

The Second Annual Best Workplaces for CommutersSM "Race to Excellence" is Off and Running!

Last year's inaugural *Race to Excellence* was such a huge hit, we just had to do it again! EPA's Best Workplaces for CommutersSM has launched its second annual *Race to Excellence* to encourage and recognize dedicated professionals throughout the country who promote commuter benefits, transportation choices, and the Best Workplaces for Commuters designation in their workplaces and throughout their local communities.

Many of you participated in a conference call on February 22, in which we talked about the details of the 2006 launch. If you missed that call, don't worry—we've scheduled another session on the topic. Join us on March 30 at 2:30 pm EST (invitations will be sent with information on how to register), or check out the Feb. 22 summary at:

www.bwc.gov/support/seminars.htm

This is your chance to get recognition for yourself and your organization for work supporting your goals! All qualifying participants receive recognition at some level; feedback from the 2005 Race to Excellence revealed that the participants were extremely gratified and motivated by their participation. Also, if you will be speaking with any Best Workplaces for Commuters ETCs who have been active in promoting commuter benefits programs in general, or Best Workplaces for Commuters in particular, why not encourage them to participate, too?



2005 Race to Excellence
Winners Honored

More than a recognition program, Best Workplaces for Commuters is developing a reputation for delivering real results in reducing VMT and transportation-related emissions. Participating in the **2006 Race to Excellence** is a win for the environment, and YOU!

For more information, go to the Best Workplaces for Commuters Web site at www.bwc.gov and click on the link "2006 Race to Excellence."

"When we received the Silver Medal, it breathed new life into our Best Workplaces for Commuters designation. The original designation was an honor, but this was especially cool because we were recognized as being good at it! Everyone was very excited because they all felt like they were a part of it - it was a very big deal! And, it received excellent coverage in our organization as well!"

Abigail Cooksey-Williams, ETC, State of Arizona

Training Available...

List Release Guide

Training Schedule:

- Session 1: Getting Started - March 7 (Completed)
- Session 2: Getting the Word Out - March 14
- Session 3: Making the Pitch - March 21
- Session 4: Attracting Media Coverage - March 28

[< Click Here for Online Registration >](#)

New...

EPA's Earth Day Tool Kit

Earth Day, a date that always inspires media interest, is coming up soon on April 22, 2006! Are you looking for ways to tie your efforts to promote commuter benefits into this date? EPA has created some nifty media resources in our "Earth Day tool kit" that will be available the week of March 20. The kit includes:

- a **print PSA** that can be customized to include your local organization's name and logo if the PSA is to be placed. (We will attempt to respond to all requests as long as you send us a high-resolution EPS of your logo, your organization name as you wish it displayed, your city, and your URL. Send it to bwc@epa.gov with "Earth Day Tool Kit" in the subject line.)
- a **radio script PSA** that you can use "as is" or customize.
- "Fast Facts" that will help you pitch the PSAs. It will make the case to media why the PSA is pertinent.
- a **Web site banner** promoting commuter benefits.
- an **Op Ed** you can use or customize for submitting to local media.



TAKE A LOOK...

Useful New Resources and Info at “For Supporters” section of Web site

We've been busy preparing new resources and information you can use in your favorite part of the www.bwc.gov Web site. Why not take a look? Click on the “For Supporters” link and find:

- a **new link** called “View Complete List of Network Members” - this is our new sortable database of Network Members.
- a **link to information** on the 2006 Race to Excellence and the on-line application.
- the **new look** at “Program Materials” – now, the Promotional Toolkit is sorted by 3 main categories: *Build Your Client Base*, *Enhance the Visibility of BWC Employers in Your Community*, and *Get Media*.
- **information** on the first University Challenge and list release, coming up in late spring.
- a **new BWC Network Member logo** you can download and paste onto your website and promotional materials.

Want it? Just go to www.bwc.gov, click on Tools and Resources, then click on Tools to Support BWC in Your Community. Right-click on the logo, copy, and paste onto your website and promotional materials! This will count as one of the activities in the Race to Excellence Brand Visibility category. And we will provide a direct link from bwc.gov to your web page!



The Campus Challenge: The First List Release for the Best Workplaces for Commuters Colleges and Universities Sector

Heads (and mortarboards) up: Best Workplaces for Commuters is launching a **Campus Challenge**. We want to build on the over 65 colleges and universities who have achieved the designation as Best Workplaces for Commuters. By offering comprehensive commuter benefits, these campuses have reduced parking demand, saved energy and millions of dollars, maximized tax benefits, reduced traffic and congestion in their communities, and have helped to improve air quality and reduce greenhouse gases. Now is an ideal time to encourage additional campuses to apply. Those institutions for higher education that apply and qualify by April 30 will be included in the Best Workplaces for Commuters list release for universities in late spring.

Actions you can take as part of the Campus Challenge:

1. **Consider** which colleges and universities you are aware of that have commuting issues that have risen to your attention, or tend to be at the cutting edge in employee benefits, or simply that draw large numbers of commuters in your region.
2. Directly **contact** them to let them know about Best Workplaces for Commuters Campus Challenge, and let them know we will have **conference calls** Thursday, March 16 and Wednesday, March 29, both at 2:30 Eastern Standard Time, “**Why your College or University Should Achieve the Best Workplaces for Commuters Designation**,” to outline the program. For more information on the conference calls and how to register, click on the URL below:
www.bwc.gov/employ/universities.htm
3. **E-mail** good college and university prospects to Connie Ruth at: <mailto:ruth.connie@epa.gov> or call her at 734-761-8518.

Resources available to support you in approaching colleges and universities in your area include “Business Case for Commuter Benefits at Colleges and Universities” and case studies of three colleges and universities. These are available at: www.bwc.gov/employ/universities.htm



Welcome to Our New Network Members!

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

Ada County Highway District -Commuteride	Kristin Lundstrom	Boise,	ID
Bayer HealthCare	Melissa Francescut	Berkeley,	CA
Ecology and Environment, Inc.	Tony Gale	Dallas,	TX
E-ped Electric Bicycles	John Kellen	Poway,	CA
Kellie Sumner	Kellie Sumner	Phoenix,	AZ
NuRide, Inc.	Steve Offutt	Herndon,	VA
Suzell Hopman	Suzell Hopman	Fort Lauderdale,	FL
Triangle J Council of Governments	Stephanie Minker	RTP,	NC



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