



20 EMPLOYER
09 RECOGNITION
AWARDS

THE METROPOLITAN WASHINGTON
COUNCIL OF GOVERNMENTS

June 23, 2009



Charles A. Jenkins
Chair, National Capital Region Transportation Planning Board

Transportation professionals in the National Capital Region are never short on ideas and plans to improve infrastructure and traffic flow within the region. Highly touted projects such as the Intercounty Connector, High Occupancy Toll Lanes and Metrorail extensions will serve to relieve traffic congestion within our ever growing region. Other more immediate improvements however are made on a daily basis and are often sparked by area employers who play a vital role in shaping the commuting habits of their employees. Commute and/or telework programs offered by employers have a direct effect on changing the behavior of workers driving alone to and from work.

Employers that offer outstanding commute and/or telework programs as part of their overall benefits package can attract and retain highly qualified employee talent. The employers we are honoring today lead by example and are committed to supporting ridesharing, teleworking, transit, and bicycling. Their actions demonstrate concern about the quality of life for their employees and the region. We hope that through their example, other employers will embrace similar practices.

On behalf of the National Capital Region Transportation Planning Board, I congratulate the winners of the 2009 Commuter Connections Employer Recognition Awards and thank them for their continued commitment to reducing traffic congestion and improving the air we breathe.

Sincerely,

A handwritten signature in cursive script, reading "Charles A. Jenkins".

Charles A. Jenkins
Frederick County Commissioner

Welcome to the twelfth annual Commuter Connections Employer Recognition Awards ceremony. We are here to honor a select group of employers whose innovative commuter programs are helping to improve the quality of life for their employees and the citizens of the Washington metropolitan area. Employers in the region are increasingly supporting alternatives such as ridesharing, bicycling, public transit and teleworking to help foster "green" initiatives. These efforts whether driven by the cost of gas, traffic congestion, work/life balance goals or out of environmental concerns, create a healthier and more sustainable business and regional landscape.

The Commuter Connections Employer Services program offers a region-wide transportation network dedicated to helping employers set up and expand commuter benefits for their employees. These programs help employers attract and retain a quality workforce and maintain goodwill within the community. Please join me in congratulating the recipients of the 2009 Employer Recognition Awards who have worked hard in dedicating resources to meet the commuting challenges of their employees. They are shining examples to other organizations within the region.

Sincerely,

A handwritten signature in black ink, appearing to read "Anna McLaughlin". The signature is fluid and cursive, with a prominent initial "A" and a long, sweeping underline.

Anna McLaughlin
District Department of Transportation

Anna McLaughlin
Chair, Commuter Connections Subcommittee



The 2009 Employer Recognition Awards

Commuter Connections encourages the general public and area businesses to support teleworking and the adoption of alternative commute methods to and from work everyday. These methods help to mitigate traffic congestion and provide for cleaner air through reduced auto emissions. The Commuter Connections Annual Employer Recognition Awards Ceremony recognizes employers who have voluntarily initiated programs that facilitate the use of such alternatives. Eligible employer programs include those that marketed alternative commuting options, initiated a successful telework program, or provided incentives that make using alternative transportation modes easier and more attractive than driving alone.

Applicants were evaluated and winners were chosen for their ability to offer measurable commuter benefits that reduce automobile fuel consumption and emissions through fewer vehicle trips and miles traveled. In addition, winners were selected for their policies that have positively influenced the lives of their employees and the region as a whole.

Incentives

Commuter incentives reward and encourage employees for taking alternative means of commuting. They also help to attract and retain employees. Incentives and commuter benefits can come in many forms such as transit and vanpool subsidies, pre-tax transit and vanpool passes and preferred or discounted parking for carpools and vanpools. Other incentives might include offering flex-time schedules or the provision of facilities and equipment such as showers and lockers for those who bike or walk to work, on-site amenities, free shuttle service or laptops for teleworkers.

