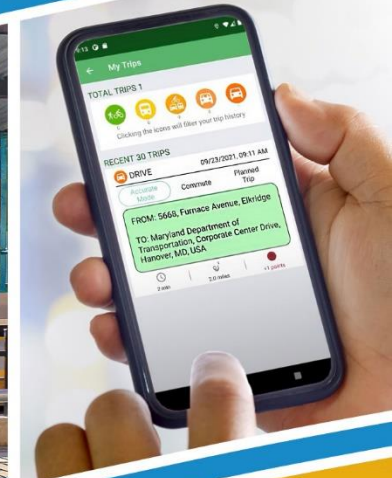


Commuter Choice Maryland

PROGRESS REPORT

2021



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1

Planning for the Commuter Choice Maryland Update

Commuter Choice Maryland continues to provide commuters and employers with the resources and information needed to help them find a commute option that meets their needs. The program continues to support the Maryland Department of Transportation mission and program goals and objectives (see Table 1). This summary report will share program progress for 2021.

Table 1: 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.

Maryland Department of Transportation Mission

Goals	Objectives
Goal 1 Make Transportation choices easy to understand and access.	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, 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.

2

Commuter Choice Maryland Implementation Progress Update 2021

Commuter Choice Maryland Website

In support of **Goal 1 to make transportation choices easy to understand and access**, it has been a priority for the Commuter Choice Maryland Program to update the website to serve as a centralized resource of transportation information in Maryland for commuters and businesses. From 2020 (26,752) to 2021(30,137) there was a 12.65% increase in total website visits (See figure 1).

Figure 1: Commuter Choice Maryland Website Visits by Year



Events and Outreach Opportunities

In support of **Goal 2 to enhance the awareness and use of complementary statewide employer TDM services that support non-SOV drive alone commuting options**, Commuter Choice Maryland staff have reached out to commuters and businesses at two in person events in 2021 that included the Maryland State Fair, TAM Annual Conference, and Bike to Workday. The majority of outreach for the most part has shifted to social media.

Table 2: Outreach Events

Year	Total # People Engaged	Total # Events
2021	3,140	2

Table 3: Newsletter Metrics

Newsletter Edition	Total # Opened	Open Rate
Spring 2021	1,205	15.9 %
Summer 2021	1,002	13.3 %
Fall 2021	1,067	14.5 %
Winter 2021	1,095	14.2 %

Quarterly Newsletters

Commuter Choice Maryland newsletters was first launched in Fall 2019 and has published a total of eight newsletters, which continue to provide Commuter Choice Maryland information to over 8,700+ businesses and commuters throughout Maryland. A sample of click and open rates can be seen in table 3.

The Commuter Choice Maryland newsletter also supports **Goal 1 to make transportation choices easy to understand and access and Goal 2 for enhanced awareness, availability, and use of TDM services to support non-SOV travel across Maryland**. Newsletter topics have included incenTrip, Maryland Commuter Tax Credit, Maryland One Stop Portal, Guaranteed Ride Home, Charm Pass & Smart Benefits, quarterly webinars, the Commuter Calculator, social media, rideshare coordinator spotlights, business spotlights, tools and resources, and a variety of transportation initiatives.

Commuter Calculator

Commuter Choice Maryland worked with the University of Maryland – Maryland Transportation Institute to develop a Commuter Calculator. The purpose of the Commuter Calculator is to encourage commuters who are thinking about an alternative commute to driving alone with estimations on fuel cost savings, vehicle maintenance cost savings, parking cost savings, emissions pollution reduction, and Green House Gases (GHG) emissions reduction by changing to either carpool/vanpool, biking, walking, multimodal, transit, commuting off peak, and telework. Data collection for the commuter calculator started in July 2020. Here is a summary of the query results received from June to November 2021*:

- The most popular vehicle type was “car” (88%)
- The most popular vehicle age “5 years” (50%) followed by “1-4 years” (21.42%), and “6-13” (28.57%)
- The most popular vehicle fuel was “gasoline” (98.21%)
- The top recommended alternative commute mode: (most popular mode) “Carpool/Vanpool & Telework,” (second popular mode) “Commuter Off Peak,” and (third popular mode) “Multimodal”

*Commuter Calculator was offline from January to May 2021.

