



**COMMUTER CONNECTIONS  
REGIONAL TDM MARKETING GROUP**

FY 2022 MARKETING ACTIVITY

DECEMBER 21, 2021

# COMMUTER CONNECTIONS PROGRAM OBJECTIVES

Encourage alternatives to SOV  
commuting

Reduce vehicle trips and miles  
traveled

Reduce traffic congestion and  
improve air quality



# FY22 MARKETING ACTIVITIES RECAP July– December 2021

- Regional TDM Recovery Campaign Phase I
- Car Free Day
- Bike To Work Day Sponsor Drive
- Employer Recognition Awards Nomination
- Employer Newsletters



**REGIONAL TDM RECOVERY  
MARKETING CAMPAIGN**

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 **COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

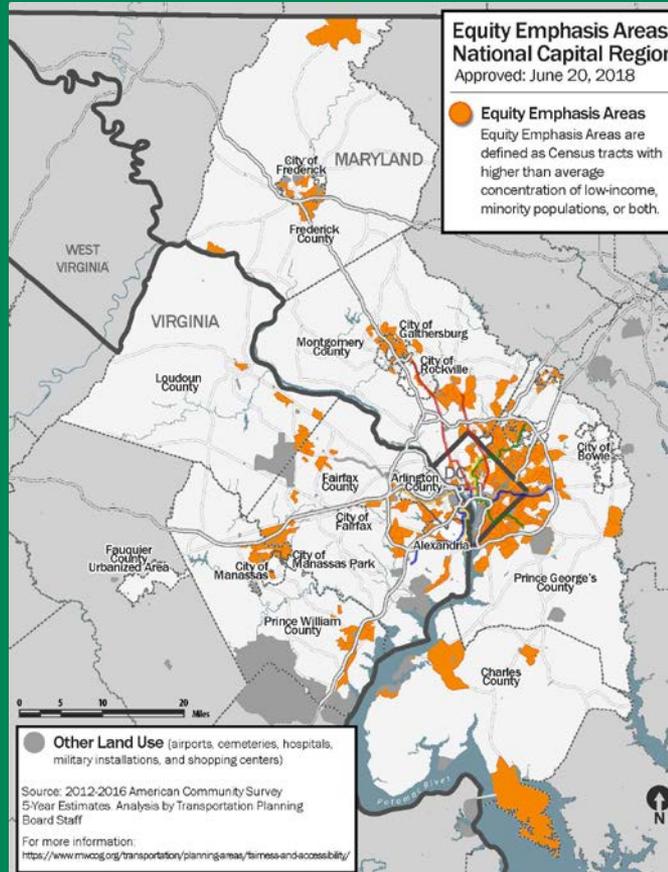
# OBJECTIVES & STRATEGY

## Regional TDM Recovery Campaign

- Promote Return to Transit Ridership with Emphasis on Buses
- Raise Awareness Around Safety Protocols
- Encourage Carpool and Vanpool Use with Familiar Partners
- Targets: General Audience, Equity Emphasis Areas

# EQUITY EMPHASIS AREAS

## Regional TDM Recovery Campaign



# “LOOK AGAIN” CREATIVE

## Regional TDM Recovery Campaign

**LOOK AGAIN**

**YOUR RIDE IS CLEAN AND READY TO ROLL**

- Frequent cleanings
- Current safety guidelines in place

Your local transit service is working hard to be here for you, to keep you safe and help you stay connected. You have been at work for others—and transit is here for you.

LEARN MORE AT [COMMUTERCONNECTIONS.ORG](http://COMMUTERCONNECTIONS.ORG) OR CALL 800.745.RIDE

**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

**LOOK AGAIN**

**RECONNECT WITH A CARPOOL OR VANPOOL**

- Form a commute circle with your rideshare group
- Follow current safety guidelines

Take another look, reconnect and ride safely, whether it's your local bus, Metrobus, commuter bus, Metrorail, commuter train, carpool or vanpool. You can use Guaranteed Ride Home (GRH) in case of an emergency, free of charge! Fill out your application for GRH as well as free ridesharing today.

