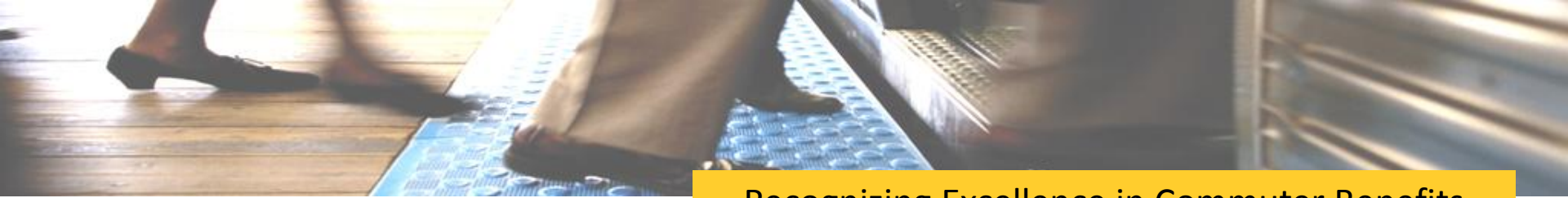




# RACE TO EXCELLENCE 2010





Recognizing Excellence in Commuter Benefits

**This presentation provides guidance  
and tools for participation in the 2010  
Race to Excellence.**



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





# What is the Race to Excellence?

A challenge that encourages and recognizes dedicated professionals across the country who promote commuter benefits, transportation options and the Best Workplaces for Commuters designation.



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# What is the Timeline?



- **Thursday, July 01** Registration deadline
- **Monday, August 2** Race to Excellence begins
- **Friday, October 29** Race to Excellence ends
- **Friday, November 12** Application and supporting materials due (only electronic submissions)
- **Wednesday, December 15** Virtual Awards Ceremony



# Who is Eligible to Participate

## 1. **Employee Transportation Coordinators (ETC)**

An ETC or company representative serves as the point of contact between a company with current BWC status.

## 2. **Champions**

A Champion provides support, or programs and services to BWC employers and ETCs. The Champion must register online for the Champions Listserv.



# How do I Participate?

1. Review the Instructions and meet the Eligibility Requirements
2. Register for the Race (a registration link will be sent to all current members and champions)
3. Work towards the five achievements from August 2 – October 29, 2010
4. Complete and submit the application and supporting materials by the deadline of November 12
5. Attend the Virtual Awards Ceremony and receive recognition and awards



# What Will I Receive for Participating?

## High Level Recognition

- ETC/Champion name and employer listed on BWC website and in press releases
- Recognition during virtual awards ceremony
- Medal and letter of recognition



# Participants in the Race to Excellence work towards five \*Achievements

\* *To qualify for the Race you do not have to meet all five achievements.*



# Achievement 1

## Upgrade or Offer New Commuter Benefits or Help Another Employer Implement New Benefits

- **For ETCs:** Describe new or upgraded commuter benefits. Explain if the benefits were added to qualify for BWC or to increase employee participation.
  - Emphasize the tactics and describe metrics used to get these benefits added. (presentations to management and human resource personnel).
  - Emphasize how employees have responded to new benefits and have they increased participation in your overall commuter benefit program.
- **For Champions:** Describe how you helped another employer upgrade or add additional benefits and emphasize your tactics.



# Achievement 2

## Increase Employee Participation in Commuter Benefits or Help an Employer Increase Participation

- **For ETCs:** Describe how you 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 you employed to attain this increase. Include 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.



# Achievement 3

## Promote the BWC Brand and your BWC Designation

- **For ETCs:** 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 and/or signs, offering awards/recognition opportunities, and promoting your organization's designation at job fairs and in employee recruiting materials.
- **For BWC Champions:** Describe how your organization has promoted BWC to clients, other organizations, and the public. This may include presentations or guest speaking engagements, handouts, use of BWC booth and signs, awards and recognition opportunities.



# Achievement 4

## Recruit and Educate Additional Employers

- ***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?
  - Describe any obstacles and how you overcame them.
  - List employers or worksites recruited.



## Achievement 5

### Other Accomplishments

- **For all applicants:** Describe other activities that may not fit within the other four achievements.
  - For example, contributing to articles or getting an article/editorial about BWC published



## What are Supporting Materials?

- Supporting materials are required
  - Two PowerPoint slides must be submitted highlighting your program
  - Supporting materials may include photographs, flyers, etc
- Email supporting materials by Friday, November 12, to [info@bestworkplaces.org](mailto:info@bestworkplaces.org)



## How Will my Application be Evaluated?

- Applications must be received by BWC no later than Friday, November 12, 2010.
- Applications will be reviewed by BWC Team.
- Applications within each category will be compared and evaluated by the BWC Team to determine Gold, Silver, and Bronze Ranking.
- In addition, “Best of” will be awarded to ETC from University, Fortune 500 and to a Champion.



# What is the Virtual Awards Ceremony?

- A Live Virtual Awards Ceremony will be held on Wednesday, Dec. 15.
- Winners will be announced.
  - Press release and recognition for winners
  - Power Point slides and other materials submitted by participants will be used to highlight winners during the ceremony and on the BWC website

**Thank you for your interest in the  
Race to Excellence. We look forward to seeing  
you at the finish line!**

**Contact: Julie Bond, Project Manager  
[bond@cutr.usf.edu](mailto:bond@cutr.usf.edu)**