

COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

20 EMPLOYER
RECOGNITION
13 AWARDS

News **m**akers in **C**ommuting

June 25, 2013

MARKETS



Scott K. York

Chair, National Capital Region Transportation Planning Board

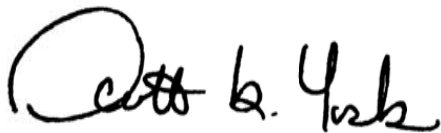
The National Capital Region is an exciting place to live, work and visit, and it's also known for its notorious traffic congestion. Part of this region's vitality is a world class transit and bike sharing system. Over the past year we have seen innovative and cutting-edge technology provide more opportunities for ridesharing by way of the 495 Express Lanes. Excitement is also flourishing about the phase-one opening of Metrorail's Silver Line, anticipated to occur later this year.

Although the Silver Line and future transit-oriented development projects will help ease some of the region's traffic congestion, it won't be nearly enough to tackle the daily commuting challenges faced by our workers. An opportunity exists to increase ridesharing by continuing to provide the necessary tools and resources to make it easier for residents to find carpool and vanpool partners.

The business community plays a key role in influencing the commuting behavior of its employees. Many employers embrace transportation alternatives by offering transit benefits, encouraging telework, and by rewarding ridesharing with financial and other perks. Others offer amenities and incentives to bicyclists and walkers.

The employers we are recognizing today make a difference to the everyday lives of their employees and help propel the region forward in a way that serves as an example. On behalf of the National Capital Region Transportation Planning Board, I congratulate the winners of the 2013 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 that reads "Scott K. York". The signature is written in a cursive style with a large, looping initial "S".

Scott K. York, Chairman
Loudoun County Board of Supervisors

Sandra L. Brecher
Chair, Commuter Connections Subcommittee



Welcome to the sixteenth annual Commuter Connections Employer Recognition Awards ceremony. We are here to honor a select group of employers whose exemplary support of transportation alternatives and practices, such as ridesharing, bicycling, public transit and teleworking, create a better quality of life for employees, and our region.

The Commuter Connections Employer Services program offers a comprehensive suite of transportation services dedicated to helping employers throughout the region set up and expand commuter benefits for their employees. These programs assist employers to attract and retain a quality workforce, improve their bottom line, and can also assist in acquiring Leadership in Energy & Environmental Design (LEED) certification credits.

On behalf of Commuter Connections, please join me in congratulating the recipients of the 2013 Employer Recognition Awards who have worked hard in dedicating resources to meet the commuting challenges of their employees while helping our community become a better, healthier and more sustainable place to live and work. They are shining examples to other organizations within the region.

A handwritten signature in black ink that reads "Sandra L. Brecher". The signature is written in a cursive, flowing style.

Sandra L. Brecher
Chief
Montgomery County Commuter Services

The 2013 Employer Recognition Awards

Commuter Connections encourages the general public and area businesses to support 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 chaired by the First Vice Chair of the National Capital Region Transportation Planning Board. The committee was made up of business, human resources, 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 flextime schedules or the provision of facilities and equipment such as showers and lockers for those who bicycle 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 or co-working 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.

Incentives Award
National Institutes of Health
Bethesda, MD



NIH provides \$7 million
per year to its transit
participants

The National Institutes of Health (NIH) leads the way in medical and behavior research for the nation, and is governed under the umbrella of the U.S. Department of Health and Human Services. Of the 23,000 NIH employees at 17 work sites, 12,500 (54%) currently participate in the Institute's commuting alternatives program: 6,000 (48%) use the Transshare transit subsidy and SmartBenefits®, 6,043 (48%) telework, 287 (2%) bike to work, and 170 (1%) carpool or vanpool.

In 1993, NIH began a pilot program to provide employees a transit subsidy as an incentive to use mass transit. Today, that pilot program has evolved into the NIH Transshare Program. Currently, the average program participant receives \$145 in subsidy benefits per month, which equates to \$7 million per year the NIH provides to its transit participants.

With more than 6,000 employees participating, teleworkers play a major role in the success of the Institute's commuter program. Back in 2011, NIH developed the Telework & Flexible Work Schedules Working Group and sponsored a Telework Festival to raise awareness of the employee benefits of telework. Employees who telework see a reduction in transportation costs, wear and tear on their vehicle, no commute time and reduced stress.

