



BWC Network News

May, 2005

New Materials to Support BWC in Your Local Area

We are excited to offer you new tools and resources to help you promote and integrate Best Workplaces for Commuters in your local area! The following new tools are available:

A new pull-up **Display Banner** is now available. The banner has a vertical layout, and is 40" x 72" in size.

The banner is perfect for your next indoor commuter fair or any indoor event in which you are promoting your services to potential clients. If you are interested in borrowing the banner, just e-mail us at bwc@epa.gov. Let us know the dates that you will need it and we will ship it out to you.

Sample Letter to the Editor. Periodically pitch this letter. This is a good opportunity to market your local program as a viable solution to congestion and air quality problems.

Sample Press Release. This is a great way to publicize upcoming transportation/commuter fairs. Also a great way to publicize your local efforts to your community.

Unleashing the Power of the BWC Brand - The long awaited flyer that features how BWC Network Members are leveraging the brand is now available! Click here to download a copy. Thanks to everyone who submitted samples.

Click Here for the complete Toolkit:

<http://www.bwc.gov/suppor/promo.htm>

Race To Excellence

Hope you joined us on May 25th as we discussed the Race to Excellence! If you did not, that's okay. You are still able to participate in the Race! Many of you are promoting Best Workplaces for CommutersSM on a local level, and we want to recognize you for your efforts! Click here for more information on the Race to Excellence!

<http://www.bwc.gov/networkawards/index.htm>

Promoting BWC to Universities

Are you interested in creating a recruiting strategy for universities and colleges in your community?

Then we encourage you to join us for a strategy session on June 8, 2005 at 2:30 PM, EDT as we discuss the steps to successfully recruiting universities and colleges. We will talk about messages that resonate with universities and much more. Stay tuned for your personal invitation.

The Association for Commuter Transportation (ACT) 2005 International Conference is scheduled for September 18 - 21 in Anaheim, California. **Who should attend:** Employee Transportation Coordinators, TMA Directors and Board Members, Transportation Agency staff, Government Officials, Vanpool Managers, Planners, Air Quality Managers, Alternative Transportation and Environmental Advocates, and anyone interested in the TDM field.

Scheduled sessions include: Marketing, University TDM, Commuter Choice, Vanpooling, Professional Development Workshops and many, many more exciting breakout sessions.

Check out the ACT Web site at <http://www.actweb.org> for more information.

What's New?

New training now available!

The BWC Network is pleased to offer our members **Just In Time (JIT)** training. This informal training is available on the National Standard of Excellence and the Best Workplaces for Commuters program criteria. If you have a question about the program criteria, just call Darcie Honabarger at (703) 841-0412.

Spotlight on.....



Shannon Morris of North Texas Clean Air Coalition. Shannon is not only coordinating a successful Best Workplaces for Commuters campaign in the North Texas area, but she is also leveraging the power of the Best Workplaces for Commuters brand in North Texas. Shannon is working with an Ad Agency to develop public service announcements about the value of commuter benefits and she is interviewing employers who have earned the Best Workplaces for Commuters designation. Great work Shannon!



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Welcome to Our New Network Members!

These members joined the BWC Network in April / May, 2005

RideFinders	Von Tisdale	Richmond, VA
South Natomas TMA	Kenneth Loman	Sacramento, CA
Minneapolis TMO	Teresa Wernecke	Minneapolis, MN
Boeing	Barbara Disser	Mesa, AZ
Washington Mutual	Bonnie Bray	Chatsworth, CA
Delaware Valley Regional Planning Commission	E. Burke	Philadelphia, PA
Anthony J. DeLucia	Anthony DeLucia	Johnson City, TN
US EPA	Reema Persaud	New York, NY
Tele-Commuter Resources	John Sanger	St Paul, MN
Jim Gascoigne	Jim Gascoigne	Cambridge, MA
Pare Engineering Corp.	Pamela Sherrill	Lincoln, MA
TransitCenter, Inc.	Mary Kate Brangaccio	New York, NY
Metro West Corridor Partnership	Paul Matthews	Westborough, MA
Sacramento TMA	Marilyn Bryant	Sacramento, CA
Logan TMA	Stephanie Hirshon	East Boston, MA
TransAction Assoc.	Christine Mangan	Waltham, MA
WorldatWork	Cathy Payne	Scottsdale, AZ
TMACC	Michael Herron	Malvern, PA
City and County of San Francisco	Faiz Khan	San Francisco, CA
New Jersey Transit Corp. (NJ TRANSIT)	Richard Kerr	Newark, NJ
Brooke Geer Person	Brooke Geer Persosn	Glendale, CA



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