



MARYLAND DEPARTMENT
OF TRANSPORTATION



CommuterChoice
Maryland

Commuter Choice Maryland Update

Presented to: Mitigation Working Group 2/22/22

Presenter: Gladys Hurwitz, Maryland DOT The Secretary's Office



WELCOME!

WHO WE ARE

Commuter Choice Maryland provides **complimentary** consultations to employers starting or enhancing their workplace transportation and commuter benefits programs. We are a program of the Maryland Department of Transportation working in partnership with local and regional jurisdictions.

WHAT WE DO

We make it easy for your employees to find affordable, convenient, and sustainable ways to get to work that enhances their quality of life, while helping you attract and retain in-demand talent.

WHY US

As a **free** service, we work with you to create a customized workplace transportation plan that is easy to administer. Our staff and partners are dedicated to helping you meet the transportation needs of your workforce.



COMMUTER CHOICE MARYLAND STRATEGIC DIRECTION

Vision

Commuter Choice Maryland Increases the Use of Public Transportation, Ridesharing, Walking, Biking, Teleworking, and Alternative Work Schedules, to Enhance the Quality of Life of Marylanders.

Goals

Goal 1 Make Transportation choices easy to understand and access.

Objectives

Objective 1.1 Ensure that local and regional public transportation information is accessible to all.

Objective 1.2 Increase knowledge and comfort with the use of all transportation options, telework, and alternative work schedules.

Goal 2 Enhance the awareness, availability, and use of complementary statewide employer TDM services that support non-SOV drive alone commuting options, teleworking, and flexible work schedules by employers across Maryland at the places Marylanders work.

Objective 2.1 Create a branded state-wide employer services program.

Objective 2.2 Build capacity to conduct outreach to businesses and deliver a state-wide employer service program.

Objective 2.3 Ensure MDOT funded TDM Specialists are trained, have materials, and support needed to execute state-wide employer services.

Goal 3 Increase statewide ridesharing support, and services, and use statewide.

Objective 3.1 Partner with local jurisdictions to support ride sharing infrastructure.

Objective 3.2 Expand the use and availability of existing ridesharing and guaranteed ride home solution to underserved areas.

Goal 4 Maximize the reach and effectiveness of TDM services through collaboration and innovation.

Objective 4.1 Foster strong working partnerships with public and private stakeholders.

Objective 4.2 Leverage emerging and existing technology tools and services providers to expand the effectiveness of TDM services.



STRATEGIES TO SUPPORT TRANSPORTATION DEMAND MANAGEMENT (TDM)

Supports

Goal

Objectives

- ✓ Centralized Website
- ✓ Commuter Calculator
- ✓ Maryland Commuter Tax Credit
- ✓ Federal Transportation Fringe Benefit
- ✓ Toolkits: Commuter Benefits, Vanpool & Telework
- ✓ Active Commute Resources
- ✓ Guaranteed Ride Home
- ✓ Available Webinar Recordings
- ✓ incenTrip
- ✓ Commuter Choice Maryland Employer Partner Program



COMMUTER CHOICE MARYLAND WEBSITE

Supports

Goal 1

Objectives:
1.2 & 1.3

Commuter Choice for Employers

Did you know you can save almost 8% on payroll taxes by offering a commuter benefits program to your employees? And cost savings are just the start! Employers who provide commuter benefits improve their ability to attract and retain top talent and boast more productive, satisfied employees.

Commuter Choice Maryland is here to help employers of all sizes make the most out of the options available to them. We offer complimentary consultations and technical assistance to guide employers through the process of setting up low cost commuter programs and applying for available tax credits.



Commuter Tax Credit



Tax Savings Calculator



Partners & Success Stories



Testimonials

Employer Fact Sheet

Employer Toolkit

Additional Resources

Commuter Services

If you're a commuter, you know how time consuming and costly it is just to get to and from work. Did you know you can set aside pre-tax money through your employer to help pay for these costs? Employees who participate in commuter benefits programs can save up to 40% on qualifying commuting costs. If your employer doesn't currently offer benefits, let them know why they should.

Commuter Choice Maryland is here to connect commuters to transportation options that fit their lifestyle, schedule, and budget.



Transit



Ridesharing



Bike/Walk



Telework/Flexible Work



Guaranteed Ride Home



Cash in Lieu of Parking

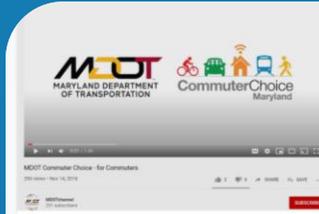
Commuter Fact Sheet

Commuter Calculator

Additional Resources



Learn More at: CommuterChoiceMaryland.com



Resource Library

Commuter Choice Maryland is proud to offer a comprehensive collection of tips, tools, and other resources for employers and commuters who want to learn more about smart commuting.



Webinars & Events

+ Description

Check out our [Resource Library](#) to view past webinars.



Contact Us

E-mail [Commuter Choice](mailto:CommuterChoice@mdot.gov) or call (410) 865-1100 (M-F, 8:30 am-5:30 pm EST)

