

**COMMUTER CONNECTIONS
REGIONAL TDM MARKETING GROUP**

FY 2023 MARKETING ACTIVITY

MARCH 21, 2023

COMMUTER CONNECTIONS PROGRAM OBJECTIVES

Encourage alternatives to SOV commuting

Reduce vehicle trips and miles traveled

Reduce traffic congestion

Improve air quality



FY23 MARKETING ACTIVITIES

WINTER/SPRING SCHEDULE

GRH & Rideshare Spring Umbrella Campaigns

Bike To Work Day

Employer Recognition Awards

Employer Newsletter



SPRING UMBRELLA CAMPAIGN

odonnellCOMPANY

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

OBJECTIVES & STRATEGY

Spring Umbrella Campaign

- Media Budgets:
 - \$675,000 (Total)
 - \$325K for Rideshare
 - \$325K for Guaranteed Ride Home - DC region
 - \$25K for Guaranteed Ride Home - Baltimore region
- Objectives
 - Encourage and increase alternative modes of travel, primarily carpool and vanpool use, with emphasis on hybrid workers.
 - Encourage Guaranteed Ride Home registrations (GRH & GRH Baltimore)

MEDIA CONSIDERATIONS

Spring Umbrella Campaign

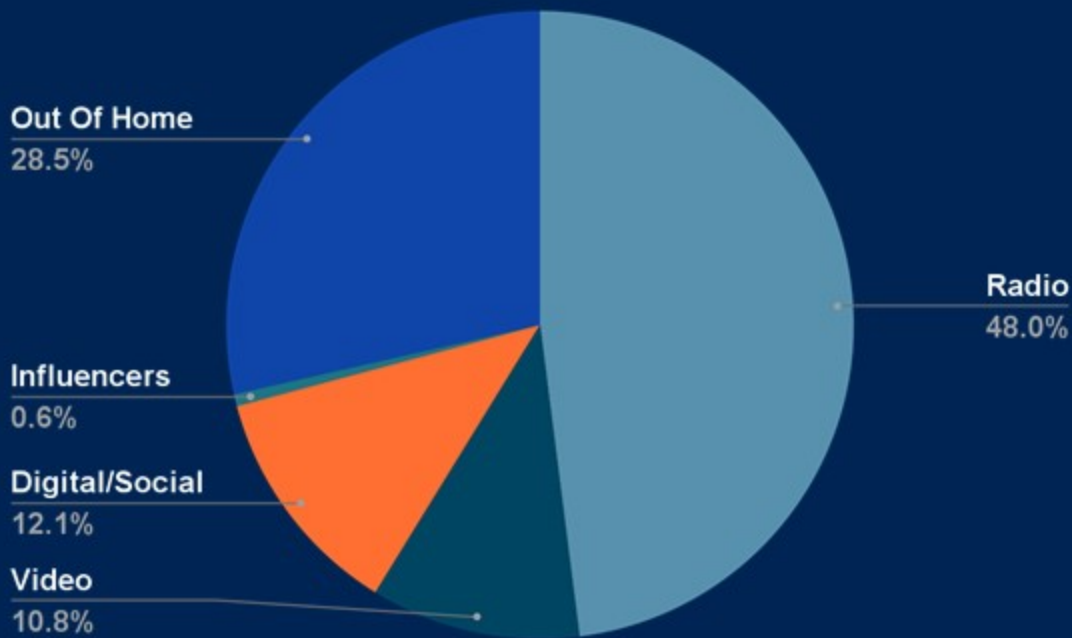
Ridesharing & Guaranteed Ride Home

- “Out Of Home” advertising in more places that commuters frequent
 - Digital truck ads
 - Gas pump toppers
 - Convenience store advertising
- Radio continues to be a strong force as more commuters are on the road
- Streaming video popularity provides a strong choice offering ad-supported content
- Social media campaign on Commuter Connections channels (FB, IG and LI)
- Digital advertising in the form of banner ads and Google Search ads

MEDIA BUDGET (NET) Ridesharing

Radio	\$155,911.25
Video Streaming	\$35,094
Digital/Social	\$39,156.25
Influencers	\$2,000
Out Of Home	\$92,759
Total	\$324,920.50

