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Pierce Trips Introduces New Leadership Program: Best Commuter Business

New Program to Recognize Employers for Supporting Smart Transportation Options

[LAKEWOOD, WA, January 23, 2019] - Having a smart transportation program is a benefit to employees, which allows employers to attract and retain top talent, expand labor pools, reduce parking demand, and demonstrate environmental responsibility.

Pierce Trips is launching the Best Commuter Business leadership program January 2019. Annually, Pierce Trips will review partnering employers' efforts toward increasing smart transportation commutes at their worksite. Scores will be distributed based on performance, programming and engagement efforts. Top scoring employers will be certified with one of three levels of certification; Gold, Silver and Bronze, and will be recognized for an entire year through an extensive marketing strategy. The first round of designees will be announced in January 2020.

"As a new Employee Transportation Coordinator (ETC), I've been pleased to learn about the variety of transportation options available to our employees," said Gene Smith, ETC at BNY Mellon. "With the announcement of the Best Commuter Business program, I will be able to see how these options are being best implemented. I'm excited for this incentive and to see how my employer can be a part of encouraging smart transportation options."

To qualify for consideration, employers need to be partnering with Pierce Trips. To view the full list of partnering employers, visit PierceTrips.com. Pierce Trips works across local jurisdictions, employers, and schools to develop transportation demand management solutions through programming and marketing strategies. Partnering with Pierce Trips is a free resource to employers.

Become the first of leading businesses from across Pierce County that are transforming their communities by creating more smart transportation-friendly workplaces. For more information about the Best Commuter Business program, visit PierceTrips.com/BCB.

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About Pierce Trips

Pierce Trips is a collaboration between Pierce Transit, Pierce County, City of Tacoma, and Downtown: On the Go!. Pierce Trips represents the cities of DuPont, Fife, Gig Harbor, Lakewood, Puyallup, Sumner, Tacoma, and

University Place. Pierce Trips focuses on fostering partnerships between local governments, transit, employers and schools in Pierce County to promote transportation by carpooling, vanpooling, riding the bus or train, walking, bicycling, working a compressed work week schedule or teleworking.

Choosing not to drive alone even one day a week can make a big difference. The commuter saves money and reduces traffic congestion and pollution.

Businesses, workers, residents, students—everyone can enjoy the benefits of choosing how to get around town. Let Pierce Trips help you understand your options, because it really is easier than you think.