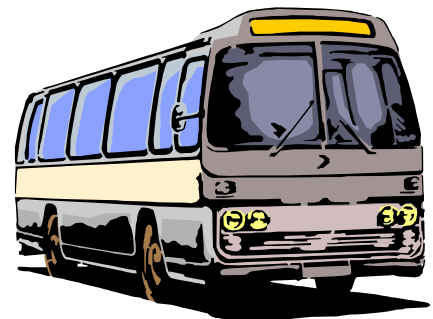




# HANDOUTS

From previous meeting

April 18, 2006



**Draft****Conformity Statement through March 31, 2006****Employers with 100 or more employees**

	Level 3 Employers	Level 4 Employers	Levels 3 & 4 <100 Employers	FY06 Confirmed to Date including <100 Employers for Levels 3 & 4 (through 3-31-06)	Amount Needed to Attain Goal for Levels 3 & 4	Goal	Overall Confirmed to Date (through 3-31-06)
Alexandria	3	0	2	5	0	10	11
Arlington	18	5	12	35	0	21	81
DC	21	1	4	26	10	110	100
Fairfax	24	4	2	30	0	40	40
Frederick	0	0	0	0	4	4	0
Loudoun	3	2	0	5	0	2	8
Montgomery	22	2	15	39	0	40	147
Prince George's	12	4	4	20	2	26	24
PRTC	1	0	0	1	0	6	6
Tri-County	1	0	0	1	0	3	3
<b>Total</b>	<b>105</b>	<b>18</b>	<b>40</b>	<b>163</b>	<b>16</b>	<b>262</b>	<b>420</b>

**Conformity Statement through March 31, 2006****Employers with less than 100 employees**

	Level 3 Employers	Level 3 # of employees	Level 4 Employers	Level 4 # of employees	Counted toward Conformity
Alexandria	9	155	0	0	2
Arlington	29	1045	4	149	12
DC	8	341	2	68	4
Fairfax	12	223	0	0	2
Frederick	0	0	0	0	0
Loudoun	0	0	0	0	0
Montgomery	47	1421	1	5	15
Prince George's	5	416	0	0	4
PRTC	0	0	0	0	0
Tri-County	0	0	0	0	0
<b>Total</b>	<b>110</b>	<b>3601</b>	<b>7</b>	<b>222</b>	<b>39</b>

# Commuter Connections Employer Survey

Mid-year FY2006

# Survey Particulars

- 7,775 distributed
- 508 returned
- 7% response rate
- Fairfax  
4 employers
- Prince George's  
1 employer

# Question 1 – Reasons for absence

- Company Business 83%
- Regular Day Off 7%
- Leave 5%
- Compressed Work Week 3%
- Telecommute 2%

# Question 2 Arrival Times (AM)

- 73 arrived at 6:30 or earlier
- 65 arrived between 6:30 and 7:00
- 45 arrived between 7:00 and 7:30
- 81 arrived between 7:30 and 8:00
- 67 arrived between 8:00 and 8:30
- 109 arrived after 8:30

# Question 3 Departure Times

- 79 left prior to 4:00
- 55 left between 4 and 4:30
- 53 left between 4:30 and 5:00
- 72 left between 5:00 and 5:30
- 70 left between 5:30 and 6:00
- 46 left between 6:00 and 6:30
- 69 left after 6:30

# Question 4 Method of Travel

- Drove Alone 86.5%
- Carpool 6.5%
- Mass Transit 5.1%
- Walk 1.1%
- Vanpool .4%
- Bicycle .2%
- Slug .2%



# Question 5 Distance from Worksite

- 0-9 miles 126
- 10-19 miles 148
- 20-29 miles 109
- 30-39 miles 48
- 40-49 miles 27
- 50-59 miles 45

# Question 6 Incentives for Switching

- GRH 367
- Flextime 338
- Transit Benefit 350
- Vanpool Benefit 322
- Free Parking 318
- Free Finders 327
- Route & Schedule info 327
- Bike Racks & Showers 307

# Question 7 Monthly Parking Expenses

- No Cost – 97.8%
- \$21-\$40 - .2%
- \$41-\$60 - .6%
- \$81-\$100 - .6%
- \$100+ - .8%

# Question 8 Monthly Transit Expense (Employer)

- Pre-tax - 444
- \$1-\$20 - 1
- \$21-\$40 - 1
- \$41-\$60 - 2
- \$61-\$80 - 3
- \$81-\$100 - 4
- \$100+ - 7



# Metropolitan Washington Council of Governments



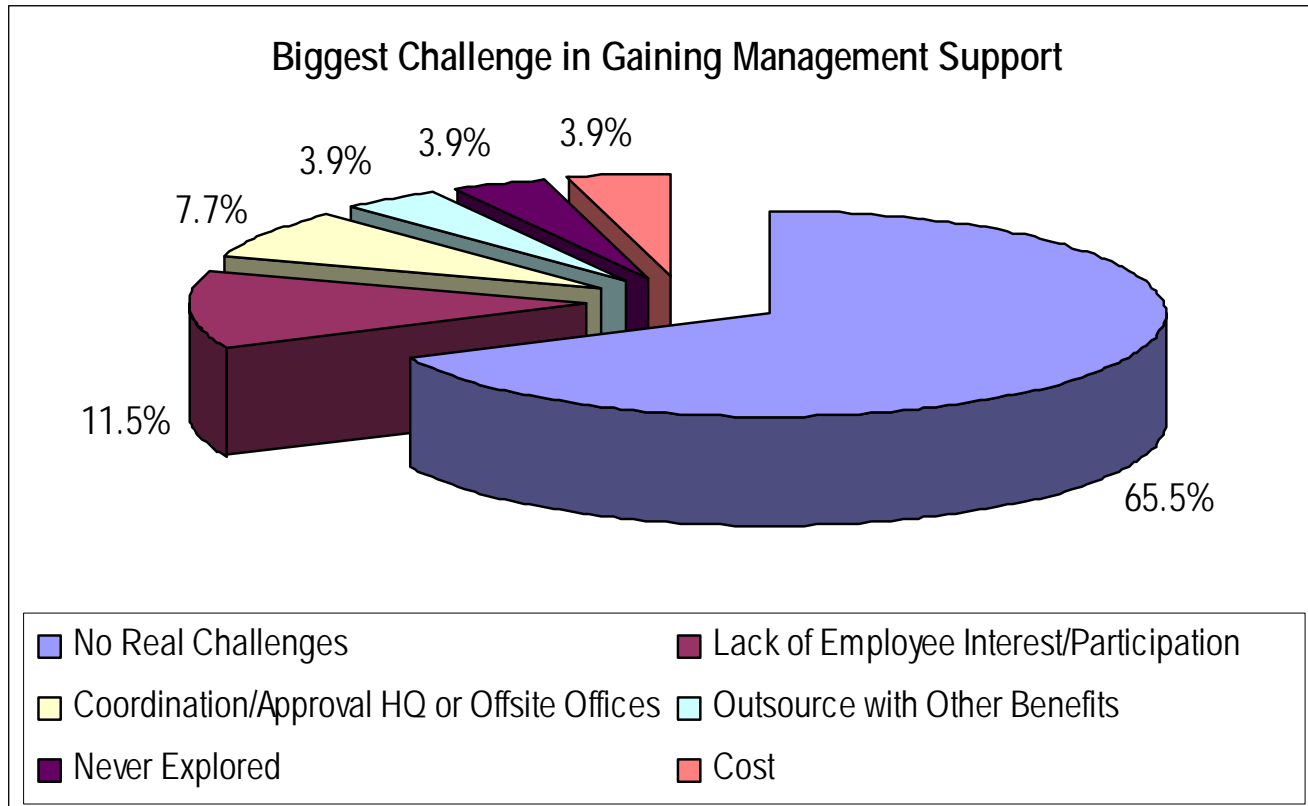
## Employer Survey Results

April 18, 2006

## Methodology & Participation

- Qualitative one-on-one interviews
- 19 complete interviews
  - 10 level two employer partners
  - 9 level three employer partners
- 6 partial interviews
  - 4 level two employer partners
  - 2 level three employer partners