LEARN MORE AT [COMMUTERCONNECTIONS.ORG](http://COMMUTERCONNECTIONS.ORG) OR CALL 800.745.RIDE

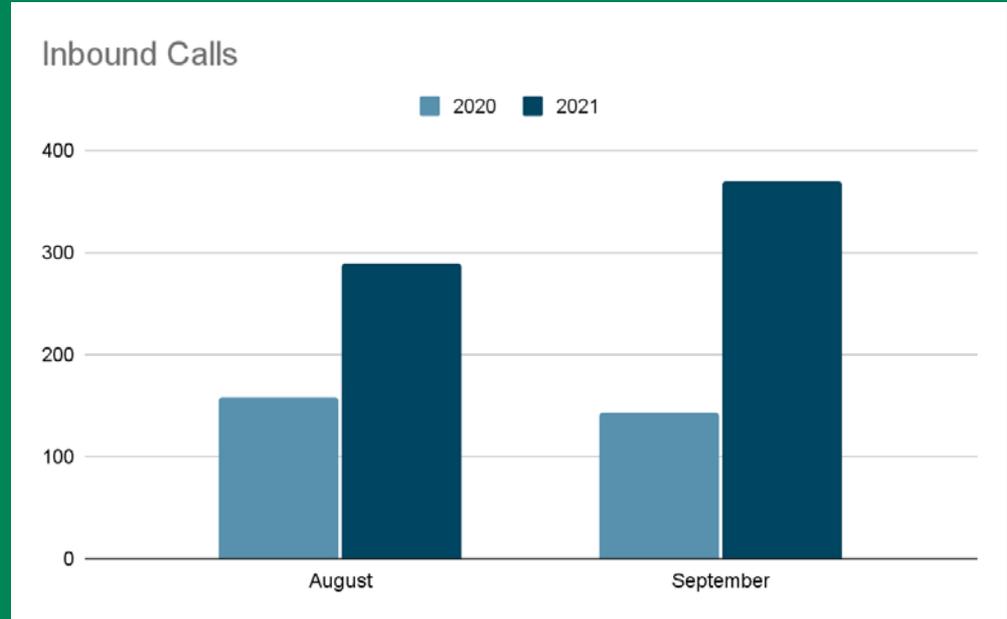
**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

