

# Getting to Work in Prince George's County

## updates from RideSmart Commuter Solutions

Stacey King  
Office of Transportation  
Prince George's County DPW&T



Angela D. Alsobrooks  
County Executive



# Let's take a trip!

- (Re)introducing DPW&T and RideSmart
- RideSmart marketing strategies and successes
- Ambitions for FY2023

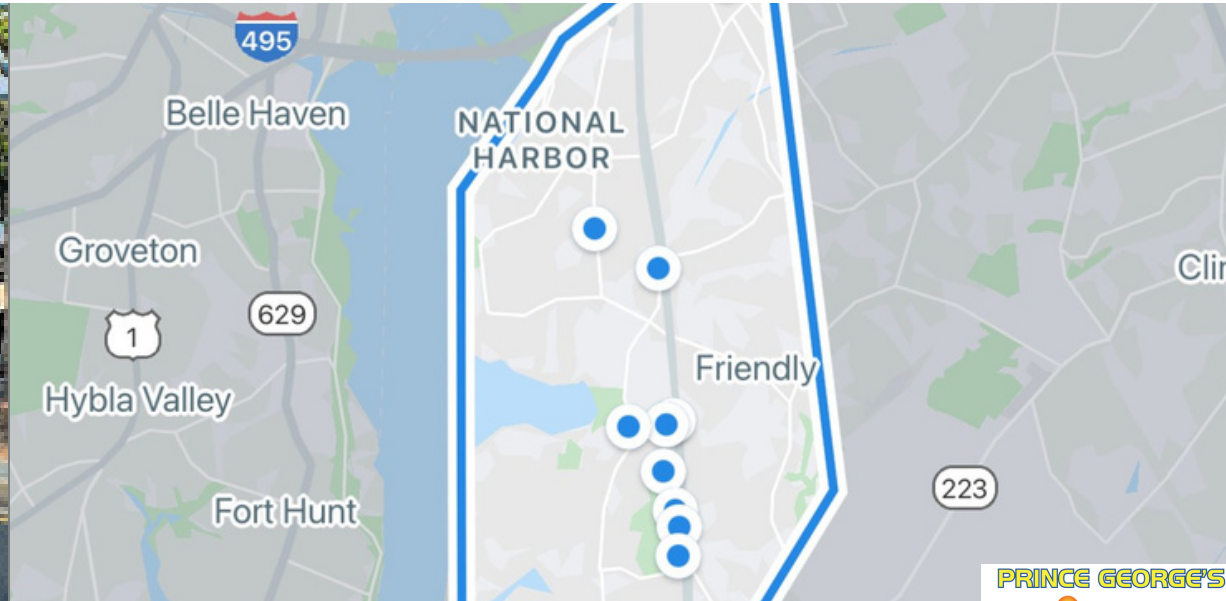
moving people through Prince George's County with pride

# Department of Public Works & Transportation

THE BUS



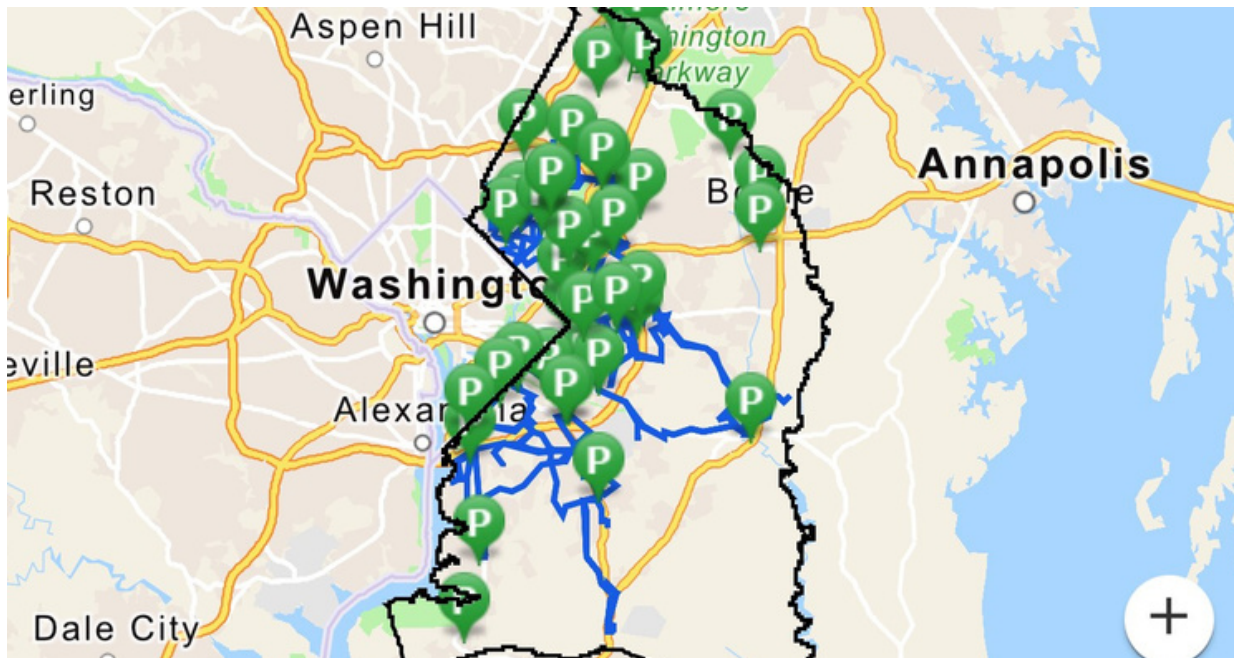
MICROTRANSIT: PGC LINK



CALL-A-BUS & CALL-A-CAB



PARK & RIDE LOTS



CABI, BIKE/PED, VISION ZERO



RIDESMART



# Marketing attempts and strategies

## RideSmart: 2020



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

Free Commuter Services

Flexible Solutions for a Better Commute.