## Biggest Challenge Gaining Management Support



## Biggest Challenge Gaining Management Support

- 11.5% stated lack of employee interest / participation was the biggest challenge in gaining management support
  - Faced resistance on SmartBenefits because management didn't feel there was enough desire on employees part
  - A representative came out and spoke with employees and the employees did not show interest or provide feedback
  - Worked with the Commuter Connections sales representative several times and there was no interest by the employees



## How Commuter Connections & Its Member Organizations Can Help (Level 3)

- Later bus service
- Program subsidies
- Information and resources

## How Commuter Connections & Its Member Organizations Can Help (Level 2)

- Help developing ideas for plan and the impact on their organization of implementing the various options available to them
- Commuter Connections could talk about its programs with employees
- Increase non-peak hour public transit
- Present programs to company, especially GRH

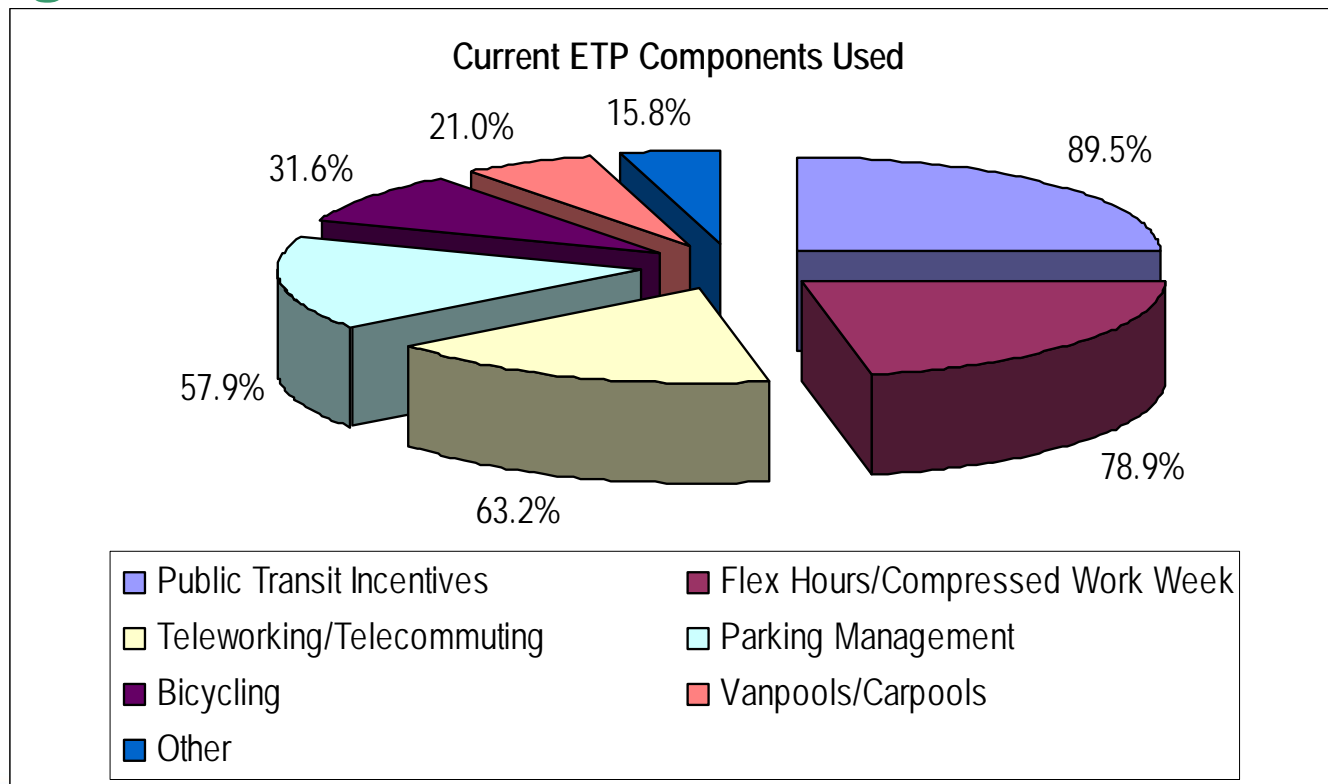
## Biggest Obstacle Gaining Employee Participation (Level 3)

- Lack of convenience regarding service and service time in area
- Employees understanding of the program

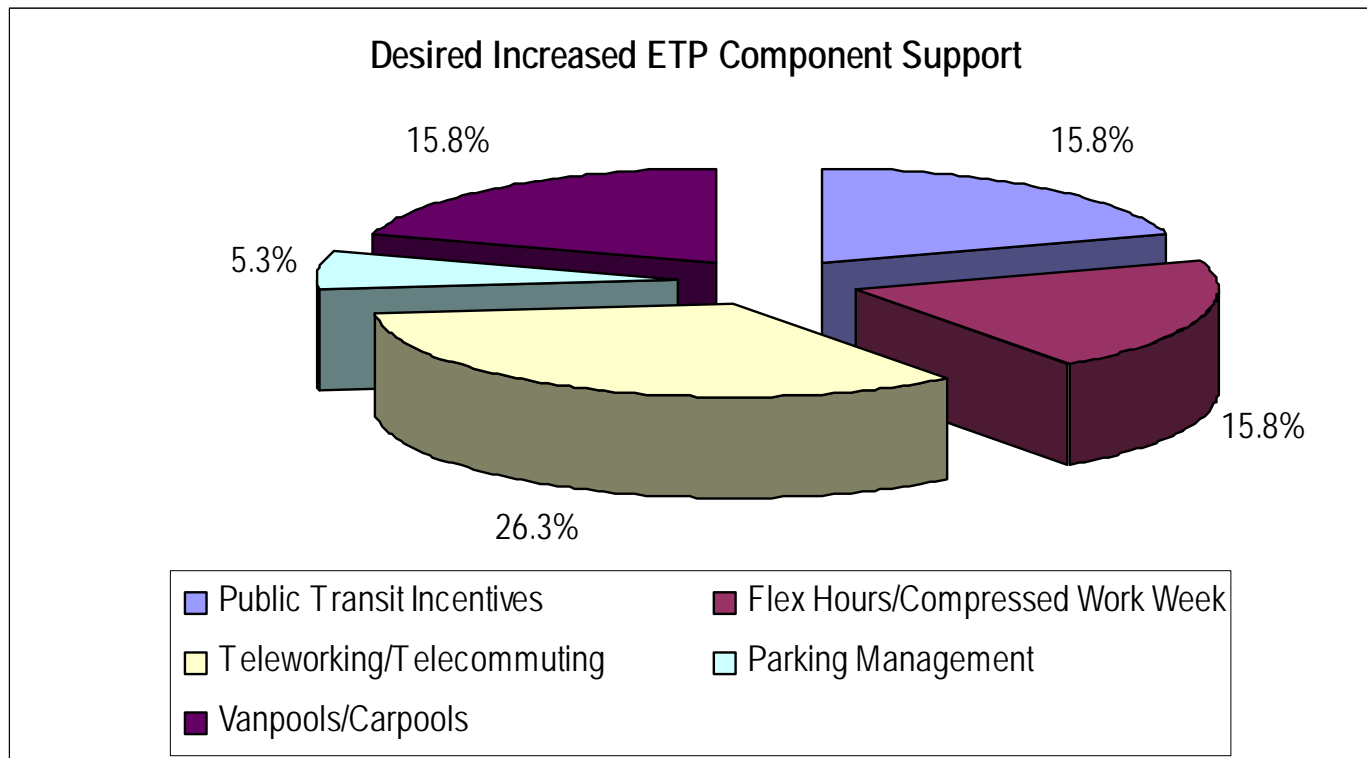
## Most Important Resource, Service or Product Commuter Connections Could Provide

