

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 26% 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 card, token, or pass sold by GEICO to the employees is discounted \$7. Employees can mix and match Metrorail farecards, Metrobus tokens, and RideOn bus passes. Carpoolers receive free parking in preferred spaces closer to the building. The company also owns and operates nine vanpools, which took 78 cars off the road.

The Benefits: GEICO's workforce has saved more time and money in using the alternative offered. Over 14% 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.