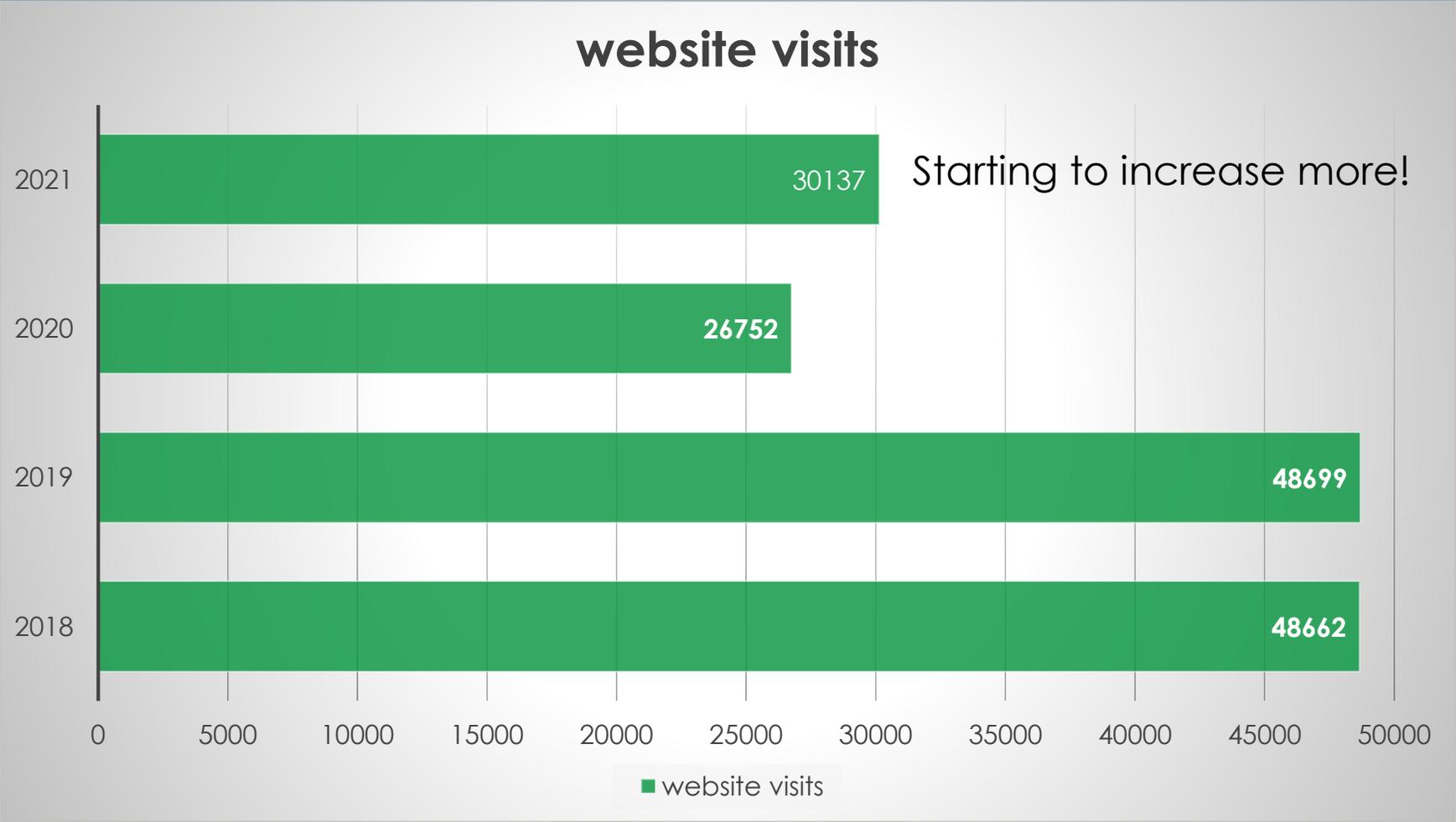
Connect with us on [Facebook](#), [LinkedIn](#), or [YouTube](#).



Maryland incenTrip

Discover the best travel modes and travel times along your commuting route when you use the incenTrip mobile app, all while earning rewards. incenTrip is a mobile app that connects users with multi-modal transportation options and rewards responsible commute trips. [Click here](#) to learn more and download the app.

COMMUTER CHOICE MARYLAND WEBSITE VISITS



2021 OUTREACH SNAPSHOT

Supports

Goal
1, 2, 3

Objectives:
1.1, 1.2, 2.3, 3.2

- Facebook All-time high Reach 1,073,521 unique users
- Linked In Engagement Rate 4.06-8.74% with over 3500 followers
- 3,140 people engaged with in person events
- Quarterly newsletters- 8,500+ subscribers
- Continued outreach through 2022



Partnerships are key to success!

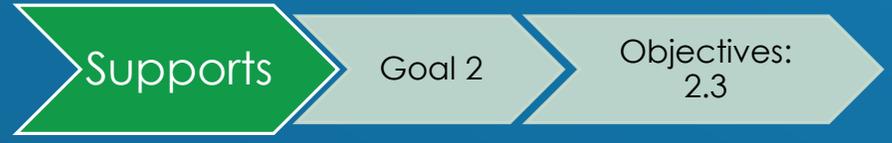
CommuterChoice Maryland
 RIDE Share CARPOOL/VANPOOL MATCHING SERVICE
 iRideBaltimore A free service for commuters.
 TRANSIT
 Better Ways To Work! Montgomery County Commuter Services
 HOWARD COMMUTER SOLUTIONS
 COMMUTER CONNECTIONS A SMARTER WAY TO WORK
 HARFORD COMMUTE SMART
 commuter crew THE SMART WAY TO GET THERE
 TRI-COUNTY COUNCIL for SOUTHERN MARYLAND

Or select jurisdiction:

Allegany	Harford
Anne Arundel	Howard
Baltimore	Kent
Baltimore City	Montgomery
Calvert	Prince George's
Caroline	Queen Anne's
Carroll	St. Mary's
Cecil	Somerset
Charles	Talbot
Dorchester	Washington
Frederick	Wicomico
Garrett	Worcester

RIDESHARE/TDM SPECIALIST ASSISTANCE

TRAINING, TOOLS, AND TECHNICAL SUPPORT OF STATEWIDE EMPLOYER SERVICES



- Developed a process and tool to support TDM Specialists to provide statewide assistance for the Baltimore Region

Commuter Choice Maryland
GUIDE TO EMPLOYER ASSISTANCE
A Resource for Maryland
TDM Specialists



WHAT IS THE BEST COMMUTE OPTION FOR YOU?

Supports

Goal 4

Objectives:
4.2

MDOT MARYLAND DEPARTMENT OF TRANSPORTATION Commuter Choice Calculator



CommuterChoice Maryland

week and let the calculator show you your options! If you have questions, please reach out to a Commuter Choice Maryland representative at commuterchoice@mdot.maryland.gov or 410-865-1100.

