

## Using this presentation

This presentation is designed to be a useful tool for promoting Best Workplaces for Commuters<sup>SM</sup>. With that in mind:

- There is no need to use all the slides. Use only those that support your message and speak to your audience
- Feel free to add local, regional and other specific information, either on the indicated slides or with additional slides
- If you have any questions about the information on these slides or would like any other clarifications, please contact the BWC team prior to using them
- Please use the service mark indicator with Best Workplaces for Commuters<sup>SM</sup>

Thanks for your enthusiasm and interest in Best Workplaces for Commuters<sup>SM</sup>. Good luck.



# Best Workplaces for Commuters<sup>SM</sup>

[EVENT]  
[LOCATION]  
[DATE]

[SPEAKER]  
[ORGANIZATION]



# [YOUR CITY] Traffic Facts

- [INSERT FACTS HERE]





## National Perspective on Local Traffic Woes

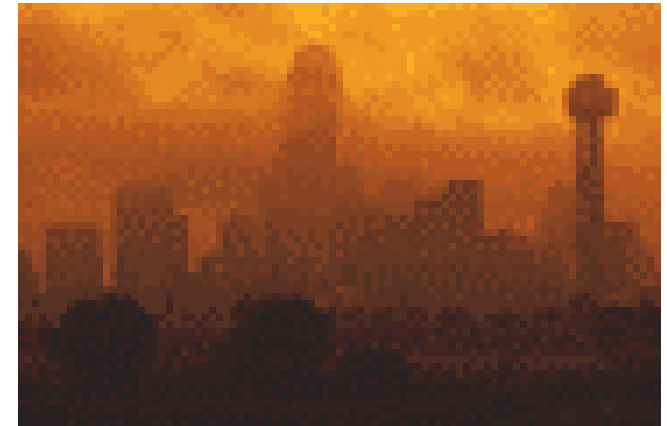
- Problem for energy security
  - 7 billion gallons wasted fuel/year
- Problem for businesses and workers
  - “Rush hour” now 6 to 7 hours per day
  - Total delay of 4.5 billion hours per year
  - \$80 billion per year in lost worker productivity and fuel





## Commuting and the Environment

- Vehicle emissions contribute to air pollution and global climate change
  - 1 gal. gasoline = 20 lbs. of climate change pollution (CO<sub>2</sub>)
  - Passenger vehicles cause 20% of U.S. climate change pollution
- Air pollution and global climate change are on the rise
  - Driving has more than doubled since 1970 to *2.5 trillion miles per year*
  - SUVs and minivans are now half of auto market *polluting 3 to 5 times more than cars*
  - 80% are “drive-alone” trips

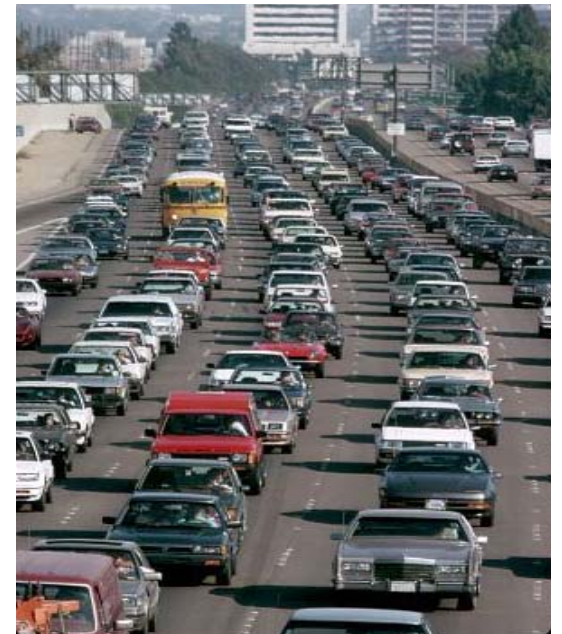






## Costs to Commuters

- Commuting costs American workers money
  - \$1,800/year in vehicle expenses
  - \$600/year on gas due to congestion
- Commuting costs American workers time
  - 500 vehicle trips each year
  - 160 hours driving per year (1 month work time)
  - 38 high-stress hours delayed in traffic





## Is Change Possible?

- These facts indicate --- YES!
  - Nearly 50% of workers describe their commutes as unsatisfying or stressful
  - 36% of workers say they would be willing to take a 10% pay cut or more for a shorter commute (2001 Career Builder Survey, *HR Magazine*, October 2001)





