

Commuter Choice Maryland Webinar Spotlight on Insights on the return to onsite work: Trends, Employer engagement, and TDM benefits

Commuter Choice Maryland Spotlight Webinar 8/31/22

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 working in partnership with local and regional jurisdictions.

WHAT WE DO

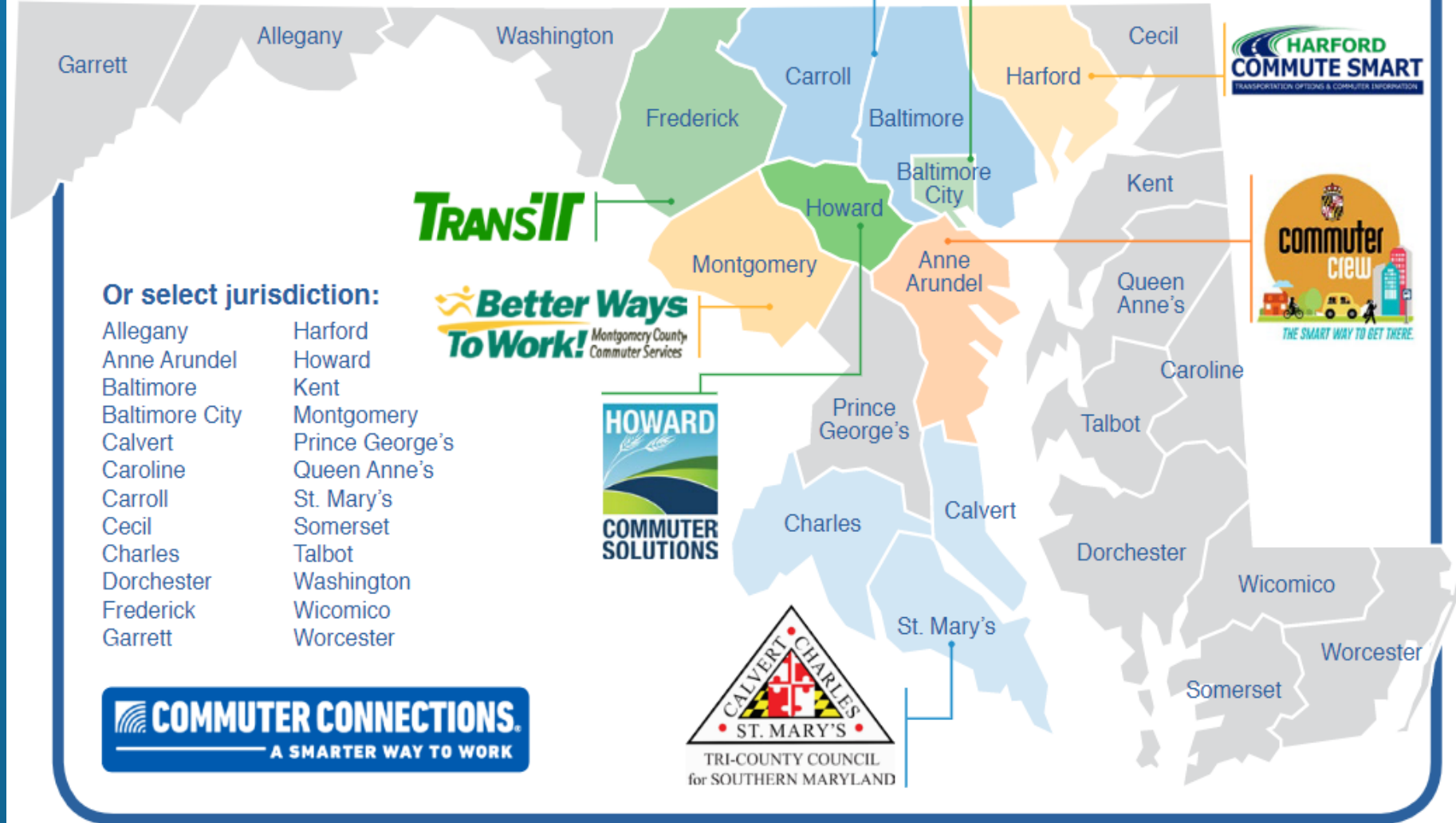
We make it easy for your employees to find affordable, convenient, and sustainable ways to get to work that enhances their quality of life, while helping you attract and retain in-demand talent.

