



# 2007

## Regional Commuter Choice Employer Recognition Awards



June 11, 2007  
Nassau/Suffolk TCC

June 12, 2007  
Mid-Hudson TCC  
(Westchester)

June 13, 2007  
New York City TCC

June 14, 2007  
Mid-Hudson TCC  
(Rockland)

NEW YORK METROPOLITAN TRANSPORTATION COUNCIL  
NEW YORK STATE DEPARTMENT OF TRANSPORTATION  
METROPOLITAN MOBILITY NETWORK





# **What is the Regional Commuter Choice Awards program?**



## **It's about the air**

- **A regional collaboration that creates a buzz about commute options**
- **An outreach to build awareness of the impact of transportation decisions on the environment**
- **An enrollment tool for TMAs**



## **It's about results**

**RCCA 2007 recognized 27 employers whose  
commuter benefit programs help  
reduce traffic congestion  
and improve air quality in the  
New York Metropolitan region**





**This year's winners remove more than 60,000 weekly vehicle trips and over one million VMT from roadways in Long Island, New York City and the Lower Hudson Valley.**

# REGIONAL COMMUTER

# CHOICE AWARDS



### 10 LI employers win Commuter Choice Awards

By CAROLINE BUSE  
cbuse@newsday.com

June 15, 2007, 5:00 AM EDT

A baby wipe may not sound like a great substitute for a morning shower, but Stephen Bismont uses one each morning when he arrives at Huntington Town Hall.

That's because Zimmerman, 40, hikes 10 miles from his home in East Northport to his job as legislative aide. He retired his Jeep Wrangler in May as part of the town's Bikes to Work Week, and continued to use the alternative commuting method afterwards. "It only takes about five minutes longer than driving," he said.

His employer, the Town of Huntington, was among 10 Long Island employers recognized this week for their commitment to commuting alternatives, including car-pooling, transit, bicycling and telecommuting.

The Commuter Choice Awards are a regional expansion of the Metropolitan Agency's Best Workplaces for Commuters program. They are sponsored by the Metropolitan Transportation Council and Metropolitan Mobility Services. The Rockland-based National Laboratory in Oyster received the Commuter Choice award for the region — which includes New York City, Long Island, Rock Westchester and Putnam Counties — for its multiple commute alternatives and high level of employee participation.

Jeff Williams, who coordinates the Lab's effort to encourage ride-sharing programs, said over 100 employees were part of MaBike, a national incentive program for carpools that allows them to earn points and redeem them for gift certificates. "It's beneficial because it gives them an alternative to driving alone," Williams said. "And it also offers an economic incentive, especially given the high price of gas lately."

Howard Hansen, 67, a technical associate at the Lab, began in December two years ago and now rides with three colleagues from Dix Hills and Huntington. Hansen, who lives in Southold, said saving gas money isn't the only incentive. "The idea of having an organized situation and talking about politics on the way to work, you know, it's good," he said.

The laboratory's 5,300-acre premises also offers on-call shuttle between buildings and shuttles to the Rockland train station and a nearby shopping center for some 4,500 residents as well as guests who stay on site throughout the year. Citicore of Nassau County Inc. in Garden City received an award for its ride-sharing and telecommuting programs.



# It's about the buzz

# RCCA 2007 was featured in 25+ media outlets



March 5, 2006

### Transportation council to honor area businesses

By CHRISTINA OCCIPINTI

As a way to recognize progressive, environmentally astute employers in the metropolitan area, the New York Metropolitan Transportation Council (NYMTC) is accepting applications for the Regional Commuter Choice Awards.

The NYMTC is looking for area businesses that make it easier for their employees to get to work while reducing traffic and improving air quality through different commuting programs.

Westchester County, one of the regions where businesses are eligible to apply, has its own program that encourages employees to reduce traffic within the county while using commuter alternatives, such as public transportation, carpools or any mode of transportation that removes single occupant vehicles off the road, said County Executive Andrew Spano.

