



Employee Transportation Coordinator Toolkit

Brought to you by goDCgo Employer Services

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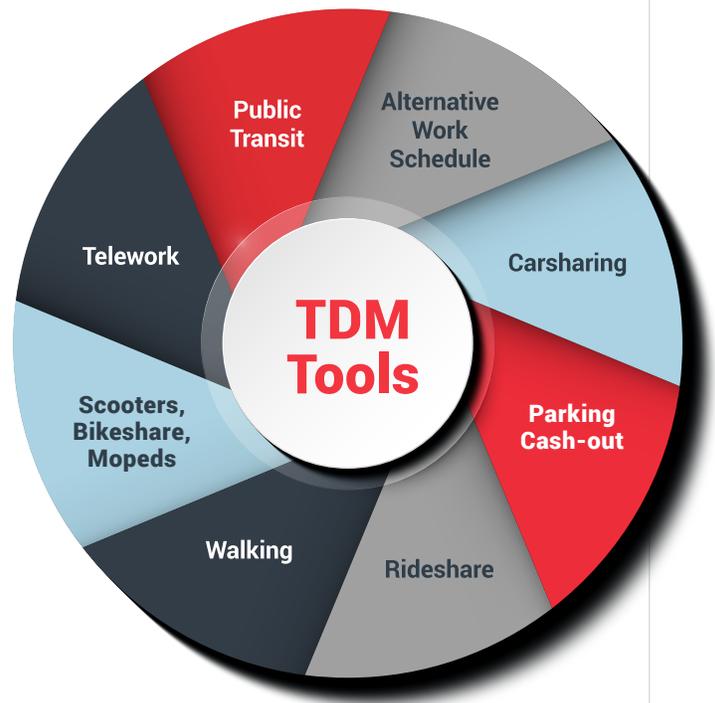


Introduction

Welcome to the goDCgo Employer Transportation Coordinator (ETC) Toolkit. Having a designated ETC at your organization will increase awareness and participation in your commuter program. This toolkit will provide you guidance on understanding your role as an ETC, promoting your commuter program, learning how your transportation program can support your organization’s sustainability goals, and more. Your role as an ETC is important, and goDCgo is here to help.

What is TDM?

Transportation Demand Management (TDM) is the application of strategies, policies, and programs to reduce traffic congestion while increasing the use of a variety of transportation options. goDCgo is the District of Columbia’s TDM program and your leading resource for transportation information and employer assistance. goDCgo is an initiative of the District Department of Transportation (DDOT) that encourages the use of sustainable transportation with the goal of reducing drive alone travel by providing information to commuters, residents, and visitors about alternative travel choices in the District of Columbia and the surrounding area.



Why is it important?

Between 2020 and 2045, the number of residents of the District of Columbia is projected to grow by 35 percent. In order to accommodate this population growth without increasing traffic congestion and the negative impact of traffic on our city’s air quality, the District is focused on increasing the availability and use of transportation options other than driving alone. By enhancing access to sustainable transportation options at your company, you are helping to preserve and enhance the quality of life for the District’s residents and commuters.



Did You Know?

American commuters spend an average of **19 workdays per year sitting in traffic.**

TDM strategies can help your employees save time and reduce their stress levels, while also helping to clean the District’s air.

What is an Employee Transportation Coordinator (ETC)?

An Employee Transportation Coordinator, or ETC, is a representative from a company, organization, or agency that helps to oversee the organization’s commuter program and transportation initiatives.

The ETC serves as the central point of contact for both employees as well as goDCgo program representatives.

What is the responsibility of an ETC?

- Implement a commuter benefits program
- Develop a sustainable transportation plan
- Promote commuter benefits to employees
- Coordinate an annual survey of employees on their commutes
- Ensure organization meets local TDM requirements in Washington DC*



TDM Requirements in Washington, DC

The DC Commuter Benefits Law requires businesses with 20 or more covered employees to provide a commuter benefit option (employee paid pre-tax benefit, employer paid subsidy, and/or employer provided transportation). Learn more with [goDCgo’s Commuter Benefit Toolkit](#).

What are the benefits of being an ETC?

As an ETC, you are a champion for helping to meet the commuting needs of your colleagues. The commuter benefits program will be as successful as you make it. Not only are you supporting your organization’s sustainability goals, you are helping your colleagues make more informed travel decisions and to understand the benefits and savings of utilizing sustainable transportation. As an ETC, you will also personally have the opportunity to demonstrate leadership in your organization and grow your own skills in a variety of ways, including:

- Interact with senior leadership
- Broaden your experience in corporate or organizational sustainability initiatives
- Enhance your marketing and communication skills
- Network with ETC’s from other companies and other District transportation stakeholders
- Provide services that enhance the health and productivity of your colleagues and your company
- Stay up to date with all the latest transportation information
- Work with the experts at goDCgo and receive a welcome packet full of goodies!



Getting Started

Ready to get started? Begin working on the items in the checklist below.

CHECKLIST



Schedule complimentary consultations with goDCgo to talk about transportation options at your workplace



Survey your employees about their transportation habits



Encourage and facilitate alternatives to driving to work alone



Promote the enrollment and use of the Guaranteed Ride Home program



Have fun and feel good about all the work you do to make your workplace a happy and healthier place



Understanding Sustainable Transportation Options

What is sustainable transportation?

Sustainable transportation is a term that encompasses any means of transportation other than driving alone. Examples of sustainable transportation include walking, biking, taking transit, scooting, and sharing the ride in a car or van.

Impacts of sustainable transportation

Shifting commute travel to more sustainable modes will have many benefits to Washingtonians.



