

"A Look at Employer TDM Programs in the Midwest"  
Netconference






Sponsored by:

Midwest Chapter of the  
Association for Commuter Transportation  
And  
National Center for Transit Research at the University of South Florida




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- Advocates for TDM
- Provides professional growth and networking opportunities
- Communicates the latest information on TDM best practices and industry news
- For more info, visit [www.actweb.org](http://www.actweb.org)

ACT International Conference  
September 9-12, 2007  
in Seattle

Sponsored by:  
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- NCTR is located at the Center for Urban Transportation Research (CUTR) at the University of South Florida
  - National TDM and Telework Clearinghouse Help Desk
  - TRANSP-TDM listserv
  - TDM Talk Blog
  - Florida Commuter Choice Training

For more info visit:  
[www.nctr.usf.edu/clearinghouse](http://www.nctr.usf.edu/clearinghouse)





Today's Agenda


- Welcome and Introduction (5 min)
  - Donna Smallwood, MassRides/URS, Moderator
  - Phil Winters, NCTR at University of South Florida
- Polling Questions (5 min)
- Presentations (40 min)
  - Tim Grzesiakowski, Commuter Transportation Manager, of Hewitt Associates in Lincolnshire, IL.. Tim will discuss the TDM program undertaken by his employer.
  - Anne Janotta, Marketing Director of the Downtown TMA in Des Moines, IA, will discuss an employer-based alternative commute initiative called "Rest Your Car".
- Q&A (30 min)
- Closing remarks



Today's Panel



Anne Janotta  
Marketing Director  
Downtown TMA  
(Des Moines)







Tim Grzesiakowski  
Commuter Transportation Manager  
Hewitt Associates

Coming Attractions

- Thursday, July 26, 2007
  - Safe Routes to School: Why They Matter to Kids, to Communities, and to TDM Professionals Netconference
    - 2 PM to 3:15 PM EDT
    - 1 PM to 2:15 PM CDT
    - Noon to 1:15 PM MDT
    - 11 AM to 12:15 PM PDT
- September 9-12, 2007
  - ACT International Conference
  - Seattle, Washington
  - [www.actweb.org](http://www.actweb.org)







Hewitt

## Hewitt Associates Transportation Program

June 21, 2007

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### About Hewitt Associates


- Founded in 1940
- Over 25,000 associates worldwide
- Serve 75% of Fortune 500 companies
- Mission Statement: Making the world a better place to work
- Vision 2008 Statement: To be the best in the people business

### Hewitt's Presence in the Midwest Chapter Region

- Over 5,800 associates at Lincolnshire, Illinois, headquarters
- Over 250 associates at two Chicago offices
- Offices in downtown Milwaukee, Minneapolis, and St. Louis
- Virtual associates in Illinois, Iowa, Minnesota, Missouri, and Wisconsin

### Where is Lincolnshire, Illinois?


- Lincolnshire is located 31 miles north of downtown Chicago
- Population is approximately 6,500
- Notable people from Lincolnshire include Andrea Jaeger and former NFL player Matt O'Dwyer

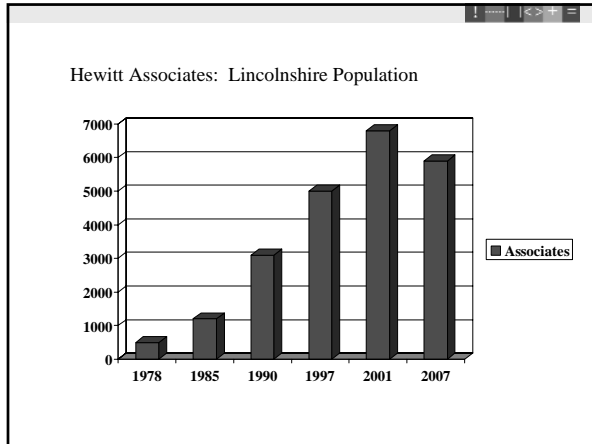


### Hewitt's Presence in Lincolnshire

- Headquartered in Lincolnshire since 1978
- Lincolnshire's largest employer
- Three campuses with eleven buildings housing nearly 6,000 associates