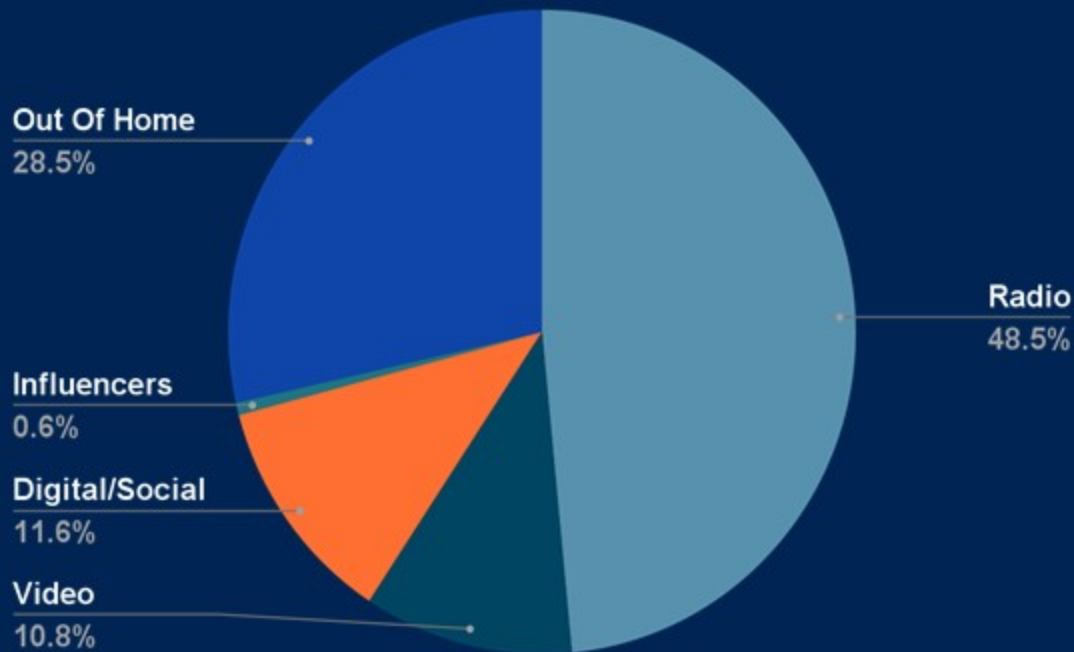
Spring Umbrella Campaign



MEDIA BUDGET (NET) Guaranteed Ride Home

Radio	\$157,556
Video Streaming	\$35,094
Digital/Social	\$37,591
Influencers	\$2,000
Out Of Home	\$92,759
Total	\$325,000

Spring Umbrella Campaign



MEDIA BUDGET (NET)

Guaranteed Ride Home - Baltimore

Spring Umbrella Campaign

Radio	\$24,997.00
<hr/>	
Total	\$24,997.00

ADDED VALUE SUMMARY

Spring Umbrella Campaign

Approximate value in negotiated value ad:

- \$60,145 for Ridesharing
- \$61,225 for Guaranteed Ride Home
- \$8,250 for Guaranteed Ride Home Baltimore

DIGITAL BANNER ADS

Spring Umbrella Campaign
Ridesharing

The Washington Post



Northern Virginia
MAGAZINE



DIGITAL BANNER ADS

Spring Umbrella Campaign
Ridesharing

RELAX TOGETHER.

SO WHAT'S UP?



ZZZZZ

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

SHARING A RIDE EVEN A FEW TIMES A WEEK CAN SAVE MONEY AND CREATE POSITIVITY.

RELAX TOGETHER.

SHARE A RIDE EVEN A FEW TIMES A WEEK

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

RELAX TOGETHER.

SHARING A RIDE EVEN A FEW TIMES A WEEK CAN SAVE MONEY AND CREATE POSITIVITY.

SO WHAT'S UP?



ZZZZZ

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

RELAX TOGETHER.

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SHARING A RIDE EVEN A FEW TIMES A WEEK CAN SAVE MONEY AND CREATE POSITIVITY.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

GAS PUMP TOPPERS

Spring Umbrella Campaign Ridesharing



ENGLISH & SPANISH RADIO SPOTS

Spring Umbrella Campaign
Ridesharing



Ridesharing
(English)
30 sec.