# RESULTS HIGHLIGHTS

## Inbound Calls

August and September inbound calls more than doubled, year to year

## Regional TDM Recovery Campaign

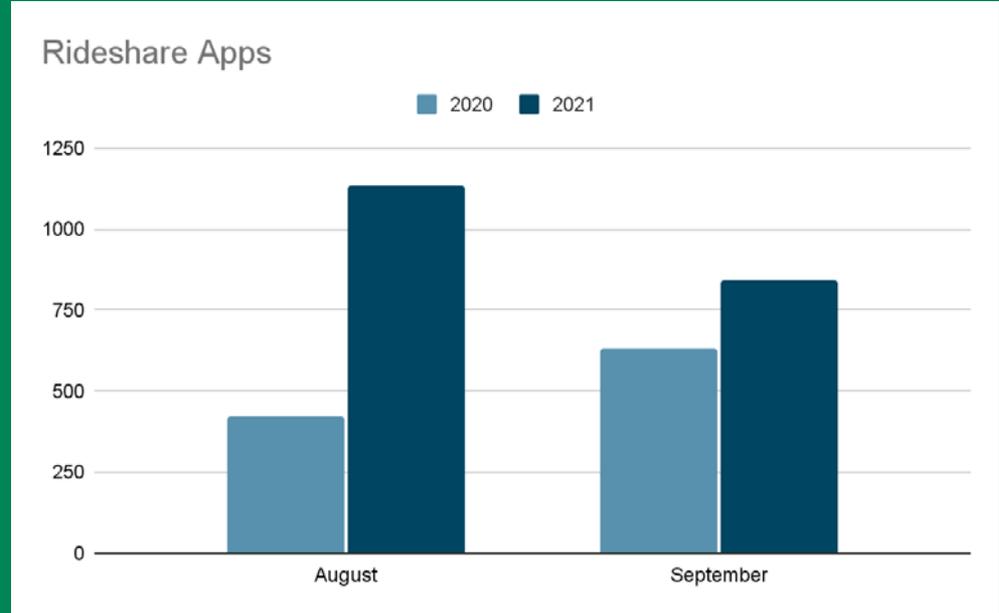


# RESULTS HIGHLIGHTS

## Rideshare Applications

Rideshare applications rebounded, particularly during campaign months

## Regional TDM Recovery Campaign

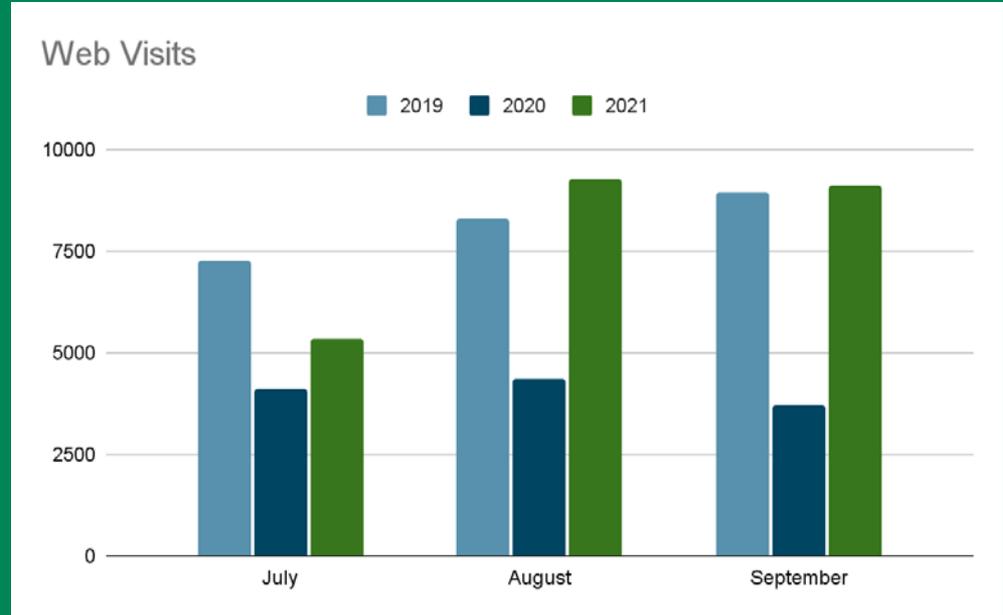


# RESULTS HIGHLIGHTS

## Website Traffic

Website visits significantly increased during active campaign months

## Regional TDM Recovery Campaign



**CAR  
FREE  
DAY**  
METRO DC  
  
**9.22.21**



**CAR FREE DAY 2021 EVENT**

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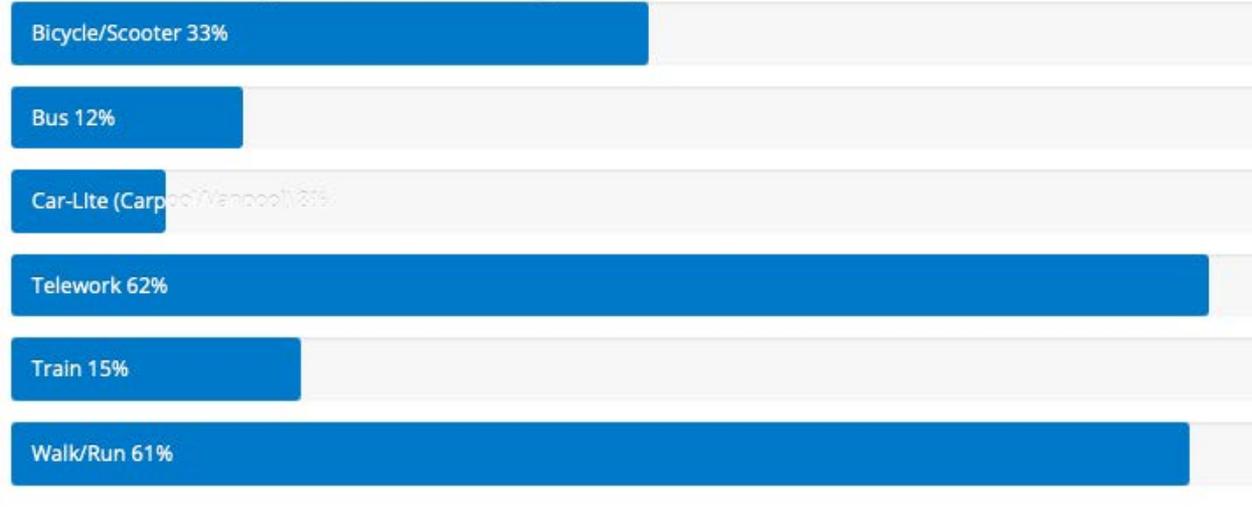
# RESULTS HIGHLIGHTS

Car Free Day

Total Pledges 2,993



## Car Free Day 2021 - Pledges by Travel Mode



# CLEAN AIR PARTNERS

- Network of Local Influencers
- Built Engagement Around Car Free Day



hipmamasplace

1,565 Posts   257K Followers   3,654 Following

**Jocelyn Brown** ✨ Influencer  
Digital Creator  
HipMamasPlace.com Est. 2007  
Lifestyle ✨ Recipes ✨ Travel ✨ Home  
🇺🇸: DC/MD/VA #blogger #influencer  
✉: Collabs @ info@hipmamasplace.com  
[www.carfreemetrodc.org/](http://www.carfreemetrodc.org/)  
Washington D.C.

Car Free Day



Go car-free on September 22, 2021!

TAKE THE PLEDGE WITH ME TO HELP IMPROVE AIR QUALITY!

#AD

Check out my latest feed post to learn more + there are great prizes when you take the Car Free Pledge!

#CARFREEDAY2021

Swipe up to view website



**CAR FREE DAY**  
METRO DC

9.22.21

# COLLEGE CAMPUS CHALLENGE

Car Free Day

Winner:  
University of Maryland





**25**  
**YEARS**

**20**  
**22**

**EMPLOYER  
RECOGNITION  
AWARDS**

CREATIVE

Employer Recognition Awards



**25  
YEARS**

**20** EMPLOYER  
**22** RECOGNITION  
AWARDS

HONORING EMPLOYERS  
WHO MADE A DIFFERENCE!

