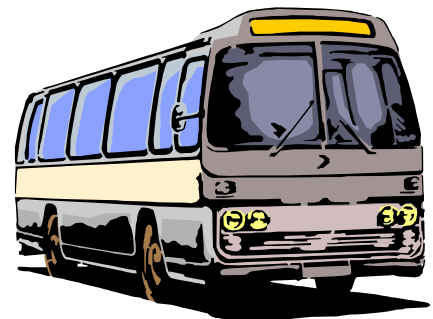




# HANDOUTS

From previous meeting

April 17, 2007



To all State, Local and Tribal Agencies:

With ozone season only a month away, all of us in the AIRNow community are no doubt making the necessary preparations. Along those lines, I am pleased to announce that EPA is again teaming up with NOAA for a nationwide Air Quality Awareness Week. NOAA has agreed to adjust its schedule in order to have this years Air Quality Awareness Week during the first week of ozone season, April 30-May 4. We are very excited since the earlier date should help us more effectively promote the ozone season kickoff events at your agencies. We plan on doing this annually, so mark your calendars for next year!

As we continue to build this event, I wanted to let you know about some exciting new developments for this year:

-We have partnered with NOAA to develop Public Information Statements that will be available to the local National Weather Service Forecast office in your area to use if they choose. These statements will contain the daily messages for the week. This is great news as these are the same statements that the Weather Service uses to communicate daily messages during its Hurricane Preparedness Week and Severe Weather Awareness Weeks.

-New outreach materials designed to support ongoing efforts at state, local and tribal agencies have been developed. We are launching an Air Quality Awareness Week Event Planning Kit that contains information on working with the media and the public to create a successful awareness event. A poster has also been developed for use in promoting this years week. The poster is available for download on the Air Quality Awareness Week website ([www.airnow.gov/airaware](http://www.airnow.gov/airaware)). Larger versions are available upon request. The Planning Kit will also be available for download by the middle of this month.

We are once again highlighting your events on the Awareness Week website. Several agencies activities are already posted at: <http://www.epa.gov/airnow/airaware/local.html>. We would be thrilled if you have an air quality event and would allow us to highlight it as part of the national event. If you have not scheduled your event yet, you can enhance your outreach by coordinating with us during the week. You can also join us by sending out a press release or news pegs during this week to highlight your program. Through our joint efforts, we can send a nationwide, coordinated awareness message to the public.

You all are responsible for the incredible progress we have made in protecting public health through providing accurate, real-time air quality information. Air Quality Awareness Week is another opportunity for you to shine by partnering with EPA and NOAA to deliver an effective message. If you have any comments or questions please contact Scott Jackson at [jackson.scott@epa.gov](mailto:jackson.scott@epa.gov) or 919.541.5647. We will be highlighting local events throughout the month on the [www.airnow.gov](http://www.airnow.gov) website, so please send Scott any links or write-ups about your air quality events.

Sincerely,  
Phil Dickerson

To make changes to your AIRNow notification subscription, or to be removed from the AIRNow email list, go to

<http://www.airnowdata.org/notifier>

**The New York Times**  
**March 10, 2007**

# **Google's Buses Help Its Workers Beat the Rush**

By [MIGUEL HELFT](#)

MOUNTAIN VIEW, Calif. — The perks of working at [Google](#) are the envy of Silicon Valley. Unlimited amounts of free chef-prepared food at all times of day. A climbing wall, a volleyball court and two lap pools. On-site car washes, oil changes and haircuts, not to mention free doctor checkups.

But the biggest perk may come with the morning commute.

In Silicon Valley, a region known for some of the worst traffic in the nation, Google, the Internet search engine giant and online advertising behemoth, has turned itself into Google, the mass transit operator. Its aim is to make commuting painless for its pampered workers — and keep attracting new recruits in a notoriously competitive market for top engineering talent.

And Google can get a couple of extra hours of work out of employees who would otherwise be behind the wheel of a car.

The company now ferries about 1,200 employees to and from Google daily — nearly one-fourth of its local work force — aboard 32 shuttle buses equipped with comfortable leather seats and wireless Internet access. Bicycles are allowed on exterior racks, and dogs on forward seats, or on their owners' laps if the buses run full.

Riders can sign up to receive alerts on their computers and cellphones when buses run late. They also get to burnish their green credentials, not just for ditching their cars, but because all Google shuttles run on biodiesel. Oh, and the shuttles are free.

