



Creating a buzz.

**20** EMPLOYER  
**14** RECOGNITION  
AWARDS

JUNE 24, 2014



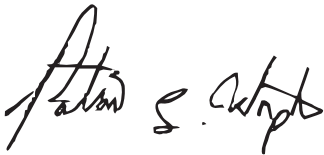
**Hon. Patrick Wojahn**  
Chair, Transportation Planning Board  
City of College Park Councilmember

The National Capital Region is a vibrant place to live, work and visit, known for its world class transit and commuter system as well as some of the nation's worst traffic congestion. The recent creation of the 495 Express Lanes, as well as projects such as the Silver Line, the Purple Line, and the Corridor Cities Transitway will help to ease some of the Washington area's traffic issues. Changing daily commuting behavior, however, will continue to be a challenge and provide an opportunity for the region.

The business community plays an integral role in shaping the commuting behavior of its employees. Many employers offer transit subsidies or pre-tax transit benefits, others encourage teleworking or reward ridesharing by providing preferred and/or free parking to people who participate in carpools and vanpools. Some also offer shower and locker amenities for bicyclists and walkers.

The employers we are honoring today demonstrate a 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 2014 Commuter Connections Employer Recognition Awards and thank them for their continued commitment to excellence by helping to reduce traffic congestion and improve the air we breathe.

Sincerely,

A handwritten signature in black ink, appearing to read "Patrick Wojahn". The signature is fluid and cursive, with the first name "Patrick" written in a larger, more prominent script than the last name "Wojahn".

Hon. Patrick Wojahn, Transportation Planning Board Chair  
Councilmember, City of College Park

Welcome to the seventeenth annual Commuter Connections Employer Recognition Awards ceremony. We are here to honor a select group of employers whose exemplary commuter programs are helping to improve traffic congestion and air quality within the Washington metropolitan region.

Employers who support transportation alternatives such as ridesharing, bicycling, public transit and teleworking create a better quality of life for their employees. The Commuter Connections Employer Services program offers a comprehensive 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, improve their bottom line and help them gain Leadership in Energy & Environmental Design (LEED) certification credits.

Please join me in congratulating the recipients of the 2014 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 "Holly Morello". The signature is fluid and cursive, with the first name "Holly" being more prominent than the last name "Morello".

Holly Morello, Commuter Connections Chair  
Transportation Demand Management Specialist  
Potomac and Rappahannock Transportation Commission

**Holly Morello**  
Chair, Commuter Connections  
Transportation Demand Management Specialist  
Potomac and Rappahannock Transportation Commission



### **The 2014 Employer Recognition Awards**

The Commuter Connections Annual Employer Recognition Awards Program acknowledges employers who have voluntarily initiated programs that facilitate the use of alternative commuting methods such as transit, teleworking, carpooling/vanpooling and bicycling. These methods help to mitigate traffic congestion and provide for cleaner air through reduced auto emissions.

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 are evaluated by a Selection Committee and winners are 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 are selected for their altruistic policies that have improved the lives of their employees and the region.