Figure 2: MDOT Commuter Calculator

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



Figure 4: Facebook Total Engaged Users by Month

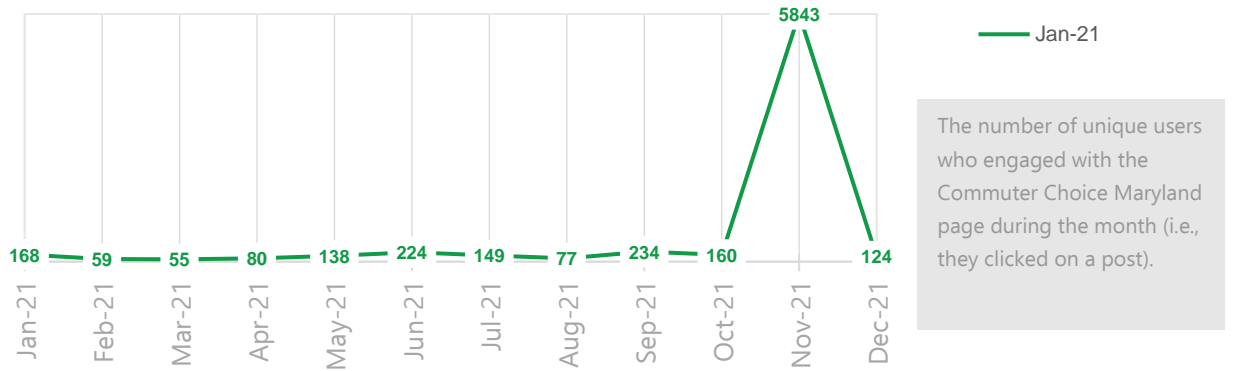


