



# Best Workplaces for Commuters

**Philip L. Winters**  
Director, TDM Program  
Center for Urban Transportation Research  
University of South Florida



## Best Workplaces for Commuters

- What's it all about?
- What's in it for employers?
- What's next?

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## Employers Influence Travel Behavior of Employees by ...

- Allowing employees to have flexible work hours
- Requiring employees to pay for parking
- Providing transit and vanpool "co-pay" (subsidies) benefits
- Offering telework and compressed work week options

... but what influences employers to create an employee commute program?

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## Reasons for the Existence of Employee Commute Program

Reason	Very Great Extent	Some Extent	Small Extent	Not at All	No.
Meeting local or state regulations for trip reduction or growth management	53.7	15.8	3.2	27.4	95
Responding to employee requests for commute programs	40.4	37.2	18.1	4.3	94
<b>Receiving positive community relations/recognition (e.g., Best Workplaces for Commuters)</b>	<b>34.8</b>	<b>27.2</b>	<b>27.2</b>	<b>10.9</b>	<b>92</b>
Reducing parking demand	27.2	28.3	22.8	21.7	92
Complying voluntarily with environmental concerns (LEED, ISO 14000)	25.8	28.1	22.5	23.6	89
Reducing employee turnover/attracting more qualified job applicants	25.3	26.4	33.0	15.4	91
Taking advantage of favorable tax treatment for transit and vanpool benefits	19.8	19.8	22.0	38.5	91
Taking advantage of local or state tax benefits for commuter programs	16.3	18.5	20.7	44.6	92
Responding to the lack or limits of public transit service	14.0	19.4	30.1	36.6	93
Reducing the cost of parking paid by employer	11.0	13.2	14.3	61.5	91
Creating equity among various office/facility locations	9.9	23.1	14.3	52.7	91
Ensuring continuity of operations in the event of a natural disaster or other disruptive event	7.6	21.7	30.4	40.2	92
Relocating offices/facilities	6.8	11.4	15.9	65.9	88

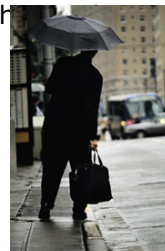
Source: Preliminary results of 2007 Employer Benchmarking Survey – 12-3-07

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## How Do We Encourage Change?

- **Provide recognition for workplaces that offer commuter benefits!**

- Employees with commuter benefits are more than 4 times more likely to use transit than those who don't have them. (2001 Xylo Survey)
- U.S. employers spend \$36 billion annually on employee parking. (KPMG Peat Marwick study)

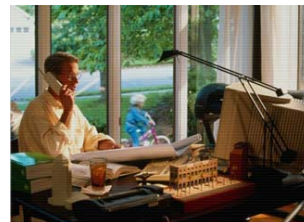


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## Primary Option – significant support

Choose **One**:

- Transit/vanpool subsidy (\$30 or full cost)
- Or**
- Telecommuting (daily 6% average)
- Or**
- Parking Cash-out (\$30 or at least 75% of market rate)
- Or**
- *Employer proposal*



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## Supplemental Support

### Choose 3 (only 1 if < 20 employees)

- Active membership in TMA
- Rideshare matching
- Bike lockers and showers
- Up-to-date transportation information
- Shuttles
- Allow for employee paid pre-tax transit vouchers
- Preferred parking for carpools/vanpools
- Worksite is co-located with shops, day care, etc.
- Awards program
- Plus more options

[www.bestworkplaces.org](http://www.bestworkplaces.org) ←NEW



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## Performance Benchmark & Reporting

- 14% non-SOV for participating work sites -- and demonstrate this within 18 months
- Annual reporting; “check-in” to confirm program/benefits
- Random sample survey to quantify mode share split

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## Why Employers want to be one of the Best Workplaces for Commuters

- Public recognition
- Protect commuter benefits
- National “seal of approval”
- Demonstrate community stewardship
  - Climate change
- Recruitment advantage
- Networking opportunities
- Tools and materials and information:



[www.bestworkplaces.org](http://www.bestworkplaces.org)

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## Transportation and Climate Change Facts

- Transportation is the largest and fastest growing end-use sector.
  - 27 % percent of US GHG emissions (2004)
  - 33 % (2007)
  - 36 % (2020 projected)
- US Transportation is a major emitter on a global scale. Each year, this sector produces more CO<sub>2</sub> emissions than any other nation’s entire economy, except China.
  - Source: Greene and Schafer. Reducing Greenhouse Gas Emissions from US Transportation. Pew Center on Global Climate Change. May 2003

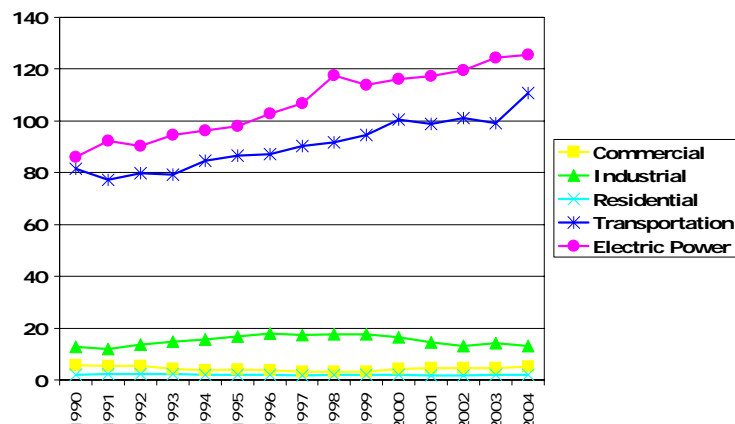
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## Transportation and Climate Change Facts

