



DOING MORE WITH LESS (FUEL.)

**20
11** EMPLOYER
RECOGNITION
AWARDS

June 28, 2011



Muriel Bowser
Chair, National Capital Region Transportation Planning Board

Transportation professionals in the National Capital Region work together to create solutions which bring about a more accessible, sustainable, and livable metropolitan area. Shifting daily commuting behavior from Single Occupancy Vehicle travel towards alternatives such as bicycling, public transit, teleworking, and ridesharing are all key components of what makes up a healthy and vibrant region.

The business community plays an integral role in this mission by helping to shape the commuting behavior of their employees. Businesses can help by offering and promoting subsidies or pre-tax benefits for transit, vanpools and bicycling; other employers encourage ridesharing by providing free, discounted or preferred parking for carpools and vanpools; employers may also develop formal or informal telework policies and flexible work schedule arrangements; and some employers encourage those who bike and walk to work by installing showers and locker facilities, and bicycle storage.

The employers we are honoring today demonstrate a true 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 2011 Commuter Connections Employer Recognition Awards and thank them for their continued commitment to excellence.

Sincerely,

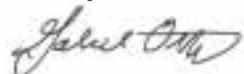
A handwritten signature in black ink, appearing to read "Muriel Bowser". The signature is fluid and cursive, with the first name "Muriel" written in a larger, more prominent script than the last name "Bowser".

Muriel Bowser
Councilmember, District of Columbia

Welcome to the fourteenth 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 of dedicated professionals to help 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 2011 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 'Gabriel Ortiz', written in a cursive style.

Gabriel D. Ortiz
TDM Coordinator, City of Alexandria

Gabriel D. Ortiz
Chair, Commuter Connections Subcommittee



The 2011 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 included those that marketed alternative commuting options, initiated a successful telework program, or provided incentives that made using alternative transportation modes easier and more attractive than driving alone.

Applicants were evaluated by a selection committee made up of business, Transportation Demand Management and air quality professionals. 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 using alternative means of commuting. They also help to attract and retain employees. Incentives can come in many forms from transit and vanpool subsidies or pre-tax benefits to 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 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 for office space and parking costs. In addition, teleworking provides for lower absenteeism, higher productivity and helps businesses attract and retain qualified employees.

Nearly two-thirds of employees use alternative means of getting to and from work



Incentives

The American Occupational Therapy Association, Inc.

The American Occupational Therapy Association (AOTA) is the national professional association for occupational therapy practitioners and students. Of their 65 employees, nearly two-thirds use alternative means of getting to and from work: 30 use transit, 4 carpool, and 7 walk or bike.

After Montgomery County's suspension of the Super Fare Share program in 2009, AOTA felt it was important to continue assisting with commuting costs by subsidizing transit expenses at the rate of \$40 per month for each employee. In July, 2010, AOTA increased the subsidy to \$50 per month. AOTA's office is located near the Bethesda Metrorail station which further encourages employees to use public transit for their commutes.

AOTA offers all full-time staff, after six months of employment, telework opportunities as well as alternative work arrangements such as flextime and compressed work weeks. About a third of employees use flextime and telework benefits. A 2010 Montgomery County commuter survey found that nearly 60% of AOTA employees commute at off-peak times, allowing them to avoid adding to the main spike of traffic congestion.

In 2010, AOTA sponsored 30 employees who participated in Bethesda's Walk and Ride Challenge, a competition to see who can take the most steps during the month of September.

American Occupational Therapy Association employees have saved or reduced 88,350 Vehicle Miles Traveled and 4,462 gallons of gasoline per year.



Founded in 1892, B. F. Saul Company is a privately-owned real estate firm in Bethesda, operating in every phase of real estate investment and development. Of its 230 employees, 96 have found alternative ways to work. The company provides a \$105 per month subsidy and offers bike racks and locker room/showers for employees who walk or ride their bikes to work.

By educating employees about alternative commute options, B. F. Saul continues to demonstrate what employees can do to save money, and be part of the solution to the area's traffic congestion and pollution. Marketing efforts to promote commute alternatives begins at the time of hire, with a PowerPoint presentation that outlines the organization's commuter benefits. B. F. Saul also gets the word out through their intranet, a monthly newsletter, as well as through company emails. Commuter brochures and transit schedules are displayed on racks in the Human Resources Department and are restocked regularly. In addition, they post commuter information on employee bulletin boards. In 2010, B. F. Saul also sponsored a team in the Walk and Ride Challenge.

The company credits in part, its commuter benefits program with helping to decrease employee turnover from 18 percent in 2006 to less than 4 percent in 2010. It also cites its commuter program as an important contributor to an increase in overall job satisfaction and as a tool for employee recruitment.

The number of B. F. Saul Company employees using alternative commute options has grown tremendously; in 2005 just 17% found alternative ways to get to work, and by 2010 that number increased to 41%. Employees have saved or reduced 630,000 Vehicle Miles Traveled and 31,818 gallons of gasoline per year. In addition, the company has saved \$34,320 annually through fewer parking spaces.





