

UNDERSTANDING THE COMMUTE

A Sustainable Mobility Toolkit for Employers



INTRODUCTION

This toolkit includes a variety of complimentary resources and services available to Arlington County employers interested in offering or enhancing competitive transportation benefits to their employees.

Arlington Transportation Partners (ATP) develops innovative transportation programs that make commuting easy. Our team is committed to assisting companies create a transportation program that meets each organization's unique needs.

Areas of Expertise

- ✓ Commuter benefits and amenities
- ✓ Flexible workplace policies
- ✓ Local transportation options
- ✓ Parking demand management
- ✓ Corporate relocations

About Arlington Transportation Partners

Arlington Transportation Partners is Arlington County's business-to-business transportation consulting organization, managed by The Destination Sales & Marketing Group (DS&MG).

ATP is a program of Arlington County Commuter Services (ACCS), a bureau of Arlington's Department of Environmental Services. ATP offers complimentary services that benefit people who live, work, or visit Arlington by encouraging the use of mass transit, carpooling, vanpooling, bicycling, walking, teleworking, and other alternatives to driving alone.

Our Partner Programs

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bikeshare

Walk
Arlington

Bike
Arlington

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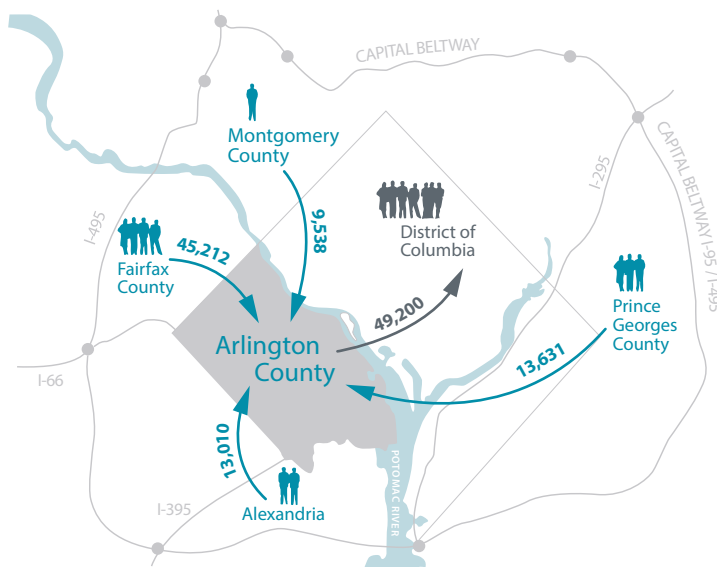


UNDERSTANDING ARLINGTON COMMUTERS

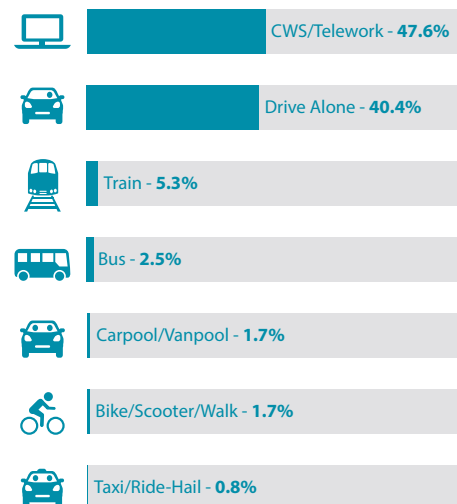
Insights from the 2022 State of the Commute Survey

In the DC metro region, the average one-way commute takes 37 minutes to travel 16.7 miles. It takes 26% more time to commute to work than it did 15 years ago, although the average commute distance has remained the same.

How Arlington Commutes



Source: How Arlington Commutes 2016-2020 Statistics



● Work in Arlington

Source: Arlington County Commuter Services, 2022 State of the Commute Arlington Analysis



WHY SUPPORT SUSTAINABLE COMMUTES

Employers improve relationships with their employees when they offer a robust assortment of commuter programs and amenities. Arlington Transportation Partners helps you address your employees' commute needs by developing solutions unique to your workplace.

Employer Benefits

Human Resources

- ✓ Recruit and retain top talent from within and beyond the DC region.
- ✓ Gain a competitive advantage by enhancing benefit offerings and earning regional and national recognition.
- ✓ Contain health care costs and reduce illness-related absenteeism by supporting options that benefit physical and mental health.

Finance

- ✓ Save money on federal payroll taxes.
- ✓ Reduce overhead costs for parking, health care, and productivity loss.

Facilities

- ✓ Maximize parking capacity and efficiency while reducing costs.
- ✓ Earn points toward LEED certification for offering sustainable amenities and programs.

Culture

- ✓ Promote environmental sustainability and a healthy workplace culture.
- ✓ Demonstrate a commitment to the local community and support local employees.
- ✓ Improve employee satisfaction, productivity, and work/life balance.
- ✓ Support a diverse and equitable workplace.

