Increasing Access to Commuter Benefits

Presented by Marina Budimir
CSG Event, February 9, 2017
Introduction

• Increasing Access to Commuter Benefits
  – DC Commuter Benefits Law
  – Development Review
  – TDM Strategic Plan
  – goDCgo

• moveDC Goal
  – Achieve 75% of all trips to active/sustainable transportation

75% Non-SOV
Commuting in the DC Area

- Drive alone percentage dropped between 2010-2016
- Telework increased significantly
- Transit, Bike, Walk modes increased

Source: COG, State of the Commute 2016 Report
Commuting in DC

- Drive alone percentage has decreased over time
- Transit use has decreased between 2010-2015
- Biking and walking increased

Source: American Community Survey
DC Commuter Benefits Law

- Sustainable DC Omnibus Amendment Act of 2014
  - Reducing SOV Use by Encouraging Transit Benefits
  - For companies with 20+ employees

- Three options to choose from:
  - Pre-tax contribution for transit
  - Direct transportation subsidy
  - Shuttle or vanpool offered by employer
DC Commuter Benefits Law – Preliminary Findings

- 78% of employers started benefits because of law
- 29% of employers expanded benefits company-wide
- 18% offer employer-paid parking subsidy
- 34% offer free parking
Development Review

• Use TDM to mitigate development impacts
• Set up infrastructure to support sustainable transportation in office and residential environment
• Promote commuter benefits and Capital Bikeshare membership
TDM Measures

- Bike Storage Room
- Pre-loaded SmarTrip
- Carsharing
- Transit Info Screen
TDM Strategic Plan

• 6 Year Plan
• Expand employer services program
• Build on the DC Commuter Benefits Law
• Promote the use of parking cash-out incentives
• Increase the availability and use of telework
Strategies for Employers

- Pre-tax transit benefit
- $20 Monthly Bike Vouchers/Reimbursements
- Capital Bikeshare Corporate Member
- Offer daily parking rates only
- Parking Cash-out
- Use 3rd party benefits administrators

- Sign up for commuter management software like Luumia to manage parking program
- Hire a TDM Coordinator
Capital Bikeshare is Public Transit

- Regular Membership is $85 per year
- Corporate Membership is $0-50 per year depending on employer’s subsidy
  - 161 Corporate Members
- $2 Single-trip Fare
Next Steps for Commuters

• Great benefits are available BUT might not be offered by your employer yet
  – Pre-tax commuter benefits
  – Capital Bikeshare Corporate Membership
  – $20 monthly bike voucher

• Providing commuter benefits is a collective effort
  – Federal bicycle advisory group
  – Your company’s wellness team
goDCgo Can Help

1. Spread the word! Events + internal marketing
2. Stock transit brochures & custom posters
3. Update policies and implement new benefits
4. Conduct a transportation survey
5. Receive your results & recommendations
6. Make the case to management

Contact Details:
goDCgo.com  info@godcgo.com  202-299-2186
Thank you

Marina Budimir, MPA
Transportation Planner (T.D.M.)
District Department of Transportation
marina.budimir@dc.gov
202-478-1458