



Commuter Choice Maryland Partner & IncenTrip Webinar 11.18.21



WELCOME!

WHO WE ARE

Commuter Choice Maryland provides **complimentary** consultations to employers starting or enhancing their workplace transportation and commuter benefits programs. We are a program of the Maryland Department of Transportation.

WHAT WE DO

We make it easy for your employees to find affordable, convenient, and sustainable ways to get to work that enhances their quality of life, while helping you attract and retain in-demand talent.

WHY US

As a **free** service, we work with you create a customized workplace transportation plan that is easy to administer. Our staff are dedicated to helping you meet the transportation needs of your workforce.






The Employer Partner Program recognizes Maryland employers for their leadership in offering transportation benefits and creative program incentives to their employees.


What are the benefits of becoming an employer partner?



CUSTOM WORKFORCE TRANSPORTATION PLAN & EMPLOYEE SURVEY

Insert Local Program Logo Here





EMPLOYER TRANSPORTATION PLAN

Company Name

Office Location

Number of Employees

Overview

The Employer Transportation Plan provides individualized recommendations for your organization on options for starting or enhancing your commuter benefits program. In this overview, insert information about the employer and the process followed (e.g., meeting(s) held, survey conducted) and assistance provided leading to the recommendations.

Survey Results See Pages 2-3

Completed Surveys 25

Survey Start Date XXXXX/2020



Survey End Date XXXXX/XXXX

Key Findings

REPLACE these key findings with yours, e.g., 43 employees (XX% of Survey Respondents) only did
 In general, employees (are/are not) interested in learning about transportation alternatives
 Commuter benefits (are/are not) currently offered, but XX% of employees are interested to learn more

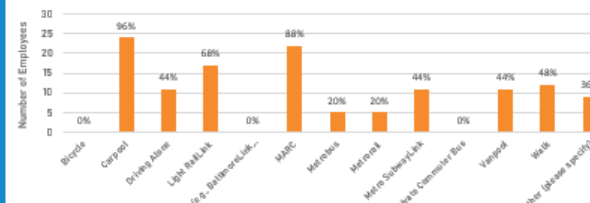
Recommendations

Insert Local Program Logo Here

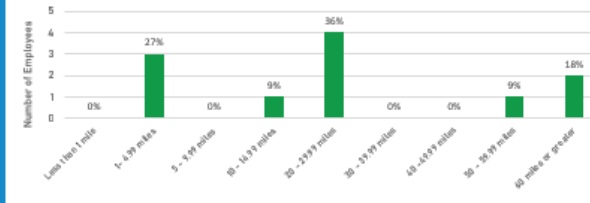
Survey Results

Q2 How do you usually get to work? (Percent employees using mode)




Mode	Number of Employees	Percentage
Bicycle	0	0%
Carpool	25	96%
Driving Alone	10	44%
Local Bus (e.g., BaltimoreLink)	18	68%
Metro	0	0%
Metrobus	22	88%
Metrobus	5	20%
Metro Subway Link	5	20%
MTA or Private Commuter Bus	10	44%
Ferryboat	0	0%
Walk	10	44%
Other (please specify)	10	48%

Q3 How far do you currently live from your workplace (in miles)?





Distance Range	Number of Employees	Percentage
Less than 1 mile	0	0%
1 - 4.99 miles	3	27%
5 - 9.99 miles	0	0%
10 - 14.99 miles	1	9%
15 - 19.99 miles	4	36%
20 - 24.99 miles	0	0%
25 - 29.99 miles	0	0%
30 - 34.99 miles	1	9%
35 miles or greater	1	18%

Q4 Are you a full-time or part-time employee?



Employee Type	Percentage
Full-time	61%
Part-time	39%

Insert Local Program Logo Here

Recommendations

- 1 **Maryland Commuter Tax Credit**
 Start providing commuter benefits to employees and claim a tax credit to cover employer expenses. Using the Maryland Commuter Tax Credit, employers can claim up to fifty percent of each employee's eligible transportation expenses, not to exceed \$100 per employee, per month (a max tax credit value of \$50). Further information on eligibility can be found at: <http://mdot.maryland.gov/newMDOT/Commuter/ccm/md-ctc>.
- 2 **Federal Commuter Benefits**
 Begin offering employees federal pre-tax commuter benefits (Section 132(f) of the IRS tax code). These benefits can be delivered in three ways: (1) employer subsidize employee transportation, (2) an employee purchases their transit fare using a pre-tax salary deduction, or (3) the employer pays a portion of the transportation cost and the employee uses a pre-tax salary deduction to pay the rest. Benefits can only be used to cover eligible travel modes including transit and vanpooling.
- 3 **Page 4**
- 4
- 5

Additional Employer Resources
<http://mdot.maryland.gov/newMDOT/Commuter/ccm/md-ctc>

FEATURED SUCCESS STORIES



EMPLOYER PROFILE

EXPANDING CAMPUS
WHILE REDUCING
PARKING:
THE UMD STORY

Pictured Above: UMD Vanpoolers. Vanpooling, along with cycling, transit, and telework, has been an effective tool in helping UMD reduce demand for parking on campus.

The University of Maryland (UMD) is committed to addressing climate change. As one of the initial signatories of the 2007 American College & University Presidents Climate Commitment (now called the Carbon Commitment), the University developed a Climate Action Plan in 2009 with the goal of being a carbon neutral campus by the year 2050. At the same time, the flagship College Park campus has experienced dramatic growth, with ten new or significantly renovated buildings completed in the past decade. On a densely populated urban campus, options are limited for siting new buildings and as a result some existing parking lots were replaced with new buildings. The University's robust sustainability goals, combined with the campus' changing landscape, meant that the UMD Department of Transportation Services (DOTS) needed a strategy for reducing the number of people who drive alone to UMD. "While we know that parking is still a necessity on our campus, we've made it a priority to introduce alternative commute options to our community," says Anna McLaughlin, DOTS Assistant Director of Sustainability.

