



# Commuter Choice Maryland Spotlight Webinar on the Love to Ride Central Maryland Program

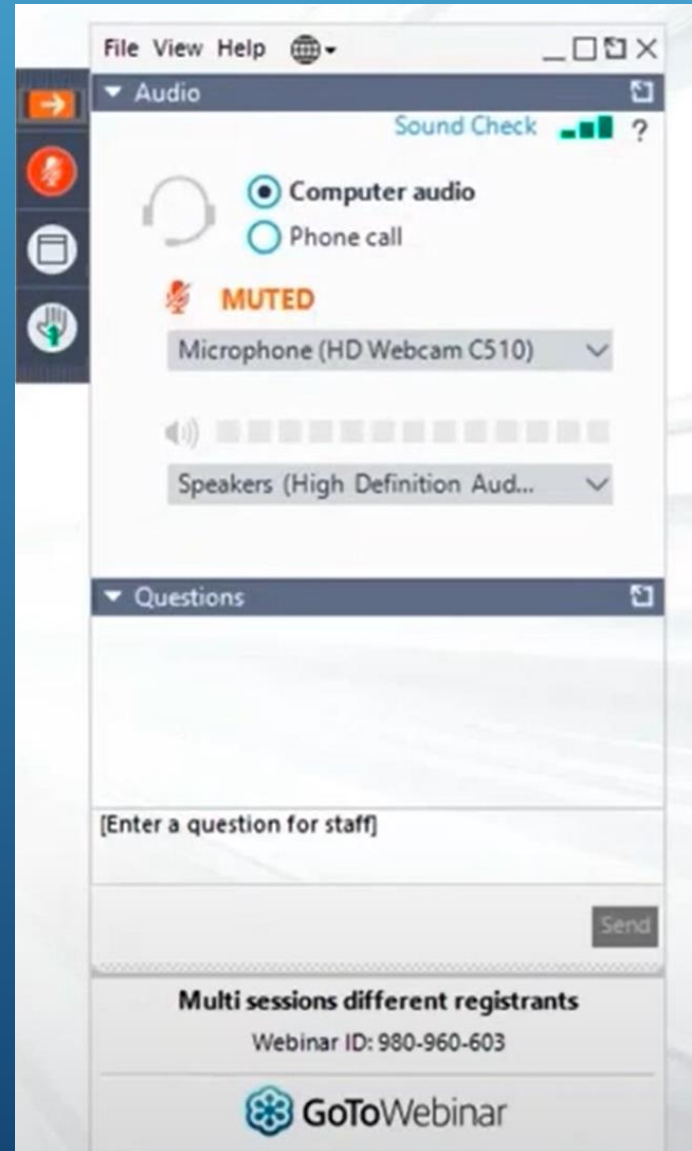


Webinar 4.28.2021

# WEBINAR FAQs

## “AS-NEEDED”

- ▶ Select Computer or Phone Audio
- ▶ The Questions window can be used for both technical issues and Q & A
- ▶ All sessions will be recorded and will be available post- webinar at [CommuterChoiceMaryland.com](http://CommuterChoiceMaryland.com)
- ▶ Slide decks will also be available at the Commuter Choice Maryland website
- ▶ We will also have polls throughout this webinar



# WHAT IS COMMUTER CHOICE MARYLAND?

Help reduce congestion & improve the quality of life of all Marylanders

Businesses and commuters can save money!



Congestion reduction & energy conservation



CommuterChoice Maryland



Biking

Ridesharing

Teleworking

Transit

Walking

Commuter Choice Maryland Promotes alternatives to driving alone

# COMMUTER PROGRAM SERVICES



## Transportation Options

- Serve as a resource for transportation options such as Guaranteed Ride Home, transit, vanpool, carpool, biking and walking, flexible work schedules and telework



## Information

- Online and printed information on available resources on transportation options



## Outreach

- Outreach to commuters at events to increase their knowledge and comfort level with using transportation options

Visit: [CommuterChoiceMaryland.com](http://CommuterChoiceMaryland.com) to learn more

# EMPLOYER PROGRAM SERVICES



## Employer Assistance

- Provide ongoing assistance to employers in implementing commuter benefits programs and taking advantage of the Maryland Commuter Tax Credit



## Webinar & Information

- Deliver webinars, provide toolkits, targeted materials to help employers with communications and implementing a commuter benefits program