Employee Benefits

Productivity

- ✓ Using commute time to read, listen to music or a podcast, or have breakfast on the go, so you're prepared to start your day at the office.
- ✓ Begin work with a clear head due to reduced commuting stress.
- ✓ Enhanced work/life balance and improved ability to be present when working.

Budget

- ✓ Lower taxable income and fewer out-of-pocket commute costs.
- ✓ Reduces costs for car insurance, personal vehicle wear-and-tear, and parking.
- ✓ Opportunity to receive local and regional commuting subsidies.

On Your Commute

- ✓ Reduce the environmental footprint created by your commute.
- ✓ Receive free or priority parking at some buildings depending on your mode.

Culture

- ✓ Improve health and wellness by adding more movement to your commute.
- ✓ Seeing the region from a different perspective, in community with other transit riders and/or active commuters.
- ✓ Enjoy more time spent with family and loved ones.

COMMUTER BENEFITS

According to a 2018 survey from global staffing firm Robert Half, nearly a quarter of American workers have left a job because of a bad commute. Difficult commutes have a significant negative impact on one's physical and mental health, job satisfaction, and overall productivity.

According to the *2022 State of the Commute*, due to many employees becoming accustomed to remote work, employers are experiencing push-back to increased in-office requirements.

Employers can retain and attract talent by offering commuter benefits, which allow employees to use tax-free dollars on transit, vanpool, or qualified parking expenses under Section 132(f) of the IRS tax code.

Employers may consider offering other types of benefits to help with employee commutes, such as active commuter benefits for bike/walk, Capital Bikeshare corporate memberships, and parking cash-out programs.

Benefits to Employees

- Lower taxable income and out-of-pocket commute costs
- Save on car insurance payments
- Avoid traffic-related stress and health risks associated with driving alone
- Reduce wear and tear on personal vehicle



ATP Tools and Resources

- ✓ Commuter Benefits Guide
- ✓ Step-by-step program implementation support
- ✓ Employee commute and benefits surveys
- ✓ Sample policies and enrollment forms
- ✓ On-site workshops and enrollment events to encourage participation



FLEXIBLE WORKPLACE POLICIES

Flexible Workplace Policies

Flexible workplace policies, such as telework, remote work, and flexible work schedules, have become essential policies to support a resilient workforce. ATP can help you establish or enhance your organization's flexible workplace programs and provide recommendations to ensure success, no matter when or where your employees work.

Telework

Telework offers eligible employees the opportunity to work from home or at an off-site location on a part-time or temporary basis. ATP can help your business successfully implement and maintain a formal telework program.

Remote Work

In contrast to telework, remote work allows an employee to work from a location other than the physical office space on a full-time basis. This type of flexible work arrangement is commonly seen now to support hybrid work schedules. It's also commonly used to accommodate long-distance work from a different geographic region.

Flexible Work Schedules

Flexible work schedules, such as staggered shifts and compressed work schedules, offer employees more versatility than the traditional 9-to-5 schedule. Flexible work arrangements typically establish core business hours where all employees are expected to be present and provide clear expectations for communication and productivity.



Benefits to Employers

- Reduce overhead costs for real estate and parking
- Maintain business continuity
- Reduce absenteeism and minimize the spread of germs
- Improve employee productivity and engagement
- Recruit from a wider geographical area
- Enhance retention of high-performing employees
- Promote a more diverse and welcoming company culture

Benefits to Employees

- Save time, money, and stress by avoiding peak traffic hours
- Enhance flexibility to meet family and personal needs
- Improve productivity by avoiding unnecessary interruptions
- Reduce environmental footprint



ATP Tools and Resources

- ✓ Telework Management Guide
- ✓ Flexible Workplace Guide
- ✓ Sample policies, agreements, and eligibility checklists
- ✓ Telework training for managers and employees
- ✓ Assistance with state and local incentive programs

RIDESHARING

Workplace ridesharing programs are a great way to encourage more sustainable commutes and maximize parking capacity at your worksite. By sharing the ride, employees can spend less time sitting in traffic, save money on parking costs, and ride toll-free in HOV express lanes.

Carpooling

Carpool is a common ridesharing arrangement, where two or more commuters travel together in a privately-owned vehicle to a similar destination. This arrangement can help employees save time and money on commutes, and free up parking spaces when availability is limited.

Ride-hailing

App-based ride-hailing services, such as Uber and Lyft, make it easier to travel in cities where car ownership and parking is prohibitively expensive. Many of these apps offer pooled rides at an affordable cost. Employers may offer subsidized rides through a corporate account, or in some cases, rides may be subsidized through commuter benefit programs.