But if the specifics sound quintessentially Googley, as insiders call the company's quirky corporate culture, it is the shuttle program's sheer scale that befits Google's oversize ambitions. This is, after all, a company whose stated goal is to organize the world's information — and whose founders' corporate jet is a [Boeing 767](#).

"We are basically running a small municipal transit agency," said Marty Lev, Google's director of security and safety, who oversees the program.

Not that small, really. The shuttles, which carry up to 37 passengers each and display no sign suggesting they carry Googlers, have become a fixture of local freeways. They run 132 trips every day to some 40 pickup and drop-off locations in more than a dozen cities, crisscrossing six counties in the San Francisco Bay Area and logging some 4,400 miles.

They pick up workers as far away as Concord, 54 miles northeast of the Googleplex, as the company's sprawling Mountain View headquarters are known, and Santa Cruz, 38 miles to the south. The system's routes cover in excess of 230 miles of freeways, more than twice the extent of the region's BART commuter train system, which has 104 miles of tracks.

Morning service starts on some routes at 5:05 a.m. — sometimes carrying those Google chefs — and the last pickup is at 10:40 a.m. Evening service runs from 3:40 p.m. to 10:05 p.m. During peak times, pickups can be as frequent as every 15 minutes.

At Google headquarters, a small team of transportation specialists monitors regional traffic patterns, maps out the residences of new hires and plots new routes — sometimes as many as 10 in a three-month period — to keep up with ever surging demand.

Many employers run programs for commuters, including van pools, shuttles to and from transit hubs and subsidies for public transit and alternative modes of transportation, but several transportation experts say Google appears to have built an unparalleled transit network.

“I don't know of any program in the Bay Area or in a metropolitan area nationwide larger than that,” said Tad Widby, the project manager for the 511 Regional Rideshare Program, who has studied transportation systems nationwide.

As much as it is a generous fringe benefit or an environmental gesture, the shuttle program is a competitive weapon in Silicon Valley's recruiting wars.

One of the biggest challenges facing the Google juggernaut, with a staff that has been doubling every year, is to continue to attract the best. Many technology workers say that the potential benefit from stock options for new hires is limited, since the company's shares have already surged more than fourfold since its 2004 public offering of \$85.

The shuttles may not be able to lift Google's stock price, but they have struck a chord with employees.

“It's the most useful Google fringe benefit,” said Wiltse Carpenter, a 45-year-old software engineer. Mr. Carpenter has been with Google only a few months, but before that he had commuted from San Francisco to the same Highway 101 exit since 1992, having worked at Silicon Graphics and Microsoft, two Google neighbors. “It's changed my quality of life,” he said.

That sentiment is not surprising. Even Googlers have to worry about the area's high real estate prices, which have sent families to the outer confines of the region in search of cheaper housing. And the hopping cultural and social life of San Francisco remains a magnet for young workers, even though the commute to offices in Silicon Valley, some 35 miles to the south, can

take well over an hour. A recent survey showed that traffic was the No. 1 concern for the area's residents — for the 10th year in a row.

But on a rainy winter afternoon, as some 20 Google employees hopped onto the 4:40 p.m. back to the Mission and Noe Valley districts of San Francisco, those concerns seemed distant. The shuttle merged onto Highway 101, made its way across three lanes packed with slow-moving vehicles and into the carpool lane, where it began speeding past hundreds of commuters.

Inside, most riders appeared to abide by the shuttle's etiquette rules. Cellphone conversations are allowed if they are work-related and sotto voce. But loud personal calls are definitely out. In fact, except for a couple snuggled together, no one sat on adjacent seats. Many took out iPods or laptops and worked, surfed the Web or watched videos.

"People tend to be quiet and respectful that this is people's downtime," said Diana Alberghini, a 33-year-old program manager.

Google will not discuss the cost of the program, which it operates through Bauer's Limousine, a private transportation company in San Francisco. But the shuttles appear to be having the desired effect on recruiting. Michael Gaiman, a 23-year-old Web applications engineer who lives in San Francisco and was recently hired, said he turned down an offer from Apple before accepting the job at Google. "It definitely was a factor," Mr. Gaiman said of the shuttle.

Colin Klingman, 38, who works at Google as an independent software contractor — and hence has to pay a small fee for the shuttle to comply with tax rules — said he waited to apply to Google until there was a stop near his San Francisco house.