- Highway vehicles account for:
  - 72% of total transportation emissions
  - 25% of total U.S. CO<sub>2</sub> emissions
  - Source: [www.fueleconomy.gov/feg/climate.shtml](http://www.fueleconomy.gov/feg/climate.shtml)
- More people are making longer drive-alone commutes more often every year
  - Source: Office of Highway Policy Information, Federal Highway Administration, U.S. Department of Transportation. Highway Statistics 2005.

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## CO<sub>2</sub> Emissions from Fossil Fuel Combustion Million Metric Tons CO<sub>2</sub> (Florida)



Source: EPA. [http://www.epa.gov/climatechange/emissions/state\\_energyco2inv.html](http://www.epa.gov/climatechange/emissions/state_energyco2inv.html)

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## BWC is a Climate Solution

- BWC designated employers reduced CO<sub>2</sub> emissions by 3.4 million metric tons in first 5 years of program
- When offered employer-provided benefits employees reduce commute-related emissions by 15 percent compared to those who are not offered the benefits but who work in the same zip codes
- BWC provides immediate or near-term emissions reductions
- BWC benefits offered to employees often has spillover effects on contractors
- BWC requires no costly or long-term infrastructure investments
- BWC is very flexible

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## Best Workplaces for Commuters – Results!

- As of Sept. 1, 2007
  - 3.6 million commuters
  - 1,919 employers
  - 23 Districts

### Top 20 Best Workplaces for Commuters from the FORTUNE 500 Companies for 2006

2006 Rank	Company	Percentage of Eligible Employees	2006 Rank	Company	Percentage of Eligible Employees
1	Intel	94%	11	Safeco Insurance	60%
2	Microsoft	91%	12	Reliant Energy	59%
3	(tie) Google Inc.	86%	13	Wyeth	58%
3	(tie) Oracle	86%	14	Apple	57%
5	QUALCOMM	76%	15	IBM	53%
6	Yahoo! Inc.	72%	16	Advanced Micro Devices	50%
7	Cisco Systems	70%	17	(tie) EMC Corporation	49%
8	Sun Microsystems	68%	17	(tie) El Paso Corporation	49%
9	Texas Instruments	65%	17	(tie) Nike, Inc.	49%
10	Applied Materials,	63%	20	Schering-Plough	47%

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## Florida Fortune 500 Best Workplaces for Commuters

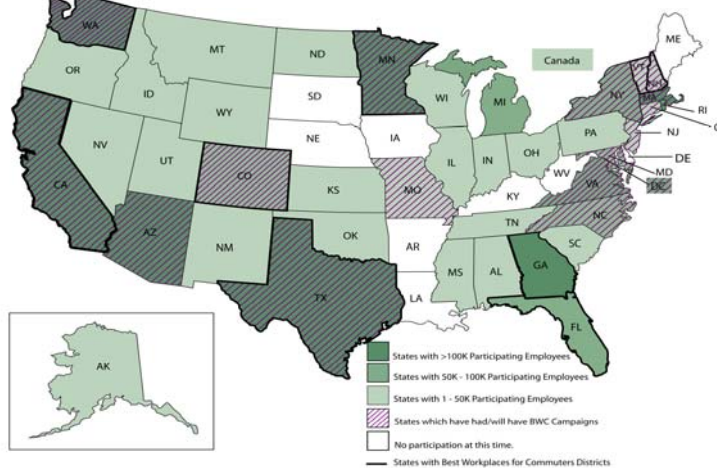
Employer	City	Industry	Fortune 500
Office Depot	Boca Raton	Retail & Mail Order	Yes
Office Depot, Inc.	Delray Beach	Retail & Mail Order	Yes
Oracle Corporation	Orlando	Computer Software & Internet	Yes
Ryder System	Miami	Transportation Service Providers	Yes
IBM - Boca Raton	Boca Raton	Computers & Electronics	Yes
Fifth Third Bank	Tampa	Banking, Financial, & Insurance	Yes
AT & T Wireless	Miami	Telecommunications	Yes

Plus over 90 other BWC employers in Florida!