"Westchester County is committed to the promotion of commute options through its Smart Commute program. We strive to take leadership in demonstrating that these programs are good for employees and make business sense," Spano said in a statement. "The Regional Commuter Choice Awards program is a great way to encourage employers in the area to take steps to implement these programs for their benefit of their employees, the area's environment and the region's economic growth and sustainability." The NYMTC is looking to identify and honor county employers that make it a point to better the environment, said Joel Ettlinger, executive director of the NYMTC.

"We welcome the opportunity to recognize Westchester employers that understand the value of commuter benefits and the important role they play in enhancing employee satisfaction and improving our air quality," Ettlinger said. "The employers honored by the Regional Commuter Choice Awards are outstanding examples of what can be achieved when innovative programs are implemented, and it is our hope that other Westchester employers will soon follow suit." Outstanding Achievement Awards will be given to small, medium and large employers that have a commuter benefits program with a high rate of employee participation, as well as a marketing campaign encouraging their employees to use alternatives to driving to and from work alone. Innovator Awards will be handed out to small, medium and large employers that have applied a new or unique commuter benefit program in the last 12 months that encourages employees to use alternatives to driving alone.

The NYMTC, along with the Metropolitan Mobility Network and CommuterLink, will announce the winners in June.



### Events for June 13, 2007

by Gillian Perugini Published: June 12, 2007  
Topic: [Lifestyle](#)

8:30 a.m. A symposium on "Leadership and Responsibility in Disaster Management" will be held at the New York Academy of Medicine, 1216 Fifth Avenue.

9 a.m. Quinnipiac University will release the results of a poll of American voters, asking their opinions about 2008 presidential hopefuls, with more detailed questions about Rudolph Giuliani and President Bush's approval.

11 a.m. United Airlines pilots will picket for new labor agreements at the LaGuardia International Airport in Queens.

Noon. USO of Metropolitan New York and Faraway Market will host a Military Appreciation Luncheon at the Faraway Market, 485-500 Van Brunt Street, in Red Hook, Brooklyn.

1:30 p.m. The city's Department of Transportation commissioners and the state's Department of Transportation regional directors will announce the 2007 Commuter Choice Award winners at the Whitehall Ferry Terminal.

2 p.m. The New York City Housing Development Corporation will meet on affordable housing at 110 William Street.

6 p.m. The Neighborhood Economic Development Advocacy Project will screen Brooklyn Matters, a documentary about the proposed Atlantic Yards Project, at the Downtown Community Television Center, 47 Lafayette Street.

6 p.m. The annual Affordable Art Fair New York 2007 will hold an opening night benefit for the AIDS Community Research Initiative of America at The Metropolitan Pavilion and The African Building, 123 West 18th Street, between Sixth and Seventh avenues.

6:30 p.m. A debate on "The Future of Black America: The Broken Promise of the Academy of Hope?" will be held at The Donald Library, 20 West 53rd Street.

8:30 p.m. St. John's University's School of Law will honor Police Commissioner Raymond Kelly at its Manhattan Alumni Chapter Reception at the Grand Hyatt Hotel, Park Avenue and Grand Central Terminal.

### The Journal News

2 Rockland companies, college honored for driving down car use

By JOURNAL STAFF

THE JOURNAL NEWS'S  
(Original Publication: June 13, 2007)

Patrick Brown still drives an hour and 15 minutes to his job at Wyeth Pharmaceuticals in Pearl River, but his commuting costs have dropped to almost nothing.

Since May 1, Brown has become the primary driver for a company vanpool. The security manager picks up seven co-workers from central New Jersey, and together they make the 64-mile trip to work. The passengers split the costs of the van, gas, gas insurance and Brown's share since he does all the driving. Each rider pays \$120 a month, which still saves them hundreds of dollars.

"I save anywhere from \$400 to \$450 a month," said Brown, who pays the extra cash into a college savings account for his children.

For an innovation and commitment, Wyeth was one of three Rockland organizations honored yesterday by regional transportation agencies for voluntarily doing their part to reduce traffic congestion and air pollution. Westchester Partners in Success and Rockland Community College in Ramapo were the other Regional Commuter Choice Award winners.