Those types of decisions have been noticed around Silicon Valley. Yahoo, a leading competitor to Google, began a shuttle program in 2005 that could be described as the Pepsi to Google's Coke. It shuttles about 350 employees on peak days to and from San Francisco as well as Berkeley, Oakland and other East Bay cities. Yahoo's buses also run on biodiesel and are equipped with Internet access, but the company's commute coordinator, Danielle Bricker, said the program was only "indirectly" inspired by Google's.

Meanwhile eBay recently began a pilot shuttle to five pickup spots in San Francisco. And some high-tech employers are coming up with other approaches. Instead of making it easier for employees to live far from work, Facebook, the social networking site, makes it easier for them to live nearby: it offers a \$600 monthly housing subsidy for those who live within a mile of the company's Palo Alto headquarters.

There are signs that Google's shuttles could be affecting — albeit in small ways — the region's housing market.

When Adam Klein, a 24-year-old software engineer, moved to San Francisco in 2005 to take a job at Google, he looked for a rental apartment within a 15-minute walk of a shuttle stop. His walk to the Civic Center stop turned out to be a bit longer. “I didn’t take into account the hills,” Mr. Klein said. Many of his friends are moving close to other shuttle stops. “Those stops have attracted people,” he said.

The area surrounding one of the shuttle’s Pacific Heights stops had a dozen or so Googlers living nearby in 2005. That number has surged to more than 60.

For all their popularity, the shuttles have yet to earn Google the title of most commuter-friendly employer. The top spot in the Environmental Protection Agency’s Best Workplaces for Commuters went to Intel, which allows telecommuting, offers transit subsidies to employees and helps pay for shuttles that bring workers from transit stops, among other benefits. Google tied Oracle for third; Microsoft came in second.

But Googlers hooked on the convenience of the shuttles say nothing tops their commuting perk.

“They could either charge for the food or cut it altogether,” said Bent Hagemark, a 44-year-old software engineer who boarded a Google shuttle in Cow Hollow, an upscale neighborhood in the north end of San Francisco. “If they cut the shuttle, it would be a disaster.”

M E M O R A N D U M

**To:** Maryland and Virginia Employer Outreach Sales  
Representatives

**From:** Nicholas Ramfos, Director,  
Commuter Connections

**Date:** 4/17/2007

**Re:** Telework Consultant Assistance Process

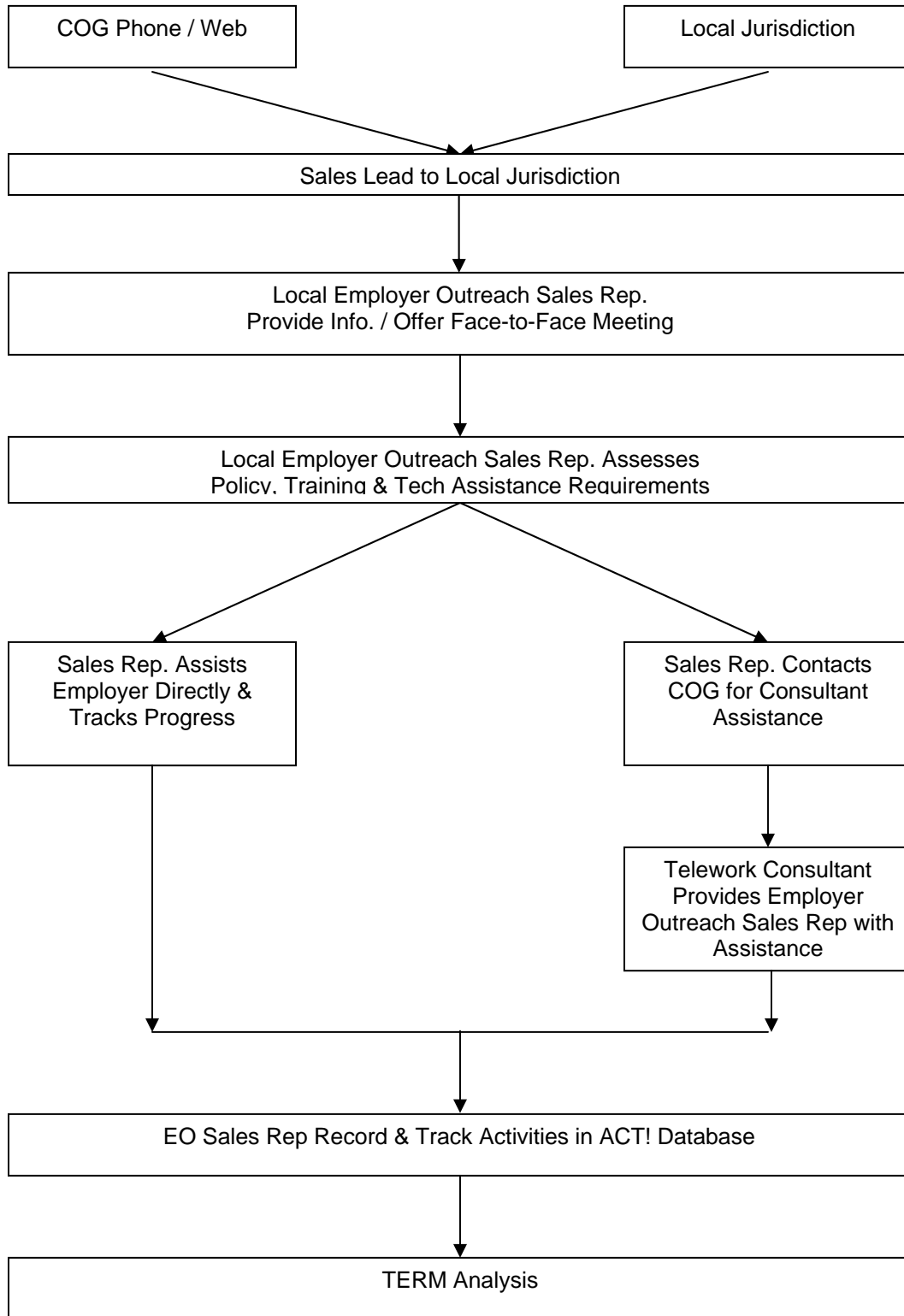
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Attached are two documents pertaining to the Telework Consultant Assistance process which was distributed at the January 16, 2007 Employer Outreach Committee meeting.

