

## Marketing Your Commuter Benefits Program

As an employer in the Best Workplaces for Commuters<sup>SM</sup> program, you know that marketing is a continuous part of a successful commuter benefits program. People will change behavior in response to information and marketing. The single strongest predictor of switching behavior away from SOV is **extent of exposure** to an employer-based commuter benefits program. (Weber, Nice, and Lovrich, 2000) Most employers are always trying to find new ways to market their program to employees. Many employers have limited resources for marketing, so you may rely on a Web-based newsletter and signboards in building lobbies. People respond to a "brand", so we encourage you to feature the Best Workplaces for Commuters<sup>SM</sup> logo on your website and other commuter benefits related materials. Market your designation to employees by placing the static decal in a front lobby window.

Remember, keys to a successful commuter benefits marketing program include having management support, particularly top-down participation that is visible to employees, and making it fun.

Review the Members Only Tool Kit at:

<http://www.ergweb.com/projects/ccli/empkit/login.htm>

for more information on marketing your commuter benefits.

### List Announcement for "Best Workplaces for Commuters<sup>SM</sup> from the Fortune 500 Companies" a Huge Success!

On September 29, 2004, EPA was excited to announce its first ever list of "Best Workplaces for Commuters<sup>SM</sup> from the Fortune 500 Companies." EPA recognized 69 Best Workplaces for Commuters<sup>SM</sup> from the Fortune 500 list, and especially highlighted the Top 20 companies among them having the highest percentage of employees in its US workforce eligible for outstanding commuter benefits. Intel topped that list, followed by Fannie Mae, Cisco Systems, and 17 other well-known companies. Coverage was remarkable -- you may have seen it in your local newscast or paper. The story was carried by over 200 media outlets, including major wire services -- indicating the media's perspective on the importance of the story and the level of public interest that exists.

The full list is available at: [www.bwc.gov](http://www.bwc.gov)

## DID YOU KNOW?

The Members Only Tool Kit contains all sorts of marketing tips. Join us as we delve into the contents of the Members-Only Tool Kit. We will be holding a phone forum/walk-through of the tool kit on Thursday, October 28, 2004 at 2:30 EST.

## FACTOID

A typical worker who switches from driving alone to using commuter benefits for mass transit can save more than \$1,000 a year in transportation costs, such as gas and wear and tear, and can avoid driving 5,000 miles a year.



## GOOD IDEA



In order for a commuter benefits program to be as effective as possible, employees need to be periodically reminded of it. Call attention to your commuter benefits program by sponsoring an alternative commute event with other Best Workplaces for Commuters in the area.



Welcome the 40 new BWC Employers added to the program  
in September - 61,181 additional commuters covered nationwide

Industry

BWC Employers

Banking, Financial & Insurance

**Kaiser Permanente Mental Health & CD Services**, Pleasanton, CA  
**Tanner Insurance Brokers**, Pleasanton, CA  
**Aetna**, Hartford, CT  
**ADP**, Jersey City, NJ

Communications

**Nortel Networks**, Billerica, MA  
**Verizon – Maryland**, Silver Spring, MD

Computer & Data Services

**Houston Associates**, Arlington, VA  
**Xerox Special Information Systems**, Arlington, VA  
**Microsoft Corporation**, Redmond, WA

Computer & Office Equipment

**IBM-Phoenix**, Phoenix, AZ  
**IBM Corporation - El Segundo**, El Segundo, CA

Consulting & Employment Services

**Catalyst Advancement, LLC**, Escondido, CA  
**Texas DCS LTD**, The Woodlands, TX

Engineering, Construction & Architecture

**Swinerton Incorporated**, San Francisco, CA

Food & Beverage

**MeiWah Restaurant**, Chevy Chase, MD  
**PrimeSource Food Service Equipment**, Dallas, TX

Government - City & County

**City of Glendale**, Glendale, CA  
**Hennepin County**, Minneapolis, MN  
**Town of Carrboro**, Carrboro, NC  
**Town of Chapel Hill**, Chapel Hill, NC  
**Triangle J Council of Governments**, Durham, NC  
**Tarrant County Government**, Fort Worth, TX

Government – Federal

**National Naval Medical Center**, Bethesda, MD  
**Internal Revenue Service, Dallas**, Dallas, TX

Government - Regional & Planning

**Peace Corps, Dallas Regional Office**, Dallas, TX

Medical & Pharmaceuticals

**Catholic Healthcare, West Central Business Office**, Glendale, CA  
**Visual Eyes Optometry**, CA  
**Kaiser Foundation Health Plan of the Mid-Atlantic States, Inc.**, Rockville, MD

Media, Printing & Publishing

**Stuart F. Cooper dba Kline Engraving**, Fort Worth, TX

Non-profit Organizations & Assocs.

**Center for Neighborhood Technology**, Chicago, IL  
**Solid Waste Association of America**, Silver Spring, MD

Retail & Mail Order

**Mercedes-Benz of Pleasanton**, Pleasanton, CA

Transportation Management

**Fehr & Peers Associates, Inc.**, Denver, CO  
**Bay Area Transportation Partnership**, Houston, TX  
**South Main Center Association**, Houston, TX

Transportation Services

**Capital Area Transit**, Raleigh, NC  
**Charlotte Area Transit System**, Charlotte, NC

Utility

**TXU Electric Delivery**, Fort Worth, TX

Other

**John W. Noonan Professional Corp.**, Pleasanton, CA  
**RTI International**, Triangle Park, NC

View complete list at: [www.bwc.gov](http://www.bwc.gov)