- Some sort of parking subsidy
- Carpooling system, rideshare/ridematching service
- Transportation fairs
- Company surveys
- More support for transit initiatives, lobbying to improve service
- More flexible hours and weekend schedules

## Efforts Currently Supported by Employer Partner Organizations



## Efforts Employer Partners Would Like Their Organization to Support More

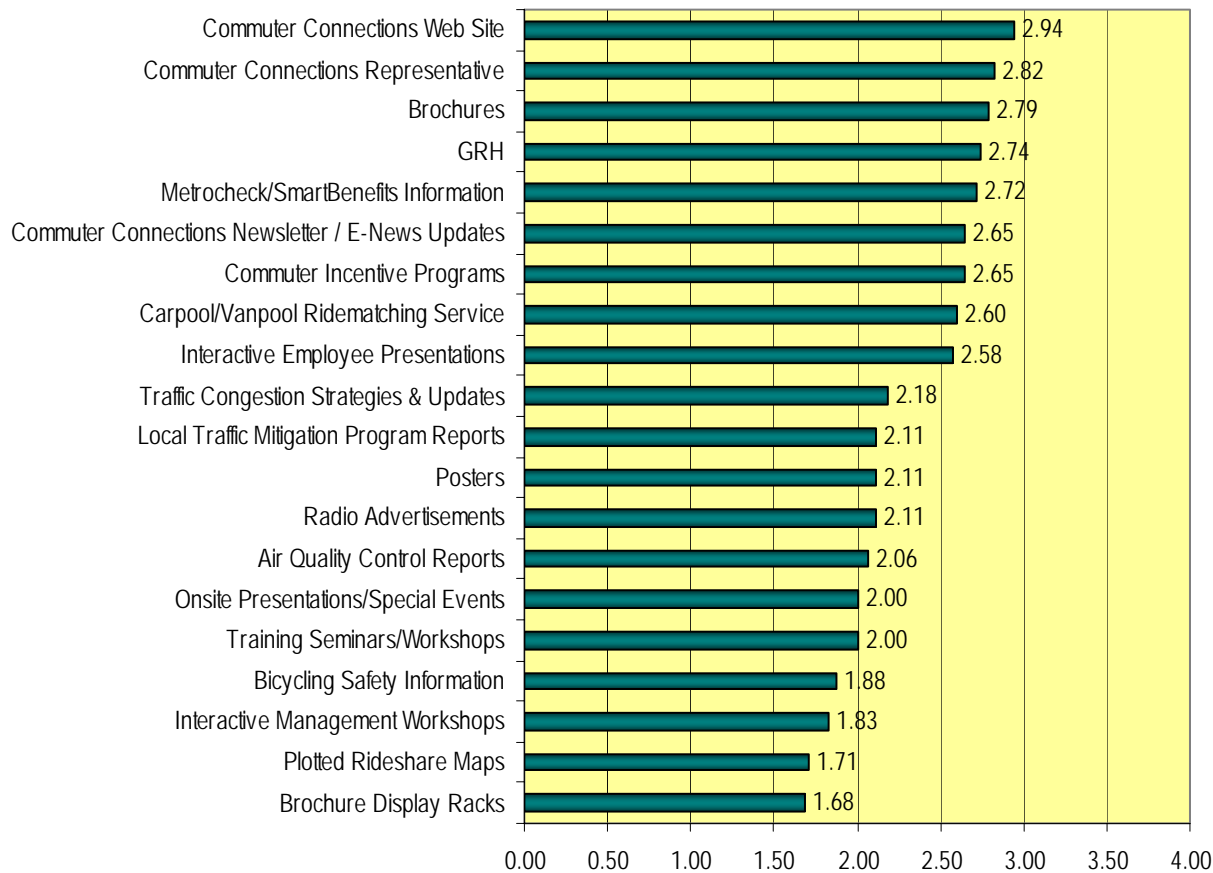


## How Commuter Connections Can Help Gain Increased Management Support

- Productivity research, statistics and findings on teleworking/telecommuting (Level 3)
- Partner to present to management (Level 3)
- Information on what's available, what others are doing along with the benefits, and help implementing and monitoring the programs (Level 2)
- Help them with a plan and determining if other ETP components are feasible and beneficial (Level 2)
- Help in gaining upper management support for teleworking/telecommuting from national headquarters (Level 2)

