



**Best**  
**COMMUTER**  
**Business**  
**PIERCE *Trips* CERTIFIED**

**PROGRAM GUIDELINES**

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## WHAT IS THE PIERCE TRIPS BEST COMMUTER BUSINESS (BCB) LEADERSHIP PROGRAM?

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The Best Commuter Business (BCB) program is a leadership program for Pierce County employers who support their employees to use smart commute options. Smart commute options include all non-drive alone trips, featuring walking, riding a bike, taking the bus, light rail, ferry (on bike/foot), train, riding in a vanpool/carpool and teleworking and working a compressed work week.

Every year, Pierce Trips will certify employers that offer outstanding commuter programs as a “Best Commuter Business.” This selection will be made based on a scoring system, considering three factors: Engagement, Suite of program elements and Performance measurements. There are three levels of recognition; Gold, Silver and Bronze.

## WHEN DOES THIS PROGRAM START/END?

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Pierce Trips is launching this program in January 2019. From January 2019 through December 2019, Pierce Trips will gather information reported by Pierce County employers regarding their commute programs. Toward the end of the year, Pierce Trips will evaluate and score each employer based on three categories and present a leadership certification to the top performing employers for the following year. The first round of Best Commuter Employers will be announced January 2020. The selected employers will be certified for the full year, January through December.

## WHY IS THIS IMPORTANT TO THE EMPLOYER?

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THIS CERTIFICATION PROGRAM AIMS TO: (1) HIGHLIGHT LEADING BUSINESSES COMMITTED TO SUSTAINABILITY, (2) PROMOTE THE HEALTH OF OUR COMMUNITIES, AND (3) FOSTER ECONOMIC VITALITY.

**FOR EMPLOYERS:** Supporting employees to use different ways to get to work is a great way to attract and retain top talent, reduce employee parking demand, and demonstrate environmental responsibility.

Strong commute programs are a benefit that businesses can use as a recruiting tool. Supporting commute options often expands labor pools and reduces turnover as not everyone owns or relies on a car to commute.

A reduced demand for parking can lower your business’ costs for developing and maintaining parking or allow you to increase visitor parking.

Employers promoting commute options are praised for promoting equity, helping reduce greenhouse gas emissions, supporting the local economy, and thinking of the employees.

Additionally, employers providing commute programs may be eligible for Business and Occupation tax breaks.

**FOR EMPLOYEES:** An employee’s commute can really affect the way they work.

Driving and limited parking at work can cause employees to arrive stressed, instead of ready for the day ahead. Taking transit, walking, biking, carpooling, or taking any other smart commute method, including teleworking, and compressed work weeks, can reduce stress from one’s commute. Employees taking a smart commute options are more likely to be

healthier (especially if they are walking and biking), arrive at work on time and be more productive. This results in happier employees who are more likely to enjoy their employment and brag to others about the wonderful place they work.

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## HOW CAN OUR EMPLOYER PARTICIPATE IN THE PROGRAM?

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If your employer is [partnering with Pierce Trips](#), your business is automatically enrolled in the program. If your employer is not listed, please [contact us](#).

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## ARE THERE COSTS ASSOCIATED WITH THIS PROGRAM?

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No, Pierce Trips wishes to partner with employers to help them be leaders in these efforts.

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## HOW ARE EMPLOYERS GOING TO BE SELECTED AS A BEST COMMUTER BUSINESS?

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Toward the end of the year, Pierce Trips will evaluate and score each participating business based on three categories and recognize the top performing employers as the Best Commuter Businesses for the following year. There will be three levels of recognition; Gold, Silver and Bronze. Scores will be distributed based on business' efforts to promote smart commute options in three categories including **Engagement, Suite of Program Elements and Performance Measurements**.

Please review the point distribution sheet below and compare the items listed against programs your employer offers.

[CLICK HERE TO REVIEW THE POINT DISTRIBUTION SHEET](#)

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## WHAT CAN OUR EMPLOYER DO TO INCREASE OUR CHANCES OF EARNING A CERTIFICATION?

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The certification scoring process looks over actions taken, programs maintained, and performance within the last year, from January 1 to December 31. Here are a few things to consider for the upcoming year:

### **For management to consider:**

- Offer incentives for not driving to work. Examples include:
  - Preferred, free vanpool/carpool parking spots
  - Discounted ORCA transit passes or subsidies
  - Earned days for staff who do not drive alone
  - Secure, covered bike parking for staff
  - On-site bike tune-up station
  - Pay-per-use parking rates, instead of a flat monthly rate
- Offer teleworking/compressed work weeks, flex schedules
- Fleet vehicles or bicycles for off-site meetings or errands
- Recognize top smart commuters

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**For Employee Transportation Coordinators (ETCs) to consider:**

- Feel comfortable utilizing the Pierce Trips website and calendar to find resources and run reports with ease
- Encourage staff to form carpools and vanpools by running zip code reports and reaching out to individuals
- Host Pierce Trips and/or inter-office campaigns to encourage smart modes of transportation
- Invite Pierce Trips to your Benefits Fair/Transportation Fair/staff meetings
- Promote existing benefits and facilities
- Provide employee recognition
- Maintain the Commuter Information Center and post fresh marketing materials
- Attend a network, or training session related to commute trip reduction
- Distribute and collect baseline/measurement Commute Trip Reduction (CTR) Program Employee Questionnaires (surveys) to achieve at least a 70% response rate
- Submit Quarterly Accomplishment and Annual Reports by due date

If you would like assistance achieving certification, [get in touch with Pierce Trips](#) to brainstorm, create an action plan, or get trained!

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**WHEN WILL THE CERTIFIED BEST COMMUTER BUSINESSES BE ANNOUNCED?**

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First round of certified employers will be announced January of 2020. There are three levels of recognition, Gold, Silver and Bronze.

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**WHAT WILL THE EMPLOYERS RECEIVE AS A PART OF THEIR CERTIFICATION?**

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- Employers certified as a “Best Commuter Business” will hold the title, and bragging rights, for the year they are announced.
- Certified employers will receive marketing materials to promote their BCB certification virtually (website text, banners, social media posts, etc.) and in-person (award, window decal, etc.)
- Certified employers can promote their certification to retain and recruit talent.
- Certified employers will be advertised in The News Tribune, on PierceTrips.com, Facebook and Twitter.
- Gold Certified businesses will receive recognition on the side of Pierce Transit busses.