WHY US

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



Partnerships are key to success!



Or select jurisdiction:

- | | |
|----------------|-----------------|
| Allegany | Harford |
| Anne Arundel | Howard |
| Baltimore | Kent |
| Baltimore City | Montgomery |
| Calvert | Prince George's |
| Caroline | Queen Anne's |
| Carroll | St. Mary's |
| Cecil | Somerset |
| Charles | Talbot |
| Dorchester | Washington |
| Frederick | Wicomico |
| Garrett | Worcester |



STRATEGIES TO SUPPORT TRANSPORTATION DEMAND MANAGEMENT (TDM)

- ✓ **incentTrip**
- ✓ **Maryland Commuter Tax Credit New Expansion**
- ✓ **Commuter Choice Maryland Employer Partner Program**
- ✓ **Centralized Website**
- ✓ **Commuter Calculator**
- ✓ **Federal Transportation Fringe Benefit**
- ✓ **Toolkits: Commuter Benefits, Vanpool & Telework**
- ✓ **Commuter and Employer Resources**
- ✓ **Guaranteed Ride Home**
- ✓ **TDM Webinars**



incentTrip: NOW AVAILABLE FOR MARYLAND!

5 steps to start earning rewards!

1. Download incentTrip

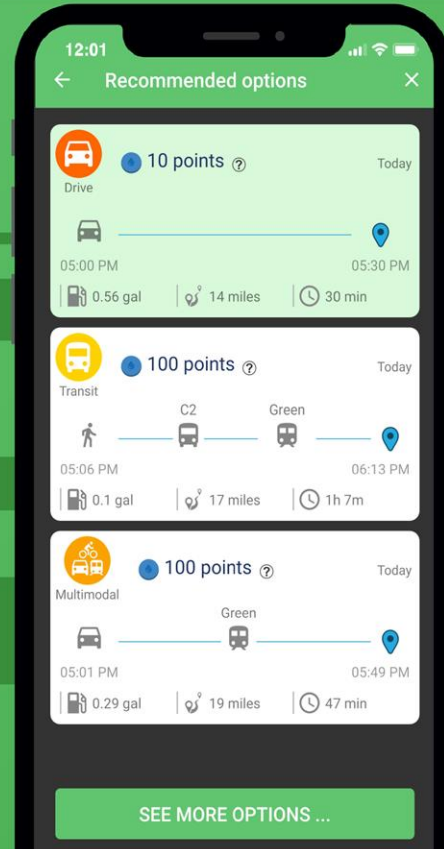


2. Create your account

3. Plan your trip

4. Take your trip

5. Collect Points & Redeem for rewards right in the app!



Earn reward points for every trip and choose different trip options.



Earn Rewards



Avoid Traffic



Save Money



Learn more at:

mdot.Maryland.gov/incenTrip

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

Existing Qualifying Commuter Benefits:

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

Maryland Employers can save big with the Maryland Commuter Tax Credit



Commuter Benefits

Find out more at CommuterChoiceMaryland.com

MARYLAND COMMUTER TAX CREDIT NEW EXPANSION



New expansion in effect July 1, 2022

✓ **Carpool**



✓ **Telework**



✓ **Active Transportation (Biking, Scootering, and Walking)**



✓ **Multimodal Commute Last Mile Connection**



**MARYLAND
COMMUTER
TAX CREDIT**

Connecting commuters
to transportation options

Find out more at CommuterChoiceMaryland.com



Today's Spotlight Webinar Session

CommuterChoice Spotlight Webinar Maryland

Insights on the return to onsite work:
Trends, Employer engagement,
and TDM benefits

 August 31, 2022
12 Noon
Register Now at:
[CommuterChoiceMaryland.com](https://www.commuterchoicemaryland.com)

Julie Bond
Program Director
Best Workplaces for Commuters





Recognition for
WORKPLACES, UNIVERSITIES and SITES

Julie Bond, MPA

BWC Program Director
Center for Urban Transportation Research
University of South Florida



bestworkplaces.org

Changing how America Commutes

Best Workplaces for Commuters (BWC) is an innovative membership program that provides national recognition to employers offering outstanding commuter benefits.