Marketing

Promoting the merits of ridesharing, transit and teleworking within a company is an essential part of a successful commuter program. Companies who educate and advocate alternative commuting options enjoy high employee participation rates in such methods. With knowledge of the available choices, employees are empowered to make well-informed decisions about better and smarter ways to get to work. They arrive less stressed and more able to be productive on the job. Marketing of commuter information and available benefits clearly serves as an influential aspect behind helping to change commuter drive alone patterns to and from work.

Teleworking

Teleworking at home, at a local telework center, or at an employer's satellite office, allows employees to dramatically reduce or completely eliminate the time and money spent commuting to and from work, one or more days per week. For employers, savings may come in the form of reduced overhead such as office space costs and parking. In addition, teleworking provides for lower absenteeism, higher productivity and helps businesses attract and retain qualified employees.



Incentives
Consumer Electronics Association



The Consumer Electronics Association (CEA) is made up of 2,200 companies in the consumer technology industry. It provides market research, technical training, educational programs and networking opportunities to its members. The organization is located in Arlington where it employs 135 people.

CEA's commuter benefits program was established in 2005 and offers employees a variety of commuting benefits. Although CEA owns its building and the adjoining parking lot, many staffers use public transit. For employees who do drive alone to work, CEA charges \$70 per month for parking spaces, which for many is an additional incentive to consider drive alone alternatives. To promote carpooling among employees, carpools with two CEA employees pay only \$35 per month for parking and carpools with more than two CEA employees park for free. The principal behind the idea has established the groundwork for more ridesharing.

In order to decrease commute times, the company also encourages employees to live and work in Arlington County by providing an interest free mortgage assistance loan of up to \$25,000. Since this program's inception, nine employees have taken advantage of this financial assistance and moved to Arlington.

50 (37%) employees commute primarily using public transit or vanpools and receive a monthly tax-free public transportation subsidy of up to \$120. The benefit is administered completely online by depositing the dollar amount for each employee's commute directly to his/her SmarTrip card.

CEA recently expanded its commuter benefits program to include telework, flextime and compressed work weeks. So far, 40 percent of the staff telecommutes at least one day each week. An added incentive is that CEA reimburses employees 50 percent of their home broadband internet connection costs each year, up to a \$500 maximum.

The bottom line

Incentives	Pre-tax transit benefit up to \$120 per month for public transit or vanpools, parking benefits for carpools, telecommuting, showers, lockers, bicycle storage, reimbursement for 50 percent of Internet costs, and flextime.
Employer/Employee Benefits	Improved morale and productivity have been noted as well as a decrease in absenteeism.
Environmental Impacts	Estimated reduction of approximately 500,000 vehicle miles traveled per year and a savings of 25,000 gallons of gas.
Economic Impact	Telecommuting saves CEA by decreasing the dollar amount needed to fund public transportation subsidies by 15 percent.

Tysons Corner Center is the largest shopping mall in the Washington region and the fifth largest in the country. It sits on 78 acres and is home to 300 shops, department stores and eateries.

In January 2007, the Fairfax County Board of Supervisors approved a rezoning of the super-regional mall which will permit four phases of new development that will be built over the next 10-15 years. As part of the approval, Macerich, the mall's owner and developer, agreed to develop a Transportation Demand Management (TDM) program for mall employees. The program was named Access Tysons and provides greater access to the shopping center.

Online components such as ridematching, trip tracking, a commuter calculator and a trip planner have been a great draw among employees. The success of the program can be attributed to a concentrated marketing effort.

An individualized marketing application was designed to reach mall tenants and their employees. It was quite an undertaking considering the mall has 5,500 employees. The application was structured to inform mall employees about alternative commute options and to learn about their commuting habits and needs. The process began with a Commuter Survey and based on responses, materials were developed to further educate employees about commute options. Survey participants who indicated interest in receiving alternative commute mode information got a postcard describing commute mode options, requesting they select the mode they were most interested in. They then received a commuter toolkit based on their commute mode of choice.

