



Latest News:

- **The Association for Commuter Transportation Recognized the Top Transportation Demand Management Professionals and Organizations in their Annual International Conference.**
- **The Florida Commuter Choice Certificate (CCC) training program of the Florida Department of Transportation provided exclusive access to BWC members to two session recordings on case studies from employers:**
 - **Session 1:** University of North Carolina (UNC) Commuter Alternative Program presented by Amanda Simmons, Transportation Demand Manager.
 - **Session 2:** Yale-New Haven Hospital Transportation Management Program presented by Rodney Slaughter, CAPP, CPP, Manager Parking & Sustainable Transportation.
- **Mark your calendars: October 9, 2014 at 2:00pm EST for netconference on **Travel Behavior Change and New Social Justice Issues.****
- **BWC Ceremonies:** CareerSource Brevard and Environmental Protection Commission of Hillsborough County

Ask Team BWC:

What is the Return on Investment of Commuter Benefits Programs?

A study shows that Arlington County Commuter Services (ACCS) returned 200% in investments compared to physical activity benefits. Scroll down for more.

New Members of BWC:

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

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Latest News

- **The Association for Commuter Transportation Recognized the Top Transportation Demand Management Professionals and Organizations in their Annual International Conference including:**
 - The TMA Marketing and Outreach Award recognized Pima Association of Governments Sun Rideshare, Tucson, Arizona. Sun Rideshare produced a new infomercial called, "Do Zombies Carpool?" [Watch on YouTube](#)
 - The President's Award for Partner of the Year recognized the [Center for Urban Transportation Research](#), University of South Florida.
- **Employer Commute Program Case Studies (recording for 2 Sessions)**
 - Recording URL: <https://www.livemeeting.com/cc/cutr/view>
 - Recording Key: not required (leave field empty)
 - Employer Commute Program Case Studies: Session 1
Recording ID: Employer-Spotlight-1
 - Employer Commute Program Case Studies: Session 2
Recording ID: Employer-Spotlight-2
- **Mark your Calendars**
[Best Workplaces for Commuters](#) (BWC) at the National Center for Transit Research at the University of South Florida and the [Association for Commuter Transportation](#) (ACT) are pleased to announce our next co-sponsored netconference, **Travel Behavior Change and New Social Justice Issues**, that will be held on **Thursday, October 9, 2014 from 2:00 PM EDT to 3:15 PM EDT**. The netconference is **free** but registration is required (link below). The netconference also will be recorded and available for viewing later.

Event description:

Personalized individual and community-based marketing and outreach initiatives can be effectively used to grow support for behavior change in favor of active transportation choices in diverse communities. Unfortunately, not everyone participates equally in the positive outcomes of these efforts and the damage done is not easily erased. Hear from Emma Pachuta, program manager of St. Paul Smart Trips Neighborhoods, on how they overcame language barriers, infrastructure inadequacies, community safety concerns and income inequalities in fostering increased walking, biking, and transit use. Learn from Dan Kaempff, Principal Transportation Planner at Metro, discuss how Portland led the way for many in developing an active transportation focused region and found the need to correct unintended social injustice, gentrification, and outright neglect that occurred in the process. This netconference is a condensed version of a standing room only session at the ACT conference recently held in San Francisco.

Event presenters:

Daniel Kaempff has served as Principal Transportation Planner for Metro in Portland, Oregon since 2006 where he is the program manager for the Regional Flexible Funds Allocation process and Regional Travel Options, the coordinated regional TDM program. Previously, he served as the project manager - State Transportation Options Plan effort for Oregon DOT where he developed project goals, purpose, and scope. As ODOT's Transportation Options Program

Manager, Dan managed the state's TDM program and was responsible for managing grants to local programs and providing technical assistance to ODOT regions and local partners. He has also served as a TMA Program Manager with Tualatin Chamber of Commerce and Division Manager for Laidlaw Transit. He is a Board Member of Oregon Walks and Board Member/Past President of the Transportation Options Group of Oregon. Dan served as President of the Cascades Chapter of the Association for Commuter Transportation. He earned his B.A., Communications from Walla Walla University.