Recognition for
WORKPLACES, UNIVERSITIES and SITES

Helping BWCs get the most out of their investment

We're passionate about helping workplaces improve their performance of commuter programs via listserv to foster peer-to-peer exchanges, FAQs, employer case studies, webinars, and other resources.

Best Workplaces for Commuters (BWC) recognizes employers who are helping change how America commutes

Whether you are concerned with employee job satisfaction, company finances, maintaining a positive organizational image, or improving quality of life in your community and the global environment, BWC is a natural choice to meet your needs.

"We recognize that meeting all the expectations of our daily schedule requires commuting options and support. By offering a range of services from "Last Mile" shuttles, ride-matching, and transit incentives, we hope that each employee finds multiple solutions that make commuting more productive, giving them more time for the things that matter."

—Bridger McGaw
athenahealth

BWC members offer exceptional commuter benefits to more than one million employees

Ready to sign up? Apply online:
bestworkplaces.org/join/



Contact Info

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University of South Florida
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bestworkplaces.org

History



2002  Established by **U.S. Environmental Protection Agency (EPA)** & **U.S. Department of Transportation (DOT)**

- Publicly recognized employers achieving *National Standard of Excellence*

2007  Assumed by **Center for Urban Transportation Research (CUTR)** at University of South Florida



National Standard of Excellence for Commuter Benefits



BWC designated primary benefits

Employers that meet the National Standard of Excellence earn the BWC designation by agreeing to provide one or more of the following primary commuter benefits:



At least \$30/month towards a transit pass or vanpool pass



A pre-tax purchase of a monthly transit pass or vanpool pass of at least \$30/month



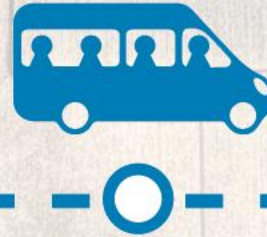
A significant telework program



A significant compressed work week program



At least \$30/month to each employee not driving to work alone



Offers an employee shuttle



A significant bicycle commuting program



Offers to pay at least \$30/month to employees that carpool to work



An equivalent benefit

BWC Membership



Best Workplaces

Employers



Best Sites

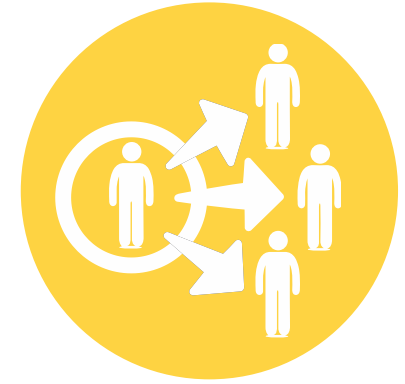
A Best Site is a designation for multi-employer developments

(commercial, retail/shopping mall, business campus)



Best Universities

For Universities & colleges with commuter programs



Best Partners

A BWC Partner actively encourages & assists other employers, universities & sites to pursue membership




BWCs are collectively changing how **2 million** employees commute to and from work each day!



BWC Member Locations



Top 5 States with the Most Best Workplaces for Commuters



BWC has members in 22 states in the U.S.

