



EMPLOYER PARTNER PROGRAM & SPOTLIGHT ON A MARYLAND EMPLOYER'S BIKE WORK PROGRAM

Commuter Choice Maryland Webinar 8.18.21

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.



Poll #1: How are you currently commuting to work? (Choose all that Apply)

A : Biking

B : Public Transportation

C : Rideshare: Carpool and/or Vanpool

D : Car (Single Occupancy Vehicle)

E : Teleworking

WHY COMMUTER CHOICE?

We help Maryland's Department of Transportation meet our important mission:



MISSION STATEMENT

“The Maryland Department of Transportation is a customer-driven leader that delivers safe, sustainable, intelligent, and exceptional transportation solutions in order to connect our customers to life’s opportunities.”



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?




COMPLIMENTARY GUIDED SUPPORT


Let our expert staff assist you!



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:



Survey End Date:

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

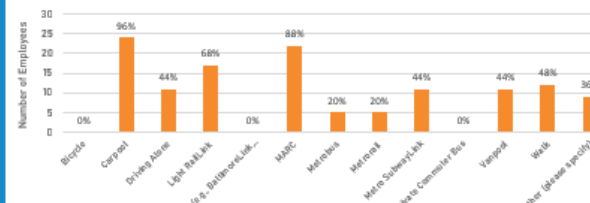
Recommendations

Insert Local Program Logo Here

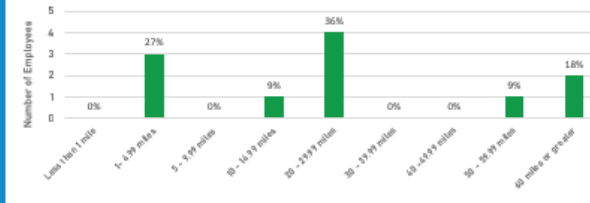
Survey Results

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



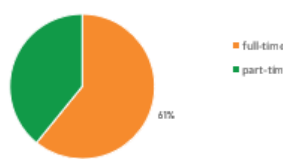
Mode	Number of Employees	Percentage
Bicycle	0	0%
Car pool	25	96%
Driving Alone	10	44%
Local Bus (e.g., BaltimoreLink)	18	68%
Metro	0	0%
Metrobus	22	88%
MetroLink	5	20%
Metro Subway Link	5	20%
MTA or Private Commuter Bus	10	44%
Ferryboat	0	0%
Walk	10	44%
Other (please specify)	10	48%

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



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



EMPLOYER PROFILE

**EXPANDING CAMPUS
WHILE REDUCING
PARKING:
THE UMD STORY**



YAKABOD



Available at CommuterChoiceMaryland.com



WEBINAR SPOTLIGHTS

The image shows a video player interface for a webinar. At the top left, there are logos for 'CommuterChoice Maryland' (with icons for a bicycle, car, house with Wi-Fi, bus, and pedestrian) and 'MDOT MARYLAND DEPARTMENT OF TRANSPORTATION'. The main title is 'RELECTIONS OF REMOTE WORK DURING COVID-19' in large white letters. Below it is the subtitle 'Success Stories and Lessons Learned from Maryland Businesses'. A blue box in the bottom right of the video frame says 'Session 4- 5.21.20'. The video player controls at the bottom show a play button, a progress bar at 0:02 / 33:36, and icons for volume, full screen, and other settings.

RECOGNITION

By becoming an Employer Partner, you will have the opportunity to have your business featured on our website and various publications

You may also use the Commuter Choice Maryland Partner logo on your company website and promote your participation in the Employer Partner Program.



WHAT DO EMPLOYER PARTNERS NEED TO DO?

1. Share Commuter Choice Maryland provided transportation options information with your employees.
2. Provide Commuter Choice Maryland with a profile of existing commuter benefits (if applicable).
3. Annually, a Commuter Choice Maryland representative will check back in with you to update your partner participation information and see how we can further assist you.

BECOMING AN EMPLOYER PARTNER IS EASY!

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.



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.