Emma R. Pachuta joined the St. Paul Smart Trips team in August 2011 to develop, manage, and evaluate the Frogtown Neighborhoods Program, which aims to engage Frogtown residents around walking and biking in their community. Originally from Milwaukee, Wisconsin, she moved to Minneapolis in 2002 to pursue degrees in Music and Architecture. After studying urban design in Copenhagen, Denmark, she returned with a love of all things transportation-related, and went on to receive a masters in Community and Regional Planning from the University of Oregon.

Event moderator:

Chris Simmons is the Treasurer of the Association for Commuter Transportation, and is a consultant based in the Seattle area. Chris is no stranger to ACT members, having served in a number of program, public policy, and leadership positions with ACT. He currently consults for TDM projects and organizations, specializing in project and program development, organizational advocacy, and federal grant compliance.

Registration

You can register for an online event [here](#).

CM Credits for AICP

The American Institute of Certified Planners (AICP) is the American Planning Association's professional institute, providing recognized leadership nationwide in the certification of professional planners, ethics, professional development, planning education, and the standards of planning practice. To maintain their certification, AICP members are required to continue their education through Certification Maintenance (CM) credits. CUTR will seek approval from APA to award one (1) AICP Certification Maintenance (CM) credit for attending or viewing the recording. To be eligible for CM credit, you must complete the evaluation at the end of the netconference.

- **BWC Ceremonies:**

[CareerSource Brevard](#)

CareerSource Brevard's partnership with [reThink](#), the Regional Commuter Assistance Program of Central Florida, and Space Coast Area Transit facilitated commute options and transportation benefits to employees. CareerSource Brevard offers real-time weather and traffic information, offers proximate commuting, and actively promotes and participates in healthy initiatives to encourage and increase employee walking and bicycling. CareerSource Brevard also works with reThink to provide employees with the Emergency Ride Home program.



Lisa Rice, President of CareerSource Brevard accepting Best Workplaces for Commuters designation from Nevine Labib Georggi, Information Coordinator for BWC.

[Environmental Protection Commission \(EPC\) of Hillsborough County, Tampa, FL](#)

The EPC is committed to reducing pollution, commuting costs, traffic congestion, and employee stress caused by single-occupant vehicle commuting. The EPC offers incentives and amenities for workers who choose not to drive alone to work each day, or sit idle in traffic at rush hour. Working with Tampa Bay Area Regional Transportation Authority ([TBARTA](#)), the EPC offers flexible work schedules and ride-matching for carpooling and vanpooling, which is provided online by TBARTA. EPC employees also can receive half-price HART monthly transit passes.



EPC, TBARTA, and BWC staff in the BWC Designation Ceremony

Ask Team BWC

Return on Investment in Arlington County Commuter Services is 200% Compared to Physical Activity Benefits

The [Transportation Cost-Savings Calculator project](#) conducted by the [Mobility Lab](#) is designed to quantify the benefits of active travel. The project team is investigating potential TDM benefits in:

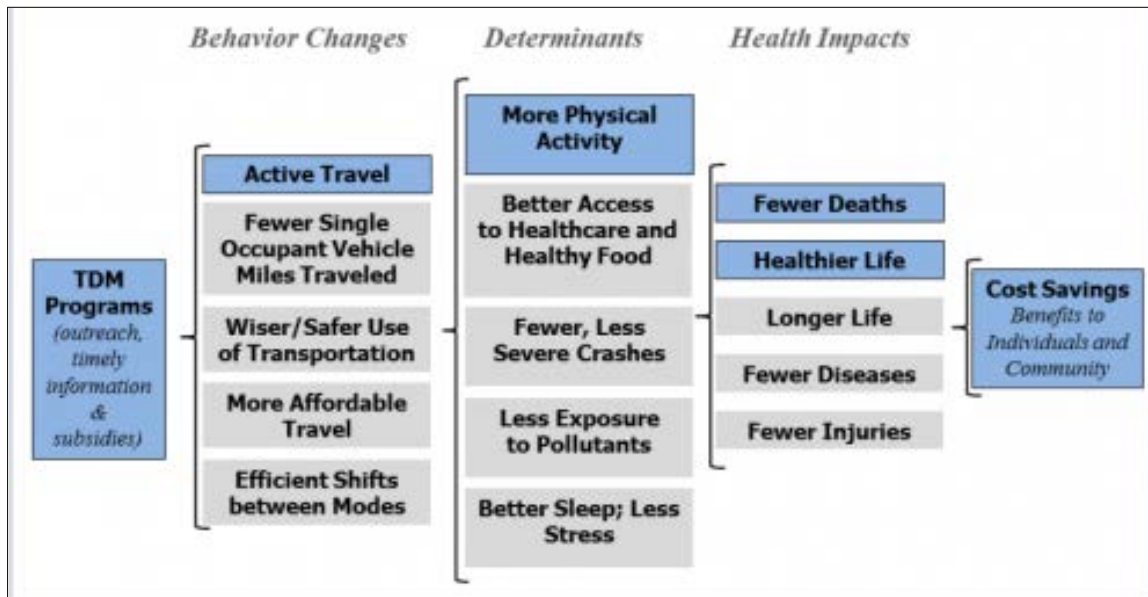
- Public Health and Safety
- Economic Vitality
- Transportation System Efficiency
- Environmental Quality

The first category, public health, was investigated based on [Arlington County Commuter Services \(ACCS\)](#) that successfully converted 41,128 single occupancy trips in 2013 into transit (72%), bike (3%), walk (9%), telework (4%), and rideshare (12%) trips. ACCS provides the following programs:

- WalkArlington
- BikeArlington
- Capital Bikeshare
- Zipcar
- Car Free Diet

- Arlington Transportation Partners
- CommuterPage.com
- The Commuter Store

These services and efforts are designed to provide options for commuters as well as influence health impacts on both the individual and the community. The implications of increased physical activity is fewer and less severe crashes; reduced exposure to pollutants; better sleep, reduced stress and higher quality of life or happiness.



Source: Soneji, Sonali; McMahon, Melissa; Elliott, Lindsay; and Oikkonen, Aida, "Transportation Demand Management in Arlington County: Calculating the Return on Investment for Public Health," TRB 93rd Annual Meeting Compendium of Papers. 2014. Page 4

[Health Economic Assessment Tool \(HEAT\)](#) and the [Physical Inactivity Cost Calculator \(PICC\)](#) were used to estimate benefits from TDM intervention to increase physical activities. The economic benefits of getting the CDC-recommended levels of physical activity by walking or biking for their daily commute, the annual cost savings would be:

- \$7.5 million in the first year due to reduced mortality
- \$12 million per year due to reductions in lost productivity, workers' compensation claims, and medical costs of injuries

Arlington's employers play a major role by supporting healthy commuting and reducing physical inactivity at work.

For more information on this study go to [Transportation Cost-Savings Calculator](#)

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

[Newest Members of Best Workplaces for Commuters](#)

New BWC Members

- CareerSource Brevard County, Rockledge, FL
- Environmental Protection Commission of Hillsborough County, Tampa, FL
- Orlando VA Medical Center, Orlando, FL

Renewing BWC Members

- Bellagio Resort Las Vegas, NV
- Cal Poly State University - San Luis Obispo, CA
- California State University, Northridge, CA
- City of Henderson, NV
- Communications & Power Industries, LLC - Palo Alto, CA
- Fairfax ExxonMobil (Fairfax County), VA
- Food and Drug Administration (White Oak), Silver Spring, MD
- Landau Associates Inc., Edmonds, WA
- Lee County Clerk of Courts, Fort Myers, FL
- National Renewable Energy Laboratory (NREL), Golden, CO
- South Seas Island Resort, Captiva, FL
- The University of Texas at Austin
- University of California, Davis, CA
- University of North Carolina at Chapel Hill – Department of Public Safety
- Virginia Tech, Blacksburg, VA

Renewing Best Sites

- Access Tysons Corner Center, Fairfax County, VA
- Towers Crescent, Fairfax County, VA

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