Figure 5: Facebook Total Reach by Month

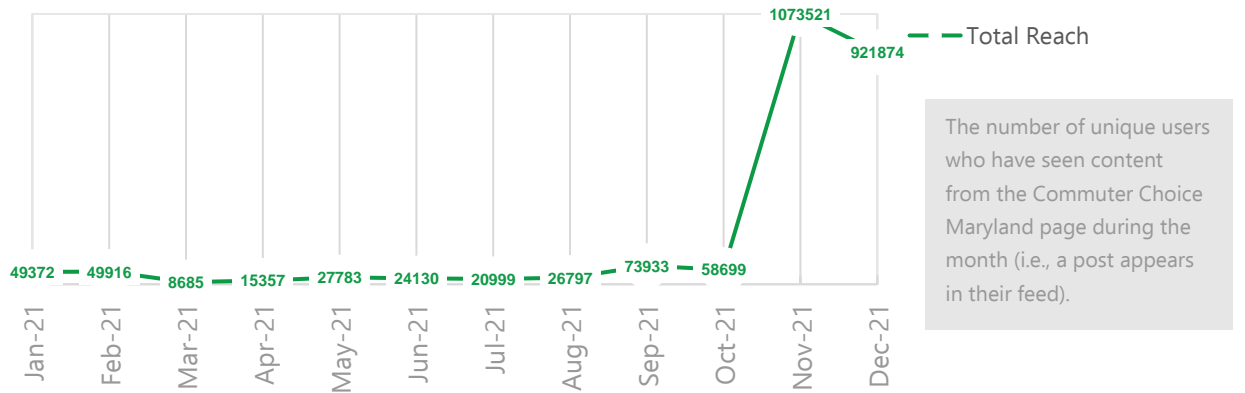


Figure 6: Facebook Viral Reach of Page Posts by Month