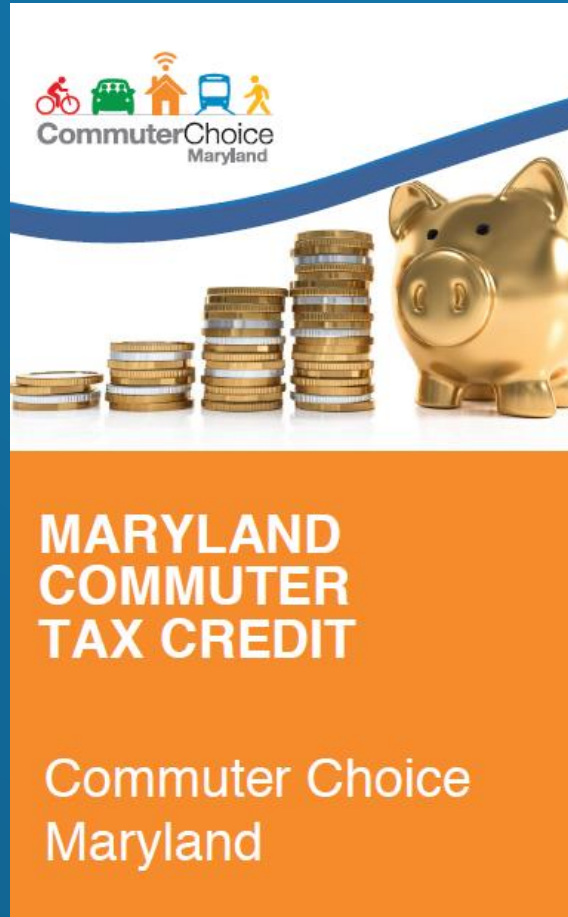
Register to Become a Commuter Choice Maryland Partner





WAIT, THERE'S MORE!

