

VISUALIZE 2045 ASPIRATIONAL INITIATIVE: TRAVEL DEMAND MANAGEMENT

RIDESHARE AND TELEWORK ELEMENTS

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Background

- TPB Resolution R10-2019, adopted on December 19, 2018 recommended project, program and policy ideas that would implement TPB's Aspirational Initiative identified in Visualize 2045
- The resolution encouraged the Commuter Connections program to:
 - Examine ways to **enhance its existing service** applications and programs (gamification and rewards aspects)
 - Assist TPB member jurisdictions work collaboratively with WMATA to **increase participation in WMATA's SmartBenefits program**
 - Assist **small and mid-size employers** implement FlexTime and **Telework programs** at their workplaces

ENHANCED SERVICE & INCENTIVES - 1

FLEXTIME REWARDS



- Part of the Commuter Connections Smartphone App released in early 2019
- Registered users notified about atypical congestion along commute route – in real time during AM and PM commute periods
- Users can choose to delay their departure time and opt for the trip to be tracked
- \$8 cash incentive provided if timing of trip is changed – (up to \$600 per calendar year)

ENHANCED SERVICE & INCENTIVES - 2

CarpoolNow

- Smartphone App - piloted 2018; launched 2019
- Allows users to form carpools – “on the fly” and work or non-work purpose.
- For work trips - driver cash incentive of \$10 – (up to \$600 per calendar year)
- Improvements in 2020
 - Map of high-volume carpool pick-up points (including afternoon carpool pick-up points in DC and Arlington) on top of Map of Park & Ride lots (300+)
 - Offered as option to commuters during WMATA Platform Shutdown project



ENHANCED SERVICE & INCENTIVES - 3

incentTrip



- Smartphone App launched in August 2019
- Provides commute travel advise using real time travel conditions – best route, travel mode and departure time
- Users earn points based on travel mode chosen – drive alone, carpool/vanpool, transit, bike, walk
- Points can be redeemed for cash – Up to \$600 per calendar year
- Other information reported back – fuel consumed/saved’ emissions reduced, etc.
- Results to date (less than 9 months):
 - 2,503 new Commuter Connections accounts created
 - 1,320 requests for payment
 - \$30,785 in incentive money paid

Expanding SmartBenefits

Employer Outreach



- Goal - collaborate on outreach activities for the inclusion of SmartBenefits program at workplaces
- Process - information sharing between local jurisdiction staffs working with employers and WMATA staff of SmartBenefits usage
- Results of the initiative will be examined as part of the Commuter Connections TDM Analysis Report due out later this year

Telework Assistance

Employer and Employee Resources

<https://www.commuterconnections.org/teleworking/>

- Ready to use workplace poster
- Sample Teleworker Program Guidelines
- Sample Telework Agreement
- “Do’s and Don’ts” for managers
- Updated listing of coworking centers/shared workspaces/Telework Centers
- Self-help guide for employees seeking to telework
- Virtual tour/overview presentation of telework centers

<https://www.commuterconnections.org/wp-content/uploads/Shared-Workspace-Coworking-Space-Telework-Centers-Presentation-2020.pdf>

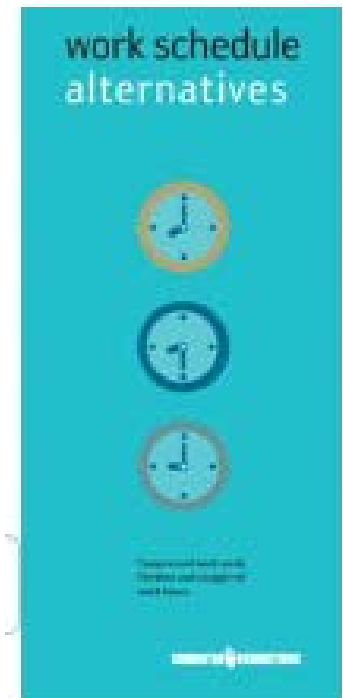


Shared Workspaces/Coworking
and Telework Center Workplace
Options for Teleworkers

Alternative Work Schedules

Resources

- Added FAQs regarding Alternative Work Schedules (AWS)
- Added sample program guidelines that can be used to develop an AWS policy at worksites
- Added a sample “program agreement” that can be used by employers for individuals who elect to work alternative schedules
- Added tips for compressed work week “Do’s and Don’ts” for both managers and employees



Telework and COVID-19 Pandemic

Telework Promotion

- Compiled resources on a single website:
- Social media (Facebook and LinkedIn) campaign (started March 9th) to promote the telework resources. The ad is running on Facebook and LinkedIn.

When Employees Telework, it's Mutually Beneficial.

Less time and money spent commuting results in better work/life balance, higher morale and productivity. As a guiding force on Telework, Commuter Connections provides free employer assistance to establish or expand telework programs based on your needs. commuterconnections.org 800 745-7433.



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