

DEVELOPING AND IMPLEMENTING A COMMUTER BENEFITS PROGRAM

Best Practices for the Best Results



- ▶ Build a cutting edge benefits program to attract and keep today's top talent
- ▶ Create a Commuter Benefits Program that benefits your staff and your community
- ▶ Take the guesswork out of building a Commuter Benefits Program with this powerful step-by-step method
- ▶ Encourage heightened performance and productivity with this unique benefits program
- ▶ Benefit from reduced taxes, parking and office costs

Developed by
American Management Association
in partnership with the
U.S. Environmental Protection Agency

THIS VALUABLE SEMINAR CAN BE OFFERED IN YOUR COMMUNITY!
FOR MORE INFORMATION, CALL 1-888-856-3131
OR EMAIL US AT bwc@epa.gov

DEVELOPING AND IMPLEMENTING A COMMUTER BENEFITS PROGRAM Best Practices for the Best Results

Take a leadership role in creating a brighter future for your employees, your organization and the environment

These employers are among the many who have earned the designation Best Workplaces for CommutersSM

Georgia Power...Emory University...and selected facilities at Kaiser Permanente, Nike and the Walt Disney Company

If half of all U.S. employers offered a Commuter Benefits package like the organizations above, then...

- ▶ Traffic and air pollution would be cut by the equivalent of taking 15 million cars off the road
- ▶ American workers would save about \$50 million in gasoline costs every working day or about \$10 billion each year

Now, it's your organization's opportunity to benefit from a "state-of-the-art" Commuter Benefits Program!

Join the cutting-edge companies that have taken the "Initiative" in establishing an environmentally sound benefits package!

Find out how to create, implement and oversee a Commuter Benefits Program that meets the National Standard of Excellence. It's a win-win situation for you...

- ▶ Your organization reaps bottom-line benefits from reduced taxes, FICA expenditures and parking costs
- ▶ Your employees benefit by having a more manageable, less costly commute
- ▶ The community benefits from cleaner air and reduced traffic congestion

Attend the only seminar—created jointly by American Management Association, the leader in management development education—and the U.S. EPA.

Why this program is so valuable to organizations like yours

This comprehensive training program provides employers with assistance in creating and developing their commuter benefits programs. A well designed commuter benefits program will assist you with your recruitment and retention efforts. The U.S. EPA provides assessment, analytical and communication tools as well as public recognition for employers who take part in the Best Workplaces for CommutersSM program.

You learn how to build a program that specifically addresses the needs of your staff and your organization. Implementing a commuter benefits program enables you to offer your staff a variety of commuting options. There is no "one size fits all" type of program. Rather... we help you—step-by-step—create a program that is best suited to your facility, your location and your staff's commuting needs.

You can begin with small-scale commuter benefits—or roll out a comprehensive program that meets the National Standard of Excellence for employer-provided commuter benefits!

The choice is yours!

Find out how smoothly you can integrate this valuable benefit into your organization.

SEMINAR OUTLINE

Introduction to Commuter Benefits

- What are Commuter Benefits and what does it mean for your organization?
- Making a commitment to the Best Workplaces For CommutersSM program: choosing to take the lead in developing an innovative environmentally-sound benefits package
- Defining Commuter Benefit options:
 - Significant transit benefits
 - Significant vanpool benefits
 - Significant parking cash-out (cash in lieu of parking)
 - Significant telecommuting options
- Emergency Ride Home
- Understand the tax saving from implementing a Commuter Benefits Program
- The benefits of participation for your people...your organization...your community

Designing Your Commuter Benefits Program

- Gathering data—organizational commuter needs analysis
- Analyzing results—what's right for your organization?
- Locating local commuter resources

Implementing Your Commuter Benefits Program—Best Practices—How to Get it All Done Smoothly and Effectively

- Setting it up: all the facts you need to know—a step-by-step method for creating the right Commuter Benefits Program for your organization
- Marketing to your employees: getting the message out and ensuring your people understand the numerous benefits involved in the program
- Evaluating: defining and measuring success—ensuring on going outstanding performance with a methodology for guaranteeing a successful program



WHO SHOULD ATTEND

- ▶ Benefits administrators
- ▶ HR professionals
- ▶ Facility professionals
- ▶ Community relations managers



**THIS VALUABLE SEMINAR CAN BE OFFERED IN YOUR COMMUNITY!
PLEASE CALL 1-888-856-3131 OR EMAIL US AT
bwc@epa.gov FOR FOR MORE INFORMATION.**

DEVELOPING AND IMPLEMENTING A COMMUTER BENEFITS PROGRAM

Best Practices for the Best Results



What are the benefits of offering commuter options?

- ▶ **Employers** benefit from improved recruitment, worker retention and productivity and reduced taxes, parking and office costs.
- ▶ **Employees** benefit from less commuting stress, reduced gas, maintenance and insurance costs and receive more value from commuting incentives than from an equivalent salary increase.
- ▶ **Communities** benefit from reduced traffic congestion, energy consumption, pollutants and greenhouse gases.

Developed by American Management Association in partnership with the U.S. Environmental Protection Agency

FOR MORE INFORMATION, CALL 1-888-856-3131
OR EMAIL US AT bwc@epa.gov