



Marketing Update



Item #6

Samantha Huff
CRM Marketing Manager
12/20/2022

d. WE ARE WASHINGTON GOVERNMENT OF THE DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR

Let's GO!

d.

goDCgo is an initiative of the District Department of Transportation (DDOT).



Leading resource for transportation information and options.



Encourage the use of sustainable transportation.



We offer complimentary transit resources and consulting services to DC organizations and commuters.



Our goal serves to decrease traffic congestion, improve air quality, and create a better quality of life in the DC area.



Agenda



- 2022 Achievements
- **SCHOOLS:** Capital Bikeshare for High Schools – Pilot
- **EMPLOYER:** DC Parking Cashout Law
- **HOSPITALITY:** Travel Like You Live Here
- **RESIDENTIAL:** Go Far with No Car
- **UPCOMING:** Commuter Challenge

2022 Achievements



- 2022 Employer Services Sales Team Achievement Award
- ACT 2022 TDM Excellence Award
- 2 ACT National Conference Panels
- LUXLife Magazine Best Regional Transit News Platform Award
- ACT Chesapeake Awards
 - 2022 Best Community Event
 - 2022 Best Incentive Program for Behavior Change Marketing
- **Get Paid to Pedal** featured on/in Fox News, the Washingtonian, WTOP, the DCist, and Japan TV





Capital Bikeshare for High Schools Pilot

goDCgo School Services

Capital Bikeshare for High Schools Pilot

- Working with 3 DCPS High Schools
- Providing 150 free Capital Bikeshare Annual Memberships
 - Free bike keys
 - Free helmet
- WABA/Capital Bikeshare/goDCgo Educational Session
 - Rules of the road
 - How to work Capital Bikeshare
 - How the program works

capital bikeshare

Are you an Eastern High School Student?

Ride Capital Bikeshare for FREE!





DC Parking Cashout Law

goDCgo Employer Services

DC Parking Cashout Law

Ongoing effort to educate DC employers on the new law and how to comply by the January 15th deadline.

- Partner promotion via DC SHRM/DDOT/DOES
- Social media promotion via LinkedIn & Twitter (1,000+ interactions)
- Press Release via DDOT
- Webinars & Office Hours (634 attendees, 846 on demand views)



Background

The DC Parking Cashout Law requires DC employers with 20 or subsidized parking to their employees to either offer a Clean Air parking benefit, develop a transportation demand management

What is Parking Cashout?

A parking cashout is a type of commuter benefit where an employee receives monetary compensation or alternative transportation parking benefit.

What is required to comply?

DC employers with 20 or more covered employees that offer parking to their employees.

What is a covered employee?

A covered employee is an part-time or full-time employ those on a hybrid schedule where at least 50% of their has provided clarification that those that telework or considered covered employees.

Who is exempt?

Businesses that owned (and continue to own) their under a current parking lease that began before 01 (regardless of possible extensions), and hospitals (two key exceptions; if hospitals or universities but will have to comply with the law. Additionally, up hospitals will have to implement compliance measures offering free or subsidized parking acts as an e

Who is required to report?


DC employers with 20 or more covered employ submit a report to DDOT detailing how they

Option 01 Clean Air Transportation Fringe Benefit

Also known as Parking Cashout, the Clean Air Transportation Fringe Benefit compliance option requires employers to offer a qualified transportation fringe benefit (section 132(f) of the Internal Revenue Code) equal to or greater than the market rate of the parking spot in exchange for their parking benefits. Each year, employees who accept the Fringe Benefit are required to estimate the amount that will be used towards transportation expenses. See page 3 for more information on the Fringe Benefit, as defined in the law. If they will not use the full amount of the Fringe Benefit for transportation expenses, the law states that employers will make up the difference through additional compensation, increase contribution to health coverage, or a combination of both.

By implementing a Parking Cashout program, you can save money on parking costs, while incentivizing sustainable commuting and providing employees with a valuable benefit. goDCgo can assist you with implementing a Parking Cashout program at your workplace. Contact our employer team to get started today.

