



# MDOT Commuter Choice Maryland Presentation

Commuter Connections Subcommittee

March 20, 2018

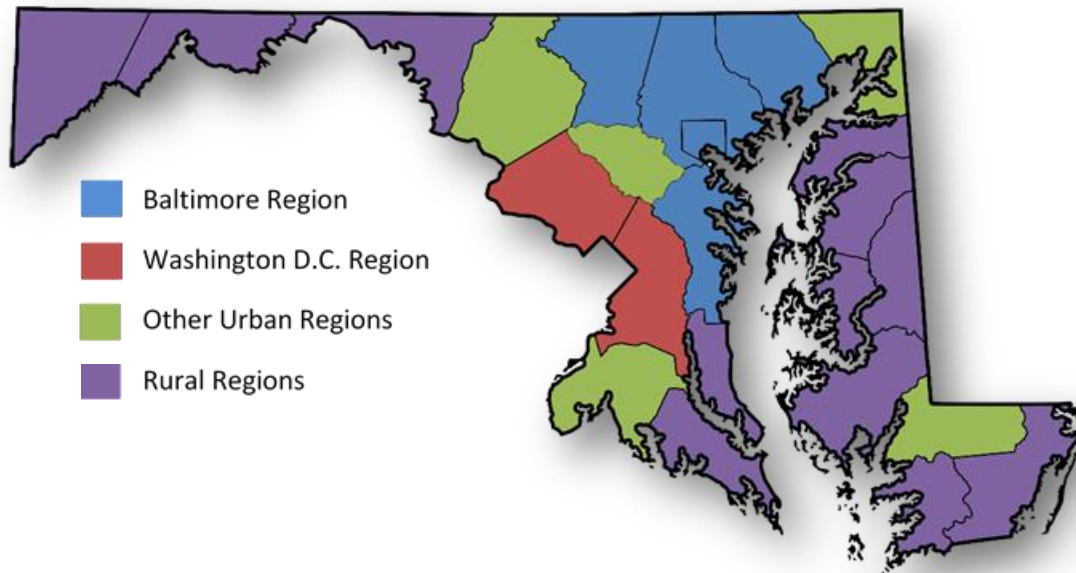


# Project Overview

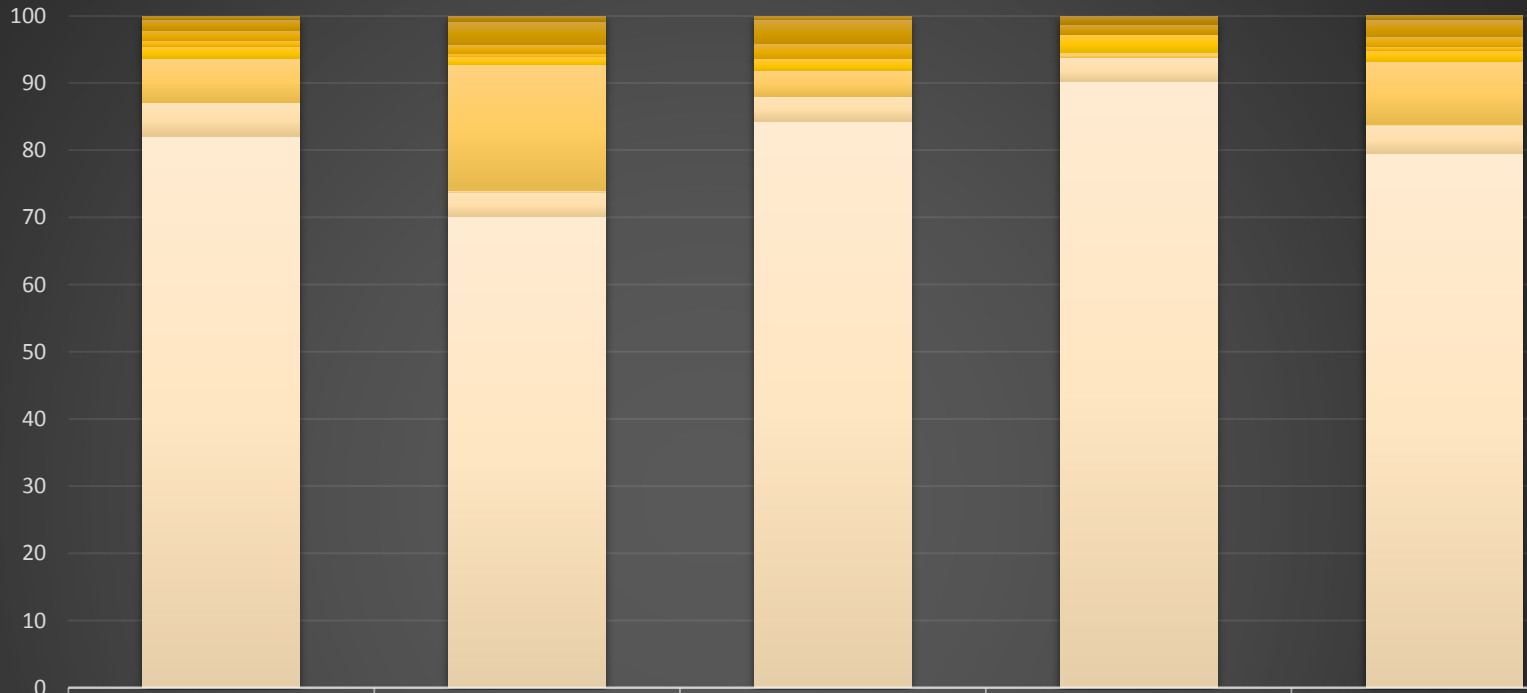
- Commuter Survey and Business Interviews
- Inventory of TDM Programs, Services, and Policies; Peer Agency Reviews; Best Practices and Strategic Recommendations
- Marketing and Education Campaign Preparations