## Usefulness Rating of Resources, Services and Programs

Usefulness Rating Total Responses

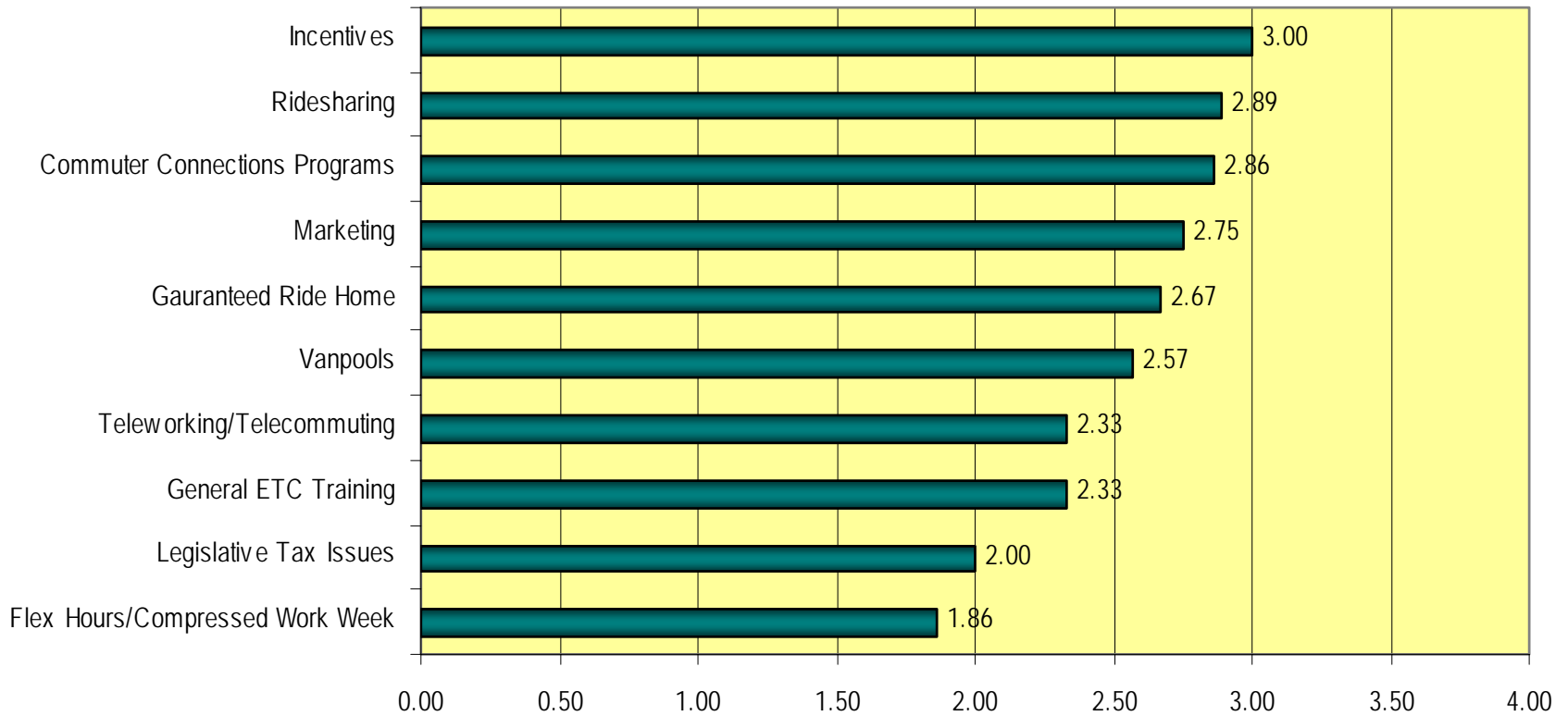




# Usefulness Rating of Specific Workshops



Usefulness Rating Specific Workshops  
Total Responses

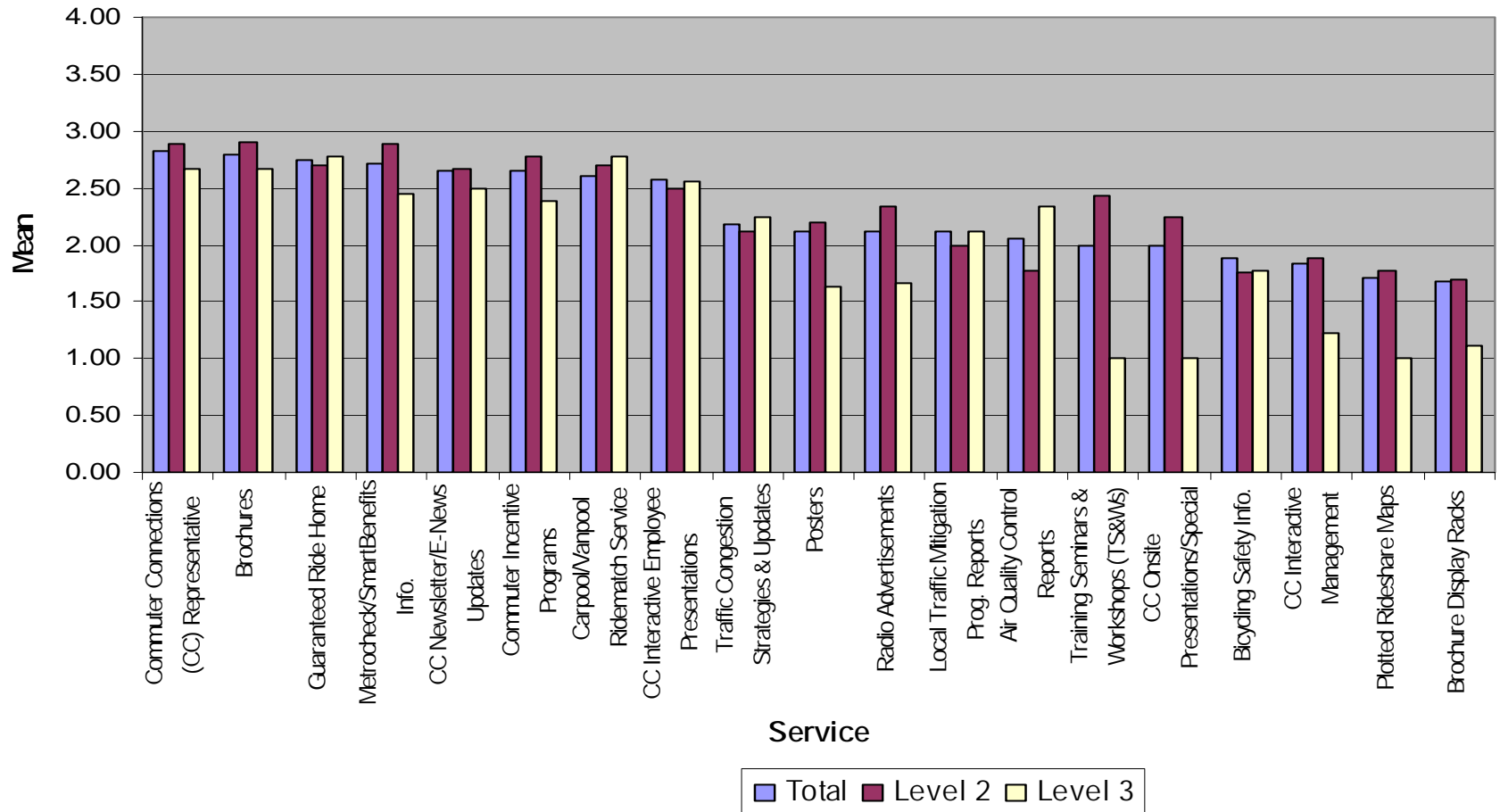


# Comparative Usefulness Ratings

## Level 2 vs. Level 3



Survey Responses by Services Offered



## Summary Conclusions Drawn by NDW

- 65.4% of respondents stated they do NOT face any real challenges in gaining management support for ETP
- 11.5% of respondents who faced challenges in gaining management support for ETPs, pointed to low employee interest or participation as the reason

## Summary Conclusions Drawn by NDW

- Level 2 employer partners are looking for more proactive support:
  - Help in developing a plan and determining the program components
  - Assistance in determining the feasibility and impact of implementing a plan
  - Assistance in presenting and gaining management support from headquarters
  - Talking to employees about available programs

## Summary Conclusions Drawn by NDW

- Both level 2 and level 3 employer partners are looking for:
  - Co-presentations to management
  - Assistance in quantifying the effectiveness and productivity of teleworking/telecommuting

## Next Steps

- These findings will be used to develop employer outreach and targeted marketing programs
- Employer outreach efforts will focus on a select group of Regional Activity Centers
- Any volunteers?

**Thank You.**

Donna Maguire

# Commuter Connections Employer Outreach

Lead Processing  
And other Procedures



# General Guidelines

- Calls to COG will be referred to caller's employer's jurisdiction sales representative or program
- Lead will be from employer's site jurisdiction
- Contact COG for employers not currently in, moving to, or moving from your jurisdiction
- Calls to COG from individual commuters are transferred to operations

\*\*\*\*affected parties should make every effort to resolve possible conflicts. COG can facilitate resolutions as necessary.

