



Presentation to Metropolitan Mobility Network

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**Andrew Swords, NJDOT
Khalid Shaikh, NJDOT**

About NJ Smart Workplaces

The NJ Smart Workplaces Program

- recognizes companies for
 - creating programs that provide and promote commuting alternatives for their employees
 - reducing traffic congestion and improving air quality
- NJSW is funded by the Federal Highway Administration

Background

NJDOT, NJ Transit and the eight New Jersey Transportation Management Associations (TMAs) initiated a statewide Best Workplaces for Commuters program in 2005.

1st Employer Event

On November 14, 2005, at NJ Transit Headquarters, we honored 25 companies for achieving the Best Workplaces for Commuters standard of excellence.

Building on BWC

Feedback on the Best Workplaces for Commuters program:

Important recognition, but out of reach for many employers.

How to broaden participation?

NJ Smart Workplaces Program

In response, the New Jersey Department of Transportation, in cooperation with the eight New Jersey TMAs and NJ TRANSIT, developed the

“NJ Smart Workplaces Program”.

NJ Smart Workplaces Program

To complement the BWC program, the **NJ Smart Workplaces Program** added 3 additional levels of recognition for qualifying employers.

- Bronze
- Silver
- Gold

2007 Employer Recognition Event

On May 3, 2007, we recognized 139 companies for participating in the **NJ Smart Workplaces Program** and 29 companies for **Best Workplaces for Commuters**.

Breakdown of 2007 Participation

- **37 Bronze**
 - **10 Silver**
 - **79 Gold**
 - **29 BWC**
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- **15 Gold companies also achieved Best Workplaces for Commuters.**

EPA Terminates Funding

In 2007, EPA HQ decided to terminate funding and support for the national BWC program.

Because of this development, the NJ Smart Workplaces team decided to end its involvement with the **Best Workplaces for Commuters** program.

New Platinum Level

To compensate for the loss of the Best Workplaces for Commuters level, we added a fourth level of recognition to the NJ Smart Workplaces program.

The fourth level became the new highest level of recognition: **Platinum.**



NJSW Achievement Levels

Bronze Level

To be designated a Bronze Level employer, the employer must have any **FOUR** of the following activities in the workplace.

- Participate with a local TMA
- Host commuter events at worksite
- Designate an on site point of contact for commute inquiries.
 - Place alternative commute info in new-hire packets.
 - Promote commuting options
 - Offer informal flextime program
 - Offer informal telework program
- Host a commuter information rack or provide transit schedules
 - Disseminate traffic alerts to employees

Silver Level

To be designated a Silver Level employer, the employer must achieve the Bronze Level plus have any **THREE** of the following activities in the workplace.

- Host on-site vanpool or carpool formation meetings.
 - Provide a commuting subsidy to employees
 - Sell transit passes on site
- Provide pretax payroll deductions for commuting costs
 - Install bike racks or other storage for bicycles
- Provide showers and/or lockers for cyclists or walkers
- Provide preferential parking for vanpool/carpoolers
 - Offer formal flextime program
 - Offer formal telework program
 - Offer formal compressed workweek policy
- Offer Emergency Ride Home Program (May be offered by local TMA)
 - Offer on-site amenities such as food service, ATM, etc.
- Provide a site specific innovative service or program for commutation

Gold Level

To be designated a **Gold Level** employer, the employer must perform **FIVE** of the Bronze Level activities plus **FIVE** of the Silver activities in the workplace.

Platinum Level

To be designated a Platinum Level employer, the employer must perform 7 of the Bronze Level activities plus 5 of the Silver activities in the workplace plus offer at least **ONE** Platinum Level Benefits.

Platinum Level Benefits

- Provide at least \$30/month towards a transit pass (or full cost if less than \$30)
- Provide at least \$30/month towards vanpool cost (or full cost if less than \$30)
- Offer a telework or compressed work week program that reduces by at least 6% the number of commuting trips
- Provide at least \$30/month (in lieu of parking spot) to each employee who leaves the car home and commutes another way
- Subsidize shuttle operations or provide and employer sponsored shuttle

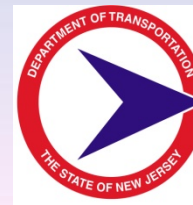




The 2008 New Jersey Employer Recognition Event

**Tuesday, May 13, 2008
9:00 AM – 11:00 AM**

**The Atrium at the Campus Center
New Jersey Institute of Technology
Newark, NJ**





NJDOT and TMA personnel check in Company representatives at the 2008 event.