DOTS understood that no single initiative would motivate solo drivers to change their commute. It also had a head start in the form of Shuttle-UM, its existing network of shuttle services that connect the campus to the College Park Metrorail Station and many other off-campus transportation and activity hubs. In September 2017, DOTS launched its Smart Commute program, which incentivizes the University community to commute by using sustainable transportation, such as walking, cycling, ridesharing or taking transit. Under this program, DOTS implemented carpool initiatives, offering up to a 50 percent reduction in parking fees for employees who committed to carpooling every day. They offer pre-tax benefits for transit users, and implemented a bicycle incentive program, which provides secured, covered bike parking on campus and free shower facilities to people who bike to campus. They started offering carsharing on campus, which makes it easier for resident students to live free.

"It piques



YAKABOD



Available at CommuterChoiceMaryland.com



BECOMING AN EMPLOYER PARTNER IS EASY!

*Say hello to our
newest partner!*



**MDOT Commuter Choice Maryland
and Tradepoint Atlantic have teamed
up to enhance employee commute options.**

MDOT MARYLAND DEPARTMENT OF TRANSPORTATION

STEP 1: Visit mdot.maryland.gov/employerpartner

STEP 2: Complete the Registration Form to
Become a Commuter Choice
Maryland Partner!

STEP 3: Gain access to all the Partner Benefits.

POLL: WOULD YOU TRY AN ALTERNATIVE TO DRIVING ALONE TO WORK (RIDESHARING, BIKING, WALKING) IF A CASH INCENTIVE WAS AVAILABLE?

- ▶ Yes
- ▶ No
- ▶ Already commuting via alt ways with no incentives

Fighting Congestion via Incentives, Information Provision, and Gamification



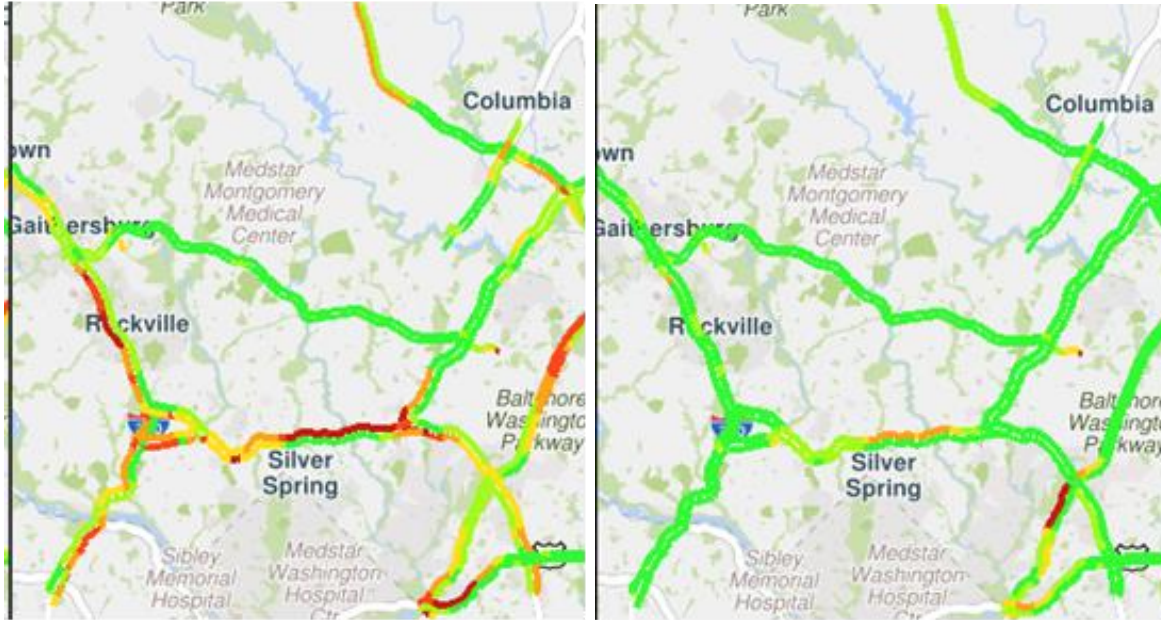
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An Improved Commute during the Pandemic



July 2019

July 2020

**Average Weekday Traffic Speed at
8:00am**

“In July 2020, traffic were back at 85-90% of the pre-covid volumes, but the congestion did not come back!”

An Improved Commute during the Pandemic



To make a significant mitigation in traffic,

we only need to change the driving routines of a small percentage of people.

incentTrip Vision and Goal



incentTrip.org

- **Goal:** Optimize and personalize traveler incentives to promote:
 - multimodal and shared mobility,
 - off-peak travel, and
 - smart routing/drivingfor reduced congestion, energy use and emissions
in the most cost-effective way.