## **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**

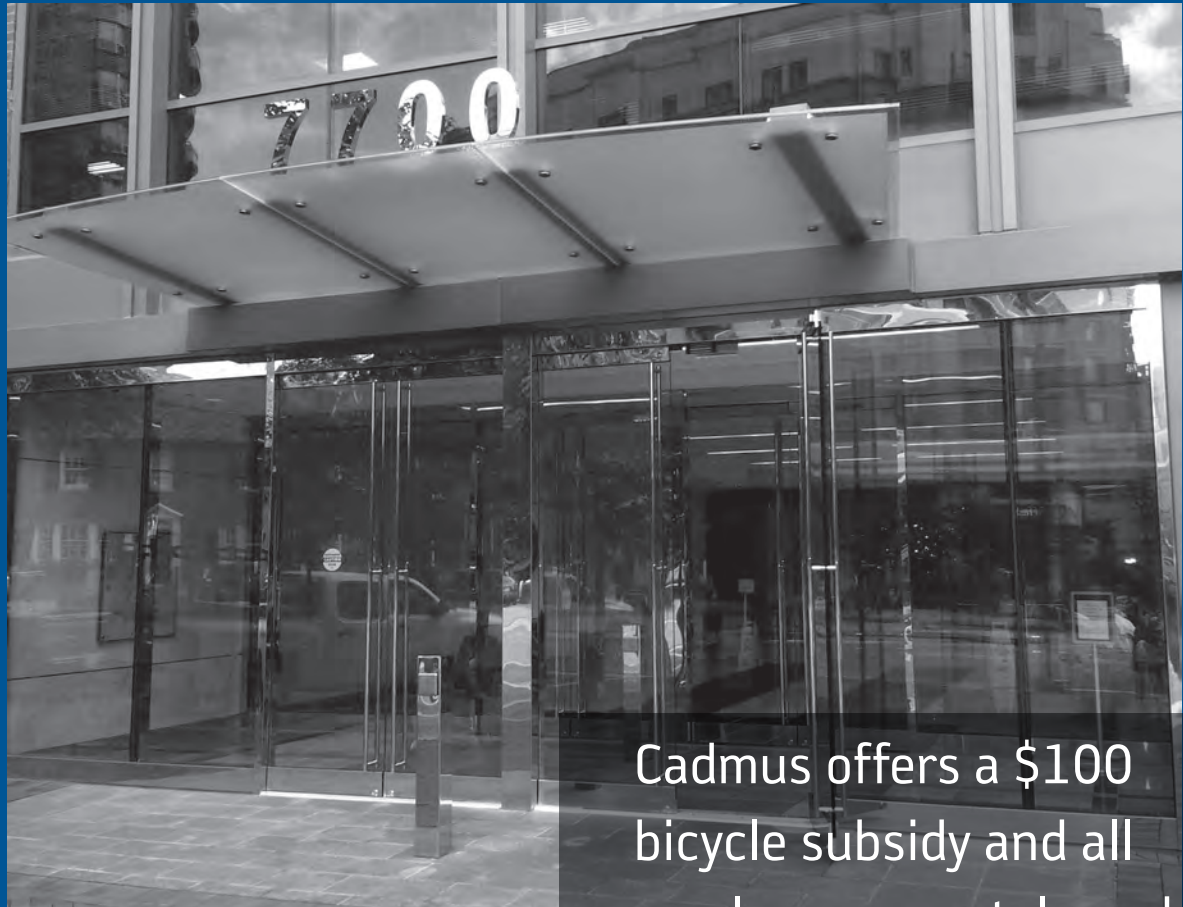
Promoting the merits of ridesharing, transit and teleworking within a company is an essential part of a successful commuter program. Companies who educate and advocate alternative commuting options enjoy high employee participation rates in such methods. With knowledge of the available choices, employees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

## **Teleworking**

Teleworking at home, or at a local telework center, 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 Award  
**The Cadmus Group**  
Bethesda, MD



Cadmus offers a \$100  
bicycle subsidy and all  
employees may telework



Founded in 1983, The Cadmus Group is a leading employee-owned environmental and energy consulting firm with offices located across the country. In 2006, Cadmus adopted its commuter benefits program offering its employees a wide range of alternative commuting incentives designed to accommodate an employee's individual needs while minimizing the reliance on automobiles. Of its 83 employees at two Washington metropolitan area work sites, 80 percent have found alternatives to drive-alone commuting; nearly half (46 percent) use mass transit, another 26 percent telework or use flextime, 21 percent bike or walk to work, and 8 percent carpool or vanpool.

Cadmus offers a transit subsidy as an incentive for employees to use public transportation. Participating employees receive up to \$160 a month for transit expenses pretax. In addition, Cadmus offers a shuttle service from the Bethesda Metro station to the Bethesda office.

To encourage employees to bike to work, Cadmus offers a \$100 bicycle subsidy at the beginning of each fiscal year. Employees can use the funds towards the purchase of a bicycle, bike equipment or repairs. Cadmus also provides on-site lockers and shower facilities, as well as bike racks installed in safe locations for long-term storage.

Pending approval by a supervisor, all employees have the opportunity to telework and have access the company server from home. All employees are also eligible to participate in a compressed work schedule. The success of The Cadmus Group's commuter benefits program has equated to a reduction of 377,000 vehicle miles traveled per year, and a savings of 19,040 gallons of fuel annually.

# CADMUS

The U.S. Food and Drug Administration (FDA) is the division of the United States Department of Health and Human Services that is responsible for protecting and promoting the public's health through the regulation and supervision of food and drug safety. Of FDA's 5,800 employees, over 500 vanpool or carpool, and more than 250 use transit. In addition, more than 2,500 telework an average of five plus days per month. FDA began promoting its commuter benefits program due to the lack of sufficient parking spaces at its White Oak Campus.

As part of its marketing efforts, FDA uses both old and new methods to promote transportation alternatives. Commuter information tables in the cafeteria allow face to face contact with employees. The FDA also communicates regularly through email blasts to employees, announcing new alternative commute options, bus schedules, new vanpools forming, and current vanpools with vacancies. Another tried and true method of getting the word out is the traditional cork bulletin board, which displays the latest transportation activity. FDA also supports the use and formation of vanpools by providing on-campus vanpool driver training.