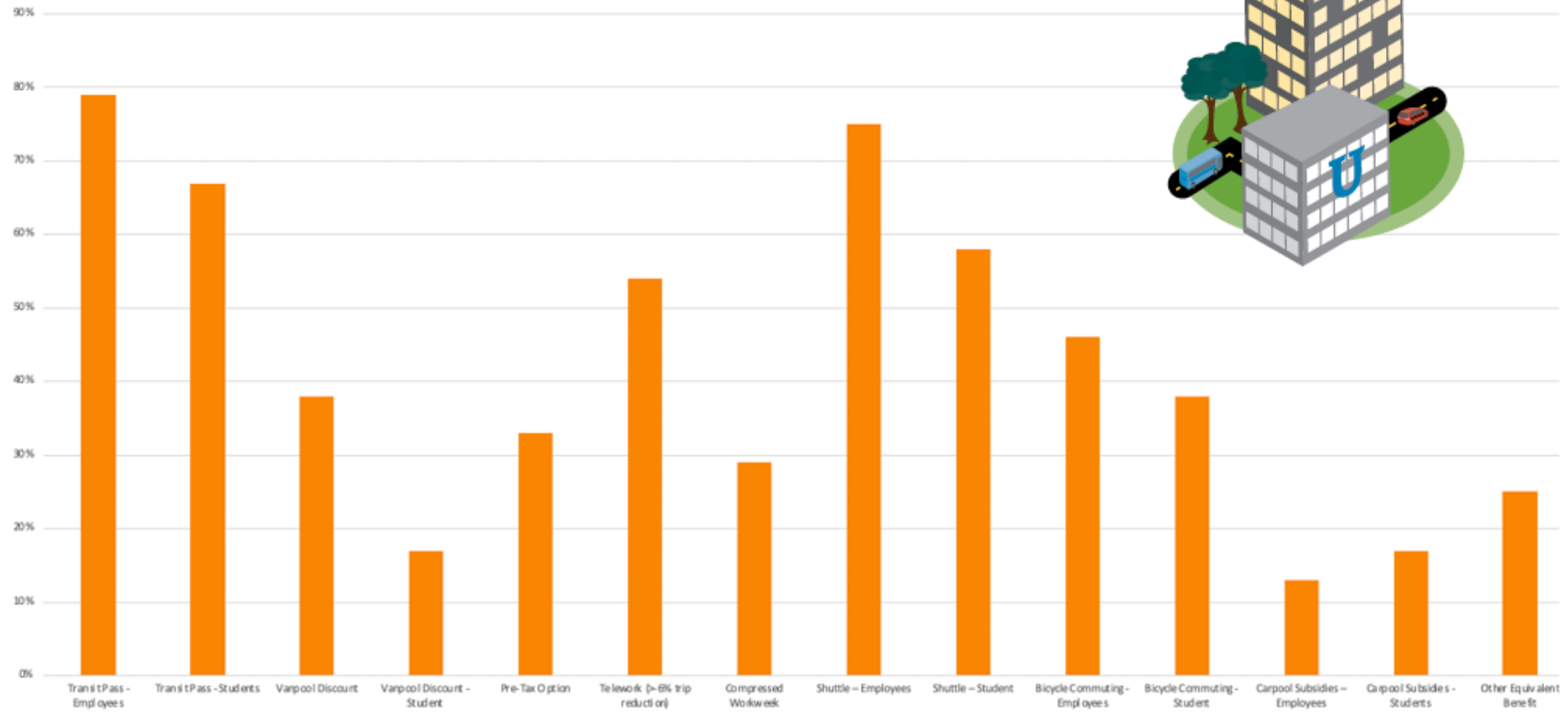
RANK	STATE
1	Florida
2	California
3	Virginia
4	Texas
5	North Carolina

