



# goDCgo EMPLOYER SERVICES SUCCESS STORY

Supporting a rewarding work culture with transit benefits.



FOX Architects, an award-winning architecture and interior design firm based in Washington D.C., seeks to encourage employee satisfaction and maintain a high employee retention rate. Leading up to the DC Commuter Benefits Law implementation, the firm saw an ideal opportunity to expand their employee benefits and introduced a new pre-tax transit benefits program in January 2016.

## WHY TRANSIT BENEFITS?

FOX Architects desired to provide a new commuter benefits program for employees at their two offices, downtown DC and McLean, Virginia, while saving the company money on payroll taxes. "As an HR professional, this is a no-brainer program," states Julianne Kim, FOX Architects' Talent Acquisition Manager. Transportation benefits and perks have been proven to increase job satisfaction and make your business an attractive place to work — creating a competitive edge for any organization.

## GETTING STARTED

FOX Architects engaged goDCgo Employer Services and their Fairfax County counterparts to roll out pre-tax commuter benefits to the required employees in DC, as well as to employees at the Tysons Corner office, conveniently located near Metrorail's Silver Line.

Pre-tax commuter benefits are funds set aside from an employee's paycheck before taxes to cover monthly commuting costs. Regulated under Section 132(f) of the IRS Tax Code, employees may deduct up to \$255/month in pre-tax dollars for mass transit and vanpool fares, potentially saving each commuter up to \$1,000/year. The employer may also save up to a 9% on payroll taxes.



### **INDUSTRY**

Architecture & Interior Design

Customers include:

Washington REIT

Hudson Institute

2001 L Street

### **COMPANY SIZE**

75 employees in

DC and Virginia

### **PROGRAM BENEFITS**

Save on payroll taxes

Remain competitive in the market

Help employees save money

## IMPACT ON EMPLOYEES

The new benefits program, in addition to convenient bike facilities and flexible telework arrangements, allows FOX Architects employees to enjoy a wide variety of commute options at their fingertips. 40% of the DC worksite employees signed up immediately upon the program's launch with a projected average commute savings of \$371/year. Encouraged by ongoing communications from their HR team, 62% of DC employees now participate.

## KEYS TO SUCCESS

Alana Elston, HR Director, shared tips for a successful program roll-out:

- Distribute communications to explain enrollment
- Deliver concise messaging letting employees know what to expect
- Receive free assistance from a SmartBenefits® representative at WMATA
- Offer specific monthly dollar increments for employees to choose from



**62%**  
**EMPLOYEES**  
**PARTICIPATE IN**  
**THE PROGRAM**

## LOOKING AHEAD

With a large upcoming consolidation, FOX Architects plans to relocate to a single headquarters in DC's Foggy Bottom neighborhood and recognizes that the daily commute will be top-of-mind to employees. As more staff look into transportation options, the HR team projects a significant participation increase in their SmartBenefits® program.

SmartBenefits® is a free, IRS-compliant program that allows employers to allocate monthly commuter benefits to employees' SmarTrip® cards. The online SmartBenefits® platform makes it easy for employers to set preferences, track employee participation and monitor spending throughout the month.

Get started at [wmata.com/smartbenefits!](http://wmata.com/smartbenefits!)

## DC COMMUTER BENEFITS LAW

Employers with 20 or more employees working in DC are now required to offer commuter transit benefits. For more information, visit [goDCgo.com/employer](http://goDCgo.com/employer).



Let us help you initiate or enhance your company's commuter benefits program.

Contact us at **202.299.2186** or [info@goDCgo.com](mailto:info@goDCgo.com).

### NOVEMBER 2015

- FOX Architects representatives attended a free SmartBenefits® seminar.
- HR Director created a free SmartBenefits® account.
- Talent Acquisition Manager used goDCgo Employer Services to design and conduct a custom commute survey. The survey allowed employees to opt in to FOX Architects' transit benefits program and goDCgo provided the employer with enrollment details.

### DECEMBER 2015

- goDCgo Employer Services shared survey results & enrollee requests with the HR team.
- FOX Architects assigned payroll deductions for participants and added employees to their SmartBenefits® account.

### JANUARY 2016

- SmartBenefits® were successfully loaded to FOX Architects employees' SmarTrip® cards!

### PRESENT

- On a rolling basis, FOX Architects shares the program with new employees and, periodically, reminds current staff about the monetary benefits of enrolling.