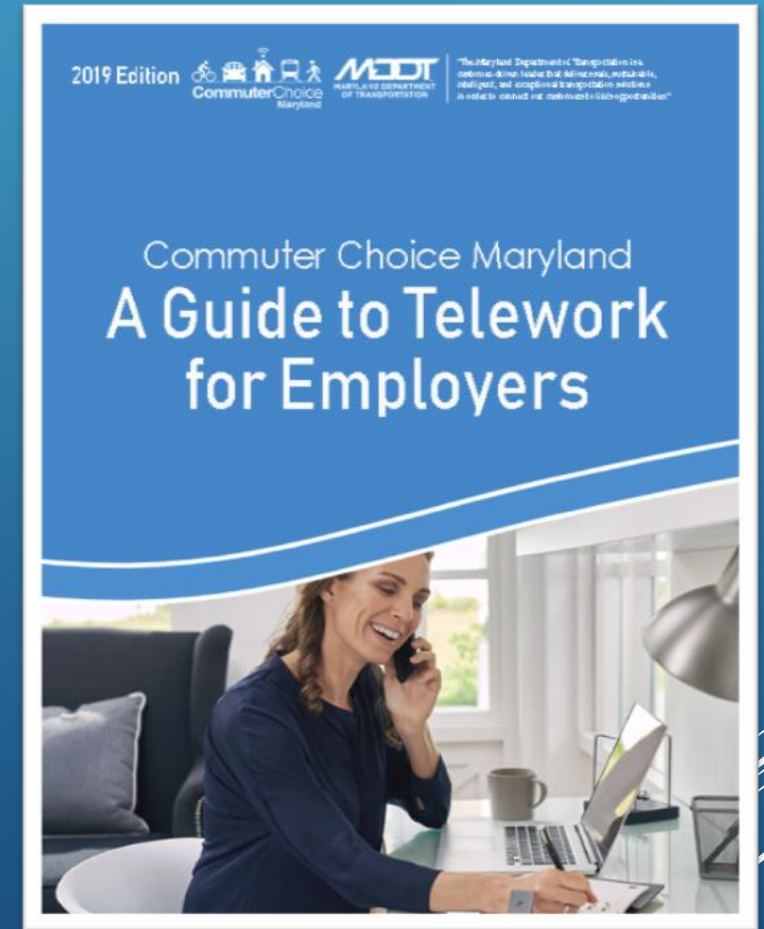
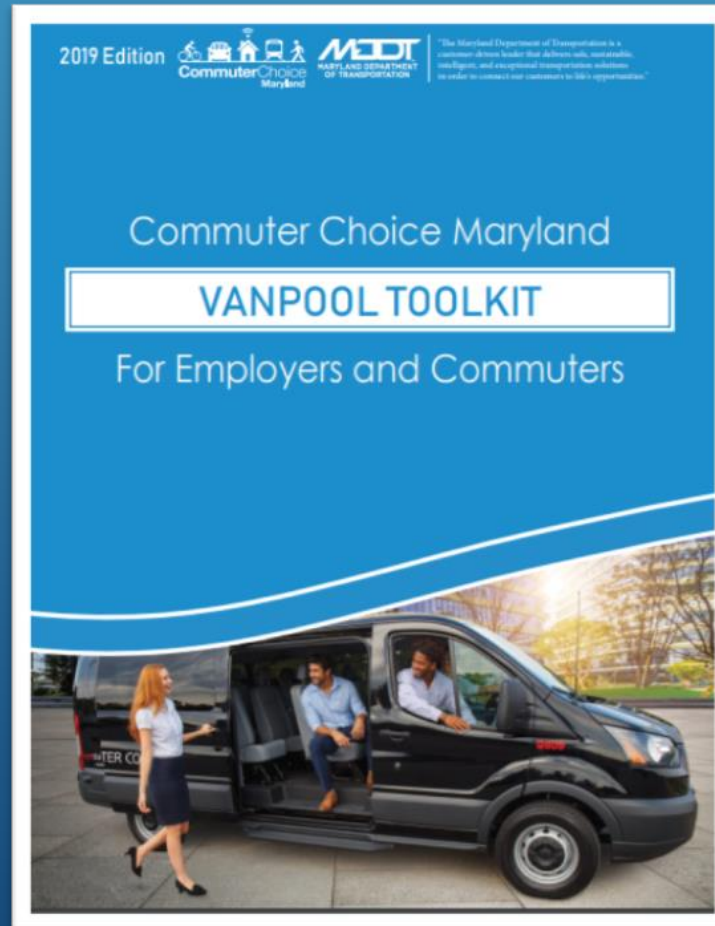
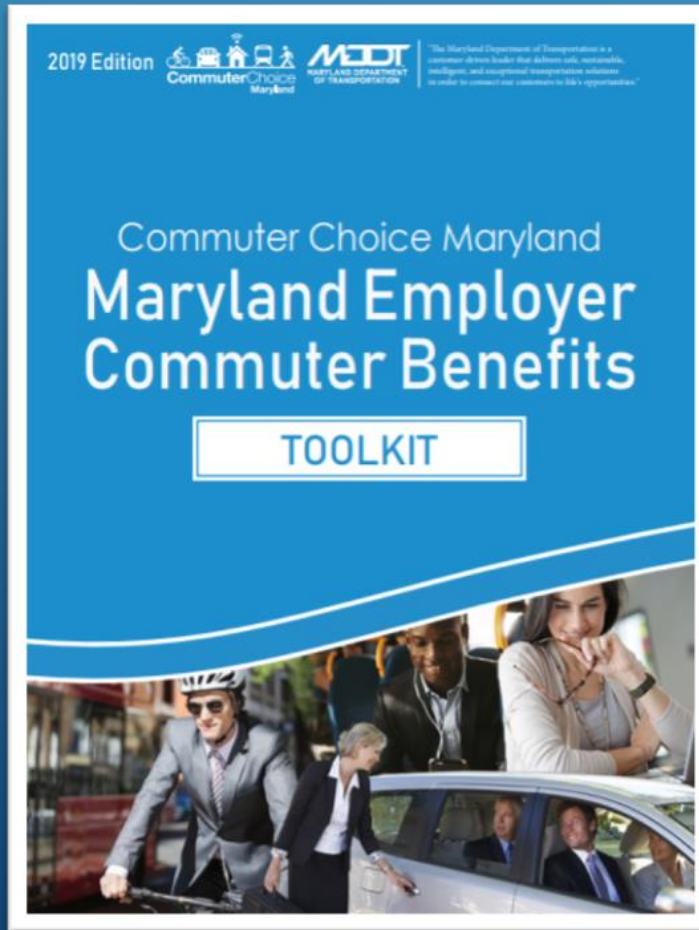