The toolkits were hand-delivered to each employee who requested one. The toolkits included Access Tysons water bottles, notebooks, pens, rain ponchos, magnets, lanyards and protective strips for bicycle pants. Marketing efforts continue with Access Tysons flyers, brochures and maps. As a result of the heavy marketing activities, participation in transit use has increased by 10 percent.

The bottom line

Marketing	Commuter survey, postcards, commuter toolkits tailored to individual needs, flyers, brochures and maps.
Employer/Employee Benefits	Improved retail-tenant relationships and improved employee morale. Tailored commuting options offer a better work-life balance.
Environmental Impacts	Between 2007 and 2008, there was a 10 percent increase among employees who use public transit or carpools based on survey comparison from year to year. This has reduced the number of vehicles on the roads which leads to a reduction in emissions.
Economic Impact	Reduced vehicle miles traveled by 610,000 miles. Reduction in gas costs and vehicle wear-and-tear.



Marketing
Tysons Corner Center
Access Tysons





Telework
Noblis



noblis.
For the best of reasons.

Noblis is a nonprofit science, technology and strategy organization with 658 employees that helps government and non-profit clients solve complex systems, process and infrastructure problems in the areas of transportation systems, energy, healthcare, national security and intelligence, and oceans, atmosphere and space.

Noblis introduced a pilot telecommuting program in 2000. During the three-month pilot period, authors of the program sought to address possible barriers to a successful program and to outline the benefits of implementing a formal telecommuting policy. It was anticipated that the program could contribute to increased productivity and decreased employer and employee costs.

Initially, many members of management were skeptical about telecommuting and rebuffed the idea. Several supervisors felt that if they could not see their employees, they would not work as expected. After an educational process for management about the long-term benefits of telecommuting, the program was approved and put in place.

Results have been positive and the program is credited with attracting and retaining talented staff. Today, 145 employees (22%) telework an average of 1.8 days per week, and 26 employees telework full-time. Participation has steadily increased over the last few years as there was a 29 percent jump in participation in 2007 which climbed by another 18 percent in 2008.

The company also offers a \$120 tax-free benefit and compressed work weeks. Clearly, in the face of fluctuating fuel costs and heightened environmental awareness, employees recognize the great value of Noblis' telework and commute benefit programs.