## How Do We Encourage Change?

- Offer commuter benefits!
  - Employees with commuter benefits are 8 times more likely to use transit than those who don't have them (2001 Xylo Survey)
  - U.S. employers spend \$36 billion annually on employee parking (KPMG Peat Marwick study)







## What Commuter Benefits Can Do

- When employers provide an outstanding level of commuter benefits, 10% to 30% of employees will shift transportation “modes”





## What is Best Workplaces for Commuters<sup>SM</sup>?

- Regionally and nationally recognizes employers that meet or exceed a *National Standard of Excellence* in commuter benefits
- More than 1,000 employers and 12 Best Workplaces for Commuters Districts participate nationwide covering nearly 2 million commuters
- Dozens of supporting organizations in cities across the country



# EPA Partnership Programs





## Best Workplaces for Commuters<sup>SM</sup> Background

Initial launch in San Francisco Fall  
2002

**BEST**  
**WORKPLACES**  
for **COMMUTERS<sup>SM</sup>**  
The Bay Area



## Media Response--TV

- KRON 4 News at 9 (10/24/02)
- Newscenter Four at 6 (10/24/02)
- Newscenter Four Daybreak (10/25/02)
- Newscenter Four Daybreak (10/27/02)
- ABC News at 6 (10/24/02)



# Media Response--Print

**San Jose Mercury News**

35  
SE

CENTRAL AND EAST COUNTY

**CONTRA COSTA TIMES**

Thursday, October 12, 2007

**ENTERPRISE RECORD**

**Alameda Times-Star**

East Bay  
**Business Times**

Serving the Greater East Bay Region

SILICON VALLEY / SAN JOSE

**Business Journal**

MONDAY  
October 28, 2002  
**Oakland Tribune**  
oaklandtribune.com Serving Oakland for 125 years 90 cents

**pressdemocrat.com**

**The Argus**  
www.theargusonline.com

San Mateo County  
**Times**  
www.sanmateocountytimes.com

MARINIJ.COM  
**Marin Independent Journal**



## Employer Response

- 84 companies made the list
- More than 150,000 employees working at Best Workplaces for Commuters<sup>SM</sup>

*Note: Success achieved in only two months during “down” economy*

**BEST**  
WORKPLACES  
for COMMUTERS<sup>SM</sup>  
The Bay Area



## Employer Response

- 3Com
- Adobe
- Aetna
- Apple Computer
- AT&T
- Bayer Corp
- ChevronTexaco
- Genentech
- General Dynamics
- Hewlett-Packard
- IBM San Jose
- IBM Almaden Center
- Kaiser Permanente
- Lockheed Martin
- Oracle
- Penske Truck
- PeopleSoft
- Pixar Animation
- Stanford
- Sun Microsystems
- Visa
- Yahoo!

# Best Workplaces for Commuters<sup>SM</sup> Coalition



NORTHERN CALIFORNIA  
HUMAN RESOURCES  
ASSOCIATION

**RIDES**  
FOR BAY AREA COMMUTERS, INC.  
**800-755-POOL**  
**www.rides.org**



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT



METROPOLITAN  
TRANSPORTATION  
COMMISSION







# Why Employers Become Best Workplaces for Commuters<sup>SM</sup>

- Public recognition and media attention
- Exclusivity
- Recruitment advantage
- Networking opportunities
  - Forums to exchange ideas
  - Comparative benchmarking
- One-on-one assistance
- Tools
  - Benefits Calculator
  - Training - Best practices for commuter benefit programs
  - Business Benefit Briefs
  - Hotline and Web site for materials and information
    - Call 888 856-3131
    - Visit <[www.bestworkplacesforcommuters.gov](http://www.bestworkplacesforcommuters.gov)> or <[www.bwc.gov](http://www.bwc.gov)>







## Special Recognition and Exclusivity

- Similar to other “Best” lists like *Fortune’s* 100 Best Companies to Work for
- By joining employers gain exclusive use of the identifier, Best Workplaces for Commuters<sup>SM</sup>