## Marketing Materials

- Provide marketing materials and information on employee commute options

Visit: [CommuterChoiceMaryland.com](https://CommuterChoiceMaryland.com) to learn more

# FREE BUSINESS TOOLKITS



Available at: [CommuterChoiceMaryland.com](http://CommuterChoiceMaryland.com)

# MARYLAND COMMUTER TAX CREDIT



Maryland Employers may claim a tax credit for 50% of eligible commuter benefits up to a maximum of \$100 per participating employee per month

## Qualifying Commuter Benefits:

- Transit Fare
- Company vanpool program
- Company Guaranteed Ride Home program
- Cash-in-Lieu of Parking/Parking Cash Out program

## What are the benefits?

- Business bottom line
- Retention of Employee
- Talent/Employee attraction
- Employees save money too!
- Congestion reduction, environmental benefits & enhanced quality of life

For more info visit: [CommuterChoiceMaryland.com](http://CommuterChoiceMaryland.com)



- The Commuter Choice Maryland Employer Program seeks to recognize Maryland employers and organizations for their leadership in offering transportation benefits and creative program incentives to their employees.



# What are the Partner Benefits?



# Read more partner stories: [CommuterChoiceMaryland.com](http://CommuterChoiceMaryland.com)



## 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

# SMIECO

People. Power. Progress.

# Live!

CASINO • HOTEL  
MARYLAND



# AOPA

your freedom to fly



# Becoming a Partner is Easy!



STEP 1: Visit [mdot.maryland.gov/employerpartner](https://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



The Commuter Choice Maryland Employer Program seeks to recognize Maryland employers and organizations for their leadership in offering transportation benefits and creative program incentives to their employees. These leadership efforts help Maryland to reduce congestion, conserve energy, protect the environment and improve the quality of life of all Marylanders.



[Register to Become a Commuter Choice Maryland Partner](#)

JOIN COMMUTER CHOICE MARYLAND FOR  
A DISCUSSION WITH THE BALTIMORE  
METROPOLITAN COUNCIL ON.....

## TIME, MONEY, AND MORALE: THE BENEFITS OF ENCOURAGING COMMUTES THROUGH FREE EMPLOYER-BASED ENCOURAGEMENT PROGRAMS

**4/28 AT 12 PM EST**



Register at: [CommuterChoiceMaryland.com](http://CommuterChoiceMaryland.com)

Check out our **newsletter** for Maryland  
Transportation news: <http://bit.ly/CCMDSpring21>



Guest Speaker: Lilian Bunton  
TDM/Rideshare Specialist

Welcome to today's  
webinar session!



# Baltimore Region Virtual Bike Events

**Free Programs Boost Staff  
Morale . Health . Satisfaction**



NO  
PARKING  
9 AM - 5 PM



# Baltimore Metropolitan Council

## A Resource for the Region

BMC connects the Baltimore region – how we travel, work and live – by identifying mutual interests and developing collaborative strategies, plans and programs. BMC is a resource for the region.

## Our Areas of Activity

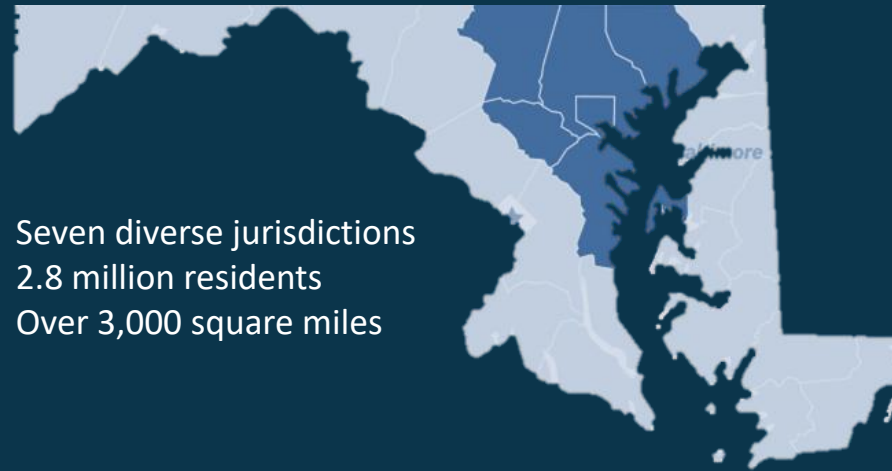
BMC, as the region's council of governments (COG), supports local government by coordinating efforts in a range of policy areas including:

- Transportation Planning
- Community Planning
- Environmental Planning
- Cooperative Purchasing



# The Baltimore Region

Anne Arundel County  
Baltimore City  
Baltimore County  
Carroll County  
Harford County  
Howard County  
Queen Anne's County

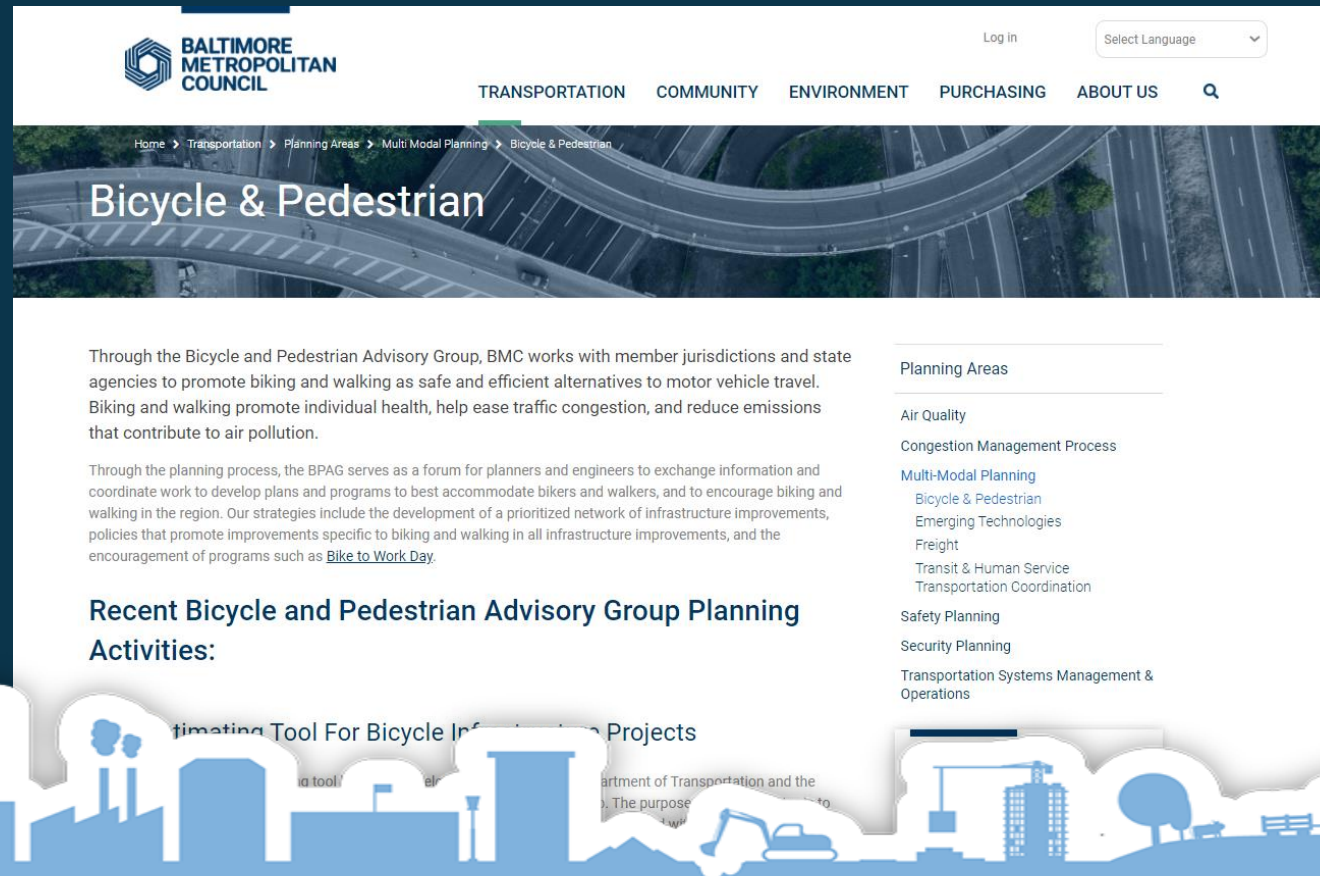


Seven diverse jurisdictions  
2.8 million residents  
Over 3,000 square miles





As the regional planning council BMC coordinates a variety of bicycle and pedestrian projects from infrastructure recommendations to awareness campaigns.



