



PROGRAM GUIDELINES

Contents

Program Guidelines	2
What Is The Ride Together Pierce Best Commuter Business (BCB) Leadership Program?	3
When Does This Program Start And End?	3
Why Is This Important To The Employer?	3
How Can Our Employer Participate In The Program?	4
Are There Costs Associated With This Program?	4
How Are Employers Going To Be Selected As A Best Commuter Business?	4
What Can Our Employer Do To Increase Our Chances Of Earning A Certification?	5
When Will The Certified Best Commuter Businesses Be Announced?	6
What Will The Employers Receive As A Part Of Their Certification?	6

WHAT IS THE RIDE TOGETHER PIERCE BEST COMMUTER BUSINESS (BCB) LEADERSHIP PROGRAM?

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

Every year, Ride Together Pierce 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 with Employees, Program elements and Performance Measurements. There are three levels of recognition: Gold, Silver and Bronze.

WHEN DOES THIS PROGRAM START AND END?

From January through December, Ride Together Pierce will gather information reported by Pierce County employers regarding their commute programs. At the end of the year, Ride Together Pierce will evaluate and score each employer and present a leadership certification to the top performing employers for the following year.

The Best Commuter Business employers will be announced the following mid-February or March. The selected employers will be certified for the full year, January through December.

WHY IS THIS IMPORTANT TO THE EMPLOYER?

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:

- Offering different ways for their employees to get to work is a great way to attract and retain top talent, reduce employee parking demand, and demonstrate environmental responsibility.
- Providing strong commute programs are a benefit that businesses can use as a recruiting tool. Offering commute options often expands labor pools and reduces turnover as not everyone owns or relies on a car to commute.
- Reducing demand for parking can lower your business’ costs for developing and maintaining parking or allow you to increase visitor parking.
- Promoting commute options programs assists with equity efforts, helps reduce greenhouse gas emissions, aids the local economy, and benefits 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 conduct their daily work effort.
- Driving long commutes or in congestion can cause employees to arrive stressed, instead of ready for the day ahead. Taking transit, walking, biking, carpooling, or taking any other sustainable commute method, including teleworking, and compressed work week schedules, can reduce stress from one's commute.
- Employees who take sustainable 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.

HOW CAN OUR EMPLOYER PARTICIPATE IN THE PROGRAM?

If your employer is partnering with Ride Together Pierce, your business is automatically enrolled in the program. [Please contact us](#) if you are unsure of your employer's partnership status.

ARE THERE COSTS ASSOCIATED WITH THIS PROGRAM?

No, Ride Together Pierce wishes to partner with any Pierce County employer to help them be leaders in these efforts.

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

At the beginning of each year, Ride Together Pierce 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 sustainable commute options in three categories including **Engagement, Program Elements and Performance.**

[Click to review the point distribution sheet](#) and compare the items listed against programs your employer offers.

WHAT CAN OUR EMPLOYER DO TO INCREASE OUR CERTIFICATION SCORE?

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 subsidies or incentives for not driving to work. Examples include:
 - A monthly prize drawing, carpool start-up, or refer-a-friend bonuses
 - Full or discounted ORCA transit passes or subsidies for transit and vanpool
 - Earned days off for staff who do not drive alone
- Daily parking rates, instead of a flat monthly rate
- Preferred, free vanpool/carpool parking spots
- Secure, covered bike parking for staff
- On-site bike tune-ups and fix-it stations
- Offer teleworking, compressed work week schedules and flex schedules
- Fleet vehicles or bicycles for off-site meetings or errands
- Recognize top sustainable commuters

For Employee Transportation Coordinators (ETCs) to consider:

- Feel comfortable utilizing the Ride Together Pierce website and calendar to find resources and run reports
- Encourage staff to form carpools and vanpools by running zip code reports and reaching out to individuals
- Host Ride Together Pierce and/or inter-office campaigns to encourage sustainable modes of transportation
- Invite Ride Together Pierce to your Benefits Fair/Transportation Fair/staff meetings,
- Promote existing commuter benefits and facilities
- Provide employee recognition
- Maintain 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)
- Submit Quarterly Accomplishment and Annual Reports by due date

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

WHEN WILL THE CERTIFIED BEST COMMUTER BUSINESSES BE ANNOUNCED?

Certified employers will be announced mid-February or March. There are three levels of recognition, Gold, Silver and Bronze.

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

- 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 local publications (such as South Sound Business magazine and Tacoma-Pierce County Chamber Newsletter), on RideTogetherPierce.com, Facebook and Instagram.