

Go Coast Commuter Friendly Employer Program

Make the Cape Fear region a better place to work and live! The Go Coast Commuter Friendly Employer Program recognizes employers who provide or support a range of transportation options for their employees, which improves traffic congestion, our air quality, and our climate.

Commuter Friendly Employers will be recognized on the Go Coast website and in Go Coast publications and newsletters. Receiving a Go Coast Commuter Friendly Employer designation can be a useful opportunity to attract and retain employees, to work towards internal goals for sustainability and health, and to enhance employee culture.

An employer can apply for one of three levels as a Go Coast Commuter Friendly Employer: Bronze, Silver, and Gold. Each category expands upon the one before and include an increasing number of programs and services provided by the employer to its employees. Apply by emailing GoCoast@wilmingtonnc.gov and indicating which level you're applying for (Bronze, Silver, or Gold) with details about how your organization meets these criteria.

Bronze Level Go Coast Commuter Friendly Employers meet the following criteria:

- **Regularly promotes Go Coast events and services** (at least 4x per year) to employees such as Be A Looker bicycle/pedestrian safety information, transportation option reminders, and info about Go Coast's Bike Month and Get There Greener challenges

Silver Level Go Coast Commuter Friendly Employers meet the following criteria *and* all of the Bronze Level Criteria:

- **Includes Go Coast efforts in new employee orientations** by including bike maps, Wave Transit and RideMicro information where applicable, telework/alternative work schedule information, carpooling information, and/or other Go Coast brochures

And at least one of the following:

- **Offers Alternative Work Schedules** to employees when viable
 - An Alternative Work Schedule is a schedule that allows the employee to work outside of typical business hours to mitigate traffic congestion during peak traffic times. The employer can offer one/any of the following:
 - **Flextime:** allows employees some flexibility in their daily work schedules. This may follow a 5-day work week but allows the employee to work, for example, 7:00am-4:00pm or 9:00am-6:00pm (Good for employees who use the bus or carpool when schedules may vary by up to an hour if a bus has a missed trip, for example.)

- **Compressed Work Week:** allows employees to work fewer days but longer hours each day to follow at 40-hour work week. Common examples are four ten-hour days, or four 9-hour days and one 4-hour day.
- **Staggered shift:** reduces the number of employees arriving at and leaving a worksite at one time. An example would be having a third of day-shift employees each work 7:00am-4:00pm, 8:00am-5:00pm, and 9:00am-6:00pm. Staggered shifts are created by the employer.
- **Offers Telework/Telecommute** to employees when viable. Telework/Telecommute allows the employee to work from home on designated days, to remove a commuting vehicle from the road to reduce congestion.
- **Provides bike racks** and/or other facilities for active and sustainable transportation at the worksite, and/or allows employees to store their bikes inside the building.

Gold Level Go Coast Commuter Friendly Employers meet at least two of the following criteria and the Silver and Bronze level criteria:

- **Facilitates ride-matching** for carpoolers by encouraging employees who live close together to share the ride to/from work when possible
- **Provides priority parking for carpoolers or vanpoolers** in designated parking spaces
- **Subsidizes public transportation fees** for employees or provides other financial benefits for employees who participate in alternative transportation, such as funding a transit pass or vanpool fare, or offering parking cashout (which pays the employee the cost of the parking space to use alternative transportation instead)
- **Has at least one employee who serves on the Go Coast Committee**
- **Has applied for [Commute Friendly NC](#)**, a statewide recognition program.
- **Has applied for [Best Workplaces for Commuters](#)**, a national recognition program.
- **Has on-site facilities that reduce single-occupancy vehicle trips**, such as dining, childcare, or an exercise gym at the worksite
- **Provides on-site shower access** for active commuters