# Multi-Site Employers

- Check ACT! Database for prior activities
- Contact neighbor jurisdictions' representative (s) before calling other employer site
- Coordination between jurisdictional representatives in contacting other employer sites

# Relocating Employers

- Contact and coordinate with current jurisdictional representative
- For employers leaving your jurisdiction, contact and coordinate with the destination jurisdictional representative.

# Telecommuting

- Employers can contact COG's Telework Resource Center
- Representatives are responsible for outreach with support from COG.

# Clustered Employers

- COG's baseline for employers are those with 100 or more employees
- A collection of companies at a building site (i.e. industrial park) can be submitted as one employer, or under the umbrella of one employer.
- Requires a higher level of maintenance to ensure accuracy of tenants and membership

# How data is collected

- The user entry fields in ACT! Are there for evaluation and sales monitoring
- If fields are empty there is no way for analysis to occur
- Notes and history are supporting documentation, not primary

# Reporting

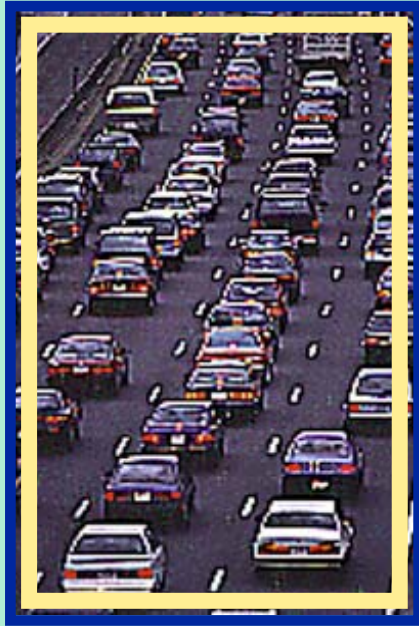
- Employers that have been added by your jurisdictional efforts are valid entries. Employers that have been working with Metro and not with the representatives are not counted towards that jurisdiction's sales totals.
- Any joint efforts will be counted towards that Jurisdiction's sales totals

# FACING THE CONGESTION IMPACT

Individualize for each Rideshare organization

*A Commuter Connections Employer Services Member*





## Congestion in the Washington Area

"My commute is almost as long  
As my workday. Sometimes it is."

*SOV Commuter*

*October 2005*

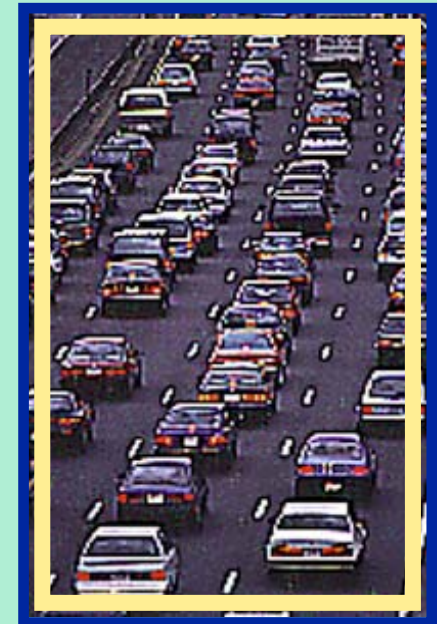
"Being stuck on I-95 and seeing  
The HOV lanes moving drives  
Me crazy."

*Drive-alone Commuter*

*August 2005*

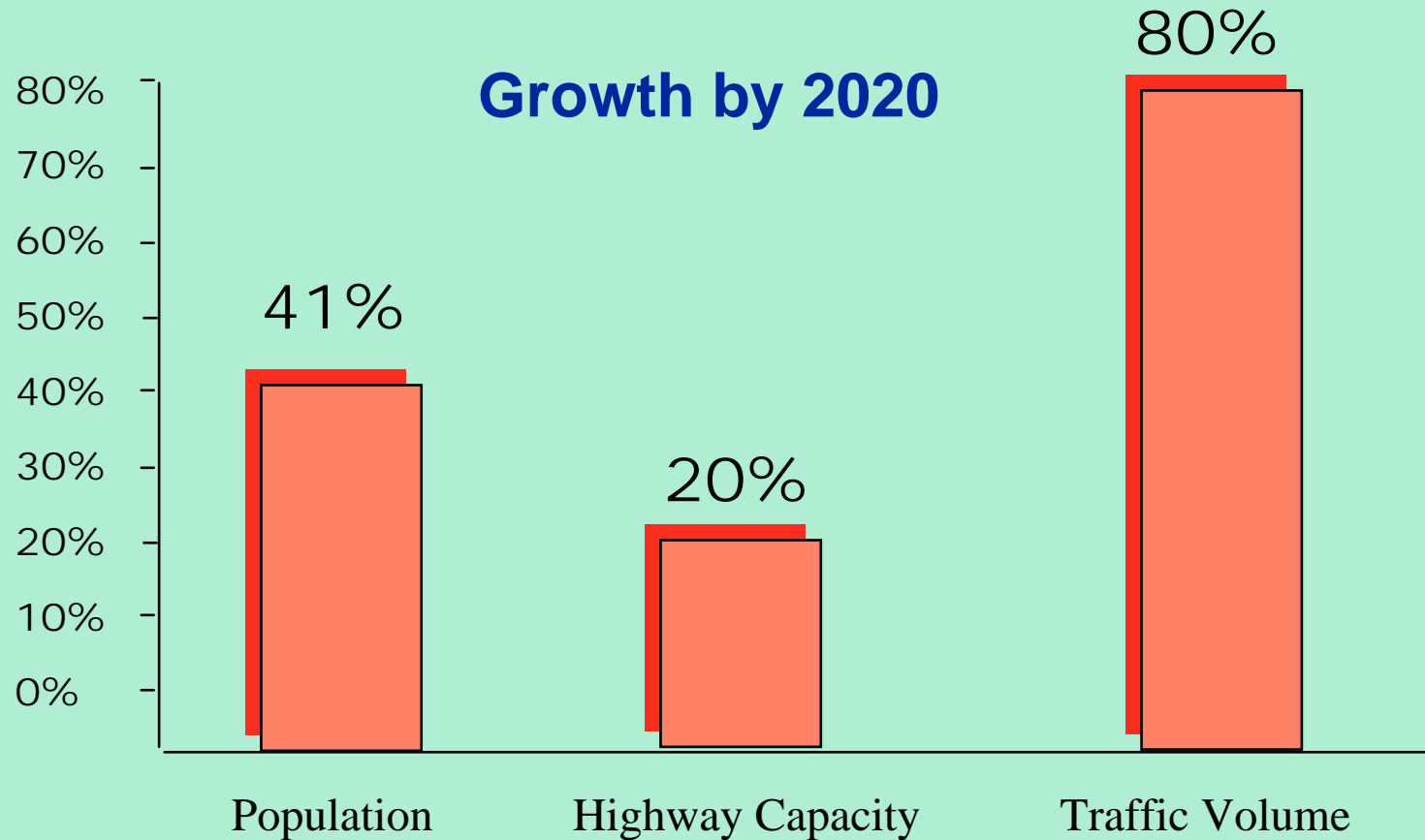
## DC Traffic Facts

- Among the worst congestion costs in the nation
- 3rd longest mean commuting time
- Annual delayed commute time is 69 hours
- Dominates our quality of life
- Costs employers money and time