- Performance Monitoring and Evaluation

# Commuter Survey

- 2,138 completed surveys
- Responses organized into four regions, characterized by population, geography, economic climates, and availability of existing transportation services



## Commuter Survey: Typical Commute Mode by Region



# Commuter Survey

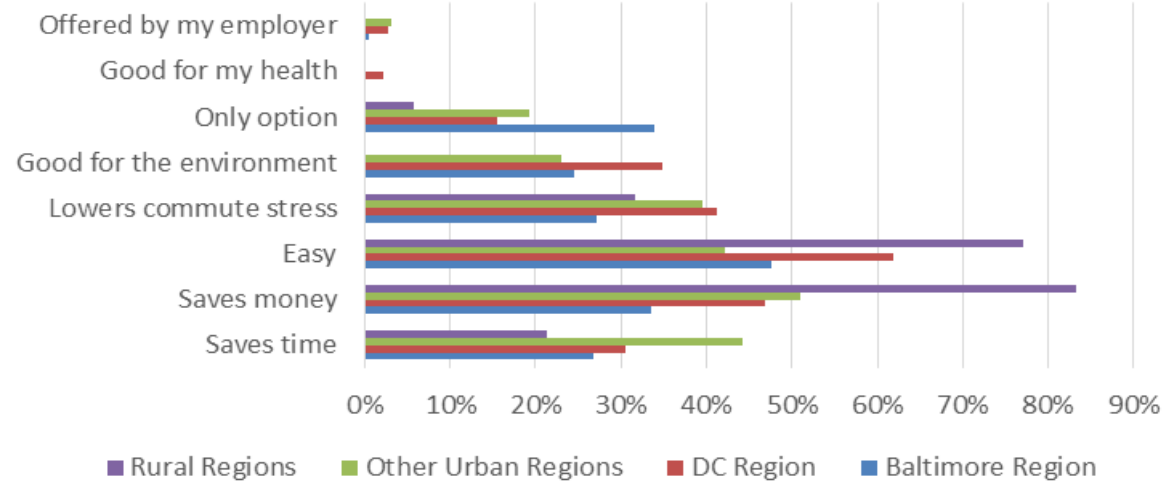
Leading motivation for using non-SOV options:

- Saving \$\$\$

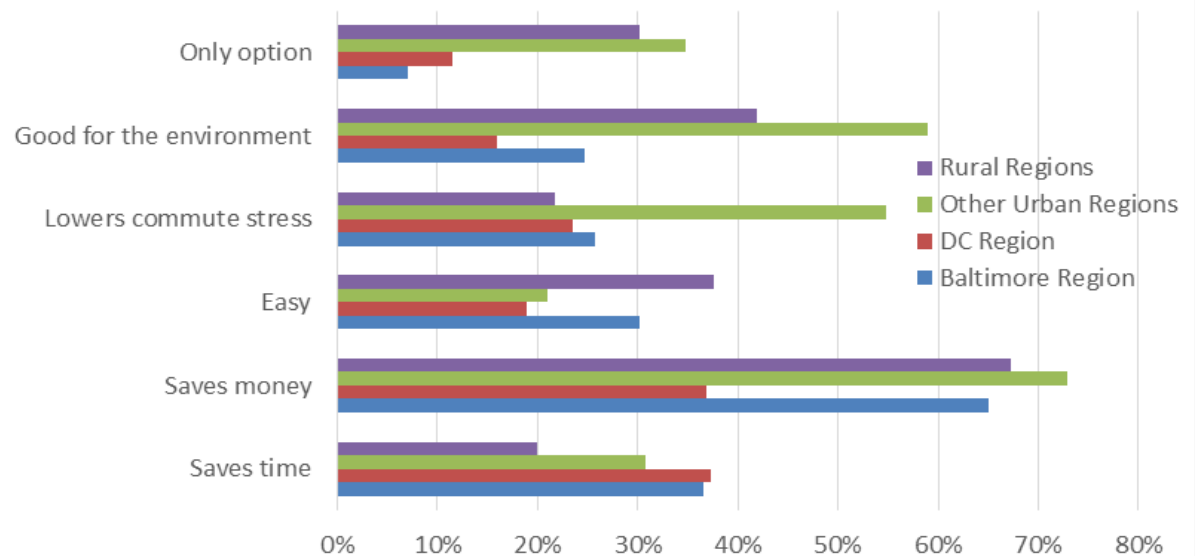
Barriers reported by respondents:

- Time
- Variable work hours
- Telework not allowed by many employers
- Lack of awareness of programs

