



Employer Spotlights



THE REAL POPULATION OF

Aniya Smith Transportation Marketing Coordinator City of Baltimore Joe Griffiths, AICP Director of Planning Best Practices Maryland Department of Planning

April 3, 2025 11:30 a.m. - 12:30 p.m.







Commuting is a near universal, daily activity.

And, it can be costly!

- Traffic congestion
- Poor air quality
- Lost economic opportunities
- Employee turnover

Commuting Statistics

31.4 Mins. Average one-way commute in MD

Maryland's rank for longest work commutes

\$5.6 Billion Estimated cost of roadway congestion in MD

8.1% of MD of

#3

of MD commuters utilize public transit

Why Commuting for Work Is Tougher Than Ever

<u>Melina Elverdal</u>

OF TRANSPORTATION

Updated December 11, 2023



Advice

Anyone ever quit their job because the commute took too much time in Boston? Posted this on a runners' group earlier (by mistake) but who knows

r/careerguidance · Posted by u/Kaylacathleen 1 month ago

Should I quit my job due to a long commute?

How Car Commutes Are Making Americans Sick

Relentless car journeys don't just occupy our time; they significantly shape our mood and overall outlook on life. Here's how.

By Nikita Luke

12:01 AM EDT on August 15, 2024

What is Transportation Demand Management?

TDM is the use of strategies to *inform* and *encourage* travelers to:

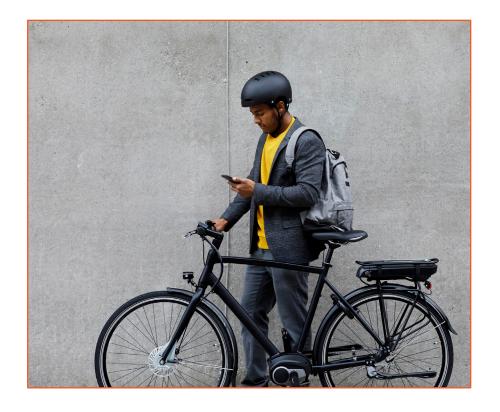
- 1. Maximize the efficiency of a transportation system
- 2. Reduce congestion
- 3. Lower vehicle emissions





Effective TDM Strategies Include:

- Access to the Qualified Transportation Fringe Benefit (i.e. pre-tax purchasing, subsidies).
- Cash incentives and gamification.
- Appropriate pricing of parking, tolls, transit, and other options.
- Carpooling and vanpooling.
- Trip planning & Ridematching.
- State and local TDM ordinances, commute trip reduction laws or other similar regulations.
- Parking management and pricing.
- Use of High Occupancy Vehicle (HOV)/High Occupancy Toll (HOT) lanes.
- Promotion and support of telecommuting, remote & hybrid work schedules.
- Marketing, outreach, and education to inform people about options and shift behavior.
- Investment and support of bicycle & pedestrian infrastructure.



Commuter Choice Maryland

Who we are

A free program of the Maryland Department of Transportation

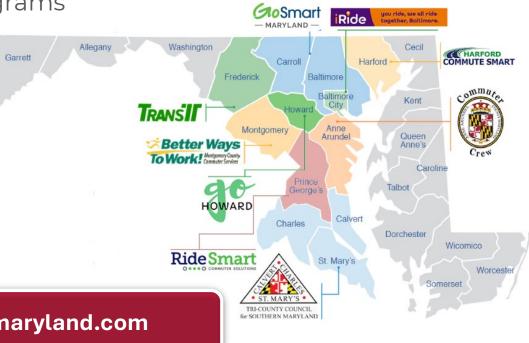
What we do

- Help employers develop commuter benefits programs
- Promote commuting options to the public
- Administer statewide commuter programs

How we do what we do

- Financial incentives
- Assistance and recognition
- Lots of engagement and collaboration







Employer Partner Program

The Commuter Choice Maryland Employer Partner Program recognizes Maryland employers and organizations for their leadership in offering transportation benefits and creative commuting incentives to their employees. Employer Partners also receive support in their efforts to build or expand commuter benefits programs.