incentTrip Deployment Thus Far



**incentTrip Travel
Demand Management
Pilot Deployment
Fall, 2021**

**Baltimore,
MD**



**incentTrip Official
Integration into
Agency Work Program
and Fiscal Budget
July 1, 2019**

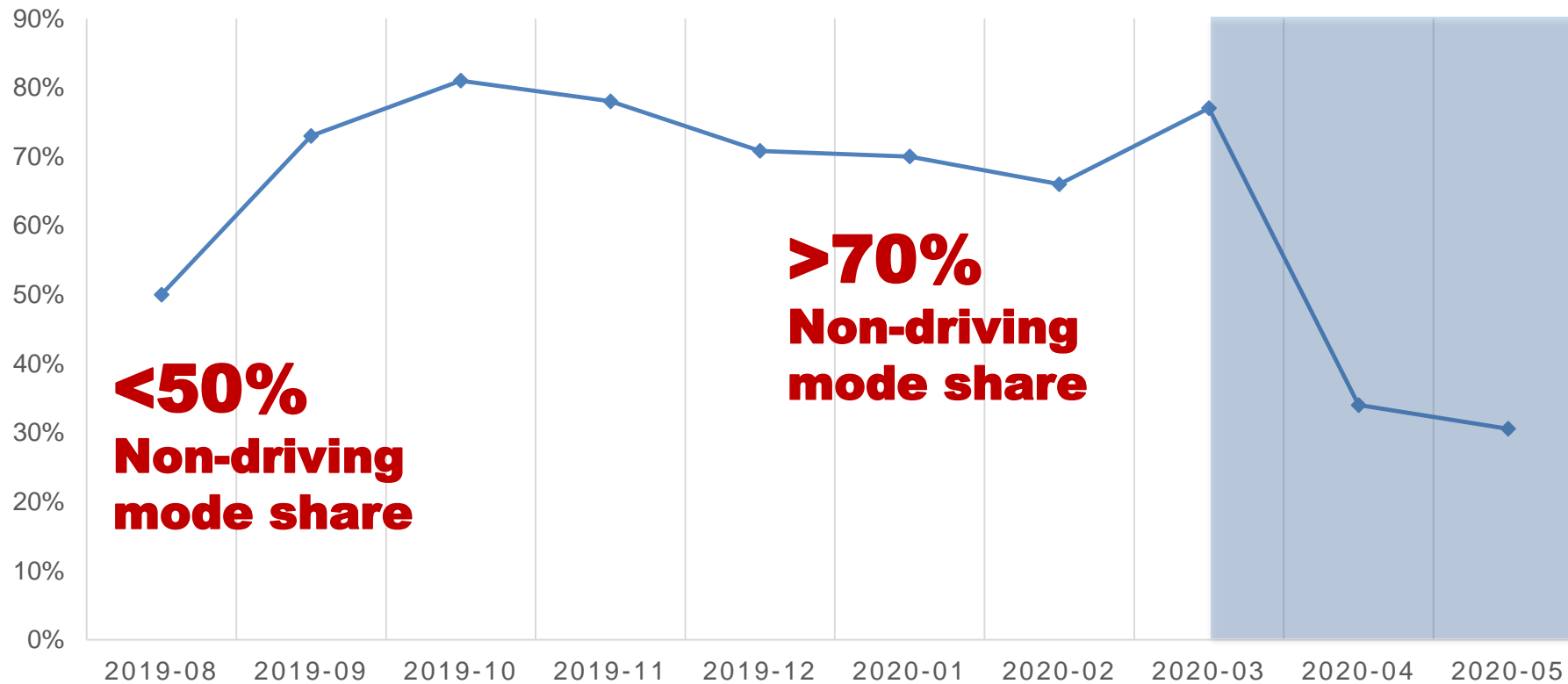
**Washington,
DC**

Changes in Users' Travel Mode Choices



Accumulated a pool of over 40,000 users and 3,000 active users

AGGREGATED NON-DRIVING MODE SHARE OVER TIME



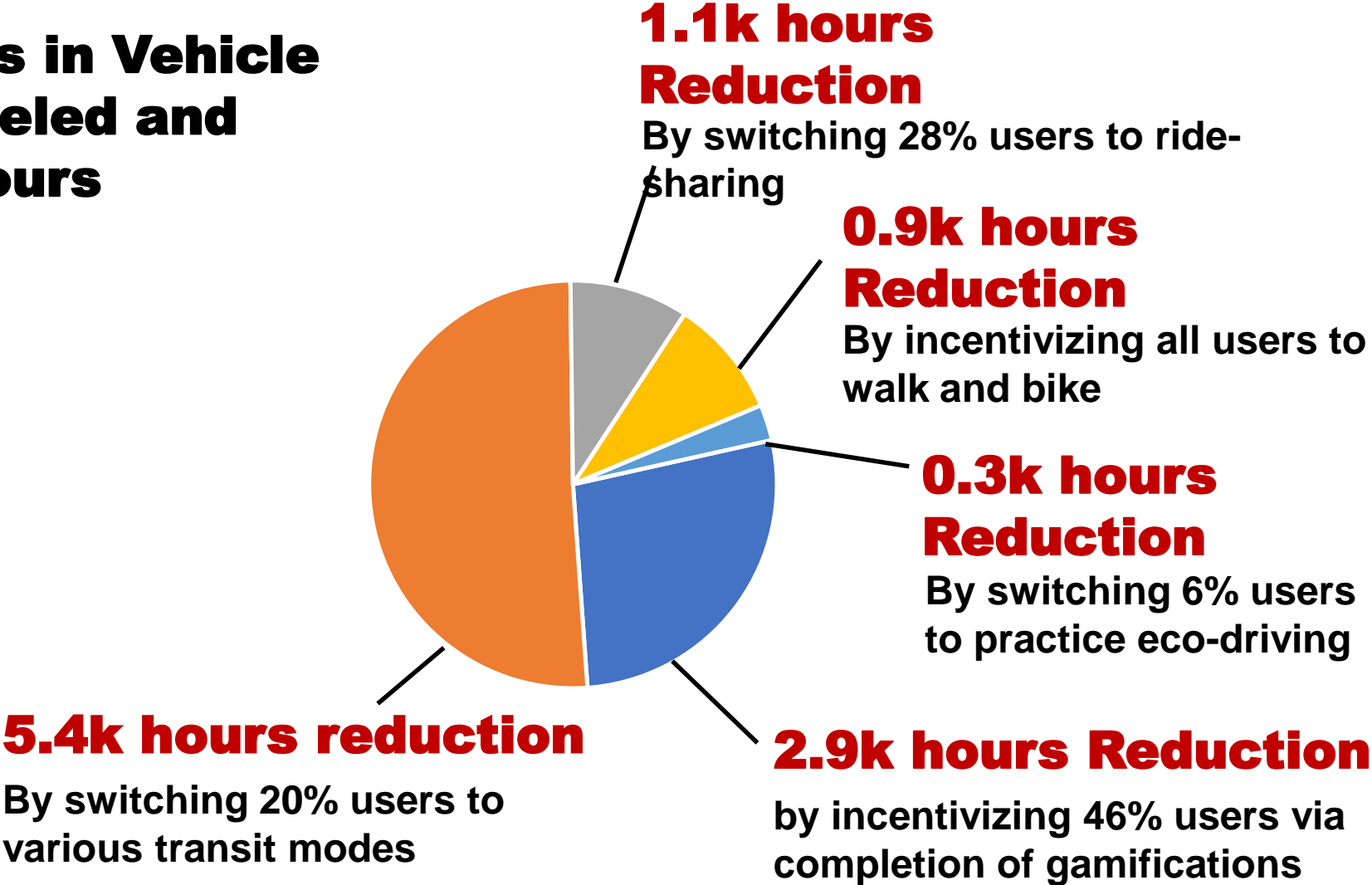
**<50%
Non-driving
mode share**

**>70%
Non-driving
mode share**

Reducing Vehicle Travels



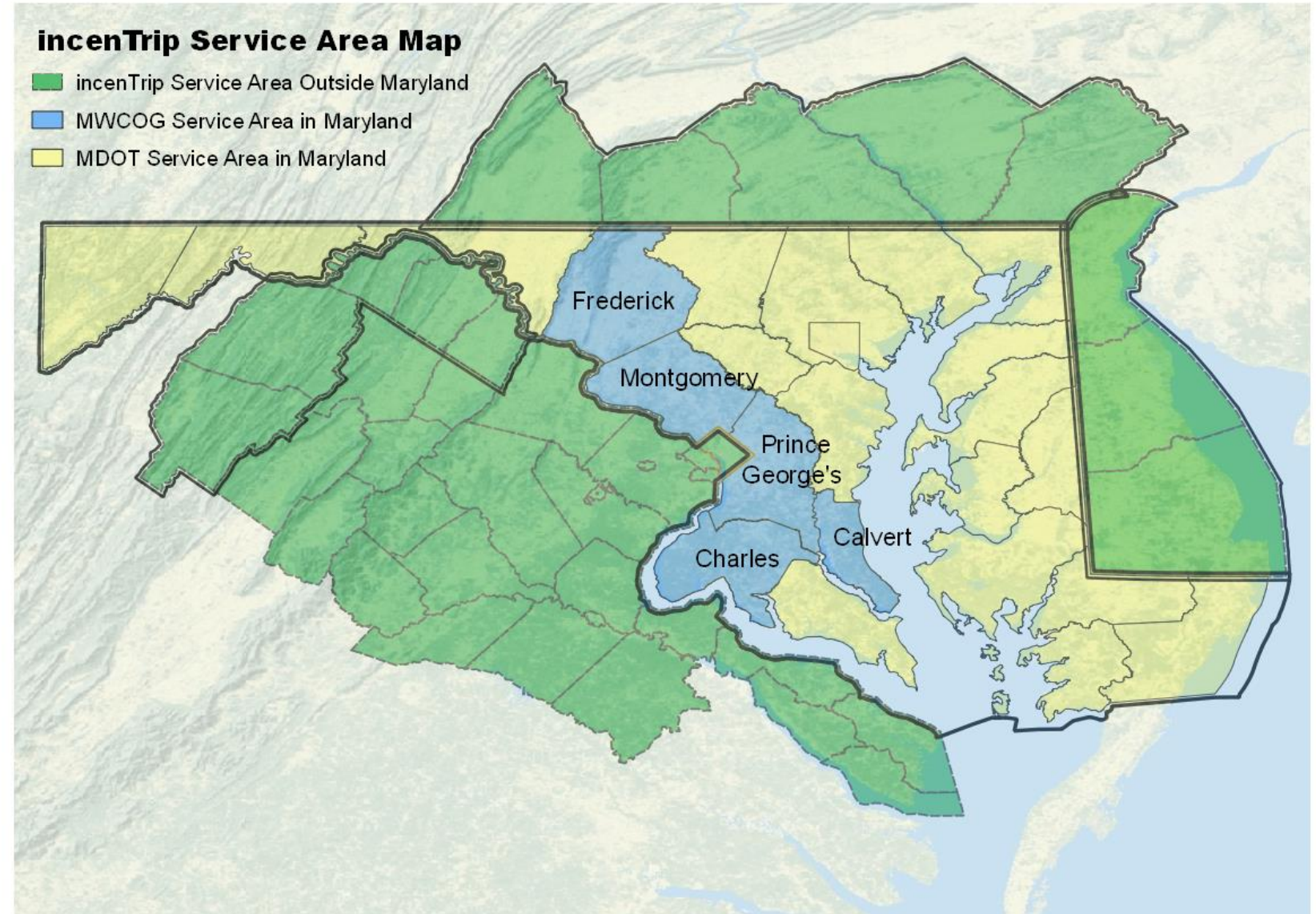
Reductions in Vehicle Miles Traveled and Vehicle Hours Traveled



incentTrip Service Area



- Yellow is the MDOT incentTrip service area
 - Have to work in the yellow service area in order to participate in the MDOT incentTrip Program
- Blue is the MWCOG incentTrip service area in Maryland
- Green is the MDOT and MWCOG Commute Shed



MDOT User Registration



The sign-in screen features the incenTrip logo at the top. Below it, the text "Sign in with your incenTrip account." is displayed. There are two input fields: "Email or username" and "Password". A "Remember me?" checkbox is located below the password field. A prominent yellow "Sign In" button is centered below the fields. At the bottom, there are links for "Sign Up" and "Forgot Password?", separated by an "OR" indicator. A dark blue button labeled "Sign in with Commuter Connections" is positioned at the very bottom.