## Motivations for Local Public Transit - By Region (Bus, Metro, or Lightrail)



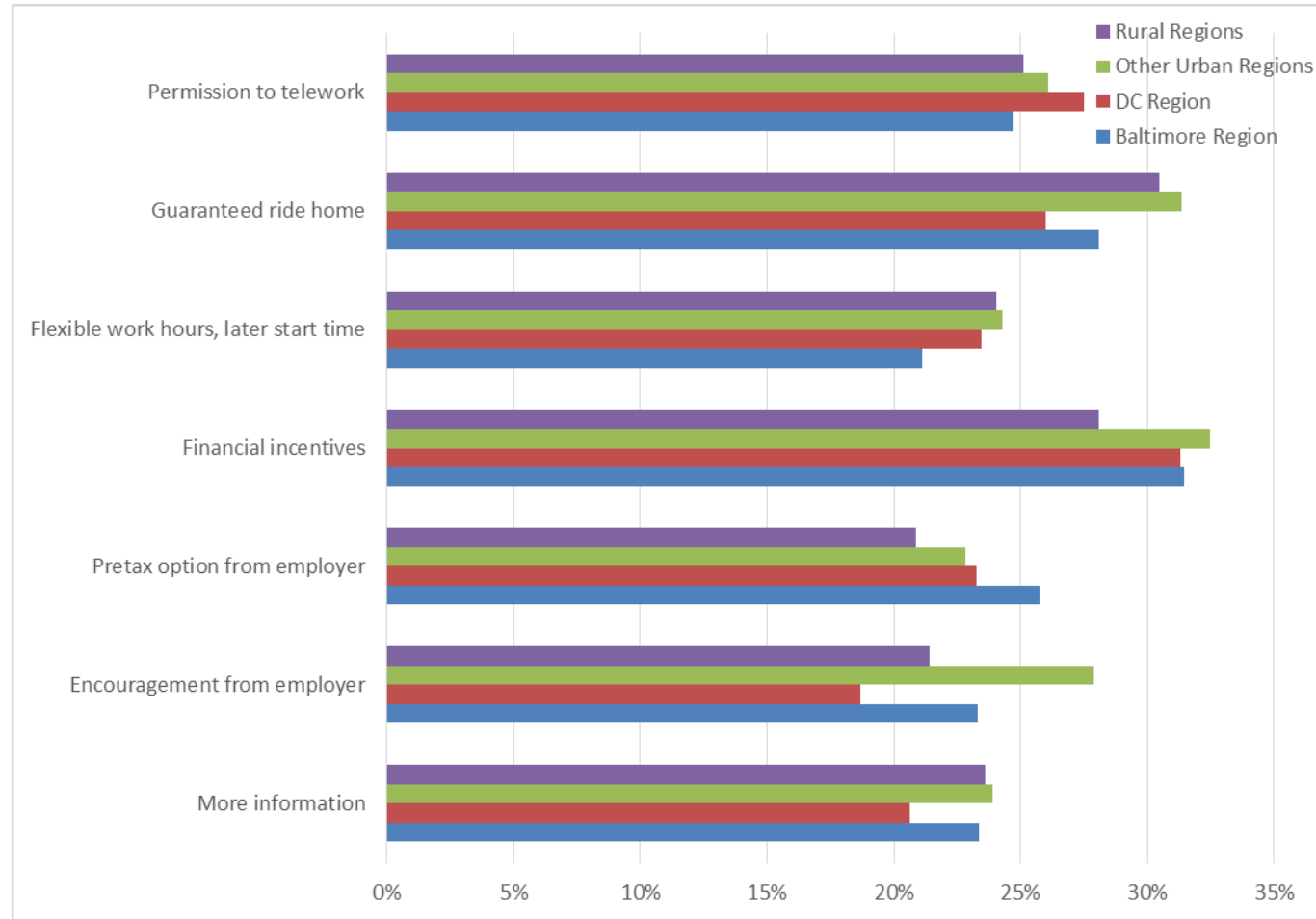
## Motivations for Carpooling - By Region



# Commuter Survey

## What would encourage the use of alternatives?

- 31.1% - Financial Incentives
- 28.3% - GRH
- 25.8% - Permission to telework



# Commuter Survey - Key Findings

Commuters  
are  
Financially  
Motivated



Commuters  
Largely  
Unaware of  
Commuter  
Benefits



Commuters  
Face Multiple  
Barriers to  
Non-SOV  
Travel



# Commuter Survey - Opportunities



- **Expand promotion of existing programs that leverage financial motivations (e.g., Maryland Commuter Tax Credit)**



- **Expand promotion of existing programs or modes that address barriers:**
  - Guaranteed Ride Home services
  - Park and Ride lots
  - Ridesharing (for those who are unable to take transit)
  - Real-time rideshare services (for those who are unable to rideshare due to flexible work hours)
  - Bicycling and/or bikeshare systems (for those who live or work too far from transit)



- **Provide accessible resource(s) for provision of comprehensive travel options and commuter information**
  - TDM website or information portal, links to regional and local organizations and services
  - Easy-to understand marketing materials