Improve Air Quality

Eighteen percent of the District's greenhouse gas emissions come from private passenger vehicles. Reducing car travel can help lower the amount of greenhouse gases and improve air quality in DC.



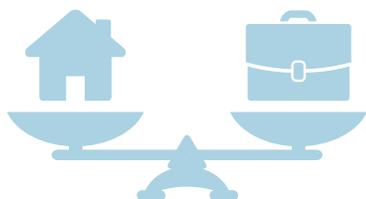
Reduce Traffic Congestion

The average DC driver is stuck in traffic for 63 hours each year, costing the District's economy an estimated \$6.1 billion. Shifting people into using sustainable modes of transportation would help many District commuters get some time back.



Practice Health & Wellness

Since transit trips by bus and train often involve walking to and from stops, riders are more likely to be active. Biking is another sustainable way to travel that can help people reach the 30 minutes of moderate physical activity recommended by physicians.



Improve Work/Life Balance

Alternative work arrangements such as telework or compressed work weeks eliminate the need for commuting entirely, giving commuters back the hour (or more) that bookends the workday. Additionally, time spent commuting by bus or train can be used to catch up on reading, listening to podcasts or music, or just taking in the scenery.



Transit

Transit refers to any type of bus or rail that operates in the District, including DC Circulator, VRE, MARC, and Metrobus and Metrorail. These options are the most common forms of sustainable transportation used to commute to, from, and around the District.

Advantages:

- Reduces the stress of sitting in traffic
- Provides extra time to do other tasks or simply relax
- No scheduling with others
- Easy to subsidize

Challenges

- Must work around transit schedules
- Learning how to plan and pay for trips

Tips

Install a Transit Display

Make it easy for employees to catch the next bus or train by installing a real-time transit display in your reception area or lobby.

Help Employees Commute with Pre-Tax Dollars

Set up Pre-Tax Benefits to allow employees to commute tax free.

Support

Free SmarTrip Cards

Request free SmarTrip Card from goDCgo so employees can try transit at no cost.

Maps & Resources

[Request free Metrorail, bus, MARC and VRE brochures](#) from goDCgo for your front desk and/or new employee orientation packets.

Custom Get Around Guides

To help make transit easier and more attractive for your employees, goDCgo will create a custom Get Around Guide so they know what transportation options are available to them!





Transit Resources

WMATA Smart Benefits

A fee-free way for employers to allow employees to commute tax free. Learn more [here](#).

Actionfigure

A transit display platform provider, formerly known as TransitScreen. Learn more [here](#).

Redmon Group

A transit display platform provider. Learn more [here](#).

Pre-Tax Benefits Infographic

Provides information to employees about how to enroll in commuter benefits and how it can save them money on transit fares.

Download [ENGLISH](#) | [SPANISH](#)

Pre-Tax Benefit Announcement

One-pager with three reasons to sign-up for pre-tax commuter benefits.

Download [ENGLISH](#) | [SPANISH](#)





Carpool

When two or more people share a ride, they are carpooling. Carpooling is the simplest, least expensive, and most common form of ridesharing. Carpooling reduces the total number of commute trips, which reduces pollution and traffic congestion. Facilitating carpooling at your organization can help your employees get to work faster and easier.

Advantages

- Cuts daily commute costs by 50%
- Builds community with coworkers and neighbors
- Faster commutes via Express Lanes
- Reduces the amount of parking spots needed

Challenges

- Can be difficult to find matches
- Some benefits require 3+ carpoolers
- Difficult to subsidize



Tips

Designate Preferential Parking

Providing free or discounted parking to employees who carpool provides an incentive for workers to carpool.



Support

Carpool formation meetings with goDCgo

Invite goDCgo to host a carpool formation meeting to match employee by zip code.





Carpool Resources

Commuter Connections Ride Matching

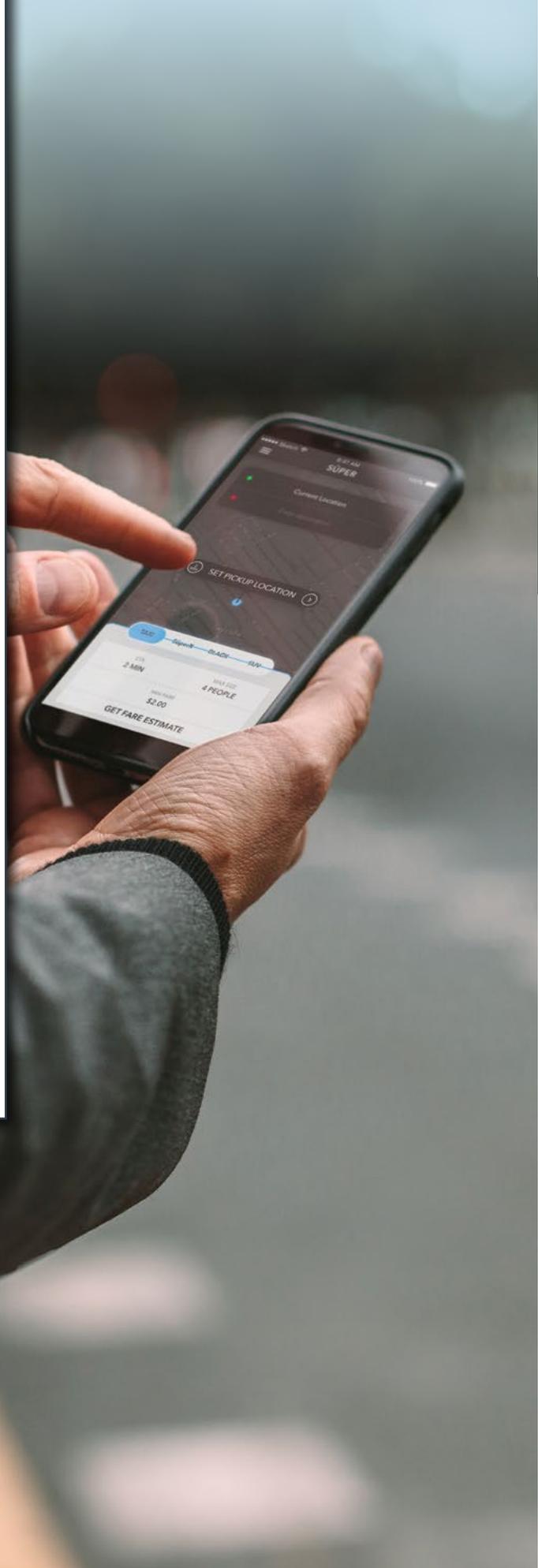
Commuter Connections Ridematching offers a rideshare database of 17,000 commuters running or looking for carpools. It is free of charge and simple to sign up. Encourage your employees to sign up for ridematching [here](#).