Maryland Commuter Tax Credit



Maryland employers may be eligible for the Commuter Tax Credit by providing their employees with commuter subsidies. Businesses, including 501c3 and 501c4 organizations, may claim a tax credit of 50% of the amount of subsidies provided (up to \$100 per employee per month) for qualified commuter benefits like Guaranteed Ride Home, Vanpool, Transit, Cash in Lieu of Parking, Telework, Carpool, Active Transportation, and Multimodal Commuter Last Mile Connection.

In this presentation, we will hear from employers to learn:

- How can employers **<u>develop</u>** commuter benefits programs.
- How can employers **promote** commuter benefits programs.
- How can employers **<u>fund</u>** commuter benefits programs.
- How can employers <u>receive assistance</u> to build commuter programs and <u>be recognized</u> for their achievements.



What is the #1 commuting challenge you or your employees currently face?

Please introduce yourself and add your response in the webinar chat!







Today's Presenters



THE REAL PROPERTY OF



Aniya Smith Transportation Marketing Coordinator City of Baltimore

Joe Griffiths, AICP Director of Planning Best Practices Maryland Department of Planning

Maryland Department of Planning

- About
- Employee support through commuter benefits
- Strengths/Opportunities and Challenges
- MDOT CCM Employer Partner Application process



Maryland Department of Planning

- MDP Baltimore Office location
- Telework Policy
- Hybrid and Virtual meetings
- Office Visitors
- MDOT CCM Employer Partner Status





Maryland Department of Planning

- MDP Office Move Effort
 - Employee commuter survey
 - MDOT CCM assistance
 - Discussion with sister agencies located downtown
 - MDP staff current alternative transportation use
- Alternative transportation opportunities and challenges

MARYLAND DEPARTMENT





MDP Baltimore Office Employee Commuter Survey





Maryland Department of Planning

Strengths and Opportunities	Challenges
Downtown Baltimore location and multiple adjacent transit access points	Ease of parking access, including availability and free cost
Planners, by temperament and education, generally favor alternate modes of commuting	Transit not seen as viable option for most staff who live outside of Baltimore City
Department recognition of employees using alternate modes	Lack of redundancy for some transit routes
MDP as " <u>Employer Partner</u> " under MDOT Commuter Choice Program	Discomfort riding a bike through downtown
Regular employee surveying and progress monitoring	Decision to bike and walk to work is wholly a personal one with few external incentives



Maryland Department of Planning



The Commuter Choice Maryland Employer Partner Program recognizes Maryland employers and organizations for their leadership in offering transportation benefits and creative commuting incentives to their employees. Employer Partners also receive support in their efforts to build or expand commuter benefits programs. These leadership efforts help reduce congestion, conserve energy, protect the environment and improve the quality of life of all Marylanders.

Best of all, the Employer Partner Program is free! What will you gain by joining? Click the button below to get started.



Application

- Contact Information
- Company Information
- Existing Commute Programs
- Employee Participation
- Topics of Interest (List to Choose From)
- Referral Source

Provide CCM

- Managed by MDOT
- Annual Updates and Benefits Discussion



Baltimore City's Department of Transportation



Transportation Marketing Coordinator: Aniya Smith



Promoted Programs in iRide

Public Transit

Charm City Circulator Harbor Connector MTA Transit Services

Related

Programs

Direct Employer Outreach Event Marketing Public Speaking Engagements

Related

Programs

JFA Carpool Dockless Vehicles (Rentable EBikes & Scooters) Baltimore Commutes (Commuter Connections)





Direct Employer Outreach **Event Marketing** Public Speaking Engagements Digital and Print Advertising Social Media **Engaging Literature** Email Blasts







As part of the Department of Transportation's iRide, we're excited to introduce th relaunch of the JFA Carpool Program