Benefits Offered



Primary Benefits Offered by Members

PRIMARY BENEFITS OFFERED BY UNIVERSITIES

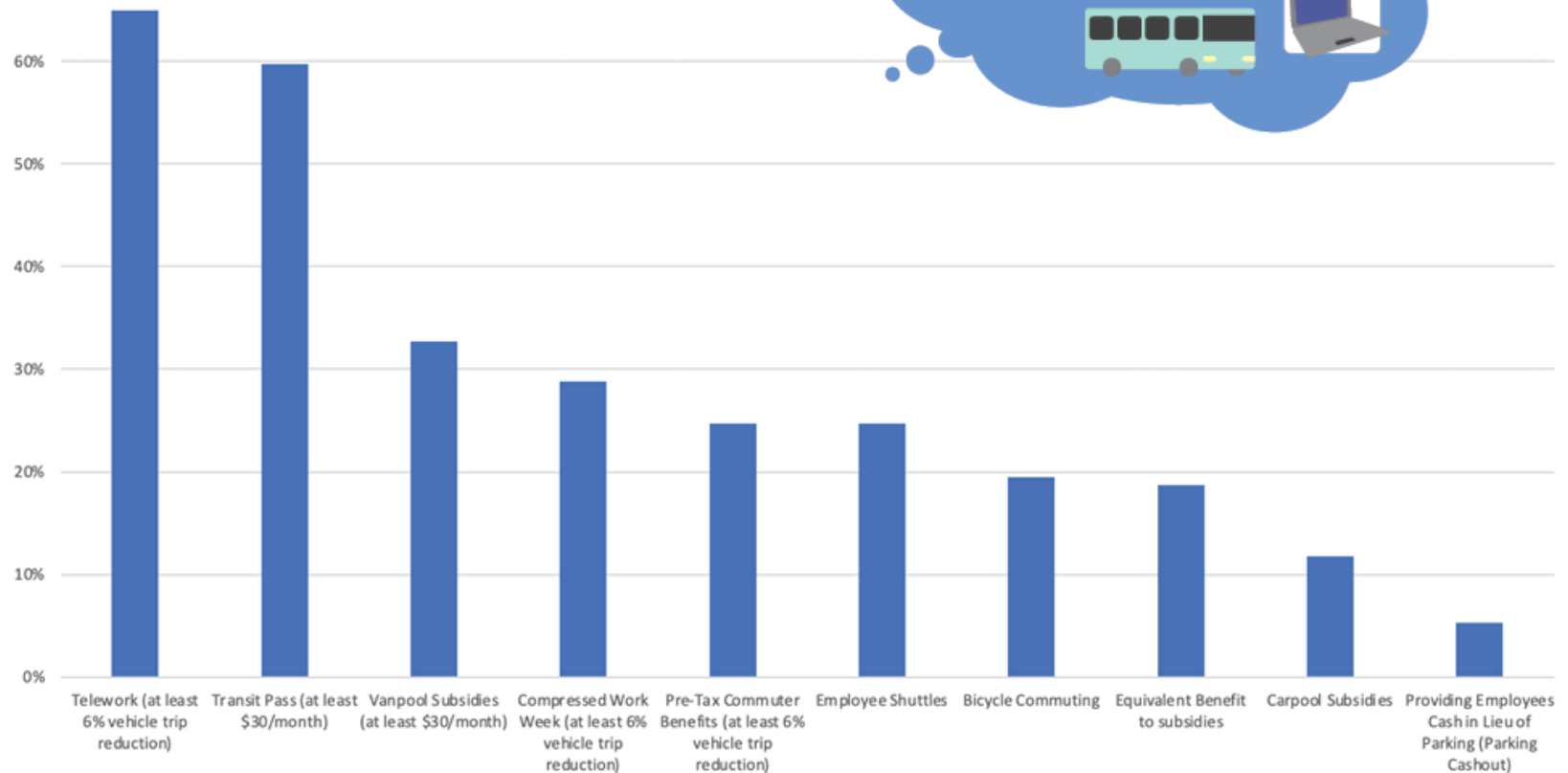


Benefits Offered



Primary Benefits Offered by Members

PRIMARY BENEFITS OFFERED BY WORKPLACES



What are BWCs doing to support commuters?

Top Ten Supporting Services Offered by BWC Workplaces

BENEFITS OFFERED	% OF BWC MEMBERS PROVIDING BENEFIT
Secure Bicycle Parking	74%
Transportation Management Association Membership	69%
Onsite Showers and Lockers	68%
Transportation Coordinator	67%
Rideshare Matching Program	63%
Flextime	62%
Healthy Initiatives	60%
Telework (less than 6% trip reduction)	49%
Electric Vehicle Recharging	40%
Carsharing Memberships	17%
Onsite Amenities	34%
Park-and-Ride Lots	34%
Compressed Workweek (less than 6% trip reduction)	33%
Transportation Kiosk	31%
Fleet Vehicles	30%
Preferred Parking for Carpools/Vanpools	28%
Deduct Transit Costs from Pre-tax Income	28%
Third-party Vanpool	22%
Active Membership in Local Ozone Awareness Program	22%

