

Success Story



Employer Services

Prioritizing Sustainability Through TDM

Headquartered in Northwest Washington, DC and established by the OAS in 1962, the Pan American Development Foundation (PADF) is a 501(c)(3) nonprofit organization that works across Latin America and the Caribbean to make the region stronger. For 60 years, they have served the region's most vulnerable communities, investing resources throughout the hemisphere of the Americas and partnering with civil society, governments, and the private sector for the greater good. As a Gold Transportation All-Star, PADF leveraged the TDM plan it created to comply with the DC Parking Cashout Law and develop a robust commuter program for its employees.

CHOOSING A COMPLIANCE OPTION

In 2022, PADF connected with goDCgo for the first time to learn about compliance with the DC Transportation Benefits Equity Amendment Act of 2020, also known as the "DC Parking Cashout Law." PADF sought goDCgo's help to understand the purpose behind the law (to reduce traffic congestion and improve air quality in the DC area) and which compliance option would work best for their organization.

PADF's Senior Talent Management Coordinator Jeannie Bonilla, along with Director of Engagement and External Relations Sandra Perez, spearheaded PADF's efforts to comply with the law. Together, PADF and goDCgo reviewed each compliance option carefully and decided that creating a Transportation Demand Management (TDM) Plan was the option that made the most sense for them. Bonilla was delighted to learn that goDCgo's complimentary consultations for DC Parking Cashout Law also extended to free assistance with implementation of their compliance option.



INDUSTRY

Nonprofit



NUMBER OF EMPLOYEES:

98



BENEFITS OFFERED:

Capital Bikeshare Memberships
Transit Subsidy
Carpool and Vanpool Incentives
Electric Vehicle Charging Stations
Telework Policy and Flexible Work Hours
Showers and Lockers





The Pan American Development Foundation (PADF) is proud of our work to safeguard the environment both through our programs and as an employer. We chose the TDM option because our commuter benefits encourage the use of public transportation and sustainable commuting. We are always looking to find more ways to address climate change and safeguard the environment in DC and across our hemisphere. ”

-The PADF Team



AN ALL-STAR WORKPLACE

After working with goDCgo's Employer Team, PADF finalized the required TDM Plan commuter survey to better understand their staff's commute habits. They learned that most of their staff take Metrorail to work and drive to the office alone less than 25% of the time. This is thanks to their robust commuter program, which includes:

- Carpool/vanpool incentives such as priority/reduced-cost parking
- Electric vehicle charging stations
- Employer-paid bicycle subsidies
- Flexible work hours
- Telework policies
- Showers and lockers

PADF also offers an employer-paid tax-free subsidy for employees to use on transit; 52 of their 98 employees utilize their SmartBenefits program with WMATA, DC's Metrorail and Metrobus system.

Based on their commuter benefits offerings and participation in their hybrid programs, goDCgo designated PADF as a Gold Transportation All-Star. After receiving their All-Star designation, PADF attended goDCgo's Transportation All-Star Awards ceremony, where seeing other employers' successes inspired them to expand their commuter benefits programs even further.

MEETING AND EXCEEDING TDM GOALS

Although PADF's commuter survey results met the threshold to be compliant with the DC Parking Cashout Law, they continued to work with goDCgo to enhance their commuter benefits. In May, Jeannie reached out to goDCgo for a consultation to discuss Capital Bikeshare corporate membership options, a strategy outlined in their TDM Plan. After the consultation, PADF opted to provide their employees with a full subsidy Capital Bikeshare membership. They invited goDCgo to their office for a "Hype Event" to promote the new benefit and share tips and tricks on how to use Capital Bikeshare. goDCgo brought beginner bike ride maps, brochures, safety infographics, and even free bike helmets as prizes for participating employees. PADF staff were eager and enthusiastic to sign up and try sustainable commuting.

In September, PADF hosted their own "Sustainable Commute Challenge," a month-long pilot program to encourage green commuting, promote their new Capital Bikeshare benefit, reduce emissions, and meet their TDM goals. Inspired by goDCgo's annual Commuter Challenge, PADF incentivized employee participation with prizes such as \$25 gift cards. To participate in the challenge, employees commuted via sustainable transportation modes such as rail, bus, bike, and walking. In total, 16 employees participated and 13 finished the full challenge. One employee even gave up their car for an entire month!

LOOKING AHEAD

Based on the success of their Sustainable Commute Challenge pilot program, PADF is looking to participate in goDCgo's 3-month long Commuter Challenge in 2024 for more prizes and a larger sustainable impact. The goDCgo Commuter Challenge is a free program – no cost to PADF or its employees – that rewards participants for logging sustainable trips for both work and leisure. It's a great way for employers to lower their office drive-alone rate!



Increase Your Sustainable Impact with goDCgo

- 1 Free Consultations**
Meet with goDCgo's experts to evaluate and improve your commuter benefits and sustainable amenities.
- 2 Host Events**
Invite us to your office, we'll promote participation in and utilization of commuter benefits to your employees.
- 3 Get Recognition**
Work with us to get designated as a goDCgo Transportation All-Star.
- 4 Join the Challenge**
Participate in our annual Commuter Challenge that rewards your organization and its employees for taking sustainable trips.
- 5 Comply With Local TDM Ordinances**
Get complimentary help from our experts to help you understand and comply with DC's Commuter Benefits Law and Parking Cashout Law.
- 6 Survey Your Employees**
Let goDCgo help you survey your employees' travel patterns to see how they commute and what benefits they'd be interested in.

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d. WE ARE GOVERNMENT OF THE
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