BWC is a voluntary program that encourages employers to offer superior commuter benefits to their employees. Like FORTUNE magazine's 100 Best Companies to Work For, we recognize outstanding employers by generating positive media attention and by publishing lists of Best Workplaces for Commuters.

BWC Benefits/Messages

For The Employers *

- Over 600 employers tell us that by earning the Best Workplaces for Commuters designation, they are able to:
- Position themselves as leaders in employee benefits and environmental programs
 - Take advantage of the prestige that comes with being part of the BWC list
 - Enhance their reputation as a great place to work.
 - Attract and retain the best employees.
 - Show commitment to improving the local quality of life by reducing traffic congestion & improving air quality.
 - Affirm their desire to facilitate a balance between work and home.
 - Distinguish themselves by featuring the BWC logo on corporate materials, Web site, etc.

* *These messages are tailored for employers who either meet the National Standard of Excellence or are close to qualifying. Different messages will need to be developed for those employers with limited or no commuter benefits.*

BWC Benefits/Messages (continued)

For the Employee

- Reduced commuting costs
- Options to better balance personal and work life
- Less traffic-related stress

For the Community

- Cleaner air
- Reduced traffic congestion
- Reductions in greenhouse gas emissions

Tips for Recruiting Employers

Audiences

- Executives
- HR Managers
- PR Managers
- Employee Transportation Coordinators
- Facility Managers
- Environmental Managers

Recruiting Talking Points

- Mention that the employer came recommended as a great benefit provider
- Suggest that the employer may already qualify as a Best Workplaces for Commuters
- Position BWC as an opportunity to be recognized for offering great benefits
- Explain the prestige and distinction that comes with becoming part of the list
- Mention that the employer will receive the BWC logo, which can be a tremendous marketing and recruiting, and retention tool
- Mention other large, well-respected BWC participants (including competitors)
- If possible use an event to encourage them to act quickly to join the program (e.g. if you join by X, your organization will be part of this ad, media announcement etc.)
- Mention that many BWCs receive positive media coverage in their local communities when they become part of the list.
- Emphasize that it's easy to apply
- Close with offering assistance with the application and or setting a time to follow-up