

# 2004 Diamond Award Winners

## ***Safeco Insurance - Redmond/Seattle***

- Ty Munger, Transportation Manager
- Brady Clark, Senior Transportation Analyst/Program Manager
- Josh Castle, Transportation Analyst/Employee Transportation Coordinator

## ***Uncommon leadership earns fifth Diamond Ring Award***

Safeco Insurance, a Fortune 500 property and casualty insurance company based in Seattle, has supported employee transportation programs for over 30 years. Safeco recognizes its important role as a civic leader in mitigating traffic problems and continues to be at the forefront of designing and modeling innovative commute trip reduction strategies. This ongoing dedication has garnered the organization a variety of prestigious awards for its program including: EPA Best Workplaces for Commuters; Commuter Choice Leadership Champion; Governor's Commute Champion; and recognition from the City of Seattle and the City of Redmond for its outstanding Commute Trip Reduction program.

Safeco will add to this impressive list the 2004 Commuter Challenge Diamond Ring Award for Organizational Leadership. This will be Safeco's fifth Diamond Ring award

Safeco offers its employees who vanpool or ride the bus a FlexPass that gives them unlimited rides on Metro, Community Transit, and Sound Transit. Reduced-fee parking is provided at Seattle sites as an incentive to carpool while single occupant vehicles (SOV) pay a higher monthly fee. At suburban sites where parking is provided free of charge, carpools get reserved and priority parking. For those employees who walk or bicycle to work, Safeco provides secure bike racks, showers and locker facilities.

In 2004, Safeco rolled out the Redmond Bike/Walk incentive, a program made possible through the Redmond R-Trip grant. The Bike/Walk incentive allowed employees who walked or rode a bicycle to work at least 12 days per month to earn up to \$100 during their first three months. "We continually look for cost effective solutions that provide employees

with options to get to work safely, on time, and ready to work," says Brady Clark, Senior Transportation Analyst and CTR Program Manager for Safeco.

Safeco's commute program helps the company save money in the long run by reducing the need for additional leased parking. The commute program also helps make Safeco an attractive employer. In the Puget Sound, close to 50% of Safeco's employees use an alternative to driving alone.

In addition to being a leader in providing a comprehensive transportation program for their employees, Safeco is a leader in helping to solve regional transportation problems. "Safeco works to shape local and statewide transportation through its involvement with local and statewide committees," Clark says. Management supports work with outside transportation groups such as the U.S. Environmental Protection Agency's Commuter Choice Leadership Initiative, the Washington State Rideshare Organization, the Greater Redmond Transportation Management Association and the Regional Vanpool Coordination Team.

"Safeco knows that commute trip reduction is good for its employees," Clark says, "as well as its business objectives." Through its comprehensive CTR program, Safeco is able to achieve its goal of reducing traffic congestion, air pollution, petroleum consumptions and meet statewide goals and regulations.

## ***Commute Program***

- Transit, ferry and vanpool subsidy
- Flexpass for transit and vanpools
- Discounted and/or priority HOV parking
- Guaranteed Ride Home
- Covered bicycle parking
- Showers and lockers
- Telework and compressed work weeks
- Pool vehicles

# 2004 Diamond Award Winners

**Jan Law**

**Amgen Inc. - Seattle**

- Randy Hassler, Vice President of Operations
- Jan Law, Employee Transportation Administrator and Program Manager

## ***ETC finds ways to expand incentives to carpoolers and other modes***

Amgen is a global biotechnology company that taps the power of scientific discovery and innovation to dramatically improve people's lives.

It should come as no surprise that a company dedicated to helping people live longer, better lives is also committed to helping its employees do the same. One small way it does this is by providing an outstanding employee commute trip reduction program that saves employees time, money and stress each workday.

Further, it is no surprise that the employee transportation administrator for Amgen's CTR program embodies that same dedication to helping her fellow co-workers identify better ways to get to work. For her outstanding efforts as ETC at Amgen, Jan Law has been awarded a 2004 Commuter Challenge Diamond Award for ETC Leadership.

Long before Amgen's relocation in 2004 from several central business district sites to its new state-of-the-art Helix Campus in the Interbay neighborhood north of downtown Seattle, Jan began planning for how the move would affect employees' commutes. She knew the new site had limited transit service, plentiful parking, and stringent TMP requirements.

Jan applied for and received two Employer Services Grants to fund new additions to Amgen's CTR program that would fill in the gaps and help ease the transition for commuters. The first grant funded a Flexcar and Guaranteed Ride Home pilot program that increased employees' use of commute options because of a new ability to respond to family and overtime emergencies, and the accessibility of a vehicle for work-related errands and meetings. The second grant funded a Carpool Subsidy and Alternative Travel Mode Incentives program. This program allowed for the expansion of the Flexcar pilot project to include carpoolers, bicyclists and walkers in addition to the transit and vanpool riders who

were already eligible.