The registration screen is titled "Create My incenTrip Account" and features a progress indicator at the top with four steps, the first of which is active. It contains several input fields: "First Name", "Last Name", "Email Address", "Username", "Password", and "Confirm Password". The "Username" field includes a note: "Must be 8-12 characters in length, using any combination of letters and numbers." The "Password" field includes a note: "Must be 8-24 characters in length, using any combination of letters and numbers." A green "NEXT" button is located at the bottom of the form.

The "Registration Completed" screen displays a green header and a confirmation message: "Your incenTrip account was created successfully." Below this, it states: "An email has been sent to snehanyk@ter.p.mail.umd.edu. Please click the button in this email to verify your account and complete your registration." It also provides instructions for users who haven't received the email, including a link to incenTripapp@gmail.com. A section titled "According to your locations, you could earn points from the following program:" lists the "Maryland DOT Program" with a sub-note: "Commute trips in most counties of Maryland, Click to view more". A disclaimer states: "Your account information will be shared with MDOT's partner, Commuter Connections, who administers the program on behalf of MDOT." A green "Proceed to Login" button is at the bottom.

Those users who are living in DC/MD/VA region and working in Maryland except Calvert, Charles, Frederick, Montgomery, and Prince George's counties (these counties are already in the Commuter Connections Reward program) will participate in the MDOT

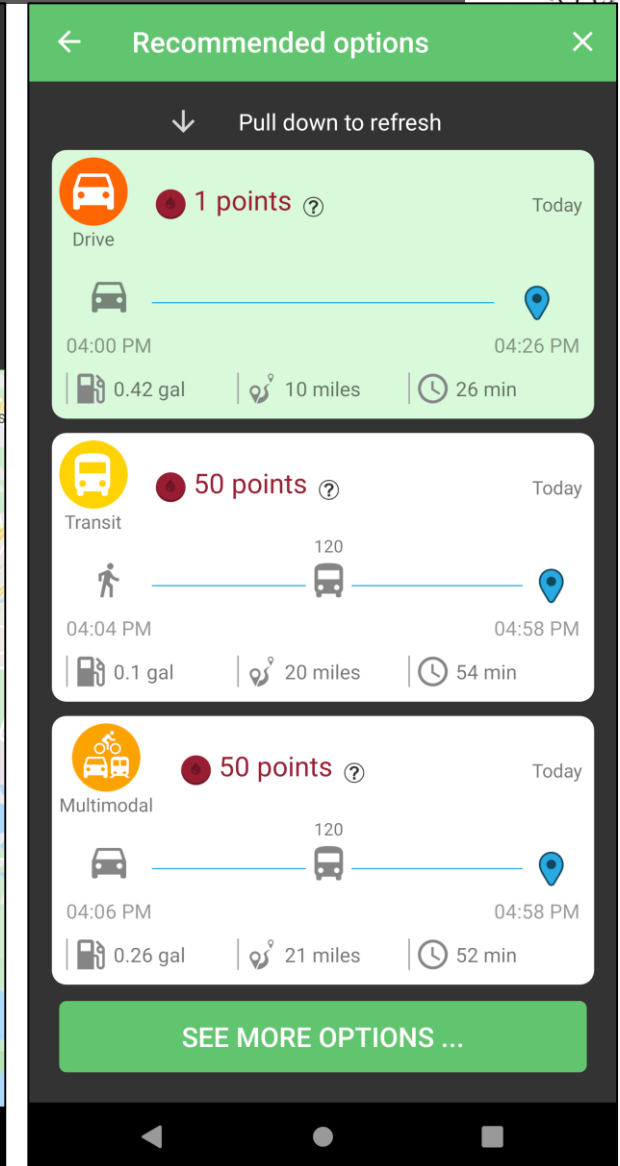
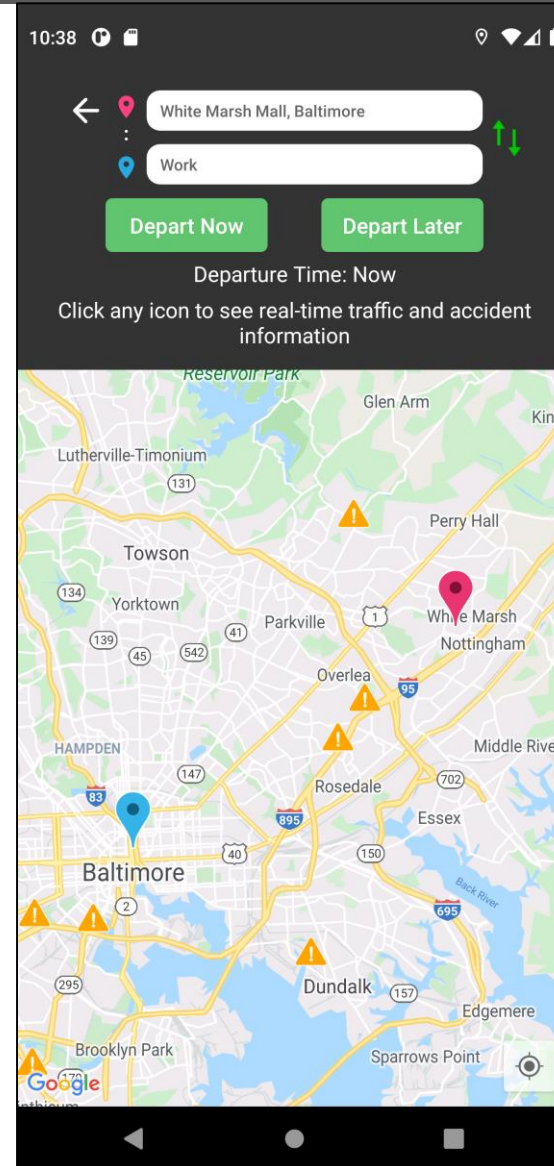


Commuter Trip Planning



The app recommends alternative travel mode, departure time, and route based on real-time traffic prediction and a user's personal preferences.