Slugging

Slugging is a lesser-used, free, and informal form of carpooling that originated in the DC metropolitan area to relieve traffic congestion. Drivers pick up non-paying 'slugs' (passengers) from a designated slug-line location to meet passenger requirements for toll-free high-occupancy vehicle (HOV) lanes usage.



ATP Tools and Resources

- ✓ Marketing materials to promote available ridesharing options
- ✓ Employee Density Map to identify ride-matching opportunities
- ✓ Local incentive programs and ride matching services
- ✓ Assistance with corporate discount programs

Benefits to Employers

- Minimize parking costs
- Reduce traffic congestion and air pollution
- Maximize parking capacity and availability
- Offer a wide variety of flexible travel options

Benefits to Employees

- Save time, money, and stress by traveling in HOV (High-Occupancy-Vehicle) lanes
- Minimize car insurance and parking costs
- Receive a discounted, priority parking space at some commercial property buildings
- Reduce wear and tear on personal vehicles



VANPOOL

Vanpool is a formal ridesharing arrangement where four or more commuters travel together to a similar destination. Vanpools may accommodate up to 15 passengers and are typically provided under a long-term lease agreement from a third-party vanpool company.

Vanpools are most cost effective when traveling fifteen miles or more one-way. The pricing for the van depends on the number of riders and the distance traveled. Since vanpools are considered qualified transportation under Section 132(f) of the IRS tax code, employees can pay for vanpool expenses through employer-provided commuter benefit programs.

Benefits to Employers

- Save up to 9% on federal payroll taxes
- Minimize the environmental impact of commuting
- Reduce commute-related employee tardiness
- Retain employees with long distance commutes
- Maximize parking availability
- Receive regional and national recognition for competitive commuter benefits

Benefits to Employees

- Ability to use commuter tax benefits towards vanpool costs
- Local and regional subsidies for a cheaper commute
- Lower car insurance and decrease personal vehicle wear and tear
- Receive a free or discounted priority parking space at some buildings
- Travel free in HOV (High-Occupancy-Vehicle) lanes and decrease time spent commuting



ATP Tools and Resources

- ✓ Vanpool Formation Guide
- ✓ Employee Density Map to identify ride-matching opportunities
- ✓ On-site assistance with promoting and forming vanpools
- ✓ Partner with vanpool providers for easy set up and vendor management
- ✓ State and local incentive program, subsidies, and giveaways

ACTIVE COMMUTER BENEFITS

Active commuter benefits are provided to help employees bike, walk, or run to work. This not only encourages the use of sustainable modes of transportation but can also support employee health and wellness initiatives.

Active Commute Incentives

Employers can encourage active commutes by offering incentives to employees who choose to bike, walk, or run to work. Incentives can be offered on a daily or monthly basis, and typically include eligibility criteria for employee participation.

Capital Bikeshare Corporate Memberships

Capital Bikeshare, the region's docked bikeshare system, offers a corporate membership program for employees' commutes. Annual memberships include unlimited rides up to 45 minutes on standard bikes as well as free bike unlocks and reduced e-bike prices. All corporate options offer a significant discount from the regular annual membership cost of \$95/year.

Annual Membership Options	Organization Pays	Employee Pays	Discount
Full Subsidy	\$50/Sign Up	\$0	47%
Partial Subsidy	\$25/Sign Up	\$25	47%

Benefits to Employers

- Reduce health care costs by supporting employee health and wellness
- Low-cost way to incorporate wellness into commuter benefit program
- Provides an equitable commuter benefit for employees who live near the worksite
- Receive regional and national recognition for competitive commuter programs

Benefits to Employees

- Reduce costs for bikeshare membership and/or bicycle ownership
- Improve health and wellness



ATP Tools and Resources

- ✓ Capital Bikeshare corporate program assistance
- ✓ Sample policies and enrollment forms
- ✓ On-site educational events with BikeArlington and WalkArlington



According to the 2022 *State of the Commute Survey*, DC area employees that bike or walk to work report higher satisfaction with their commute than those who drive alone.

EVENTS & EDUCATION

All too often, employees may not be aware of all their commuting options and default to a habitual single mode of transportation. ATP can organize on-site events to boost employee awareness of transportation options, encourage commuter benefits participation, and provide one-on-one recommendations to help employees explore a better commute.



ATP Tools and Resources

- ✓ On-site presentations, lobby tabling, and other custom events
- ✓ Participate in health, wellness, and benefits fairs
- ✓ Sponsorship opportunities for annual initiatives
- ✓ Educational events with BikeArlington and WalkArlington

Annual Initiatives

Each year, Arlington Transportation Partners invites businesses to participate in several national and local events to promote sustainable modes of transportation.

National Walking Day

ATP encourages participation in WalkArlington's annual springtime event to inspire Arlington employees and residents to get walking. Walking promotes health and wellness during the workday and helps employees become more familiar with what is within walking distance of their worksite. Join WalkArlington as they partner with local groups to lead invigorating and educational walks through the County.



