

## Coming October 18: 2006 list of Best Workplaces for Commuters<sup>SM</sup> from the FORTUNE 500 companies

**W**atch for it – in less than two weeks, EPA announces its third annual list release for the Best Workplaces for Commuters from the FORTUNE 500 companies. On October 18, you will be able to go to [www.bwc.gov/campaign/f500-exclusive.htm](http://www.bwc.gov/campaign/f500-exclusive.htm) to see the list. As usual, the announcement will include a special Top 20 list that highlights the employers with the greatest percentage of employees that work at Best Workplaces for Commuters-designated work sites, ranked from the highest percentage down. It will be interesting to see who tops the list this year—we do expect to see some shake-up in the Top 20 as compared with last year!

And don't forget to check out the Best Workplaces for Commuters from the FORTUNE 500 Companies Marketing Toolkit at [www.bwc.gov/support/network-f500.htm](http://www.bwc.gov/support/network-f500.htm). It provides tips for marketing and promotion of the featured employers, as well as core messages to use.

If your company is on the FORTUNE 500 list, this is a golden opportunity to leverage the visibility of your own Best Workplaces for Commuters designation; for example, issue a press release of your own! But whether or not your company is on the list, why not take the opportunity to promote your own designation in conjunction with the list release for the Best Workplaces for Commuters from the FORTUNE 500 companies? Mention it in your employee newsletter, or your commuter benefits program communications. You can show that you “run with the big dogs” by sharing in this elite brand.



### ...And, eight Community Best Workplaces for Commuters list releases in October!

**Y**es, it's a busy month for Best Workplaces for Commuters! There will be eight communities announcing 2006 list releases on October 18 or during the same week. They are:

San Diego • North Texas • Phoenix • Sacramento  
Houston • Seattle • Tucson • San Francisco Bay Area

If your employer is in one of these metropolitan areas, your local list release can leverage your efforts to promote commuter benefits and your own employer's designation. (If your employer is also on the FORTUNE 500 list, you can get a two-fer!) Create a press release, highlight your designation in your company newsletter, work it into communications from the employee transportation coordinator, or devise another creative way to ride the publicity wave. Consider encouraging other employers in the area to join together to boost visibility.

**Note:** The Triangle area of North Carolina is doing their press release on November 15, and the Minneapolis/St. Paul metro area is planning a list release in November.

### So, you want to know how to do a survey?

We've got some resources for you on our “**Guide to Employer Commuter Surveying**” Web page at [www.bwc.gov/employ/surveying.htm](http://www.bwc.gov/employ/surveying.htm). This page includes links to a **sample employee survey** and **summary form**, a **sample employee email survey**, and a “**Frequently Asked Questions**” sheet.

We recommend that you do a baseline survey prior to adding commuter benefits, if possible, to make clear the impact of the benefits packages on employee commute behavior. But of course, it's always good to be able to track the progress of your commuter benefits program, and see the fruits of your efforts!



## New England's Best Workplaces for Commuters list release a success!

September 22 marked the fourth annual list release for New England's Best Workplaces for Commuters. New employers include IBM (Cambridge), CDM (Cambridge), Cartus (Danbury, CT), Ricoh USA (Danbury, CT), and Champlain College (Burlington, VT). In total, 145 employers representing 229,941 employees qualified for the list, which consists of large and small organizations throughout New England, and represents a wide array of industries including technology, healthcare, and transportation.

Together, New England's Best Workplaces for Commuters employers have acted to mitigate traffic congestion, energy consumption, and air pollution, reducing annual emissions in New England by over 110,000 metric tons of carbon dioxide, 98 tons of volatile organic compounds, 210 tons of nitrogen oxides, and 1,909 tons of carbon monoxide. This is equivalent to conserving over 12.5 million gallons of gas and taking nearly 21,000 cars off the road in New England each year.

We congratulate the New England Best Workplaces for Commuters and their supporters for their hard work in promoting commuter benefits and for successfully leading the way for this fall's surge of list releases!

## Handy BWC Emissions Calculator now on the Web

This quick and easy benefits calculator will estimate the emissions saved by Best Workplaces for Commuters employees. All you need for the inputs are the total number of employees at the work-site you're looking at that are eligible for Best Workplaces for Commuters benefits and the per gallon price of gasoline you choose. Press the "Calculate" button and – blam! – you've got an estimate of the emissions reductions generated by those employees (VOC, NOx, CO, and CO2), as well as the mileage saved, the equivalent in number of cars taken off the road, and the annual amount and total cost of gasoline they've saved.



The emission reductions provided are, of course, approximate, since the computation uses assumptions from national average data. (Actual emission rates vary depending upon temperature and other seasonal effects, control programs such as reformulated gasoline and inspection and maintenance, and driving conditions, including vehicle speed, acceleration, and load.) Therefore, these estimates cannot be used for SIPs, conformity, or other official purposes.

To take the quick calculator out for a spin, go to:  
< [www.bwc.gov/employ/quickcalc.htm](http://www.bwc.gov/employ/quickcalc.htm) >

## Want to find out who's getting on the list, fast?

As a BWC Network Member, did you know that you have special access to the [bwc.gov](http://www.bwc.gov) Web pages that show who's new as a Best Workplaces for Commuters employer or BWC Network member? Yes, you do!