BWC Benefits

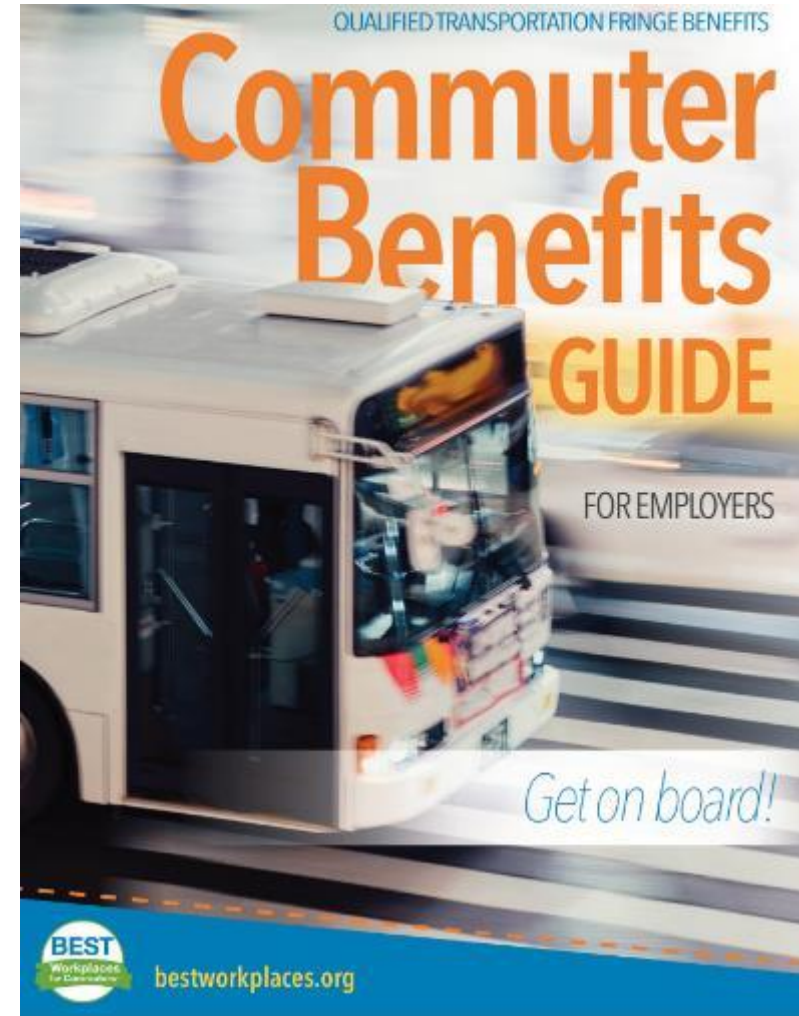


- National public recognition for being commuter-friendly and socially responsible
- Employer name included on national List Release during January of each year
- Downloadable certificate to display your elite status year round
- Free [Commuter Choice Certificate](#) for one person per worksite (\$250 value)
- Free online, self-paced course, [Shifting Narratives to Prevent Bicyclist and Pedestrian Deaths](#) (\$50 value)
- Receive a discount on the [Social Marketing in Transportation Certificate](#)
- Free for members only, [BWC Commuter Benefits Guide for Employers](#) ebook (\$50 value)
- Employer name listed on BWC National Website
- Exclusive use of the BWC Logo on your website and materials
- Web conferences and training to help you implement commuter benefits
- Research and benchmarking tools
- Web-based tools to help you calculate the overall financial, environmental, and traffic improvements associated with your commuter benefits
- Networking opportunities with peers and experts in the field to exchange ideas and learn new strategies