Ridesharing
(Spanish)
30 sec.

WAZE

Spring Umbrella Campaign
Ridesharing

**RELAX
TOGETHER.**
CONNECT WITH A CARPOOL
OR VANPOOL TODAY.

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

**RELAX
TOGETHER.**

SHARING A RIDE EVEN A
FEW TIMES A WEEK CAN
SAVE MONEY AND
CREATE POSITIVITY.

SO
WHAT'S
UP?



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

COMMUNITY FLYER

Spring Umbrella Campaign
Ridesharing



**RELAX
TOGETHER.**

WANT A BETTER WAY TO GET
TO WORK? TRY CARPOOLING!

SO
WHAT'S
UP?

ZZZZZ



COMMUTER CONNECTIONS. | A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

SHARING A RIDE EVEN A
FEW TIMES A WEEK CAN
SAVE MONEY AND
CREATE POSITIVITY.

IN-STORE AD

RELAX TOGETHER.
WORK'S HARD ENOUGH.
YOUR COMMUTE DOESN'T HAVE TO BE.

SO WHAT'S UP?

ZZZZZ


COMMUTER CONNECTIONS. | A SMARTER WAY TO WORK
commuterconnections.org | 800.745.8800

SHARING A RIDE EVEN A FEW TIMES A WEEK CAN SAVE MONEY AND CREATE POSITIVITY.

Spring Umbrella Campaign Ridesharing

RELAX TOGETHER.
WORK'S HARD ENOUGH.
YOUR COMMUTE DOESN'T HAVE TO BE.

SO WHAT'S UP?

ZZZZZ


COMMUTER CONNECTIONS. | A SMARTER WAY TO WORK
commuterconnections.org | 800.745.8800

SHARING A RIDE EVEN A FEW TIMES A WEEK CAN SAVE MONEY AND CREATE POSITIVITY.

DIGITAL TRUCK AD

Spring Umbrella Campaign Ridesharing



SOCIAL MEDIA (FACEBOOK/INSTAGRAM)

Spring Umbrella Campaign
Ridesharing

BETTER TOGETHER.
Share the ride with friends and family.

I SO NEED COFFEE!



☺️

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

RELAX TOGETHER.
Share the ride. Skip the stress.

SO WHAT'S UP?



ZZZZZ

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

LAUGH TOGETHER.
Sharing the ride is way more fun.

NICE HAIRCUT BOB!



LOL 🤪

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

FUN TOGETHER.
Sharing the ride is way better.

THREE LETTER WORD FOR BFF?



Y.O.U. 😊

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

HAPPY TOGETHER.
Sharing the ride is friendlier.

MUSIC REQUESTS?



🤪

ROCK!

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

SOCIAL MEDIA (LINKEDIN)

Spring Umbrella Campaign Ridesharing

**RELAX
TOGETHER.**

SHARING A RIDE EVEN A
FEW TIMES A WEEK CAN
SAVE MONEY AND
CREATE POSITIVITY.

SO
WHAT'S
UP?



ZZZZZ

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

**BETTER
TOGETHER.**

CARPOOLING AND VANPOOLING
WITH TRUSTED FRIENDS OR
COWORKERS IS BETTER, SAFER
AND MORE CONVENIENT.

I SO
NEED
COFFEE!



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

STREAMING & YOUTUBE VIDEO

Spring Umbrella Campaign
Ridesharing



APG MEDIA MILITARY AD

Spring Umbrella Campaign
Ridesharing



**RELAX
TOGETHER.**

SHARING A RIDE EVEN A
FEW TIMES A WEEK CAN
SAVE MONEY AND
CREATE POSITIVITY.

SO
WHAT'S
UP?

ZZZZZ

COMMUTER CONNECTIONS. | A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE



GOOGLE SEARCH

Spring Umbrella Campaign RS & GRH



Rideshare & Guaranteed Ride Home Keywords:

Ad · commuterconnections.org

Free Ride Home - Emergency Free Ride - Guaranteed Free Ride

Need A Ride Home From The Office? Get A Free One Guaranteed. Find Out How! Get Home From Work Worry-Free With A Guaranteed Ride. Learn More Now!