Free Carpool Ridematching Service

Fast Forward Your Commute.

Rideshare.

1-800-745-RIDE  
www.commuterconnections.org

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

A Free Service

Guaranteed Ride Home. There When You Need It.

We'll get you home. Guaranteed.

1-800-745-RIDE  
www.commuterconnections.org

# RideSmart: 2020-2021

## Program Analysis - Strategy Development - Messaging

RideSmart mission: reduce drive-alone trips to improve traffic congestion, air quality, personal and financial wellbeing, and the value of employer-provided commuter programs.

Everyone Commutes.  
Do You RideSmart?

Let RideSmart help  
you build a commuter  
benefits program that  
benefits everyone!

#WinTheCommute

Marketing attempts and strategies

# RideSmart Commuter Messaging


**Three Steps to a Great Commute:**





1. Plan your trip
2. Earn rewards
3. Repeat daily



**Commute Better Together**



Find your co-commuters      Log trips & earn rewards



**Share the Mode**



**Be Driven**



**Commute (H)appy**



**Have a Wheelie Great Commute**



**How is working from home working for you?**



**Vancoolest Kids in Town**



Marketing attempts and strategies

# RideSmart Social Media & Website

**Everyone Commutes!**  
**But do you RideSmart?**




Free Commuter & Employer Programs  
Incentives & Rewards  
Guaranteed Ride Home  
Maryland Commuter Tax Credit

[info.pgcridesmartsolutions@co.pg.md.us](mailto:info.pgcridesmartsolutions@co.pg.md.us)  
301-883-5656 | [ridesmartsolutions.com](http://ridesmartsolutions.com)





Be Connected




CarpoolNow  
(or sometime soon!)

Earn Rewards




RideSmart  
COMMUTER SOLUTIONS

Invite RideSmart to Your Next Event!  
We'll help your organization, employees, and community #winthecommuter

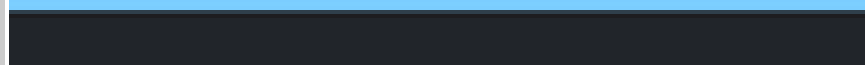


#winthecommuter with RideSmart  
Commuter Solutions!

Learn More!



AA | [ridesmartsolutions.com](http://ridesmartsolutions.com)



If you get to work in these ways...



...you can earn rewards for your trip!



**'POOL REWARDS**  
It pays to rideshare



A Winning Commute Team



# Community Presentations

## Active Commuting with Prince George's County RideSmart Solutions

Stacey King  
Office of Transportation  
Prince George's County  
Public Works & Transportation

**RideSmart**  
COMPUTER SOLUTIONS

## RideSmart and Sustainability

Manage what we measure

Source: Commuter Connections FY22 Work Plan (draft)

	Daily Impacts
VT Reductions:	137,000
VMT Reductions:	2,648,000
NOx Reductions (Tons):	0.5
VOC Reductions (Tons):	0.4
Annual Impacts	
PM 2.5 Reductions (Tons)	8
PM 2.5 Precursor NOx Reductions (Tons)	177
CO2 Reductions (Tons)	258,000

### Expected Changes to Travel One Year Post-Pandemic

2022. How do you expect your month's travel to be different over the pandemic to over 1 year ago? (select all that apply)

	LESS than before the pandemic	MORE than before the pandemic
Drive or ride in car	41%	34%
Use public transportation	32%	22%
Walk	7%	18%
Bike	9%	26%

Source: Voices of the Region Survey, NCR TPB, Feb 2021

**RideSmart**  
COMPUTER SOLUTIONS

## What is Active Commuting?

CaBi goes great with transit and Park&Ride.

Bring your bike for the ride!

- Incorporating walking, running, and bicycling into the trip to/from work.
- Transit and driving together can also be part of active commuting.
- You don't have to take the whole trip on foot or by bike to have an active commute!

**Did You Know?** Public Transit users take 30% more steps per day than people who rely on cars! (Source: ActiveLiving.org)

**RideSmart**  
COMPUTER SOLUTIONS

## RideSmart and Sustainability

Recognizing commuter program impacts

- Innovative Demonstration Projects
- Carbon Footprint & Climate Action Plan
- Health & Wellness Programs
- Planning & Land Use
  - Housing and the Comprehensive Plan
  - DHCD Sustainable Communities

**RideSmart**  
COMPUTER SOLUTIONS



Marketing attempts and strategies

# RideSmart Contests

## Go Car Free and Win!

Create your new account with **Commuter Connections**, **incentrip**, or **CarpoolNow** between September 1-24 for your chance to win a Capital Bikeshare or RideSmart prize pack!\*

Visit [commuterconnections.org](http://commuterconnections.org) or find the mobile apps for Android and iOS.

Take the free Car Free Day pledge by September 22 at [carfreemetrod.org](http://carfreemetrod.org) for even more chances to win!

\*commute must begin in Prince George's County



Use the free **incentrip** app to plan your trip and earn points that you can redeem for cash and other rewards. All new **Commuter Connections** accounts created through the **incentrip** app December 21-February 25 are eligible to win a winter prize pack!\*

\*commute must begin in Prince George's County

**RideSmart** **CommuterConnections**

## #WINTHECOMMUTE

Create your new **Commuter Connections**, **incentrip** or **CarpoolNow** account April 22-30 for your chance to win a **RideSmart Earth Day prize pack!**\*

Go to [commuterconnections.org](http://commuterconnections.org) or find the free apps for Android and iOS.