Ridematching

Scoop is an app that connects co-workers going the same way in safe, reliable, and convenient door-to-door carpools. Riders and drivers share commute costs of all transactions occurring directly in the app.

Organizations can sign up to use the app.

- Find out more information on Scoop [here](#).
- If interested, work with a goDCgo Employer Services Representative to set up a meeting with Scoop





Vanpool

A vanpool is a larger, more formalized type of carpooling. In a vanpool, groups of 7 or more people travel to work together regularly (at least 20 miles or more one way) in a van leased from a third party vendor or a privately owned vehicle. Typically, riders pay a monthly fare, while drivers may ride at a discounted rate in exchange for driving and caring for the van.

Advantages

- Save money on commute costs like tolls and gas
- Reduce stress by either sharing driving duties, or not driving at all
- Build community with co-workers and neighbors
- Faster commute via Express Lane
- Reduce the number of parking spots needed at the worksite

Challenges

- Requires a larger amount of riders to fill vehicles that have no fewer than seven seats
- More coordination needed than carpool
- Employees need to work similar hours
- Fares depend on passenger count

Tips

Survey Your Employees to Gauge Interest

Establishing a successful vanpool typically requires more effort and higher costs than carpooling, so there needs to be an existing demand for the service. Surveying can identify if there is enough interest in vanpool services.

Support

Vanpool formation meetings with goDCgo

Invite goDCgo to host a vanpool formation meeting to match employees by zip code.





Vanpool Resources

Commute with Enterprise

Enterprise will work with organizations to connect coworkers who live near each other and supply a recent-model SUV, van, or crossover of the organization's choice.

- Find out more information on Commute with Enterprise Vanpool [here](#).
- If interested, work with goDCgo to schedule a vanpool formation meeting with Enterprise.

Northern Virginia Vanpool Alliance

Employers that have employees commuting from Northern Virginia can utilize the resources and subsidies provided by the Northern Virginia Vanpool Alliance, a public-private partnership formed to support vanpooling in Northern Virginia. In addition to the \$200-\$400 per month subsidy, the Vanpool Alliance will help you find new riders and keep your vans full.

- Learn more about the Vanpool Alliance with their [brochure](#) or visit their [website](#).
- Employees can use their [website](#) to find a Vanpool to join.

RideSmart Commuter Solutions

If your employees commute from Prince Georges County, Maryland, you may be eligible for RideSmart's vanpool subsidy. RideSmart provides a subsidy during the first three months to help cover expenses up to 100% for the first month, 50% for the second, and 25% for the third. Subsidies range from \$850 per month for a nine-passenger van to \$1,225 for a fifteen-passenger van. Learn more [here](#).



Biking and Walking

The two most common forms of active transportation are walking and biking. Encouraging your employees to walk and bike is a great way to promote a healthy workforce and an environmentally-friendly method of travel.

Advantages

- Can be easily combined with transit
- Not affected by traffic congestion
- Improves mental & physical health
- Save money on commute costs like gas and parking

Challenges

- Distance to work
- Subject to weather
- Difficult to subsidize
- Inexperienced bike riders



Tips

Bicycle Commuter Benefit

Offer your employees a bicycle benefit to cover bicycle-related expenses. Download goDcgo's guide to offering a [bicycle commuter benefit](#).

Celebrate Bike and Walk to Work Days

These annual holidays are a great way to promote your bike and walk programs to your employees and encourage them to try these forms of active transportation.

Bike Parking

Provide bike parking at your worksite to give employees who bike to work a place to park and lock their bike. You can provide bike racks or provide secure bike parking inside your building to give riders a peace of mind when they bike to work.





Biking and Walking Resources

Capital Bikeshare

Capital Bikeshare is metro DC's bikeshare service, with over 2,500 bikes and 600+ stations across 7 jurisdictions: Washington, DC.; Arlington, VA; Alexandria, VA; Montgomery County, MD; Prince George's County, MD; Fairfax County, VA; and the City of Falls Church, VA. Designed for quick trips with convenience in mind, it is a fun, healthy, and affordable way to get around. Learn more [here](#).

Capital Bikeshare Corporate Membership

Organizations can choose to partially or fully subsidize an employee's annual Capital Bikeshare membership through the Capital Bikeshare Corporate Membership program. To learn more contact goDCgo.

