

Success Story



Employer Services

Returning to the Office Sustainably

The World Resources Institute (WRI) proudly calls the District its birthplace and home for more than 30 years. Founded in 1982, this global nonprofit research organization is located in the heart of the nation's capital near Union Station and is well-connected digitally and geographically to partners both in the city and worldwide.

At the core of the organization's beliefs is the motto, "count it, change it, scale it," since WRI aims to create lasting impact through rigorous research, evidence-based strategies, and diverse partnerships. WRI's mission—to move human society to live in ways that protect Earth's environment and its capacity for future and current generations—aligns with goDCgo's purpose to promote sustainability in transportation and create a more livable and equitable District. This commitment to sustainable travel, accessibility, and improvement of quality of life for all is what forms the foundation of such a strong partnership.

INCENTIVIZING RETURN TO THE OFFICE

At the start of the pandemic, many of WRI's employees teleworked to protect their health and safety. As the city recovers from the pandemic and many employees return to the office, WRI is working with goDCgo to implement programs that make this transition as smooth, fun, and convenient as possible for commuters.

To make returning to the office enjoyable, WRI partnered with goDCgo in March to participate in the 2024 Commuter Challenge, an incentive-based program in which commuters can earn prizes for trying a sustainable commute. The advent of the Challenge lined up conveniently with the return to office policy, providing a great opportunity for WRI to engage with staff who commute to work.



WORLD
RESOURCES
INSTITUTE



INDUSTRY

Research/Nonprofit



NUMBER OF EMPLOYEES:

600



BENEFITS OFFERED:

Pre-tax Transit benefits
Capital Bikeshare Corporate
Bike racks and shower facilities
Telework options





It's really nice to have a well-designed, ready-to-go campaign like the goDCgo Commuter Challenge. Having goDCgo host this program saved us time - from designing the verbiage, to find prizes, to creating graphics.

- Shengyin Xu, *Global Sustainability Initiative Lead*

Staff were especially excited about the prizes, and one employee commented about feeling surprisingly motivated by the prize offerings. WRI helped spread the word about the goDCgo Commuter Challenge by promoting participation through the Sustainability Managers Round Table (SMRT) channels. Because of WRI's engagement and motivation in the Commuter Challenge, several other employers were interested in competing as well. By the end of the three-month long Challenge, WRI came in third place overall, with 60 participants; 2,109 trips; 23,620 miles travelled; \$10,895 saved in commute costs; 8.4 tons of CO2 saved; and 141,715 calories burned.

In addition to partnering with goDCgo on the Commuter Challenge, WRI also hosts its own annual sustainable challenge called the Global Walking Challenge. This program encourages staff worldwide to walk, run, or bike. Last year, as a collective, there were over 102 participants representing almost every one of WRI's global regions. In total, participants ran, walked, and biked 15,279 miles. The top 25 participants across the offices were awarded a sustainable prize: notebooks made from reusable stone paper.

EASING THE NEW COMMUTE

Although incentivizing a return to the office can help get employees onboard, WRI is also working on ways to ease the stress some employees feel when returning to a commute. One of the ways the organization does this is through an annual Commuter Allowance. DC Office Flex Workers receive \$1,898 per year to cover approximately 2 days per week of transit.

Another way WRI is helping reduce commute stress is by implementing a Flex Work Policy. Under the Flex Work Policy, staff must come into office at least 8 days per month, allowing them to choose which days they work in person. This means that employees can fit the return to office into their lives with ease and choose days that accommodate their childcare schedules, pet sitters' availabilities, or even just days that have less traffic or less crowded public transportation.

LOOKING AT THE BIG PICTURE

All of these efforts are made possible because WRI leadership is passionate about practicing what they preach. Health, livability, and sustainability are not only important on a global level, but also essential in the workplace. By rewarding sustainable trips, subsidizing transportation costs, and accommodating for flexible work schedules, District employers like WRI are contributing to a healthier and greener city.



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 goDCgo to your office, we'll promote participation in and utilization of commuter benefits to your employees.
- 3 Get Recognition**
 Work with goDCgo to get designated as a Transportation All-Star.
- 4 Join the Challenge**
 Participate in goDCgo's annual Commuter Challenge that rewards organizations and their employees for taking sustainable trips.
- 5 Comply With Local TDM Ordinances**
 Get complimentary help from goDCgo's 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.

goDCgo.com/employer

info@goDCgo.com
202.299.2186

