



Be recognized as a
Best University or Best College today.



Changing How Canada Commutes

Best Workplaces for Commuters (BWC) is an innovative membership program that provides recognition to universities and colleges offering outstanding commuter benefits.

Visit pointa.ca/bwc to get started.

About BWC- Best University/College

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, universities and colleges 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 university or college currently meets.



Step 2 Get Your Designation

Work with the pointA team to implement commuting programs that meet the needs of your students, staff, and faculty 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 and universities/colleges is released on the BWC website and your university/college will be recognized across North America.

The Road to Becoming a Best University/College for Commuters

To qualify, identify the transportation benefits that you offer or would like to offer at your organization. You must offer **one primary**, **three secondary**, and **all support benefits** to qualify.

This checklist includes only some of the commuter benefits that may be offered. The full list is on the application form at www.bestworkplaces.org/join.

 Primary	<input type="checkbox"/> Transit Pass Subsidy (\$30+/month/employee OR Student) <input type="checkbox"/> Carpool/Vanpool Subsidy (\$30+/month/employee OR Student) <input type="checkbox"/> Remote Work Program (reduces commuting trips by 6%+) <input type="checkbox"/> Compressed Workweek (reduces commuting trips by 6%+)	<input type="checkbox"/> Cash Instead of Parking (\$30+/month/employee) <input type="checkbox"/> Employee Shuttle OR Student Shuttle (must be fully or partially funded by institution) <input type="checkbox"/> Bicycle Commuting Program (reduces commuting trips by 6%+ or \$20+/month/employee OR student) <input type="checkbox"/> Equivalent Commuter Benefit
 Secondary	<input type="checkbox"/> Employee Transportation Coordinator <input type="checkbox"/> Membership in a TMA <input type="checkbox"/> Transportation Kiosk <input type="checkbox"/> Shared Parking <input type="checkbox"/> Transit Discounts <input type="checkbox"/> Cash Instead of Parking <input type="checkbox"/> Incentives to Live Closer to Work <input type="checkbox"/> Preferred Carpool Parking <input type="checkbox"/> Reduced Parking Costs for Employees who Carpool <input type="checkbox"/> Carpool Partner Matching <input type="checkbox"/> Car Sharing On-Site/ Adjacent to Workplace <input type="checkbox"/> Fleet Vehicles	<input type="checkbox"/> First/ Last Mile Connection to Transit <input type="checkbox"/> Secured Bicycle Parking <input type="checkbox"/> On-Site Showers and/or Lockers <input type="checkbox"/> Bike Sharing/ E-Scooters on Site or Discounts <input type="checkbox"/> Electric Vehicle (EV) Charging <input type="checkbox"/> Remote or Compressed Work Policy (less than 6% reduction in commuting trips) <input type="checkbox"/> Flextime <input type="checkbox"/> Award Programs <input type="checkbox"/> On-Site Amenities <input type="checkbox"/> Healthy Initiatives <input type="checkbox"/> Other: _____
 Support	<input type="checkbox"/> Subsidized Emergency Ride Home (ERH) Program for Faculty and Staff OR Students <input type="checkbox"/> Pay membership dues	

Membership Benefits

BWC is a natural choice to meet your needs whether you are interested in increasing students, staff or faculty's 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 universities/colleges 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!

“

York has spent many years building a strong transportation network, working with city partners to ensure our campuses are well-connected and accessible, and considering the ways we can lower our carbon footprint with sustainable travel options. This new designation is a celebration of that work and a reflection of what's to come.”

— Carol McAulay, Vice-president, finance and administration, York University

Contact Info

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pointA manages the BWC program in Canada.



pointa.ca/bwc