

# RHDG

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## **RHDG Wins New Work with San Francisco Environment**

*June 2011*

San Francisco Environment's Transportation Demand Management (SFE TDM) division has awarded Riezebos Holzbaur Group (RHDG) with a branding and communications contract to support their Commuter Benefits programs. To promote the programs, RHDG will rebrand the division and create strategic messaging to communicate the program's benefits.

SFE is the City of San Francisco's Department of the Environment. Their TDM division is tasked with improving air quality by reducing motor vehicle use. Offering a suite of commuter-benefits programs to employees working in San Francisco, the department hopes more people will choose alternative modes of transportation. Under Commuter Benefits, employees are allowed up to \$230 per month in pre-tax deductions to pay for transit and vanpool expenses.

Pre-tax deductions for transit are a great financial incentive to encourage commuters to use driving alternatives. Using driving alternatives helps relieve traffic congestion and maintains good air quality, making our neighborhoods better places to live and work.

To learn more about SFE TDM, please visit their website at [http://www.sfenvironment.org/our\\_programs/topics.html?ssi=7&ti=18](http://www.sfenvironment.org/our_programs/topics.html?ssi=7&ti=18).