Address

Note: You may add exact address, nearby intersection, landmark or zip code.

Home

Work

Preferred Departure Time

Home To Work

Work To Home

Number of Days You Commute to Work Location Every Week

Vehicle Information

Vehicle Type	Vehicle Age	Vehicle Fuel
<input type="text" value="Car"/>	<input type="text" value="5"/>	<input type="text" value="gasoline"/>

Commuter Calculator Available at: CommuterChoiceMaryland.com



By changing mode to biking you could save monthly:

- \$16 in fuel cost
- \$6 in vehicle maintenance cost
- \$240 in parking cost

You could create annually environmental benefits:

- \$5 in emissions pollution reduction
- \$20 in GHG emissions reduction
- You could burn 69 additional calories daily



MARYLAND COMMUTER TAX CREDIT

Supports

Goal
2 & 4

Objectives:
2.1, 2.3, 4.1

Maryland Employers may claim a tax credit for 50% of eligible commuter benefits up to a maximum of \$100 per participating employee per month

Qualifying Commuter Benefits:

- Transit Fare
- Company vanpool program
- Company Guaranteed Ride Home program
- Cash-in-Lieu of Parking/Parking Cash Out program



MARYLAND COMMUTER TAX CREDIT

Commuter Choice
Maryland

Find out more at CommuterChoiceMaryland.com

MDOT PROPOSED EXPANSION BILL

- ✓ Addition of Carpools
- ✓ Addition of Telework
- ✓ Active Transportation (Bike and Walk)
- ✓ Multimodal

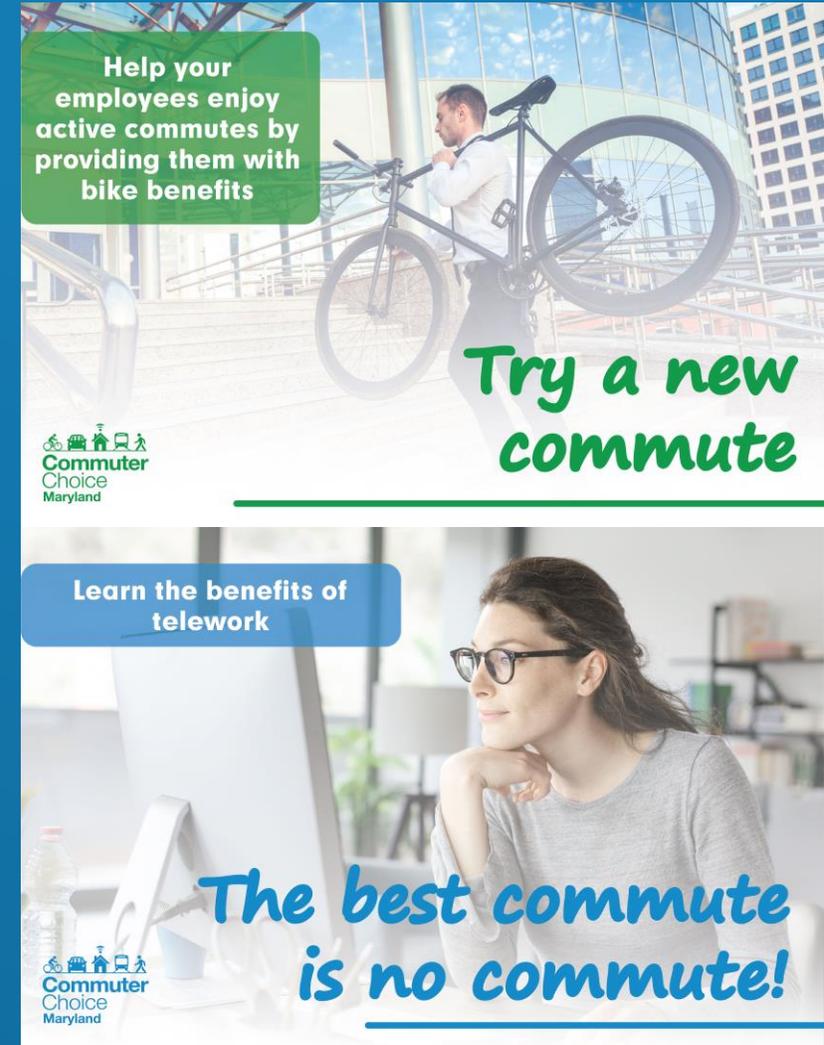
Additional details

Title: Tax-Credits- Employer Provided Commuter Benefits- Expansion

Senate Bill #: SB0210

Sponsor: Chair, Budget and Taxation Committee (By Request- MDOT)

Status as of 2/10/22: Third Reading Passed (45-0), on it's way to Opposite Chamber (1st reading)



We appreciate your support!

MARYLAND ONE STOP PORTAL

Supports

Goal
2 & 4

Objectives:
2.1, 2.3, 4.1



Licenses and Permits

Log in

Register

Maryland Commuter Tax Credit Registration Details

last revised 11/02/21 at 4:48 pm

Maryland Commuter Tax Credit Registration

Maryland businesses can save money, retain and attract top talent, and reduce commuter stress for their employees when they provide many of the commuter benefits included with the Maryland Commuter Tax Credit. The Maryland Commuter Tax Credit can turn your employees' Transit, Vanpool, Guaranteed Ride Home, Cash-In-Lieu of Parking into tax savings for your company. For more information visit CommuterChoiceMaryland.com

...
[Show more](#)



15 - 30 min
Completion Time



\$0.00
Application Fee



MARYLAND COMMUTER TAX CREDIT SNAPSHOT

- Industries: Management Consulting, Assisted Living, Health Care & Social Assistance, Administrative & Support, Waste Management & Remediation Services, Finance & Insurance, Professional Scientific & Technical Services, Accommodation & Food Service
- Business Sizes: Ranges from Small (5-100 employees), Medium (101-1000), Large (1,001 -10,000)
- Transit & Cash In Lieu of Parking have been most popular options



FEDERAL TRANSPORTATION FRINGE BENEFIT?