How to Implement the Clean Air Transportation Fringe Benefit

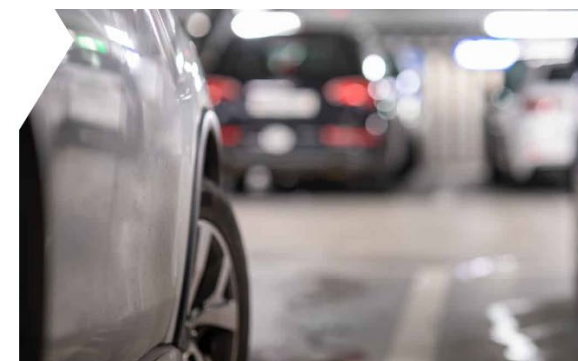
 Survey employees to determine interest in receiving the benefit	goDCgo can develop and analyze a Parking Cashout survey that will help you gain insight into employee preference on Parking Cashout, allowing you to make an informed decision on which compliance measure you will take.
 Calculate Market Value	The fringe benefit must be equal to or greater than the "market value of the parking benefit". To calculate this take the median of publicly available no publicly available rates at parking facilities within 1/4 mile of your office. If publicly available rates within 1/4 mile, expand distance to 1/2 mile. If not the parking tool to find parking facilities near your business address.
 Notify employees and collect responses	Employers must notify their employees about the option to cashout their parking benefit and have them complete official forms necessary to accept the Fringe Benefit Worksheet and corresponding goDCgo Clean Air Transportation. send them to your employees that are offered a parking benefit. In addition, goDCgo can lead webinars or Q&A sessions, and provide educational materials that will help with outreach and marketing.
 Administer the benefit	Set up a process to administer the benefit for those that opted to cashout their parking and receive the benefit.
 Report to DDOT	Every two years, employers will need to submit a report to the District Department of Transportation providing a breakdown of the number of employees offered and accepting benefits under this option.

LATEST POST

DC Parking Cashout Law Basics

by Samantha Huff To continue to improve air quality and traffic congestion in the District, the Transportation Benefits Equity Amendment Act of 2020, also referred to as the DC Parking Cashout Law, was signed into law by Mayor Bowser in April 2020. This law encourages sustainable transportation use and reduces driving alone [...]

READ MORE





Travel Like You Live Here

goDCgo Hospitality & Tourism Services





Travel Like You Live Here

Ongoing effort to get sustainable travel information to District visitors



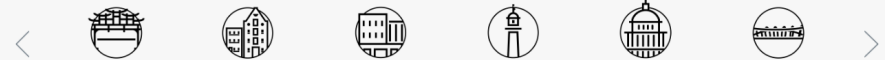
GETTING TO & FROM TRANSIT HUBS

Whether you are flying, taking the train, or bus to or from DC, goDCgo can help you pre-plan your travel to your destination or lodging. Eliminate the cost and hassle of driving and use our [interactive map](#) to plan your trip to and from the airport and major transit hubs.

 <p>Reagan National Airport (DCA)</p> <p>Located just three miles south of Washington, DC, the Ronald Reagan Washington</p>	 <p>Baltimore-Washington International Airport (BWI)</p> <p>Baltimore-Washington International Thruway</p>	 <p>Dulles International Airport (IAD)</p> <p>The biggest and busiest airport in the metro DC area, the Washington Dulles</p>	 <p>Union Station</p> <p>A century-old DC landmark, Union Station is located just blocks from the U.S. Capitol and is considered the city's top transportation hub.</p>
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EXPLORE BY NEIGHBORHOOD

DC is said to be a city of neighborhoods, each with its own unique history, culture, architecture, demographics and geography. These neighborhoods are the heart of the city—beyond the museums and marble-clad monuments. Select a neighborhood below to explore popular destinations in that area:



HOW TO USE SMARTRIP

If you want a contactless way to pay, download SmarTrip® for [iPhone](#)/[Apple Watch](#) or [Android](#) to tap-and-go when using public transit.

- 1 Purchase**
 You can plan ahead and buy a SmarTrip® card [online](#) with any major debit or credit card. Or, you can purchase a card at any Metrorail station or [select sales location](#) for \$2.
- 2 Load**
 You can add value to your SmarTrip® card and check your balance at any Metrorail station. Or, you can create an account to manage your card online. Fares vary.
- 3 Swipe**
 If [riding the Metrorail](#), tap your card on the target at the fare gate upon entry and exiting. If riding the Metrobus, tap your card on the farebox only as you enter.



Go Far With No Car

goDCgo Residential Services

Go Far With No Car

Campaign targets transit deserts to connect residents with first mile, last mile solutions through education.

- Worked with local residential properties
- Neighborhood Engagement

Explore Ivy City Sustainably



Whether you want to explore near or far, it's easy to get around without a car!

TAKE THE SURVEY by November 11
for the chance to win a special prize package! (\$445 value)



Scan the QR Code

goDCgo powered by d.

Explore Ivy City Sustainably



Ivy City is full of retail stores, restaurants, and recreational activities! Learn how to navigate the neighborhood and beyond by foot, bike, bus, or scooter.



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goDCgo.com
info@goDCgo.com

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GO FAR—NO CAR
NEIGHBORHOOD GUIDE

Ivy City is a walkable, bike-friendly, and transit-accessible neighborhood that allows you to go far in DC without a car. Try getting to these popular shops by foot, bike, bus, or scooter.