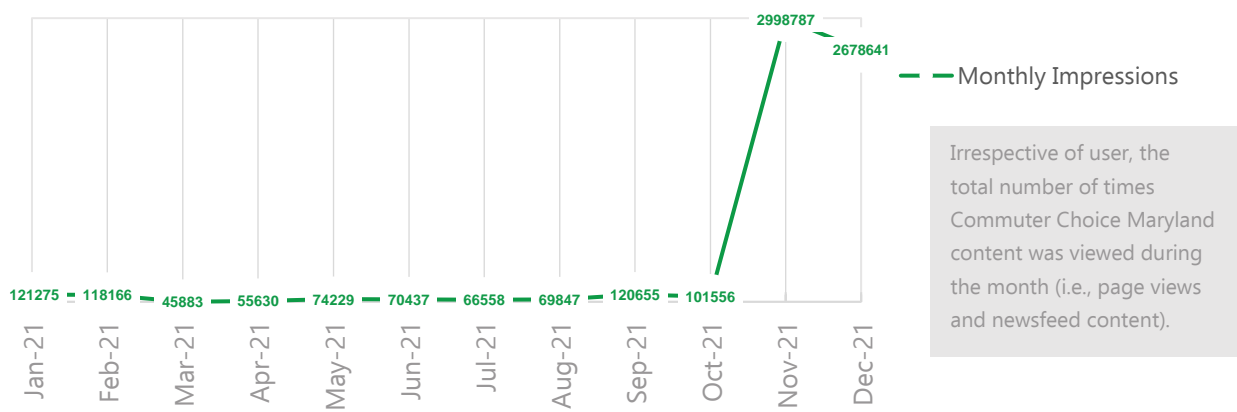


Figure 7: LinkedIn Total Impressions by Month

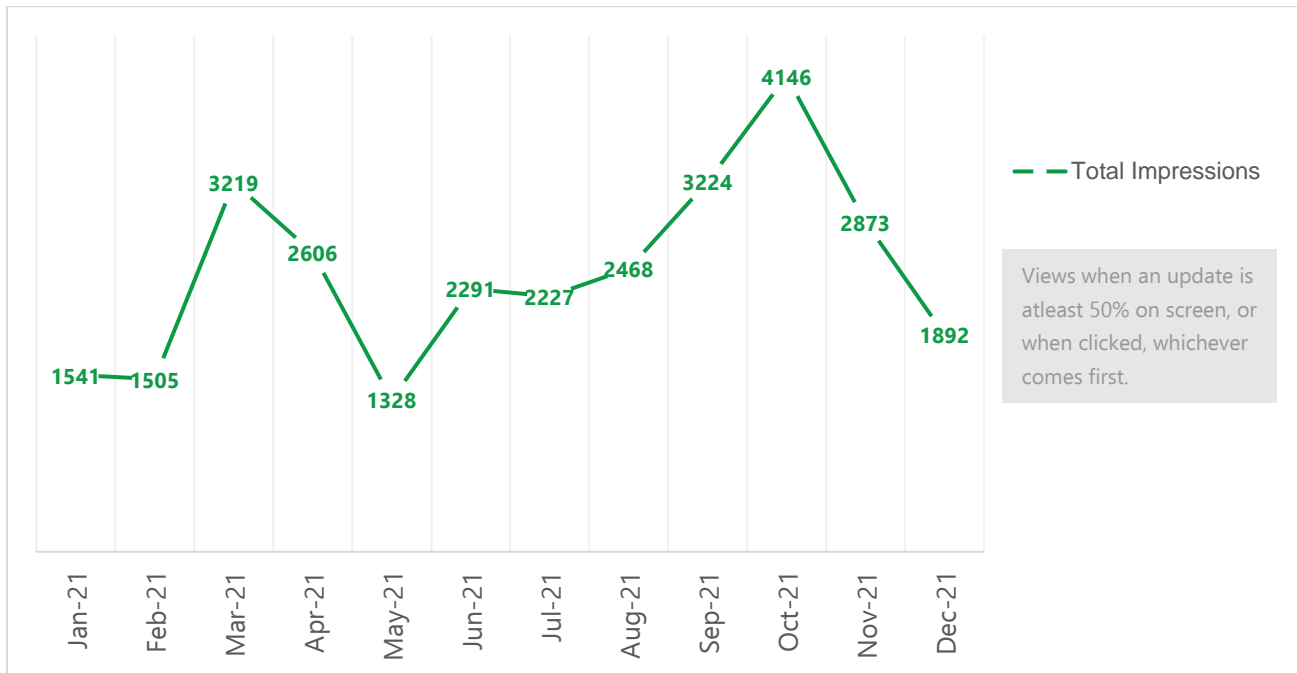
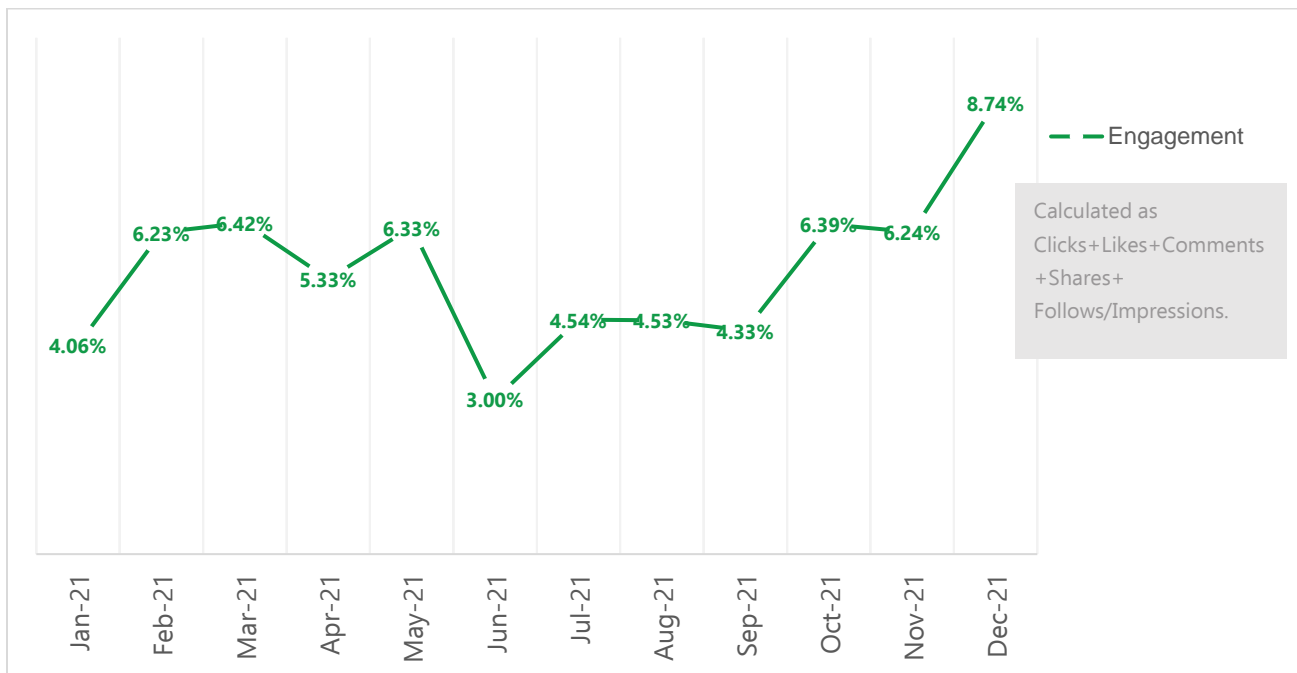


