

Earn recognition as a



Best Site

pointa.ca/bwc



About Best Workplaces for Commuters - Best Site

Best Workplaces for Commuters (BWC) is a membership program that recognizes organizations that promote sustainable transportation options across North America. Organizations that meet the program's **Standard of Excellence** are acknowledged for offering exceptional transportation benefits.

To receive this prestigious designation, sites work with pointA to implement sustainable commuting programs and submit an application demonstrating they meet the **BWC National Standard of Excellence**.

How to Get Certified

As the official Canadian partner for the BWC designation, the pointA team is here to guide you every step of the way making the journey smooth, simple, and impactful. Start the easy to follow certification process today.



Step 1
Review Eligibility
Requirements

Determine how many of the BWC requirements your site currently meets.



Step 2
Get Your
Designation

Work with the pointA team to implement commuting programs that meet your site's needs and fulfill the requirements of the designation. Apply for the designation between June and November each year.



Step 3
Get Recognized

Every January, the list of BWC workplaces, sites, residential sites, universities and colleges is released on the BWC website and your workplace will be recognized across North America.

The Road to Becoming a BWC - Best Site

To qualify, identify the transportation benefits that you offer or would like to offer at your site. From the checklist below, you must offer **two facilities & improvements, two parking management, and five promotions, services and policies benefits** to qualify. Contact info@pointa.ca for details about designation requirements.



- ☐ Commuter Kiosk or Information Display
- ☐ Bus Stop Improvements
- ☐ On-Site Business Centre
- ☐ Secure Bicycle Parking
- ☐ Electric Vehicle Charging Stations
- ☐ Shower Facilities and Lockers for Active Commuters
- ☐ Site is Within Walking Distance to Transit Service
- ☐ On-Site Micromobility
- ☐ Enhanced Transit Access



- ☐ Comprehensive Wayfinding Program (app or signage)
- ☐ Charge Commuters and/or Visitors for Parking
- ☐ Reserved Parking Spaces for Carpool/Vanpool
- ☐ New Tenants may Opt to Purchase/Rent Parking Spaces
- ☐ Comprehensive Parking Management Plan
- ☐ Shared Parking Arrangements with Neighbouring Businesses
- ☐ Reserved Parking for Electric Vehicles (EV)



- ☐ Free/Reduced Price Transit Passes (\$30+/month per pass)
- ☐ On-Site Purchase of Public Transit Passes
- ☐ Commuter Information on Website or Company Intranet
- ☐ Conduct Travel Behaviour Surveys of Employees at Site
- ☐ Display Real-Time Traveller Information Including Transit
- ☐ Promote Changes in Travel Behaviour on Action Days, Inclement Weather and Emergencies
- ☐ Promote Commuter Options through Email or Newsletter
- ☐ On-Site Amenities (e.g., concierge, food service, daycare, banking, and dry cleaning)
- ☐ Member of a Transportation Management Association (TMA)
- ☐ Organize Healthy Initiatives for Tenants (e.g., biking and walking programs)
- ☐ First Mile/Last Mile Options from Transit (e.g., shuttles or bike share)
- ☐ Education for New Tenants about Commuter Benefits Offered at Site
- ☐ Regular Evaluation of your Commuter Benefits Program

Membership Benefits

Best Workplaces for Commuters - Best Site designation is a natural choice to meet your needs whether you are interested in increasing your tenants' satisfaction, maintaining a positive organizational image, or improving quality of life in your community and the global environment.

BWC Members that meet the **Standard of Excellence**, offering high level commuter benefits, will exclusively:

Receive North American Recognition



Receive **North American recognition** for being commuter-friendly and socially responsible. Be included on the list of certified North American sites released each January.

Access to Tools & Resources



Through the BWC online members portal, access **promotional tools, webinars, and more**. Employees can also access **free and discounted professional development opportunities**.

Meet With Industry Experts



Take part in **networking opportunities with peers and experts** in the field to exchange ideas and learn new strategies. Join **web conferences and training** to help you implement commuter benefits.

Don't just take our word for it!

“We're honored and excited to receive this recognition. The program has truly been a game-changer for us. It's made a huge difference in helping us share this accomplishment with our team and tenants. We're looking forward to continuing our efforts to offer valuable commuter benefits, and this recognition is a wonderful reminder of the positive impact we've made in encouraging people to co-commute, take transit, bike, and more.

— Sarah Chuma, Assistant Property Manager,
Stockton & Bush Property Services Inc. for 111 Gordon Baker

Contact Info

pointA manages the BWC program in Canada.

info@pointa.ca
(416) 886-9647



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