



## Best Workplaces for Commuters (BWC) 2009 Race to Excellence Instructions

### TIMELINE

The 2009 Race to Excellence is from Aug. 15 – Oct. 15, 2009. Applications and supporting materials must be received by Nov. 9, 2009. Qualifying activities are completed between Jan. 1 and Oct. 15, 2009.

### EVALUATION

The BWC team will review all applications and supplemental information after the submission deadline of Nov. 9, 2009. Applications within each category will be compared to determine Gold, Silver, and Bronze ranking. A “Best of” award will be given to an Employee Transportation Coordinator/ or Company Representative at a BWC designated University and FORTUNE 500, and to a Champion for outstanding accomplishments.

### ELIGIBILITY REQUIREMENTS

1. If the applicant is one of the Best Workplaces for Commuters, the employer must be current with their annual status update. BWC Champions are not required to submit updates but must join the Champion listserv at [http://lists.cutr.usf.edu/read/all\\_forums/subscribe?name=bwc-champions](http://lists.cutr.usf.edu/read/all_forums/subscribe?name=bwc-champions)
2. All applicants must have utilized the BWC logo in at least two separate places prior to completing the 2009 Race to Excellence. This may include using the logo on two separate Web pages (e.g. on a job announcement Web page and on a corporate awards/recognition Web page, or in any other two internal or external mediums).

### APPLICATION CATEGORIES

1. **Employee Transportation Coordinator (ETC) or Employer Representative** - individuals that serve as an employer’s point of contact for commuter benefits programs. Your organization must have current BWC designation to apply in this category.
2. **Champion** – BWC Network members are organizations that support the BWC program and promote the designation to other employers and the public.

### SUPPORTING MATERIALS

Supporting materials may include photographs, additional descriptions, and copies of materials referenced in the online application (i.e. flyers, brochures, annual reports, Web site pages, newsletters, job ads, etc.). These materials will significantly help BWC evaluate your application and reward your effort. Submission of supporting materials will substantially improve your Race to Excellence application

## ACHIEVEMENTS

Please respond to as many of the categories as you can. Applicants are not required to complete activities in all categories to be eligible for an award. However, comprehensive and innovative activities will substantially improve your Race to Excellence application.

1. ***Recruiting Employers to the Best Workplaces for Commuters List*** - **Note:** Due to the time and resources required to conduct these activities, BWC will give additional weight to this category.

***For all applicants:*** Tell us about additional worksites or new employers that you have recruited to apply and qualify for the BWC designation and describe your tactics.

- Did you participate in face-to-face meetings, hold conference calls, or send mailings?
- Did you participate in or lead a metro list release?
- Describe any obstacles and how you overcame them.
- List employers or worksites recruited.

2. ***Promoted BWC Brand and your Designation***

**Note:** Due to the time and resources required to conduct these activities, BWC will give additional weight to this category.

***For ETCs/Employer Representatives:*** Describe how you promoted your designation as a BWC to your employees and to the general public. This may include giving presentations, guest speaking engagements, using handouts or the BWC booth and signs, offering awards and recognition opportunities, and promoting your organization's designation at job fairs and in employee recruiting materials, etc.

***For BWC Champions:*** Describe how your organization has promoted BWC to clients, other organizations in the transportation industry, and the public. This may include presentations or guest speaking engagements, handouts, use of BWC booth and signs, awards and recognition opportunities, etc.

***For all applicants:*** Specifically describe ways you have featured the BWC logo. BWC will give additional weight to external promotion activities.

Suggested internal logo use activities include:

- Displaying BWC window cling on lobby windows and displaying BWC posters, featuring the BWC logo on an **Intranet** Web site, writing internal newsletter articles highlighting your company's designation, or sending announcements to staff.

Suggested external logo activities include:

- Featuring the logo on your **Internet** Web site. Include the URL of the Web page featuring the logo. Using the logo in your help wanted ads, displaying the logo (or the service-marked term "Best Workplaces for Commuters") in press releases, brochures, and newspaper, business articles, including the logo in your email signature block, or featuring BWC materials at job fairs.

Please describe the tools and materials used, i.e., brochures, BWC display booth, PowerPoint presentations, posters, etc. Also, emphasize activities you implemented that required creativity, negotiation skills, or additional resources.

3. ***Upgrade or Offer Innovative Commuter Benefits or Helped Another Employer Implement New Benefits-*** Describe commuter benefits you upgraded or added during this time period. Please explain if the benefits were added to qualify for BWC or to increase employee participation. Emphasize the tactics used to get these benefits added, i.e., presentations to management and human resource personnel.

Emphasize how employees have responded to this new benefit and if this new benefit has, in fact, increased participation in your overall commuter benefit program. Describe any metrics you used to measure this increase. For BWC Network members, describe how you helped another employer upgrade or add additional benefits and emphasize your tactics.

4. ***Increase Employee Participation in Commuter Benefits Program or Helped another Employer Increase Participation in Their Program***- Describe how you have increased employee participation in your commuter benefits program. Quantify the results if possible, such as how many employees participated last year compared to this year. Describe the marketing efforts you employed to attain this increase. Include in your description any metrics you used to measure this increase. For Champions, describe how you helped another employer increase participation in their program. Include tactics used and describe any applicable metrics.

5. ***Other*** - Describe other activities that may not fit within the above categories. For example, contributing to articles or getting an article/editorial about BWC published.

**Two Power Point slides representing highlights from your program are required with submission.**