

Success Story



Employer Services

An Employee-First Approach to Business & Commuter Benefits

Foursquare Integrated Transportation Planning, Inc. (Foursquare ITP) is a woman-owned small business that provides innovative transportation solutions that are practical, focused, and implementable. The company's dedication to its employees is a pillar of success that President & CEO Lora Byala is proud of. She has worked hard to ensure that the policies and benefits are fluid and adaptable in our ever-changing world.

As a company that's very work is to plan for multimodal, sustainable transportation options, it only stands to reason that Foursquare ITP, upon its move into DC, was designated as a Platinum Ambassador in 2022.

INVESTMENT IN EACH OTHER

Foursquare ITP has four core values of business, one of them being "Investment in Each Other." The company recognizes that its success is largely due to their highly talented transportation planners; transit service planners; data scientists, GIS experts; and communications, visualization, and transportation demand management specialists. Leadership knows that to remain successful they must support their employees in every way possible. This includes a robust work from home policy, company-funded transit benefit, professional development reimbursement, wellness programs, on-site transportation amenities, and an excellent leave policy—just to name a few.

"As a professional services company, our people make the company. Providing not only good benefits in the traditional sense of the word, but the opportunity for people to grow professionally and stretch themselves in new ways, is a key part of keeping our employees engaged and satisfied." - Lora Byala, President & CEO



INDUSTRY

Transportation Planning



NUMBER OF EMPLOYEES

45



BENEFITS OFFERED

Transit subsidy
Pre-tax transit benefits
Bikeshare subsidy
Telework & flexible schedules
Secure bike parking and showers on-site



WORKING FROM HOME

The beginning of the pandemic in 2020 forced a lot of companies to reevaluate the way they were working as it became necessary to work at home—there was no other option. Foursquare ITP was able to transition to a work-from-home business seamlessly because they already had a formal telework policy that allowed employees to work from home two days a week. This made it easy for employees to understand expectations when they transitioned to fully remote during the pandemic. While a lot of companies were struggling with technology problems and employees who had never worked at home, Foursquare ITP was ready to hit the ground running and never lost steam.

Foursquare ITP has always had a robust work-from-home program to give employees flexibility and reduce vehicles on the road. They provide all employees with laptop computers, docking stations, extra monitors, and an external mouse and keyboard for their home offices to make working from home comfortable and productive. Their work telephones also operate through their computers and the company pays for cell phones, so communication is easy.

Even though employees were easily able to adapt to working at home, they still missed the personal interaction they got from their colleagues in the office. To help bridge that gap, they implemented a bi-weekly “coffee roulette” where employees were randomly paired with others to have a 30-minute catch-up. It was important to leadership that everyone still feel connected to each other even though they were at home 100% of the time. Foursquare ITP also has “Mindfulness Mondays” and “Wellness Wednesdays,” guided meditation and stretching respectively, through Microsoft Teams for any employee who wants to join.

ADAPTING POLICIES TO THE CHANGING LANDSCAPE

Because of their success in working from home, Foursquare ITP has also implemented a new policy where employees can work at a remote location—like their parent's house, the beach, or anywhere—for up to three weeks a year. Their goal is to provide maximum flexibility in their new environment while ensuring they can maintain the culture and core values, and continue to be at the forefront of their field.

“After convening a Task Force to understand employee needs, we collaboratively developed an in-office policy that maximizes flexibility while ensuring we can continue to nurture and grow our culture” - David Miller, COO

And now that employees are starting to come back to the office, Foursquare ITP's support of sustainable transit modes is back to the forefront of their minds. They provide each employee up to \$100 per month toward transit or bikeshare, and their office has a locked bike cage, repair center, and showers, making it easy and convenient to bike to work. Nearly 100% of the Foursquare ITP team gets to work in some way other than driving alone.

LOOKING AHEAD

In the future, Foursquare ITP plans to continue its employee-first approach to commuter programs and benefits. As a new Platinum Ambassador, they are excited to participate in goDCgo events such as the annual goDCgo Commuter Challenge.

If you are interested in becoming a goDCgo Transportation Ambassador or improving your commuter benefits, email info@godcgo.com to get started.



KEYS TO SUCCESS

Foursquare ITP's HR Manager, Amy Maingault, recommends the following tips for organizations that want to provide excellent transportation benefits to their employees.

- 1 BE FLEXIBLE**
If the work doesn't require the employee to be on-site all the time, adopt hybrid or remote options. Offer limited “work from away” time to allow people to visit family and work from there—provided they are in a fixed, quiet location with reliable internet and phone service.
- 2 EMPLOY TECHNOLOGY**
Employees working from home need to have the tools to succeed, such as an external monitor, keyboard, and mouse; headset for clear call quality; and easily accessed shared files.
- 3 PROVIDE ALTERNATIVES FOR COMMUTING**
How people get to work is tied to a person's personal situation. Provide options for everyone, from transit subsidy to secure bike parking, to paid bi-annual bike tune-ups. When seeking new office space, prioritize convenient transit access from different parts of the region and choose buildings that have bike storage and showers.

**NEARLY 100%
OF THE TEAM GETS TO
WORK SUSTAINABLY**

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