

**BEST**  
Workplaces  
for Commuters™

# BWC Network News

July 2006

## Downtown Seattle's 5000 employers join in the newest Best Workplaces for Commuters<sup>SM</sup> District

Downtown Seattle has achieved recognition as the U.S. EPA's newest Best Workplaces for Commuters District, with nearly 231,000 employees of the approximately 5000 employers in Seattle's "City Center" area eligible to take advantage of a suite of commuter benefits. Between 7am and 7pm, all commuters within the approximately 125 block District boundaries ride free within the City Center zone, including connections to the downtown from two major transportation hubs (the ferry and train terminals). Other commuter benefits available to employees within the District include a guaranteed ride home program, rideshare or carpool matching, and a one-time \$75



"signing bonus" for joining a carpool or vanpool. Commuters taking advantage of

these benefits could save well over 12 million gallons of gasoline every year in total (at \$3.00 per gallon, savings top \$38 million per year). The resultant annual CO2 reductions are nearly 112,000 metric tons, equivalent to taking approximately 21,000 cars off the road.

Major employers in this new Best Workplaces for Commuters District include Aetna, Callison Architecture, Nordstrom, Parsons-Brinckerhoff, U.S. Department of Labor, U.S. EPA Region 10, and the Office of the Washington State Attorney General. This District was proposed by the Urban Mobility Group, a Transportation Management Association formed from the Downtown Seattle Association, King County Metro, and the City of Seattle. In an area already known for innovation in managing local and regional transportation, Downtown Seattle uses commuter benefits as a way to further improve local air quality and mobility, while offering savings and convenience to local commuters.

Are there opportunities for pulling together a BWC District in your area?

### *Best Workplaces for Commuters in the News...*

Perhaps you've seen some of the recent articles on Best Workplaces for Commuters online or in trade journals. Here are a few of the most recent, for your reading pleasure:

"Employers Seek Alternatives for Easing Costs of Going to Work" Accountingweb.com July 17, 2006.

For article text, click here:

< [www.bwc.gov/pdf/accounting-web-071706.pdf](http://www.bwc.gov/pdf/accounting-web-071706.pdf) >

"Sustainable Commuter Benefits Package Offers Nondriving Incentives for Workers" Urban Land, June 2006. For article text, click here:

< [www.bwc.gov/pdf/urban-land-article01.pdf](http://www.bwc.gov/pdf/urban-land-article01.pdf) >

"Employers Make Parking Easier and Gain National Recognition" The Parking Professional, May 2006.

For article text, click here:

< [www.bwc.gov/pdf/parking-article-05-24-06.pdf](http://www.bwc.gov/pdf/parking-article-05-24-06.pdf) >

The Benefits of Commuter Choice: U.S. EPA's Best Workplaces for Commuters" Climate Biz News; also Greenbiz.com, April 2006. For article text, click here: [www.bwc.gov/pdf/climatebiz-article-denise-kearns.pdf](http://www.bwc.gov/pdf/climatebiz-article-denise-kearns.pdf)

### *Web site location change for COMMUTER Model and Best Workplaces for Commuters Guidance*

The Office of Transportation and Air Quality Web site has been reconfigured. To find the COMMUTER model, the [Guidance for Quantifying and Using Emission Reductions from Best Workplaces for Commuter Programs in State Implementation Plans and Transportation Conformity Determinations](#), and supporting information, click here:

< [www.epa.gov/otaq/stateresources/policy/pag\\_transp.htm#cp](http://www.epa.gov/otaq/stateresources/policy/pag_transp.htm#cp) >

## *Dates to Remember...*

### **August 27-30 2006 Association for Commuter Transportation International Conference**

Sponsored in part by Best Workplaces for Commuters, this four-day conference in Boston highlights such topics as telework, parking management, and marketing, as well as offering professional development courses and workshops. Click here for more information:

< <http://data.memberclicks.com/site/asct/bostonregistrationpkt.pdf> >

### **August 29 2006 Race to Excellence Awards Ceremony**

Awards will be presented at the Association for Commuter Transportation International Conference (see above)

### **August 31 Application deadline for Best Workplaces for Commuters from the FORTUNE 500 List of Companies**

< [www.bwc.gov/campaign/f500-exclusive.htm](http://www.bwc.gov/campaign/f500-exclusive.htm) >

### **October 18 Best Workplaces for Commuters from the FORTUNE 500 List of Companies Release**

**October Metro list releases** tentatively planned to occur in conjunction with the **Best Workplaces for Commuters from the FORTUNE 500 List of Companies release**: Houston, New Jersey; North Texas, Phoenix, Sacramento, San Diego, San Francisco Bay Area, Seattle, Tucson. (Note: the Triangle Region of North Carolina also anticipates a fall list release, possibly in conjunction with the FORTUNE 500 list release.)