- As of January 1, 2022 up to to \$280 per month can be taken out of employee paychecks pre-tax or directly subsidized by the employer to pay for transit, vanpool, and/or parking spaces.



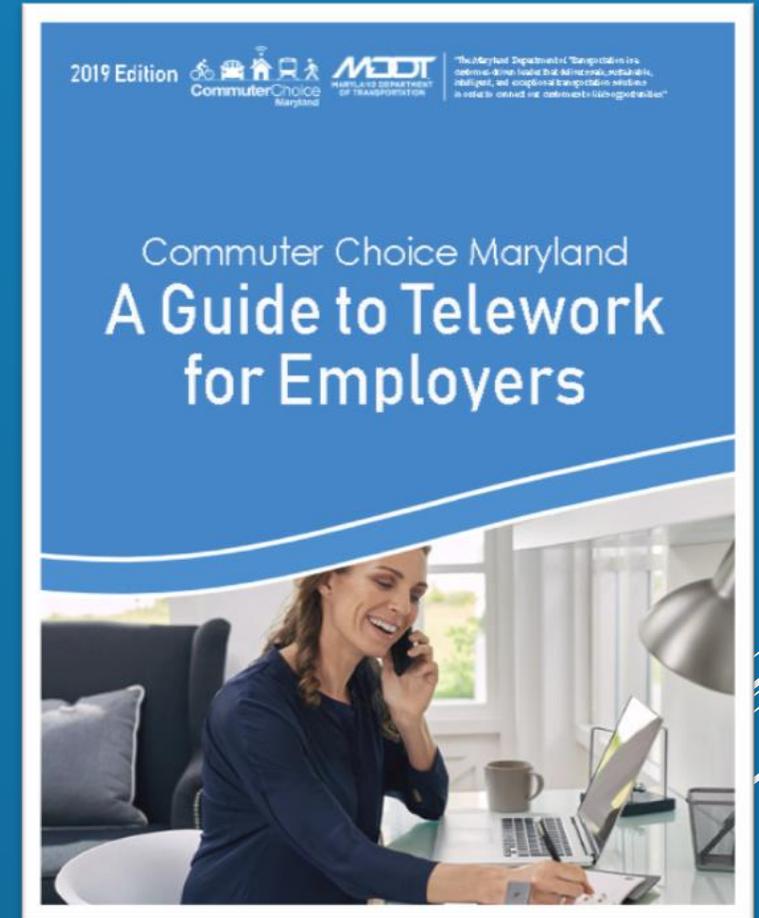
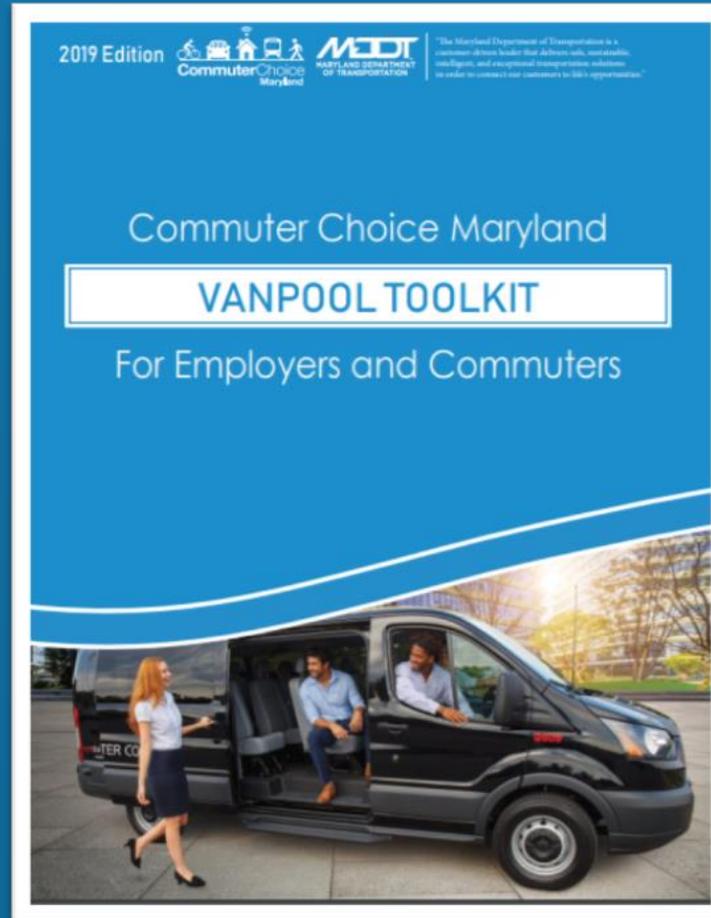
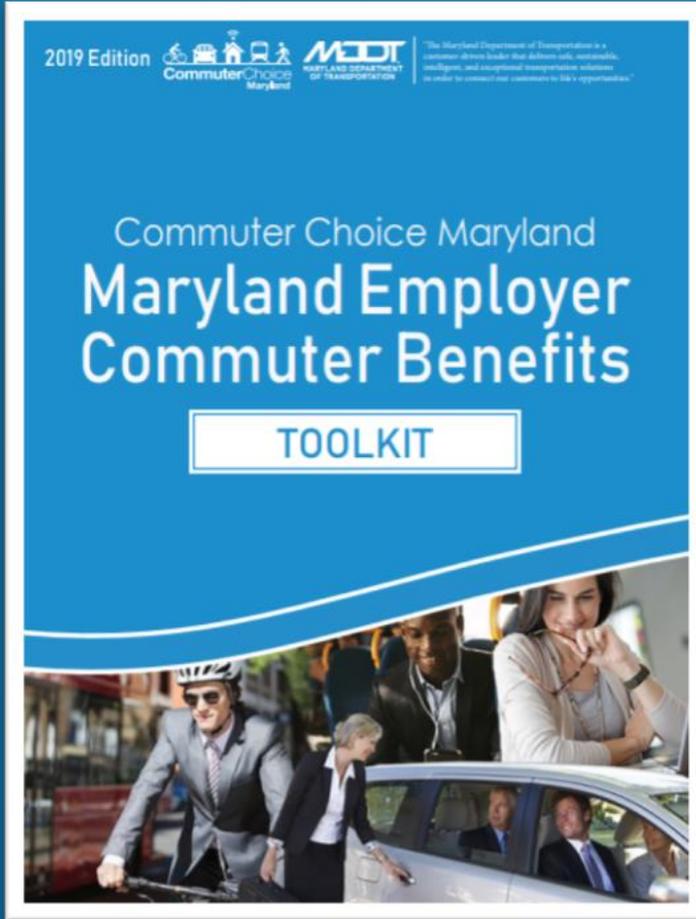
For more info visit: [CommuterChoiceMaryland.com](https://www.CommuterChoiceMaryland.com)