Marketing
B. F. Saul Company



all employees take advantage
of the telework benefit

Telework
Clean Currents

Clean Currents provides residential and commercial power options in the Mid-Atlantic Region, and supplies renewable energy credits to businesses nationwide. Clean Currents also provides consulting services on green and renewable energy options to governmental, commercial and institutional customers. The company has 20 employees, all of whom take advantage Clean Currents' telework benefit.

Clean Currents implemented its formal telework program as part of the company's efforts to grow in a green way. All employees are eligible for the program after a four-month period of employment and completion of a telework training program.

Clean Currents provides all employees with company-owned laptops. In addition they have invested in Microsoft Remote Desktop which allows employees to work anywhere with internet access. Clean Currents has also installed a phone system that gives employees full access from their home, cell or office phone, and staff cell phone plans are covered at up to \$50 per employee per month.

Employees select their telework days with consideration for required in-person team meetings. Employees arrange their telework schedules in collaboration with team members to ensure selected days positively impact coworkers and the effectiveness of the company.

Clean Currents' telework program has reduced office space requirements, generating a savings of approximately \$20,000 per year. The program helps to reduce 16,200 vehicle miles traveled per year; saves 648 gallons of gasoline; and reduces CO₂ by 5.8 metric tons 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-five representatives in the Washington metropolitan region who cultivate and support employer based transportation programs.

The TPB's Commuter Connections program is pleased to honor Arlington County Commuter Services with the Employer Services Sales Team Achievement Award. The employer outreach program is represented by Arlington Transportation Partners. During the past year with a full time sales staff equivalent of 3.5 representatives, over 3,600 contacts were made with employers within Arlington County and over forty face to face meetings were held. As a result of their efforts, Arlington County has added six new clients to expand their total list of high-impact employer commute programs to 45.

The Arlington County sales team also attends employer transportation fairs and related onsite events, provides information displays, and conducts seminars and workshops. They also offer Personalized Transportation Options Portfolios, which provide a customized approach for each employee, including brochures and transit schedules catered to the need of individual commuters.

Selection of the 2011 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, and through on-going database verifications.





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Employer Services Sales Team Achievement Award
Arlington County Commuter Services



BikeBrand Your Biz is a collection of programs spotlighting the promotion of bicycling to employers within the District

Employer Services Organization Achievement Award

District Department of Transportation – BikeBrand Your Biz Program

BikeBrand Your Biz is a collection of programs within the goDCgo umbrella which places the spotlight on promoting bicycling to employers within the District of Columbia. A myriad of services are offered by the District Department of Transportation (DDOT) to encourage the use of bicycling as a form of commuting, and for getting around the more than 47 miles of marked bike lanes and 56 miles of trails within the District. Through presentations and BikeBrand Your Biz workshops, DDOT has communicated with 84 employers about bicycling programs as a great way to reduce parking needs and promote a healthier workforce.

The goDCgo initiative was developed by DDOT to provide education and assistance for employees, residents and visitors, enabling them to make more informed choices about daily travel. Bicycling has become a key component of DDOT's vision and is quickly becoming a major fraction of transportation in the city.

The now defunct SmartBike DC system launched in 2008 was the first of its kind in the U.S. and Bikestation DC opened in 2009, which provides secure bicycle parking in a prominent facility located directly outside of DC's largest commuter hub, Union Station. These amenities propelled D.C. into the forefront of becoming a leader among bike friendly cities.

Since then Capital Bikeshare, the nation's largest bikesharing system has opened for business with 1,100 bicycles at over 114 stations. Corporate memberships and sponsorship programs are available for employers with four different levels of entry. To date, DDOT has 15 Capital Bikeshare Corporate partners.

Bicycle racks also play a key role in DDOT's outreach to employers. Whether it's a traditional or art deco bike rack, employers pay the cost of the rack and DDOT handles the permitting and installation for free. Since the bike rack program began in 2001, the district has installed about 1,600 racks.



Honorable Mention

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

Calvert Group - Bethesda, MD

Discovery Communications - Silver Spring, MD

Imagination Stage - Bethesda, MD

Marriott International Headquarters - Bethesda, MD

Merchant Link - Silver Spring, MD

Project Hope - Bethesda, MD

U.S. Department of State - Washington, DC

2011 Awards Selection Committee

Chair, Todd M. Turner - City of Bowie Councilmember

Gary G Allen - Center for Chesapeake Communities

Julius Ermis - TGC

Althea Evans - Potomac and Rappahannock Transportation Commission

Kristin Haldeman - Washington Metropolitan Area Transit Authority

Ginanne M. Italiano - The Greater Bethesda-Chevy Chase Chamber of Commerce

Theresa Noll - General Services Administration

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 program? If your company provides these opportunities or others such as rewarding employees who walk, bicycle or carpool to work, we encourage you to apply for the 2012 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 commuterconnections.org.

Special thanks to the Commuter Connections Subcommittee - 2011 Employer Recognition Awards Workgroup

Diane Kean, goDCgo

Gabriel D. Ortiz, City of Alexandria

Mark Sofman, Montgomery County Commuter Services

Commuter Connections is funded by the District, Maryland, Virginia and U.S. Departments of Transportation. The 2011 Commuter Connections Employer Recognition Awards selection process was coordinated by Arch Street Communications.

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
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