



TRANSPORTATION DEMAND MANAGEMENT CASE STUDY

NATIONAL GEOGRAPHIC SOCIETY

Situation: The National Geographic Society is located in Washington, DC. Given their downtown DC location commuting options are a paramount concern. They have instituted an ECOmmuting awareness outreach effort for employees to consider more “green” commuting choices.

The Programs: The National Geographic Society offers a large array of programs for commuting options to their employees. Each year they hold an ECOmmuting Awareness day to highlight alternative commuting modes for their employees to consider using. Among the programs they offer are:

- X. **Flex-time and compressed work week schedules**
- X. **Posted mass transit schedules**
- X. **Telework**
- X. **Discount parking rates for carpoolers and hybrid vehicle drivers**
- X. **Bicycle racks and showers**
- X. **Combination of Pre-tax and subsidized transit benefit (SmartBenefits)**

The Benefits: Participants have the confidence of knowing that their employer is actively involved in making their commute options wider and that National Geographic is concerned with their employees’ well-being. Carpoolers save up to 40 minutes on their daily commute thanks to HOV access. The company has a very low rate of absenteeism and has the immeasurable positive effect of increased camaraderie amongst carpoolers and others who use alternative commuting options. National Geographic saves the community 250 miles a day in reduced vehicle miles which translates into 62,500 miles a year.

Looking Ahead: National Geographic is committed to commuting alternatives and plans to enhance other options and incentives for increased employee participation.

Employer Case Study