Gather up a carpool and apply for our program for FREE. Accepted applications will be given a parking hangtag that they can use to park in the iRide parking spaces in the JFA lot (400 Saratoga St) from 6am-9am to receive priority \$1/Hour parking

Need help finding people to carpool with? We got you covered there too! Head over to BaltimoreCommutes.org and apply for an account. iRide can assist you with finding other commuters near you to travel to work with. We can also help you sign up for the Suaranteed Ride Home program where you receive SIX FREE Emergency rides home per year. Wether your carpool ends up having to leave early or you have an emergency yourself, you can feel comfort in knowing you have a ride home.

Ready to apply? Check out our website at StreetsOfBaltimore.com/iRide to download ou application. If you have any questions, please feel free to reach for assistance.

CARPOOL WITH Ride

RESERVED PARKING @ JFA LO + JUST \$1/HOUR + # 2+ADULTS PER CAR # O PARK 6AM-9AM M-F O

STREETSOFBALTIMORE.COM/IRIDE

@BaltiRide 🖾 f O 🖬 d













JFA CARPOOL PROGRAM

Commute Around Charm City with Community

STREETSOFBALTIMORE.COM/IRIDE



What is it?

A program used in hand with Baltimore Commutes to encourage downtown employees to rideshare by offering incentives in a high-demand parking lot.

Benefits?

Updates?

Discounted (\$1/Hour) Priority Parking at the JFA Expressway parking lot M-F 6am-9am

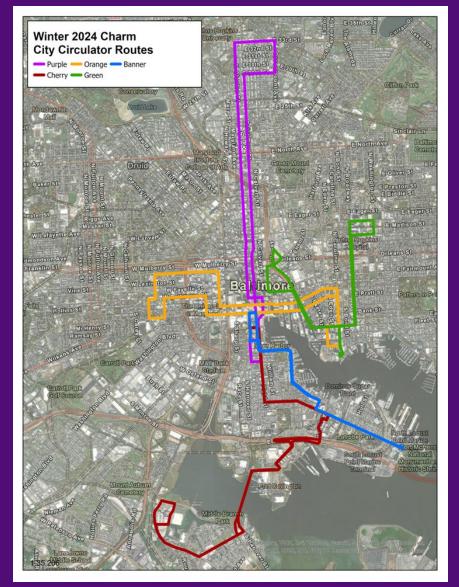
New Signs Reserved iRide Spots Email Blasts Social Media Campaign



Charm City Circulator

The Charm City Circulator is a fare-free, fixedroute bus service that operates in Downtown Baltimore and surrounding neighborhoods. The CCC aims to connect city residents, commuters and visitors with employment centers, recreation and essential services such as medical appointments.

The CCC includes five routes, which are shown on the map to the right: the Cherry, Purple, Orange, Green and Banner routes.



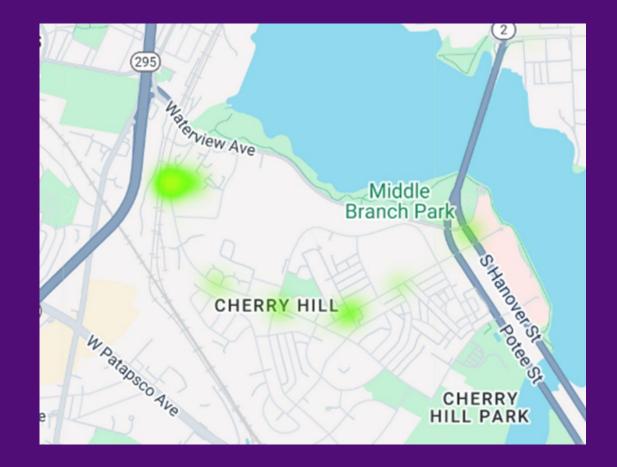


Charm City Circulator

The Cherry Route is the newest route in the CCC system and was designed to serve residents in the Cherry Hill neighborhood, where 47.5 percent of households do not have access to a vehicle. This transit service is a vital link helping people get to jobs who otherwise have limited transportation options.

