South Florida’s 2006 BWC Campaign

Florida Commuter Choice Summit
December 2006
The “Ups and Downs” of Gas Prices
How long are we stuck in traffic?

Miami Area—including West Palm Beach and Fort Lauderdale

* Data from 2005 Urban Mobility Report, Texas Transportation Institute.
How much is this costing us?

Fuel wasted: 87 millions gallons

Congestion costs: Nearly $2.5 million

Miami Area—including West Palm Beach and Fort Lauderdale

* Data from 2005 Urban Mobility Report, Texas Transportation Institute.
What is Best Workplaces for Commuters℠?

- U.S. Environmental Protection Agency and Department of Transportation nationally recognize employers that meet or exceed a National Standard of Excellence in commuter benefits.
- As of October of 2006, EPA has recognized
  - 1,800 employers
  - 3.6 million commuters have received benefits
  - Main requirement $30.00 subsidy
BWC is good business for businesses

- Key to recruit employees
- Key to retain employees
BWC is good business for businesses

Parking solution for the future?
Get companies to offer commuter benefits!

- **4x’s more likely to use transit**
  Employees with commuter benefits are more than 4 times more likely to use transit than those who don’t have them.

- **$36 billion spent on parking**
  US employers spend $36 billion annually on employee parking.

- **10-20% will shift modes**
  When employers provide an outstanding level of commuter benefits, 10-20% of employees will shift “modes.”
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<th>47</th>
<th>Number of South Florida companies on BWC list</th>
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<tr>
<td>17</td>
<td>Number of companies on the national BWC list with offices in Florida—great BWC leads.</td>
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How are we doing in Florida?

Companies on the national BWC list with offices in Florida—great BWC leads.

AT&T, Inc.  J.C. Penney
BellSouth       Loews Corporation
Best Buy        Nordstrom
Blockbuster      Pepsi Co
Bank of America Pitney Bowes
Delta Air Lines State Farm
Gap             United Parcel Service
Federal Express Verizon
JP Morgan       

17

Number of South Florida companies on BWC list

39

Number of companies on the national BWC list with offices in Florida—great BWC leads.
Keys to a successful campaign

- Timeline
- Organizing Media & Public Relations
- Outreach efforts
Keys to a successful campaign

– Greater Miami Chamber of Commerce
– Miami-Dade Commission District 7
Keys to a successful campaign

- Partnerships
- Preparation
- Evaluation
Met with key partners to discuss campaign and participation
• Conference call with EPA/BWC
• Coordination of public relations
• BWC email blast went out to SFCS employer database
• Greater Miami Chamber starts to promote BWC
• SFCS outreach team ready to promote BWC in all aspects of outreach
Timeline

• Distribution of BWC Press Kit to introduce campaign
• BWC Direct mail piece to all chamber members
Timeline

Strong push by outreach staff to finalize all potential BWC leads and sign-up employers
Timeline

- May 10th – Application Deadline
- Distribution of final Press Release
- Announcement of BWC List
**Tools of the Campaign**

Online transportation survey to all Chamber members

Articles in Chamber newsletter and website

Presentation to Chamber Membership and Transportation Committees

BWC information in new Chamber member packets

Miami-Dade District 7
- Comm. Gimenez served as the BWC spokesperson
- Presentation to Miami-Dade Commission and Transportation Committee
List Announcement

- Ad in Business Section of *The Miami Herald*
- NBC-6 *Today in South Florida* Interview
- Press Release
- Email blast to SFCS employer database
SFCS was awarded a Silver Race to Excellence Award for their first BWC campaign

"SFCS has achieved incredible results in raising awareness about employer-provided commuter benefits and Best Workplaces for Commuters."

-Robin Snyder, US EPA
Case Studies

What LNR offers

- Provides a $50 subsidy for transit, vanpooling, and carpooling
- Allows pre-tax spending account for remaining balance of transit and vanpooling
- Headquarters in Miami Beach, also implemented program for the whole corporation

Results

- 3 vanpools, 21 riders
- 32 carpoolers

Real estate and finance company
300 employees in Miami Beach
Case Studies

What Mercy Hospital offers

- 80% transit subsidy
- 80% vanpool subsidy
- $25 incentive for carpoolers
- Preferential parking for vanpools
- Free shuttle bus to/from Metrorail Station

Results

- 19 Tri-Rail riders
- 194 Transit users
- 26 carpoolers

Mercy Hospital

- 483-bed acute care hospital, staffed by over 900 physicians representing 28 medical specialties
- Over 2,100 employees
How we can improve

- Add local transit agencies to our BWC coalition
- Try and recruit local SHRM chapters as partners (they are partners on the national level with BWC)
- Hold press conference to announce list and have representatives from key BWC companies

Partnership with chamber and Comm. Gimenez was integral to the success
Starting in 2007 the BWC program will run in a “maintenance mode”

- National list will NOT be maintained at www.bwc.gov after Sept. 2007
- BWC website will not be available after Sept. 2007
- EPA will not have a role in the 2007 announcements of metro area lists
- Primary goal of EPA is to strengthen the local role in BWC and help our local partners integrate BWC information, tools, etc., into existing local, regional and state programs.

Opportunity for Florida to have its own BWC program
Special thanks to District 4 and District 6 for their support in the Best Workplaces Campaign