

# PBS: Public Broadcasting Service

CHAMPION SINCE 2014

## HIGHLIGHT

PBS, the nonprofit broadcast television program distributor, is headquartered in Crystal City with over 400 employees.

Many PBS employees take advantage of their location right above the Crystal City Metro Station to commute to work via public transportation. The company also promotes active transportation options including biking and walking.

Health and wellness is very important to PBS, and its partnership with Arlington Transportation Partners (ATP) helps promote healthy lifestyles for all employees.

## CLIENT OPPORTUNITY

PBS offers a pre-tax transit benefit, but was looking for fun new ways to engage employees and promote active lifestyles.

They reached out to ATP in 2012 for ideas and have been partners ever since this first collaboration.

## BASICS

**Champion Level**

Gold

**Urban Village**

Crystal City

**Industry**

Public Television

**Staff**

440



## CHALLENGE

PBS wants to be able to offer new and different things to employees with minimal expense.



## CHAMPIONS SOLUTION

Once ATP explained the Capital Bikeshare corporate membership program and pricing, PBS realized they could use part of their wellness budget to offer Bronze Level Membership to employees.

ATP brought a Capital Bikeshare bike and information to a Spring employee wellness event to encourage employees to sign up. Helmets in different sizes were available for the employees to try on as well. Since launching the benefit, around 30 employees have signed up for Capital Bikeshare.

In addition, ATP has participated in many wellness events at PBS, reminding employees about their transportation related benefits, sharing information about new services in the area (like Metroway) and encouraging walking teams. Employees are always happy to see ATP at the event and appreciate the benefits of biking and walking.

## PEOPLE STORY

One of the PBS employees, Pat Green, is a dedicated walker. Pat walks just about every day, even in the rain and constantly encourages her coworkers to walk with her.

Having someone in their office role modeling encourages a big group, especially when the weather is nice. Pat and her walking team also participates in ATP's National Walk@Lunch Day events as well. Thanks Pat!

## ARLINGTON IMPACT

With its range of benefits and amenities, PBS helps remove approximately 33 cars off the road per day.

PBS' impact assists Arlington County in its long-range goal of shifting the SOV mode split from 60%, where it currently is, to 40%.