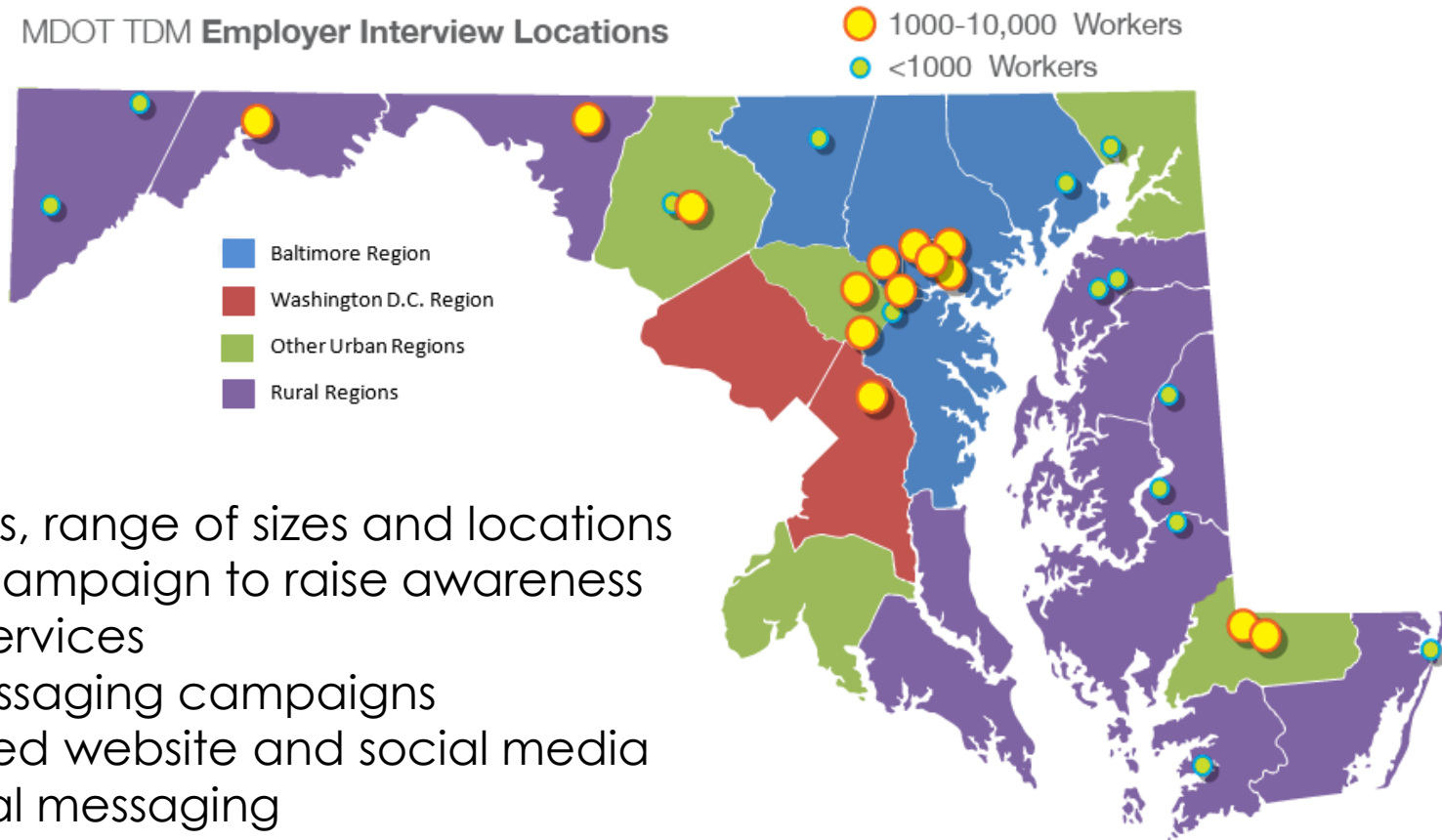


- **Enhance outreach services for employees and employers**
  - Help businesses understand financial savings
  - Recommend employer transportation programs to address barriers
    - teleworking or providing access to shared vehicles during the work day,
    - how to develop employer transportation programs and policies
    - how to promote offerings to employees