Additionally, the route provides a quick, free connection to the Maryland Transit Administration's Light Rail Service, which can take riders from as far south as BWI Airport to Hunt Valley, north of Baltimore.

The Cherry Route began service in June 2024 and, since implementation, it has provided more than 110,000 rides.





Charm City Circulator

In addition to the new Cherry Route, Baltimore City DOT is working on redesigning some of the routes in the CCC system, based in large part on employer location and making it easier for people to get to jobs.

Currently BCDOT is working on implementing changes to the Orange Route, which will directly serve the Harbor East/Harbor Point neighborhood, home to new T. Rowe Price and Morgan Stanley campuses boasting more than 3,300 employees.





Harbor Connector

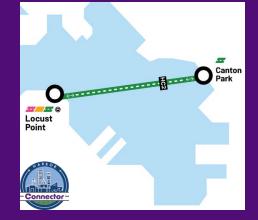
The Harbor Connector is Baltimore City's water taxi that is a free service to the public.

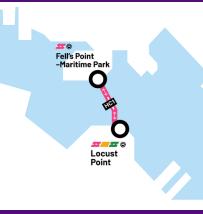
Our current challenge is raising visibility of the service so that commuters are more aware of this free service.

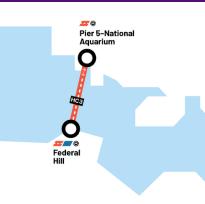
Wayfinding Signage Banners for the Boats













Dockless Vehicles

In Baltimore City, scooter and e-bike companies provide parking "corrals," which are designated zones where riders get a discount if they park their vehicle at the end of their trip. To date, these parking corrals have not been strategically integrated with city-managed transit programs such as the Charm City Circulator or the Harbor Connector ferry service. Some of the highest ridership bus and ferry stops in either system do not have dockless vehicle corrals near them. We are working to address this by installing parking corrals at high ridership bus stops.





Baltimore City Travel At a Glance

Charm City Circulator

- 1.3 million rides in 2024
- 2.3 million passenger miles traveled in 2024
- 23 bus fleet (with 8 new buses expected to be delivered in late 2025 or early 2026)

Harbor Connector Stats (3-Ferry Fleet)

Total passenger trips in 2024: 238,639 Total passenger miles traveled in 2024: 104,858

Dockless Vehicles (February Data)

Number of Trips: 112,107 Total Trips Distance: 117,201 mi Total Trips Duration: 982,290 mins CO2 Savings: 4,869 - 6,446 kg-CO2eq





Challenges to Solutions to Lessons



Lesson 2: Keep an open mind Lesson 3: Assess, Correct, and then Pivot



Support From MDOT CCM

Collaborative Materials

TDM Education

Event Public Outreach

Team Bonding Among the State Programs

Employer Connection Meetings & Consultations











iRide@baltimorecity.gov | 667-203-1800 | @BaltiRide on IG/FB/X/Youtube Transportation Marketing Coordinator: Aniya Smith

As an employer, what is your biggest obstacle to implementing or expanding commuter benefits?

As a commuter, what is your biggest challenge to using transit, vanpooling, carpooling, biking or walking?

Please add your response in the webinar chat!



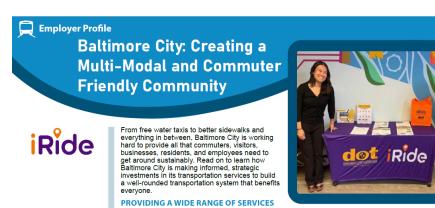
Inspiration From MDOT CCM Employer Partners

Baltimore City

MARYLAND DEPARTMEN

- Baltimore City has made a clear commitment to developing a multi-modal transportation system offers a wide variety of options to all people.
- The newly relaunched iRide JFA Lot Carpool Program addresses parking challenges at the 400 E.Saratoga Street lot by offering priority discounted parking to carpoolers.
- The Baltimore City Department of Transportation has adopted a coordinated "feet on the ground" approach to build awareness of transportation options.