\*commute must begin in Prince George's County

**RideSmart** **CommuterConnections**

Marketing attempts and strategies

# RideSmart Advertising

**RideSmart / RideSafe**  
Share the Mode. Share the Road.  
Every trip.

RideSmart has options to help you get there.  
**YOU** can help everyone get there safely.  
Speed kills. Slow down.

**RideSmart** COMMUTER SOLUTIONS  
**VISIONZERO** COMMUNITY SAFETY

**RideSmart** COMMUTER SOLUTIONS  
**VISIONZERO** COMMUNITY SAFETY  
**COMPUTER CONNECTIONS**  
**MOT** MARYLAND DEPARTMENT OF TRANSPORTATION  
**DPW&T** MARYLAND DEPARTMENT OF PUBLIC WORKS & TRANSPORTATION

ONE-SHEET POSTER

**Going back to the office?  
We're on your commute team!**

**Click here** to learn more about free  
RideSmart commuter programs!

**RideSmart** COMMUTER SOLUTIONS  
**DPW&T** MARYLAND DEPARTMENT OF PUBLIC WORKS & TRANSPORTATION  
**CommuterChoice** Maryland  
**MOT** MARYLAND DEPARTMENT OF TRANSPORTATION  
RideSmart is a member of **COMPUTER CONNECTIONS**. A SMARTER WAY TO WORK.

**Three Brothers**  
ITALIAN RESTAURANT

Everyone Commutes!  
But do you Ride Smart?

Not sure how to get where you need to go? RideSmart Solutions can help!

**Waldorf** 3069 Waldorf Mt. Pl. 301-632-5800  
**Prince Frederick** 65 Shery Ln. 410-414-3344

**Longley Pk** 7432 C. Road Pl. 301-445-6200  
**Clinton** 6444 Coventry W. 301-877-4051

**Baltimore** 3611 Washington I. 410-536-1906  
**Jensburg** 4844 Annapolis Ave. 444-1200

**Baltimore** 434-1200  
**Clinton** 4055  
**Prince Frederick** 300

transit / bike / walk / drive together / telework

THANK YOU!  
Celebrating  
**45**  
Years  
1976-2021

**RideSmart** COMMUTER SOLUTIONS  
**DPW&T** MARYLAND DEPARTMENT OF PUBLIC WORKS & TRANSPORTATION  
**CommuterChoice** Maryland  
**MOT** MARYLAND DEPARTMENT OF TRANSPORTATION  
RideSmart is a member of **COMPUTER CONNECTIONS**. A SMARTER WAY TO WORK.

**We're On Your Commute Team!**

**RideSmart**  
COMMUTER SOLUTIONS

Free Commuter Programs  
Free Employer Programs  
Incentives & Rewards

**ridesmartsolutions.com**

**RideSmart** COMMUTER SOLUTIONS  
**DPW&T** MARYLAND DEPARTMENT OF PUBLIC WORKS & TRANSPORTATION  
**CommuterChoice** Maryland  
**MOT** MARYLAND DEPARTMENT OF TRANSPORTATION  
RideSmart is a member of **COMPUTER CONNECTIONS**. A SMARTER WAY TO WORK.  
f @PGCountyDPWT

Marketing attempts and strategies

# RideSmart Video Content



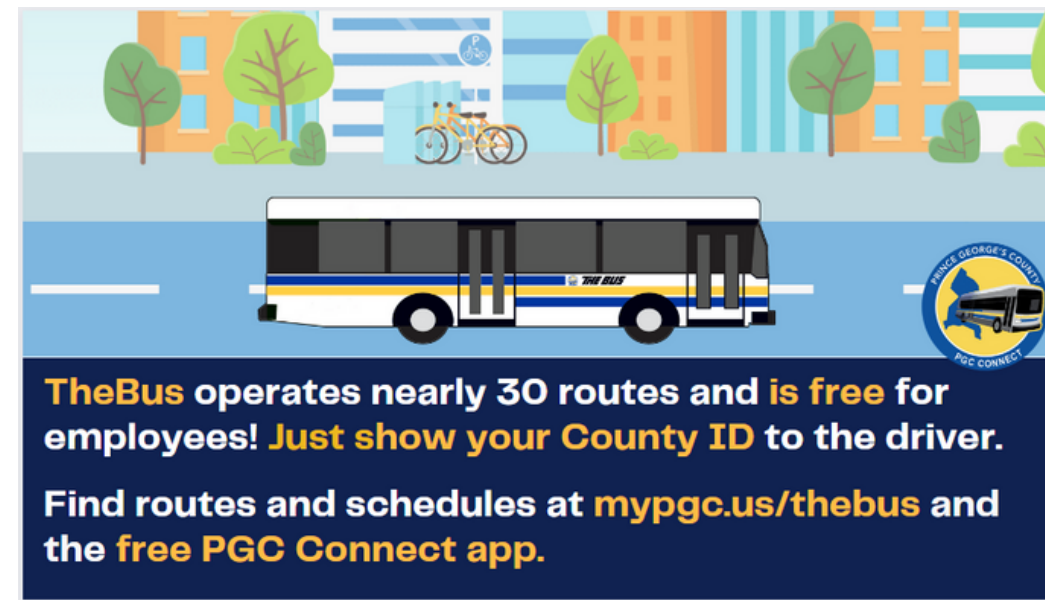
[bit.ly/TaxCredit1](https://bit.ly/TaxCredit1)



[bit.ly/TaxCredit2](https://bit.ly/TaxCredit2)



[bit.ly/RideSmartIntro](https://bit.ly/RideSmartIntro)



[bit.ly/PGCGNEO](https://bit.ly/PGCGNEO)

Making the dream work




# RideSmart Events & Partnerships



Marketing attempts and strategies

# RideSmart Employer Messaging

**You have the best team.  
Make sure they have the best tools to get to work.**



**It pays big to offer commuter benefits!**

New options added July 1, 2022!