# NOMINATION BROCHURE

# Employer Recognition Awards

**COMMUTER CONNECTIONS** | A SMARTER WAY TO WORK

1410 Quaker Station Road, Columbia, MD 21046  
 410.326.7000 | www.commuterconnections.org

**PRESORTED FIRST CLASS U.S. POSTAGE**

PSN2

Permit No. 9775 Washington, D.C.

Apply now for the 2022 Commuter Connections Employer Recognition Awards.

**25 YEARS**

2022 EMPLOYER RECOGNITION AWARDS

**25 YEARS**

2022 EMPLOYER RECOGNITION AWARDS




**2022 EMPLOYER RECOGNITION AWARDS**

HONORING EMPLOYERS WHO MADE A DIFFERENCE!

**Awards are given in the following categories:**

**INCENTIVES**  
Offering a host of commuter incentives to encourage and reward employees for using alternative means of transportation to and from work.

**MARKETING**  
Educating about and championing for the use of alternative transportation options by frequently promoting available commuter programs to employees in creative and effective ways.

**TELEWORK**  
Providing a policy framework and technology to allow employees to telework from home, or at a local network or on-working center, one or more days per week.



**Has your organization made a difference in any of the following areas? If so, apply now.**

**AIR ALERTS**  
Receiving free e-mail alerts from Clean Air Partners about forecasted unhealthy Code Orange/Fog days to encourage employees to arrive at work early by teleworking, bicycling, walking, ride-sharing, or taking transit.

**BIKING AND WALKING**  
Providing bike racks, fix-a-bikes, lockers, and/or shower facilities for bicyclists and walkers. Offering a low-cost monthly bicycle benefit for purchases, improvement, repair, or storage.

**CLEAN ENERGY VEHICLES**  
Providing electric car charging stations, or a company fleet of clean energy vehicles or hybrids.

**DISCOUNTED MEMBERSHIPS**  
Offering discount memberships to nearby gyms, bike-sharing, and/or car-sharing services.

**GUARANTEED RIDE HOME**  
Providing and/or supplementing Commuter Connections' free emergency ride home program for employees during unexpected personal or family emergency/illness, or unscheduled overtime.

**PARKING STRATEGIES**  
Offering reduced parking fees and/or preferred parking spaces for carpools and vanpools.

**RIDESHARING**  
Providing Commuter Connections' free RideMatch services for carpools and vanpools, or providing your own on-site employee ridesharing service.

**TELEWORKING**  
Providing management support, training, and technology to enable employees to work from home, a remote office, or on-working centers, either on a part-time, full-time, or occasional basis.

**TRANSIT AND VANPOOLS**  
Offering monthly transit and vanpool pre-tax or direct benefits, through SmartBenefits®. Providing shuttle services to and from the workplace and/or transit stations.

**WORK SCHEDULE ALTERNATIVES**  
Offering flexible or staggered start and end times, or compressed work week schedules, such as 4-day/40 hours, or 8-day/80 hours.

2022 Employer Recognition Awards

**A bit about last year's winners:**

**MARKETING**  
**GEICO**  
Cherry Chase, MD

GEICO is one of the fastest-growing auto insurers, holding more than 18 million policies nationwide and covering over 28 million acres. GEICO employs more than 11,000 in the region and matches employee contributions to Merri's SmartBenefits® up to \$1.10 per month. The company is a short walk from the Metrolink station and encourages commuting by bicycle. GEICO has provided bike education classes to its employees, and has installed numerous bike racks, lockers, and showers.

GEICO promotes its commuter benefits program to its employees through two-hour orientations, in-arena benefits fairs, internet emails, and brochures within the cafeteria and break rooms. GEICO also partners with Montgomery County Commuter Services to promote participation in annual events such as the Walk and Bike Challenge and Bike to Work Day. Through marketing of its commuter program to employees, GEICO has helped reduce employee vehicle miles by 138,000 and save 42,410 gallons of gasoline annually.

**INCENTIVES**  
**NIAD**  
Rockville, MD

The National Institute of Allergy and Infectious Disease (NIAD) is part of the National Institutes of Health and advances infectious disease research to improve public health. NIAD offers a variety of employee incentives, including carpool and vanpool parking, electric vehicle charging stations, secure bike parking, a bike rack, and shower and lockers at other employee health facilities. NIAD also offers a transit and shower facility for employees to stay on campus throughout the workday.

Of its 4,500 employees in the region, 40 percent telework up to eight days a month, supported by NIAD's flexible scheduling. NIAD is within walking distance to a Metrolink station and 77 percent of employees receive a transportation subsidy up to the federal limit. As a result of its transit commuter benefits and incentives, NIAD has saved an average of 170,000 employee vehicle miles and estimated 54,000 gallons of gasoline annually.



**TELEWORK**  
**ASHA**  
Rockville, MD

The American Speech-Language-Hearing Association (ASHA) is a national organization with 374,000 members and affiliates made up of physicians, audiologists, scientists, and students. Since 2001, ASHA has grown its telework program from one of every six employees to one of every two employees teleworking up to 64 percent of their total workdays.