### Hewitt's Lincolnshire Campuses





- ### Why Hewitt Became Involved in TDM Issues
- Wider geographic distribution of associates
  - Associate concerns about commuting issues
  - Competitive edge in recruiting and training quality associates
  - Contribute to satisfying work experience
  - Responsible corporate citizen


- ### Commuter Transportation Manager's Role
- Plan, implement, market associate transportation programs
  - Work with area organizations on transportation issues
  - Create effective and timely communications on Hewitt's TDM programs
  - Serve as internal and firmwide resource on TDM programs
  - Work on demographics and related issues with Hewitt's Real Estate practice

### Service Options - Lincolnshire

- ### Buses and Shuttles
- Three Pace Shuttle Bug Routes (Routes 12, 576, and 581)
  - Two Pace Fixed Routes (Routes 272 and 626)
  - Two private shuttle routes (Midwest Motorcoach)




**Train Stations Served**




**Ridesharing Program**

- Over 180 registered carpools
- Preferential parking for participants
- Emergency Ride Home Program available
- Links to area rideshare programs




**Bicycling**

- Bike racks and showers available at most buildings
- Network of bike trails in Lincolnshire and neighboring Buffalo Grove
- Biking at Hewitt information



**Emergency Ride Home Program**

- Offered to registered transit and rideshare patrons
- Provides taxi ride home or to transit stop
- Used for associate or family member's illness, emergency situations, or unexpected overtime
- No cost to associate




**Transit Reimbursement Incentive Program (TRIP)**


- Associate-Paid Pretax Option
- Administered through Integrated Benefit Solutions (IBS)
- Covers transit, vanpool, and parking
- Offered to all U.S. associates

**How TDM Information is Communicated to Associates**

- The Source (online newspaper)
- The Associate Resource
- Shuttle Mailbox
- HA Facilities Database
- Benefits Fairs
- Orientation Kits for New Hires



Clean Air Counts Campaign



This ad was made possible by the Sears Funds at The Chicago Community Trust.


**Jones Lang LaSalle & Hewitt Associates**  
**Reduced Air Pollution**  
**by 15,526 lbs.**

[www.CleanAirCounts.org](http://www.CleanAirCounts.org)

Photo by Dennis C. Cook provided through the support of the Sears Funds, The John T. and Catherine T. McArthur Foundation, The Chicago Community Trust, and the United States Environmental Protection Agency

Metra's Sunrise Express

- Service began on April 2, 2007
- Designed to serve reverse commute market beginning work at 7:00 a.m.
- Hewitt participated in Task Force with other companies
- Hewitt extended shuttle service to meet Sunrise Express



Former Routes and Services

- Pace Shuttle Bug Route 11 (East Campus to Highland Park Station)
- Pace Subscription Route 1023 (West Campus to Chicago)

Upcoming and Future Programs

- Annual Enrollment Planning (Lincolnshire and other large North American offices)
- Additional TDM Program emphasis at other Hewitt locations in North America
- Continue to partner with neighboring companies/organizations

Lessons Learned


- Management support is important
- Quantify your program's results, if possible
- One size does not fit all
- Focus on markets interested in your message
- Don't focus all your efforts on Generations X and Y
- Know the nuances in your particular market

Contact Information

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**ACT Midwest Chapter Net Conference**  
TDM Programs at Work  
June 21, 2007

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Presented by Anne Janotta  
Transportation Management Association  
Des Moines, IA

**History of TMA in Des Moines**

- Created in 2001.
- Located within the Downtown Community Alliance and Greater Des Moines Partnership.
- Close ties to business community.
- Focus was to be on:
  - Communicating construction updates
  - Achieving traffic reduction goals


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**10% Traffic Reduction Goal**

- Current construction project is a minimum build.
- In order to maintain traffic flow into the future, steps needed to be taken to reduce traffic during peak drive times.
- Thus, the Des Moines Area MPO mandated that the area would need to achieve a 10% permanent traffic reduction during peak drive-times.
- It has become the job of the TMA to help achieve this goal.