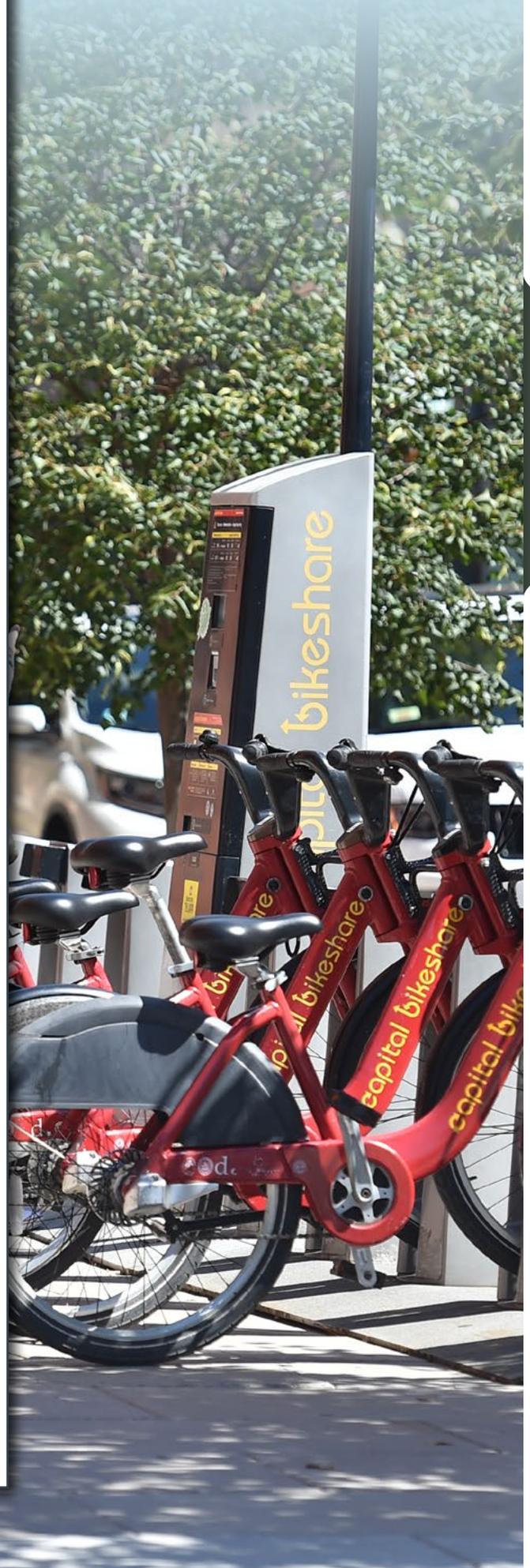
Program Level	Company Annual	Employee Annual	Usage Fee
Full	\$50	\$0	Employee
Partial	\$50	\$25	Employee

DC Bike Map

Navigate bike lanes, trails, and biking resources with the DC bike map. [Download a digital version](#) or [request printed copies](#) for your office.

WalkScore

Find out how easy or hard it is to access your office by walking or biking [here](#).





Scooters

Electric scooters are one of the newest app-based forms of transportation. Although fairly new, scooters are gaining popularity. Currently there are over 10,000 scooters in the District with half a million scooter trips taken each month.

Advantages

- Improves accessibility/great for short trips
- Convenient and can help avoid traffic
- Save money on commute costs versus driving

Challenges

- Not great for traveling long distances
- Right of way issues
- Service and availability vary by location

Tips

Install a Scooter Corral

[Request a scooter corral](#) outside of your organization for off-sidewalk parking of dockless bikes and scooters.

Support

Employee Education

goDCgo can hold a webinar to help your employees learn how to scoot safely in the city and the laws they must follow when scooting.





Scooter Resources

For up to date information on scooter providers in the district visit goDCgo.com/scooter.



AVAILABLE ON:  [IOS](#)  [ANDROID](#)
Local scooter provider that operates 720 vehicles in the District



AVAILABLE ON:  [IOS](#)  [ANDROID](#)
Local bike and scooter provider that operates 2,500 vehicles in the District.



AVAILABLE ON:  [IOS](#)  [ANDROID](#)
Local scooter provider that operates 1,620 vehicles in the District.



AVAILABLE ON:  [IOS](#)  [ANDROID](#)
Local scooter provider that operates 2,500 vehicles in the District.



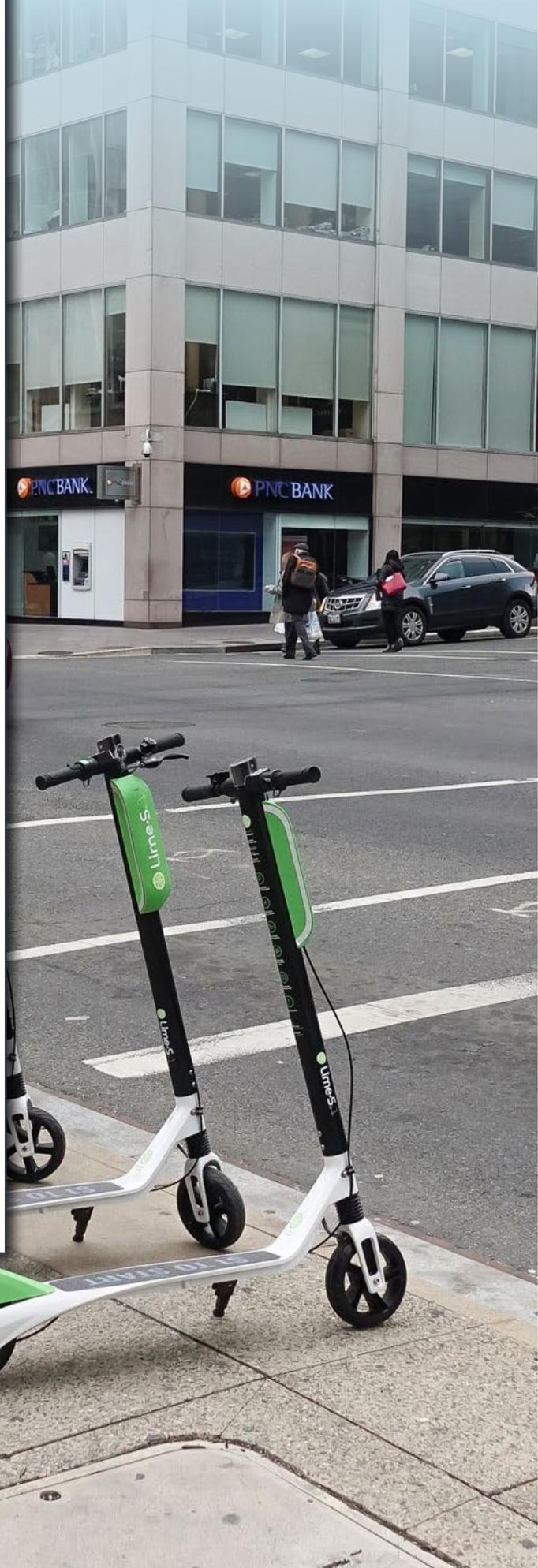
AVAILABLE ON:  [IOS](#)  [ANDROID](#)
Local scooter provider that operates 2,270 vehicles in the District.