## ONE OF OUR FAVORITE PROJECT AREAS CYCLING

Accessible · Affordable · Low-Impact

Encourage bike commutes

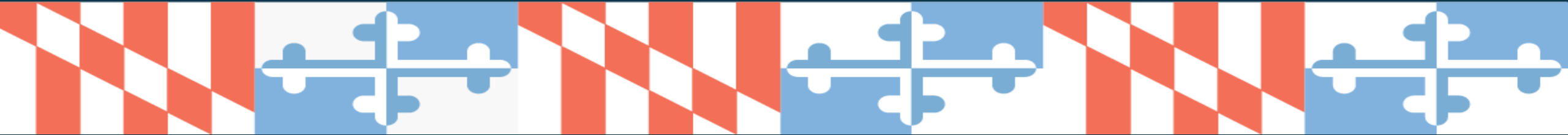
Present cycling as transportation as well as recreation

Get cyclists networking



# BIKE WORK

Global, regional, national, and local events held every May.



# IT'S EASY TO BE BIKE-TO-WORK-FRIENDLY

## **SUPER EASY:** Tell them about it.

Send an announcement to staff and hang posters in the common areas. (We'll provide both!)

## **EASY:** Be supportive.

Make their first ride more attractive with a casual dress code or flexible start time.

## **PRETTY EASY:** Buy some bananas.

Set up a welcome table with snacks and drinks for your cyclists

## **JUST A LITTLE WORK:** Get your SWAG on.


Hold your own in-house prize drawing, hand out branded gear.

## **WHAT A CHAMP:** Be a sponsor/donate a prize

Regional sponsorships are available and include a variety of perks.



WHY SPEND COMPANY TIME ON BIKING?

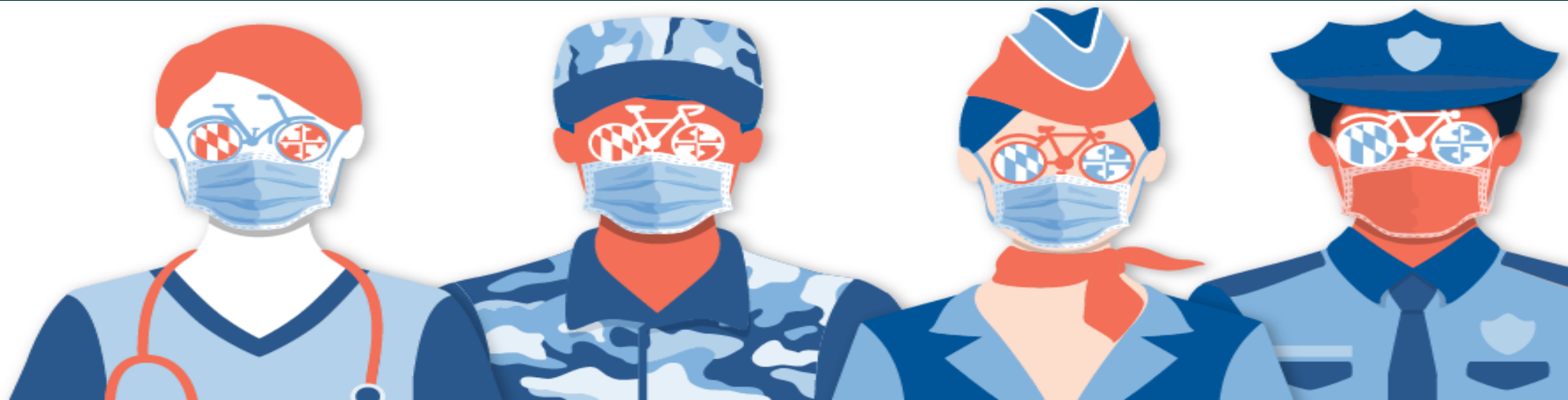
**BIKE**  **TO**  
**WORK**  
**WEEK**  

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**MAY 17-23**  

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[BikeToWorkMD.com](http://BikeToWorkMD.com)



Promoting a cycle-friendly lifestyle provides value to your business.



- Increased productivity (15%)<sup>1</sup>
- Reduced sick days<sup>1</sup>
- Increased punctuality
- Convenience<sup>1</sup>
- Attracts younger applicants<sup>2</sup>
- Reduced parking costs<sup>2</sup>
- Environmental credits
- “Green” reputation

1: <https://www.triplepundit.com/story/2013/how-biking-improves-employee-productivity/59136>

2: <https://www.adventurecycling.org/resources/blog/bikes-bucks-6-ways-bicycling-benefits-businesses-local-economies/>



Benefits to the rider can be obvious:

- Health
- Mood
- Money
- Convenience
- Time

## CYCLING AS COMMUTE OPTION

Increases Rider Health (both physical and mental)

Reduces Traffic Congestion and Pollution (helping the region meet federal air quality standards)

Reduces Parking Demand

Increases On-Time Arrival





*. . . the more people who bicycle, the greater the likely societal benefits. As technologies continue to improve, bicycling will most likely continue to become easier, faster, and safer. That's good news for cities worldwide as they search for more economical and more sustainable ways to move people and things around.*

*Deloitte: Technology, Media, and Telecommunications Predictions 2020*



Registered participants ride anytime during the week of May 17-23

Pick up a free t-shirt at over 20 participating area bike shops or  
at their participating workplace (open to the first 1,500 registrants) .