Wyeth's Green Wheels Commuter Assistance Center provides its 3,200 employees with online information, car and vanpools, and on-site bicycle lockers. The corporation, the county's largest employer, also uses 21 electric cars and pickup trucks for workers to travel around its 300-acre campus.

Like Wyeth, Westchest received an Innovator Award for having its 30 employees request to drive new bike lanes. The program serves as much as 90 car trips weekly.

RCCA was honored with an Outstanding Achievement Award for creating a free evening shuttle bus service from its main campus in Ramapo to Spring Valley and Haverstraw. The shuttle has served more than 4,300 riders since the 2005-06 school year.

"RCCA has a lot of evening classes, so it definitely helped us a lot," said recent graduate Richard Deane, who took the 9:15 p.m. bus Mondays after his Gwyness class to get to his Haverstraw house. (Continued...)

**Did you know?**  
New Yorkers spend 100-plus hours per year getting to and from work — the highest level of time spent "voluntarily" in average one-way commute times in 45 states.

In 2006, more people drove alone to work (22.2 million) than took mass transit (19.1 million) in the New York metropolitan area.

In 2006, 48 percent to 80 percent of commuters in the Lower Hudson Valley used employer-provided vehicles to get to work.

In 2005, New York City area commuters saved 686 million gallons of gas (44 gallons per person) because they were riding to work.

New York and Maryland have the highest percentages of people who "voluntarily" use employer-provided vehicles to get to work. It's a sign of companies that spend 93 minutes or more getting to work.

Source: New York Metropolitan Transportation Council  
Transportation Council  
yesterday by regional transportation agencies for voluntarily doing their part to reduce traffic congestion and air pollution. Westchester Partners in Success and Rockland Community College in Ramapo were the other Regional Commuter Choice Award winners.



**REGIONAL COMMUTER**

**CHOICE AWARDS**

- **Newsday**
- **The Journal News**
- **Staten Island Advance**
- **AM New York**
- **The New York Observer**
- **The Northender**
- **Hudson Valley Business Journal**
- **Westchester.com**
- **Putnam County News & Recorder**
- **Westchester Business Journal**
- **Mid-Hudson News**
- **Fox 5 News**
- **Mobilizing the Region**
- **CBS Radio**
- **WFAS Radio**
- **News Channel 12**
- **Transportation Alternatives Magazine**
- **Rivertown Magazine**
- **Westchester.gov**
- **NYMTC Notes**
- **Commuterlink.com**
- **LITM.com**
- **Metropool.com**
- **Makovsky & Company Web site**
- **Rockland Community College Web site**
- **Town of Huntington Web site**
- **Village of Croton-on-Hudson Web site**

The logo for the Regional Commuter Choice Awards is centered at the top of the slide. It consists of a white rectangular background. On the left side of the white background, there is a green arrow pointing to the left. On the right side, there is a yellow arrow pointing to the right. The text "REGIONAL COMMUTER" is written in a bold, black, sans-serif font above the green arrow, and "CHOICE AWARDS" is written in the same font below the yellow arrow.

**REGIONAL COMMUTER**

**CHOICE AWARDS**

**It's about 27  
companies stepping  
up to reduce traffic  
congestion and  
improve air quality**



**REGIONAL COMMUTER**

**CHOICE AWARDS**



## **How they do it**

- **Pre-tax transit benefits**
- **Transit subsidies**
- **Car/vanpools**
- **Shuttles**
- **Bicycling**
- **Walking**
- **Telecommuting**



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# **Why they do it: commuter benefit programs make business sense**

- **Good corporate citizenship**
- **Environmental action**
- **Attract and retain high quality work force**





# **RCCA 2007: Making it work**



## **An engaged committee**

- **Metropolitan Mobility Network guided and advised program development**
- **Strong planning conference attendance bolstered program enhancements**
- **TMA's facilitated nominations**
- **Multiple site visits and event checklists smoothed venue planning**

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# Strengthened promotion

- NYMTC Web page
- E-mail flyer distribution
- Press release announcement
- Public official endorsements
- Simplified nomination form



