




**COMMUTER SERVICES**  
RECOGNITION PROGRAMS FOR EMPLOYERS  
HOW TO GET EMPLOYERS AND POLITICIANS EXCITED



## Florida Commuter Choice Summit

April 12, 2012



**Commuter Services**  
1.866.585.RIDE  
[www.CommuterServicesFL.com](http://www.CommuterServicesFL.com)

- Employer Awards
- Best Work Places for Commuters in District-One
- Little to No-Cost Marketing
- Program Ambassadors and Local Officials -Getting them Excited!
- Open Discussion/Questions

AGENDA

## Partner Sample Level Point System

*Point system evaluates partners based on specific program performance criteria. \*Gold and Platinum Level Partners Qualify for BWC.*

### Cypress Cove Program Progress

Stakeholder:	9pts	Bronze:	27 pts	Silver:	39pts
Gold:	55 pts	Platinum:	75 pts		

Level	Points	Criteria
Stakeholder	9 pts	1 point each
Bronze	27 pts	2 points each
Silver	39 pts	3 points each
Gold	55 pts	4 points each
Platinum	75 pts	5 points each

Activity	Points
Setup mode info center	1
Send Email/Memo (2x per year)	4
Info in Newsletters (2x per year)	2
Info/poster in common areas	1
Promote EZ Ride	1
Promote Trip Track	1
Promote bilingual Info	1
Conduct travel survey	1
Workshop/staff presentation	3
Other	1
Info in orientations/new hire	2
QA/QC (twice per year)	2
Offer ERV	2
Assign ETC	2
Other	2
General Event (health fair)	2
General Event	2
Ridesharing Event	2
Transit Event	2
Biking/Walking Event	2
Meet your Match Event	2
Try it Day Event	2
Lunch and Learn Event	2
Other Event	2
Preferred parking for carpools	3
Prizes for trying an alternative	3
Sell transit passes onsite	3
Install bike racks	3
Install bike lockers	3
Onsite shower or arrangement	3
Vanpool formation meeting	3
Offer informal teleworking	3
Offer flex scheduling	3
Offer CWW: 4:10 or 9:803	3
Incentivize participation	3
Provide wellness points	3
Designate multiple ETCs	3
Other	3
Offer pre-tax benefits	3
Set up home telework spaces	3
Formal telework program	3
Set up tele-centers	3
Formal parking management	3
Fleet cars for rideshares	3
Sponsored worksite shuttle	3
Participate in regional surveys	4
Adopt a Partnership Plan	4
Register 50% of commuters	4
Other 1	4
Register 80% of commuters	5
Green Team	5
Other 1	5
Other 2	5

## Platinum Level Partner

- Employer meets the Gold Level Partner criteria and offers **at least three** of the following program options:
  - Register 80% of employees with the Commuter Services Program
  - Establish Green Team or Commuter Committee to incorporate alternative transportation modes into Green Sustainability efforts
  - Achieve Best Work Places for Commuters Accreditation
  - Offer company-wide Trip Track Reporting
  - Offer innovative commuter benefits
  - Other qualifying options


## Best Workplaces for Commuters

**Awarded**

- Charlotte County Government
- Collier County Government
- Lee County Government
- Sarasota County Government
- Lee County DOT Operations
- Lee County Clerk of Courts
- South Seas Island Resort
- Bealls
- City of Naples
- City of North Port
- City of Sarasota
- Department of Environmental Protection

**Working on application**

- Polk County
- Chico's FAS
- Polk Co. Sheriff's Office
- Sarasota Bay Club
- Blake Medical
- Comcast
- State College of Florida
- Tropicana
- Polk State College



## Best Workplaces for Commuters

- Board of County Commissioner's Awards
- Televised Broadcasting – No Cost Marketing
- Showcase each Partner
- Mentoring program for Platinum Level Partners
- Fostering Friendly Competition
  - Competition between Counties
  - Employee/Department Challenges
  - Management Challenges



**PRESENTATIONS**

## Program Ambassadors



- **Collier County** - Ambassador Commissioner Fred Coyle
- **Lee County** - Ambassador Commissioner Ray Judah
- **Hendry County** - Ambassador Commissioner Janet Taylor
- **Sarasota County** - Ambassador Commissioner Joe Barbetta
- **Manatee County** - Ambassador City of Bradenton City Councilwoman Marianne Barnebey
- **Polk County** - Ambassador Commissioner Jean Reed (Retired)
- **Polk County** - Ambassador City of Lakeland Mayor Gow Fields (Standing Ambassador)

## Establishing Program Ambassadors

- Identify Strong Leaders
- Tailor your task – Research the Elected Official you are Planning to Approach
- Get them Excited about what you are selling!
- Educate them on Vision and Program Goals
- Collaborate on Goals and Decisions – Get them involved and Keep them informed!
- Have them Educate their Peers
- Make it Easy – Don't ask for too much!
  - Spokesperson role
    - Provide Talking Points
    - Draft Letters of Endorsement for them to customize
    - Ready Quotes for marketing, press releases, etc.



## Responsibilities of an Ambassador

- Schedule Public Presentations
- Create Fun Challenges and Events for them to participate
  - Practice what you preach
  - Highlight key players
  - Bring like-minded individuals and groups together
- Participate in Awards Ceremonies
- Sponsor Proclamations
- Serve as a Media Spokesperson for their area
  - PSAs
  - Radio Spots
  - Webinars
  - Social Media



## Review...

- Let elected officials select goals and take ownership
- Establish clear expectations of their roles as an ambassador
- Inspire and Motivate others to take Initiative and Action
  - Lead by Example and Practice what you Preach!!!
- Don't ask for too much! At least not at first... ☺





OPEN DISCUSSION