"Great cities rely on accessible, reliable, and convenient transportation systems to help people of all ages, backgrounds, and abilities to get where they need to go – quickly and efficiently. **Baltimore City has fully embraced this approach.**"



Great cities rely on accessible, reliable, and convenient transportation systems to help people of all ages, backgrounds, and abilities to get where they need to go – quickly and efficiently. Baltimore City has fully embraced this approach. It has made a clear commitment to creating a multi"Listen to your employees and then figure out the best middle ground to invest properly. Be sure to maximize the value you're creating for them, because that's what really helps retain them."

-Aniya Smith

Transportation Marketing Coordinator, Baltimore City DOT

Inspiration From MDOT CCM Employer Partners

UMBC

MARYLAND DEPARTMEN

- Working to install 1st Bike Parking Facility on campus, with a goal to establish a bikeshare program and student-led bike shops
- Zipcar and Guaranteed Ride Home programs provide rides in a pinch
- Carpool program with 40 registered carpools and a goal of 75 by 2030

"What makes UMBC so successful is getting information into as many people's hands as possible. Sustainability is a shared goal and responsibility, so buy-in from student organizations and the broader campus community is paramount."

ို့ Employer Profile

Something for Everyone: The UMBC Commuter Benefits Approach



With nearly 14,000 students and more than 1,000 faculty and staff members, the University of Maryland, Baltimore County (UMBC) has to get creative in order to provide transportation options that are convenient for as many people as possible. Everyone's transportation needs are unique, and that is why the Parking Services team at UMBC sees their role as so much more than just offering parking. Harry Wilhelm, the team's Communications and Transportation Demand Management (TDM) Specialist, says, "Students and staff want to be able to get around without a car, on their bike, or on a bus. We must make it easier."

SIMPLE AND SECURE BIKING

Several UMBC community members use bikes to get to and around campus, and Wilhelm says it's clear there is even more untapped potential. UMBC is working to install its first bike parking facility to address the need and concerns regarding secure bike parking. This area will include cameras and keycard access to make people riding bikes feel more comfortable. Once the storage facility is realized, UMBC hopes to partner to create a bikeshare program and student-led bike shops to make accessing and maintaining a bike as easy as possible. While the school strongly supports transit, Wilhelm admits, "It will always be cheaper to buy bikes and install bike repair facilities than to buy more buses." He further states that bikes also play a huge role in reducing the campus's carbon footprint. "Students and staff want to be able to get around without a car, on their bike, or on a bus. We must make it easier."

-Harry Wilhelm Communications and

TDM Specialist, UMBC

Pictured to the Right: A bike being serviced at UMBC's Fix-It station

Inspiration From MDOT CCM Employer Partners

What is Ms. Black's advice to anyone considering giving employee commuter benefits to their staff?

"You don't have to do it alone."

Employer Partner Spotlight: United States Pharmacopoeia

"From the hiring process to new hire orientation to lunch and learns every quarter, we make sure our employees know how to take advantage of our transportation benefits."

> -Nikki Black Senior Benefits Administrator, USP



Key Takeaways From Today's Presenters

- Office relocations and planning for moves
 ✓ Checking transportation options (transit, parking)
 ✓ Employee commute patterns
- Learn from others
- Helping people change behavior is hard
- Leverage the free assistance from MDOT CCM



Discussion





How To Get Involved

- Join as an MDOT CCM Employer Partner (it's free)
- Attend the next webinar:

June 26 on New Commuter Choice Maryland, Commuter Incentives

• AICP credit (event ID# 9307551)





Let's Keep The Conversation Going

How Can we Help you?

Commuter Choice Maryland

<u>commuterchoice@mdot.maryland.gov</u> 410-865-1100

www.commuterchoicemaryland.com

foin @CommuterChoiceMD