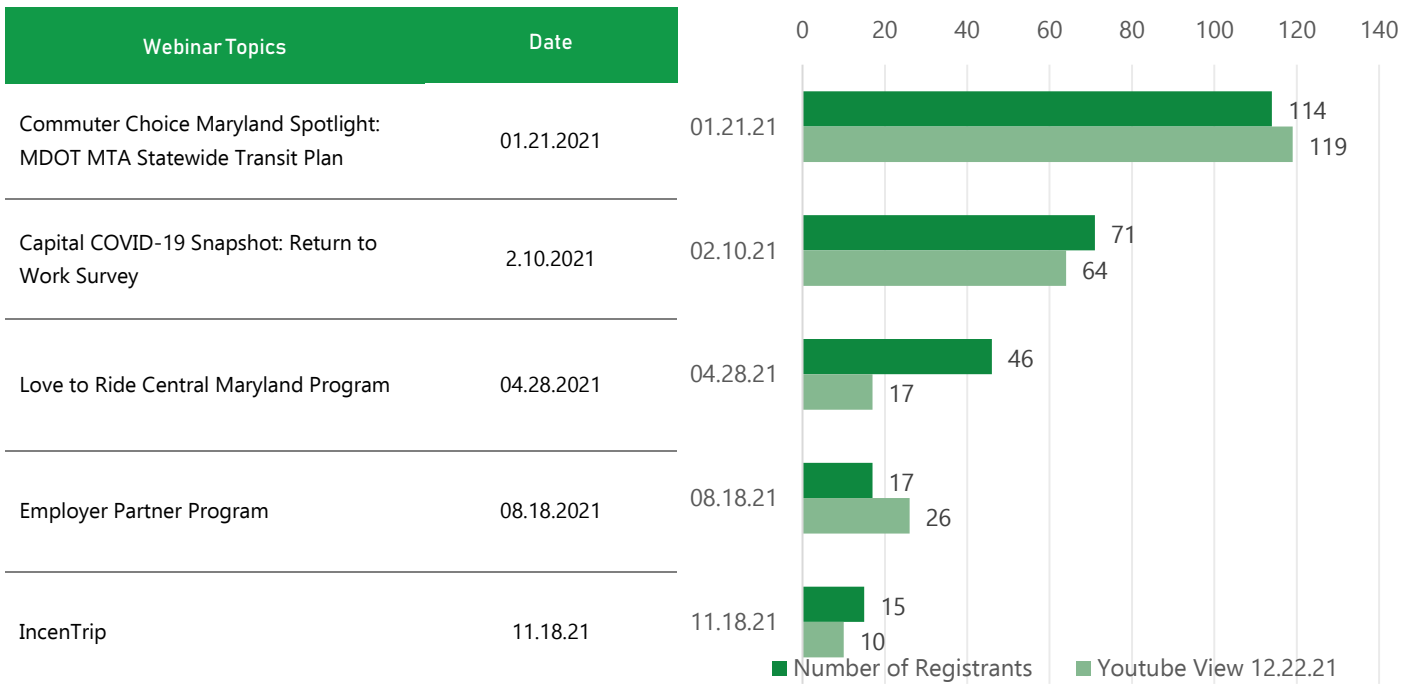
Figure 8: LinkedIn Engagement Rate



Business Outreach

In support of **Goal 2 to enhance the awareness, availability and use of complementary statewide employer TDM services that support non-SOV travel by employers across Maryland**, Commuter Choice Maryland administered quarterly business webinars. From January through December 2021, there were a total of five webinars administered, which covered various topics that provided businesses with tools, inspiration, and best practices for transportation commuter benefits. Each webinar was shared in the quarterly newsletter, sent to the email list of 8,700+ business contacts, shared with partners to distribute to their networks, and promoted on social media platforms (Facebook & LinkedIn). Webinars had up to 114 participant registrations, depending on the topic (see Table 4).