## *Fun Facts...*

- Congestion costs \$63.1 billion per year
- The annual delay per rush hour (peak period) traveler, has grown from 16 hours to 47 hours since 1982
- "Rush hour" now lasts six to seven hours per day
- The number of urban areas with more than 20 hours of annual delay per peak traveler has grown from 5 in 1982 to 51 in 2003
- Commuters waste 2.3 billion gallons of fuel simply from idling in traffic jams

(Texas Transportation Institute 2005 Urban Mobility Study

< <http://mobility.tamu.edu/ums> >)

*Gee, these facts don't sound all that fun, after all... there's got to be a better way, right?*

Want to get congestion data for your city? Go to the Texas Transportation Institute's Web page for more information. Click here:

< [http://mobility.tamu.edu/ums/congestion\\_data](http://mobility.tamu.edu/ums/congestion_data) >



## Spotlight On...



### Triangle J Council of Governments (Raleigh-Durham-Chapel Hill, NC) for a fun and low-cost way to recognize and motivate employer transportation coordinators!

Tobin Freid of Triangle J COG let us know about the June 29 recognition breakfast that they organized for their current Best Workplaces for Commuters (BWC) employer coordinators, and that it was a big success. Hosted by Cisco Systems (one of our Best Workplaces for Commuters from the FORTUNE 500 list), the breakfast honored transportation coordinators at the 33 Best Workplaces for Commuters in the Triangle J area.

Cisco Systems' Director of Information Technology, Lisa Hall, spoke about what her company is doing to reduce congestion and make commuting less stressful for their employees. Among other benefits, Cisco has an extensive telework program that takes advantage of technology to make working at home seamless. Other partner organizations participated, including the American Lung Association and local chambers of commerce. Miriam Perry, Director of the Public Transportation Division at the NC Department of Transportation, spoke about transportation issues around the state and NCDOT's commitment to the BWC program. John Tallmadge, Director of Commuter Resources at Triangle Transit

Authority, spoke about what TTA can do to help BWCs reach their alternative commute goals. In addition, the breakfast offered participants a chance to network and share ideas. Another BWC, Research Triangle Foundation, donated door prizes and appreciation gifts for the participants, including an MP3 player and a gift certificate to a local restaurant. With Cisco Systems providing the room and the food, Tobin says the event cost Triangle J next to nothing!

"Transportation Coordinators are essential to the success of the BWC program," says Tobin. The partnership with one of Triangle J's Best Workplaces for Commuters and others to present the breakfast made it possible to create a fun, attention-getting, educational, and motivational event. Tobin asserts, **"I would recommend it to other BWC coordinators as a way to keep the current BWCs involved and to build relationships so we can keep them at 14%."**

Thanks to Tobin and her colleagues at Triangle COG for working creatively with our Best Workplaces for Commuters supporters to keep some of our "front line" partners motivated!



Some of the Employer Transportation Coordinators honored at the Best Workplaces for Commuters recognition breakfast organized by Triangle J COG

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## Welcome to Our New Network Members!

Thank you all for working diligently to help us promote Best Workplaces for Commuters

Organization	Member	City	State
<b>CarpoolMatchNW.org</b>	Mary Ann Aschenbrenner	Portland	OR
<b>City of Charlotte</b>	Randy Robinson	Charlotte	NC
<b>Department of Ecology (HQ)</b>	Alexander Coleman	Lacey	WA
<b>ERG</b>	Andrew Krawczyk	Arlington	VA
<b>FlatIron Improvement District</b>	Joanne Greek	Broomfield	CO
<b>MCCARTHY</b>	Virginie McCarthy		Belgium
<b>Metro Regional Travel Options</b>	Pam Peck	Portland	OR
<b>RONSYSTEMS INC</b>	Afshan Manna	Dallas	TX
<b>San Joaquin Council of Governments</b>	AJ Tendick	Stockton	CA



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