Using this presentation

This presentation is designed to be a useful tool for promoting Best Workplaces for Commuters℠. 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℠

Thanks for your enthusiasm and interest in Best Workplaces for Commuters℠. Good luck.

Best Workplaces for Commuters℠

[EVENT]
[LOCATION]
[DATE]

[SPEAKER]
[ORGANIZATION]

[YOUR CITY] Traffic Facts

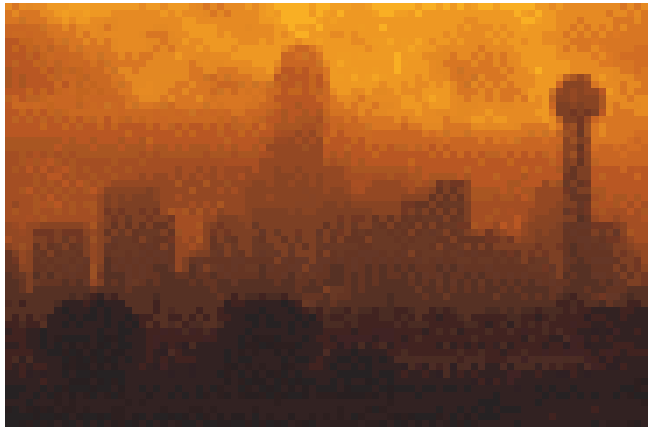
- [INSERT FACTS HERE]

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

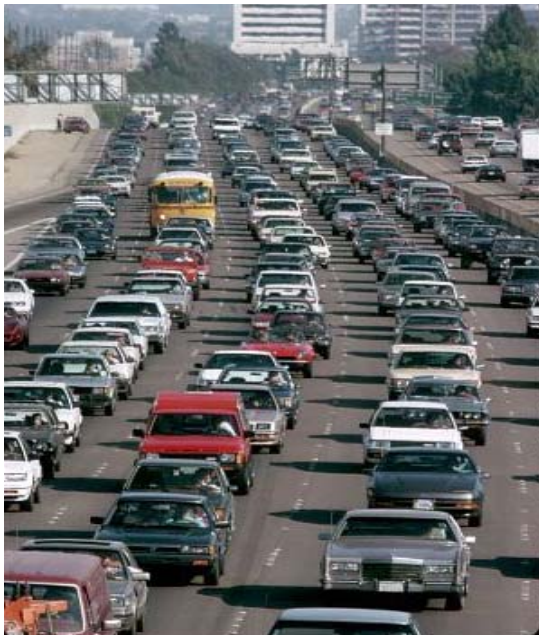
Commuting and the Environment

- Vehicle emissions contribute to air pollution and global climate change
  - 1 gal. gasoline = 20 lbs. of climate change pollution (CO_2)
  - 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℠?

- Regionally and nationally recognizes employers that meet or exceed a *National Standard of Excellence* in commuter benefits
- More than 1,500 organizations participate nationwide covering more than 800,000 employees
- Dozens of supporting organizations in cities across the country

EPA Partnership Programs

Energy Star
Money Isn't All You're Saving

CLIMATE LEADERS

NaturalGas

EPA WASTE WISE

EPA COALBED METHANE OUTREACH PROGRAM

National Environmental PerformanceTrack
U.S. Environmental Protection Agency

Best Workplaces for Commuters℠ Background

Initial launch in San Francisco Fall 2002

BEST WORKPLACES for COMMUTERS℠

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

CENTRAL AND EAST COUNTY
CONTRA COSTA TIMES

ENTERPRISE RECORD

Alameda Times-Star

East Bay
Business Times
Serving the Greater East Bay Region

SILICON VALLEY / SAN JOSE
BusinessJournal

MONDAY · October 28, 2002
Oakland Tribune
oaklandtribune.com · Serving Oakland for 128 years · 50 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℠

Note: Success achieved in only two months during "down" economy

BEST WORKPLACES for COMMUTERS℠
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℠ Coalition

BAY AREA COUNCIL

Silicon Valley Manufacturing Group

NCHRA
NORTHERN CALIFORNIA HUMAN RESOURCES ASSOCIATION

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

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

MT
METROPOLITAN TRANSPORTATION COMMISSION

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

Why Employers Become Best Workplaces for Commuters℠

- 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> or <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℠

FORTUNE

Best Companies to Work For

BEST WORKPLACES for COMMUTERS℠

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

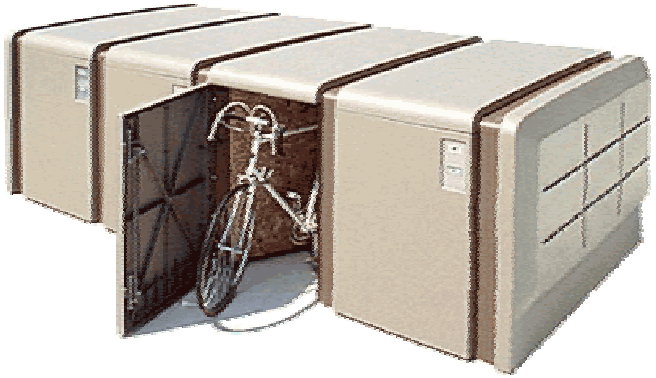
Choose one:

- 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

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

- *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^{SM} 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^{SM} 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^{SM} 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^{SM} or supporting a regional campaign:
  - Visit www.bestworkplacesforcommuters.gov or www.bwc.gov
  - Call the hotline at **888 856-3131**
  - E-mail <bwc@epa.gov>