The first document illustrates a flow chart in how the process will work for the On-Call Telework Consultant. The second document is the request form that will need to be filled out and sent to my attention for review and approval in order for the consultant to provide assistance. Consultant assistance requests can be faxed or e-mailed to my attention at (202)962-3202, or at [nramfos@mwkog.org](mailto:nramfos@mwkog.org). The form can be scanned into a PDF and e-mailed.

Both of these documents will be posted to the Commuter Connections Extranet for downloading purposes. Should you have further questions or need additional information on either of these documents, please feel free to contact me.

### COMMUTER CONNECTIONS TELEWORK ON-CALL CONSULTANT FLOW CHART







**TELEWORK CONSULTANT ASSISTANCE REQUEST FORM**

Jurisdiction: \_\_\_\_\_

Employer Outreach Sales Representative:  
\_\_\_\_\_

Name of Company Needing Telework Assistance:  
\_\_\_\_\_

Contact at Company: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Number of Employees : \_\_\_\_\_ Number Currently Teleworking: \_\_\_\_\_

Date Company Was Initially Contacted: \_\_\_\_\_

Are there Multiple Company Locations?: (If Yes, Please List): \_\_\_\_\_  
\_\_\_\_\_

Formal Telework Policy Implemented? \_\_\_\_\_

Please Describe the Nature of Assistance that is required from the Consultant (add additional pages if necessary):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please fax or e-mail this request form to Nicholas Ramfos at (202)962-3313 or at [nramfos@mwkog.org](mailto:nramfos@mwkog.org). Questions? Please call Nicholas Ramfos at (202)962-3313.

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<b>COG Use Only: Date Received</b> _____ <b>Approved</b> ____ <b>Approved</b> <b>w/Conditions:</b> _____ <b>Length of Assistance</b> _____ <b>Not</b> <b>Approved</b> _____ <b>Reason:</b> _____
--





## CREATIVE BRIEF | COMMUTER CONNECTIONS EMPLOYER SALES KIT

### Project/Program

An Employer Sales Kit with the flexibility to be customized for the regions, that can be expanded in the future. A folder, letterhead, business card, and general brochure should be included. Brochure(s) should have a template style approach, so that different programs and services may be highlighted while still presenting a coordinated approach.

### Objective/Purpose

Provide network members with a coordinated set of customizable materials so that they can present them to employers. Materials should have appeal that will inspire employers to read about services and products, and should feature a call to action to sign up, visit the website, or request more detailed information. The kit will reinforce and strengthen the Commuter Connections brand, while empowering the Network members.

### Target Audience

Employers in the Metropolitan Washington region.