**RideSmart Commuter Solutions helps employers...**

promote free commuter incentives!

claim financial rewards!

build great commuter benefits programs!

**...for FREE!**



Marketing attempts and strategies


# RideSmart Employer Social Media

**The Commuter Fringe Benefit is Now \$280 per Month!**

The 2022 limit for employers to offer pre-tax and/or subsidized commuter benefits (transit, vanpool, and qualified parking) is \$280 per month per employee.

RideSmart Commuter Solutions does not offer tax advice but we will help your business build a winning commuter benefits program!

Contact the RideSmart Team:  
info.pgcridesmartsolutions@co.pg.md.us  
301-883-5656



**Earn some green with your gold medal commuter program!**



tinyurl.com/pgcridesmart | 301-883-5656  
info.pgcridesmartsolutions@co.pg.md.us



having a  
**BENEFITS FAIR?**

We'll bring the  
**COMMUTER BENEFITS!**  
(and wheelie great giveaways!)

**RideSmart**  
COMMUTER SOLUTIONS



**Help your employees have a wheelie great commute with a discounted Capital Bikeshare Corporate Membership!**



 [www.capitalbikeshare.com/corporate](http://www.capitalbikeshare.com/corporate)



**How is working from home working for you?**

May we suggest....



info.pgcridesmartsolutions@co.pg.md.us / 301-883-5656



**Commuter Appreciation Event!**

Your location  
Any day  
Any time

Grab some RideSmart commuter program info and giveaways to help you #winthecommute



Marketing attempts and strategies

# RideSmart Employer Postcards

Prince George's County employers can **SAVE EVEN MORE** with the expanded Maryland Commuter Tax Credit!

Prince George's County RideSmart Commuter Solutions  
 Department of Public Works & Transportation  
 9400 Peppercorn Place #320  
 Largo, MD 20774

The Maryland Commuter Tax Credit allows businesses to claim up to \$100 per employee per month for offering subsidized commuter benefits including:

Transit	Carpool	Walking	New Starting July 1, 2022!
Vanpool	Telework	Scooter	
Guaranteed Ride Home	Bike/Bikeshare	Multi-modal	
Parking Cash-Out			

Let Prince George's County RideSmart Commuter Solutions help you build a commuter benefits program that benefits everyone. Our support is always free!  
[ridemarksolutions.com](http://ridemarksolutions.com) | 301-883-5656

How is working from home working for you?

Does your telework program need a reboot?

Check out these free toolkits from Commuter Choice Maryland!

Prince George's County RideSmart Commuter Solutions can help make remote and flexible work programs work for your organization - contact us today!

**RideSmart**  
 info.pgcridesmartsolutions@co.pg.md.us  
 ridemarksolutions.com  
 301-883-5656

Marketing attempts and strategies

# RideSmart Employer-Facing Ads

**MEMBER RESOURCES**  
[LEARN MORE](#)

**ADVANCING THE INTERESTS OF BUSINESS FOR A VIBRANT PRINCE GEORGE'S COUNTY**

Founded in 1924 and regarded as the leading voice for business in Prince George's County, The Prince George's Chamber of Commerce (PGCOC) is a non-profit alliance of over 600 businesses, representing over a quarter of a million employees, making it one of the largest chambers in the state of Maryland and one of the largest chambers in the Washington Metropolitan region. Governed by a volunteer Board of Directors, the Chamber is a private organization funded primarily by membership dues. It is not a government agency and receives no tax dollars.

[LEARN MORE](#)

**RideSmart Commuter Solutions helps employers...  
...for FREE!**

- promote free commuter incentives!
- build great commuter benefits programs!
- claim financial rewards!

Contact the RideSmart team today!  
info.pgcridesmartsolutions@co.pg.md.us | 301-883-5656 | ridesmartsolutions.com

Prince George's County employers can

# SAVE EVEN MORE

with the expanded Maryland Commuter Tax Credit!

**CLICK HERE to learn how to claim up to \$1,200 per employee per year!**

RideSmart Commuter Solutions  
DPW&T  
CommuterConnections  
CommuterChoice Maryland  
MDOT Maryland Department of Transportation

pgcoc.com



## Marketing attempts and strategies

# RideSmart Employer Presentations

**Getting to Work in Prince George's County**

with **RideSmart Commuter Solutions**

Stacey King  
Office of Transportation  
Prince George's County DPW&T

**How we think RideSmart can help**

RideSmart supports employees AND supports employers' efforts to provide a robust commuter benefits program that recruits and retains a happy, productive workforce...  
...for free!

- Review your commuter content**  
We can suggest opportunities to promote commuter programs.
- Provide digital & printed content**  
We'll give you customizable commuting content for your website and digital screens as well as printed collateral to meet your needs.
- Facilitate training & consultation; participate in events**  
We can help you establish or expand your commuter programs, and help employees plan their commutes, find carpool matches, become bike commuters, etc.  
We'll also support your new employee orientation, benefits and health/wellness fairs, sustainability events, etc. - *virtual for now!*
- Measure & celebrate your successes**  
Support data collection at key opportunities and recognize your achievements in providing an impactful commuter benefits program.

...but....