MARYLAND COMMUTER TAX CREDIT



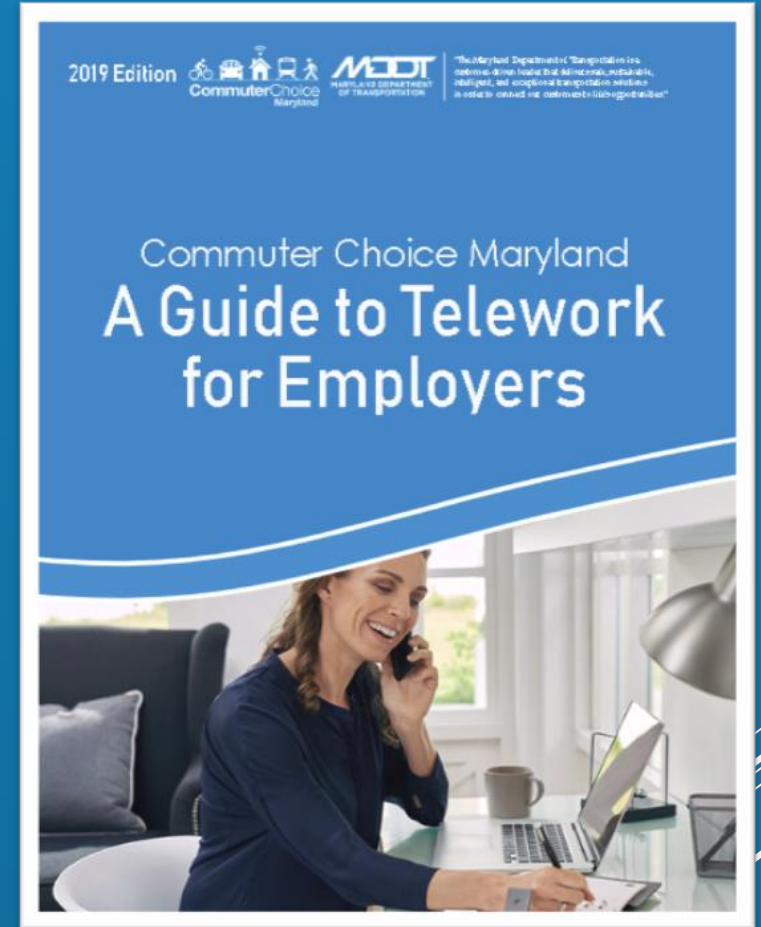
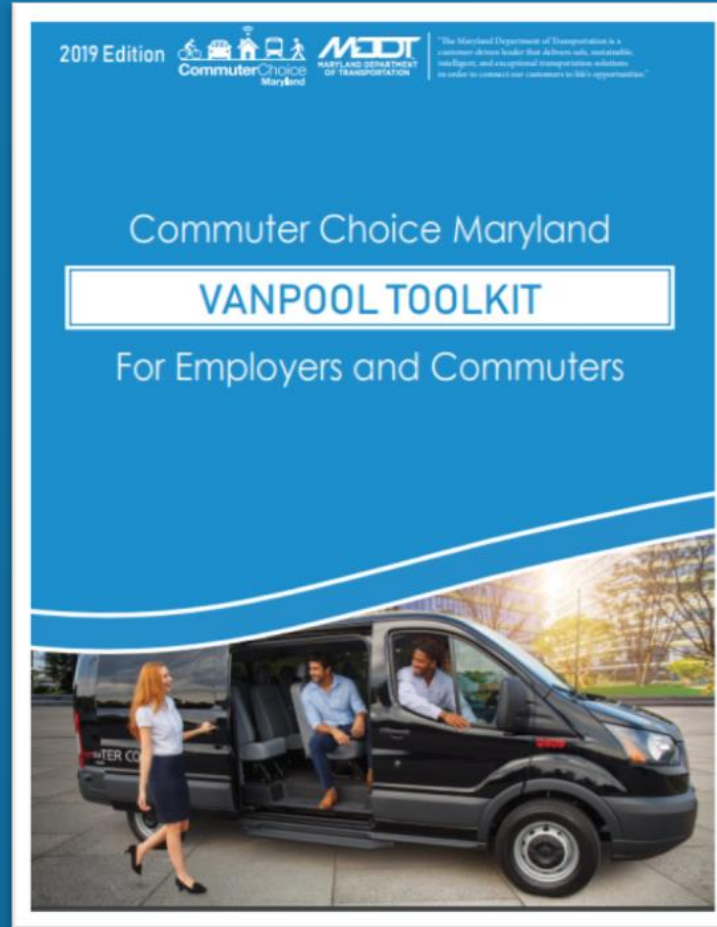
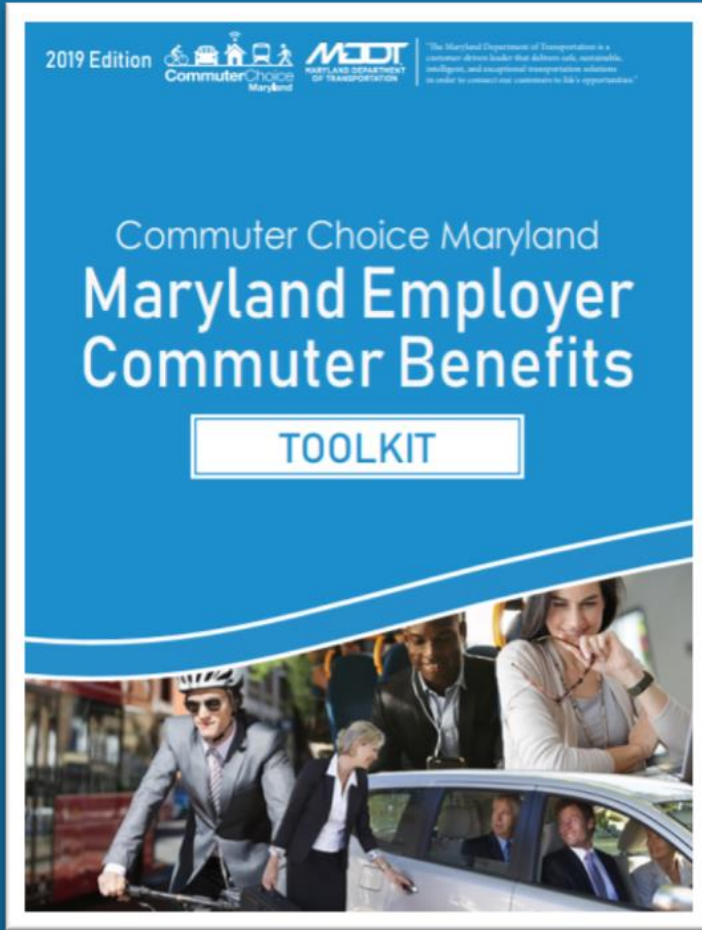
Maryland Employers may claim a tax credit for 50% of eligible commuter benefits up to a maximum of \$100 per participating employee per month