AVAILABLE ON:  [IOS](#)  [ANDROID](#)
Local scooter provider that operates 720 vehicles in the District.



AVAILABLE ON:  [IOS](#)  [ANDROID](#)
Local scooter provider that operates 2,500 vehicles in the District.





Telework

Telework, often referred to as working remotely, is a work arrangement that allows an employee to perform work at an approved alternate worksite, typically at home, using a personal or employer-provided computer and phone. An increasingly popular option for DC-area employees, telework helps reduce commute stress, improve productivity, and cut overhead costs.

Advantages

- Save on commute costs like gas, parking, and wear & tear
- Reduce stress
- Employer can save money on office space and parking costs

Challenges

- Managing employees remotely
- Can be difficult to promote bonding among staff and team members

Tips

Host a Telework Orientation

Host a telework orientation for interested employees.

Host Recurring Events

Initiate recurring events aimed at connecting telecommuting employees, like video lunches or dedicated virtual meeting spaces.

Train Managers

Train managers on how to manage their remote employees and how to avoid common telework related issues.

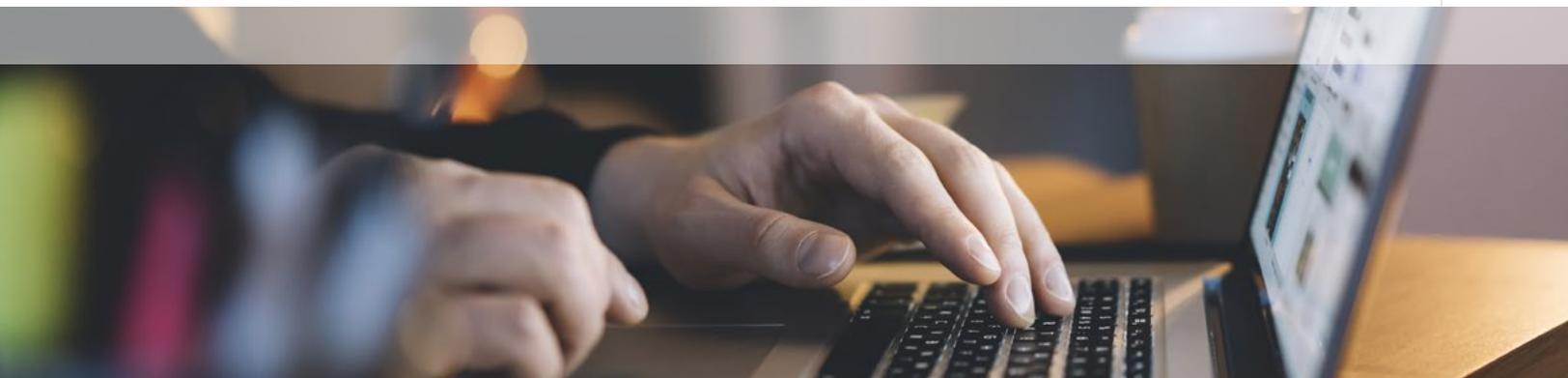
Support

Advocate for Telework

goDCgo can help you advocate to your employer for telework. With sample memos, success stories, and goDCgo support at leadership meetings, making the case for telework has never been easier.

Telework Policy

goDCgo will work with your organization to develop a telework policy that covers eligibility, equipment, hours/scheduling, and more.