**2005 Annual Urban Mobility Report**  
**Texas Transportation Institute**

# What's Ahead...



**2004 Update to the Financially Constrained Long-Range  
Transportation Plan for the National Capitol Region**

# Congestion: Employer's Cost



## **INCREASED**

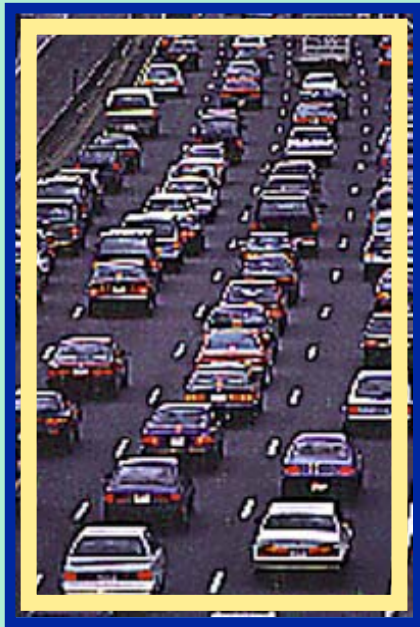
- employee stress
- tardiness & absenteeism
- difficulty in recruiting & retention
- health care costs
- costs & inconvenience for moving goods & people



## **DECREASED**

- employee productivity
- Employee retention

# Congestion: Community's Cost



## **Reduced quality of life**

- Stress, long commutes, less leisure/family time

## **Reduced economic vitality**

- Fewer job applicants

## **Decreased environmental quality**

- Not in attainment of Clean Air Health Standard

# Illustration

## From the Washington Post, May 31, 2002

"Nearly Seven of Ten Commuters are Hooked on Getting to Work by Themselves"

<b>Factors</b>	<b>Carpool/Vanpool Commuter</b>	<b>Individual Commuter</b>
Car Insurance	\$300-\$400/year	\$1,000-\$1,400/year
Gas	\$400/year (Vanpool = \$35/mo.)	\$1,000/year
Car Maintenance	Decreases	<i>Increases</i>
Environment Air Quality	Improves	<i>Deteriorates</i>
Stress	Decreases	<i>Increases</i>
Productivity	Increases	<i>Decreases</i>
Commute Time	Improves (HOV saves 30-60 mins.)	<i>Congestion</i>
Family Time	Increases	<i>Decreases</i>

# Short-Term Barriers

- 10 years to program, design and build highway improvements
- Increasing community opposition
- Congestion worsens during construction
- Employer resistance to transit benefits



# Near-Term Barriers

## **Negative Perceptions**

- In Flexibility
- High Cost
- No Employer Support



# Practical, Near-Term Solution

## **Increase efficiency. Reduce trips.**

- HOV
- Carpooling
- Vanpooling
- Transit: rail and bus
- Telecommuting
- Alternative work schedules
- Bicycle racks/showers/lockers



# Valued Asset - Valued Benefits

- Decreased commuting stress
- Save time in the HOV
- Save money
- Less vehicle maintenance
- More productive
- More time with family



# Reasons for using Alternative Modes

Saving Time 18%

Job Change 16%

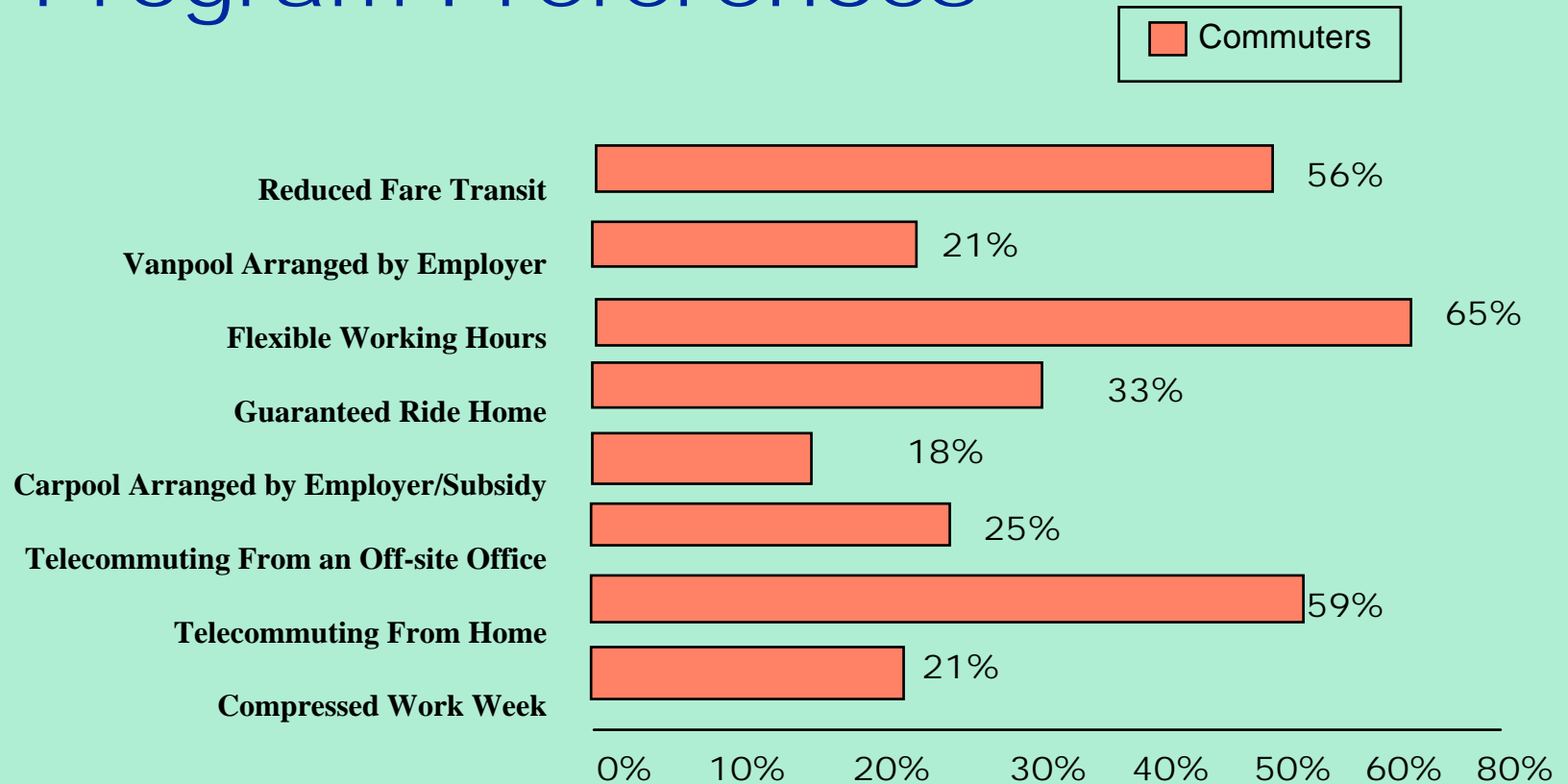
Saving Money 14%

**2004 State of the Commute Survey Report  
Commuter Connections**

# Employees Need and Want Employer Transportation Programs

- Offering such programs can be a highly-valued, low cost, tax-deductible fringe benefit for employees
- Percent of employees desiring specific alternative commute assistance...

