Earn recognition as a

BWC™

BEST Workplaces for Commuters

Canada

Best Workplace

pointa.ca/bwc

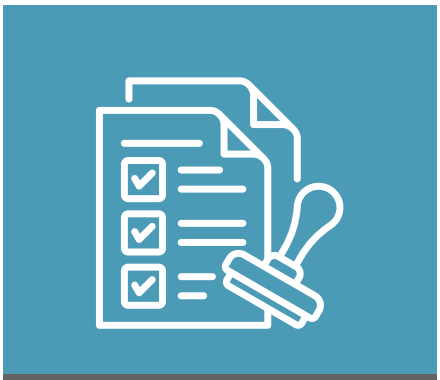
About Best Workplaces for Commuters

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, employers 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 workplace currently meets.

Step 2
Get Your Designation

Work with the pointA team to implement commuting programs that meet your employees' 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 Best Workplace for Commuters

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.

1 Primary benefit

- ☐ Transit Pass ($30+/resident who commutes)
- ☐ Shuttle Service (must be fully or partially funded by site)
- ☐ Remote Work Program (reduces commuting trips by 6%+)
- ☐ Compressed Workweek (reduces commuting trips by 6%+)
- ☐ Cash Instead of Parking ($30+/month/employee)
- ☐ Employee Shuttle (must be fully or partially funded by employer)
- ☐ Bicycle Commuting Program (reduces commuting trips by 6%+ or $20+/month/employee)
- ☐ Equivalent Commuter Benefit

3 Secondary benefits

- ☐ 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:_____

ALL Support benefits

- ☐ Free Emergency Ride Home (ERH)
- ☐ Pay Membership Dues

Membership Benefits

Best Workplaces for Commuters - Best Workplace designation is a natural choice to meet your needs whether you are interested in increasing employee job satisfaction and company finances, 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 workplaces 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!

> *The City of Toronto is proud to be recognized as the first municipality and workplace in Canada to achieve the designation of Best Workplace for Commuters. Our support of sustainable commuting helps our employees experience a better, less stressful commute and supports our TransformTO Net Zero Strategy by reducing greenhouse gas emissions and congestion from a major source: transportation.*
>
> — Mayor Olivia Chow, City of Toronto

Contact Info

pointA manages the BWC program in Canada.

info@pointa.ca

(416) 886-9647

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