In response to the pandemic, ASHA pivoted to an entirely remote workforce and provided laptops, monitors, and desk chairs. Most employees are given 100% to purchase home-office supplies. The ASHA "Working Together" prioritized ergonomic services so employees could maintain comfort within a home-office setting. The organization has also maintained a flexible program that allows staff to manage their individual work schedule arrangements. ASHA's telework and work schedule alternatives programs have helped reduce employee vehicle miles by 794,000 and save 118,000 gallons of gasoline annually.

2022 Employer Recognition Awards

**About the organizations**

**Metropolitan Washington Council of Governments**

The Metropolitan Washington Council of Governments (MCOG) is an association of 28 local governments in the District of Columbia, Maryland, and Virginia. COG's National Capital Region Transportation Planning Board is a forum for addressing and coordinating regional transportation programs.

Please visit [mowcog.org](http://mowcog.org) for more info.

**Commuter Connections**

A program of the National Capital Region Transportation Planning Board, Commuter Connections is a regional transportation information, outreach, and service network dedicated to easing the everyday commute and reducing the number of single-occupant vehicles. Free information, incentive programs, and assistance on services including ride-sharing, public transit, teleworking, bicycling, walk & bike, HOV lanes, and Guaranteed Ride Home is available for both employers and commuters.

Commuter Connections is funded by the District, Maryland, Virginia, and U.S. Department of Transportation, with state and federal transportation funds.

Please visit [commuterconnections.org](http://commuterconnections.org) or call 800.745.7423 for more info.



**Easing the way for what's to follow**

Ride-sharing, commuting by public transportation, bicycling, walking, or teleworking contribute to less traveled roads. That often means smoother, safer, and faster commutes, and a reduction in harmful vehicle emissions.

**Opening new doors... and getting in**

Commuter Connections encourages area businesses and commuters to discover innovative ways to reduce the number of single-occupant vehicles on the road.

The Commuter Connections Employer Recognition Awards acknowledge employers who initiate or support programs encouraging commuting alternatives. Companies who implement these programs and services make a difference to their organization, employees, local community, and the globe.

2022 Employer Recognition Awards

# NOMINATION FORM

# Employer Recognition Awards

**25 YEARS** **2022 EMPLOYER RECOGNITION AWARDS**

Please apply with this form or apply online at [commuterconnections.org/employer-recognition-awards](http://commuterconnections.org/employer-recognition-awards)

**Eligibility**  
Employers in the District of Columbia, suburban Maryland, and Northern Virginia that have initiated, enhanced, or expanded an employee alternative commute or network program may apply for these awards. To be eligible, programs must have been initiated or improved before January 1, 2021, as a year or more of a program in place provides a better opportunity to demonstrate successful, sustainable, and quantifiable impacts.

**Deadline**  
The application deadline is January 31, 2022. Completed applications should be sent to:  
Commuter Connections  
Capital Plaza | Suite 401 | Suite 300  
Washington, DC 20002-4270  
Tel: 202-942-3792  
[awards@commuterconnections.org](mailto:awards@commuterconnections.org)  
[commuterconnections.org](http://commuterconnections.org)

**Instructions**  
Nominations can be submitted online or by using this form, and should exclude all information requested in items 1-4, plus the program summary narrative as described in question #5. Supplemental materials may be submitted in addition to, but not in place of, the nomination form questions and program summary narrative.

**1. CONTACT INFORMATION**  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Program Contact \_\_\_\_\_ Title \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_ Website \_\_\_\_\_  
Date Program Began (must have been initiated or improved before January 1, 2021) \_\_\_\_\_  
Name of Program (if applicable) \_\_\_\_\_  
Name, email, and phone of Person Submitting Nomination Form (if different from above) \_\_\_\_\_

**2. AWARD CATEGORY**  
Which Award Category below best describes the focus of your program? (See brochure or website for description of categories.)  
 Marketing  Incentives  Telework  
Is there a secondary category you would like to apply for? (Note: You can only win in one category.)  
 Marketing  Incentives  Telework

**3. TYPE OF ORGANIZATION**  
Please mark one of the choices below that best describes your organization.  
 Private sector  Local, State or Federal government  
 Non-profit organization  Other \_\_\_\_\_ Please specify \_\_\_\_\_

**4. NUMBER OF PARTICIPANTS**  
How many people do you employ in the Washington metropolitan area? \_\_\_\_\_  
At how many work sites? \_\_\_\_\_  
What is the total number of program participants in the Washington metropolitan area? \_\_\_\_\_

Nomination Form 

**5. ACKNOWLEDGEMENT**  
I acknowledge that I am authorized to submit this nomination form on behalf of my organization and that, if selected as a winner, my organization will participate in the awards ceremony and video, and that Commuter Connections will promote my organization's initiatives online and in print.  
Signed \_\_\_\_\_ Title \_\_\_\_\_