"Jan is always proactive in looking for gaps in Amgen's existing CTR program and identifying ways to fill those gaps through grants and other advocacy efforts with management," said Anne Ward-Ryan of King County Metro.

2004 brought other changes to an already robust CTR program that included 100% subsidy for transit, ferry, train and vanpool riders. Preferential parking for vanpools and carpools, onsite bike tune-ups, shuttle service from downtown Seattle to the Helix Campus, and shelters for both shuttle riders and bicycles were added to the program.

Amgen's management has continued to fund improvements and expansions to the CTR program, including those elements initiated with grant funding, because of the positive impact they have made at the company and for Amgen staff. Management's commitment to the CTR program is evident in the company's internal transportation team. Jan works with a number of department heads to chart the course of the company's CTR program. The team regularly reviews employee survey data to identify new program elements and to plan transportation-focused events.

"Amgen has made a top-down commitment to transportation," says Jan. "By offering many options, employees have the opportunity to choose the one that best fits their lifestyle."

## ***Commute Program***

- Transit, ferry, Sounder train and vanpool subsidy
- Carpool, bicycling and walking incentives
- Guaranteed Ride Home
- Reserved priority HOV parking
- Covered bicycle parking
- Showers and lockers
- Flextime
- Onsite Flexcar
- Shuttle service
- Onsite bicycle tune-ups

# 2004 Diamond Award Winners

## ***Kathe Hewitte***

### ***EDS - Federal Way***

- Bob Kahan, Executive Director
- Guyanna Young, Communications Director
- Kathe Hewitte, Infrastructure Analyst

### ***ETC's enthusiasm fuels successful program***

Creativity, enthusiasm and a willingness to take the initiative to try something new are key traits of a successful ETC. According to those who have worked with her, Kathe Hewitte of EDS embodies those characteristics and many more, garnering her a 2004 Commuter Challenge Diamond Award for ETC Leadership.

EDS became a CTR-affected worksite in 2002 and Hewitte volunteered to be the ETC. She developed an incentive program called EDSers (Employee Rideshare Services) are SMART (Saving Miles And Reducing Traffic). Shortly after assuming the role of ETC, Hewitte applied for and was awarded an Employer Services Grant for her HOV "Focus" Project (Fixing Our Commute Using Sensibility). The project was designed to reduce the number of SOV miles by increasing HOV miles. The project was so successful it reduced the worksite's employee drive-alone rate by 12%.

Hewitte actively promotes the CTR program every chance she gets. As a regular vanpool driver, she finds that sometimes the best way to encourage others to participate is to share her own 'tales from the commute' and practice what she preaches. She often highlights stories from co-workers who participate in the CTR program and each month, sends an email to all employees spotlighting the winner of the monthly drawings, how many participants are using each alternative commute mode and reminders of how to get involved.

"Enthusiasm and constant 'in your face' proof of the advantages of using an alternative commute mode are really effective," Hewitte says. EDS' Communications Director Guyanna Young agrees. "That is so true," she says. "Our program is successful because Kathe has the passion!"

Based on monthly participation, employees can receive up to 100% reimbursement of vanpool fares with Commuter Bonus Vouchers, up to \$30 in Commuter Bonus Plus Vouchers for carpool subsidies, and monthly drawings of \$25 for other non-SOV modes. These are just a few of the elements that comprise EDS' CTR program. One rather impressive fact is that fully 42% of EDS employees telework regularly—that is more than all other alternative modes combined.

EDS has a unique situation at its Federal Way location, sharing office space with Weyerhaeuser. The two companies also share CTR resources, information and many vanpools and carpools arriving at the site each day carry employees of both companies.

EDS provides a variety of business and technology solutions to help its international clients improve their business performance. It should be no surprise then, that, with the help of one very enthusiastic ETC, EDS has also developed a comprehensive program of "solutions" to help its own employees find better alternatives to driving alone. "Management has been very receptive to my ideas and extremely supportive of all my efforts," Hewitte says. "EDS is really committed to bettering the community we work in."

### ***Commute Program***

- Carpool and vanpool subsidy
- HOV incentives
- Guaranteed Ride Home
- Reserved priority HOV parking
- Covered bicycle parking
- Showers and lockers
- Telework, flextime and compressed workweek

# 2004 Diamond Award Winners

## **Pamela Helm**

### **Northwest Airlines - SeaTac**

- Terry Trainor, Director of Customer Service
- Pamela Helm, Employee Transportation Coordinator

#### ***Dedicated ETC helps airline and staff save money***

Northwest Airlines is the world's fourth largest airline and employs more than 600 people at its SeaTac Airport worksites. For four years, ETC Pamela Helm has personified Northwest's continued commitment to commute trip reduction and its employees. For her dedication, Helm has been awarded a 2004 Commuter Challenge Diamond Award for ETC Leadership.