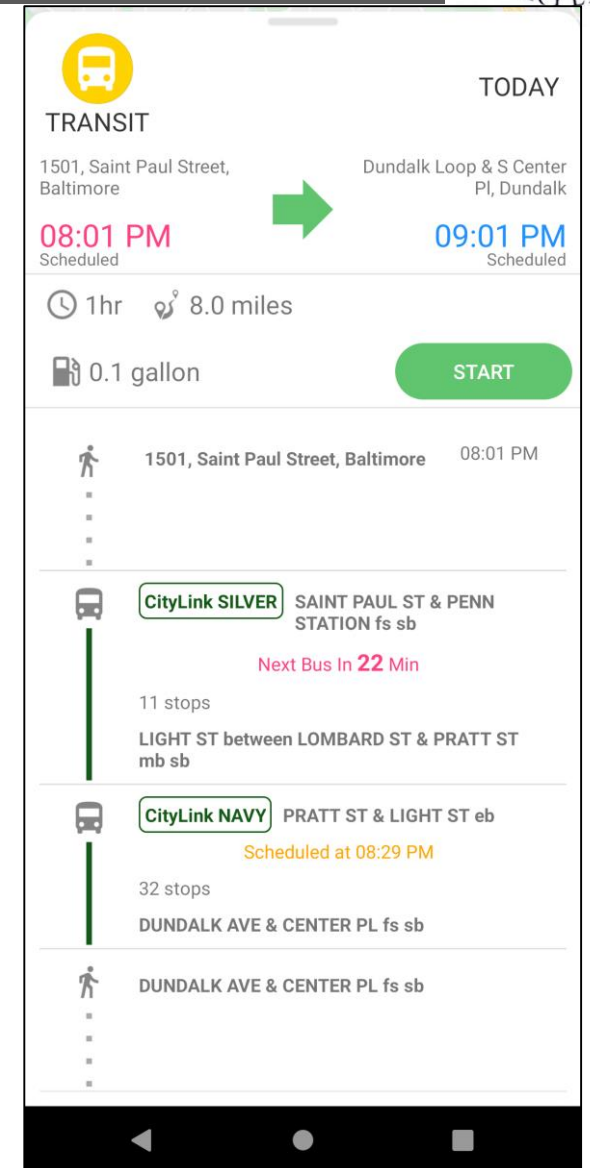
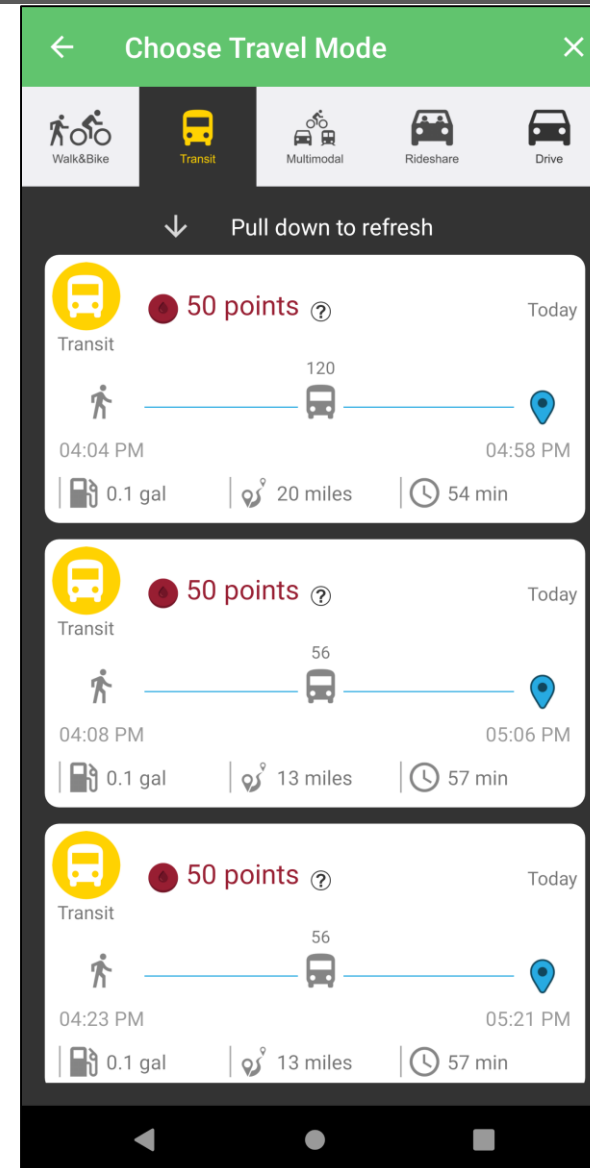
The app incentivizes the adoption of transit and other non-driving options for commute.



