



# goDCgo EMPLOYER SERVICES SUCCESS STORY

Building a sustainable and effective commuter culture

Headquartered in Washington, DC, the United States Coast Guard Headquarters serves as the main hub for maritime duties, ensuring safe and lawful commerce, and rescue missions in severe conditions. With over 4,000 employees in more than 38 facilities worldwide, they aim to offer a robust commuter benefits program.

## GETTING THERE TOGETHER

The United States Coast Guard (USCG) is an enlistment of men and women committed to maritime safety and stewardship, but they are also committed to building a sustainable and enjoyable commuter culture. The St. Elizabeths campus in Washington, DC is home to USCG Headquarters and more than 4,000 USCG employees. This location is in a public transit desert, with the Anacostia Metro about one mile away and no bike lanes in the area. In addition, there is an on-campus parking garage that can only support less than one-third of the personnel assigned to campus. As a result, USCG developed a robust rideshare system that is changing the car-centric culture and alleviating the overfilled parking garage on campus.

## FINDING SUSTAINABLE SOLUTIONS

The St. Elizabeths Campus is home to both USCG and The Department of Homeland Security (DHS). To promote cross jurisdictional partnerships, USCG developed a Transportation Advisory Committee (TAC) to ensure that various



### **INDUSTRY**

Government, Military

### **COMPANY SIZE**

4,000 employees

### **PROGRAM Benefits**

Fewer on site parking spots needed

USCG Rideshare System

Transportation Library

**"Ridesharing has been rewarding, and very convenient for me! It allows me to save \$1K in gas and toll expenditures yearly, reduce commute time 50% via carpool/EZ Pass lanes, and I get to network with other professionals in a confined space while saving carbon monoxide emissions in the National Capital Area Region. It's been a win-win solution for me, and I highly recommend others take advantage of this great opportunity as well!"**

-Rob Miller (Van Pool Coordinator)

parties communicate and collaborate on this important effort. The leadership within the USCG educated their staff on the low-investment and high yield of a sustainable commuter program, which is an affordable and effective employee benefit proven to increase retention and widen the reach for talent recruitment.

The National Capital Planning Commission limits new parking facilities in the DC area to no more than one space for every four Federal employees assigned, contractors excluded. These space constraints opened the dialogue for senior leadership to create a solution involving carpooling and vanpooling (ridesharing). The goal is to increase carpooling while also reducing carbon footprint impacts in Ward 8 (Anacostia), which was identified as a priority by local lawmakers.

The commuter program started with the TAC holding regular meetings to discuss commuting options. Later, the TAC helped facilitate recurring transportation fairs to actively promote sustainable transportation options available to employees. Dozens of transportation vendors in the greater DC metro area continue to attend these fairs. Frequent email communications to everyone onsite to remind them of the resources available. These efforts have aided in the high attendance and participation at the transportation events, which has led to a 30% decrease in the number of employees driving alone to work.

In order to sustain this best practice, the USCG created their own rideshare database portal that provides carpool and vanpool matching to promote in-office partnerships for ridesharing.

As the talent pool in Washington DC's workforce continues to expand geographically, the USCG ensures that resources for transportation are evolving as well. Base National Capital Region Executive Director Patrice Higgins and her contract support staff have provided some tips (in the right hand column) for other employers looking to enhance their commuter culture and develop sustainable transportation options.



  
**ONE IN THREE  
COMMUTERS AT THE  
USCG COMMUTE  
USING A RIDESHARE  
OPTION.**

## TRANSPORTATION TIPS:

### Promote transportation options early and often

New hires start every week and commuter options should be one of the first things they learn.

### Vary your messaging

Digital and paper communications, verbal announcements, in-person events, a transportation kiosk, and a digital library are all available to provide employees with updates about sustainable commute options.

### Build strong partnerships

Various rideshare vendors and technology platforms are essential to providing the most cutting-edge options and resources to employees. Growing relationships with these providers ensure that employees have access to the most relevant and robust tools out there.

### Be open to new ways of doing things

There's a myriad of ways to get people out of their cars. The USCG has continually educated themselves to stay contemporary and dynamic in their approach to all programs.



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Get in touch with goDCgo to find out how we can help your organization take charge of their commuter program.

Contact us at **202.299.2186** or **info@goDCgo.com**.