According to Desmond Machuca, City of SeaTac Public Works Programs Coordinator, one of the great things about Pamela is that she provides vital one-on-one assistance to all Northwest Airlines employees. "She really goes out of her way to address all their question and concerns, and makes each one of them feel safe and secure about trying a new commute mode," Machuca says.

That one-on-one assistance starts the day each employee joins the Northwest Airlines team. Each new employee receives Northwest's commute trip option brochure featuring the FlexPass program in their orientation packets along with Helm's contact information should they have questions or need help in finding the right commute option for their shift and/or lifestyle needs. Helm makes sure employees are regularly reminded of their alternative commute options by maintaining CTR boards in each break room with information on the various options, URL addresses for RideshareOnline and local transit agencies, as well as the latest special promotions and bus schedules.

Northwest employees have a variety of options when it comes time to decide how they'll commute to work. The company provides free or reduced cost FlexPasses for employees who ride King County Metro, Sound Transit or Pierce Transit buses and the Sounder train, free or reduced cost Metro Vanpool fares, Guaranteed Ride Home and Commuter Bonus

Plus Vouchers for employees regardless of the alternative mode they choose.

Helm says Northwest Airlines management has always been very supportive of the CTR program. Although the airline industry as a whole has suffered significantly in the past four years, Northwest has continued purchasing FlexPasses for its employees and even issues free airline passes as rewards for employees who participate in the program. Some of this support no doubt comes from the fact that the airline sees a benefit to its bottom line by providing employees with FlexPasses. For each employee who utilizes an alternative commute mode and gives up their parking space, Northwest Airlines saves \$46 per month in parking costs. With 56% of employees riding transit, that's a significant chunk of change.

"Our CTR program is successful because it meets the needs of both Northwest Airlines and the employees," Helm says. "The airline is able to offer employees an additional benefit and realize a financial savings by doing so. Employees also save money and arrive at work more relaxed because they don't have to deal with traffic hassles."

Helm's efforts extend well beyond the employees of Northwest Airlines. She has worked with local transit agencies as well as city and county council members to improve transit service to the airport. "Because it is a 24/7 employment center and public place, the airport community is not typical," Machuca says. "Pamela has diligently advocated for earlier bus trips and increased transit access to help airline employees and travelers move more efficiently through SeaTac and the region."

#### ***Commuter Program***

- Transit, Sounder Train and vanpool subsidy
- Guaranteed Ride Home
- HOV incentives
- Reserved priority HOV parking
- Telework, flextime and compressed work-weeks

# 2004 Diamond Award Winners

## ***Colleen Young***

***State of Washington, DSHS Capitol Hill CSO - Seattle***

- Greta Kaas-Lent, Regional Administrator, DSHS Capitol Hill CSO
- Marybeth Poch, Regional Administrator, Developmental Disabilities Division
- John Cordy, Developmental Disabilities Division
- Cindy Trokey, Employee Transportation Coordinator, Developmental Disabilities Division
- Colleen Young, Employee Transportation Coordinator, Capitol Hill CSO

### ***Grants, partnerships and enthusiasm are tools this ETC uses to help commuters***

The staff at the Department of Social and Health Services (DSHS) Capitol Hill Community Service Office (CSO) work tirelessly to improve the lives of the people of Washington. Colleen Young, employee transportation coordinator for the Capitol Hill CSO worksite is no exception. For her tireless work to improve alternative commute options and the lives of her fellow co-workers, Colleen has been awarded a 2004 Commuter Challenge Diamond Award for ETC Leadership.

Since 1998, Colleen's goal as ETC has been to represent the alternative commute needs of employees to management and to maintain, if not increase, the quality of CTR incentives offered. She is quick to identify gaps in program offerings and find a way to successfully address those needs.

A great example of how Colleen has succeeded at this is her collaboration with her fellow ETC for DSHS' Division of Developmentally Disabled, Cindy Trokey, on two Employer Services Grant projects. The first project allowed for the purchase of a hybrid vehicle for caseworkers to use during the workday for their appointments, bicycle racks located inside the building for safe storage during the day, and loaner bicycles for employees to use for short-distance errands. Prior to the purchase of the hybrid vehicle, DSHS caseworkers had to use their own vehicles to drive to their various appointments throughout the workday and were unable to take advantage of transit or ridesharing opportunities. Now that there is a hybrid car available for them,

caseworkers are able to take the bus or bicycle to work without having to worry about how they're going to get to their appointments across town.