**FORTUNE**  
Best Companies to Work For

**BEST**  
WORKPLACES  
for **COMMUTERS**<sup>SM</sup>  
Houston



## Meeting the Standard of Excellence

- Designate contact person, centralize information, and disseminate benefits information to employees
- Offer excellent commuter benefits package
  - Guaranteed/Emergency Ride Home program
  - One of four primary options
  - Three or more supporting options (1 if < 20 employees)
- Meet participation level (14% non-SOV)
- Report success
  - Basic information updated annually
  - Mode split reported every other year

# Primary Commuting Options

Choose one:

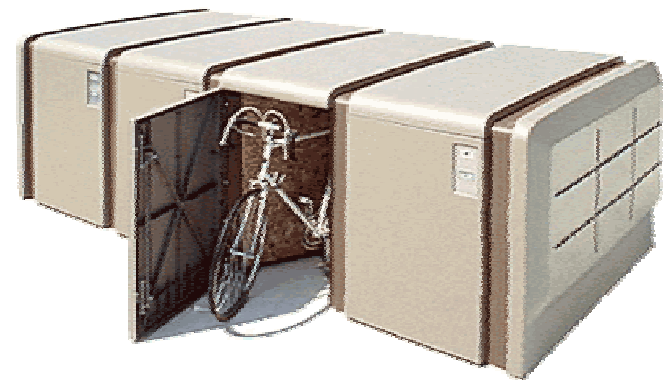
- Transit/vanpool subsidy
- Telecommuting
- Parking Cash-out
- Employer proposal



## Supporting Commuting Options

Choose 3 (only 1 if < 20 employees):

- Active membership in TMA
- Up-to-date transportation information
- Bike lockers and showers
- Co-located with shops, day care, etc.
- Preferred parking for carpools/vanpools
- Compressed/flexible work schedules
- Rideshare matching
- Awards program
- Shuttles
- For other options, visit our Web site







## Media Across the Nation

**The New York Times**  
ON THE WEB

**THE WALL STREET JOURNAL.**

**Detroit Free Press**

**The Philadelphia Inquirer**

MONDAY  
October 18, 2004  
**Oakland Tribune**



- *New York Times*, "Calling all 'Commuter Choice' employers"
- *Wall Street Journal*, "EPA plans to offer incentives to curb 'sprawl' pollution"
- *Detroit Free Press*, "Commuting pays: tired of traffic and air pollution?"
- *Philadelphia Inquirer*, "Some companies offer cash to encourage carpooling"
- *Oakland Tribune*, "EPA launches commuter incentive program"
- *Rocky Mountain News*, "EPA pushes benefit for commuters"



# Human Resource Leaders Take Note



The Alliance for  
Work-Life Progress

- *HR News*, "EPA, DOT challenge employers...get on commuting bandwagon"
- *Employee Benefit News*, "Government initiative rewards alternative transportation"
- WorldatWork's Workspan, "Employees give commuter benefits the green light"
- Alliance for Work/Life Professionals *Work/Life Watcher*, "Federal Initiative rewards employers who provide commuter benefits"
- Employee Benefits Digest, "Commuter benefits: Employers get green light"



## **[YOUR CITY] News Coverage**

[INSERT LOCAL NEWS COVERAGE HERE]



## What Employers are Saying

*"Getting and retaining the best employees is critical to success in today's business world. Being recognized as a Best Workplaces for Commuters<sup>SM</sup> is a win-win way to benefit your company, your employees, and your community."*

- Hewlett-Packard Company (San Francisco Bay Area, CA)

*"We became a Best Workplaces for Commuters<sup>SM</sup> to support our 'triple bottom line' (people, planet, profits). This program contributes to our social bottom line providing a fulfilling work experience; helps us care for the environment; and allows us to be more competitive by attracting the best employees to our company. This, of course, contributes to our economic bottom line."*

- Idyll, Ltd. (Philadelphia, PA)

*"Best Workplaces for Commuters<sup>SM</sup> complements our business programs by recognizing employers who offer transit benefits to their employees. Every time an employer subsidizes transit through an RTD program, they're helping reduce the number of cars on the road, which alleviates traffic problems for all of us."*

- Regional Transportation District (Denver, CO)



## How to Participate

- To learn more about becoming a Best Workplaces for Commuters<sup>SM</sup> or supporting a regional campaign:
  - Visit [www.bwc.gov](http://www.bwc.gov)
  - Call the Toll-Free Information Request Line at **888 856-3131**
  - E-mail <[bwc@epa.gov](mailto:bwc@epa.gov)>