# Business Interviews – Key Findings & Opportunities

MDOT TDM Employer Interview Locations



- 28 Interviews, range of sizes and locations
- Statewide campaign to raise awareness of existing services
- Tailored messaging campaigns
  - Refreshed website and social media
  - Regional messaging
- Mobilize employees to ask for TDM services
  - Better information, options, incentives for employees

# TDM Inventory

## Organized by:

- State
- MPO Region

## Description and Links for:

- Transportation services, by mode
- Transportation Services, public and private
- Connecting Transportation Services
- Information (TDM) Services
- Incentives Programs
- Marketing services, community-based and employer-based
- Special Events Marketing/Coordination
- Policies and Ordinances
- Performance Monitoring and Evaluation

# TDM Inventory - Key Findings & Opportunities

- Similar services offered at local and regional levels; may be opportunity to optimize TDM delivery in urban areas and extend services to rural areas
- Opportunities to expand transportation options in rural areas; carpooling, vanpooling, and shared-use mobility services present opportunities for short-term solutions



# Peer & Partner Agency Reviews

- Arlington County Commuter Services (VA)
- Baltimore Metropolitan Council
- Howard Commuter Solutions
- Loudoun County Commuter Services (VA)
- Mid-Ohio Regional Planning Commission
- New York State Department of Transportation
- Oregon Department of Transportation



# Peer & Partner Agency Reviews - Key Findings & Opportunities

- Share tools and coordinate services that are common across regions or states
- Provide marketing support on a statewide level, including campaigns that incorporate trip tracking to earn commuter incentives
- Develop tailored marketing strategies and messages for urban, suburban, and rural areas.
- Consider creative strategies for funding incentives.
- Coordinate performance monitoring across the state.



# Performance Monitoring & Evaluation – Key Findings

- Develop TDM projects, services, and performance measures that address funding goals
- Standardize performance measures across the regions to enable reporting of TDM activities and results at a statewide level
- Develop performance measures for projects with different objectives
  - economic development performance measures in rural areas
  - congestion reduction performance measures in urban areas

# Performance Monitoring & Evaluation – Opportunities

- Evaluate the **effectiveness** of individual TDM programs and projects
- Assess the **results** of program efforts (outcomes) for communicating to stakeholders and the public
- Estimate **impacts** of overall program efforts

# Recommendations for Advancing TDM In Maryland

## Programmatic Recommendations

- Serve as a **TDM Information Broker** to provide clear and accessible information on transportation options
- Institutionalize TDM within MDOT to enhance **coordination of services** and ongoing strategic planning.



# Recommendations for Advancing TDM In Maryland

## Programmatic Recommendations – Statewide Level:

- Develop **statewide** education and outreach **campaigns** to raise awareness of TDM
- **Coordinate** performance monitoring & evaluation
- **Communicate** outcomes of TDM activities and demonstrate impacts
  - congestion reduction
  - emissions reductions
  - improved mobility
  - improvements to the economy

# Recommendations for Advancing TDM In Maryland

## Programmatic Recommendations – Regional Level:

- Build **outreach** capacity
- Serve as **liaison/organizer** for TDM Programs
- Identify and assist with obtaining **funding**, especially for marketing/incentives
- Provide **customized support** to programs/efforts in urban, suburban, and rural regions

# Marketing & Education Campaign Preparations

- Website
- Brochure
- Social Media
- Business Highlights

# Website

The screenshot displays the Maryland Department of Transportation website. At the top, the MDOT logo and 'MARYLAND DEPARTMENT OF TRANSPORTATION' are visible, along with a search bar and social media icons. A navigation menu includes links for HOME, COMMUTERS, BIKE/WALK, SAFETY, ENVIRONMENT, BUSINESS, MBE, and PROJECTS. The main content area features a 'Commuter Choice Maryland' banner with icons for a bicycle, car, house, bus, and pedestrian. A blue button menu offers links to 'LEARN MORE', 'EMPLOYERS', 'COMMUTERS', and 'CONTACT'. Below the banner is a photograph of a woman in a business suit opening a car door for three people inside. The text 'Ready to Commute Smarter?' is followed by a paragraph explaining commuter alternatives and employer benefits.