Qualifying Commuter Benefits:

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

Find out more at CommuterChoiceMaryland.com

FREE BUSINESS TOOLKITS



Available at CommuterChoiceMaryland.com

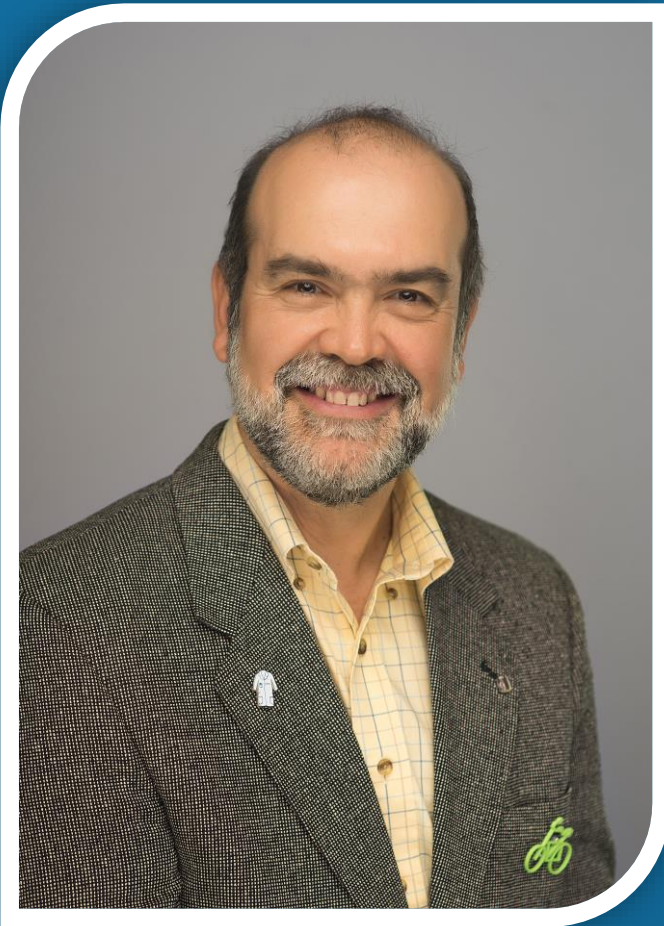
WE'RE ALWAYS HERE TO HELP!



410-865-1100
commuterchoice@mdot.maryland.gov
CommuterChoiceMaryland.com

COMMUTER CHOICE MARYLAND SPOTLIGHT SPEAKER

Dr. Shayne Boucher



- A Bike Coordinator and Verification & Validation Scientist with a PHD in Neuroscience at Thermo Fisher Scientific, with nearly 20 years of Research and Development industry experience.
- He has worked on many commercialized life science research, cell biology, stem cell and cell therapy products.
- A cycling advocate who has held multiple coordinator and advisory positions since 2006.





Thermo Fisher Scientific Bike Share Program

Shayne Boucher
August 18, 2021

Why Bike Friendly Business?



