



Item #4

**TREAD A WAY NONE  
HAVE TROD BEFORE**

- WILLIAM BUTLER YEATS

**EMPLOYER RECOGNITION AWARDS 2015**



## Awards are given in the following categories:

### MARKETING

Actively promoting and championing alternative commuting options resulting in less drive alone commuting to your workplace.

### INCENTIVES

Providing commuter benefits or incentives that encourage employees to telework, bicycle, walk, car/vanpool, or take public transportation to your workplace.

### TELEWORK

Providing part or full-time teleworking opportunities to a significant number of employees.



Has your organization made a difference in ANY of the following areas? If so, apply now.

### TELEWORKING

Enabling employees to work remotely.

### PRE-TAX OR SUBSIDY BENEFITS

Subsidized transit or vanpool benefit such as SmartBenefits®.

### RIDEMATCHING

Promoting Commuter Connections' free service or providing your own on-site employee ridematching service.

### SHUTTLE SERVICE

To and from transit stations.

### REDUCED PARKING FEES

For carpools and vanpools.

### PREFERRED PARKING SPACES

For carpools and vanpools.

### COMPANY VANPOOLS

Providing or organizing employee vanpools.

### BIKE RACKS, LOCKERS AND/OR SHOWER FACILITIES

For bicyclists and walkers.

### AIR QUALITY ALERTS

Implementing or expanding a comprehensive program.

### GUARANTEED RIDE HOME

Promoting and/or supplementing Commuter Connections' free program.



## A bit about last year's 2014 winners:

### MARKETING

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

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 employees 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 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.



### INCENTIVES

#### The Cadmus Group, Bethesda, MD

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 D.C. 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.

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



### TELEWORK

#### USDA Forest Service, Washington, DC

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 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 2014 winners



## About the organizations

### What is the Metropolitan Washington Council of Governments?

The Metropolitan Washington Council of Governments (COG) is an association of 22 local governments in the District of Columbia, Maryland, and Virginia. COG's National Capital Region Transportation Planning Board is a forum for addressing transportation challenges that go beyond jurisdictional boundaries.

Please visit [mwcog.org](http://mwcog.org) for more info.

### Where Commuter Connections comes in the picture

Commuter Connections is a regionwide transportation information, outreach, and service network dedicated to easing the workday commute and reducing the number of single occupant vehicles. Free information and assistance on services including ridesharing, public transit, teleworking, bicycling, park & ride lots, HOV lanes, and Guaranteed Ride Home is available for both employers and commuters.

Commuter Connections is supported by the District, Maryland, Virginia, and U.S. Departments of Transportation, with state and federal transportation funds. Please visit [commuterconnections.org](http://commuterconnections.org) or call 800.745.RIDE for more info.



### Easing the way for what's to follow

Ridesharing, commuting by public transportation, bicycling, walking, or teleworking contribute to less traveled roads. That means smoother, easier, and faster commutes and a reduction in harmful vehicle emissions.

### Opening new doors... and getting in

Commuter Connections encourages area businesses and commuters to discover innovative ways to reduce the number of single-occupant vehicles on the road.

The Commuter Connections Employer Recognition Awards acknowledge employers who initiate or improve programs encouraging commuting alternatives. Companies who implement these programs and services make a difference to their organization, employees, and the community at large.







Please apply with this form or **apply online** at [commuterconnections.org](http://commuterconnections.org)

### Eligibility

Employers in the District of Columbia, suburban Maryland, and Northern Virginia that have initiated, enhanced or expanded an employee alternative commute or telework program may apply for these awards. To be eligible, programs must have been initiated or improved **before** January 1, 2014.

### Deadline

The application deadline is January 31, 2015.  
Completed applications should be sent to:

**Commuter Connections**  
Douglas Franklin  
777 North Capitol Street, N.E., Suite 300  
Washington, DC 20002-4290  
Tel: 202.962.3792 Fax: 202.962.3202  
Email: [dfranklin@mwkog.org](mailto:dfranklin@mwkog.org)  
[commuterconnections.org](http://commuterconnections.org)

### Instructions

Nominations should include all information requested in items 1-5, using this form (or the requested information clearly marked on a separate sheet) and an attached program summary narrative as described in question #6. Supplemental materials may be submitted in addition, but not in place of the nomination form or program summary narrative.