In addition to working with Cindy internally, Colleen looks for external partnerships as well. She has collaborated with the ETC of nearby Swedish Medical Center to find ridesharing partners for employees at the two worksites, and to encourage King County Metro to provide additional transit service to the worksites. "Colleen seeks out partnership opportunities to help her leverage more options and incentives for DSHS employees," says Anne Ward-Ryan of King County Metro.

Young herself credits these partnerships as a constant source of new ideas. "Being creative comes from collaborating with others, reading about programs at other worksites, and the suggestions that come from employees," she says.

DSHS employees who ride the bus, Sounder train or ferry are reimbursed for their transit expenses up to a total of \$65 per month. Vanpool riders, carpoolers and even bicyclists and walkers receive reimbursement for choosing an alternative commute mode too. Over 50% of DSHS' employees also take advantage of work options including telework, flextime and compressed workweeks.

Colleen's enthusiasm for her job is truly infectious. She makes informing her co-workers about their alternative commute options fun with monthly luncheons and contests. She is eager to help other ETCs with ideas and encouragement and has, as she puts it, let CTR become her middle name.

### ***Commute Program***

- Transit, ferry, Sounder train, vanpool, carpool bicycling and walking subsidy
- Guaranteed Ride Home
- Reserved priority HOV parking
- Covered bicycle parking
- Showers and lockers
- Flextime and compressed workweeks
- On-site hybrid vehicle for work-related trips
- On-site "loaner" bicycles

# 2004 Diamond Award Winners

## *Environmental Home Center - Seattle*

- Dana White, Controller

### ***Not affected by CTR law, company voluntarily develops commute program***

Environmental Home Center has grown to become a national distributor of green building supplies and household products. The company is dedicated to selling well-made products that protect health and use energy and other resources sparingly. A 2004 Commuter Challenge Diamond Award recognizes that the outstanding efforts of this organization to encourage commute options are unusual for its size.

Its commitment to responsible resource and energy use is in part what drove Environmental Home Center to voluntarily conform to the Washington State Commute Trip Reduction (CTR) statutes even though the worksite's size exempts it from the law. The principles of CTR mirror so closely the company's own mission and goals, it is a natural extension of its business.

Environmental Home Center developed and implemented a comprehensive CTR program from the beginning. A 50/50 matching opportunity available through King County Metro for the purchase of Commuter Bonus and Commuter Bonus Plus Vouchers was available to the company, allowing the program to get up and running quickly and effectively while reducing some of the initial start-up costs.

Employees at Environmental Home Center are eligible for a wide range of alternative commute options including: subsidies for bus, rail, carpool and vanpool, bicycling and walking; covered bicycle parking; Guaranteed Ride Home service in case of emergency; and, depending on the employee's position, flextime and telework may also be options.

The success of Environmental Home Center's program is evidenced by the fact that more than half of the 23 employees regularly use an alternative to driving alone. This is a significant number considering the business' retail nature. The company's CTR program "improves employee morale," says Em-

ployee Transportation Coordinator Dana White. "We are able to support the principles our company was built upon."

In August of 2004, disaster struck Environmental Home Center when a fire destroyed its SODO offices, showroom and main warehouse. Just five months later, the company was able to once again open its showroom doors to customers. The company and its employees persevered through it all and even managed to keep the CTR program going strong.

"Our business is in line with environmental awareness and our employees are always looking for different ways to support this," says White. "As people become more aware of alternatives to driving alone, more of our staff practices different commuting methods."

### ***Commuter Program***

- Transit, ferry, Sounder train and carpool subsidy
- Non-motorized mode incentives
- Guaranteed Ride Home
- Covered bicycle parking
- Telework and flextime

# 2004 Diamond Award Winners

## ***Green River Community College - Auburn***

- Rich Rutkowski, President
- John Ramsey, Director Public Information
- Frederick Creek, Director of Security

### ***College's concerted effort yields results and building space***

Green River Community College (GRCC) has been committed to maintaining the ecological integrity of the campus so that students, staff and visitors alike have a safe, peaceful and beautiful campus to enjoy. The college has worked hard to develop a variety of incentives to encourage employees to leave their cars at home to reduce traffic congestion and improve the environment. For its efforts, GRCC has been awarded a 2004 Commuter Challenge Diamond Award for Organizational Leadership.

ETC Fred Creek has assembled a 10-member CTR Committee for the college, consisting of representatives from different departments around campus. The committee both monitors GRCC's program and assists in promoting commute alternatives to employees. The committee has proven to be very effective at bringing the goals and vision of the campus' CTR program to fruition.

