Earn recognition as a

BWC™
BEST Workplaces for Commuters
Canada

Best University

pointa.ca/bwc





About Best Workplaces for Commuters - Best University

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, universities 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 currently meets.



Step 2
Get Your Designation

Work with the pointA team to implement commuting programs that meet your 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, 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 University

To qualify, identify the transportation benefits that you offer or would like to offer at your organization. From the checklist below, you must offer **one primary benefit, three secondary benefits and all support benefits** to qualify. Contact **info@pointa.ca** for details about designation requirements.



- ☐ Transit Pass Subsidy ($30+/month/employee OR student)
- ☐ Carpool/Vanpool Subsidy ($30+/month/employee OR Student)
- ☐ Cash Instead of Parking ($30+/month/employee)
- ☐ Employee OR Student Shuttle (must be fully or partially funded by institution)
- ☐ Remote Work Program (reduces commuting trips by 6%+)
- ☐ Compressed Workweek (reduces commuting trips by 6%+)
- ☐ Bicycle Commuting Program (reduces commuting trips by 6%+ or $20+/month/employee OR student)
- ☐ Equivalent Commuter Benefit



- ☐ Employee Transportation Coordinator
- ☐ Member of a Transportation Management Association (TMA)
- ☐ Transportation Kiosk
- ☐ Shared Parking
- ☐ Transit Discounts
- ☐ Cash Instead of Parking (less than $30/month/employee)
- ☐ Incentives to Live Closer to Work
- ☐ Preferred Carpool Parking
- ☐ Reduced Parking Costs for Employees who Carpool
- ☐ Carpool Partner Matching
- ☐ Car Sharing On-Site/Adjacent to Workplace
- ☐ Fleet Vehicles
- ☐ First/Last Mile Connection to Transit
- ☐ Secured Bicycle Parking
- ☐ On-Site Showers and/or Lockers
- ☐ Bike Sharing/E-Scooters On-Site or Discounts
- ☐ Electric Vehicle (EV) Charging
- ☐ Remote or Compressed Work Policy (less than 6% reduction in commuting trips)
- ☐ Flextime
- ☐ Award Programs
- ☐ On-Site Amenities (e.g., daycare or convenience store)
- ☐ Healthy Initiatives
- ☐ Other Benefits:_____



- ☐ Subsidized Emergency Ride Home (ERH) Program for Faculty and Staff OR Students
- ☐ Pay Membership Dues

Membership Benefits

Best Workplaces for Commuters - Best University designation 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



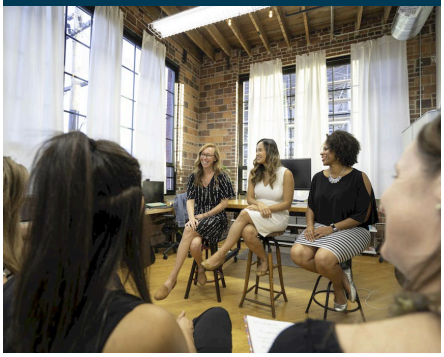
Receive **North American recognition** for being commuter-friendly and socially responsible.
Be included on the list of certified North American universities released each January.

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

Contact Info

pointA manages the BWC program in Canada.

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