**How can we actually help you?**

What opportunities do you see for RideSmart to support your organization's priorities and help address transportation challenges?

What are some good next steps?

**Checking In on your commuters**

Tell us about:

- any commuter benefits your employees already use?
- what are the challenges or goals you would like to meet?

**RideSmart** COMMUTER SOLUTIONS

This document is not a substitute for tax advice; the examples are illustrative and more exact financial impacts should be evaluated by your company's financial and tax advisors.

**Also to consider...**

DC-area car commuters spend more than 100 hours a year in traffic, study finds

*Rick Massimo | massr@dohp.com*  
August 22, 2016, 12:33 PM

Average Cost-per-Hire for Companies is \$4,129, SHRM Survey Finds  
42 days is the average time it takes to fill an open position  
August 3, 2016

Acceptable Personal Reasons for Leaving a Job

- Family Reasons**  
There are times that people have to leave jobs in order to take care of family situations. In your interview process, it is important to measure the likelihood that their circumstances have not changed sufficiently for people to be able to leave again on your terms.
- Commuting Time**  
An overly long commute is an acceptable reason for seeking employment elsewhere. Life work balance is important to employees and their productivity and health. However, it is advisable to continue to seek other reasons.

Take looking for a position that is closer to you home and that provides the opportunity to do what you love with [www.best-job-interview.com](http://www.best-job-interview.com)

**reddit**

Anyone ever quit their job because the commute took too much time in Boston? Posted this on a runners' group earlier (by mistake) but who knows

*u/stareguidance* · Posted by u/RedactedUser 1 month ago

Should I quit my job due to a long commute?

**U.S. WORKERS HIT THE ROAD**  
How commutes have changed & their impact on career decisions

23% OF WORKERS HAVE LEFT A JOB BECAUSE OF A BAD COMMUTE

CITIES WITH THE MOST WORKERS WHO'VE LEFT A JOB BECAUSE OF A BAD COMMUTE:

#1: Chicago #2: Miami #3: New York #4: San Francisco

EMPLOYEES SHARE IF THEIR COMMUTE HAS GOTTEN BETTER OR WORSE IN THE LAST 5 YEARS:

39% Better 22% Worse 39% No change

CITIES WITH THE MOST WORKERS WHO SAID THEIR COMMUTE HAS GOTTEN WORSE:

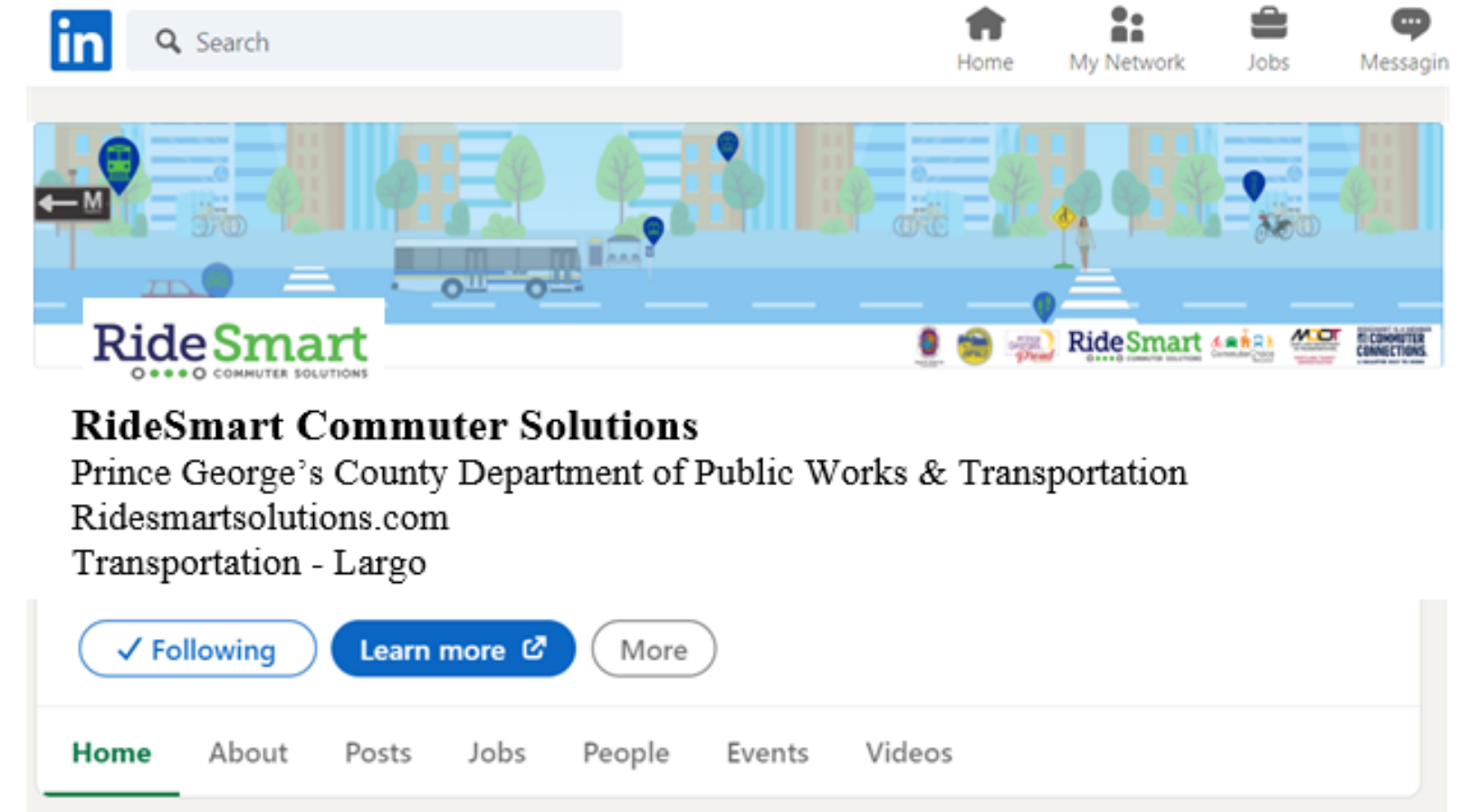
#1: Seattle #2: Denver #3: Austin & San Francisco (tie)