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**The Rest Your Car program is born.**

- Implemented in 2005.
- Largely web-based: [www.restyourcar.com](http://www.restyourcar.com)
- Allows us to promote alternative commute options and track miles reduced at the same time.


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**Rest Your Car basics:**

- It's an incentives program designed to get commuters to try using an alternate commute option.
- Must use commute option a minimum of four times a month to receive benefits.
- Alternative Commute Options include:
  - Carpooling
  - Vanpooling
  - Riding the bus
  - Biking
  - Walking


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**Goals of the program:**

- Offer incentives and benefits to participating companies' employees to encourage changed commuting behavior.
- Automate tracking of changed behavior to help companies measure reduction in number of employees using solo commute.

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### How it works:

- Companies sign on to sponsor the program.
- We work with HR & marketing departments to promote the program internally.
- 23 sponsorship companies are currently in the program.
- It is completely free for companies to join.
- The program is open to all commuters, not just those employed by sponsor companies.



### Becoming a member:

- Commuters register online at [www.restyourcar.com](http://www.restyourcar.com).
- Membership information is sent in the mail, including a "commuter card."
- This card provides them with a log-in number they can use to report their mode of transportation.
- Once they log in at least 4 times a month they are eligible for program incentives.



### Reporting your mode of transportation:



### Membership Incentives: Prizes

- \$1,000 worth of prizes are given out monthly to members, including:
  - 2 \$100 cash prizes
  - Gift certificates
  - Tickets to concerts or plays
  - Digital cameras
- Quarterly trip valued at \$2,500
  - Possible destinations include New York City, Mexico, or Washington D.C.
- All drawings done through online database.



### Membership Incentives: Benefits

- Guaranteed Ride Home**
- Preferred Parking**
  - in select garages for carpoolers and vanpoolers
- Preferred Maintenance,**  
including discounts on:
  - Oil changes
  - Tire rotation
  - Parts & labor
  - Free vehicle pick-up and delivery



### Sponsor Benefits

- We assist sponsor businesses in marketing the program to employees through:
  - Grab & Go tables
  - Newsletter Articles
  - Brochures
  - Table tents & posters
  - Preferred Parking signs for parking lot
  - Quarterly reports



## Other Marketing Efforts

- Radio advertising
- Bus-wrap advertising
- Downtown banners
- Billboards
- Websites
- Newsletter promotions



## Website Logistics

- Program is almost entirely web-based.
- Members provide the following upon registration:
  - Home and work contact info
  - Alternate commute choice
  - Number of miles they commute to work one way
- Website stores all data, allowing us to generate reports at any time.
- All drawings are conducted online, guaranteeing random winners.



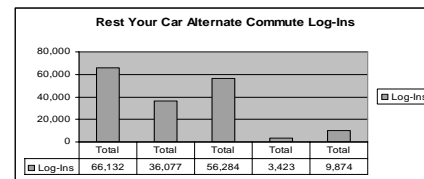
## Website Logistics, cont'd.

Member Name	Home Address	Work Address	Alternate Commute Choice	Number of Miles Commuted One Way	Number of Miles Commuted One Way (Alternate)	Number of Miles Reduced	Number of Log-Ins	Number of Miles Reduced (Total)
Member 1	1000 Main St	1000 Main St	1000 Main St	10	5	5	1	5
Member 2	2000 Main St	2000 Main St	2000 Main St	15	10	5	2	10
Member 3	3000 Main St	3000 Main St	3000 Main St	20	15	5	3	15
Member 4	4000 Main St	4000 Main St	4000 Main St	25	20	5	4	20
Member 5	5000 Main St	5000 Main St	5000 Main St	30	25	5	5	25



## Rest Your Car Stats

- Since February 2005 to present:
  - Over 2,900 members
  - Over 800,000 miles have been reduced



## The Future of the Rest Your Car program

- Continue to grow the number of businesses involved. The goal for 2007 is to add 10 new companies.
- Partner with our Regional Transit Authority on promoting their services in conjunction with program.
- Combine this program with our other TMA campaign, Avoid the Rush.  
([www.avoidtherush.org](http://www.avoidtherush.org))



## Questions?

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