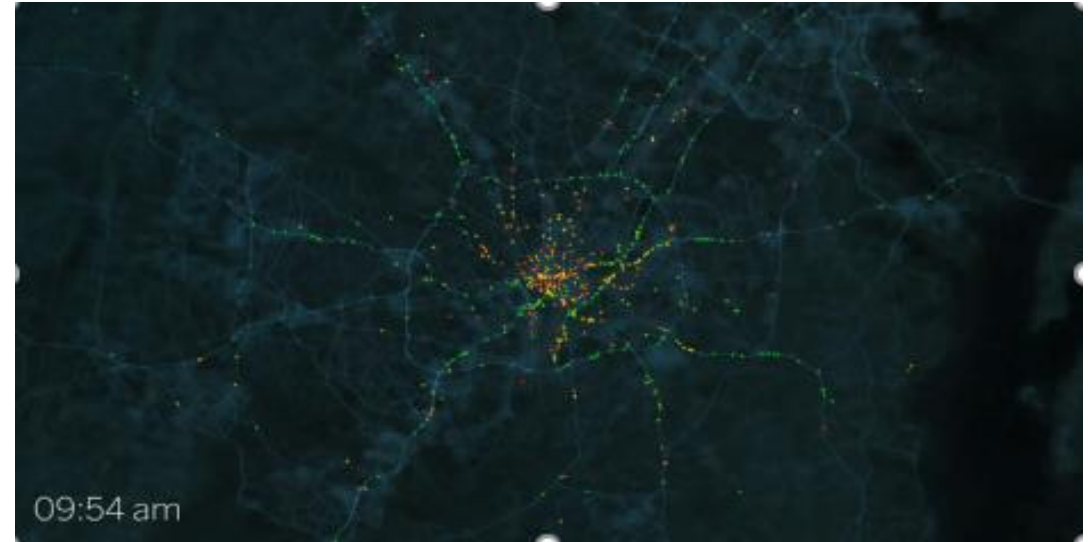
MDOT Real-Time Transit Information



Real-time transit data feed has been integrated with incenTrip to provide accurate and real-time transit arrival time for both transit and multimodal trip options.



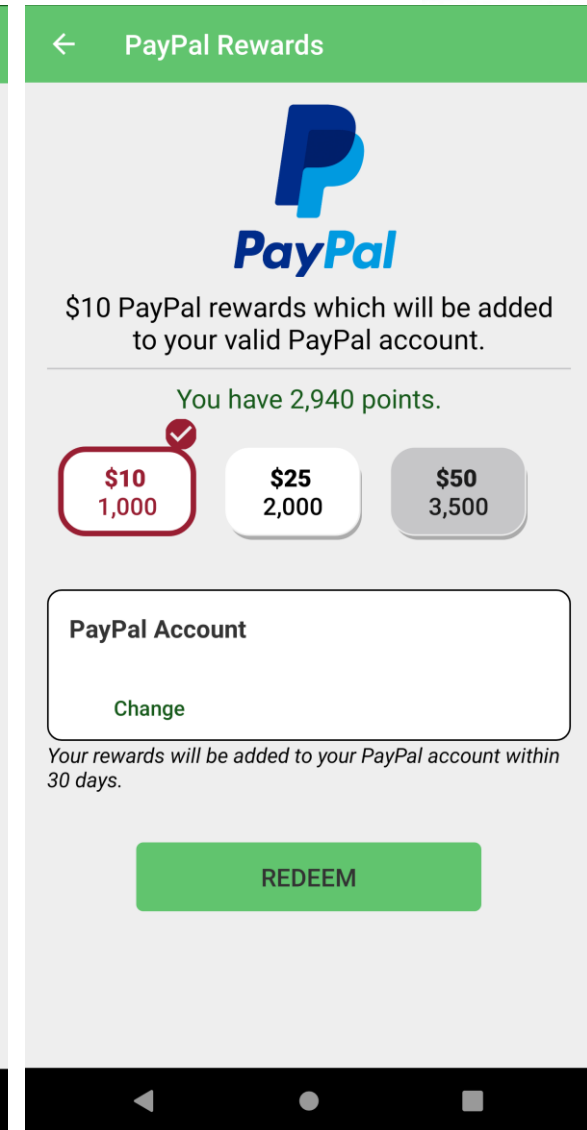
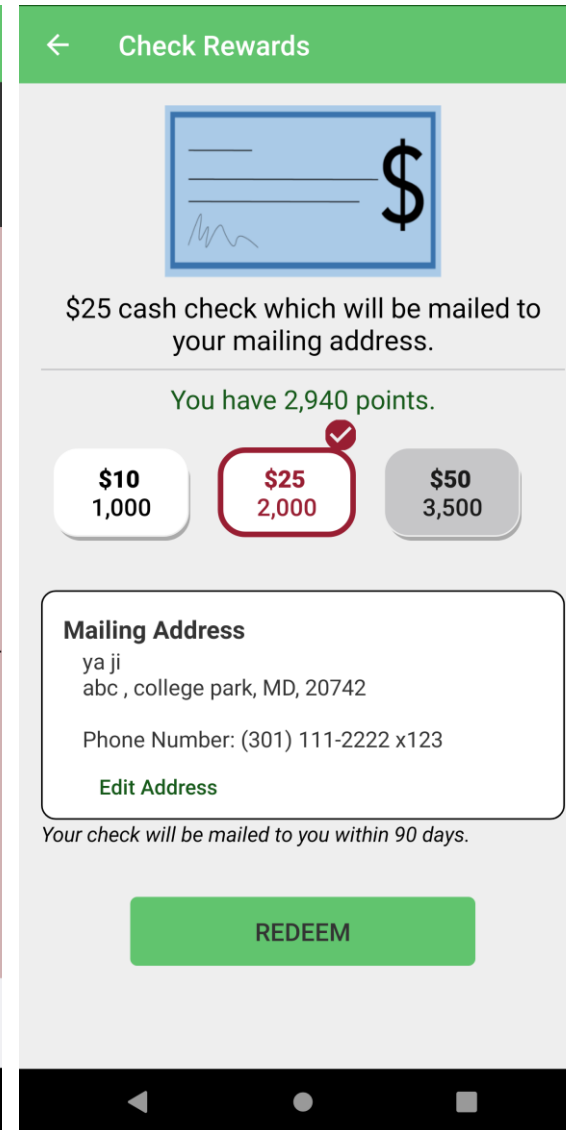
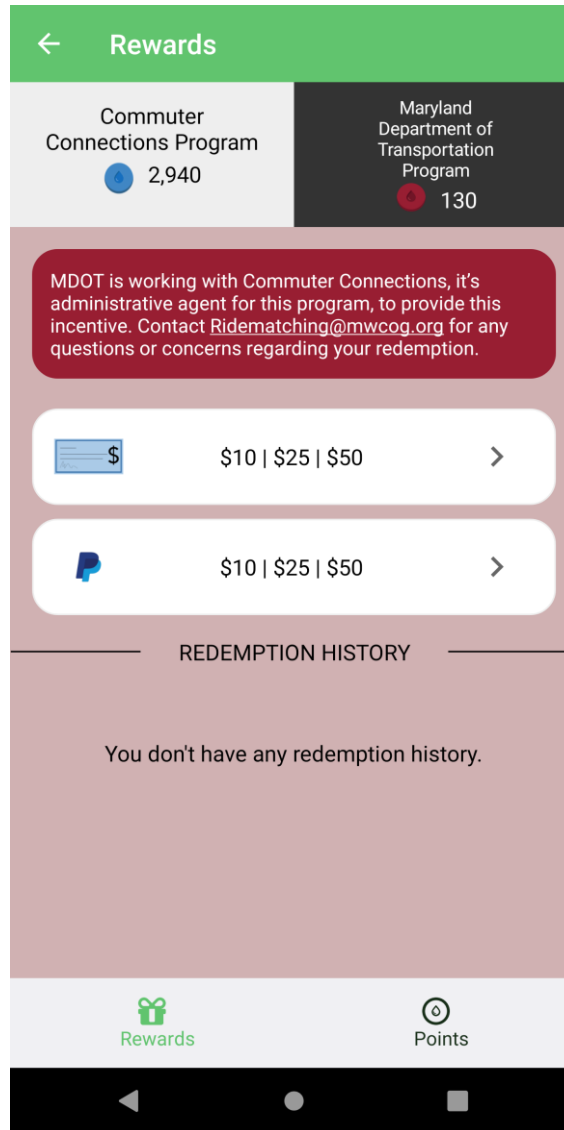
Passive and Real-Time Data for Accurate Information