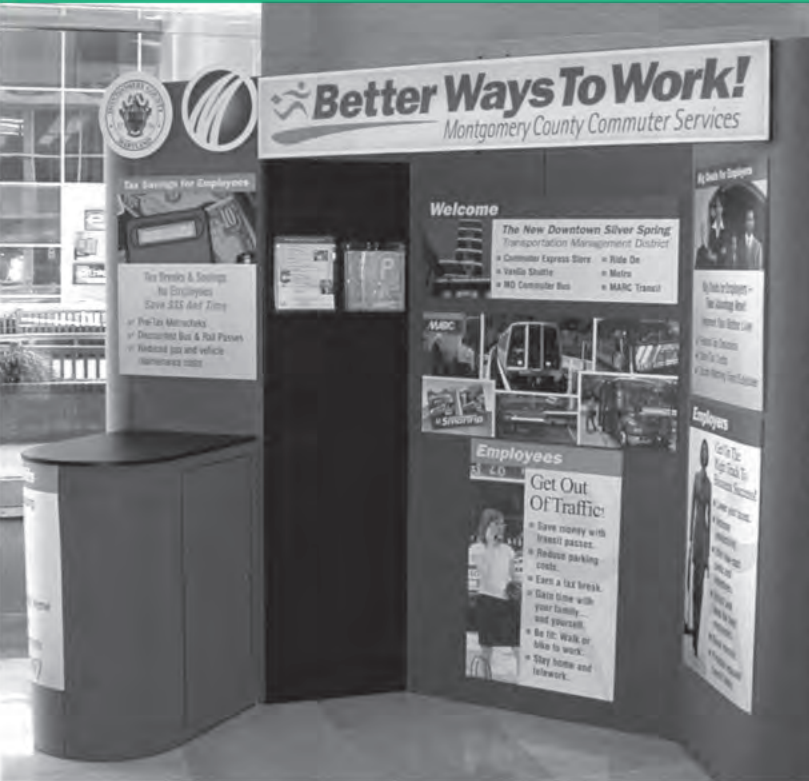
The bottom line

Telework	Benefit is open to all employees in good standing and allows them to work from home at least one day per week.
Employer/Employee Benefits	A recent company-wide survey shows employees rated telecommuting as one of the most important benefits they have. Survey results show it was a motivating factor for employees to perform at higher levels.
Environmental Impacts	Estimated reduction of 448,889 vehicle miles traveled, 411,825 pounds of carbon dioxide, and 20,591 gallons of gas per year.
Economic Impact	Estimated combined annual savings of \$51,478 for 26 employees who are full-time teleworkers.

The Employer Services Sales Team Achievement Award is given to the Commuter Connections Employer Services sales team that has most successfully met its goal of partnering with employers to develop and expand commute benefit offerings. There are a total of ten Employer Services sales teams with sixteen representatives in the Washington metropolitan region that cultivate and support employer based transportation programs. Employers who offer commuter friendly programs encourage employees to try and adopt alternative means of getting to and from work. These practices lessen the heavy rush hour demand on our roadways and its resulting levels of pollution. Employees maintain better morale, lower stress, and enjoy less costly commutes. Employers benefit from higher employee retention and savings may come in the form of tax savings, and reduced overhead through lower parking and office space requirements.

The TPB's Commuter Connections program is pleased to honor Montgomery County Commuter Services with the Employer Services Sales Team Achievement Award. The employer services program is represented by the Employer Services Section in Silver Spring and Friendship Heights, the Bethesda Transportation Management Association - Bethesda Transportation Solutions, and the North Bethesda Transportation Management Association - North Bethesda Transportation Center. During the past year, the combined sales staff of ten representatives made over 5,600 contacts with employers and participated in over 241 face to face meetings. Due to their efforts, nearly 100 companies within Montgomery County have committed to and implemented traffic reducing programs at significant levels. In addition to meetings, the sales team also participated and helped organize transportation fairs and presented at new-hire orientations. This selection was based on information provided by all Employer Services sales teams in their required monthly reports to COG and through on-going database verifications.





2009 Employer Services Sales Team Achievement Award
 Montgomery County Commuter Services

Better Ways To Work!
 Montgomery County Commuter Services



telework.gov

Search:


Main | Guidance & Legislation | Policies & Procedures | Reports & Studies | Tools




i am a coordinator


I want to...

- Find training
- Discuss other agencies' programs and policies
- Talk to other telework coordinators
- Explore key telework programs
- more...

 **Frequently Asked Questions**

 **Agency Telework Coordinators**

 **Telework Centers**

 **Training**




i am an employer

I want to...

- Become a teleworker
- Learn how to telework
- Read my agency's telework policies
- Find a telework contact
- more...

find...

- The 2008 Telework Report  [2.4 MB]
- Who I can talk to about telework in my agency
- A telework job in the Federal Government
- Statistics about telework in the Federal Government
- Information about long-distance telework



i am a manager

I want to...

- Find out about managing teleworkers
- Read my agency's telework policies
- Find a telework contact
- Get some training
- more...

[About Telework.Gov](#) | [Important Links](#) | [Site Map](#) | [Contact Us](#) | [Help](#)



