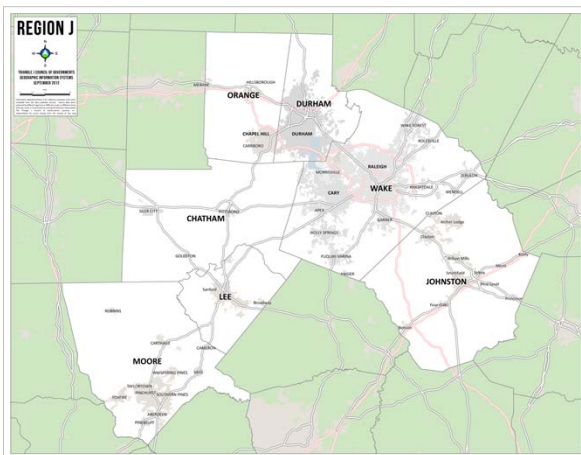



TRIANGLE BEST WORKPLACES FOR COMMUTERS 2013-2014

Kelsey Kusterer, Planner II, TJCOG
March 14, 2014

TRIANGLE J COUNCIL OF GOVERNMENTS

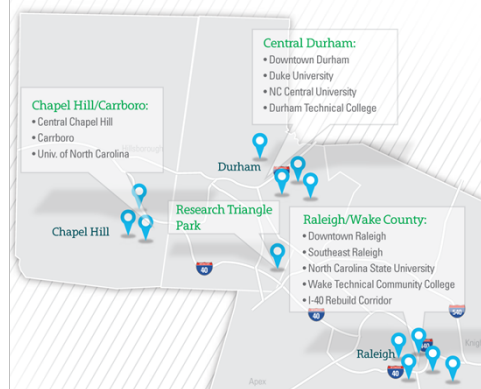
- Regional planning for 7 counties
- Central point of collaboration
- www.tjco.org



TRIANGLE TRANSPORTATION DEMAND MANAGEMENT PROGRAM

**Goal: Reduce regional growth in commuter VMT by 25%
between 2007 and 2015**

GoTriangle Hotspots



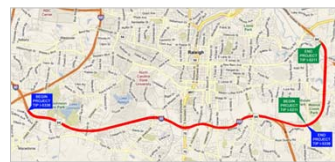
ABOUT BEST WORKPLACES FOR COMMUTERS

o **Purpose:** Recognize employers who meet a national standard for excellence in commuter benefits.

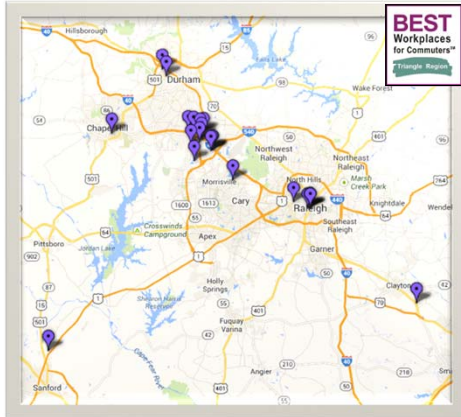


o **History:**

- Began 2002 with EPA
- Transfer to NCTR in 2007
- Triangle program waned in 2009
- No time like the present



CURRENT TRIANGLE BWC MEMBERS



www.trianglebwc.org

- BASF Corp.
- Cato Research
- Cherokee
- Cisco Systems, Inc.
- City of Raleigh
- Downtown Raleigh Alliance
- Grifols, Inc.
- Duke University
- Duke University Health System-Main Campus
- IBM
- Lenovo
- National Institute of Environmental Health Sciences
- North Carolina Department of Transportation
- North Carolina State University
- Pfizer Inc. – GreenWheels
- Research Triangle Foundation of NC
- RTI International
- TransLoc Inc.
- Triangle J Council of Governments
- Triangle Transit
- University of North Carolina at Chapel Hill

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STRATEGY FY14

1. Review and rebuild previous program elements
2. Rebuild relationships with National Center for Transit Research and existing Triangle BWCs
3. Rebuild regional brand
 - Elected officials
 - Established groups
4. Recruit new employers
5. Recognize all Triangle BWCs

