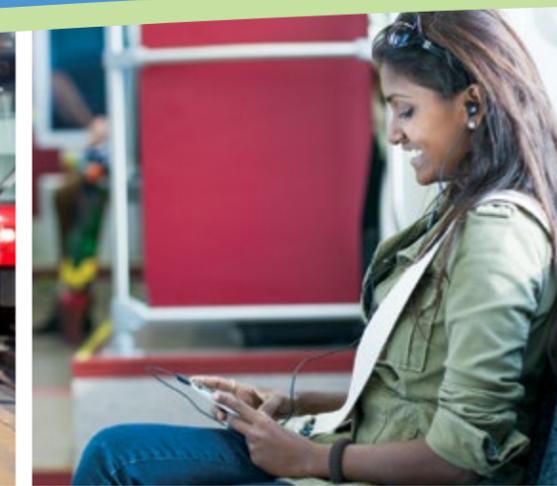




# employer services and Diamond Awards recognition program



## iCommute employer services program

Commuter alternatives can be good for your employees, the planet, and your bottom line. Many of your employees who drive alone probably have a significant concern about their commute in terms of cost, time, or stress.

The iCommute employer services program provides assistance and tools to help your organization design and implement customized commuter programs that help meet financial and environmental goals. A commuter program can help attract and retain talented staff, as well as improve overall employee satisfaction.

### Get valuable benefits at no cost

Participating employers receive up to 40 hours of specialized consulting services to help you build and work through the phases of your commuter benefits program.

iCommute can help you coordinate onsite events and provide customized marketing materials and promotional incentives.

### Participation is easy

Contact iCommute for a 30-minute needs assessment where you will be guided through the stages of participation.

As employers engage with the iCommute employer services program, they receive points toward Diamond Awards for each action taken, including surveying employees, participating in a needs assessment, or marketing commute choices to employees.

### The benefits you earn depend on you

Much like a loyalty program where actions generate rewards, the more commuter choices your employees adopt, the more benefits we can offer.

The iCommute Employer Services Program also is the gateway to the Diamond Awards program, which recognizes employers for outstanding alternative commute programs, employee participation, and more.

*"AECOM has received constant support from the iCommute program to foster and further encourage sustainable commuting practices within our offices in the area. The annual challenges also encourage employees to experiment with a new form a transit. Every little bit helps to reduce our footprint."*

**Connor Culligan, AECOM**

## stages of a commuter benefits program

### ASSESSMENT

**iCommute** helps you conduct a baseline commuter survey and needs assessment, analyze results, and present recommendations.

**Employer** expresses interest and engages with iCommute employer team; commits to understand employee commute choices and learn about available resources.

### DEVELOPMENT

**iCommute** provides marketing support, offers Lunch 'N' Learn presentations, and participates in employee events and fairs. Incentives offered by iCommute.

**Employer** is willing to incorporate commuter solutions into company events and communications. Employer also includes commuter materials in new hire packets and provides information for intranet site.

### IMPLEMENTATION

**iCommute** will provide an annual Trip Reduction Plan, a preferential invitation to host a Bike to Work Day pit stop, and Rideshare Challenge tools.

**Employer** integrates commuter benefits into compensation package; participates in the Rideshare Challenge; and starts payroll tax deductions for transit, vanpool, and bike commuters.

### GROWTH

**iCommute** offers commuter assistance for employees; gives access to pilot projects, telework resources, and opportunities to become a featured employer in an iCommute case study; and provides ongoing recognition as an exemplary employer.

**Employer** demonstrates enthusiasm to grow commuter benefits program and to be a model to other organizations.



# Diamond Awards

The iCommuter Diamond Awards program recognizes employers in the San Diego region who have made strides to promote alternative commute choices in the workplace.

The Diamond Awards program recognizes employers as they work through stages of their commuter benefits program. The program is based on a points system tied to employer engagement, Rideshare Challenge participation, and shifts in employee transportation choices.

Employers of all sizes are encouraged to participate in the complimentary SANDAG iCommuter employer services program to be eligible for Diamond Awards. There are four tiers of Diamonds Awards recognition: Bronze, Silver, Gold, and Platinum.

In addition to recognition earned at each point level, all Diamond Awards employers are recognized at an annual SANDAG Board Meeting and in an agency press release.

## three ways to earn points



\*For a complete list of available points, email [employersupport@sandag.org](mailto:employersupport@sandag.org)

## Diamond Awards recognition

### Bronze = 5 points

Recognition
iCommuter website and social media

### Silver = 10 points

Recognition
iCommuter website and social media
Certificate of achievement

### Gold = 15 points

Recognition
iCommuter website and social media
Certificate of achievement
Newspaper ad

### Platinum = 20 points

Recognition
iCommuter website and social media
Certificate of achievement
Newspaper ad
Diamond Awards plaque



## See what other employers throughout the region have accomplished with their exemplary commuter programs.

**Thermo Fisher Scientific** offered strong commuter benefits for years, but participation was low. Their Green Team developed an intranet presence to promote benefits, facilitate online discussion, and list helpful resources. Benefits now are communicated to all new hires and promotional signage is displayed in break rooms. They held a Lunch 'N' Learn featuring Q&A with local service providers and vendors, and hosted booths to promote alternative transportation. The committee's efforts paid off – there was a 28 percent increase in commuter benefits participation in 2013.

**The Port of San Diego** has a Green Port Program that integrates environmental sustainability principles into business decisions, development, and operations. This includes providing full reimbursement for carpools, vanpools, and transit, as well as free bike lockers, and flexible workweek schedules. The goal of the program is to achieve long-term environmental, societal, and economic benefits through resource conservation, waste reduction, and pollution prevention.

**UC San Diego** offers a variety of programs designed to meet the commuting needs of employees and students, including transit pass discounts, vanpools, carpools, a bike commuter incentive program, and flexible work arrangements. A fully subsidized shuttle connects the campus to the Sorrento Valley COASTER station and Hillcrest Medical Center, while the campus provides 7,000 bike rack spaces and access to a free bikeshare program. Today, nearly 58% of UC San Diego commuters use alternative transportation to get to campus, and they are working to provide even more sustainable transportation choices.

**Parsons Brinckerhoff** employees regularly commute via alternative modes, which include the Trolley, local and express buses, the COASTER, carpools, and bikes. Approximately half of their employees take advantage of a compressed workweek schedule; teleworking is allowed when possible. Pre-tax transit passes are offered, as well as assistance to employees who need help planning transit commutes or finding carpools.

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*"The iCommute team has worked closely with Sharp HealthCare, assisting us in our efforts to help staff with commute solutions. We have enhanced our transit pass programs, helped employees set up vanpool and carpool opportunities, and use the iCommute website to gauge our carbon footprint. We appreciate the partnership that allows us to be a responsible employer in our community."*

**Anne Davis**, VP Workforce Support Services  
Sharp HealthCare

**iCommute**

c/o SANDAG

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