



## TRANSPORTATION DEMAND MANAGEMENT CASE STUDY

### GEICO DIRECT

**Situation:** GEICO Direct is the largest direct marketer, and fifth-largest private-passenger auto insurance company in the U.S. Its location in Friendship Heights guarantees a difficult commute for its employees. GEICO implemented the Transit Incentive Program to address reducing traffic congestion and air pollution at their worksite in Friendship Heights.

**The Programs:** GEICO's Transit Incentive Program has over 30% employee participation. The incentive program includes the promotion of alternative commuting programs such as:

- ❑ Carpooling/vanpooling with reduced parking for both
- ❑ Walking
- ❑ Bicycling
- ❑ Public Transportation
- ❑ Flextime
- ❑ Formal Telework
- ❑ Guaranteed Ride Home

GEICO provides discounted public transportation fare media on site. Each SmarTrip card sold by GEICO to the employees is discounted \$9. Carpoolers receive free parking in preferred spaces closer to the building. The company also owns and operates seven vanpools, which took 56 cars off the road, effectively reducing the impacts of congestion and relief for parking availability.

**The Benefits:** GEICO's workforce has saved more time and money in using the alternative offered. Over 22% have changed their commuting modes. As a direct result of the Transit Incentive Program and the other alternative commuting options, staff retention is higher, and the company has made transportation a top priority, including presentations to employee recruitment and orientation.

**Looking Ahead:** GEICO looks to expand its current offerings of alternative commuting modes and has shared such means with its satellite offices with transportation fairs and broadcast emails.

# Employer Case Study