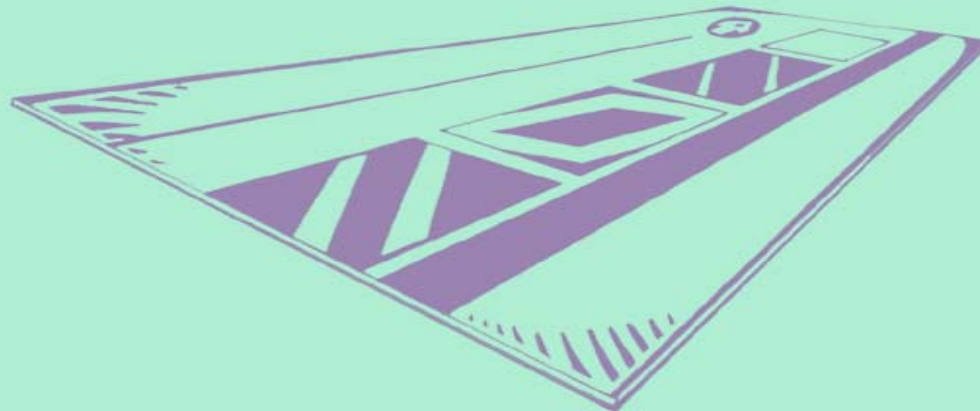
# Transportation Program Preferences



Source: 2004 State of the Commute Survey Report  
Commuter Connections

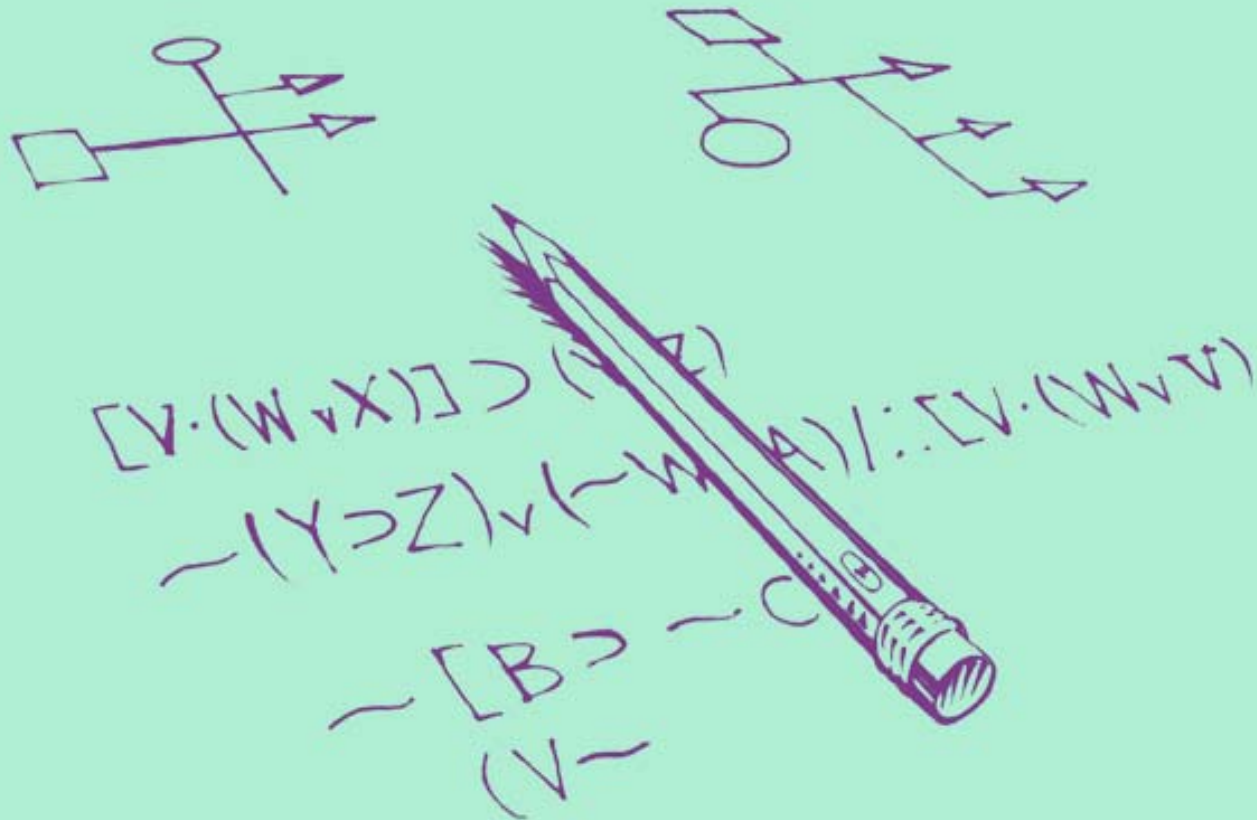
# Commuter Assistance Benefits *Your* Bottom Line

- Higher employee morale and productivity
- Lower absenteeism and tardiness
- Improved recruitment and retention
- Less employee stress = lower health care costs
- Lower parking costs
- More capacity for commercial transportation uses



## Solution

# A business-government partnership





# Government's Contributions

- Free Employer Services program
- Free Guaranteed Ride Home program
- Vanpool Subsidy program and incentives
- Subsidize public transportation
- Subsidize highway construction and maintenance

# Government's Contributions

- Metrochek/SmartBenefits
- Provide Park and Ride facilities
- HOV system
- Intelligent Transportation Systems
- Commuter information kiosks
- Telework program

# Employer's Contributions

- Offer commute assistance program
- Create a culture that encourages alternative transportation
- Provide incentives



# Commuter Connections Employer Services Program

The free customized commuter assistance plan:

- Parking plan
- Employee needs analysis
- Alternative work schedule
- Telecommute
- Guaranteed Ride Home
- Marketing
- Bicycle Rack installation

