



goDCgo EMPLOYER SERVICES SUCCESS STORY

The World Bank Group

The World Bank Group serves as a vital source of financial and technical assistance to developing countries around the world. With 140 locations around the world and over 9,000 staff located at the Washington DC headquarters, it aims to offer robust commuter programs.

EMPOWERING EMPLOYEES TO TRAVEL SUSTAINABLY

World Bank Group's Corporate Responsibility Program supports the organization's sustainability goals, which include promoting resource efficiency and raising awareness among staff about the everyday impact of activities like commuting. The World Bank Group takes pride in guarding the well-being of staff, and as a part of this commitment, it empowers them to use alternative modes of transportation. The organization focuses on amplifying the transportation resources available to employees and continuously seeks new, flexible options to offer. The World Bank Group's commitment to offering a holistic commuter program supports the health and wellness of employees by reducing the stress of commuting. At the worksite in DC, 79% of World Bank Group staff use alternative modes of transportation, which are comprised of 71% metro users, 4% carpoolers, and 4% bikers and walkers. It is evident that World Bank Group staff see how simple it is to improve their quality of life by using alternative transportation. As a result, the organization continues to research, grow, and adapt their commuter incentives and programs.



INDUSTRY

Finance, International Development

COMPANY SIZE

9,000 employees in DC

PROGRAM BENEFITS

- Retain a high employee satisfaction rate
- Promote a work-life balance
- Maintain flexibility

Providing benefits that go beyond pre-tax and subsidized transit benefits allows employees to have a variety of options to make more environmentally-friendly trips.

GETTING STARTED

World Bank Group's commuter program started with parking management and on-site showers for employees with active commutes. In 2003, the MetroCheck program launched, and World Bank Group set-up an incentive for employees to use transportation. Employee use of this incentive has steadily increased since implementation, with the rate of participation expected to grow to approximately 71% in 2019.

To supplement public transit, World Bank Group partners with Capital Bikeshare, ZipCar, and Car2go to offer discounted memberships to employees. Other transportation amenities have been added over time, such as electric vehicle charging stations and a shuttle service that operates between World Bank Group buildings.


In 2016, World Bank Group launched a Bike Buddies program connecting staff who are avid cyclists with inexperienced cyclists interested in biking to work. Custom bike routes are provided to commuters traveling from Virginia, Maryland, and DC. Each route has a starting point or special cross road where staff can meet up with a Bike Buddy to ride as a group.

LOOKING AHEAD

With thousands of employees commuting to the World Bank Group's DC worksite, the organization made it a priority to plan and map out mobility options and tools to make their employees' commutes healthier, easier, and more affordable. Currently, World Bank Group has doubled the number of universal electric charging stations on-site to accommodate the growth of employees using electric vehicles. They have also installed outlets for electric bicycles and scooters.

As technology becomes more advanced and commuters have more options, the World Bank Group is developing a desktop commuting dashboard and a mobile application to create a one-stop shop of commuting resources at employees' fingertips. Employees will have access to real-time information such as transit arrival information, rideshare options, or where to locate a bicycle or scooter.




71%
**OF EMPLOYEES
PROJECTED TO
PARTICIPATE IN
TRANSIT INCENTIVE**

KEYS TO SUCCESS

Communication.

Every new program is announced through email, on the website, and with flyers. Employees can contact the service desk with commuter benefit and on-site amenity questions. A commuter fair is held once a year to highlight all transportation options.

Keeping Up With Innovation.

By attending conferences with sustainability education and meeting with transportation vendors, World Bank Group ensures that it is at the forefront of innovation. Being proactive and ahead of the curve allows employees to access new programs.

Knowledge Sharing and Benchmarking.

Every year, World Bank Group meets with organizations of a similar size to talk about transportation problems, share data, exchange best practices, and to develop solutions. The organization also benchmarks with peer organizations to create goals.



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