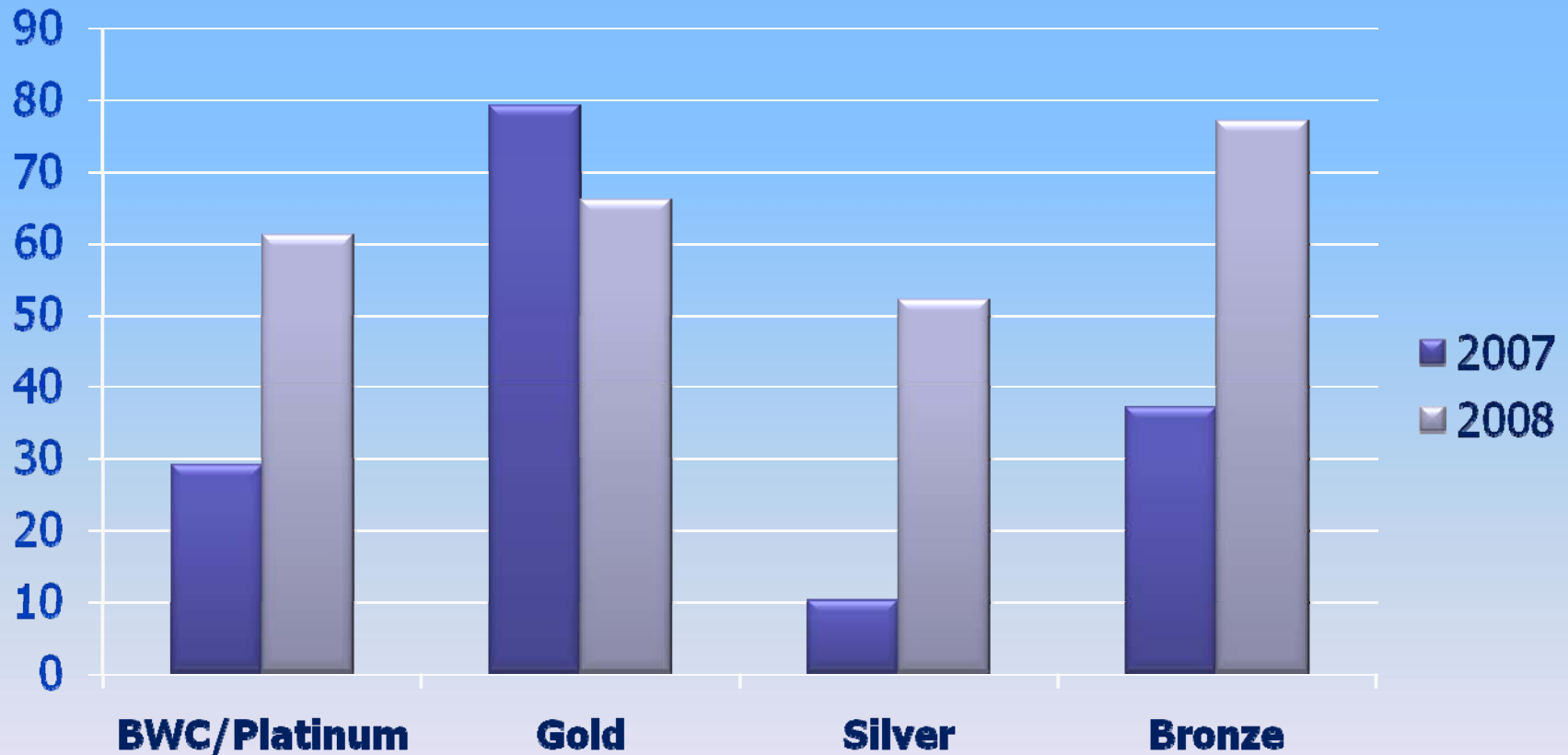
Breakdown of 2008 Participation

- 77 Bronze
 - 52 Silver
 - 66 Gold
 - 62 Platinum
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- Total participating companies - 257

2008 Platinum Level Winners



Program Growth, 2007 to 2008



Goals for 2009

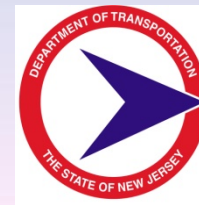
- Increase employer participation
- Raise program profile with media
- Develop new incentives for company participation
- Develop metrics for NJSW benefits





**To all participating
companies:
Thank you!**

**We'll see you next
year!**



**Thank you for your time.
Any questions?**

**For a copy of this presentation, email your request
to:**

grace.slackter@dot.state.nj.us