

## **Physicians Plus Insurance Corporation 2008 TDM Program Overview and Goals for 2009**

### **OVERVIEW:**

Efforts continued throughout 2008 to encourage employees to utilize alternate modes of transportation to the downtown area.

The Alternate Transportation display continues to be located in a high traffic area of the company on the 2<sup>nd</sup> floor. This area continues to be updated periodically and continues to promote alternate transportation of all types.

In 2007, the MOVE Team (health & wellness team) was chartered. This team is responsible for the development, implementation, evaluation and communication of health improvement activities for Physicians Plus internal employees to improve overall health. This team encourages active participation in health activities including, walking, biking, healthy eating, etc.

The MOVE Team also took on the role of Site Coordinator for the 2008 Bike-to-Work Week. Several activities took place internally to promote the event. To make it interesting and to encourage employees to take the challenge to bike to work the following incentives were offered:

- During this week, each time the employee biked to work, his/her name was entered into a drawing for a \$50 gift card for Dicks Sporting Goods. Two gift cards were issued. So the more times the employee rode to work that week, the more times their name was entered into the drawing.
- In addition, employees earned points for the Employee Passport for participating in Bike to Work Week.

In the Fall of 2008, the GREEN Team was chartered. This team was created to explore and implement environmentally friendly initiatives which will reduce our overall impact on the environment and create a corporate awareness of sustainability.

Physicians Plus continued to make bus passes available on site. We are currently providing eight (8) employees with bus passes each month. In addition, employees taking advantage of the bus pass program also receive a taxable cash incentive equal to \$13.00 per month.

Physicians Plus increased the taxable cash incentive payment equal to \$60.00 to encourage individuals to relinquish their parking privileges. We currently have 3 employees receiving a cash incentive. (1 carpools, 1 walks & 1 receives a bus pass from MATC).

Our flextime policy, implemented in 2001 continues to be heavily utilized by our employees. Employees are allowed to change flex schedules on a quarterly basis, so the numbers of participants are constantly changing. Popularity continues to be high. We currently have nine (9) employees working variable work hours and thirty-nine (39) employees working compressed workweeks. This represents almost 40% of our workforce.

Ward Paxton, a representative from the Rideshare Program was available on-site to educate employees and answer questions on 7/12 & 7/13/2007. (2008?) He plans to be back on site in January 2009 to provide information and counseling on the Rideshare programs available in Dane County to our employees.

Physicians Plus made several attempts via telephone and by letter to participate with The Fiore Companies' TDM Association to create a collaborative effort to align our programs. We received no response from the Fiore Company.

During 2008, our turnover rate was approximately 10.71%. We continue to see varying participation in alternate modes of transportation throughout the year due to staff turnover, change in family status, moves, etc. As of now, we have approximately 127 employees, including full and part-time, and limited term.

I would estimate that on a month to month basis, our program continues to encompass approximately 6 to 8 hours of administrative time to manage the taxable cash incentives, bus pass management and distribution to employees, maintaining our alternate transportation display area, and managing flextime schedules. In addition, I would estimate that approximately 20 hours are spent on activities related to bike-to-work week.

An internal survey was conducted again on May 13, 2008 as a follow-up to the original survey that was conducted in 2001 when the program was first implemented. Survey results show that flexible work schedules and our guaranteed ride home in an emergency are the most desirable benefits in our plan.

Ward Paxton also assisted Physicians Plus with evaluating the results of our survey, along with providing benchmark information.

These results compare favorably with the 1.14 AVO recommended in the Best Work Places Program sponsored by the Association for Commuter Transportation. While that is a minimum benchmark our current 1.27 AVO is well above the minimum and it increased from '07 to '08, which is a good sign.

Table 1. Physician's Plus '07-'08 Commute Employee Average Vehicle Ridership

Mon	Tues	Wed.	Thurs.	Fri.	Weekly AVO
<b>2007</b>					
86 persons 71 veh. trips 1.21	91 persons 75 veh. 1.21	88 person 73 veh. trips 1.20	89 person 76veh trips	80 persons 66 veh trips 1.21	1.20

AVO			1.17		
<b>2008</b>					
70 persons 52 veh trips 1.34	71 persons 56 veh trips 1.25	67 persons 51 veh trips 1.31	71 persons 58 veh trips 1.22	63 persons 47 veh trips 1.34	1.27

Table 2 Physicians Plus Work Trip Mode Choice Comparison

<b>Mode</b>	<b>2008 P-Plus</b>	<b>2000 Downtown</b>	<b>2000 Dane County</b>	<b>2000 US</b>
Drive alone	67.3	53.1	74.7	74.1
carpool	9.1	13.2	10.5	9.5
public transportation	9.9	11.2	3.8	4.2
bicycle	2.4	4.8	1.6	3.7
walk	2.67	15.9	5.7	
vanpool				0.5
other (park n ride)	0	0.7	0.4	2.8
work at home/no go	8.5	0.7	3.5	

GOALS FOR 2009:

- 1) Continue to have company paid bus passes available to employees on-site.
- 2) Continue to offer a taxable cash incentive to those employees not participating in our parking program.
- 3) Continue to encourage and support employee's use of flextime.
- 4) Participate in Bike-to-Work Week activities.
- 5) Continue to market and publicize alternate modes of transportation to current and new employees.
- 6) Invite a Ride Share Representative back to offer employees the opportunity to learn more about transportation alternatives through the rideshare program.
- 7) Promote the use of Metro trip itineraries.
- 8) Promote the availability of an emergency ride home.
- 9) Consider increasing the taxable cash incentive to employees not utilizing the parking benefit in conjunction with our annual review of the employee benefit program.
- 10) Continue to use the Green Team and the MOVE Team to support alternate transportation initiatives.
- 11) Provide an update of program status to the City.