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## Program Trends

The National Reach of Best Workplaces for Commuters<sup>SM</sup>



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## Plans for BWC in 2008 ...and Beyond

- Transition to more online self-service (Help Desk)
- Solicit input among current and perspective BWC employers and network partners
- Seek funding
- Allow BWC Network members to access data of employers in their area online
- Collect press contacts in each area to enhance PR value
- Initiate BWC-only Listserv
- Seek funding
- Hold BWC-only netconferences
- Run the 2008 Race to Excellence
- Seek funding
- Prepare 2008 List of Fortune 500 Companies

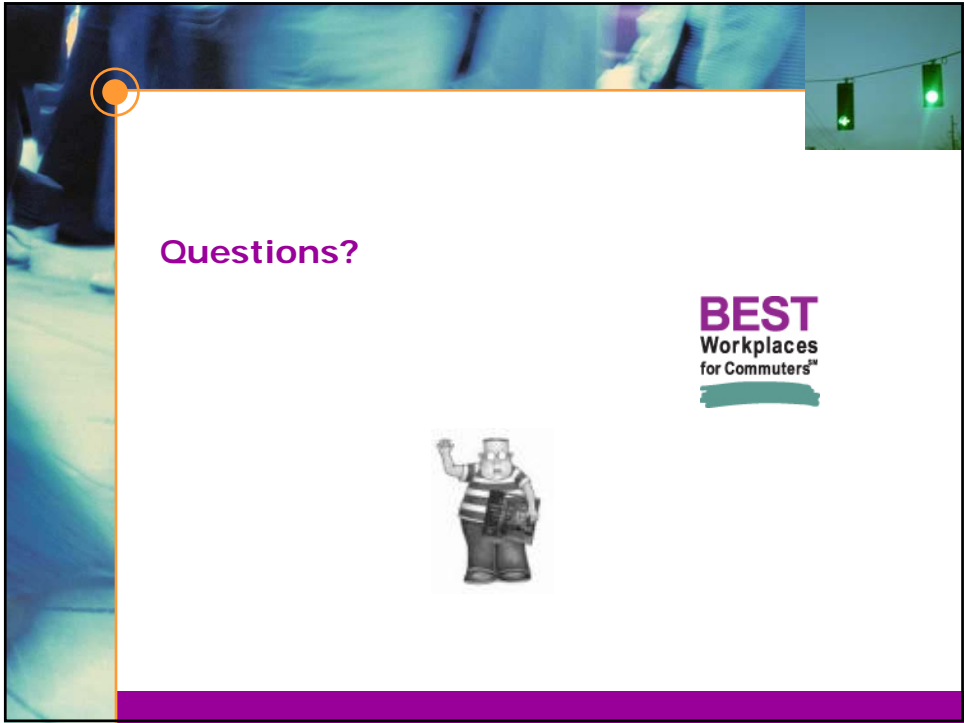
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## Potential Directions

- Hold BWC Conference
- Review and (potentially) revise the National Standard of Excellence
- Develop BWC as an organization/partner with another group
- Examine other economic models to make BWC more self-sustaining

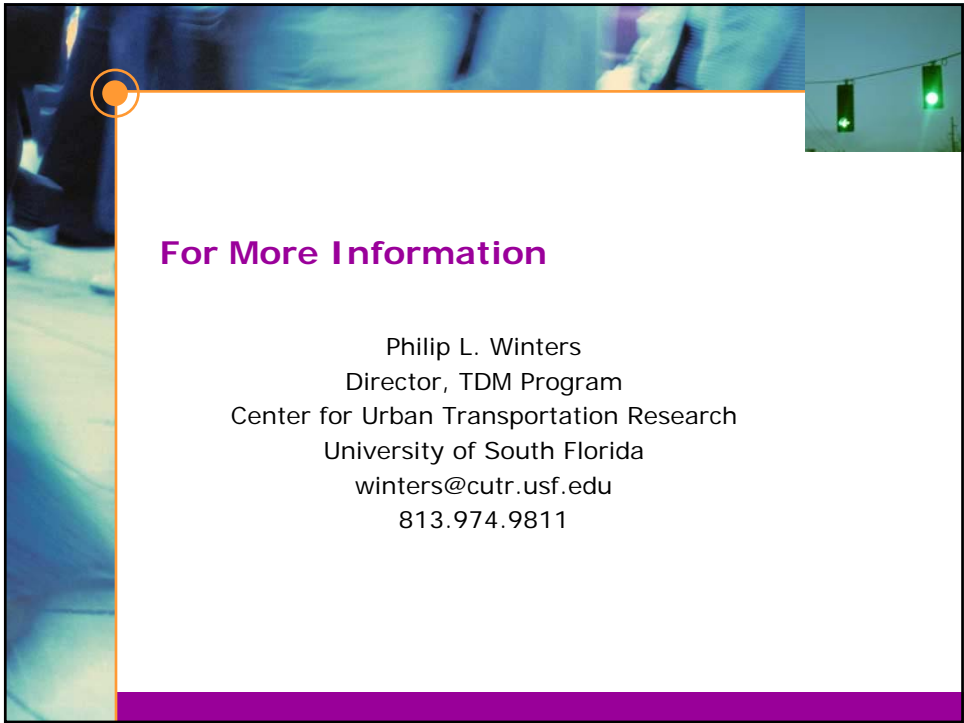
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**Questions?**



**BEST**  
Workplaces  
for Commuters™



**For More Information**

Philip L. Winters  
Director, TDM Program  
Center for Urban Transportation Research  
University of South Florida  
winters@cutr.usf.edu  
813.974.9811