



A BEHAVIOR CHANGE PERSPECTIVE ON TRYING A NEW COMMUTE

DAVID STRAUS, EXECUTIVE DIRECTOR, ACT

Commuter Choice Maryland



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 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 **Enter Address** _____

Number of Employees **Enter #** _____

Overview

The Employer Transportation Plan provides individualized recommendations for your organization as 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 (100% of Survey Respondents) only did X quarter employees (insert % not) interested in learning about transportation alternatives

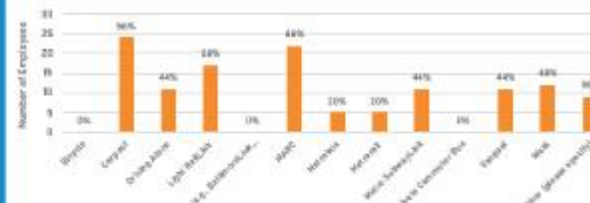
Commuter benefits (insert % not) currently offered, but XXX% of employees are interested to learn the

Recommendations

Insert Local Program Logo Here:  

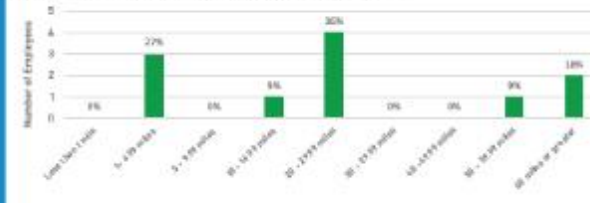
Survey Results

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



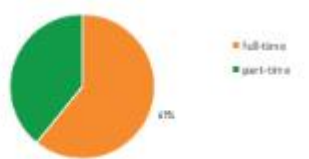
Mode	Percentage
Work from home	30%
Carpool	36%
Drive Alone	44%
Light Rail/Bus	28%
Subway/Metro, Commuter Rail	1%
Bike	48%
Motorcycle	2%
Walk	2%
Motor Scooter/E-Bike	4%
MTA or Private Commuter Bus	6%
Train	4%
Stroller	4%
Other (please specify)	16%

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





Distance Range	Number of Employees
Less than 1 mile	0
1 - 1.99 miles	3
2 - 2.99 miles	3
3 - 3.99 miles	1
4 - 4.99 miles	4
5 - 5.99 miles	0
6 - 6.99 miles	0
7 - 7.99 miles	1
8 - 8.99 miles	0
9 - 9.99 miles	1
10 miles or greater	2

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 10% percent of each employee's eligible transportation expenses, not to exceed \$300 per employee per month (a tax credit equal to 10% of \$300). For additional details on eligibility, visit: <http://mdot.maryland.gov/newMDOT/Commuter/overview.cfm>.
- 2 **Federal Commuter Benefits**
Begin offering employees federal pre-tax commuter benefits (Section 130(f) of the IRS tax code). These benefits can be delivered in three ways: (1) employer contribution to employee transportation, (2) an employer contribution that funds the employer's pre-tax salary deduction, or (3) the employer pays a portion of the transportation cost and the employees make a pre-tax salary deduction to pay the rest. Benefits can only be used to cover eligible transit modes including transit and vanpooling.
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- 4 **Page 4**
- 5 **Page 4**

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

FEATURED SUCCESS STORIES



EMPLOYER PROFILE

EXPANDING CAMPUS
WHILE REDUCING
PARKING:
THE UMD STORY

Featured Above: UMD employees, including those with cycling, transit, and telework, have been instrumental 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 several 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 work. They started offering carsharing on campus, which makes it easier for resident students to be free.

"It places



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AOPA
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Available at CommuterChoiceMaryland.com



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](#)





www.actweb.org

Opportunities for TDM

Commuter Choice Maryland
October 26, 2022

David Straus
Executive Director



Our Vision

A better journey for everyone

Our Mission

ACT strives to create an efficient multimodal transportation system that moves all people by empowering the professionals, communities, and organizations working to advance TDM in order to achieve:

- A better quality of life
- More sustainable and resilient communities
- Access to jobs and markets

The TDM Association



Community

1,450+ TDM professionals
USA, Canada, & Globally



Professional Development

Virtual & in-person learning,
networking



Career Growth

Certification, mentoring,
leadership training



Industry Advancement

Advocacy, public policy,
government affairs

Transportation Demand Management



Creating the **most efficient** multimodal transportation system that **moves all people** with the goal of reducing congestion, improving air quality, and stimulating economic activity.

TDM at all Levels







Focus Areas for TDM Programs



UNDERSTAND
COMMUTERS



FOCUS ON
UNDERSERVED
COMMUNITIES



EXPAND BIKE/WALK



ROBUST
TELECOMMUTING



PARKING
MANAGEMENT



COORDINATE WITH
PUBLIC TRANSIT



COLLABORATE &
COMMUNICATE



Thank you!

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