60% OF WORKERS SAY THEIR COMPANY HADN'T TAKEN ACTION TO ALLEVIATE COMMUTE CONCERNS

Robert Hall

Marketing attempts and strategies

# RideSmart Employer Toolkits & LinkedIn



## Marketing attempts and strategies

# RideSmart Internal Opportunities



### Employee Update – August 2, 2021

The Office of Human Resources Management (OHRM) will issue periodic updates to Prince George's County Government employees. In each *Employee Update*, you'll find information and tips from OHRM, the latest COVID-19 information, and additional tips to support you.

### RideSmart Solutions

For Prince George's County Government Employees



Prince George's County Government employees have a variety of resources and rewards available to make your commute to work as easy as possible. Check out the discounts, free options, paid rewards, and other rideshare programs—and start planning your new commute!



RideSmart Solutions are brought to you by the Department of Public Works & Transportation (DPW&T). Visit [tinyurl.com/pgcridesmart](http://tinyurl.com/pgcridesmart) for more information.

Need help finding the best way to work?

Email [info.pgcridesmartsolutions@co.pg.md.us](mailto:info.pgcridesmartsolutions@co.pg.md.us) or call 301-883-5656.

### Capital Bikeshare

Access classic pedal bikes and pedal-assist eBikes at 27 Capital Bikeshare Stations in Prince George's County and at more than 600 bikeshare stations throughout the region. Join Capital Bikeshare at a **discount of \$25 per year!** Go to [capitalbikeshare.com](http://capitalbikeshare.com) and log in or sign up with your phone number.



- Choose **Annual Membership**
- Enter your **payment method**.
- Select **Student or Corporate discount**, and enter program code **PGCGBikes5836**
- When prompted, enter your County Government email address (@co.pg.md.us) to qualify for the Corporate discount and to expedite the approval process.

### TheBus



County Government employees may ride **TheBus** for free! Just show your work ID to the driver. For routes and schedules, visit [mypgc.us/thebus](http://mypgc.us/thebus) and use the PGC Connect app for real-time bus tracking (available starting September 2021 for Android and iOS).

## Welcome to Your New Commute!

Resources and rewards for your trip to work from Prince George's County RideSmart Commuter Solutions

[ridesmartsolutions.com](http://ridesmartsolutions.com)  
f @pgcountydpwt

### Free and discounted commute options for County employees



Join Capital Bikeshare at a discount of \$25/year!

Visit the **Employee Discounts** webpage for the code & instructions.



County employees may ride **TheBus** for free! Just show your work ID to the driver.  
**Routes & Schedules:** [mypgc.us/thebus](http://mypgc.us/thebus) and get the free PGC Connect app for Android & iOS

### Free commuting programs AND paid rewards!

Sign up at [www.commuterconnections.org](http://www.commuterconnections.org)



**Guaranteed Ride Home**  
6 free trips home per year for emergencies.



**Free ridematching**  
Find commuters along your route. For more options visit [commutewithenterprise.com](http://commutewithenterprise.com).



**Get paid to drive together!**  
\$130 for 3 months (carpool)  
\$200/month ongoing (vanpool)



Earn points for commuting that turn into cash with **Incentrip**.



Earn \$10 for sharing your drive to work using **CarpoolNow**.



**Flextime Rewards** pays commuters \$8 for delaying trips in specific high-traffic corridors.

Let us help you win the commute!  
301-883-5656 | [ridesmartsolutions.com](http://ridesmartsolutions.com)  
[info.pgcridesmartsolutions@co.pg.md.us](mailto:info.pgcridesmartsolutions@co.pg.md.us)