Every two weeks, FDA's Employee Transportation Coordinator conducts new employee orientations, with a presentation highlighting information on the Commuter Connections ridematching and Guaranteed Ride Home programs, van and carpools, and bicycling. In addition, employees are given information on bus routes and shuttle buses that the FDA operates to and from various Metro stations.

To encourage bus use as a cost-effective and flexible commuting option, FDA provides all new employees with complimentary trial bus tickets. All vanpool and transit riders are eligible to receive the federal transit subsidy of \$130 per month. The FDA accommodates bicyclists and those who walk to work by offering shower facilities and convenient bike racks, and all FDA shuttle buses are bike-rack equipped. FDA employees have the option of a compressed work schedule and scheduled telework as authorized by their managers.

As evidence of success, the FDA program has seen an increase in the number of vanpools, up 24% to 44 by the end of 2013. In large part due to FDA's tireless marketing efforts, employees reduce 10,130,450 vehicle miles traveled per year, and save 511,639 gallons of gasoline annually.



Marketing Award

**U.S. Food and Drug Administration**  
**White Oak, MD**



FDA saw a 24%  
increase in vanpools  
in 2013

Telework Award  
**USDA Forest Service**  
Washington, DC



New technologies  
resulted in eco-friendly  
meeting, collaboration  
sessions and operations

The USDA Forest Service is an agency under the U.S. Department of Agriculture that administers the nation's 155 national forests and 20 national grasslands that encompass 193 million acres. Of its 666 employees in the Washington metro area, 310 (47%) participate in the telework program on an average of six days per month. In addition, 190 employees (29%) are equipped and prepared to telework in special situations such as inclement weather.

In 2011, in an effort to care for the land and environment and reduce their carbon footprint, the USDA Forest Service started its telework program. Previously, the agency's Washington employees traveled among offices in four facilities located in Washington and Rosslyn, VA. A merging of locations made the newly renovated historic Sidney Yates Building the new home of the USDA Forest Service. The consolidation of offices not only reduced leasing costs by \$5 million annually, it also eliminated \$200,000 per year as shuttle services are no longer needed between work sites.

Mandatory telework training sessions through AgLearn, a program that lays out responsibilities and benefits of the telework program, included training that upon completion, identifies those employees eligible to telework. Teleworkers are provided with equipment to perform their jobs from home offices, including laptops and Voice over Internet Protocol, or "softphones," that plug into laptops and receive calls from other remote locations.

To ensure all employees fit comfortably within the reduced office space, the agency expects at least 30 percent of its employees to telework on a regular basis. New technologies, both in the offices and available for mobile commuting, have resulted in more employees considering a variety of eco-friendly options for meetings, collaboration sessions, and daily operations.

In 2013, the program's success can be measured by the increase in telework hours, as that figure has nearly doubled from 3,700 hours to 7,300 within a year. As a result of its telework program, The USDA Forest Service has shown a reduction of 815,000 vehicle miles traveled per year and saves 41,161 gallons of gasoline annually.



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 twenty-nine full time equivalent representatives in the Washington metropolitan region who cultivate and support employer based transportation programs. The TPB's Commuter Connections program is pleased to honor the Potomac and Rappahannock Transportation Commission (PRTC) with the Employer Services Sales Team Achievement Award. During the past year with a full time sales staff equivalent of one representative, over 1,200 contacts were made with employers within Prince William County and thirteen meetings were held. As a result, PRTC's Employer Services Program has added thirty-five new clients of various levels and expanded their total list of high-impact employer commute programs to fourteen. The Prince William County sales team also attends employer transportation fairs and related on-site events, and conducts seminars and workshops. Selection of the 2014 Sales Team Achievement award recipient was based on information provided by the Employer Services sales teams as part of their required monthly reports to COG/TPB, and through on-going database verifications.



Employer Services  
Sales Team Achievement Award  
**Potomac and Rappahannock  
Transportation Commission**



Over 1,200 contacts were  
made with employers within  
Prince William county



Employer Services  
Organization Achievement Award  
**Virginia Megaprojects**  
**Virginia Department of Transportation**  
**Virginia Department of Rail and Public Transportation**



Put in place over 60,000 vanpool  
passenger rides per month and 34  
new Telework!VA contracts

Over the last five years, despite major construction projects in Northern Virginia, traffic congestion has been manageable and auto accidents minimal. This is in part due to the efforts of the Virginia Megaprojects Employer Solutions Team.