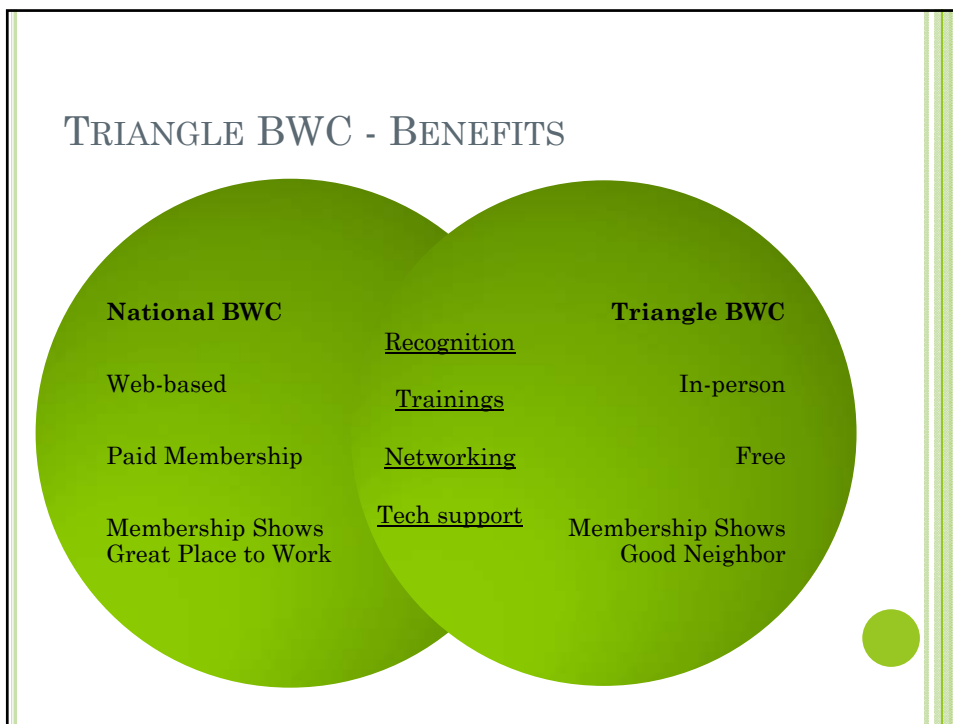


STRATEGY FY15

1. Use best practices from other BWC programs
2. Support existing Triangle BWCs
3. Rebuild regional brand
 - Elected officials → continue
 - Established groups → continue
4. Recruit new employers → continue
5. Recognize all Triangle BWCs → continue



TRIANGLE BWC - BENEFITS



Triangle Best Workplaces for Commuters: Employer Checklist

Triangle employers who provide the following commuter benefits are eligible for local and national recognition as a Best Workplace for Commuters.

Primary Benefit (provide 1)	Secondary Benefit (provide 3)	Other Elements (All required)
<input type="checkbox"/> Transit Pass Subsidy (\$30 or more) <input type="checkbox"/> Telework Benefit (reduces 6% of commuting trips) <input type="checkbox"/> Compressed Workweek (reduces 6% of commuting trips) <input type="checkbox"/> Parking Cash Out of at least \$30 per spot <input type="checkbox"/> Pretax Vanpool or Transit Benefit (30% purchase pass) <input type="checkbox"/> We offer an equivalent commuter benefit	<input checked="" type="checkbox"/> Rideshare Matching ¹ <input checked="" type="checkbox"/> Active membership in a local ozone awareness program ² <input checked="" type="checkbox"/> Provision of real-time (i.e., intelligent) commuting information ³ <input type="checkbox"/> Bicycle Parking <input type="checkbox"/> Carpool Parking <input type="checkbox"/> On-site Amenities <input type="checkbox"/> Employer-provided membership in a carsharing program <input type="checkbox"/> Employee shower	<input checked="" type="checkbox"/> Access to a free ride home in case of emergency ⁴ <input type="checkbox"/> Agree to work towards a goal of 14% employees NOT driving to work alone <input checked="" type="checkbox"/> Pay annual membership dues of \$230 ⁴



www.trianglebwc.org

¹ Provided for free by Triangle Transit. Sign your organization up for a customized ridesharing page at www.sharetheridenc.org and for ERH at <http://www.gotriangle.org/go-info/erh-for-employers/>.

² Provided for free by Triangle Air Awareness. Join the [Triangle Air Awareness Business Coalition](http://www.triangleairawareness.org) by contacting Elaine Loyack at elaine.loyack@ncdenr.gov.

³ Available for free. Link to current traffic info and live traffic cameras across the Triangle at <http://ncdot.gov/fortilync/traffic/>.

⁴ Sign up before June 30th, 2014 and the Triangle J Council of Governments will pay the first year's membership fee for the first 10 new applicants. For a list of BWC member benefits go to: <http://www.trianglebwc.org/faq.aspx>.

RECRUITMENT DRIVE

- March through April
- Data driven recruitment with LSPs
 - Tier 1 – already qualify
 - Tier 2 – nearly qualify
- Awards Event in May



MEASURING SUCCESS

- Data Collection
 - # employers participating
 - # employees reached
 - Avoided VMTs/emissions
 - Group comparison and Case Analysis
- Checklist data



THANK YOU.

QUESTIONS?

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