An additional benefit of this committee is the varied skill set each member brings to the table. One committee member happens to be a grant writer, which has come in very handy over the last couple of years as the college applied for and was awarded two grants to help expand the campus CTR program.

The first, an Employer Services Grant, funded a CTR Increase Project that allowed for the expansion of CTR subsidies to include the Sounder train, vanshare and vanpools. A promotional and educational campaign accompanied this expansion to increase employee awareness of the commute options available to them.

A second grant, received through the Washington State Performance Grant program, provided funding to build upon the success of the CTR Increase Project by providing additional subsidies, incentives for teleworkers, and installing new bike lockers.

Though not complete, it is anticipated that the project will reduce 6,648 vehicle miles traveled each day to the campus.

The program expansion made possible through the grant projects has been vital to this growing community college. New international student housing is being constructed on what was previously 300 SOV parking spaces. Creek worked with the nearby Pacific Raceways on an arrangement that allows employees and students who must drive alone to park off-site at the Pacific Raceways' facilities and ride a shuttle to campus. This has helped reduce congestion on and around campus as well as eliminated overflow parking into the surrounding neighborhoods.

In addition to the off-site parking and shuttle service, employees at the college have a variety of options when it comes to leaving their cars at home. Those who ride the bus or the Sounder train, as well as those who join a vanpool or vanshare receive a subsidy to cover 100% of the fares. Carpoolers are eligible for a \$20 refund per quarter and reserved HOV parking spaces. Each of these elements add up to a well-rounded program that meets the needs of campus employees while all but eliminating the need to build more campus parking.

"Our campus community has really stepped forward to embrace our efforts and have taken the time to try different options," says Creek. "Some have been surprised by the ease and convenience of alternative commuting methods. They're our greatest ambassadors!"

### ***Commute Program***

- Transit, Sounder train, vanpool and vanshare subsidy
- Carpool incentives
- Shuttle service
- Guaranteed Ride Home
- Reserved priority HOV parking
- Showers and lockers
- Telework, flextime and compressed work-weeks

# 2004 Diamond Award Winners

## ***Nintendo of America Inc., Redmond***

- Flip Morse, Senior Vice President of Administration
- Gary Ford, Training Manager and Employee Transportation Program Manager

### ***25% of Nintendo staff use alternative commute***

Nintendo of America Inc., based in Redmond, serves as headquarters for Nintendo's operations in the Western Hemisphere. While the company has established itself as the worldwide leader and innovator in the creation of interactive entertainment, Nintendo of America has also established itself as a local leader in reducing congestion on our roadways by encouraging its employees to use alternative commute modes. It is this leadership that has earned Nintendo a 2004 Commuter Challenge Diamond Award for Organizational Leadership.

Nintendo has seen a drop of more than 6% in employee SOV commuting over the course of one year. More than 25% of the company's Redmond employees utilize an alternative commute mode at least once a week with 15% of the employee population carpooling to work.

Nintendo employees who ride local transit can choose either a Flexpass for unlimited rides on Sound Transit and Metro busses or \$70 per month in commuter vouchers for Community Transit busses. Employees who join a vanpool receive a \$70 per month vanpool subsidy. Lockers and showers are provided for bicyclists and walkers, and Guaranteed Ride Home service also is available to employees who need an emergency ride on days when they ride the bus or carpool.

In August 2004, Nintendo launched a new onsite Flexcar as part of its CTR program. Funded in part by a Washington State CTR Performance Grant and a grant from the City of Redmond, this one-year pilot project was the result of feedback on employee surveys that indicated a significant number of people would consider leaving their personal cars at home if they had a car to use for personal and business errands during the workday. Nintendo's Flexcar program allows employees who leave their cars at home to use the onsite Flexcar for free (gas and insurance included) for personal or business errands. To date, 75 employees have become Flexcar members and in November, the last month

for which data is available, employees used the vehicle a total of 275 hours. To increase visibility of the new Flexcar option, Nintendo has held bi-monthly drawings to win the use of the Flexcar for an entire weekend. One employee even won the use of the Flexcar for the Thanksgiving holiday with unlimited mileage and free gas!

For 2004's Bike to Work Day, Nintendo offered free on-site bike tune-ups to any employee who fulfilled their commitment to bike to work that day. Bicyclists have continued to receive free bike tune-ups as long as they bike to work at least four times a month.

The company's intranet plays a vital role in educating employees on their commute options by providing a section dedicated to alternative commute mode support and information on the different options. "I've been told that we're doing so much to get alternative commuting info out to employees that it has become 'cool' at Nintendo to use an alternative commute or book the Flexcar hybrid for a lunch outing," said Ford.

