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REGIONAL Report

ENHANCING AND PROTECTING THE QUALITY OF LIFE IN OUR REGION

July 2002

DRCOG Takes Lead in Commuter Choice Initiative

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The regional council was recently recognized as a pioneer among employers participating in the Commuter Choice Leadership Initiative, a voluntary program sponsored by the Environmental Protection Agency (EPA) and the U.S. Department of Transportation (DOT). This innovative business/government partnership encourages employers to offer commuter benefits to their employees, which helps relieve traffic congestion and pollution while potentially giving businesses tax credits and the ability to

better attract and retain employees.

DRCOG is one of more than three dozen Colorado employers in the initiative, which was launched nationally on May 14. Along with California and Washington, DRCOG leads the nation in participating employers. To qualify, a company must offer one primary benefit, such as a transit pass or telecommuting, and most must offer three secondary benefits as well, such as preferred or reduced-cost parking for carpools and vanpools, shuttles to transit stops or compressed work schedules. Finally, the employers must offer a Guaranteed Ride Home pro-

gram for employees who take advantage of these options.

U.S. Transportation Secretary Norman Mineta publicly commended DRCOG and ten other agencies at a ceremony on May 14 at EPA headquarters in Washington D.C. for their efforts to expand choices for commuters and ease congestion.

For more information on the Commuter Choice Leadership Initiative, go online at www.commuterchoice.gov, or call their toll-free hotline at (888) 856-3131.

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