

BEST
Workplaces
for Commuters™

BWC Network News

May 2006

They Earned Their Degree: 2006 Best Workplaces for Commuters CollegesSM and Universities List Release

On May 22, while graduates nationwide celebrated their degrees, 72 institutions of higher learning earned themselves recognition on the Best Workplaces for Commuters Colleges and Universities list release. These institutions present great opportunities for brand recognition—if they can grow awareness among the students, we can anticipate that graduates will look for the Best Workplaces for Commuters designation when they are ready to apply for jobs. For the entire list of colleges and universities on the list, go to:

www.bwc.gov/employ/universities.htm

Commenting on the 20-year-old vanpool program at the University of California, Los Angeles, Chancellor Arthur Carnesdale asserted, “The Vanpool Program has enhanced UCLA’s ability to recruit and retain the very best staff, faculty, and students.” UCLA estimates that over the past two decades, UCLA vanpools have saved more than 8 million passenger vehicle trips, and more than 15 million gallons of gasoline. Way to go, UCLA!

Magnetic Vanpool Signs a Popular Accessory -- Get Yours Now!

Our fashion-forward BWC Network members are making the magnetic Best Workplaces for Commuters 12”x12” magnetic sign a much sought-after accessory for their vanpool fleets. We’ve sent 1331 magnetized signs to date to meet the demand, and we are in our second printing already! Those who have sent us their photographs of vehicles modeling their lovely and informative signs are receiving an astonishing array of Best Workplaces for Commuters trinkets.

If this makes you say, “We need these for our vanpools! And I need more trinkets for my desk!” then all you have to do is order your *free* sign is send an e-mail to Gwen Coutts <<mailto:couts.gwen@epa.gov>>, take a picture of your newly-adorned vehicle (you can get your vanpoolers in the photo, too), and send it to Patrice Thornton <<mailto:thornton.patrice@epa.gov>>. Then you, too, can sport the sign that says to others, “I know the best way to work. Shouldn’t you?”



Susan Berry & Dawn Carey
from Upper Valley Rideshare



Big Time: 2006 FORTUNE 500 Recruiting Campaign

Let’s get this thing cranking! We’re asking all our BWC Network members to get on board with recruiting new FORTUNE 500 companies, as well as new worksites from previously-designated FORTUNE 500 companies, for our planned list release in the fall. Do you have any hot leads of companies you think we at EPA ought to work with in your area? If so, please let us know!

Contact Susan Bullard <<mailto:bullard.susan@epa.gov>>, BWC FORTUNE 500 team lead.

If you’re up for going to the next level, we have lists sorted by State of FORTUNE 500 companies and worksites, including contact information that you can use to target your recruiting actions. To support your efforts, we have an entire marketing kit targeted towards FORTUNE 500 companies, including fact sheets, recruiting tips, and other FORTUNE 500-related materials. Learn more at:

www.bwc.gov/suppor/network-f500.htm

If you decide to go ahead and make contacts at companies for recruiting (yeah!), please contact Susan Bullard at the email address above, so we don’t duplicate each other’s efforts.

Thanks for contributing in any way you can!



BWC Network News

May 2006

Earth Day PSA Tracking

Did you use any of our Earth Day toolkit materials? If so, where were they used? Did you find them valuable? Do you have any suggestions? We'd really like to know.

Also, if you saw any of the Best Workplaces for Commuters print PSAs, or hear any of our radio PSAs, please let us know where and when, and any other information you think useful.

Those who respond to these questions to Patrice Thornton <mailto:thornton.patrice@epa.gov> will receive authentic BWC trinkets for their trouble, as well as our sincere appreciation!



Dates to Remember:

January	February	March
April	May	June
July	August	September
October	November	December

June 1 **Race to Excellence Application Deadline**
< click on: www.bwc.gov/racetoexcellence/index.htm >

June 9 **Deadline for Submitting Race to Excellence Supporting Information**
(for activities ending June 1, 2006)

June 15 **Telework Exchange Town Hall Meeting: Federal Telework: Who's Driving the Bus?**
Sponsored by Best Workplaces for Commuters, this one-day conference in Washington, DC focuses on the state of Federal telework and next steps to make it SOP across the Federal government. Click here for more information:
< www.teleworkexchange.com/townhallmeeting >

August 1 **Application deadline for Best Workplaces for Commuters from the FORTUNE 500 List of Companies**
< www.bwc.gov/campaign/f500-exclusive.htm >

August 27-30 **2006 Association for Commuter Transportation International (ACT) Conference**
Sponsored in part by Best Workplaces for Commuters, this four-day conference in Boston, MA, highlights such topics as telework, parking management, and marketing, as well as offering professional development courses and workshops. Winners of the 2006 Race to Excellence will be announced in a special session! Click here for more information:
< <http://tmi.cob.fsu.edu/act/conf06/RegistrationContents.pdf> >

BWC Network Strategy Session: "Marketing to FORTUNE 500 Companies Campaign" May 24, 2:30-3:30 pm, EDT.

The third annual list release is coming up in October! Find out how Network members in your Region are planning to recruit employers from the 2006 FORTUNE 500 list of companies, and add more worksites from those already on our list. It's a good opportunity to coordinate with Network members in your Region so you can join forces with their efforts. To register online: < www.ergweb.com/projects/ccli/supporter/register3.asp >



BWC Network News

May 2006

Fun Facts

A 2004 EPA study found a 15% shift away from drive-alone commuting among employees working at Best Workplaces for Commuters designated worksites, relative to the average for all commuters working in the same zip codes.

The same survey revealed a previously unreported “spillover effect”: contractors and temporary employees at Best Workplaces for Commuters designated worksites who are offered some commuter benefits have a drive-alone rate 7% lower than the average for all employees working in the same zip codes.

A 2006 Transportation Research Board report documents a 10 to 60 percent increase in transit ridership when local employers offer commuter benefits. Moreover, the study discovered that in most cases, 80% of the new transit riders had driven alone to work prior to receiving commuter benefits, and 35% reported that they were increasing use of transit for non-work trips.

Welcome to Our New Network Members!

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

New Jersey State DOT	Khalid Shaikh	Trenton,	NJ
Office of Senator Ron Wyden	Brendan Doyle	Washington,	DC
People's Bank	Marisol Rodriguez	Bridgeport,	CT
State of Georgia Environmental Protection Division	Kelley Nardell-Powell	Atlanta,	GA
US EPA Region 6	Peggy Wade	Dallas,	TX
WorkClub	Neil Goldberg	Berkeley,	CA



Visit www.bwc.gov Call 888 856-3131 E-mail bwc@epa.gov