TOOLKITS

Supports

Goal
1 & 2

Objectives:
1.2, 2.2, 2.3



More Resources Available at: CommuterChoiceMaryland.com

Active Commute Resources



Help your Employees Enjoy Active Commutes!



What Benefits Should Be Provided Or Promoted?



Bikeshare Corporate Memberships

Employers located in Montgomery County should consider a corporate membership to the Capital Bikeshare program. Numerous stations are located in Bethesda, Silver Spring, and Rockville. This benefit provides employees with discounted or free bicycle access that can be used for daily commuting and travel to business meetings. Similarly, employers located in Howard County should consider purchasing membership for their employees to Howard County Bikeshare.

Want more info? <https://www.capitalbikeshare.com/corporate> and <https://howardcountybikeshare.com/>



Guaranteed Ride Home

Employers located in the Greater Baltimore/Washington DC-area are eligible for the Guaranteed Ride Home Program. For those commuters who regularly travel to work on foot or by bike, this program provides a free ride home four times a year in the event of emergencies (personal illness, an unexpected family emergency, or unscheduled overtime).

Want more info? <https://www.mta.maryland.gov/GRH>



Bicycle Benefit

Beginning in 2018, the Bicycle Commuter Tax Benefit program was created for employers as a way to deduct costs associated with providing bicycle commuting options for employees (Sec. 13304(c)(2) of the Tax Cuts and Jobs Act). Any reimbursement given to employees under a Bicycle Commuter Tax Benefit program is taxable as income to the employee.

Want more info? <https://www.bikeleague.org/content/bicycle-commuter-benefit>



Why Offer Commuter Benefits for Bike and Walk?

There are plenty of reasons why employers should support active transportation. Bicycling and walking are attractive and efficient options for commuting to work. Why commute by bicycling or walking?

Health

When you promote active transportation, you are enhancing the health of your workforce. A great deal of research demonstrates the positive benefits of walking and bicycling for human health. Improved health translates to increased productivity as employees miss less days of work, and both businesses and individuals experience reduced healthcare costs. According to a 2018 survey, health was the number one motivating factor for Maryland residents walking to work.

Environment

Active transportation is the most environmentally friendly way to commute to work. According to the most recent figures from the EPA, non-active transportation is responsible for over 25% of US greenhouse gas emissions. Employees can play a role in reducing greenhouse gas emissions that are harmful to human health and the environment by opting to bicycle and walk to work. These efforts are also beneficial in accomplishing corporate sustainability goals.

Economic

While non-active transportation costs account for a significant portion of an employee's annual expenses, walking and bicycling is the most cost-effective mode of commuting. Eliminating the need to pay for gas, tolls, parking fees, auto maintenance, and transit fares saves your employees money!



How can I learn more?



Web CommuterChoiceMaryland.com
Phone 410-865-1100
Hours (M-F from 8:30 a.m. – 5:00 p.m.)
Email CommuterChoice@mdot.maryland.gov

Sign up with Commuter Choice Maryland to access assistance with your commuter benefits program and receive regular updates and information on employer and commuter transportation resources!

Available at: CommuterChoiceMaryland.com



GUARANTEED RIDE HOME

Supports

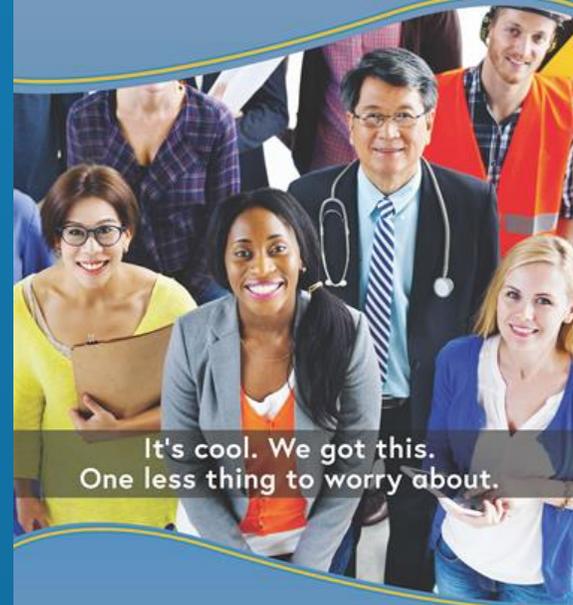
Goal
1, 3

Objectives:
1.1, 1.2, 3.1

What is it?

- Registered Commuters with Commuter Connections can qualify for up to four free ride home a year if they carpool, vanpool, take transit, bike or walk to work at least twice a week.

GUARANTEED RIDE HOME • PROGRAM •



It's cool. We got this.
One less thing to worry about.

You will get home. Guaranteed
Guaranteed Ride Home is a free service.
commuterconnections.org

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COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

QUARTERLY WEBINARS

Supports

Goal 1,2

Objectives:
1.2 & 2.2

- Remote Work:
 - Reflections of Remote Work during COVID-19
 - Regional Perspective on Remote Work
 - Shifting the Paradigm to Remote Work
 - Small Business reflection on Telework
- Work Life Balance Program
- Employee Commute Options when Planning a Business Relocation
- Business Benefits of Bike Friendly Workplaces
- MD Commuter Tax Credit and Commuter Benefits
- Tools to Apply Commuter Benefits
- So much more!!