The screenshot shows the top portion of the Commuter Connections website. At the top is a dark navigation bar with the logo and menu items: HOME, ABOUT US, EMPLOYERS, EMPLOYEES, NEWS & EVENTS, QUICK LINKS, and BUSINESS. Below the navigation bar is a large green promotional banner for 'Guaranteed Ride Home'. The banner features the text 'FREE RIDE GUARANTEED!' in large, bold letters. To the right, it says 'GET A FREE GUARANTEED RIDE HOME, EVEN IF YOU'RE COMMUTING JUST A FEW TIMES A WEEK.' Below this, two bullet points list 'UNEXPECTED EMERGENCIES' and 'UNSCHEDULED OVERTIME'. A central image shows a white car from a top-down perspective. To the left of the car is a speech bubble that says 'SIGN UP TODAY FOR FREE!'. To the right is a yellow smiley face icon. The Commuter Connections logo is in the bottom left of the banner. Below the banner, there is a small text block explaining the service: 'Guaranteed Ride Home (service known as GRH) provides commuters who regularly (twice a week) carpool, valet, bike, walk or take transit to work with a FREE and reliable ride home when one of life's unexpected emergencies arise. Commuters may take advantage of GRH up to 60 times per year to get home for unexpected emergencies such as a personal illness or a sick child. GRH can also be used for unscheduled overtime when your employer requires that you must stay late.'

DIGITAL BANNER ADS

Spring Umbrella Campaign
Guaranteed Ride Home

The Washington Post



NorthernVirginia
MAGAZINE



DIGITAL BANNER ADS

Spring Umbrella Campaign Guaranteed Ride Home

FREE RIDE GUARANTEED!

EVEN IF YOU'RE COMMUTING
A FEW DAYS A WEEK

Some restrictions apply.

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

FREE RIDE GUARANTEED!

GET A FREE GUARANTEED RIDE HOME, EVEN IF
YOU'RE COMMUTING JUST A FEW TIMES A WEEK.

- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME

SIGN UP
TODAY
FOR FREE!



Some restrictions apply.

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

FREE RIDE GUARANTEED!

GET A FREE GUARANTEED
RIDE HOME, EVEN IF
YOU'RE COMMUTING
JUST A FEW TIMES
A WEEK.

SIGN UP
TODAY
FOR FREE!



- UNEXPECTED
EMERGENCIES
- UNSCHEDULED
OVERTIME

Some restrictions apply.

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

FREE RIDE GUARANTEED!

SIGN UP
TODAY
FOR FREE!



GET A FREE GUARANTEED
RIDE HOME, EVEN IF
YOU'RE COMMUTING
JUST A FEW TIMES
A WEEK.

- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME

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

Some restrictions apply.

FREE RIDE GUARANTEED!



SIGN UP
TODAY
FOR FREE!

GET A FREE
GUARANTEED RIDE
HOME, EVEN IF
YOU'RE COMMUTING
JUST A FEW TIMES
A WEEK.

- UNEXPECTED
EMERGENCIES
- UNSCHEDULED
OVERTIME

Some restrictions apply.

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

FREE RIDE GUARANTEED!

GET A FREE GUARANTEED RIDE HOME, EVEN IF
YOU'RE COMMUTING JUST A FEW TIMES A WEEK.

- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME

SIGN UP
TODAY
FOR FREE!



Some restrictions apply.

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

GAS PUMP TOPPERS

Spring Umbrella Campaign Guaranteed Ride Home

FREE RIDE GUARANTEED!

GET A FREE GUARANTEED RIDE HOME, EVEN IF YOU'RE COMMUTING JUST A FEW TIMES A WEEK.

- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME

Some restrictions apply.

SIGN UP TODAY FOR FREE!

COMMUTER CONNECTIONS | A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE



ENGLISH & SPANISH RADIO SPOTS

Spring Umbrella Campaign
Guaranteed Ride Home



Guaranteed Ride
Home (English)
30 sec.



Guaranteed Ride
Home (Spanish)
30 sec.

