



goDCgo EMPLOYER SERVICES SUCCESS STORY

Providing a healthy work-life balance with commuter benefits

The American Society of Landscape Architects (ASLA) is a professional association for landscape architects headquartered in Washington, DC. They are an environmentally-conscious organization with platinum LEED certification. Being a leader in green infrastructure, you can find sustainable amenities such as on-site green spaces, state of the art bike parking, and a green roof at their headquarters. ASLA walks the walk when it comes to sustainability – and part of that commitment is providing robust commuter benefits to their employees. In 2019, ASLA was designated as a goDCgo Platinum Employer Ambassador for their efforts as a transportation leader.

EMPLOYEES-FIRST APPROACH

ASLA decision makers had the foresight to plan their office relocation, so they took an employees-first approach to ensure that their commutes were a priority in the planning process. As an employee-conscious company, ASLA selected a location that was walkable, bikeable, and provided easy access to public transit.

More recently, ASLA's Center for Landscape Architecture was completely remodeled to meet LEED Platinum and WELL Gold standards. It features a wellness room, showers for bikers and walkers, a treadmill desk, a green roof, and an outdoor garden.

ASLA approaches wellness in a holistic way. Programs for physical, emotional, and communal wellness are provided to support employees in their commute. One example is "active hours" – where employees can exercise on their own or even take an on-site fitness class during working hours. (i.e. VIDA Fitness, Julie Holly Yoga, etc,).



American Society of
Landscape Architects

INDUSTRY

Landscape Architecture

COMPANY SIZE

50 employees

PROGRAM BENEFITS

Reduced rate at VIDA fitness

Rebate for gym membership
and/or exercise classes - \$200 &
up every 6 months

Maternity, paternity, and
PETernity leave

"Back in the 1990's, when ASLA was looking for a more permanent home for the Center, they chose Gallery Place-Chinatown because it was centrally located and easily accessible for commuters," said Jacquelyn Bianchini, Manager of Media Relations and Public Awareness.

ASLA offers employees the ability to take independent or group classes through Burnalong, an online wellness network at no additional cost.

ASLA is recognized through the national distinction of Best Workplaces for Commuters and has received various other awards for their commitment to employee health and wellness.

CHAMPION FOR COMMUTER BENEFITS

In partnership with HR, ASLA's commuter benefit program is administered and led by an appointed champion coordinator (Mr. Curtis Millay, Corporate Secretary) who promotes and informs employees of the available benefits and transportation choices. As a result, they have been successful in gaining interest and participation in commuter benefits. ASLA recognizes the importance of understanding the needs of employees in order to create an engaged work environment. Employees are surveyed to ensure that the benefits offered are effective and aligned with the needs of their commutes.

"I was once told that our commuter benefits came about and developed over time for one simple reason: It's the right thing to do. Not just for our employees, but for our environment," Bianchini stated.

Another unique benefit offered is a dynamic monthly transit subsidy based on distance from an employee's home to their work place; ensuring that employees have access to a trip that is affordable and efficient for their unique commute. Less than 15% of employees commute to work with their car, which is remarkably below the region's average and a testament to the impact of ALSA's robust transportation program.

Recognizing the need for work-life balance, ASLA offers telecommuting, compressed work week, and flextime to accommodate commuters who wish to stagger their commute to fit their lifestyle. Overall, communication is the key to success for their benefits programs. By partnering with goDCgo, ASLA distributes information about regional resources, annual campaigns such as Bike to Work Day, PARK(ing) Day, and the latest transportation updates for commuters in and around DC.




**TWO-THIRDS
OF OUR
WORKFORCE
USE SMART
BENEFITS**

PROGRAM IMPACT:

RETENTION

Staff retention has improved since implementation of ASLA's commuter benefits program along with other notable benefits making them a competitive employer in the local market. Turnover has remained virtually unchanged during the last decade with a few recent exceptions, with stable staffing attributed to the improved benefits structure offered by ASLA.

REIMBURSEMENT

Staff's ability to achieve work-life balance between professional commitments and personal obligations (i.e. reduced commuting time) has been greatly enhanced due to ASLA's subsidy programs which make Metro and other programs more affordable.

HEALTH AND WELLNESS

ASLA's commuter benefits are positioned to support a healthier lifestyle. Through their commuter biking program, staff are able to save money and also reach personal wellness goals (weight loss) as a part of their daily commute. Creating a cost-efficient and time-saving option for those choosing to lead an environmentally friendly lifestyle.



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Get in touch with goDCgo and help your organization take charge of their commuter program.

Contact us at 202.299.2186 or info@goDCgo.com.



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