Just access the BWC Results page at: <<https://www.ergweb.com/projects/ccli/results/index1.asp>>. Your User Name is "bwc." Your password is "enrollments." Click on "Employer Applications" for Best Workplaces for Commuters employers (they are considered accepted if they appear on that page), and "Network Enrollments" for the current list of network members. They are both organized by date, from most recent to least recent, but you can manipulate the data by clicking on the highlighted headings to look at the data in other ways (by name, city, state, or number of employees). You can also access limited non-confidential information from the employers' annual updates.

Take a look and see who's the latest to sign up!

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

**H**ere are some more of the recent articles on Best Workplaces for Commuters online or in trade journals. You may find some good ideas for your program or quotes for your newsletter... or even see your own employer or community mentioned!



**"Head of commuter program honored"** Baltimore Sun, September 17, 2006

< [www.bwc.gov/pdf/bwc\\_media/news-digest-baltimore-sun.pdf](http://www.bwc.gov/pdf/bwc_media/news-digest-baltimore-sun.pdf) >

**"What is TXU doing for Texas?"** The Dallas Morning News, September 17, 2006

< [www.bwc.gov/pdf/bwc\\_media/dallasnews-9-18-06.pdf](http://www.bwc.gov/pdf/bwc_media/dallasnews-9-18-06.pdf) >

**"Champlain College praised as commuter-friendly"** Burlington Free Press, September 16, 2006

< [www.bwc.gov/pdf/bwc\\_media/Champlain-college.pdf](http://www.bwc.gov/pdf/bwc_media/Champlain-college.pdf) >

**"Sunset Development Company's Bishop Ranch Wins Best Workplace in America Award"** Business Wire (San Francisco, CA), September 5, 2006

< [www.bwc.gov/pdf/bwc\\_media/bishop-ranch-9-7-06.pdf](http://www.bwc.gov/pdf/bwc_media/bishop-ranch-9-7-06.pdf) >

**"What Students Missed Over the Summer"** BYU Newsnet (Provo, UT), September 5, 2006

< [www.bwc.gov/pdf/bwc\\_media/what-students-missed.pdf](http://www.bwc.gov/pdf/bwc_media/what-students-missed.pdf) >

**"Business People"** The News Journal (Wilmington, DE), September 1, 2006

< [www.bwc.gov/pdf/bwc\\_media/doris-pudlo.pdf](http://www.bwc.gov/pdf/bwc_media/doris-pudlo.pdf) >

**"Recognizing Excellence: EPA's Best Workplaces for Commuters Program"** Telework Exchange, September 2006

< [www.bwc.gov/pdf/teleworker-sept-2006.pdf](http://www.bwc.gov/pdf/teleworker-sept-2006.pdf) >

**"Convenience, cost-saving on workers' daily travels"** New York Daily News, August 29, 2006

< [www.bwc.gov/pdf/bwc\\_media/break-for-commuters.pdf](http://www.bwc.gov/pdf/bwc_media/break-for-commuters.pdf) >

**"Engage PR Receives "Best Workplaces for Commuters" Designation"** Business Wire (San Francisco, CA), August 29, 2006

< [www.bwc.gov/pdf/bwc\\_media/engage-pr.pdf](http://www.bwc.gov/pdf/bwc_media/engage-pr.pdf) >

For more media coverage of Best Workplaces for Commuters, check out the Web site at:

< [www.bwc.gov/media/index.htm](http://www.bwc.gov/media/index.htm) >.

*Spotlight On...*



**Shannon Morris, director of the North Texas Clean Air Coalition.**

Shannon is boosting the visibility of the upcoming in **North Texas Best Workplaces for Commuters** list release by hosting awards luncheons for employers in Dallas and Fort Worth on the list, taking out ads listing their Best Workplaces for Commuters designation in local newspapers, issuing a press release on October 18, and other media promotion.

That's the sort of initiative we love to see in our BWC Network members! We wish Shannon the best in the activities surrounding the upcoming list release.

**Welcome to Our New Network Members!**

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

Organization	Member	City	State
Alveta LLC	Roderick Barnett	McDonough	GA
Avoidtherush.org	Amy Baker	Des Moines	IA
Base Technologies	Mary Beatty	McLean	VA
City of Benicia	John Andoh	Benicia	CA
City of Elk Grove	John Andoh	Elk Grove	CA
City of Rio Vista	John Andoh	Rio Vista	CA
Companion Parrot Connection, Inc.	D Kristine Sandvik	Folsom	CA
H & R Block	Gale Mickelson	Federal Way	WA
Halifax Regional Municipality	Ken Reashor	Halifax	Canada
HRM - Halifax Regional Municipality	Roxane MacInnis	Halifax	Canada
JMP Consulting	Colin Black	London	England
Lancer Insurance Co.	Andrew Arnold	Long Beach	NY
Logan TMA	Elliot Schmiedl	East Boston,	MA
NC Department of Crime Control & Public Safety	Lynda Wright	Raleigh	NC
Orange County Transportation Authority	Joanne Jacobsen	Orange	CA
Piedmont Authority for Regional Transportation	David Morris	Winston - Salem	NC
Rideshare 511	Michael A. Smith	Oakland	CA
Shelby County Government - Regional Services	Carol Adams	Memphis	TN
TMA of Lake Cook	William Baltutis	Deerfield	IL
TransLink	Frankie Kirby	Burnaby	