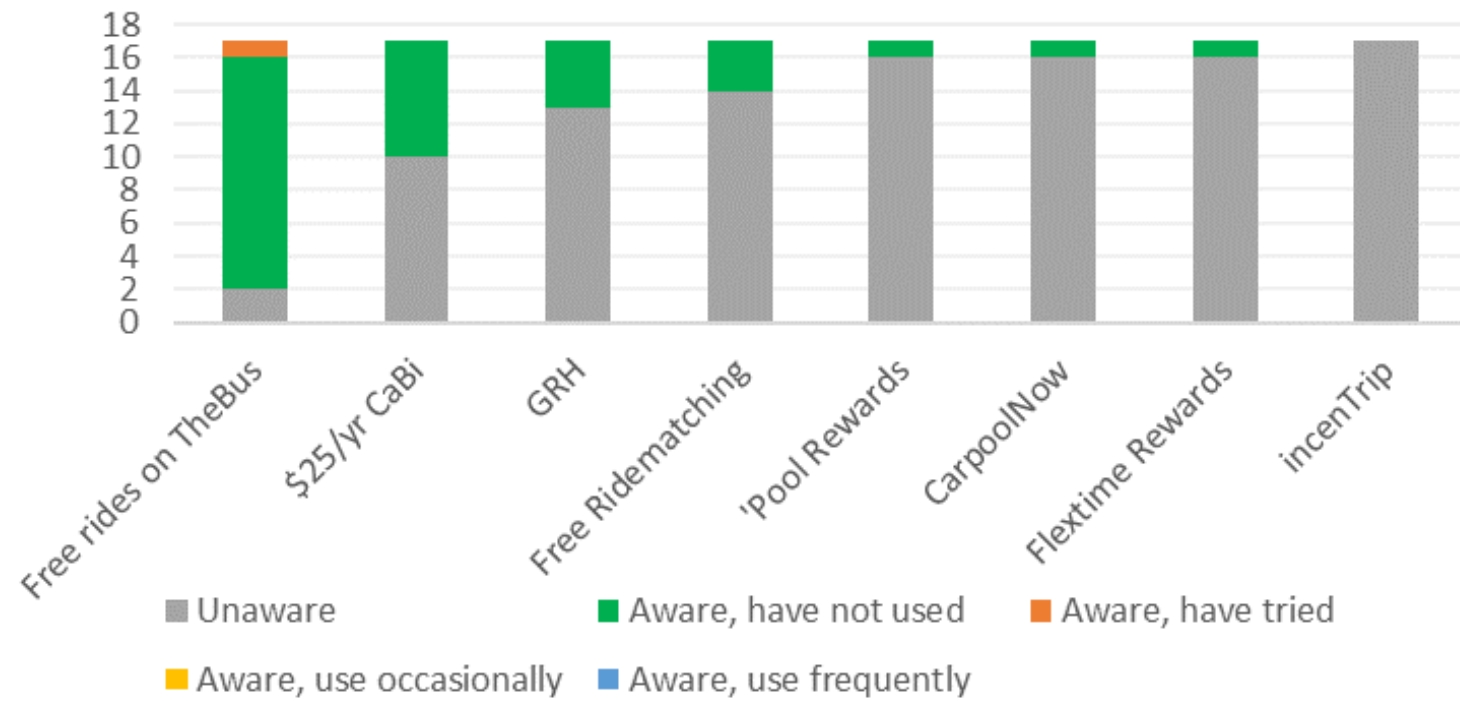


# Welcome to Your New Commute from Prince George's County RideSmart!

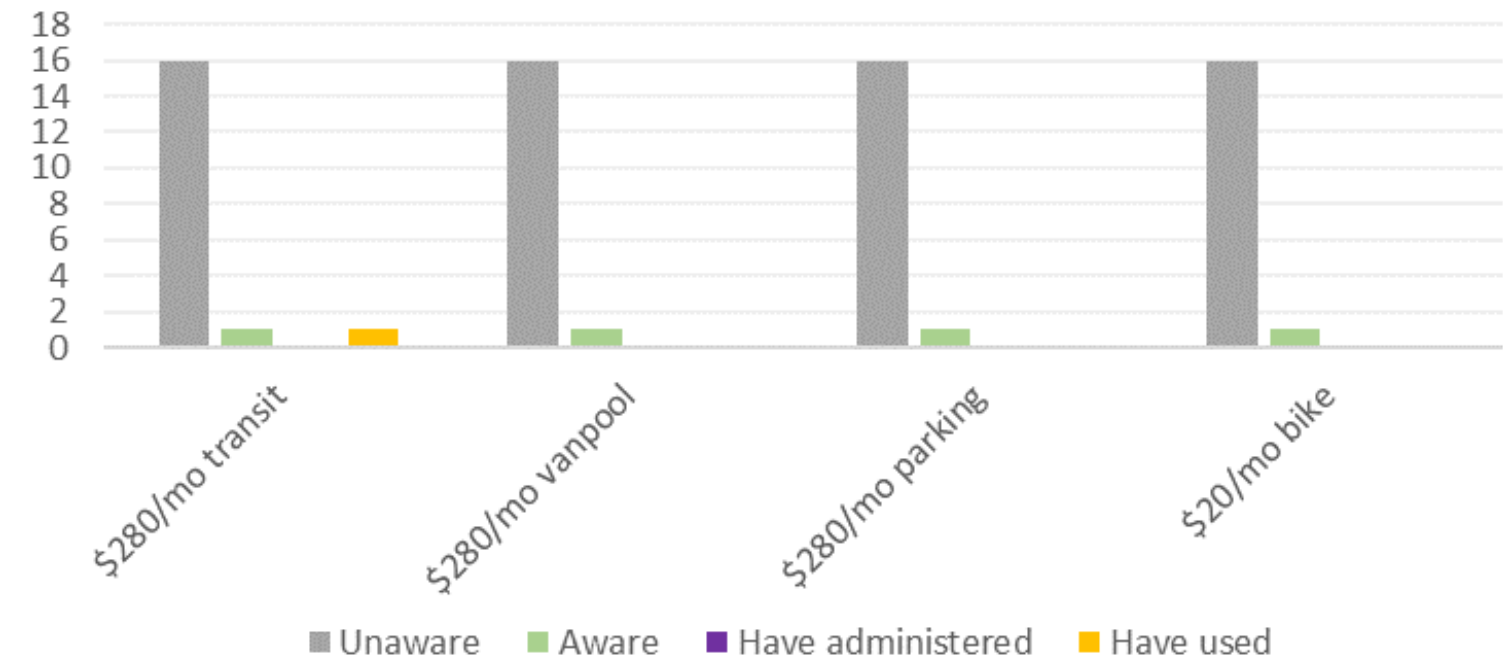
Marketing attempts and strategies

# RideSmart Internal Opportunities

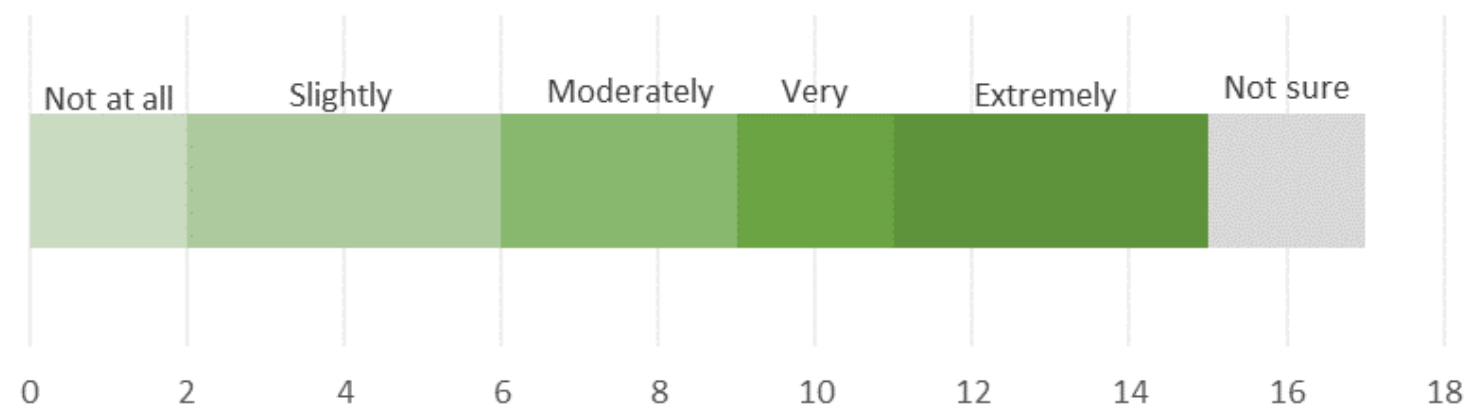
Local Commuting Programs: Awareness and Use



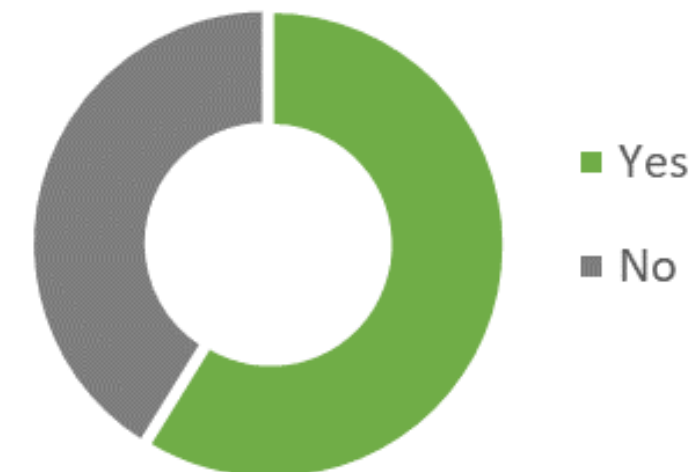
Federal Commuter Benefits: Awareness, Experience, and Use



How interested do you think your employees would be in using pre-tax commuter benefits?