ENGLISH & SPANISH RADIO SPOTS

Spring Umbrella Campaign
Guaranteed Ride Home Baltimore



WAZE

Spring Umbrella Campaign
Guaranteed Ride Home

**FREE RIDE
GUARANTEED!**

GET A FREE GUARANTEED
RIDE HOME, EVEN IF YOU'RE
COMMUTING JUST A FEW
TIMES A WEEK.

- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME

SIGN UP
TODAY
FOR FREE!



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



Some restrictions apply.

**FREE RIDE
GUARANTEED!**

EVEN IF YOU'RE COMMUTING
JUST A FEW TIMES A WEEK

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

Some restrictions apply.

COMMUNITY FLYER

Spring Umbrella Campaign
Guaranteed Ride Home

**FREE RIDE
GUARANTEED!**

GET A FREE GUARANTEED RIDE HOME, EVEN IF
YOU'RE COMMUTING JUST A FEW TIMES A WEEK.

- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME

SIGN UP
TODAY
FOR FREE!



😊

COMMUTER CONNECTIONS. | A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

Some restrictions apply.



IN-STORE AD

Spring Umbrella Campaign Guaranteed Ride Home



**FREE RIDE
GUARANTEED!**

**SIGN UP
TODAY
FOR FREE!**



**GET A FREE GUARANTEED
RIDE HOME, EVEN IF YOU'RE
COMMUTING JUST A FEW
TIMES A WEEK.**

- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME

Some restrictions apply.

COMMUTER CONNECTIONS | A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE



DIGITAL TRUCK AD

Spring Umbrella Campaign
Guaranteed Ride Home



SOCIAL MEDIA (FACEBOOK/INSTAGRAM)

Spring Umbrella Campaign
Guaranteed Ride Home

**FREE RIDE
GUARANTEED!**
What Makes Ridesharing Even Better?

AHHH!

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

**FREE RIDE
GUARANTEED!**
Relax And Enjoy The Ride!

RELAX!

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

**FREE RIDE
GUARANTEED!**
Ridesharing That Rocks!

THIS ROCKS!

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

**FREE RIDE
GUARANTEED!**
Don't Worry, Be Happy!

FREE RIDE HOME!

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

**GET HOME
GUARANTEED!**

Relieved I have a Guaranteed Ride Home!

Mom, I don't feel well
I will be home soon
Thank You, Love You Mom

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

SOCIAL MEDIA (LINKEDIN)

Spring Umbrella Campaign Guaranteed Ride Home

**FREE RIDE
GUARANTEED!**

EMPLOYERS CAN REST
EASY KNOWING THEIR
EMPLOYEES HAVE A
FREE BACKUP RIDE!

RELAX!



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

**FREE RIDE
GUARANTEED!**

EMPLOYEES CAN GET A
FREE RIDE HOME EVEN IF
THEY'RE COMMUTING
JUST A FEW TIMES
A WEEK.

FREE
RIDE
HOME!



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

STREAMING & YOUTUBE VIDEO

Spring Umbrella Campaign
Guaranteed Ride Home

**SIGN UP
TODAY!**



BIKE TO WORK DAY 2023

odonnellCOMPANY

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

SPONSOR DRIVE



- Past and prospective sponsors solicited
- Sponsor drive concluded January 31, 2023
- 16 sponsors secured
- Cash donations of \$38,550
- In-kind donations of \$22,050

POSTERS



FREE EVENT
BIKE TO WORK DAY
FRIDAY
MAY 19, 2023

Pre-Register by May 12 for
FREE T-SHIRT* & BIKE RAFFLE

REGISTER TODAY AT
BikeToWorkMetroDC.org

Free refreshments & giveaways at
participating locations, while supplies last.



COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

WABA
WORKERS ASSOCIATION OF METRO DC

GO Alex

PEDEGO
ELECTRIC BICYCLES & ACCESSORIES

ICF

ALL ABOUT
CITY OF ARLINGTON

Bike Arlington

VERRA
VARIABLE RATE RIDE

City Dental DC

AASHIG

FAIR LAKES

goCgo

VDOT

MDOT

Giant

VISION ZERO
SAFER. SMOOTHER. SUSTAINABLE.

BIKES+VIENNA



Register for free at
BIKETOWORKMETRODC.ORG
800.745.7433

Visit **biketoworkmetrodc.org** for gift shop locations and times.
*T-Shirts available at gift shops for first 15,000 registrants.
Fit shops in D.C., Maryland, and Virginia!