Employees

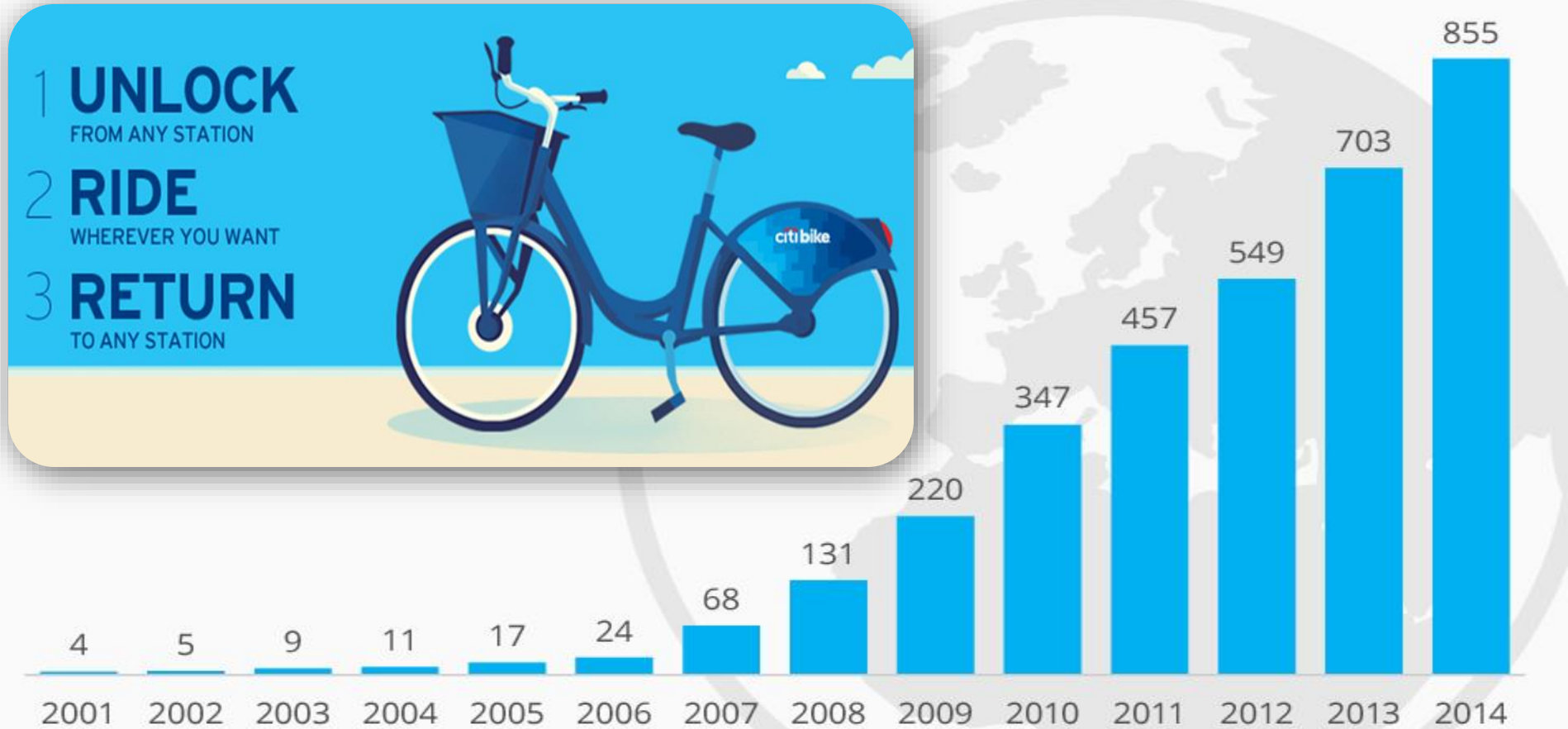
- Increased energy, improved morale & higher quality of life
- Fight against obesity & diabetes
- Year-round bike commuter can save \$8500/year on car expenses
- Corp discount on bikes up to 40%

Business

- Attract the best & brightest
- Reduce health & mental care costs
- Decrease absenteeism & increase productivity
- Foster camaraderie & community
- Showcase social & environmental responsibility






Bike-Sharing Is Taking Off Around the World

Number of cities worldwide that offer bike-sharing systems (as of December 31, 2014)