**6. PROGRAM SUMMARY NARRATIVE**  
Please attach a 1-3 page written summary about your program, answering and elaborating on as many questions below that apply. Address each part A, B, C, D in a separate paragraph and provide measurable results of the program, whenever possible.  
Provide a clear, concise description of your program's activities. If you are a previous Commuter Connections award winner, please make clear what new initiatives have taken place and/or what has been done differently to encourage substantial increases in employee participation since last winning. Questions and points to address in narrative if applicable:  
**A. Description of Program**  
• What was the situation or condition that led to the creation of your program?  
• What were the program's goals and how has it been successful in meeting its goals?  
• What have the results been compared to previous years?  
• What type of commuter benefits, services, information, or amenities are offered to employees and how many take advantage of each?  
• How are the various programs promoted within your workplace?  
• If parking is provided, is it free or employee paid? If employee paid, are carpools given discounts or preferential parking spaces?  
• Is transit fare offered to employees on a pre-tax basis?  
• Is transit fare subsidized as an out of pocket expense by your organization, paid by employees, or a combination of both?  
• If transit fare is subsidized, what is the dollar amount provided to employees?  
• Do you provide shuttle services between your workplace and nearby transit centers?  
• Do you have bike racks, lockers, fairs stations, and/or shower facilities?  
• Do you offer bike-sharing discounts?  
• Are flextime or compressed work weeks offered?  
• How many employees telework, and how often do they do so?  
• What type of training and/or amenities are offered to management and to employees who telework?  
• Is your telework program informal or do you have a formal telework policy?  
**B. Employer and Employee Benefits**  
Describe how the program has:  
• Improved employee morale, productivity, absenteeism,  
• Increased your organization's ability to attract and retain qualified employees,  
• Helped reduce employee commuting times and stress,  
• Contributed to better employee/work-life demands/balance.  
**C. Economic and Financial Benefits**  
Describe how the program has:  
• Helped reduce employee commuting expenses,  
• Reduced your organization's costs associated with providing commuter parking and/or office space,  
• Provided other dividends for your organization or employees.  
**D. Environmental Impacts**  
Describe and quantify the benefits to the community. Describe how the program has:  
• Reduced traffic congestion. How many vehicles have been taken off the road? How many annual vehicle miles have been reduced, please visit [commuterconnections.org/commuting-resources/vmi-calculator](http://commuterconnections.org/commuting-resources/vmi-calculator).  
• Reduced gasoline consumption and emissions. What is the number of estimated gallons of gas saved annually?  
• Affected your awareness or support of air quality. Does your organization provide air quality alerts to employees and allow teleworking on such days?

Nomination Form 

# EMAIL BLAST

## Employer Recognition Awards

**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

**25 YEARS** **20 EMPLOYER RECOGNITION AWARDS** Apply now for the 2022 Commuter Connections Employer Recognition Awards.

**25 YEARS** **20 EMPLOYER RECOGNITION AWARDS**

HONORING EMPLOYERS WHO MADE A DIFFERENCE!

**Call for Employer Award Nominations!**

Commuter Connections is celebrating its 25<sup>th</sup> Annual Employer Recognition Awards and is **currently seeking nominations from employers** who offer outstanding commuter and/or telework programs.

Nominations are due by January 31, 2022. [For more information and to apply, click here.](#)

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments that promotes bicycling, ridesharing through carpools and vanpools, and other alternatives to driving alone.



BIKE TO WORK DAY 2022

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 **COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

# SPONSOR DRIVE

Bike To Work Day

- October Kickoff
- Past and Prospective Sponsors Solicited
- To Date: Six Sponsors Secured
- \$14,000 cash / \$3,100 in-kind
- Remains Open Thru January 31, 2022



A blurred photograph of two business professionals in dark suits walking through a brightly lit hallway. The person in the foreground is carrying a brown leather briefcase. The background is out of focus, showing architectural details and other people in motion.

# EMPLOYER NEWSLETTER

odonnellCOMPANY

 **COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

# OBJECTIVES & STRATEGY

Newsletter

Report on Relevant TDM News

Promote Commuter Connections Services and Special Events

Reaches

Employee Transportation Coordinators

Committee Members

Other TDM Stakeholders

Federal ETCs (w/insert)

# NEWSLETTERS

# Newsletter



Issue 3, Volume 25 SUMMER 2021

**WHAT'S INSIDE**

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- 4 DC Region To Celebrate Car-Free Day (May 22)
- 7 Regional Efforts Unleashing To-Go Transit, Getting Back To The Workplace
- 8 M&C Train With Commuter Bus Service Hunting All Fall Service

The Commuter Information Source for Maryland, Virginia, and the District of Columbia



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The Commuter Information Source for Maryland, Virginia, and the District of Columbia

## EMPLOYER AWARD WINNERS LEADING THE PACK

For 24 years, the National Capital Region Transportation Planning Board (TPB) and Commuter Connections have honored employers who are "Leading the Pack" in commute programs. And in a year that saw teleworking soar, many DC region employers faced new challenges.