### Benefit

Commuter Connections Employer Services representatives will help businesses and employees find transportation solutions that will improve company success, and promote economic vitality and quality of life of the entire region. By promoting the Network of organizations that work together with a common goal under the umbrella brand, Commuter Connections, employers and employees will come to understand that they have a broad range of solutions for a diverse audience.

### Proof of Benefit/Reason to Take Action

The Commuter Connections Network is made up many member organizations, in regions throughout Metropolitan Washington area. This diverse representation comes together to offer a robust set of transportation solutions, services, and benefits. Congestion is not a local issue, but rather a regional one, and a coordinated effort can improve the commutes of all. Employers draw employees from across county lines, and each Network member is specially suited to serve their region, while drawing on the expertise of their Commuter Connections Network partners.

### Brand Equity

Commuter Connections is known as a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments (COG). Commuter Connections helps employers establish commuter benefit programs for their employees, including telework/telecommuting.

### Brand Character (How We Wish To Be Perceived)

Commuter Connections is a Network that connects members to members, employers to services and programs that will enhance their business, and commuters with transportation options, as well as other commuters to share rides. By contacting Commuter Connections Network of members, employers can enjoy the full potential of the network. A broad range of commute options for employees, benefit programs that enhance the work-life balance and improve employee relationships, local and regional expertise to improve commutes, and a commitment to work together to create cleaner air for all.

Network | Connection | Potential

### Format of Communications

Employer Sales Kit consisting of a Folder, General Brochure, and brochure template for future additions, Letterhead, Business Card. All elements should look coordinated, strengthen the brand, and allow for customization for the regions.

### Mandatories and Limitations

- Area for regions to incorporate their logo
- Call to action
- Focus on benefits
- Commuter Connections Logo, web address and phone number.



# Attend a Workshop for Employers, Developers, and Regional Partners

ITEM #8

*Better Options  
for Businesses*

**Live Near  
Your Work  
Solutions.**

**Wednesday, May 9, 2007**

For more information and to register for this FREE workshop:  
call 301.770.8108 or visit [www.nbtc.org/LNYW](http://www.nbtc.org/LNYW)





## Who Needs “Live Near Your Work” Solutions and Options?

*Our workers, our businesses, and our communities.*

**H**ome prices are out pacing wages and income. Employees in Montgomery County struggle to find homes near their jobs. In fact, the distance and the time commuting to and from work is a primary complaint for area employees.

Come join us on May 9<sup>th</sup> and learn what other area employers are doing to help their employees bridge the gap between workplace and home.

Hear from local experts from the housing, finance, and transportation fields. Learn about:

- ◆ Maryland’s *Live Near Your Work Plus* and *House Keys 4 Employees*.
  - ◆ Freddie Mac’s *Workforce Home Benefit* program and Fannie Mae’s *MyCommunityMortgage* program.
  - ◆ Montgomery County’s housing programs.
  - ◆ How public-private partnerships are addressing these concerns with unique initiatives.
- ◆ By 2030, we will have added **1.2 million new jobs** and more than **1.6 million new people**.
  - ◆ Nationally, a working family spends **77 cents more on transportation for every dollar saved on housing**.
  - ◆ Working families spend **28% of their income on housing and 29% of their income on commuting to work**.

**Date:** Wednesday, May 9, 2007

**Time:** 8:30 am to 12 noon

**Place:** Bethesda-Chevy Chase  
Regional Services Center

**rsvp:** North Bethesda Transportation  
Center **301-770-8108** or  
**[www.nbtc.org/LNYW](http://www.nbtc.org/LNYW)**

Sources: MWCOG and National Council for  
Housing Policy



5640 Nicholson Lane, Suite 224  
North Bethesda, MD 20852

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SUBURBAN MD  
PERMIT NO. 1362



ITEM #8

# FRESH IDEAS

for smart managers.

## Forecast Prince William

Are you challenged with attracting and retaining the best staff because of long commute times? Driving time in Prince William can be nerve racking but there are solutions. Join a panel of experts and find out how telework, vanpooling, ridesharing, flex work schedules and Live Near Your Work programs can reduce employees commute times.

**April 24, 2007**  
**7:30 a.m. - 9 a.m.**

### Location

George Mason University  
10900 University Boulevard  
Room 110H  
Manassas, VA 20110

### Register Today!

Visit [www.workplacetsolutions.com](http://www.workplacetsolutions.com)  
or call 202.293.1391.

Sponsored by:



Prince and Region Work  
Transportation & Connections