Want a RideSmart Info Session? (or just some giveaways?)



Ambitions for FY2023

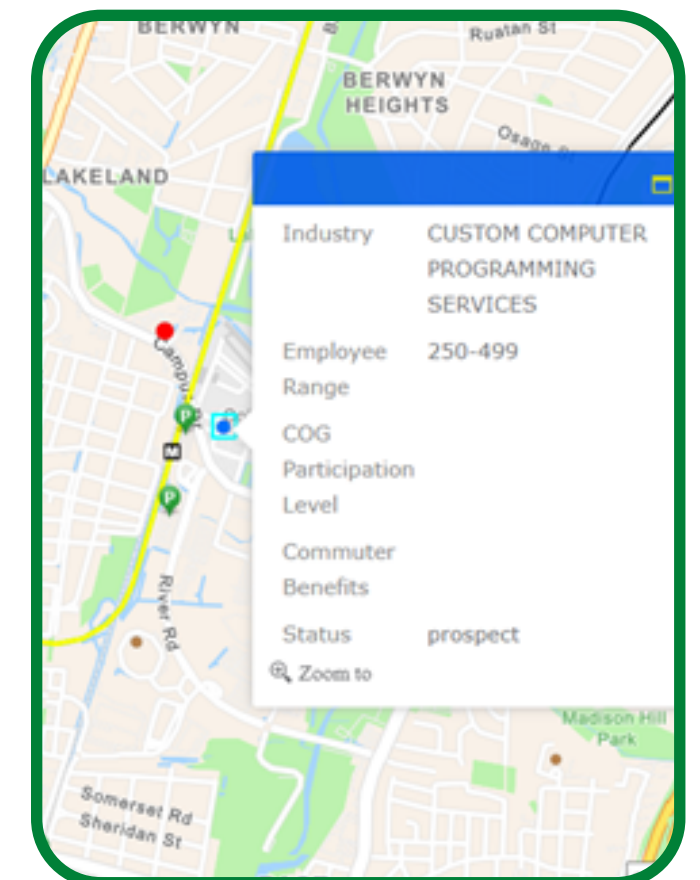
# Looking Ahead

Meaningful employer program

Vanpool incentive revamp

GIS-based custom marketing materials

New/More Outreach & Relationships



# Thank you!



**Stacey King**  
**RideSmart Program Manager**  
[smking@co.pg.md.us](mailto:smking@co.pg.md.us)  
**301-883-5656**  
**Telework Mon-Fri 8:00a-4:30p**  
[ridesmartsolutions.com](http://ridesmartsolutions.com)  
[dpwt.mypgc.us](http://dpwt.mypgc.us)