Bike to Work Day is funded by VDOT, MDOT, VDOT, and MDOT.

bike to work day
2022

odonnellCOMPANY

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

SPANISH POSTER



EVENTO GRATUITO

DÍA DE LA BICICLETA PARA IR AL TRABAJO

VIERNES 19 DE MAYO DE 2023

Regístrese previamente antes del 12 de mayo para una CAMISETA GRATIS & SORTEO DE UNA BICICLETA

REGÍSTRATE HOY EN
BikeToWorkMetroDC.org

Bebidas gratis y obsequios en los lugares participantes, hasta agotar existencias.



MI COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WABA
WASHINGTON AREA BICYCLE ASSOCIATION

GO Alex

PEDEGO
BICYCLE RENTALS, ACCESSORIES & REPAIRS

ICF

ILL ABOUT

Bike Arlington

VERRA
Bicycle to Work

SPIN

City Dental DC
DENTAL CARE FOR YOU

AASHIO

FAIR LAKES

goGo

VDOT

MDOT
Maryland Department of Transportation

Giant

VISION ZERO
SAFER COMMUNITIES. ZERO FATALITIES.

BIKESUPPENNA

Regístrese gratis en BIKETOWORKMETRODC.ORG
866.743.7433

Visita BikeToWorkMetroDC.org para más información acerca de los puntos de parada y los beneficios. *Cantidades disponibles en los puntos de parada a los primeros 10,000 participantes que se registran.
Puntos de parada en D.C., Maryland and Virginia.

©Bike to Work MetroDC y sus socios patrocinadores: MI COMMUTER CONNECTIONS, WABA, VDOT, MDOT, goGo, Giant, BIKESUPPENNA

bike to work day
2022

odonnellCOMPANY

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

RACK CARD



Pre-Register by May 12 for
FREE T-SHIRT* & BIKE RAFFLE
REGISTER TODAY AT
BikeToWorkMetroDC.org

FREE EVENT
BIKE TO WORK DAY
FRIDAY
MAY 19, 2023

Free refreshments
& giveaways at
participating
locations, while
supplies last.




















Visit biketoworkmetrodc.org for pit stop locations and times.
*T-Shirts available at pit stops to first 15,000 registrants.
Pit stops in D.C., Maryland, and Virginia!


BIKETOWORKMETRODC.ORG
800.745.7433

  #BTD2023


bike to work day
2023



Bike to Work Day is funded by DDOT, MDOT, VDOT, and USDOT.

 Printed on recycled paper

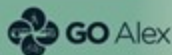
EVENT T-SHIRT



PIT STOP BANNER



Register at
BIKETOWORKMETRODC.ORG
or call 800.745.7433



FREE EVENT
**BIKE
TO WORK DAY
FRIDAY**
MAY 19, 2023



**ANACOSTIA
ACROSS FROM ARTS CENTER**

13th Street & Good Hope Road SE
7:00 am to 9:00 am



EMPLOYER RECOGNITION AWARDS

odonnellCOMPANY

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

SELECTION COMMITTEE

Employer Recognition Awards

- Judges represent TDM and business community
- Moderated by third party
- Silent balloting



CREATIVE

Employer Recognition Awards





EMPLOYER NEWSLETTER

odonnellCOMPANY

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

OBJECTIVES & STRATEGY

Newsletter

- Report on relevant TDM news
- Promote Commuter Connections services and special events
- Reach
 - Employer Transportation Coordinators
 - Committee members
 - Other TDM stakeholders
 - Federal ETCs (w/insert)

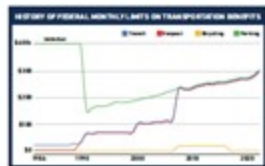


2023 TRANSPORTATION FRINGE BENEFIT RAISED TO \$300

The Qualified Transportation Fringe Benefit started in 1984 with a tax-free limit of \$15. Nearly 40 years later, the 2023 monthly limit for transit passes and vanpooling expenses is \$300.