# A Partnership to Ensure

- Economic Vitality
- Quality of Life
- Your Bottom Line
- Employee Morale

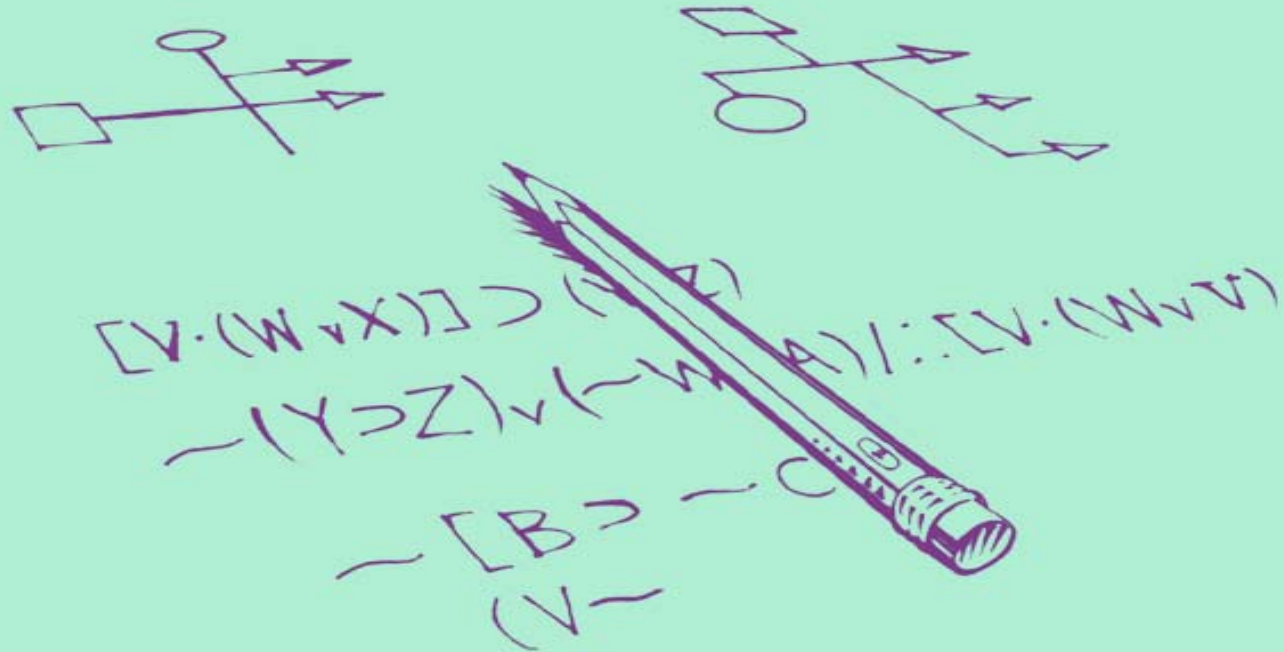
Join The Partnership



**And your local Employer Services Member.**

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**Please Visit Us at**  
**[www.commuterconnections.org](http://www.commuterconnections.org)**





## SCIENCE APPLICATION RESEARCH &amp; DEVELOPMENT (SAIC)

# Employer Case Study

**Situation:** SAIC employs approximately 14,000 people in the Washington Metropolitan region at more than 80 worksites. An employee-owned company, SAIC is on top of quality of life issues that would affect their workforce. With a growing number of federal governmental projects, SAIC is expecting a large influx of new employees over the coming years.

**The Programs:** To address these concerns, SAIC implemented the Commuter Incentives Program in July 2000. SAIC offers three commuter benefit programs: a formal telework program, a shuttle service from the Dunn Loring Metro stop, and a \$105 monthly commuter benefit subsidy.

**The Benefits:** To date, over 1,500 of SAIC's employee-owners participate in at least one of these programs. The free shuttle is available to approximately 4,000 SAIC employees and their customers for transport to and from the Dunn Loring Metro and three major locations in the Tysons Corner area. Currently, more than 260 employees use the shuttle per week. Through a companion telework program, initiated in January 1999, SAIC employees can receive equipment, office supplies and expense reimbursements. Several hundred employees participate in the telework program. SAIC believes that the Commuter Incentives Program benefits make good business sense for the company and for its employee-owners. It promotes the program and registration is provided through SAIC's internal Web-site. The Internet also promotes the use of Tysons Corner Area Transportation Management Association's (TYTRAN) pilot ride-sharing program which assists commuters find car and vanpools.

**Looking Ahead:** SAIC has considered several other commuting alternatives and will be implementing a more formalized alternative work schedule and to include information on these new programs to new hires and transfer employees.

**THE AMERICAN DIABETES ASSOCIATION**

**Situation:** The American Diabetes Association is a nonprofit organization researching and treating people with the disease. The ADA employs 160 people at its Alexandria, Virginia headquarters -- 150 on-site and 10 off-site. The ADA, as with many metro Washington employers, was wrestling with providing free parking for their employees. Some employees “shared” a parking space -- meaning that for half a month they were on their own to find and pay for their own parking or to use transportation alternatives. Even so, there were a number of employees on a waiting list for a “shared” parking space. Troubled by the shortage of parking and environmental concerns, the ADA initiated several Transportation Demand Management (TDM) programs.

**The Programs:** The ADA’s first move was to move to a location accessible to a number of public transportation modes such as Metrorail and Metrobus. The ADA continues to provide information to their employees about the bus and train station located only four blocks from the facility. As an incentive and with an initial grant from the City of Alexandria, the ADA provides a transit subsidy program, providing employees \$60 a month in SmartBenefits that can be used towards bus and train fares. An average of 30 employees participate in this program. Additionally, the ADA sponsors a telecommuting program in its publications division and has four participants.

**The Benefits:** The ADA reports that employee morale has been the most appreciable return -- employees truly appreciate their employer’s efforts to address their transportation problems. The ADA also cites the usefulness of TDM programs in recruitment and retention. The office’s proximity to the Metro station gives it an additional plus in encouraging employees to use alternative means of commuting to the office.

**Looking Ahead:** The ADA has a strong commitment to TDM programs and is currently looking into additional commuting alternatives for their employees. The Association is pleased and encouraged by the results.

**NORTHROP GRUMMAN**

**Situation:** Northrop Grumman is an aerospace, radar and air traffic control company that employs 7,000 at its Anne Arundel County, Maryland campus near the Baltimore Washington International Airport. Northrop Grumman took over the operations from Westinghouse Corporation -- including some of its alternative transportation programs. Westinghouse's concern for transportation management grew out of the 1970's gas crisis.

**The Programs:** Northrop Grumman has experimented with a number of approaches. Early on, it took advantage of the state of Maryland's nonprofit vanpooling service VANGO and provided a subsidy to employee's. Today, Northrop relies on its own Transportation Management Association -- the BWI Partnership -- to stay in tune with the employees' ever-changing transportation needs. One benefit of the TMA membership is a Guaranteed Ride Home program for all Northrop car and vanpoolers. Northrop believes this partnership allows the company to continue enhancing employee travel options without having to commit staff to the program. Among the various programs Northrop currently offers are:

- C **Flex-time**
- C **Telecommuting**
- C **Posted mass transit schedules**
- C **Guaranteed Ride Home**
- C **Informal in-house carpool/vanpool matching services**

**The Benefits:** Based on employee participation, which is nearly 100 percent and Northrop's outstanding retention figures, the alternative transportation programs appear to be working well. The company cites a number of benefits. The company sees the programs providing good public relations by reflecting good corporate citizenship and a concern for employees. They are also highly effective in recruiting new employees. Northrop see the programs as an enhancement to their employee benefits.

**Looking Ahead:** Northrop Grumman plans to continue its long-term commitment to transportation management and to remain responsive to employee transportation needs.

# Employer Case Study

## **QED Consulting, LLC**

**Situation:** QED Consulting, LLC is located in Arlington by the Arlington Courthouse Complex. QED provides management consulting services for private companies and government agencies. In 1999, QED implemented a transportation benefits program for its employees. Many that drove alone to work were getting hampered by traffic and rising parking costs. Given its strategic location by a Metro station and proximity to both Interstate 66 and the George Washington Parkway, QED saw an opportunity to assist in their employees commuting options.

**The Programs:** Since the program's inception, participation in the transportation benefits offering has grown by 34%. The company offers preferred parking for carpools, showers for those who walk or bike to work, and all employees are issued laptops thus enabling a smooth transition for those who may have to Telework at different times. Other benefits include:

- C. **Flex-time**
- C. **Posted mass transit schedules**
- C. **Guaranteed Ride Home**

**The Benefits:** Participants have the confidence of knowing that their employer is actively involved in making their commute options wider and that QED is concerned with their employees' well-being. Carpoolers save up to 45 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. QED saves the community 230 miles a day in reduced vehicle miles which translates into 57,500 miles a year.

**Looking Ahead:** QED is committed to commuting alternatives and plans to enhance other options and incentives for increased employee participation in the transportation benefits program.