

**REGIONAL COMMUTER**

**CHOICE AWARDS**

**2008**

# **Making New York a Better Place One Employee at a Time**

## ***What is RCCA?***

**A Collaborative, Regional Recognition of  
Outstanding Commute Alternative Programs**



- Reduce Traffic Congestion
  - Improve Air Quality
  - Save \$\$\$ for Commuters
- Attract & Retain a High Quality Work Force

## ***Why is RCCA Important?***

- Increases awareness of commuter benefit programs
- Recognizes employers who are improving/instituting commuter benefits

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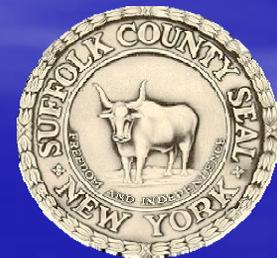
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## *What's New this Year?*

### 2008 Leadership Award

Chosen by the County Executive/Mayor from the  
2008 Outstanding Achievement and Innovator Award winners  
in each sub-region



## *Everyone is Working Hard*

**MetroPool**

**CommuterLink**

The easy way to work



**LITM**  
LI Transportation Management  
[4commute.com](http://4commute.com)

- Nominations from last year have almost doubled
- Interest in commuter benefit programs is booming



# Advance Press Is Strong



[Going Places](#)

Covering the LoHud commute

Manhattan Chamber of Commerce **BUSINESS MATTERS**  
Spring 2008 [www.manhattancoc.org](http://www.manhattancoc.org)



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RECOGNIZING  
EFFORTS TO MAKE  
NEW YORK A  
BETTER PLACE  
ONE EMPLOYEE AT A TIME

The Third Annual Regional Commuter Choice Awards

To recognize businesses that provide outstanding Commuter Alternative programs in the workplace, CommuterLink and the New York Metropolitan Transportation Council (NYMTC) are pleased to announce the Third Annual Regional Commuter Choice Awards program. Nominations for the Regional Commuter Choice Awards are open to small, medium and large private businesses as well as nonprofit, transportation and environmental organizations. Companies may nominate themselves or they can get support from the Transportation Management Association (TMA). The annual program recognizes employers for commuter benefits packages that get their employees out of single-occupancy vehicles and into car/vanpools, transit and telecommuting.



Wednesday, April 02, 2008

Nominating time for commuter awards

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**\* Commuter Choice Nominees Double** by Jan Khan

With twice as many entries as last year's contest, members of the 2008 Regional Commuter Choice Awards Selection Committee pored over submissions in a daylong evaluation session to determine the winners of this year's competition. Winners will be announced at regional events scheduled for June 24 in Nassau, June 25 in Westchester and Rockland, June 26 in New York City and July 1 in Suffolk.

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own a business, government agency or nonprofit that's going above and beyond to get its employees out of single-occupancy cars and into carpools, mass transit or allowing them to work from home, consider nominating the business for the Regional Commuter Choice Awards.

NY - Commuter Awards w/audio  
(3 bites)

>>>Tuesday Deadline For Regional Commuter Choice Awards

(White Plains, NY) -- It's your last chance to nominate local businesses for the Regional Commuter Choice Awards. Special recognition goes to companies of every size that help to get their employees out of single-occupancy cars and into carpools, vanpools and onto mass transit.

[Ettinger1] Q... for people commuting :09.7

New York Metropolitan Transportation Council Executive Director Joel Ettinger says it's important to recognize the efforts of private and public employers who encourage workers to rideshare and

## ***The Competition is Fierce!***

***More than 50 employers entered***

***Every county in the NYMTC region is represented***

From **IBM** and **PepsiCo** to **Bao's Restaurant** with its 14 employees...the lawyers at **Simpson, Thacher & Bartlett, LLC** to the scientists at **Consumer's Union** and **Lamont-Doherty Earth Observatory** at Columbia University...pharmaceutical giant **Wyeth** to **Empire BlueCross BlueShield**...the **United Nations Federal Credit Union** to **Our World Neighborhood Charter School**.

## ***How are the Winners Selected?***



- All-day Selection Committee session
- 3-inch binder of entry materials, profiles, data
- Debate, discuss, collaborate—reach consensus

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***And This Year the Winners are...***



***Join Us On...***

**Recognition Event Schedule**

*Attend One, Attend All*

Nassau, June 24<sup>th</sup>, 11 am

Westchester, June 25<sup>th</sup>, 10 am

Rockland, June 25<sup>th</sup>, 2 pm

New York City, June 26<sup>th</sup>, 1:30 pm

Suffolk, July 1<sup>st</sup>, 2 pm ***New***



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# Regional Commuter Choice Awards

For Helping to Clean  
the Air and Reduce  
Congestion in the Region

**CommuterLink**  
The easy way to work



**LITM**  
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**MetroPool**



**NYMTC**  
NEW YORK METROPOLITAN  
TRANSPORTATION AUTHORITY