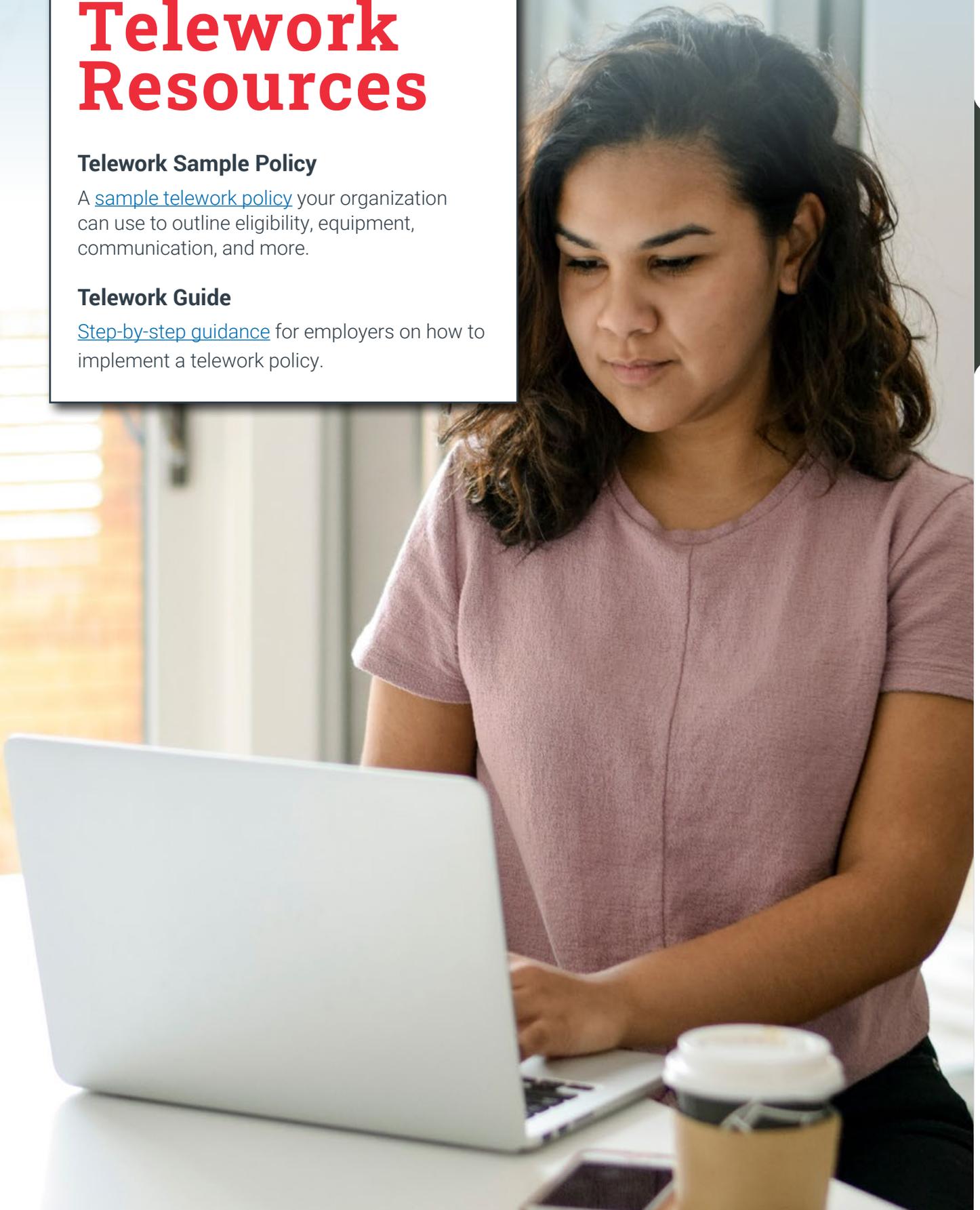
Telework Resources

Telework Sample Policy

A [sample telework policy](#) your organization can use to outline eligibility, equipment, communication, and more.

Telework Guide

[Step-by-step guidance](#) for employers on how to implement a telework policy.





Understanding Your Organization's Commuter Program

As an ETC, having a clear understanding of the commuter benefits offered to employees is key. In order to effectively communicate, promote, and enhance the program, you should be well versed in the options and policies related to your organization's commuter benefits program.

Basics of a successful commuter program



Offer [Pre-Tax Benefits](#) allowing employees to save up to 40% on commuting costs.



Provide a safe location for employees who commute by bike to secure their bikes.



Set up company policies for a compressed work week or flexible schedule and/or telework policy to refer to when necessary.



If applicable and possible, charge for daily parking.

Beyond the basics

Factors like company culture, industry, and location are all elements that impact a company's commuter benefits program. Be creative with the benefits you implement! Some highly effective and innovative benefits to try are:



Offering carpoolers and vanpoolers priority parking spaces.



Reimbursing or subsidizing employees for carshare or rideshare trips to work.

Creating a Sustainable Transportation Plan

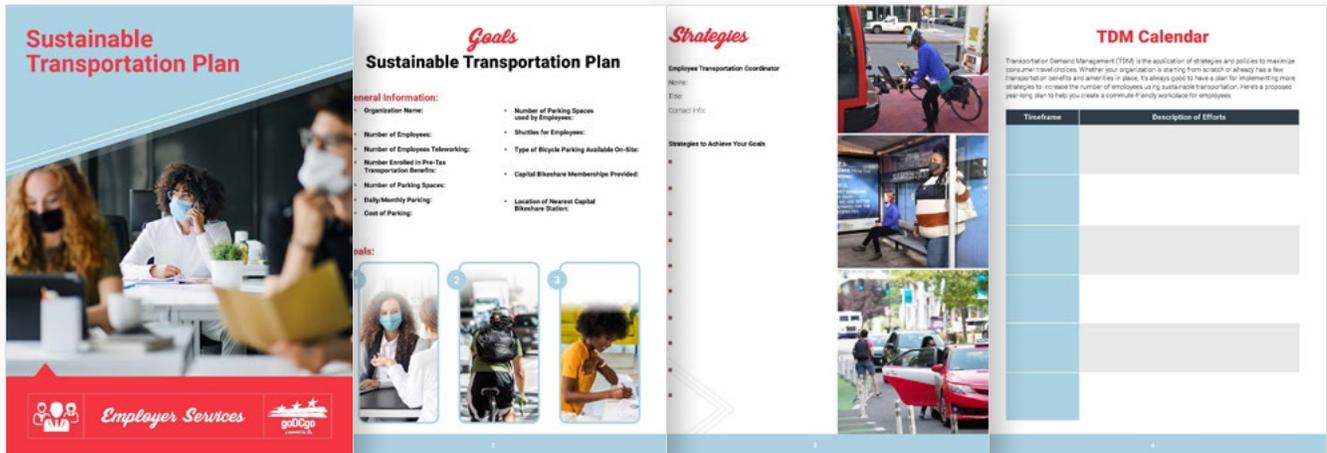
A sustainable transportation plan (STP) is what guides your commuter benefits program. Through developing an STP, your organization can identify the types of commuter benefits that will be most beneficial to your organization and your employees, and how to implement these programs.