### 1. CONTACT INFORMATION

Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Program Contact (Mr./Ms.) \_\_\_\_\_ Title \_\_\_\_\_  
Name of Person Submitting Nomination Form (if different from above) \_\_\_\_\_  
Phone \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
Email \_\_\_\_\_ Website \_\_\_\_\_  
Date Program Began (must have been initiated or improved before January 1, 2014) \_\_\_\_\_  
Name of Program (if applicable) \_\_\_\_\_

### 2. AWARD CATEGORY

Which Award Category below best describes the focus of your program? (See brochure or website for description of categories.)

- Marketing       Incentives       Telework

Is there a secondary category you would like to apply for? (Note: You can only win in one category.)

- Marketing       Incentives       Telework

### 3. TYPE OF ORGANIZATION

Please mark one of the choices below that best describes your organization.

- Private sector       Local, State or Federal government  
 Non-profit organization       Other \_\_\_\_\_  
Please specify

### 4. NUMBER OF PARTICIPANTS

How many people do you employ in the Washington metropolitan area? \_\_\_\_\_

At how many work sites? \_\_\_\_\_

What is the total number of program participants in the Washington metropolitan area? \_\_\_\_\_



## 5. ACKNOWLEDGEMENT

I acknowledge that I am authorized to submit this nomination form on behalf of my organization and that if selected as a winner, my organization will participate in the awards presentation and video, and that Commuter Connections will promote my organization's initiatives online and in print.

Signed \_\_\_\_\_ Title \_\_\_\_\_

## 6. PROGRAM SUMMARY NARRATIVE

Please attach a 1-3 page written summary about your program, answering and elaborating on as many questions below that apply. Address each part (A, B, C, D) in a separate paragraph and provide measurable results of the program, wherever possible.

Provide a clear, concise description of your program's activities. If your organization is a previous Commuter Connections award winner, please make clear what new initiatives have taken place and/or what has been done differently to encourage substantial increases in employee participation since last winning.

Questions and points to address in narrative if applicable:

### **A. Description of Program**

- What was the situation or condition that led to the creation of your program?
- What were the program's goals and how has it been successful in meeting its goals?
- What have the results been compared to previous years?
- What type of commuter benefits, services, information, or amenities are offered to employees and how many take advantage of each?
- How are the various programs promoted within your worksite?
- If parking is provided are carpools given discounts or preferential parking spaces?
- If transit fare is provided to employees, is it subsidized as an out-of-pocket expense by your organization or paid by employees on a pre-tax basis?  
If subsidized, then what is the maximum dollar amount provided?
- Do you provide shuttle services between your worksite and nearby transit centers?
- Do you have bike racks, lockers or shower facilities?
- Are flextime or compressed work weeks offered?
- What type of training or amenities are offered to management and to employees who telework?
- Is your telework program informal or do you have a formal telework policy?

### **B. Employer and Employee Benefits**

Describe how the program has:

- Improved employee morale, productivity, absenteeism.
- Increased your organization's ability to attract and retain qualified employees.
- Helped reduce employee commuting times and stress.
- Contributed to better employee work-life demands/balance.

### **C. Economic and Financial Benefits**

Describe how the program has:

- Helped reduce employee commuting expenses.
- Reduced your organization's costs associated with providing commuter parking and/or office space.
- Provided other dividends for your organization or employees.

### **D. Environmental Impacts**

Describe and quantify the benefits to the community. Describe how the program has:

- Reduced traffic congestion. How many vehicles have been taken off the roads? How many annual vehicle miles have been reduced? (To calculate vehicle miles reduced, please visit [commuterconnections.org](http://commuterconnections.org) and click on "Call for Nominations - 2015 Employer Recognition Awards".)
- Reduced gasoline consumption and emissions. What is the number of estimated gallons of gas saved annually?
- Affected your awareness or support of air quality. Does your organization provide air quality alerts to employees and allow teleworking on such days?