**2021 NATIONAL INCENTIVES AWARD WINNERS**

**LEADING THE PACK**

The winners of the 2021 Commuter Connections Employer Recognition Awards were the National Institute of Allergy and Infectious Diseases (NIAID), GEICO, and American Speech-Language-Hearing Association (ASHA). These employers have responded to challenges with good communications, planning, and open minds. All have designed and implemented innovative and successful commuter and telework programs.

The Commuter Connections Employer Recognition Awards annual program acknowledges employers who offer outstanding commuter benefits, amenities, and tools to facilitate the use of alternative commuting methods such as teleworking, transit, teleworking, bicycling, and walking.

Charles Allen, District of Columbia Councilmember and chair of the National Capital Region Transportation Planning Board, congratulated the winners and provided key insight: "We hope that through their example, other organizations will embrace similar initiatives, creating more opportunities to help maximize the efficiencies of shared commutes," he said.



L to R: Judy Quasney, NIAID; Pamela Sebesky, City of Manassas; TPB Vice Chair's Lando Odeh; JRG Smith, Metri Hensley; JRG Smith.

The National Institute of Allergy and Infectious Diseases (NIAID) is a scientific organization within the National Institutes of Health (NIH) that advances research used to improve the health of millions of people around the world. Started over 130 years ago in Staten Island, NY, NIAID research led to increased knowledge of addressing public health crises caused by infectious disease outbreaks.

NIAID features an array of commuter amenities such as reserved carpool and vanpool parking, a bus shelter,

Continued on page 2



Issue 4, Volume 26 FALL 2021

**WHAT'S INSIDE**

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- 3 Ev Charging Stations At The Workplace And Beyond
- 5 Dash Bus Goes Furl-Furl
- 6 Transit Service Update

The Commuter Information Source for Maryland, Virginia, and the District of Columbia

## EMPLOYER CASE STUDIES

With the holidays upon us, the new year is fast approaching. As you are making that list of personal and work-related resolutions, resolve to blow the dust off that employee commuter plan and review, revise, and re-energize it. Wonder what other Washington, DC area employers do for their commuters? Take some tips from the Employer Case Studies at-a-glance previews below.



**Capital One Financial Corporation**

Capital One Financial Corporation, with its headquarters in Vienna, VA, was among the first big financial firms to introduce comprehensive teleworking to select employees in March 2020.

A full-time telework program for employees was put in place within the main office and was extended to other employees on a rolling basis.

In summer 2021, Capital One introduced a new hybrid telework program, which allows employees to telework on Mondays and Fridays, and be in the office midweek. A company spokesperson said, "The impact of going full-time telework has been seamless and, with the aggressive efforts to streamline, the in-house and virtual workforce has made significant gains and reassured employees during the pandemic. Capital One sees the future as one that can successfully have a hybrid program for all employees."

**Lockheed Martin**

Defense contractor Lockheed Martin is headquartered in Bethesda, MD, and has multiple office locations throughout the region. The Prince George's County location in Suitland, MD, provides a transit benefit for employees who need to commute into the office. Telework is also prevalent, with 65 percent of employees currently working remotely. All eligible employees were able to telework during the pandemic. Flextime hours are available for employees and preferential parking is provided at locations where free parking is available. Lockheed Martin operates a shuttle between Metro stations and its various workites. The company reports that workforce retention was very high during the pandemic.

AIR cites high workforce retention and morale as key benefits of the program, which has been particularly important during the pandemic.

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A SMARTER WAY TO WORK

# FEDERAL ETC UPDATES

Newsletter

SUMMER 2021

## FEDERAL ETC UPDATES

### NIAID WINS COMMUTER INCENTIVES AWARD



The National Institute of Allergy and Infectious Diseases (NIAID) located in Rockville, MD, was the recipient of the Commuter Connections 2021 Employer Recognition Award for its commuter incentives program. The Incentives Award was presented to NIAID on June 29, 2021, at the National Press Club in Washington, DC. The in-person event was the 24th annual employer awards ceremony which recognized a number of employers within the National Capital Region for outstanding commute and telework programs.

The award was presented by Pamela Sebesky, vice chairman, National Capital Region Transportation Planning Board and vice mayor, City of Manassas. Commuter Connections is a program of the TPB at the Metropolitan Washington Council of Governments. Vice Mayor Sebesky also served as the award event's Master of Ceremonies.

"Employers that offer commuter incentives deliver real value to their employees and help to move the needle. Commuter benefits provide direct motivation to try alternative methods of travel and continue to reward employees for making positive changes," said Sebesky.

Accepting the award was NIAID's Director, Office of Workplace Solutions, Judy Quasney. NIAID is an organization within the National Institutes of Health (NIH), part of the U.S. Department of Health and Human Services.