TRANSIT OPTIONS

CAPITAL BIKESHARE
Check out a bike and return it to any station. A single bike trip costs \$1 to unlock and \$0.50/min for classic bikes and \$0.15/min for e-bikes. Unlimited trips for up to 45 minutes cost \$1 under \$50/year. If you're eligible, you could get an annual membership for just \$5. Download the app or visit capitalbikeshare.com

Your station locations:

- New York Ave & Hecht Ave NE
- Capitol Ave & Ford Rd SE
- Theodor Recreation Center
- Annapolis Ave & Andrews St NE
- 4th St NE to International Auditorium

DOCKLESS VEHICLES
Grab a dockless bike or scooter, lock to a bike rack, or return to a parking signpost or stop sign. Prices vary. Accessible programs are available for income-eligible residents. Download the app for your choice of bike, scooter, or spin. JUMP, Lime, Lyft, Skip, or Spin.

Your next location:

- 4th St NE to International Auditorium

METROBUS
Metrobus is easily accessible from Ivy City where there are courtesy convenient bus stops to make up for the distance from the Metrolink. Buses run on a schedule and fares start at \$2, payable by cash, Smart Trip card, or mobile Smart Trip app.

Your bus location:

- 4th St NE to International Auditorium

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LOCATION DETAILS

RETAIL & SERVICES

O SAGEIT
1117 New York Ave NE
This is just one of many DC which provide fresh groceries, produce, deli, and more. Includes fresh produce, and more.

O OCEAN PHARMACEUTICALS
1117 New York Ave NE (near Target)
This is just one of many DC which provide fresh groceries, produce, deli, and more. Includes fresh produce, and more.

O HOLLIBRICK PAINT & DESIGN
2302 West Virginia Ave NE
A local paint store with a variety of colors and finishes. Includes fresh produce, and more.

O BELLO
1022 New York Ave NE
Charm, color, and style. Includes fresh produce, and more.

O AMERICAN CLOTHING EMERGENCY
1022 New York Ave NE
Your one-stop shop for everything you need for your wardrobe. Includes fresh produce, and more.

O PUNYA LAKES MOTORCYCLES
1022 New York Ave NE
A custom shop for motorcycles and more. Includes fresh produce, and more.

FOOD

O JET CITY BURGERS
1022 New York Ave NE
A local burger joint with a variety of options. Includes fresh produce, and more.

O BAKER'S BAKERY
1022 New York Ave NE
A local bakery with a variety of options. Includes fresh produce, and more.

O GUY HANDEL
1022 New York Ave NE
A local clothing store with a variety of options. Includes fresh produce, and more.

RECREATION

O ATLAS BEER WORKS
1022 New York Ave NE
A local brewery with a variety of options. Includes fresh produce, and more.

O CHERRY BERRICH
1022 New York Ave NE
A local ice cream shop with a variety of options. Includes fresh produce, and more.

O NATIONAL AUDITORIUM
1022 New York Ave NE
A local theater with a variety of options. Includes fresh produce, and more.

O IVY CITY CLUBHOUSE & SPORTS
1022 New York Ave NE
A local sports club with a variety of options. Includes fresh produce, and more.

O EDHURSTAGE
1022 New York Ave NE
A local theater with a variety of options. Includes fresh produce, and more.



Commuter Challenge

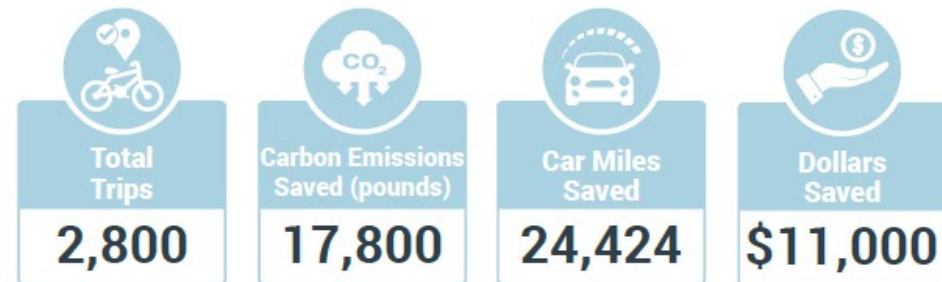
goDCgo Employer Services & Commuter

Commuter Challenge



March 1-May 31, 2023
4th Annual Commuter Challenge

- 10+ Employers
- Open to ALL DC commuters/residents
- Trip tracking via Ride Amigo's platform
- Earn badges to enter into raffles, over \$6,000 in prizes
- Top Performing Employer
 - Catered winner's lunch
 - Promotion in Greater Greater Washington
 - Glass Award
 - Certificates for MVPs



Presenter Information



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Need any of our services please reach out to info@godcgo.com



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Thank you!

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