Ford enjoys a good deal of support from management to continually improve the CTR program to meet the needs of employees. Senior management was very supportive of the new Flexcar program, and when King County Metro announced its decision to raise vanpool fares in 2005, Nintendo's senior management didn't hesitate to raise the monthly subsidy to help keep employees in their vanpools. Some of this support, no doubt, comes from the fact that many members of the management team, including a Director and a Vice President, regularly use an alternative commute mode to get to work.

### ***Commute Program***

- Transit and vanpool subsidy
- Carpool incentives
- Guaranteed Ride Home
- Covered bicycle parking
- Showers and lockers
- Telework, flextime and compressed work-weeks
- Onsite Flexcar
- Internal ridematch services

# 2004 Diamond Award Winners

## *Philips Oral Healthcare - Snoqualmie*

- Conrad Smits, CEO
- Emilee Stone, VP Human Resources
- Carol Crouter, HRIS Administrator

### *Compressed workweeks and ridesharing make up for lack of transit service at new site*

When Philips Oral Healthcare moved from Bellevue to Snoqualmie four years ago, management knew increasing employees' daily commutes by up to 60 miles would pose a challenge. The fact that the company has been able to exceed its CTR goal in spite of this challenge is a testament to just how much importance Philips places on cost-effective and reliable commute alternatives for its employees.

Because of its ability to succeed in the face of such challenge, Philips Oral Healthcare has been awarded a 2004 Diamond Award for Organizational Leadership.

Philips' relocation from Bellevue where transit services are easily accessible, to Snoqualmie where there is no transit service to speak of, was necessitated by a need for additional space for the company's growing manufacturing needs. Management realized early on that the move would make it that much more difficult for employees without reliable personal transportation to get to work on time, if at all. The company decided to collaborate with King County Metro staff on unique solutions to employee transportation needs.

The decision was made to focus on getting employees into vanpools and carpools for their daily commutes. Vanpool riders pay reduced fares of either \$19 or \$29 per paycheck via pre-tax deduction. Vanpool drivers receive an additional \$50 per month and the bookkeeper of each van rides free in exchange for the additional work and responsibility. Reserved priority parking is available for HOV vehicles and all employees who rideshare to work are eligible for Guaranteed Ride Home service in case of emergency.

Flexitime and compressed workweeks are also hallmarks of Philips' program. By moving 250 employees to off-peak shifts that start earlier or later

than normal drive times and allowing employees to compress their workweeks into four 10-hour days, Philips has been able to meet its manufacturing needs while allowing employees to better meet their personal needs outside of work.

"The unique aspects of Philip's CTR program that meet both the business' and employees' needs has kept the program as strong as it was at the time of the company's move," says Debbie Jaksich of King County Metro. "Because it has continued to invest in the employee commute program, Philips now has a 51% SOV rate!"

For a site in rural King County with no transit service and a base SOV goal of 90%, these are truly outstanding numbers.

### ***Commute Program***

- Vanpool subsidy
- Guaranteed Ride Home
- Reserved priority HOV parking
- Covered bicycle parking
- Showers and lockers
- Flexitime and compressed workweeks

# 2004 Diamond Award Winners

## *The Cobalt Group, Inc. - Seattle*

- Juanita Gardner, Program Manager
- Omar Alvarado, Employee Transportation Coordinator

### ***Thanks to tenacity, SOV rate 11% lower than state goal***

The Cobalt Group is North America's leading provider of automotive retailing solutions, helping automotive dealers and manufacturers market and sell automobiles more efficiently. Cobalt's commitment to efficiency is reflected in the company's approach to its employee commute program, which earned Cobalt a 2004 Commuter Challenge Diamond Award for Organizational Leadership.

Juanita Gardner and Omar Alvarado, Cobalt's Program Manager and ETC respectively, have worked hard to develop a CTR program that meets the needs of their co-workers and benefits both the employees and the company. All full-time employees are eligible to receive a free FlexPass that can be used on King County Metro and Sound Transit buses or the Sounder Train. If transit is not easily accessible, the same FlexPass is worth \$65 toward Vanpool fares or \$20 toward Vanshare fares. Guaranteed Ride Home services and \$15 in Commuter Bonus Plus vouchers are also available to each employee with a FlexPass.

Carpools are eligible to use one of five free HOV parking spaces with those traveling the farthest distance, containing the highest number of commuters and greatest frequency receiving preference.

Three percent of Cobalt's employees regularly forgo the commute altogether and telework from a remote location. Flextime is also common with many employees shifting their start times to accommodate ridesharing or transit schedules.