NIAID features a wide array of commuter amenities such as reserved carpool and vanpool parking, a bus shelter, electric vehicle charging stations, display monitors showing public transit information, secure bike parking showers and lockers, and an eight-foot-wide bike trail connected to the area bike network.

Of NIAID's 4,500 employees in the Washington, DC metropolitan region, 40 percent (1,800) telework up to eight days monthly. Employees using transit have a short

half mile walk from the Metrorail Station, and 37 percent receive a subsidy up to the federal limit. There is also a shuttle between NIAID and the main NIH campus in Bethesda.

NIAID also supports flexible scheduling. These schedules stagger arrival and departure times, and are strongly encouraged. Approximately 40 percent of NIAID employees participate in alternative work schedules, helping ease commuting and improving work/life balance.

NIAID also offers employees classes on health and wellness, nutrition, and mental health balance. Employees are encouraged to use the on-site fitness areas, and many enjoy daily walks around the campus. An onsite cafeteria and coffee shop as well as two outdoor seating areas provide a reason not to drive off campus for lunch hour.

As a result of its various commuter benefits and amenities offered, NIAID has saved an average of 11.7 million employee vehicle miles and an estimated 534,000 gallons of gasoline annually.



1st: Judy Quasney, NIAID; Pamela Sebesky, City of Manassas (TPB Vice Chair); Lands COX, J&C Smith, Mimi Hensley, J&C Smith.

FALL 2021

## FEDERAL ETC UPDATES

### DHS PLANS CONSOLIDATION TO SAINT ELIZABETHS WEST



The U.S. Department of Homeland Security (DHS) is planning to consolidate its headquarters and its other DC offices in 5.7 million gross square feet of secure office space, plus associated parking, at the DHS campus at Saint Elizabeths West.

When fully occupied, the 176-acre multiple-building campus will have a 14 employee to parking ratio (one parking space per every four employees); and a 1:3 employee parking ratio for shift employees, with an eventual total of nearly 15,000 employees working at the campus. DHS has a comprehensive plan to manage this ratio by giving employees easy access to alternative modes of transportation.

DHS has created an Employee Transportation Coordinator (ETC) position to assist in preparing and implementing commuter services at the campus. The ETC can work alongside Commuter Connections' network organizations for any needed commuter research, program implementation support, and promotional events and materials.

The DHS program will include the federal transit benefit, and shuttles that bring employees to and from the Anacostia and Congress Heights Metrorail

Stations to campus. Another shuttle will travel within the campus on a loop. Carpool and vanpool incentives, and preferential parking will be offered, and bicycle storage/racks will be placed throughout the campus. A program for walkers and bicyclists will also be created. The DHS commuter program will be linked with both the employee health and safety program, and a community partners program. The federal teleworking program will be promoted to eligible employees as well.



Continued on page 2

# E-NEWSLETTERS

# Newsletter

**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

NEWSLETTER | The Commuter Information Source for DC, MD, VA

**2021 EMPLOYER RECOGNITION AWARDS**



**LEADING THE PACK**

**Employer Award Winners Lead the Pack**

During an in-person awards ceremony on June 29, 2021 at the National Press Club, Commuter Connections honored employers who are "Leading the Pack" in commuter benefits and telework programs.

[More News](#)

**Take the Free Pledge at CarFreeMetroDC.org**



**CAR FREE DAY**  
SEPTEMBER 22, 2021

**Region to Celebrate Car Free Day - September 22**

Car Free Day celebrates travel alternatives to driving alone. Employees who take the pledge to be car-free or car-pool on Wednesday, September 22, 2021, will be entered into a free prize raffle.

**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

NEWSLETTER | The Commuter Information Source for DC, MD, VA



**Employer Case Studies**

Take some tips from case studies of other Washington, DC area employer commuter programs. This edition covers at-a-glance previews for American Institutes for Research, Capital One Financial Corporation, and Lockheed Martin.

[More News](#)

**25 YEARS** **2022 EMPLOYER RECOGNITION AWARDS**

**Employer Recognition Awards Call for Nominations**

Commuter Connections is celebrating its 25<sup>th</sup> Annual Employer Recognition Awards and is currently seeking nominations from employers who offer outstanding commuter and/or telework programs.

**EV Charging Stations at the Workplace**

EV charging stations are becoming a more common site within parking facilities at the workplace and beyond. As the price at the pump remains

# FY22 MARKETING ACTIVITIES SECOND HALF– JAN THRU JUNE 2022

- Regional TDM Recovery Campaign Phase II
- Continue with “Look Again” message
- Media Budgets:  
\$450,000 (RS and GRH) \$50K (GRH Baltimore)
- Start Dates : Rideshare Mid-January, GRH February
- Media Plan and GRH Creative in Development

# FY22 MARKETING ACTIVITIES SECOND HALF– JAN THRU JUNE 2022

## Con't...

- Bike To Work Day
- 'Pool Rewards, CarpoolNow and Flextime Rewards
- Employer Recognition Awards
- Employer Newsletters Winter/Spring



THANK YOU