Available at: CommuterChoiceMaryland.com

It's so easy!

SIGN UP FOR A WEBINAR ON JANUARY 22nd at 11 AM - 12:00 PM TO LEARN ABOUT:

-  How to save money for your business when you participate in the Maryland Commuter Tax.
-  How to easily navigate through the new application on the OneStop Portal.
-  How to ensure your business is cashing in by offering commuter benefits in time for Tax Day!

Space Is Limited. Sign Up Today at CommuterChoiceMaryland.com.
This free service is made possible by the Maryland Department of Transportation



MDOT
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CommuterChoice
Maryland

incentTrip NOW AVAILABLE FOR MARYLAND!



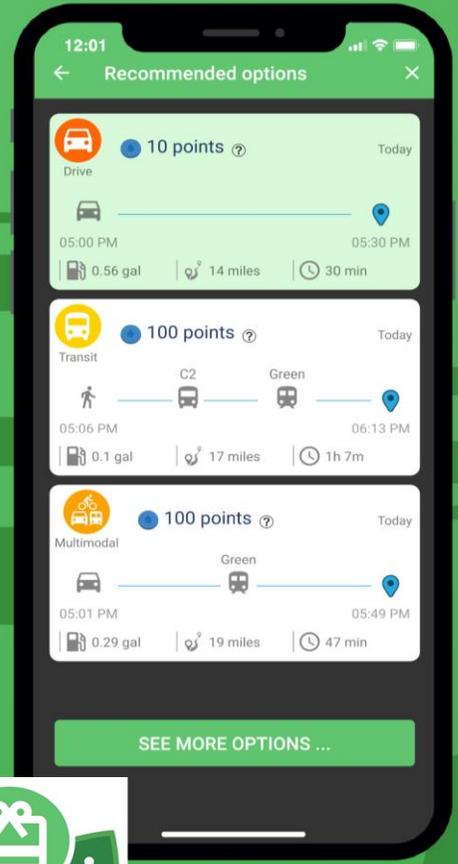
Purpose: Reduce traffic congestion in the weekday peak periods, through encouraging Maryland travelers and employers to increase the use of public transportation, ridesharing (carpooling & vanpooling), biking, walking, and teleworking, and alternative work schedules.

- Partnership with Maryland Department of Transportation, University of Maryland- MD Transportation Institute and the Washington Council of Government's Commuter Connection



Learn more at: mdot.Maryland.gov/incentTrip

Earn reward points for every trip and choose different trip options.



incentTrip PROGRESS SNAPSHOT

- Launched November 2019 for Maryland
- 476 Downloads (Apple & Google Play as of 1/31/21)
- New features: integration of Paypal, MDOT MTA & WMATA real time information, integration with Swiftly APP.
- Reached thousands of Marylanders with paid promotions on Social Media



Earn Rewards



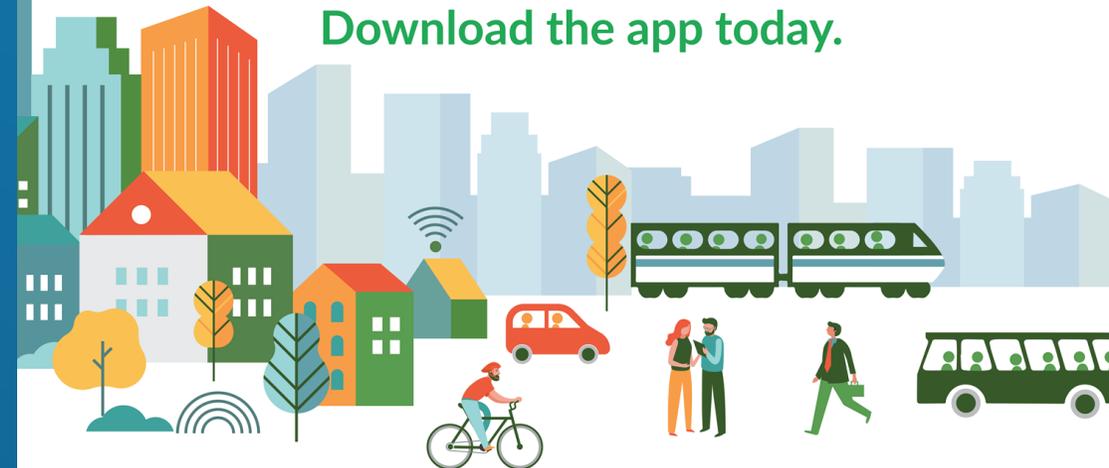
Avoid Traffic



Save Money



Inspiring and rewarding Maryland commuters for smart choices.
Download the app today.



Performance

Period

2022

Jan

Summary

 Total Users: 92
 Total Trips: 83

 Total Benefits: \$ 183
 Total Incentives: \$ 83
 Return on Investment:
 2 : 1

Congestion Reduction

 Saved **6** hours
 Saved **\$155**

Emission Reduction

 Saved **21** kg
 Saved **\$0**

Fuel Reduction

 Saved **2** gallons
 Saved **\$9**

Safety Improvement

 Saved **\$18**

INCENTIVES



Total Incentive Points	8,393
Total Redeemed Rewards	\$ 25

EMISSIONS



Total GHG Emission Reduction

21 kg	\$ 0
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Air Pollution Reduction

PM 2.5	25 g
PM 2.5 NOx	0 g
Nitrogen Oxides (NOx)	23 g
Volatile Organic Compounds (VOC)	31 g
Total	81 g

Noise Pollution Reduction

Saved	\$ 1
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VEHICLE & PERSON MILES TRAVELLED – VEHICLE & PERSON HOURS TRAVELLED



Total VMT Reduction	2 miles
Total Person Miles Travelled	853 miles



Total VHT Reduction	0 hours
Total Person Hours Travelled	123 hours

COST EFFECTIVENESS



Total Benefits	\$ 183
Cost per Vehicle Trip Reduced	\$ 0.19

SAFETY



Total Accident Cost Reduction	\$ 18
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HEALTH



Total Walking/Biking Miles Travelled	141 miles
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5 EASY STEPS TO START EARNING REWARDS!