**MDOT**

- > Mission Statement
- > Newsroom
- > Jobs
- > Policy Manual

**MDOT Business Units**

- > Aviation
- > Motor Vehicle
- > Port of Baltimore
- > Highways
- > Transit
- > Toll Facilities

**MDOT Offices**

Find an Office... ▾

**Latest Commuter Updates**

- > Live Traffic Cameras
- > MD 511 - Know Before You Go!
- > MTA Service Status
- > MTA Email Alerts
- > WMATA Service Status
- > WMATA Next Train Arrival

**Commuter Choice Maryland**

**Ready to Commute Smarter?**

Throughout Maryland, numerous programs offer commuters alternatives to driving their own car to work. Alternatives to solo travel by car can be more cost-effective and sanity saving, too! Employers can offer commuting benefits programs that earn them a tax deduction and save their employees\$\$\$.

# Business Highlights

- Maryland Live! Casino
- Morgan State University
- Southern Maryland Energy Company



# Brochure



Make Commuting  
Less Taxing for  
Employers and  
Employees

Commute  
Smarter with  
Commuter  
Choice Maryland

## Commuter Choice Maryland Saves You \$\$\$

Maryland commuters can choose from an array of statewide and local cutting edge programs to ease the pain of commuting. And your employer can help you save even more money with pre-tax benefits.

Federal, state, and some county incentive programs can turn employer transit benefit programs into tax savings that improve the bottom line while helping to retain employees.

Three federal options available to all Maryland employers can have tremendous benefits:

- ▶ **OPTION 1:** An employer paying \$72 for an MDOT MTA monthly pass would, after taxes, have only paid \$12.06.
- ▶ **OPTION 2:** With an employee pre-tax salary option, that employee's \$72 MTA pass would only cost that employee \$50.30.
- ▶ **OPTION 3:** With a combination employer/employee plan, both would contribute \$36 toward the MTA pass. But the net cost to the employer would be \$6.03 while the net cost to the employee would be \$25.15.

Maryland sweetens the pot by offering a tax credit for 50% of the eligible costs of providing commuter benefits. Some limitations apply.

Check out [www.tinyurl.com/MDOTcommute](http://www.tinyurl.com/MDOTcommute) and see the savings for yourself.

## Commuter Choice Maryland Gives You Options

Options available depend on where you live and work, and may include:

### Ridesharing—Carpool/Vanpool Matching

Register with one of our Rideshare partners to instantly find someone to share your commute, or start your own carpool.

### Transit Information

The Maryland Transportation Authority (MTA) Trip Planner provides information for all bus services in the state along with Baltimore Light Rail, the MARC train, and Washington Metro.

### Guaranteed Ride Home (GRH)

The GRH program is guaranteed to give those using alternative transportation four free rides home per year if you work in the Washington metro area. This program helps you out in the event of an emergency.

### Telework/Cowork Information

More and more employers are offering telework programs. Commuter Choice Maryland can help with that. Some localities, like Cowork Frederick, provide a short trip office alternative to the long commute, as a full-service professional facility where employees can work in an office environment without working at home alone or sitting for hours in traffic to get to their traditional offices.

### Bicycling & Walking

Several jurisdictions offer Bikeshare services, where commuters can rent a bike for a day, a few times a year, or with other customization options. The Maryland Department of Transportation offers both bicycle riders and pedestrians maps for safe routes, trails, and tips for commuting safely.

### Parking "Cash-Out"

Employers can offer their employees the option to "cash out" of their existing subsidized parking space.

### Baltimore Water Taxi

The Baltimore Water Taxi has six routes to help commuters get in and around the Baltimore Inner Harbor.



# Next Steps

- ✓ Launch Commuter Choice Maryland Website (MDOT TSO)
- ✓ Finalize Commuter Choice brochure
- Finalize and Adopt Action Plan (MDOT TDM Working Group)
- Develop and Launch Outreach Strategy
- Training & Education