For those who bike to work, the NIH also offers a Bicycle Subsidy Program, and is one of the first Federal agencies in the country to offer this type of incentive. This \$20 per month subsidy is used towards bike repairs and improvements, and has propelled NIH as a leader in the federal government in this arena. NIH also provides more than 1,000 spaces for bike parking, 1,000 lockers and 90 shower facilities both on and off campus for bicyclists to use. The Institute is also a champion for Bike to Work Day, with 570 employees participating in the 2012 event.

NIH also currently has 320 carpool members and 149 vanpool members. To promote these measures, NIH has created hundreds of exclusive parking spots for carpool and vanpool vehicles. The Institute also implemented a new software program to identify where employees live, connected through their work email, to promote van and carpool ridematching in their area. NIH programs reduce vehicle miles traveled by 58 million and save 3 million gallons of gasoline annually.



Marketing Award
United Nations Foundation
Washington, DC



UNF promotes green commuting through professional office signage

Created in 1998, the United Nations Foundation (UNF) helps support the UN's ideas, causes, and activities by assisting the organization with solving problems around the world. UNF encourages the use of public transit, and promotes its commuter program and partnerships through its Human Resources information system, signage, its intranet site, emails, and during new employee orientation sessions. To promote the health and well-being of its employees and the environment, UNF also promotes bike safety and awareness in partnership with its health insurance provider, which offers various discounts and incentives for bikes and repairs.

While transit is the primary means of employee commuting, UNF also supports bicycling and walking to work. The Foundation's building is equipped with bike racks and an on-site fitness center with showers and lockers. UNF also sponsors a walking club to promote wellness and encourage those who live in close proximity to the building to walk to work; this club is marketed through its information system, Intranet, and during new employee orientation.

UNF provides its employees with full transit subsidies up to \$245 per month, the IRS allowable limit. That subsidy encourages 90% of UNF staff to take mass transit as their means of travel to work, also reducing emissions and traffic congestion. To further encourage use of transit, UNF does not provide or subsidize parking, although it allows employees to enroll in a pre-tax parking benefits program. In addition, when activities occur outside of the transit service area, UNF allows employees to borrow loaner vehicles to attend the events.

To gauge the satisfaction of the commuter benefits program, the Human Resources department holds a non-performance based interview with each employee, in an informal lunch-type setting, for the department to assess what is or is not working in the program, and how happy or satisfied the employee is with his/her work experience. An employee suggestion box is also used to obtain feedback on the commuter program at UNF. Due in part to marketing efforts of the United Nations Foundation, each year employees travel 1.5 million vehicle miles less, and save 80,000 gallons of gasoline annually.





Telework Award
Council of Better Business Bureaus
Arlington, VA

Teleworkers are provided
with VOIP phones
and laptops

Established in 1970, The Council of Better Business Bureaus (CBBB) is a nonprofit, umbrella organization coordinating the 114 independent Better Business Bureaus throughout the U.S. and Canada. CBBB provides support and oversight for the application and implementation of marketplace ethics programs. CBBB employs 89 people, of which 83 (93%) were teleworking by the end of 2012, up from 30% at the end of 2011.

CBBB had an informal telework program integrated into the organization for more than 10 years, in which employees were considered for telework on a case-by-case basis. In May 2011, CBBB initiated a plan to build on the success of its informal telework program and began to test the applicability of a formal telework program. To provide a seamless option for employees to transition their responsibilities from the office to the home, CBBB upgraded its servers, laptops, and VOIP systems to improve availability for remote access. CBBB utilized a system of providing temporary workstations, or hoteling, at the home office in order to manage office logistics. CBBB defined three benchmarks: training and development; focus of performance and results; and mastering the technology to stay connected. With these guideposts, CBBB was able to both expand employee recruitment beyond reasonable commuting limits and to cut the size of its physical office space by half, resulting in \$500,000 in savings each year.

Teleworkers are provided with equipment to perform their jobs from a home office, including laptops, docking stations, monitors for home use, and VOIP phones that allow employees to use a headset and their laptops to make and receive calls using their office extensions.

As a result of these efforts, CBBB saw a decrease in employee absenteeism: from 23.4 hours to 10.9 hours for teleworkers. In addition, teleworking enhanced CBBB's client service as the flexible schedules allowed three additional service hours to clients. The company's program enabled continued operations during weather-related events, with 78% of the workforce on duty during Hurricane Sandy. Teleworking has improved employee morale as more employees can spend more time with their families and less time spent in traffic. CBBB further estimates \$160,000 in cost savings from mileage reimbursements and \$15,600 in office supply savings. Due to its Telework program, employees at the Council of Better Business Bureaus travel 288,000 less vehicle miles annually, and save 13,700 gallons of gasoline each year.