MDOT Program Rewards



The program integrates with cash check and PayPal for effortless incentive redemption.



incentTrip Key Features and Our Continuous Focus



incentTrip Customizes Trip Mode, Schedule and Route Planning for Each Traveler



incentTrip Learns and Encourages the Use of Alternative Means of Transportation



Monetary and Non-Monetary Incentives Make It Easy, Fun, and Viral to Use



Personalized Incentives & Gamification to Alleviate System-Level Congestion

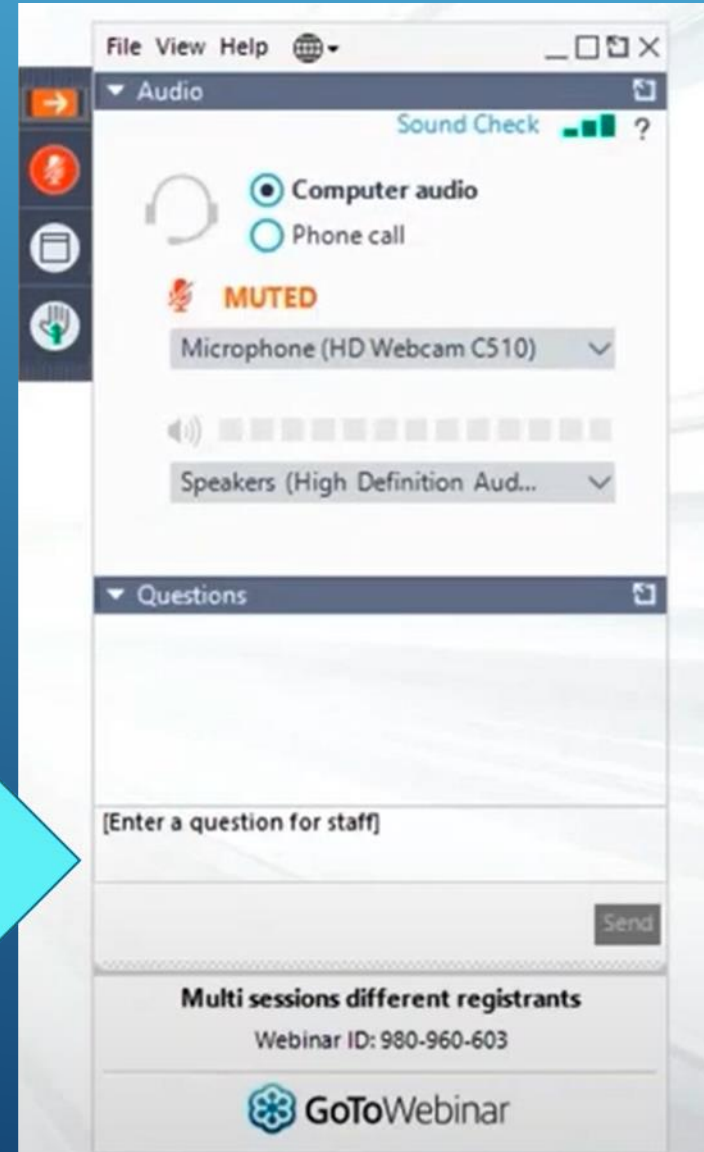
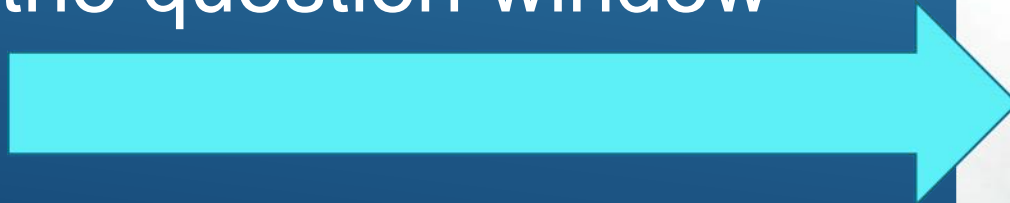
Thank you!



MTI.UMD.EDU

Questions?

Please type your questions
in the question window



Thank You!

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