



For Immediate Release

TEMPLATE PRESS RELEASE

Contact Name
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[NAME OF COMPANY] Receives National Designation as one of the Best Workplaces for Commuters in 2018

[CITY], [INSERT ANNOUNCEMENT DATE AND YEAR] – [INSERT NAME OF COMPANY] has been named one of the Best Workplaces for Commuters in 2018 for offering exceptional employee-provided commuter benefits that meet the National Standard of Excellence criteria.

“[INSERT NAME OF COMPANY] is on the cutting edge of a national movement,” said Julie Bond, Program Manager, Best Workplaces for Commuters. “They have listened to their employees’ challenges with traffic congestion and their concerns over reducing emissions. By offering a range of commuter benefits such as subsidizing bus fares, carpooling programs and access to Emergency Ride Home programs, [INSERT NAME OF COMPANY] gives its employees the support they need to get to and from work so they can be at their best. These benefits are good for the company and its employees.”

[INSERT NAME OF COMPANY] is among a select group of workplaces in the United States that have committed to employee-provided commuter benefits that result in at least 14 percent of their employee base not driving alone to work within a 12-month period. [NAME OF COMPANY] offers employees several commuter benefit options, including:

[LIST 3-5 SPECIFIC WORKPLACE COMMUTING OPTIONS/BENEFITS PROVIDED TO EMPLOYEES. EXAMPLES BELOW:].

- Transit pass subsidy of at least \$30 per month
- Parking subsidy of at least \$30 per month to employees who leave their cars at home (in lieu of a parking spot)
- Teleworking program, which reduced at least 6 percent of commuting all employee commute trips
- Carpool matching program
- Emergency Ride Home program

[INSERT QUOTE FROM COMPANY LEADER THAT SPEAKS TO WHY THE COMPANY COMMITTED TO PROVIDING COMMUTING BENEFITS ITS EMPLOYEES OR USE ONE OF THESE EXAMPLES]

(option 1): “We take immense pride in receiving our 2018 Best Workplaces for Commuters national designation,” said (first, last name, title, company) “Our employer-paid commuter benefit program reflects our commitment to our people and has helped us recruit top talent, experience lower turnover, and foster a highly collaborative environment. Financially, we’ve reduced overhead costs and reduced

payroll tax contributions. I have found that the Best Workplaces for Commuters program is good for our company and good for our people.”

(option 2:) “We are extremely proud about our progressive commuter benefit program that save employees time, money and stress,” said (first and last name, title, company) “Our benefits certainly give us a competitive edge in employee recruitment and retention.”

The Best Workplaces for Commuters program offers designated organizations access to a range of support services to assess and promote non-driving commuting of employees, including organizational assessment and implementation tool-kits, web-based tools and webinars, staff training, and information exchange.

“The companies on this list understand the importance and impact commuter benefits have on their employees and the value they bring to the environment,” said Bond. “Excellent commuter benefit programs may reward these companies not just with a national designation, but buoys workplace productivity, customer loyalty and brand recognition in an increasingly competitive marketplace.”

About [INSERT NAME OF COMPANY] [INSERT COMPANY WEBSITE ADDRESS]
[INSERT DESCRIPTION SUMMARY OF YOUR COMPANY INCLUDING MESSAGES ABOUT YOUR BENEFIT PROGRAMS AND/OR ENVIRONMENTAL COMMITMENT]

About Best Workplaces for Commuters

Best Workplaces for Commuters is the national authority on recognizing and assisting workplaces that provide exceptional commuter benefits to employees. More than a recognition program, Best Workplaces for Commuters program provides support needed to create, sustain an employee-provided commuter benefit program, including online assessment tools, advisory services, case studies, tool-kits, web-based tools, webinars and training. Best Workplaces for Commuters represents over 200 workplaces with Best Workplaces for Commuters designation representing over 734,000 employees. The Best Workplaces for Commuters program is managed by the [Center for Urban Transportation Research \(CUTR\)](#) at the University of South Florida with support from the National Center for Transit Research (NCTR) and the Florida Department of Transportation (FDOT). For more information: <http://www.bestworkplaces.org/>

About Center for Urban Transportation Research (<https://www.cutr.usf.edu/>)

The Center for Urban Transportation Research (CUTR) at the University of South Florida, established in 1988, is an internationally recognized resource for policymakers, transportation professionals and the public. CUTR provides high quality, objective expertise in the form of insightful research, in-depth policy analysis, comprehensive training and education and effective technical assistance that translates directly into benefits for CUTR’s project sponsors. CUTR’s faculty of 38 full-time researchers and 79 students, combines academic knowledge and extensive “real world” experience in developing innovative, implementable solutions for all modes of transportation. The multidisciplinary research faculty includes experts in economics, planning, engineering, public policy and geography. CUTR receives over \$19 million per year in contracts and grants to support its research, education, training and technical assistance missions. CUTR also is the home for the National Center for Transit Research and the National Bus Rapid Transit Institute.

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