Simple steps to develop/implement an STP:

1. Reach out to goDCgo to get started
2. Complete the discovery document
3. Survey employees
4. Craft your Sustainable Transportation Plan with help from goDCgo
5. Implement the plan at your workplace



Sustainable Transportation Discovery Document



Sustainable Transportation Plan

Promoting Your Program

goDCgo offers complimentary customizable flyers to promote all the commuter benefits you offer to employees. We also highly encourage promoting your programs using a variety of strategies.

Spread the News

For employees to participate, they need to know what is offered to them. Distribute information about the commuter benefit offerings, how they can sign up, and how they receive their benefit(s). Ideas for distribution include:

- E-mail notification
- Post information on the company intranet site
- Include information in the company newsletter
- Host a brown bag luncheon webinar to educate employees

Campaigns

A great way to raise awareness about commuter benefits is to create a campaign. Using a campaign to launch adds a “fresh start” effect and allows for trial and error as employees work to make sustainable changes. Targeted outreach programs allow for you to create that fresh start for your employees. Campaigns can be useful because:

- Key messages are reinforced
- Great way to connect employees and build community
- They are fun!

Another great way for ETC’s to promote commute options is by joining in on goDCgo’s two annual campaigns:

- Commuter Challenge, a friendly month-long challenge between employers in DC to promote sustainable transportation goDCgo events and behavior change
- goTelework DC, a campaign centered around Telework Week DC that includes pledges, giveaways, and more to promote telework and its benefits

Fairs and Events

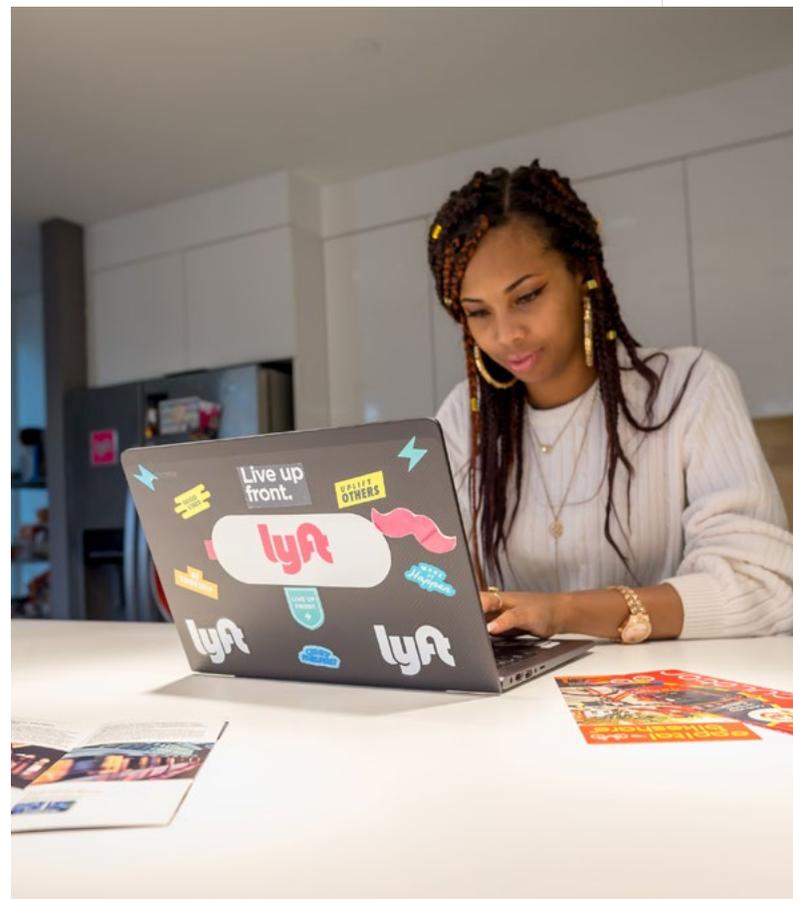
Hosting events can be a fun and engaging way to inform your co-workers about their transportation options. goDCgo can host an event at your worksite to help your employees understand their options to make more informed travel choices.

Transportation-related events can be an effective way to:

- Demonstrate a commitment to sustainability and employee wellness
- Support those considering new commutes
- Expand enrollment in current programs
- Recognize those who already use sustainable options and reward them

To take advantage of tabling events:

- Submit a tabling request to goDCgo by emailing info@godcgo.com
- Put up flyers and send out an email notifying employees about the event



Enrollment

Encourage your employees to sign up and make it easy for them! Employers should have their employees complete a participation form. The form should include the type of benefits they want and how much should be deducted from their income to pay for the benefit (if applicable).

Tracking the participation of your program can help your organization assess and evaluate the effectiveness of your program and its offerings.

Rewards and Incentives

For ETC's who have the time and budget, incentives can be an effective way to encourage the adoption and continued use of sustainable transportation options. Reward types can vary, but even limited rewards and incentives can be successful in creating behavior change. Once your co-workers give sustainable transportation options a try, they will begin to understand the benefits to their pocket book and stress level. Creating an incentive program can:

- Motivate employees to try new commutes.
- Sustain new commute behaviors until they become habitual.
- Reward dedicated employees who regularly use sustainable transportation options, creating a culture of recognition and appreciation.
- Demonstrate your business's dedication to sustainability and wellness.