The three-person team was formed in June 2008 to help mitigate potential gridlock due to construction of the I-495 Capital Beltway Express Lanes and Dulles Metrorail projects. With 112,000 commuters traveling into Tysons each day, the potential for the twelfth largest employment center in the country to be stuck in constant traffic snarls was great. The Solutions Team was formed to help employers continue to operate as normally as possible during the adversity, by offering transportation options that would make working in the area more palatable for employees. The team set clear-cut goals and related objectives to persuade employers to help change engrained employee commute habits.

The Employer Solutions Team held 275 new employer meetings, 547 follow-up meetings, participated in 124 on-site transportation fairs and employer events, and held 266 vanpool meetings. Their diligence put in place over 60,000 vanpool passenger rides per month, and signed 34 new Telework!VA contracts.

The efforts of the team have enabled employers in the Tysons area to either start or expand commuter benefit programs that have led to reductions in traffic congestion before, during and after the construction period. The Employer Solutions Team is sponsored through the Virginia Department of Transportation and the Virginia Department of Rail and Public Transportation.



### **Honorable Mention**

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

**Bethesda Urban Partnership** - Bethesda, MD  
**Chevy Chase Land Company** - Chevy Chase, MD  
**CohnReznick** - Bethesda, MD  
**Europ Assistance USA** - Bethesda, MD  
**HOK** - Washington, DC  
**MedImmune** - Gaithersburg, MD  
**MITRE Corporation** - McLean, VA  
**Wellness Corporate Solutions** - Bethesda, MD

### **2014 Awards Selection Committee**

**Hon. Patrick Wojahn**,\* City of College Park Councilmember  
**Mr. Lon Anderson**, AAA Mid-Atlantic  
**Mr. Daniel Marin**, Council of Better Business Bureaus  
**Mr. Jim Sebastian**, District Department of Transportation  
**Mr. Michael Weil**, National Capital Planning Commission  
**Mr. Joe Cox**, National Institutes of Health  
**Ms. Maxine Somerville**, United Nations Foundation  
**Ms. Lorraine Taylor**, Washington Metropolitan Area Transit Authority

\* Committee chair



### **About the National Capital Region Transportation Planning Board**

The National Capital Region Transportation Planning Board (TPB) is the federally designated Metropolitan Planning Organization 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-aid transportation funds to flow to the Washington region.

Members of the TPB include representatives of local governments; state transportation agencies; the Maryland and Virginia General Assemblies; the Washington Metropolitan Area Transit Authority; and non-voting members from the Metropolitan Washington Airports Authority and federal agencies.

### **About Commuter Connections**

Celebrating its 40th year, Commuter Connections is a network of Washington metropolitan commuter transportation organizations and is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Commuter Connections has been providing trusted ridematching services for carpools and vanpools since 1974 and, promotes transit, bicycling to work, telework and other alternatives to drive alone commuting, and offers the 'Pool Rewards and free Guaranteed Ride Home programs. Commuter Connections is funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

For more information about services and assistance available through Commuter Connections, call 800.745.RIDE (7433), (TDD) 202.962.3213 or visit [commuterconnections.org](http://commuterconnections.org).

### **How to Get Involved**

Does your company offer, promote or support any of the following: transit benefits, ridesharing, telework, or bicycling? If so, apply for the 2015 Commuter Connections Employer Recognition Awards. Visit us at [www.commuterconnections.org](http://www.commuterconnections.org) for more information.

## **Special Thanks**

Commuter Connections Subcommittee 2014 Employer Recognition Awards Workgroup

Fatemeh Allahdoust, Virginia Department of Transportation

Lyn Erickson, Maryland Department of Transportation

Lorraine Taylor, Washington Metropolitan Area Transit Authority

The 2014 Commuter Connections Employer Recognition Awards selection process was tabulated by Arch Street Communications.

## **About the Metropolitan Washington Council of Governments**

Founded in 1957, The Metropolitan Washington Council of Governments (COG) is an independent, nonprofit association that brings area leaders together to address major regional issues in the District of Columbia, suburban Maryland and Northern Virginia. COG's membership is comprised of 300 elected officials from 22 local governments, the Maryland and Virginia state legislatures, and U.S. Congress.

Policies are set through the COG Board of Directors, the National Capital Region Transportation Planning Board, and the Metropolitan Washington Air Quality Committee. These three boards are responsible for a broad range of issues under the COG umbrella. Supporting committees help shape programs through the dedicated work of a wide array of public servants, from police chiefs to social workers.

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**

**777 N. CAPITOL ST., N.E., SUITE 300, WASHINGTON, D.C. 20002-4290**

**800.745.RIDE**

**[commuterconnections.org](http://commuterconnections.org)**



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