1. Download incenTrip from Google Play or Apple App Store



2. Create your account
3. Plan your trip
4. Take your trip- incenTrip logs your travel to calculate points
5. Collect Points and Redeem for rewards right through the app!

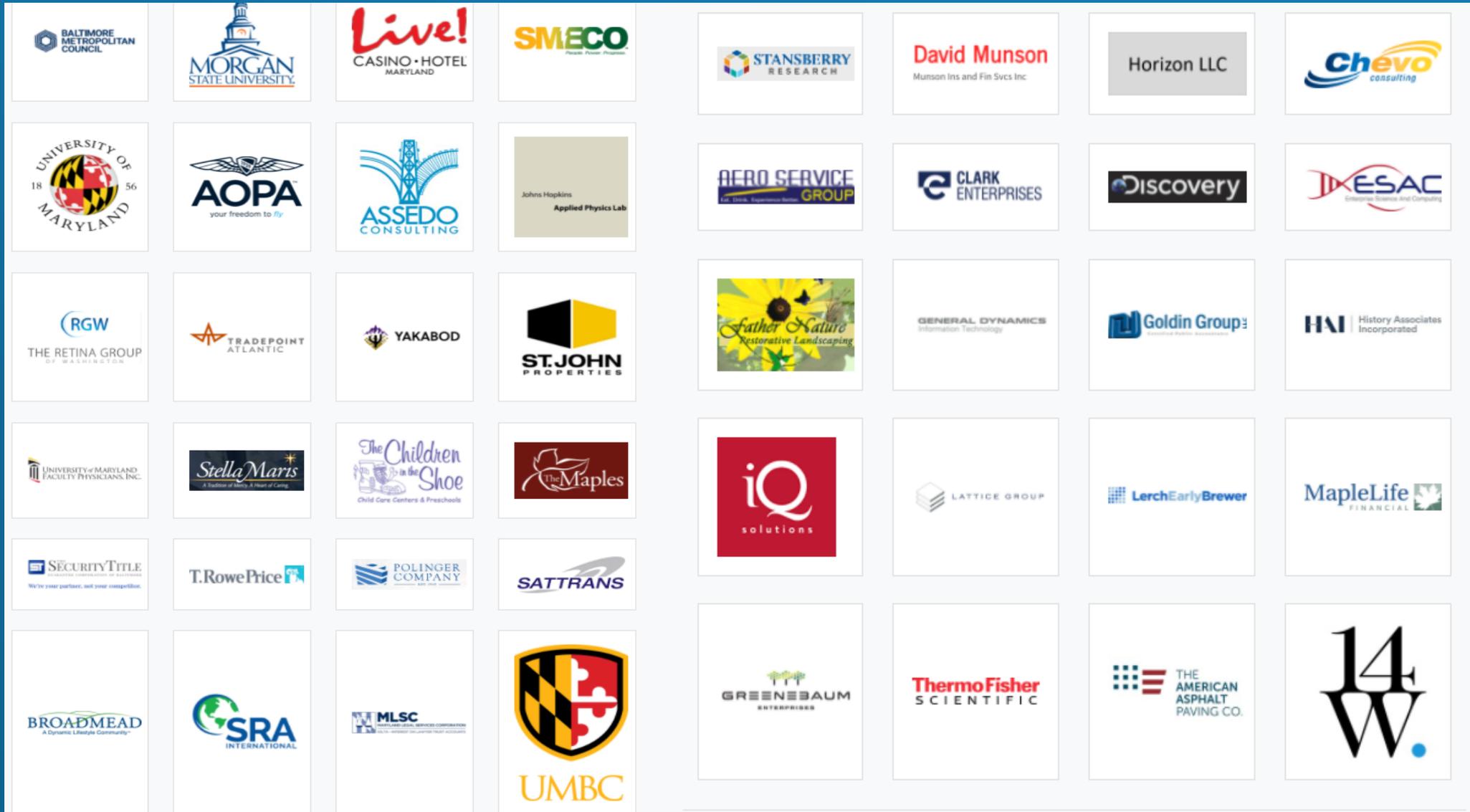


Learn more at: mdot.Maryland.gov/incenTrip



The Employer Partner Program recognizes Maryland employers for their leadership in offering transportation benefits and creative program incentives to their employees.

WELCOME EMPLOYER PARTNERS!



What are the benefits of becoming an employer partner?



CUSTOM WORKFORCE TRANSPORTATION PLAN & EMPLOYEE SURVEY



Insert Local Program Logo Here



EMPLOYER TRANSPORTATION PLAN

Company Name

Office Location: Enter Address

Number of Employees: Enter #

Page 1

Overview

The Employer Transportation Plan provides individualized recommendations for your organization on options for starting or enhancing your commuter benefits program. In this overview, insert information about the employer and the process followed (e.g., meeting(s) held, survey conducted) and assistance provided leading to the recommendations.