Source: MetroBike's Bike-Sharing Blog

Mashable statista

Bike Share Programs		Features				
		Description	Fleet Size	App	Lock	Service
	Customized bikes that users pick up/drop off at automated sites	Large	Yes	Built-In	Dedicated Staff	\$\$\$\$
	Smart turnkey bikes for companies & municipalities	Medium	Yes			\$\$\$
	Bike share with phone app, admin system & locking rack system	Small to Medium	Yes			\$\$\$
	Very flexible, low maintenance bikes & branded design	Small to Medium	Optional	Optional	Contract	\$\$
	Metro-style, easy to use bikes for DIY bike share	Small	No	No	None	\$

This provides good value, visibility & feasibility for TFS bikeshare program



Bike Share Survey Take-Aways

Take Away #1 – Bike Share On & Off Campus



Take Away #2 – Exercise & Socialize



Take Away #3 – Incentives To Ride Confidently





**PACKAGE TRANSPORT
BETWEEN BUILDINGS**



Cycling To Local Eateries

Green Transportation For Visiting TFS Staff



*Reduced Travel Time
to Tier & Team
Meetings in 7300 &
7335 buildings*



*Women
Network &
Mentorship*



Riding For Exercise



& Inspiration





Keys to Successful Corporate Bike Share Programs

- **Infrastructure**

If you build it, they will come. With the right infrastructure more employees will use bikes & get around more efficiently

- Bike Fleets; Bike Parking, Showers & Lockers; Safe Roads & Routes

- **Operational support**

It's one thing to have great infrastructure, but if your program is not supported, it won't hit its targets

- Liability & Risk Management; Bike Repair & Maintenance

- **Motivational programs**

Like any good sustainability initiative, being a bike friendly business requires methods for motivating employee engagement.

- Incentive Program; Events & Campaigns

- **Education**

Safety is the #1 reason for not cycling. "I don't feel comfortable riding with traffic." The most bike-friendly businesses offer safe cycling education to their employees.

- Lunch & Learn Workshops; Internal Resources

- **Commitment**

We've seen programs that started strong but didn't have the institutional support for the long haul. This type of support requires the bike program to be tied to corporate objectives.

- EHS & Sustainability Program; Safety & Green Cards; Ride to Gold BFB plan

- Reviewed & affirmed by Risk Management/Legal group
- Bike to be ridden during daylight hours
- Bike helmets are required to ride bike
- Users must attend bike share program orientation
- Policy includes media release approval
- Bike share administrator will oversee addition and deletion of names on software app database
- Agreement to cover workmanship, repair and maintenance by local bike service shop



- Ribbon cutting ceremony by site leaders
- Attended by city, county and regional VIPs
- Promotion of healthy, sustainable & green transportation at site

Appendix



Green Committee wholeheartedly supports having a bikeshare program on our Frederick Site. It would meet a growing trend nationwide...to use active transportation for short trips, decrease our carbon footprint, and increase overall health... a bikeshare program would create a visible positive impact on our visitors and customers that underscores Thermo Fisher Scientific's commitment to make our world healthier, cleaner and safer.

LGBTA ERG would like to show support for the proposed Bike Share program for the Frederick Site. As a company looking to improve peoples' lives we should embrace programs that will contribute to making our employees healthier while trying to help our environment ...this proposed program would be beneficial to the site & the County and City of Frederick.



Wellness committee fully supports the implementation of a bike share...It will provide substantial benefits of improved health, mental wellness, and environmental consciousness ...initiating a bike share program at TFS promotes its stance on forward thinking to a bicycle friendly workplace and community.

Women ERG supports Frederick Bike Share program since we feel that it will provide employee's the ability to incorporate exercise into their workday. Employees can utilize this Bike Share program to incorporate exercise into their lunch breaks or after work, reducing stress and improving wellness.



Millennial ERG supports the proposal to create a bike share program here on the Frederick Thermo Fisher campus. This program would...be a great way for our members to catch up with one another...on a regular basis...it would support our efforts to become more engaged with colleagues working in different functional areas and would create a better sense of community....