Bike to Work Day

In honor of National Bike Month in May, Bike to Work Day is celebrated every year at hundreds of pit stops throughout DC, Maryland, and Virginia. Over 14,000 DC area commuters participated in Bike to Work Day in 2023. Bike commuters are encouraged to register to receive free t-shirts, food, and giveaways.



Car Free Day

Car Free Day is an annual international event that is celebrated on September 22. People are encouraged to pledge to use a more sustainable form of transportation during their commute on this day – bike, walk, run, scooter, take transit, or go car-lite by sharing the ride.



Since ATP's *Champions* program began in 2014, over 200 Arlington employers have achieved recognition for their commuter-friendly programs and amenities.

AWARDS & RECOGNITION

Arlington Transportation Partners helps businesses achieve local and national recognition for providing exemplary commuter benefits and amenities to employees. Employers that offer these programs are great candidates to receive recognition for their dedication to sustainability and employee transportation choice.

Champions

Champions is ATP's annual program that recognizes organizations for their commitment to implement transportation programs and provide amenities for employees and residents. Over 150 local employers, commercial and residential properties, hotels, and schools in Arlington County participate in *Champions* each year, receiving great perks and opportunities.

The Perks of Being a Champion

- Invitation to ATP's annual *Champions* awards banquet
- *Champions* award certificate and seal of excellence
- *Champions* PR press kit and social media support
- Featured articles in local and national publications
- Exclusive invitation for Platinum Champions to the annual Arlington County Board meeting

National and Regional Awards

ATP assists local employers interested in applying for national and local recognition programs, such as Bicycle Friendly Business, Best Workplaces for Commuters, Commuter Connections Employer Awards, Association for Commuter Transportation Awards, and more. Your ATP rep supports you through the nomination or application process and provides recommendations to enhance your organization's competitiveness for these prestigious awards.

Benefits to Employers

- Promote environmental sustainability
- Access to networking opportunities
- Attract top talent across the DC region
- Promote a healthy workplace culture
- Achieve recognition for competitive commuter programs

Benefits to Employees

- Boost awareness of commuter programs and available resources
- Participate in local sustainability initiatives
- Face time with an ATP rep at custom events, to ask all of their commuting questions.



ATP Tools and Resources

- ✓ Enrollment in *Champions* program
- ✓ Nominate employers for awards and assist with application process

OPPORTUNITY ASSESSMENT

1. Company Name _____
2. Office Location(s) _____
3. How many full-time employees work at each office location? _____
4. How many employees work in the office (full time or part-time)? _____
5. How often do employees come into the office? _____
6. Does your company offer commuter benefits for transit?
 - ☐ Yes, pre-tax benefit up to \$_____ per month
 - ☐ Yes, subsidized (direct) benefit of \$_____ per month
 - ☐ Yes, subsidized benefit of \$_____ per month AND pre-tax benefit up to \$_____ per month
 - ☐ No commuter benefit
 - ☐ Other
7. Does your company offer a parking benefit?
 - ☐ Yes, the company covers the full cost of parking up to \$_____ per month
 - ☐ Yes, the company and employees split the cost of parking, with the company covering \$_____ per month and employees paying \$_____ per month
 - ☐ Yes, employees can use pre-tax income up to \$_____ per month for parking
 - ☐ No, employees pay the full cost of \$_____ per month for parking
 - ☐ No, parking at our worksite is free
8. Which of the following benefits or programs does your company currently offer to employees?
 - ☐ Information about nearby transportation options
 - ☐ Formal telework program
 - ☐ Informal telework policy
 - ☐ Discounted or subsidized Capital Bikeshare annual membership
 - ☐ Financial incentive for biking/walking to work
 - ☐ Flexible work schedule (compressed, flextime, summer Fridays)
 - ☐ Shuttle service
 - ☐ Free gym membership
 - ☐ Free SmarTrip cards for new employees
9. Does your worksite offer the following amenities?
 - ☐ Access to showers on site
 - ☐ Access to lockers on site
 - ☐ Real-time transportation display screen
 - ☐ Dedicated parking spots for carpool or vanpool
 - ☐ Parking discounts for carpool or vanpool
 - ☐ Bike racks
 - ☐ Dedicated bike storage room
 - ☐ Transit brochures available in lobby
10. What are your biggest concerns around transportation/commuting?
 - ☐ Employee retention
 - ☐ Employee recruitment
 - ☐ Employee commute cost/time/distance
 - ☐ Traffic-related commuting delays
 - ☐ Employee health, wellness, and work/life balance
 - ☐ Distance from transit options
 - ☐ Business continuity in case of bad weather or emergencies
 - ☐ Parking costs and limitations
 - ☐ Real estate costs and office space limitations
 - ☐ Sustainability and minimizing impact to the environment



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