U.S. Office of Personnel Management

2009 Employer Services Organization Achievement Award
US General Services Administration
Office of Governmentwide Policy



The Employer Services Organization Achievement Award recognizes a jurisdiction or agency that has instituted a new program or has an existing program that makes it easier for employers to initiate commute alternative programs in the workplace. This year the award is being given to the U.S. General Services Administration's Office of Governmentwide Policy (GSA) for its efforts to boost teleworking for federal government agencies in the National Capital Region. GSA was an early facilitator of telework and helped to launch the first governmentwide Flexiplace project. Working together with other agencies such as the U.S. Office of Personnel Management (OPM) and the U.S. Department of Transportation (USDOT), GSA developed a family friendly workplace and the National Information Infrastructure that helped set the stage for additional teleworking in federal government agencies. GSA also worked with the USDOT to spearhead the National Telecommuting Initiative which set telework goals for federal agencies. GSA also established and maintains telework centers in the region. Partnering with OPM, GSA hosted an interagency website, www.telework.gov, which provides easy access to information about teleworking in the federal government. Currently, 16 percent of federal workers in the Washington, D.C. region telework and much of this has been a result of GSA's early actions and continued actions to make teleworking part of the federal business culture. A seasoned Alternatives Workplace Arrangements Team at GSA remains dedicated to the expansion of teleworking within federal government agencies.

Honorable Mention

Commuter Connections would like to acknowledge the following nominees with honorable mention:

American College of OB/GYN – District of Columbia, DC

American Occupational Therapy Association – Bethesda, MD

Army Computer Crime Investigative Unit – Fort Belvoir, VA

Bethesda Urban Partnership – Bethesda, MD

Calvert Group – Bethesda, MD

Chevy Chase Cars – Bethesda, MD

DNC Architects – Rockville, MD

Edison Electric Institute – District of Columbia, DC

George Mason University – Fairfax, VA

George Washington University – District of Columbia, DC

Holiday Inn Select Solomons – Calvert, MD

Honest Tea – Bethesda, MD

ICF International – Fairfax, VA

Imagination Stage – Bethesda, MD

QED Consulting – Arlington, VA

Social & Scientific Systems – Silver Spring, MD

Society for Human Resource Management – Alexandria, VA

United States Department of Agriculture –
District of Columbia, DC

United States Food & Drug Administration – Silver Spring, MD

Vista Technology Services – Herndon, VA

2009 Awards Selection Committee

David Snyder – Falls Church Council Member, Selection Committee Chair

Buddy Alves – Maryland Transit Administration

Tracye Funn – Washington Gas

Bob Grow – Greater Washington Board of Trade

Fred Shaffer – Maryland National Capital Park and Planning Commission

Amy Young Teklinsky – Orange Business Services

Julie Crain – National Geographic

About the National Capital Region Transportation Planning Board

The Transportation Planning Board (TPB) is the federally designated Metropolitan Planning Organization (MPO) for the region and plays an important role as the regional forum for transportation planning. The TPB prepares plans and programs that the federal government must approve in order for federal transportation funds to flow to the Washington metropolitan region. The TPB became associated with the Metropolitan Washington Council of Governments (COG) in 1966. COG was established in 1957 by local jurisdictions to address regional concerns including growth, housing, environment, public health and safety, and transportation. Although the TPB is an independent body, its staff is provided by COG's Department of Transportation Planning.

Commuter Connections is a network of Washington metropolitan commuter transportation organizations and a program of the TPB, that works toward easing daily commutes and reducing vehicle emissions. This is accomplished by promoting and facilitating ridesharing, bicycling, walking, teleworking, and transit, and by providing the regional Guaranteed Ride Home program.

How to Get Involved


Does your company have a telework, SmartBenefits, or Air Quality Action Days program? If your employer provides these opportunities (or others such as rewarding employees who walk, bicycle or carpool to work), we encourage you to apply for the 2010 Commuter Connections Employer Recognition Awards.

For more information about services and assistance available through Commuter Connections:

Call us at (800) 745-RIDE (7433), (TDD) (202) 962-3213 or visit our web site at www.commuterconnections.org.

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
777 N. CAPITOL ST., N.E., SUITE 300, WASHINGTON, D.C. 20002-4290

800.745.RIDE
commuterconnections.org



Special thanks to the Commuter Connections Subcommittee - 2009 Employer Recognition Awards Workgroup

Dotty Dalphon, Frederick County TransIT

Glenn Hiner, Fairfax County Department of Transportation

Anna McLaughlin, District Department of Transportation

Commuter Connections is funded by the District, Maryland, Virginia and U.S. Departments of Transportation. The 2009 Commuter Connections Employer Recognition Awards selection process was coordinated by Arch Street Communications.