All registered riders have a chance to win prizes  
in regional and local drawings.

*But what was really fascinating is that we saw, more and more, a need for people to find connection and community in an increasing virtual world.*

L2R Brisbane

LOVE TO RIDE CENTRAL MARYLAND  
BIKE TO WORK DAY

MAY 21



## VIRTUAL WATER COOLER

*We added an online cycling encouragement program to effectively replace the office ‘banter’ as friends and colleagues were able to encourage each other and connect virtually by sending messages.*

*L2R Brisbane*



## 5 KEY BENEFITS FOR YOUR WORKPLACE:



### HEALTHIER & HAPPIER STAFF

Healthier & happier workers = fewer sick days & increased productivity



### VIRTUAL & FREE

An entirely free and virtual programme whether staff are working from home or the office full time, part time or casually



### SUPPORT MENTAL HEALTH

Staff can increase physical activity and improve their wellbeing while connecting with co-workers and friends online



### BE SUSTAINABLE

Contribute to lower carbon emissions, improved air quality, reduced noise pollution, and help ease congestion



### ENHANCE REPUTATION

Responsible leadership and safeguarding of employee health and wellbeing

LOVE TO RIDE



## Love to Ride gives you the benefits of a ...

- ✔ Wellness Program
- ✔ Sustainability Program
- ✔ Transportation Program
- ✔ Team building Program

Combined into a proven program used by more than 8,000 companies worldwide.

We support your existing programs and provide you with a specialist cycling encouragement tool. If you want to achieve all the benefits of that more staff biking will bring, then you have found the best tool for the job.



LOVE TO RIDE

# Bike Anywhere and Win

LOVE TO RIDE CENTRAL MARYLAND

## BIKE MONTH

LET'S RIDE!



Register at [lovetoride.net/centralmd](https://lovetoride.net/centralmd)

Whether they ride one day or thirty, those who sign up for the Bike Month Challenge can win prizes in a friendly, month-long competition. The program offers social connections, ride tracking and gamification features to make participation easy and fun.





## Profile Pages For Your:

- Organization
- Offices / Sites
- Departments
- People

The screenshot shows the profile page for Beca Christchurch. At the top, it features the Beca logo and the text 'ORGANISATION PROFILE Beca Christchurch'. Below this, it lists 'Parent Organisation: Beca' and 'All Time' with an 'Edit Organisation' link. A profile picture of Carey Lintott is shown with the title 'CHALLENGE CHAMPION'. The main statistics section includes: 58% PARTICIPATION, 207 OUT OF 288 STAFF CYCLING, 53 NEW RIDERS, 68,539 KILOMETRES CYCLED, 5,938 TRIPS CYCLED, 25,765 COMMUTE KILOMETERS, 2,778 COMMUTE TRIPS, and 7,273 KG CO2 SAVED. A banner below the statistics says 'Let's get more people riding & smiling!' with an 'INVITE PEOPLE TO JOIN!' button. The page is divided into several sections: 'ACTIVITY' showing three entries by Anthony Liberatore (1.4, 1.6, and 2.2 kilometers); 'COMPANY MESSAGES' with a 'TOP ENCOURAGERS' list including Emily Cambridge, Carey Lintott, Kathryn Ward, and Alisha Badcock; 'ANNOUNCEMENTS' with social media icons and a call to 'Join the Love to Ride community'; and a final section titled 'Does your bike need some...'. A 'SEE MORE ACTIVITY' button is at the bottom of the activity list, and a 'SEE MORE ENCOURAGERS' button is at the bottom of the encouragers list.

### A TAILORED PROGRAM

We'll tailor a program to meet your needs, goals and budget. You can have just 1 campaign for a month, or have 4 campaigns spread as part of a year-round encouragement program.