Guaranteed Ride Home commuters can use

4X
per year

Encourage your employees to enroll in Guaranteed Ride Home. Guaranteed Ride Home (GRH) provides commuters who regularly vanpool, carpool, bike, walk, or take transit (at least two days a week) with a FREE ride home when one of life's unexpected emergencies arises. Commuters can use the free GRH benefit for personal emergencies and unscheduled overtime up to four times per year.

Employees may register in advance at [commuterconnections.org](https://www.commuterconnections.org) or call 1-800-745-RIDE.



Building the Business Case for TDM

Gaining management support for developing and implementing your sustainable transportation plan is key to its success. It is important to build the business case for TDM to management by explaining how expanding commuter benefits and supporting the use of sustainable transportation options will help the organization stay compliant with the local ordinance, meet sustainability goals, and retain and recruit top talent.

Tips and Tricks

Here are some suggestions for winning management support:

- Be specific in what you are asking for and what the costs may be.
- If you are proposing a new policy, bring examples of what that might look like.
- Propose a potential timeline for steps involved in creating and launching the program.
- Tailor your communications to the needs and challenges of your company, and the results of your employee survey.
- Mention competing companies with similar programs.
- Demonstrate enthusiasm.
- Ask for feedback and suggestions.
- Invite the experts at goDCgo to support your meeting with leadership to provide a comprehensive overview of commuter benefits.
- Secure a clear commitment to the project.

Following Up

Once you've gotten management support, make the most of it!

- Publicly share in a meeting or memo.
- Take part in training or promotional events for your initiative.
- Participate in the program and lead by example.
- Monitor progress and fill in management on your successes.



Program Evaluation

A big part of setting up your commuter benefits program and getting long lasting support from management is determining how you will evaluate the program and its success. Below are suggestions for program evaluation.

- Define tasks, responsibilities, and timescales across the relevant departments (e.g., facilities, human resources, corporate sustainability, senior management) to ensure the timely delivery of commute program goals.
- Establish a line of communication between the relevant parties (existing internal company channels or solicit recommendations from goDCgo).
- Schedule regular internal check-ins between the internal team and goDCgo employer services to discuss current challenges and identify any additional resources.
- Establish baseline data on employee commuting and track progress towards increasing the use of sustainable transportation options over time.
- goDCgo can support the evaluation of your organization's commuter program to better understand the return on investment and provide recommendations to help improve your program over time.





Resources

goDCgo's Services

From transit benefits to secure bike parking and carpooling, goDCgo makes it easy for your staff to choose sustainable, affordable, and healthy ways to get to work. The following goDCgo services can help ETC's succeed:

Complimentary Consultations

Schedule free consultations with a goDCgo Employer Client Services Manager (CSM) to discuss all of your commuter benefit program needs. The CSM is your connection to the sustainable transportation world. Our CSM will work to make sure you have the resources you need to increase sustainable transportation use at your organization.



Sustainable Transportation Plan

One of the most effective tools goDCgo provides is the Sustainable Transportation Plan. The custom plan is your one-stop shop of strategies and tactics to reduce private personal vehicle use at your organization.



Brochures & Custom Marketing Materials

To increase awareness of sustainable transportation, goDCgo can provide your organization with personalized Get Around Guides mapping your nearby transportation options, commuter benefit templates, the DC Bike Map, and various transit brochures.



Webinars & On-Site Promotions

goDCgo is available to do custom online or on-site education about sustainable transportation choices and commute options for your organization's employees.



Commuter Surveys

goDCgo can provide ETC's with unique commuter surveys that capture data and information on how employees travel to work today, what types of commuter benefits they are interested in, and any transportation-related constraints or challenges they may face. This tool will help ETC's identify transportation program needs at their organization.



Relocation Assistance

goDCgo can help ease the transition to a new office through surveys, custom commute resources, and informational workshops for your employees.



Transportation Ambassador Program

The goDCgo Transportation Ambassador Program recognizes DC organizations for their commitment to sustainable transportation. Employers that offer robust transportation benefits programs and amenities can earn recognition for their efforts. A designation can help your organization stand out among other employers. Employers receive many perks in this program including:



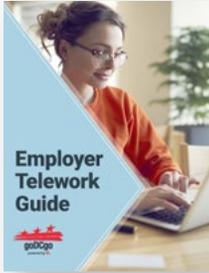
- Invitation to Employer Ambassador Awards
- Recognition in an Employer Success Story
- Digital Marketing Badges to showcase designation
- Opportunities to participate in special campaigns or events





Resources

Guides, Toolkits, & More



Employer Telework Guide

Step-by-step guidance for employers on how to implement a telework policy.

[Download](#)



Employer Commuter Benefits Toolkit

Step-by-step guidance for employers on how to implement commuter benefits.

[Download](#)



Pre-Tax Benefits Announcements

One-page flyer with reasons to sign up for pre-tax commuter benefits.

Download [ENGLISH](#) | [SPANISH](#)



Pre-Tax Benefits Infographic

Provides information to employees about how to enroll in commuter benefits and how it can save them money on transit fares.

Download [ENGLISH](#) | [SPANISH](#)



Employer Relocation Guide

Information about goDCgo's relocation assistance for organizations.

[Download](#)

Find more goDCgo Resources at godcgo.com/resources/



Resources

Transportation Maps



2021 DC Bike Map

DC Late Night Bus Map

DC Circulator Map

Metrorail Pocket Guide

Virginia to DC, VRE Train Map



Website Hub for Maryland Maps/MARC Train Map

Capital Bikeshare

Website Hub for WMATA Bus and Rail Maps

WMATA Trip Planning

Transit Providers:





goDCgo Employer Services

202.299.2186

info@goDCgo.com

goDCgo.com/employer