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More workplaces - large and small, private and public are qualifying as Best Workplaces for Commuters!



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Latest News

2013 Race to Excellence

Check out the [Distinguish Yourself](#) flyer for examples of creative ways to use the BWC logo.

Please note the following important dates:

- * **August 1, 2013** - Race to Excellence begins
- * **October 30, 2013** - Race to Excellence ends, (qualifying activities valid from January 1 through October 30)
- * **November 15, 2013** - Application/supporting materials due
- * **January 9, 2014** - Virtual Awards Ceremony

Everything you wanted to know about the 2013 Race to Excellence is here [Race to Excellence](#)

Mark your calendar for the next free webinar from BWC

Expanding Commuter Options and Reducing GHG Emissions with Workplace Plug-in Electric Vehicle Charging

Please join us for a webinar on October 31, as **Sarah Oleksak**, the Department of Energy's (DOE) Workplace Charging Challenge Coordinator, discusses DOE's new initiative to support U.S. employers and their efforts to expand commuter options and reduce GHG emissions with workplace charging. This webinar will help employers better understand the benefits of installing plug-in electric vehicle (PEV) charging stations at their worksites, the financial incentives available for completing such installations and how they can take advantage of the resources and recognition offered through the DOE Workplace Charging Challenge.

About the Workplace Charging Challenge

Today, about half of the vehicles in the United States are parked at overnight locations with access to plugs, providing a great foundation for the country's plug-in electric vehicle (PEV) charging infrastructure. However, employers across the country are beginning to offer charging access in workplace lots, which serve as the next most-likely place a vehicle will spend time parked. In fact, the ability to charge at work can potentially double a PEV driver's all-electric daily commuting range. This untapped resource presents a significant opportunity to expand the country's PEV charging infrastructure.

To support the deployment of this infrastructure, DOE launched the Workplace Charging Challenge in 2013, with a goal of achieving a tenfold increase in the number of U.S. employers offering workplace charging in the next five years. As part of the Workplace Charging Challenge, DOE is calling on America's employers to sign the Workplace Charging Challenge Pledge as "Partners" to make a bold commitment to provide PEV charging access to their workforce.

Date: Thursday, October 31, 2013

Time: 12:00 - 1:00 pm noon EST

BWC Spotlight

Hacienda, Pleasanton, CA was recently designated as a BWC Best Site

Currently Hacienda is home to 4,000 residents, 550 business and approximately 17,500 employees with future projections of double these numbers. In addition to residential, Hacienda houses multiple industries including business services, biomedical, health, retail trade and advanced manufacturing.

A regional traffic study was conducted to determine the effect that the Hacienda development would have on the volume of traffic and pattern of travel in Pleasanton and its three neighboring cities. A prime conclusion of the study was that peak-hour vehicle trips would have to be reduced by 45 percent in order to keep traffic volumes within reasonable levels. Based on the study recommendations, a Transportation Systems Management (TSM) program involving traffic signal additions and controls as well as demand management strategies would be implemented for the efficient use of the existing and proposed transportation network. Hacienda agreed to form and operate a traffic mitigation program and add Covenants, Conditions, and restrictions (CC&R) requirements to all buyer contracts and in turn to tenant leases, thus ensuring all employers at the park would participate.

Pleasanton, for its part, adopted an ordinance which requires that employers with greater than fifty employees design trip reduction programs to achieve two goals:

1. Limit commuter traffic to 55% of the level that would be generated if all commuter trips were made by solo drivers at peak hours.
2. Meet local average vehicle ridership targets set by the Bay Area Air Quality Management District. In 1995, the mandatory nature of these programs was withdrawn from the city ordinance and replaced with a voluntary program.



James Paxson, the General Manager of Hacienda reports that the Transportation Services program continues to act as a centralized means by which businesses on the park can conveniently meet employee demands for transportation alternatives. The services consist of Hacienda's coordination of transportation alternatives and an informational program. All employees are eligible to take part in the various benefits that are provided including: free transit pass, transit promotional incentives, preferential parking for carpools/vanpools, ride-matching (through the Regional Rideshare Agency), car-sharing, biking and pedestrian amenities, a Guaranteed Ride Home program and personalized commute assistance.

"We use a variety of means to market our program. These include: our park newsletter, e-mail, social media, events, business contacts and creative outreach programs (in collaboration with regional agencies)," said James, "Messages are crafted in a variety of ways but are designed to reinforce one another and to emphasize the overall concept that Hacienda's transportation alternative programs enhance an employee's opportunities for choice, flexibility and cost savings."

James offered marketing tips, "Our approach to developing program materials and conducting outreach is to make information as accessible as possible to individuals (as opposed to businesses or groups) and to invite interaction if a conversation is needed to help someone arrive at the best solution to fit their situation. We strongly believe that we have to orient our programs to address a variety of needs and are always cognizant that our programs must serve people who have diverse lives and circumstances in order to be effective. This is why we focus not only on developing a broad array of program options but also looking at how to connect those options with our community's needs."



Ask Team BWC

Q: We are trying to develop a Guaranteed Ride Home Program for our TMA. I would appreciate your suggestions on:

- (1) how we should start up the program
- (2) the best practices in operating the program
- (3) things that we should aware of when we operate the Guaranteed Ride Home Program.

A: Explore the following links . . .

* Fundamentals About A Guaranteed Ride Home Program [GRH Fundamentals](#)

* [Emergency Ride Home Toolkit](#): This Commuter Benefit briefing paper from the Best Workplaces for Commuters highlights the benefits of Emergency Ride Home programs and outlines seven steps that employers can take to implement an effective program.

* [Considerations for Developing a Guaranteed Ride Home Program](#) Adapted from material from the Virginia Department of Rail and Public Transportation.

Got questions? Check the [BWC Helpdesk](#) where you can [Ask Team BWC](#)

Newest Members of Best Workplaces for Commuters

New Best Sites

- o Fair Lakes Office Park, Fairfax, VA
- o Atlantic Station, Atlanta, GA

New BWC Members

- o AMGEN, Cambridge, MA
- o AMGEN, San Francisco, CA
- o AMGEN, Seattle, WA
- o AMGEN, Thousand Oaks, CA
- o Hilton Garden Inn Shirlington (ATP), Arlington, VA
- o Space Coast Area Transit, Cocoa, FL

Renewing BWC Members

- o University of California, Davis, CA
- o The University of Texas at Austin, TX
- o South Seas Island Resort, Captiva, FL
- o Lee County Clerk of Courts, Fort Myers, FL
- o Lee County DOT/Operations, Fort Myers, FL
- o Florida Department of Environmental Protection - South District, Fort Myers, FL
- o Food and Drug Administration (White Oak), Silver Spring, MD
- o LEGOLAND Florida, Winter Haven, FL
- o Central Florida Regional Planning Council, Bartow, FL
- o Community Associations Institute, Falls Church, VA
- o Lee County Board of County Commissioners, Fort Myers, FL
- o AIAA - Fairfax County, Reston, VA
- o Virginia Department of Transportation, Fairfax, VA
- o Washington Gas, Springfield, VA
- o Oracle Reston Campus, Reston, VA
- o SRA International, Inc., Arlington, VA
- o SRA International, Inc., Fairfax, VA
- o Defense Health Headquarters, Alexandria, VA
- o ActioNet, Inc., Vienna, VA
- o Ellucian, Fairfax, VA
- o Fairfax ExxonMobil Club, Fairfax, VA
- o General Dynamics Information Technology, Fairfax, VA

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