The Society for Human Resource Management (SHRM) estimates that, thanks to the fringe benefit, hundreds of thousands of commuters are enjoying a tax-free commute at public, private, and nonprofit employers. In the Washington, DC region, the use of SmartTrip® cards greatly simplifies administration of the benefit for employees who use transit.

Many companies in the region offer SmartTrip cards to their employees who use transit or vanpools. Research has shown that providing commuters with both "free" parking and subsidized transit results in no change in behavior compared with offering neither benefit. But combined with the ability to take the value of the parking space in cash, the program can have a significant impact on how employees get to work.



METRO LOSING MILLIONS IN UNPAID FARES



Metro is beefing up its fare evasion enforcement to help bridge a looming budget gap of \$185 million. The transit system said fare evasion results in tens of millions of dollars in unpaid fares. Metro counts on that revenue to keep vital transportation services running.

Metro conservatively estimates more than \$40 million in lost revenue in 2022 due to fare evasion on Metro rail and Metrobus, or about 22 percent of the projected deficit for 2022.

The number of fare evasion tickets plummeted beginning in 2018 when the District decriminalized fare evasion. Maryland and Virginia have kept fare evasion a criminal offense but the number of tickets have declined in recent years. Fare evaders face a \$50 civil fine in DC. The fine is \$100 in Maryland and Virginia.

Signs in stations warn customers that fare evaders will be caught and fined. Metro has programs that may help riders who cannot afford the fare. For information about fare programs, call 202-433-7000.

Continued on page 2

WINTER 2023

FEDERAL ETC UPDATES

TRANSIT BENEFIT RAISED FOR 2023



The IRS has set the tax-free 2023 commuter benefit monthly tax-free limit at \$300.

A few points to remember:

- Employees may only use the transit benefit subsidy when commuting from home to work and work to home.
- Agencies may elect to reimburse employees for their qualified parking expenses at or near transit stations, park-and-ride lots, or vanpool staging areas using employee pre-tax salary funds, up to the same maximum. Parking costs are treated separately from transit costs, even if they are incurred in conjunction with an employee's use of public transit or vanpools.
- Appropriated funds may not be used for those purposes unless exceptional circumstances exist.
- Agencies that make cash reimbursements for parking must establish a bona fide reimbursement arrangement to establish that their employees have, in fact, incurred such expenses.
- For employees in a telework status, use of transit benefit credit cards is prohibited and could result in disciplinary action.

The start of a new year is a great time to review commuter benefit procedures at the agency. A Government Accountability Office audit found that some federal employees used the program fraudulently, inflating monthly commuting costs, using the benefit for family members, and even selling fare media on eBay. Distribution of the transit benefit via SmartTrip® cards has helped curb this practice.

Office of Management and Budget guidance (M-07-15) requires minimum controls that agencies must have over their programs such as:

- Certifying that employees are eligible for the subsidy.
- Warning employees against making false statements in benefit applications.
- Having the approving official verify that the employee's costs are calculated correctly.
- Checking applicants' names against those of employees who receive benefits to park at their place of work.
- Adjusting benefits according to travel, leave, or change of address.
- Making sure that the benefits end when the employee leaves the agency.

All employees who receive the commuter benefit are eligible to receive six free rides home over 12 months in the event of an unexpected emergency or unscheduled overtime. Guaranteed Ride Home (GRH) is a free service from Commuter Connections enjoyed by federal employees who take transit and rideshare to work. Unexpected emergencies also include personal illness or a sick child. GRH can be used for unscheduled overtime as well, when a supervisor requires an employee to stay late. Knowing there's a free guaranteed ride available gives commuters who rideshare or take transit peace of mind. Registration is easy at commuterconnections.org.

WINTER e-NEWSLETTER

Newsletter

DC! COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

More News



2023 Transportation Fringe Benefit Raised to \$300

The Qualified Transportation Fringe Benefit started in 1984 with a tax-free limit of just \$15. Nearly 40 years later, the 2023 monthly limit for transit passes and vanpooling expenses is \$300.



FREE EVENT
BIKE TO WORK DAY
FRIDAY
MAY 19, 2023

REGISTRATION OPENS MARCH 2023

 BikeToWorkMetroDC.org



Bike to Work Day 2023 Registration

odonnellCOMPANY

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK



THANK YOU

odonnellCOMPANY

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