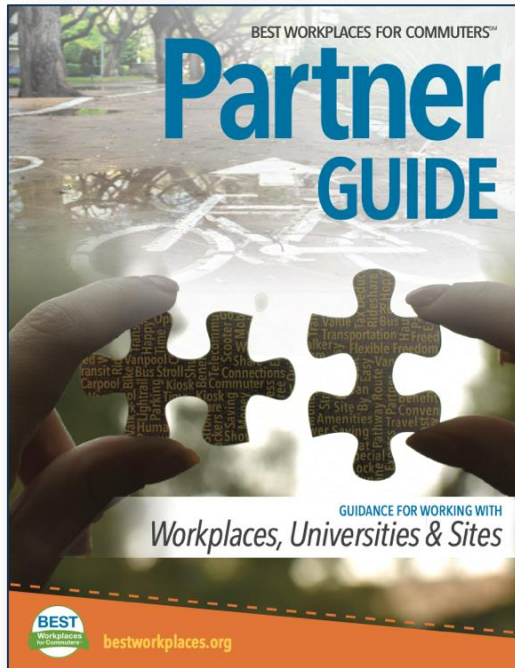
Commuter Benefits Guide



- Type of Qualified Transportation Fringe Benefits
- Tax Free Limits
- Tax Savings for Employers and Employees
- Tax Benefits of Employee Pre-tax Deductions
- Frequently Asked Questions
- Rules Regarding Electronic Payment Media
- Profiles of Organizations Providing Subsidized Commuter Benefits
- Eight Steps to Starting a Commuter Benefit Program
- Employer Decision-Making Process
- Effects of Commuter Benefits on Travel Behavior
- Additional Resources
- Appendix – A Brief History of Qualified Transportation Fringe Benefits



Partner Guide



Topics covered...



- National Standard of Excellence for Commuter Benefits
- BWC Membership Levels
- The Road to Membership
- Pathway to Partnership
- Recruiting BWC Members
- Membership Dues
- Building Your Program for Success
- Partner Toolkit
- Making the Pitch
- Promoting Program Success Stories
- Renewing Your Partner Membership

Why focus on workplaces?



Employers Influence Employee Commute Behavior By

- Setting work schedules
- Determining who can telework
- Providing incentives like transit fare discounts
- Setting parking policy
- Providing bicycle amenities

...and more



**Employers Have a Range
Motivations for Providing
Commute Programs to Employees**

Employer benefits from various commute programs

COMMUTE PROGRAM	BENEFITS TO EMPLOYERS
Telework	Increased productivity Decreased overhead Increased employee retention
Flexible Work Hours	Reduction in absenteeism
Transit and Vanpool Subsidies/Pre-tax	Reduced payroll costs (pre-tax) Reduced parking demand
Ridesharing	Expanded labor shed More productive use of land than parking
Bicycle amenities	Healthier workforce Bicycle friendly business image

Return to the office. . .



68% are implementing some kind of hybrid model

21% going back to physical workspaces



1% undecided

1% remain fully virtual

Source: Deloitte survey of 275 executives, April 2021

Employed Persons Who Telework Because of the Pandemic, by Occupation, May 2022



22.5%	Management
15.2%	Business and financial
14.3%	Computer/mathematical
10.8%	Admin. support
5.9%	Sales
4.8%	Architecture/engineering
4.1%	Education, training, library

4.1%	Arts, design, media
3.5%	Healthcare practitioners, technical
3.4%	Legal
3.0%	Life, physical, social sciences
3.0%	Community, social services
2.8%	Natural resources, construction, transport
2.6%	Service occupations

Source: Bureau of Labor Statistics, Table 2. Employed persons who telework or worked at home for pay at any time in the last 4 weeks because of the coronavirus pandemic by usual full- or part-time status, occupation, industry. <https://www.bls.gov/cps/effects-of-the-coronavirus-covid-19-pandemic.htm>

Nationwide Employee Stated Preference Survey Results

Source: Source: Nikhil Menon, Ph.D. University of South Florida, Center for Urban Transportation Research., March 12, 2021

	Pre-COVID-19	During COVID-19	Likelihood Employer will Allow	Employee Preference
Telecommute no days per week	51%	36%	45%	40%
Had option to telecommute, but did not	8%	5%	9%	--
Telecommute 1 day per week	8%	4%	8%	16%
Telecommute 2-3 days per week	8%	8%	14%	17%
Telecommute 3-4 days per week	6%	9%	5%	7%
Telecommute all days per week	19%	38%	19%	20%

Embracing Flexible Work. . .

Source: McKinsey American Opportunity Survey 2022



- **58 percent** of all employed respondents report the opportunity to work from home at least one day per week
- **35 percent** of all employed respondents report the opportunity to work from home 5 days per week
- **87 percent** of workers who are offered the opportunity to work remotely take it
- **Most industries** support some degree of remote work flexibility
- Having flexible work arrangement is **third most important** motivator for finding a new job

BWC Membership





Recognition for
WORKPLACES, UNIVERSITIES and SITES

Thank you!

bestworkplaces.org

Questions?

Thank You!

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