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# Improved program support

- New nominee solicitation follow-up letter
- New single-page nominee narratives
- New scoring grid
- Selection committee guidelines and suggestions

REGIONAL COMMUTER CHOICE AWARDS

REGIONAL COMMUTER CHOICE SCORING GRID

Nominee: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Type & size of business/organization: \_\_\_\_\_  
 Award Category:  Innovator  Outstanding Achievement

CRITERIA WEIGHT	CRITERIA	Outstanding 5 points	Noteworthy 4 points	Good 3 points	Average 2 points	Low 1 point	Criteria Score	Wtd. Score *
20	<b>Commuter benefits</b> (concessions, preferred neighborhood parking, bicycling, pre-tax transit benefits, transit subsidies, telecommuting, flex time, compressed work weeks, free shuttle, parking cash-out, other)	Employer subsidizes one or more programs in full	Employer subsidizes at least 50% of costs for one or more programs	Employer subsidizes at least 25% of costs for one or more programs	Employer subsidizes at least 10% of costs for one or more programs	Employer shares information about programs only, no financial assistance offered		
20	<b>Employee participation</b>	Greater than 50%	41-50%	26-40%	15-25%	Less than 15%		
25	<b>Vehicle trips saved</b> (per week)	50% or more of the highest trips saved within business size category	40-49% of the highest trips saved within business size category	30-39% of the highest trips saved within business size category	10-29% of the highest trips saved within business size category	Less than 10% of the highest trips saved within business size category		
10	<b>Marketing, outreach &amp; incentives</b> (business fairs, conferences, e-mail & voicemail messages, incentive periods, preferred driver's, fairs, posters, Web site, cash and/or other prizes and incentives)	Five or more marketing efforts are made (include one orientation and/or event) (minimum one per season per year)	Three or more marketing efforts are made several times throughout the year	Periodic marketing efforts are made (at least 3x/yr, 1x/yr, etc. once or twice a year)	A one-time marketing effort is made	No marketing efforts are made		
20	<b>Program evaluation</b>	Formal evaluation with quantitative data, including environmental impacts	Informal survey with info provided in several areas	Any records that would indicate measurable results	Available evidence showing the program is successful	No evaluation efforts made		
5	<b>Reason/motivation</b> (operational savings, increase transit ridership, improve environment, improve employee morale & recruitment, reduce on-site parking)	Four or more motivations (reasons must include the environment)	Three or more motivations	Two or more motivations	At least one motivation	No reason offered		

\* SCORING FORMULA: (Criteria Score) x (Criteria Weight) = Weighted Score

VMT BONUS:  
FINAL SCORE:

REGIONAL COMMUTER CHOICE AWARDS

**Wyeth Pharmaceuticals**  
 Pearl River, NY

**Large employer**  
 Category: Manufacturer

Pharmaceutical giant Wyeth is more than just an innovator of drug therapies and medical tools. It's also building the way for a healthier planet - one employee at a time.

The Green Wyeth commitment initiative program, a successful initiative developed in 1991 and adopted by the Pearl River campus in October 2006, was launched with a single goal in mind: to help reduce regional traffic congestion and reduce emissions caused by single-occupancy vehicles.

The Green Wyeth Commuter Assistance Center ("Wyeth's") sharing online commuter information links, applied successfully to those employees of the Pearl River site. The traffic and transit center's benefits are available to them. Benefits include risk-reducing incentives, financial rewards and other incentives, including the most valuable, transit subsidies. Awarded incentives include: transit passes, parking, toll and transit benefits, transit cash and discounts for transit, telecommuting arrangements and flexible scheduling to accommodate employees who need to do so.

To educate and encourage commuter alternatives in the workplace, Wyeth uses several ideas, including manager newsletters and talks to nearby events, including environmental day, transportation fairs, health screenings and fitness events, which are routinely held in the cafeteria where proximity and reduced-parking benefits and incentives are available. Financially able and perfect for many employees, the program includes: transit passes, transit cash and discounts for transit, telecommuting arrangements and flexible scheduling to accommodate employees who need to do so.