Survey Results: See Pages 2-3

Completed Surveys: 25

Survey Start Date: XX/XX/2020

Survey End Date: XX/XX/XXXX

Key Findings

REPLACE these key findings with yours, e.g., 43 employees (XX% of Survey Respondents) only drive

In general, employees (are/are not) interested in learning about transportation alternatives

Commuter benefits (are/are not) currently offered, but XX% of employees are interested to learn more

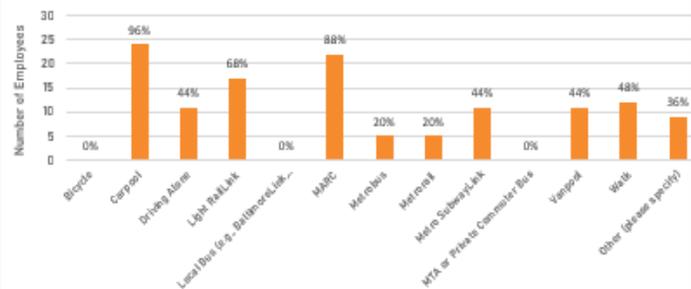
Recommendations

Survey Results

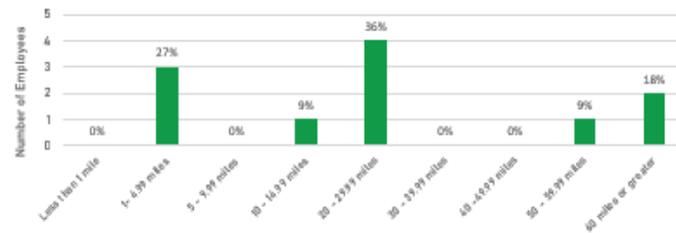
Insert Local Program Logo Here



Q2 How do you usually get to work? (Percent employees using mode)



Q3 How far do you currently live from your workplace (in miles)?



Q4 Are you a full-time or part-time employee?



Insert Local Program Logo Here



Recommendations

1

Maryland Commuter Tax Credit
Start providing commuter benefits to employees and claim a tax credit to cover employer expenses. Using the Maryland Commuter Tax Credit, employers can claim up to fifty percent of each employee's eligible transportation expenses, not to exceed \$100 per employee, per month (a max tax credit value of \$50). Further information on eligibility can be found at: <http://mdot.maryland.gov/newMDOT/Commuter/ccm/md-ctc>.

2

Federal Commuter Benefits
Begin offering employees federal pre-tax commuter benefits (Section 132(f) of the IRS tax code). These benefits can be delivered in three ways, (1) employers subsidize employee transportation, (2) an employee purchases their transit fare using a pre-tax salary deduction, or (3) the employer pays a portion of the transportation cost and the employee uses a pre-tax salary deduction to pay the rest. Benefits can only be used to cover eligible travel modes including transit and vanpooling.

3

Page 4

4

5

Additional Employer Resources

<http://mdot.maryland.gov/newMDOT/Commuter/ccm/md-ctc>



FEATURED SUCCESS STORIES




EMPLOYER PROFILE

EXPANDING CAMPUS WHILE REDUCING PARKING: THE UMD STORY

Pictured Above: UMD Vanpools. Vanpooling, along with cycling, transit, and telework, has been an effective tool in helping UMD reduce demand for parking on campus.

The University of Maryland (UMD) is committed to addressing climate change. As one of the initial signatories of the 2007 American College & University Presidents Climate Commitment (now called the Carbon Commitment), the University developed a Climate Action Plan in 2009 with the goal of being a carbon neutral campus by the year 2050. At the same time, the flagship College Park campus has experienced dramatic growth, with ten new or significantly renovated buildings completed in the past decade. On a densely populated urban campus, options are limited for siting new buildings and as a result some existing parking lots were replaced with new buildings. The University's robust sustainability goals, combined with the campus' changing landscape, meant that the UMD Department of Transportation Services (DOTS) needed a strategy for reducing the number of people who drive alone to UMD. "While we know that parking is still a necessity on our campus, we've made it a priority to introduce alternative commute options to our community," says Anna McLaughlin, DOTS Assistant Director of Sustainability.

DOTS understood that no single initiative would motivate solo drivers to change their commute. It also had a head start in the form of Shuttle-UM, its existing network of shuttle services that connect the campus to the College Park Metrorail Station and many other off-campus transportation and activity hubs. In September 2017, DOTS launched its Smart Commute program, which incentivizes the University community to commute by using sustainable transportation, such as walking, cycling, ridesharing or taking transit. Under this program, DOTS implemented carpool initiatives, offering up to a 50 percent reduction in parking fees for employees who committed to carpooling every day. They offer pre-tax benefits for transit users, and implemented a bicycle incentive program, which provides secured, covered bike parking on campus and free shower facilities to people who bike to campus. They started offering carsharing on campus, which makes it easier for resident students to live free.

"It piques



Available at CommuterChoiceMaryland.com

BECOMING AN EMPLOYER PARTNER IS EASY!

Say hello to our newest partner!



MDOT Commuter Choice Maryland and Tradepoint Atlantic have teamed up to enhance employee commute options.

MDOT MARYLAND DEPARTMENT OF TRANSPORTATION

STEP 1: Visit mdot.maryland.gov/employerpartner

STEP 2: Complete the online Registration Form to Become a Commuter Choice Maryland Partner!

STEP 3: Gain access to all the Partner Benefits.

STRONGER TOGETHER FOR MARYLAND!



Choices That Pay Cash!

incenTrip



- Reduced Greenhouse Gas Emissions
- Congestion Reduction
- Enhanced Quality of Life
- Increased Economic Opportunities

MARYLAND COMMUTER TAX CREDIT

Commuter Choice Maryland

Or select jurisdiction:

Allegany	Harford
Anne Arundel	Howard
Baltimore	Kent
Baltimore City	Montgomery
Calvert	Prince George's
Caroline	Queen Anne's
Carroll	St. Mary's
Cecil	Somerset
Charles	Talbot
Dorchester	Washington
Frederick	Wicomico
Garrett	Worcester

COMPUTER CONNECTIONS. A SMARTER WAY TO WORK

HOWARD COMMUTER SOLUTIONS

TRICOUNTY COUNCIL for SOUTHERN MARYLAND

GUARANTEED RIDE HOME PROGRAM

It's cool. We got this. One less thing to worry about.

You will get home. Guaranteed Ride Home is a free service. commuterconnections.org

MDOT MARYLAND DEPARTMENT OF TRANSPORTATION

CommuterChoice Maryland

Questions?

Thank You!

Contact Details:

Commuter Choice Maryland

Phone: 410-865-1100

Email: Commuterchoice@Mdot.Maryland.gov

Website: CommuterChoiceMaryland.com

Follow & Like us!