### YOUR OWN LOVE TO RIDE BUSINESS PAGE

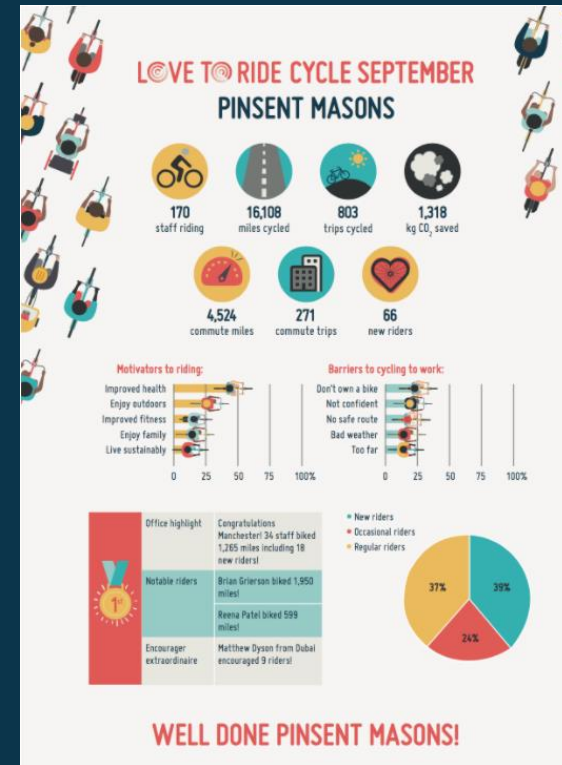
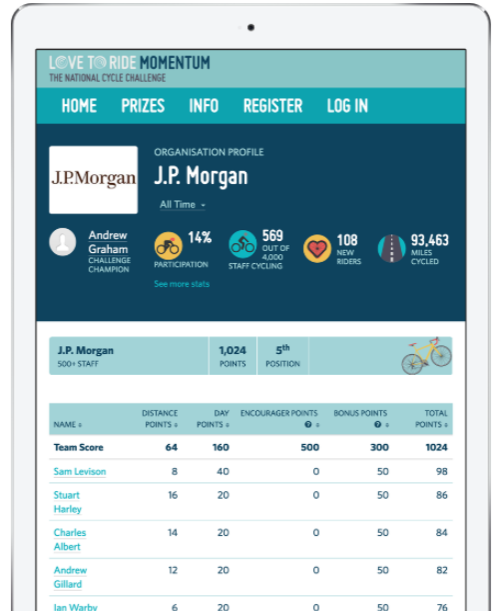
The online cycling community for your staff – containing all the information they need in order to learn how to ride safely and comfortably. Collects ride data and displays stats at the individual, office and organization-wide level.

### UNITE ALL YOUR OFFICES AND DEPARTMENTS

All of your offices and departments from around the country/world can register on your Love to Ride platform. Love to Ride is available in a multiple languages.

### ENGAGEMENT PACK

We'll provide you with a full promotional pack to



WELL DONE PINSENT MASONS!

Fliers & Emails

Staff  
Communications  
Tools

Data Reports

### MESSAGE YOUR TEAM

Leave a message to your company here

SEND MESSAGE >



**Steve Halliday** We're more than half way through the month already! We're doing well with many k's ridden and many people riding. But remember this Bike Challenge month is all about getting more people out on a bike, so encourage your colleagues, friends and family to get on their bikes and ride!! And log their rides, especially the colleagues. Happy and safe riding!

2 MONTHS AGO

## Cycle September

THE GLOBAL BIKE CHALLENGE



CYCLE SEPTEMBER — THE GLOBAL BIKE CHALLENGE

This September, thousands of businesses and people from around the world are coming together to celebrate biking with a little friendly competition. Are you in?

**We've covered the cost for the first 50 companies who register in the Cycle Challenge so participation is FREE TO YOU & FREE TO RIDERS.**

NATIONAL BIKE CHALLENGE 	RIDE 365
<ul style="list-style-type: none"><li>• 5 Month Programme</li><li>• 3 Campaigns<ul style="list-style-type: none"><li>◦ National Bike Challenge (May - September)</li><li>◦ Bike Month Individual Challenge (May)</li><li>◦ Cycle September - Global Workplace Bike Challenge (September)</li></ul></li><li>• Organization Profile Page - with each office/site having their own profile page and stats</li><li>• Challenge Stats - get statistics and results from each of your offices/sites and for your whole organization</li><li>• Reports and Data Exports</li></ul>	<p>Year-round encouragement with Ride 365 recommended campaign calendar:</p> <ul style="list-style-type: none"><li>• 12 Month Program</li><li>• 4 Campaigns<ul style="list-style-type: none"><li>◦ National Bike Challenge (May - September)</li><li>◦ Bike Month Individual Challenge (May)</li><li>◦ Cycle September - Global Workplace Bike Challenge (September)</li><li>◦ Winter Wheelers</li></ul></li><li>• Everything you get with the National Challenge</li><li>• Premium Monthly Prizes and Incentives for your staff</li><li>• Reports and Data Exports</li></ul>
<p><b>\$14 per participant + \$50 set up</b> OR <b>\$214 for Unlimited Participants!</b></p> <p><a href="#">SELECT</a></p>	<p><b>\$22 per participant + \$50 set up</b> OR <b>\$313 for Unlimited Participants!</b></p> <p><a href="#">SELECT</a></p>



**LOVE TO RIDE**

# FREE PROGRAMS TO ENGAGE YOUR WORKFORCE



What employers do:

- Distribute information

What we provide:

- T-shirts and S.W.A.G. to riders
- Online registration
- Email/newsletter content/posters
- Run regional and local prize drawings



What employers do:

- Distribute information

What we provide:

- Encouragement platform via gamification
- registration
- Business Challenge leaderboards
- Regional, local & international prize drawings

Optional: employer provides prizes or incentives

## Become a champion with a little more commitment:

- Choose a bike champion/primary contact in your company to boost communications
- Participate in one or more Company Bike Challenge
- Host an Energizer Station on Bike to Work Day\*
- Arrange a bike maintenance lunch-and-learn session\*
- Display BTWD posters around your workplace.
- Become a sponsor on the local or regional level.