A recent evaluation survey shows Green Wyeth to be a growing and important employee benefit as well as an effective environmental risk-reducing and cost-saving tool. "Wyeth is offering a company-wide formal evaluation of the Green Wyeth program in October 2007."

The business line:

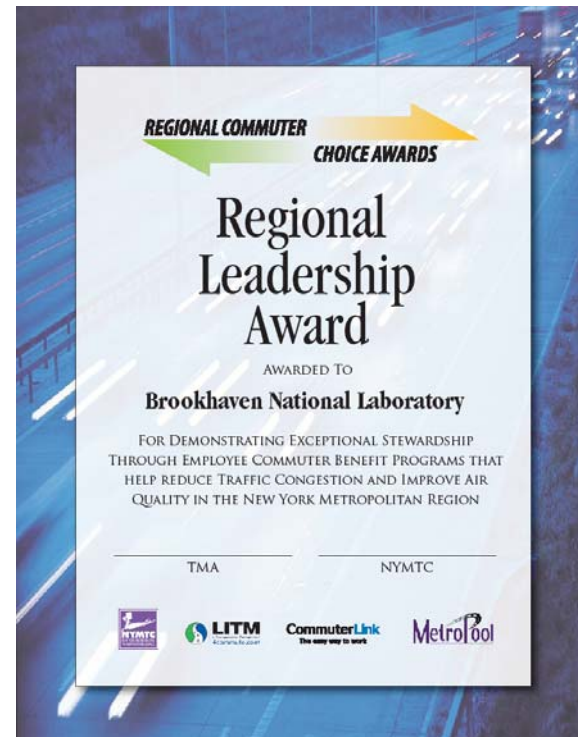
Non-union	841 covered participants, 18 unpaid participants
Preferred Parking	23 spots
Low fare transit passes	12 participants
Risk-reducing program	Yes
Telecommuting	3 participants, mobile telephones and internet
Transit cash	143 participants, cashless, pre-authorized transit
Transit passes	Program is featured in a company-developed Web marketing initiative - transit information, at specially chosen events, in the monthly employee fair, in monthly newsletters, posters and other
Emergency ride home	Yes
Employment/fin. counseling	Individual public, no recorded, no recorded available
Employee reduction	1,400
VMT saved	4,644

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**CHOICE AWARDS**

# Enhanced events

- **New venues**
- **Photographer at every event**
- **New certificate design**
- **New display banner**





**The region applauds  
employers of  
all types and sizes**



**REGIONAL COMMUTER**

**CHOICE AWARDS**

**Long Island:** AHRC Nassau, Air Techniques, Brookhaven National Laboratory, Cold Spring Harbor Laboratory, Eppendorf/Brinkmann, Geico, Honeywell International, Girl Scouts of Nassau County, Town of Huntington

**Westchester:** Ginsburg Development Company, Kraft Foods, Village of Croton-on-Hudson

**New York City:** Allianz Global Investors, Auritt Communications Group, Design East, Inc., District Council 37, The Dwight School, Federal Aviation Administration, Philip Johnson Alan Ritchie Architects, Makovsky & Company, Sunnyside Community Services, SUNY Downstate Medical Center, WellPoint Empire Blue Cross Blue Shield

**Rockland:** SUNY Rockland Community College, Weichert Realtors, Wyeth Pharmaceuticals



**REGIONAL COMMUTER**

**CHOICE AWARDS**

# A week of celebration

**June 11: Mineola Intermodal Center, Long Island**

**June 12: County Executive Press Room, Westchester**

**June 13: Whitehall Ferry Terminal, New York City**

**June 14: Palisades Center, Rockland**



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# Events increase awareness

- Outstanding employer attendance
- Officials raise air quality/congestion issues
- Commuter-friendly companies recognized in media
- Winners profiled in RCCA program book



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# **MMN & the RCCA committee**

**Delivering the applause  
companies deserve for  
helping clean the air  
and reduce traffic  
congestion in the region**