Employer Services Sales
Team Achievement Award
Prince George's County
Department of Public Works and Transportation



added 11 new clients of various levels and expanded high-impact employer commute programs to 28

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-two 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 Prince George's County Department of Public Works and Transportation with the Employer Services Sales Team Achievement Award. During the past year with a full time sales staff equivalent of 2 representatives, over 1,600 contacts were made with employers within Prince George's County and 11 meetings were held. As a result of their efforts, the Prince George's County Employer Services Program has added 11 new clients of various levels and expanded their total list of high-impact employer commute programs to 28.

The Prince George's County sales team also attends employer transportation fairs and related onsite events, and conducts seminars and workshops. Selection of the 2013 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 Organization
Achievement Award
City of Alexandria
Commuter Challenge

Over 1900 employees participated
in a fun and friendly two week
competition to drive alone less

During the Third Annual City of Alexandria Commuter Challenge, fourteen companies and over 500 employees participated in a fun and friendly two week competition to encourage participants to drive alone less and use alternative methods of transportation.

For two weeks during April 1-12, companies competed to promote commutes by bus, train, bike, walk, telecommute or car/vanpool to their employees. Three Companies were awarded grand prizes for their participation, resulting in either lunch or ice cream for their entire company. These three grand prizes were for highest percentage improved vehicle miles traveled, highest percentage improved number of trips using alternative transportation, and highest percentage employee participation.

Individuals also had a chance to win. Each week participants who chose a sustainable mode of transportation for at least one day a week were eligible to win one of 50 prizes per week. Individuals could also win a T-shirt (one per day) by posting to the Commuter Challenge Facebook or Twitter.

These commute trips were tracked and recorded by using the "Commute Log" function on CommuterConnections.org. This calendar view enables each participant in the Commuter Challenge to enter in and edit his or her commutes per day. This method was used to create a much more user-friendly atmosphere than in previous years. The Commuter Challenge reduced vehicle miles traveled by 64,000 and saved 2,500 gallons of gasoline.



Honorable Mention

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

Ameritel Corporation - Rockville, MD
Barwood Transportation - Kensington, MD
Bethesda Urban Partnership - Bethesda, MD
Discovery Communications - Silver Spring, MD
Europ Assistance USA - Bethesda, MD
First Potomac Realty Trust - Bethesda, MD
GEICO - Washington, DC
George Washington University - Washington, DC
Imagination Stage - Bethesda, MD
Institute for Defense Analyses - Alexandria, VA
Lerch, Early, Brewer - Bethesda, MD
National Cancer Institute - Rockville, MD
Social & Scientific Systems - Silver Spring, MD
The Nature Conservancy - Arlington, VA
United Educators - Chevy Chase, MD
Washington Eye Physicians & Surgeons - Chevy Chase, MD
Washington Gas - Springfield, VA

2013 Awards Selection Committee

Honorable Tommy Wells* - Council Member - District of Columbia	Ms. Lisa DuMetz Rosier - Virginia Department of Rail & Public Transportation
Ms. Jamie Burton - Wells Fargo Home Mortgage	Ms. Cindy Auten - MobileWork Exchange
Ms. Ann King - Virginia Railway Express	Ms. Anna McLaughlin - District Department of Transportation
Mr. Daniel Flores - Greater Washington Board of Trade	Ms. Angela Brown - CoStar Group
Mr. Scott St. Onge - Clean Air Partners	Ms. Elizabeth Wayt - Booz Allen Hamilton
Ms. Michelle Landrum - Enterprise Rideshare	Ms. Carrie Sanders - City of Alexandria
Ms. Lyn Erickson - Maryland Department of Transportation	

* Chair



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 and 'Pool Rewards programs.

How to Get Involved

Does your company have a telework, SmartBenefits, or Air Alert program? If your company provides these opportunities or others such as educating or rewarding employees who walk, bicycle or carpool to work, we encourage you to apply for the 2014 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 commuterconnections.org.

Special thanks to the Commuter Connections Subcommittee - 2013 Employer Recognition Awards Workgroup

Sharon Affinito, Loudoun County Dept of Transportation & Capital Infrastructure

Kristin Howard, goDCgo

Nancy Norris, TransIT Services of Frederick County

Commuter Connections is funded by the District, Maryland, Virginia and U.S. Departments of Transportation. The 2013 Commuter Connections Employer Recognition Awards selection process was coordinated by Arch Street Communications.

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
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