On its most recent CTR survey, Cobalt recorded a 59% SOV rate, fully 11% lower than its state goal.

By participating in the SODO/Duwamish CTR Network group, Cobalt has been able to provide even more incentives to its employees through

unique partnership opportunities. Cobalt employees participated in a 2004 CTR Performance Grant project, offered through a partnership between the Duwamish TMA and King County Metro, that provided incentives for current SOV commuters to try an alternative commute mode. Cobalt has also joined forces with some of its neighbors to install a crosswalk across First Avenue to improve safety for employees.

From the first day on the job, new employees are provided with information on their commute options and Cobalt's CTR program. During the new-hire orientation, employees receive a packet of information including specifics on the FlexPass program and other incentives. Gardner and Alvarado work hard to promote Cobalt's CTR program throughout the year, utilizing the company's intranet and a variety of other marketing materials. "Tenacity is why I think this program is successful," said Gardner. "It takes time—time to educate employees, time to learn how to address the needs of the employees, and find the various fits."

### ***Commute Program***

- Transit, Sounder train, vanpool and vanshare subsidy
- Guaranteed Ride Home
- Reserved priority HOV parking
- Covered bicycle parking
- Showers and lockers
- Telework and flextime

# 2004 Diamond Award Winners

## **URS Corporation - Seattle**

- Michael Rosenfeld, Vice President
- Kathy Barrows, HR Director

### ***Subsidized Flexcar and FlexPass popular benefits among URS staff***

URS Corporation is a global, full-service company providing expertise in planning and design, program and construction management, operations and maintenance support, and systems engineering and technical assistance to clients around the world. As the second largest transportation design firm in the United States, URS has a track record of projects that have enhanced mobility and supported growth and development across the country.

For doing its part here in the Puget Sound Region by providing an effective and comprehensive commute trip reduction program for its employees, URS has been awarded a 2004 Commuter Challenge Diamond Award for Organizational Leadership.

For more than 20 years, URS has provided transportation subsidies to its Seattle area employees. FlexPasses are provided for less than \$20 per month, which can be used on King County Metro, Sound Transit or Community Transit buses or the Sounder train. A subsidy is also provided for employees who ride the ferry. On-site facilities such as covered bicycle parking and showers make biking or walking to work an attractive option for around 8% of the employees.

In 2003, URS applied for and was awarded an Employer Services Grant to provide on-site access to Flexcar vehicles and to cover the \$25 membership fee for any employee wishing to join Flexcar. This added perk has been well received by employees and management alike. The on-site Flexcar allowed URS to eliminate six fleet vehicles, reducing the amount of money the company spends on vehicle maintenance, gas and parking.

To continue building momentum and interest in alternatives to driving alone, Kathy Barrows provides comprehensive information on URS' transportation benefits to each new employee, including an application for Flexcar. She promotes the program

throughout the year with posters and other communication tools, encourages participation in regional ridesharing campaigns, and holds transportation fairs.

ETC Kathy Barrows says that URS leadership has always been supportive of the CTR program, and it has become just another part of the company's culture. "At least half of the senior management team either carpool, walk or use transit to commute to work," Barrows says. "One of the senior managers is even the most frequent user of Flexcar."

URS' commute trip reduction program has been incredibly successful in encouraging employees to leave their cars at home or rideshare to work. Sixty-two percent of employees ride the bus and another 20% either carpool, ride the Sounder train, bicycle or walk to work. According to Barrows, "The employees truly appreciate the transportation benefits, and they don't take it for granted." In fact, whenever URS has merged with other companies, the transportation subsidies have been the most sought after benefit by the employees of the other firms.

### ***Commute Program***

- Transit, ferry, Sounder train and vanpool subsidy
- Guaranteed Ride Home
- Reserved priority HOV parking
- Covered bicycle parking
- Shower facilities
- Telework, flextime and compressed work-weeks
- Fleet vehicles for work-related trips

On-site Flexcar

# 2004 Diamond Award Winners

## ***U.S. Environmental Protection Agency - Seattle***

- Ronald Kreizenbeck, Acting Regional Administrator
- Jonell Allamano, Manager, Infrastructure and Operations
- Brenda Mirasol, Employee Transportation Coordinator

### ***77% of EPA staff walk the talk by riding the bus***

Since 1970, the Environmental Protection Agency has been working toward a cleaner and healthier environment for all Americans. It comes as no surprise then that the EPA provides a variety of alternative commute options that not only benefit the employees, but also reduce the environmental impact of drive-alone commuting. Because of its commitment to these principles, the EPA has been awarded a 2004 Commuter Challenge Diamond Award for Organizational Leadership.

