

EXTERNAL RECOGNITION

Recognition Basics

There are several local and national-level programs that recognize businesses who strive to improve their transportation options programs. ETCs can spearhead company efforts to meet program requirements, providing a clear target to focus your attention and an attractive goal to gain management buy-in. External recognition programs also provide:



- Marketing value to your company in attracting and retaining loyal customers and employees.
- Valuable 3rd party feedback on how to improve your programs.

How to Start

Here are a few simple steps ETCs can take to work towards gaining external recognition:

1. Choose a program from our suggestion list that best fits the needs and values of your company.
2. Set a timeline of tasks for reaching your goals, working backwards from the application deadline.
3. Approach management to garner their support.
4. Notify employees of the company's efforts, especially if their participation is required to receive the award.

If you are awarded recognition—congratulations! You can display your designation at your worksite and on external communications, and write press releases to local news outlets. Many awarding agencies will help provide marketing and publicity tools to advertise your success.



GET THE SEAL OF APPROVAL

Mountain Rose Herbs earned a Silver Level Award from the League of American Bicyclists for creating a welcoming atmosphere for employees and customers who bike. Learn more about Mountain Rose Herbs' commute options program on their employer profile.

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