Republic SHAREDBIKE Zero Package

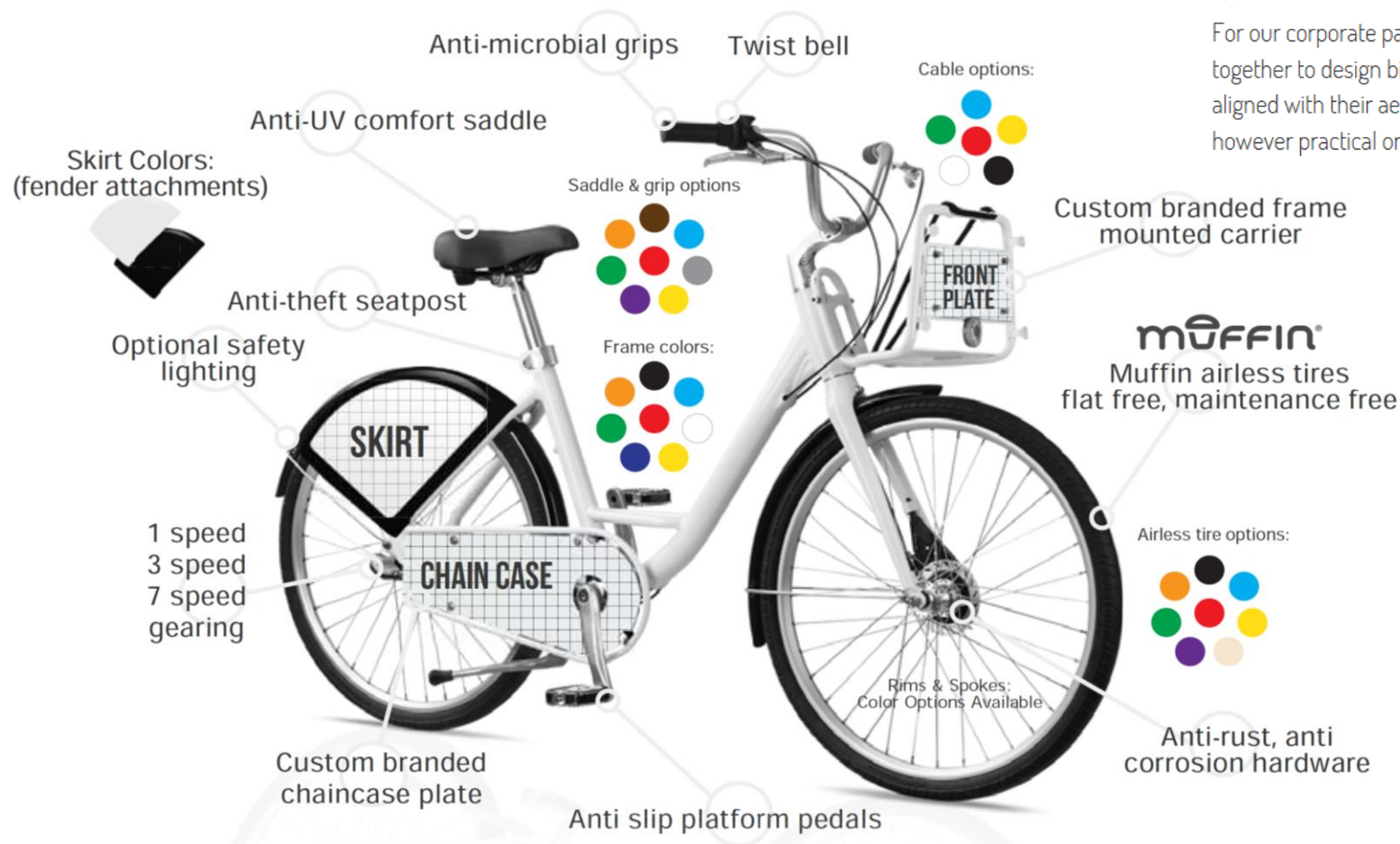


The SHAREDBIKE Zero is unisex and can accommodate a wide range of rider heights (5'2" to 6'+). The bicycles come standard with airless MUFFIN® tires, low maintenance components and a custom branded chaincase plate.

Our customers' creativity never ceases to amaze us. If you have a one-of-a-kind idea for your one-of-a-kind place, we're listening.