The Seattle EPA office has been consistent in its commitment to commute trip reduction over the years and has regularly been a CTR credit site due to its extremely low SOV rate of only 5%. This commitment, no doubt, comes from the interconnectedness of the EPA's mission and the goals of CTR. "The CTR program is furthering agency goals of helping to reduce air emissions and providing employees with a direct benefit," says Employee Transportation Coordinator Brenda Mirasol.

The EPA office in Seattle was one of the first U.S. government sites to offer the federal FlexPass back in 2001, due to its cultural investment in and commitment to reducing traffic congestion, energy consumption and vehicle pollution. In fact the EPA was an active partner in developing the federal FlexPass, which is now used by over 4,000 federal employees in this region.

As such, the federal FlexPass is the most comprehensive FlexPass offered in the Puget Sound region. It includes fares on every transit service in the region, the state ferry system, regional vanpool services, discounted Flexcar memberships, "FlexPerks"

merchant discounts and Home Free Guarantee. It's no wonder then that transit is the number one mode used by EPA employees. Fully 77% of the total employee population commutes in this manner.

In addition to the federal FlexPass, EPA employees can make use of covered on-site bicycle parking as well as showers and lockers for those who go the non-motorized route to get to work. Employees also have the option of various compressed work schedules (such as 4/10, 5/4/9, etc.), or to flexiplace (telework rather than going into the office) and a maxiflex work program.

Employees are regularly reminded of the EPA's commuter program through information posted on the agency's intranet InfoPage. Employees can find a comprehensive summary of all the elements that go into the federal FlexPass as well as external links to regional transit agency websites and other CTR-related links. Employees can also see the EPA's results from the most recent state CTR survey and excerpts from the state's Legislative Report on Commute Trip Reduction. "EPA's culture encourages alternative work schedules and site practices such as teleconferencing whenever possible," says Mirasol. "We work hard to reduce commute and travel impact while raising environmentally conscious behavior in employees."

### ***Commute Program***

- Transit, ferry and vanpool subsidy
- Guaranteed Ride Home
- Covered bicycle parking
- Shower facilities

# 2004 Diamond Award Winners

## **Verizon Wireless - Bellevue**

- Rich Henthorn, Associate Director, West Area Real Estate & Facilities
- Glen Robey, Facilities Manager
- Kun Hae Pak, Facilities Coordinator

### ***Promotion, broad support of options spell success***

With more than 42 million customers, Verizon Wireless leads the telecommunications industry with high quality products and services and the country's most reliable wireless communications network. Verizon Wireless has been at the head of the pack when it comes to alternative commute options too, and has earned a 2004 Commuter Challenge Diamond Award for Organizational Leadership.

Since 1995, Verizon Wireless employees have had a variety of options when it comes to leaving their cars at home. Those with access to nearby transit routes can receive a fully subsidized FlexPass for use on buses. Employees who join vanpools receive \$50 per month toward their vanpool fares and for those who carpool, telework, ride a motorcycle or bicycle, or get dropped off, a \$25 monthly subsidy is provided.

Limited bus service and the 24/7 shift nature of the telecommunications business pose challenges for employee transportation coordinator Kun Hae Pak. But because employees can utilize virtually any alternative mode and receive some level of subsidy, Verizon Wireless has been able to make its state CTR goals. "Kun Hae works really hard to resolve commute issues for her employees," says Debbie Jaksich of King County Metro. "Her longevity with the company and in handling the CTR program has proved to be priceless."

Each year, Verizon conducts a FlexPass "kick-off" beginning with the distribution of the passes as well as a two-day transportation fair to educate employees on the vast array of options available to them through Verizon Wireless' program. New employees also are informed of all their commute options from their first day on the job through its new hire training classes.

"Grid locked traffic and high gas prices are on the minds of most commuters, so we are very excited and proud as a company to provide alternatives for our employees," Pak says. "The commute trip reduction program at Verizon improves the quality of life for our employees and has significantly enhanced morale."

Management continues to show its support for the CTR program by providing funding for the free FlexPasses and other alternative mode subsidies. Verizon Wireless' ultimate goal is to have 100% of its employees choosing alternatives to driving alone. Until that day comes, the company is committed to promoting commute trip reduction at every level and providing options that fit every schedule and circumstance. According to Pak, "The company sees this as corporate citizenship at its best and the right thing to do for our environment and our community."

### ***Commute Program***

- Transit, carpool and vanpool subsidy
- Work options and non-motorized mode incentives
- Guaranteed Ride Home
- Internal ride match service
- Reserved priority HOV parking
- Bicycle parking
- Showers and lockers
- Telework, flextime and compressed workweek