LOVE TO RIDE

\* When social-distancing rules permit



**NO LYCRA REQUIRED!**



CONTEMPLATION

TRIAL

GOT A BIKE

RIDE A LITTLE

RIDE  
OCCASIONALLY

RIDE  
REGULARLY

RIDE  
TO WORK

# LOVE TO RIDE CENTRAL MD

We have our own online riding community

- Track your stats
- Join fun competitions
- Win prizes
- And much more!

Let's get more people riding and smiling!



[lovetoride.net/centralmd](http://lovetoride.net/centralmd)

## Explore By Bike

Get advice and support at:  
[lovetoride.net](http://lovetoride.net)



## Rediscover Riding

Get advice and support at:  
[lovetoride.net](http://lovetoride.net)



LOVE TO RIDE CENTRAL MARYLAND

# Cycle September

THE GLOBAL BIKE CHALLENGE



[lovetoride.net/centralmd](http://lovetoride.net/centralmd)



Lillian Bunton  
Baltimore Metropolitan  
Council  
TDM Coordinator  
[lbunton@baltometro.org](mailto:lbunton@baltometro.org)

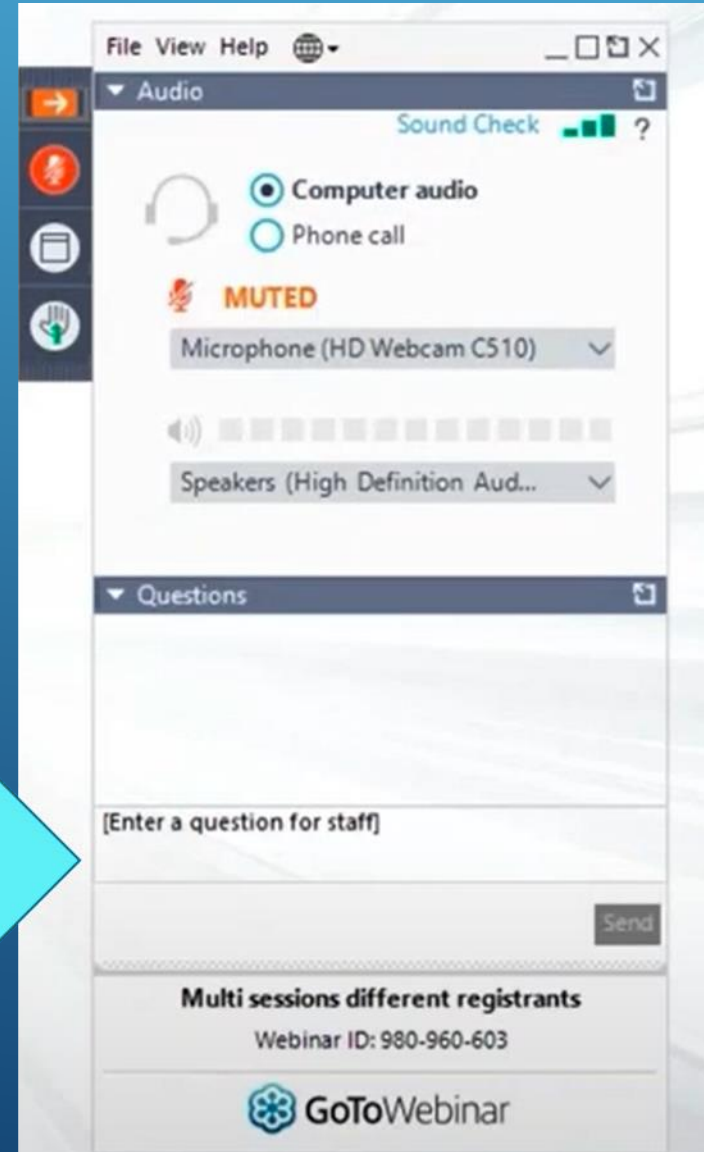
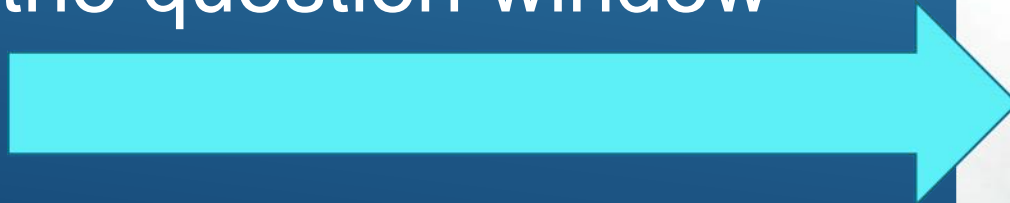
For more information visit:  
[Lovetoride.net](http://Lovetoride.net)  
[Biketoworkmd.com](http://Biketoworkmd.com)





# Questions?

Please type your questions  
in the question window



# Thank You!

Contact Details:

**Commuter Choice Maryland**

Phone: 410-865-1100

Email: [Commuterchoice@Mdot.Maryland.gov](mailto:Commuterchoice@Mdot.Maryland.gov)

Website: [CommuterChoiceMaryland.com](http://CommuterChoiceMaryland.com)

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