Our mission is to design bikes that are beautiful and affordable, with just the right dash of whimsy to make biking appropriately joyful, approachable and indispensable.

For our corporate partners, we work closely together to design bikes that are intimately aligned with their aesthetics and values – however practical or wild.



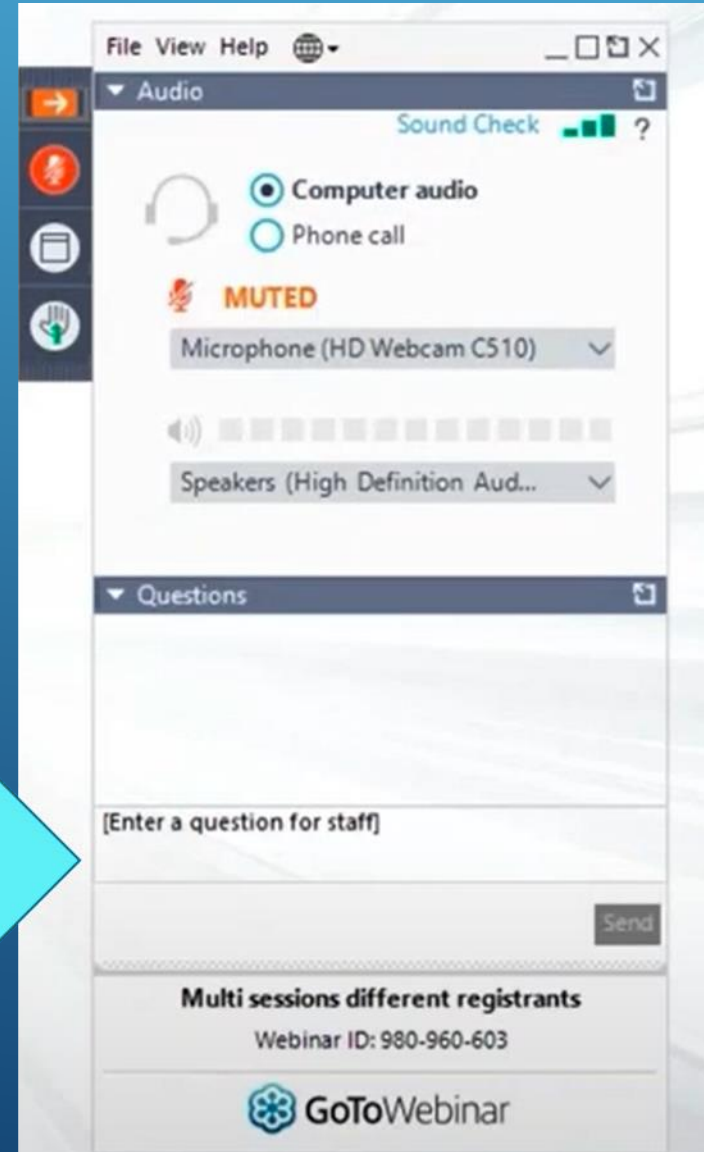
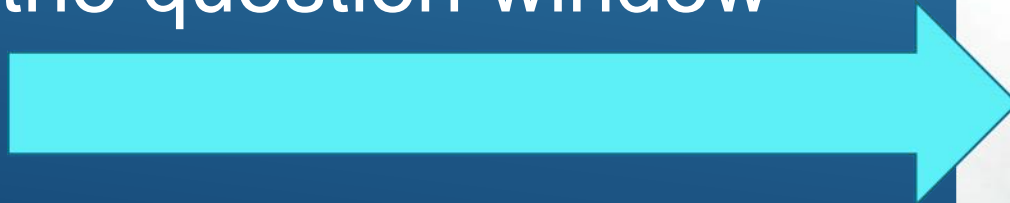
Bike Share Program Installation

- Fleet of 10 fully serviced bikes
- Installation of bike shelter
- Installation of bike racks & loop cables for bike security
- High resolution science images printed for rear skirt design
- Software app testing & support
- Customized basket plate design by local sign shop
- Community bike helmets for training & community use



Questions?

Please type your questions
in the question window



Thank You!

Contact Details:

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