Table 4: Webinars Registrants by Month



Employer Partner Program

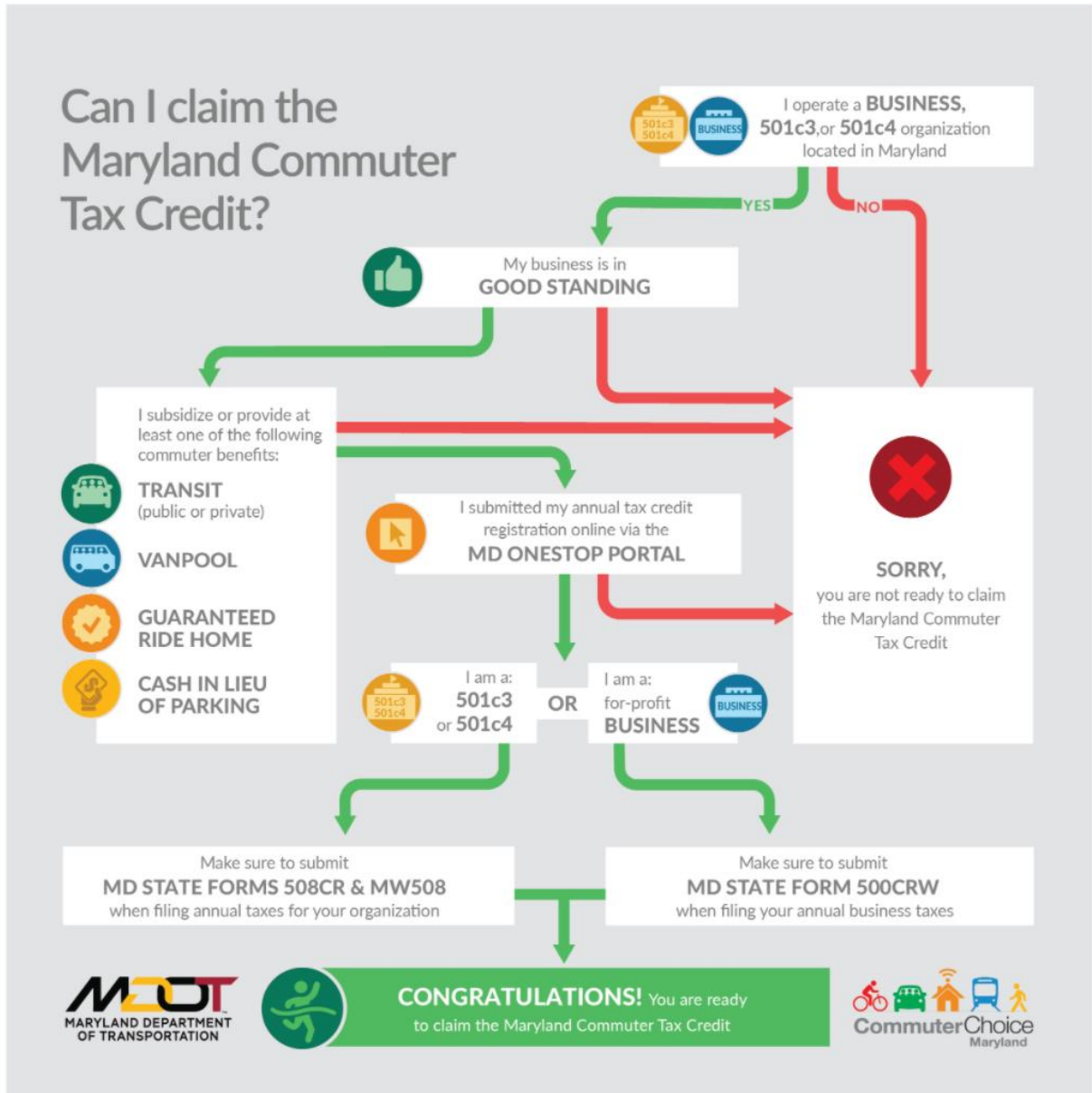
The Commuter Choice Maryland Employer Partner Program seeks to recognize Maryland employers and organizations for their leadership in offering transportation benefits and creative program incentives to their employees. These leadership efforts help Maryland to reduce congestion, conserve energy, protect the environment and improve the quality of life of all Marylanders. Employers who provide any of the following options can qualify to be an employer partner:

- Conducts a Commuter Survey
- Distributes alternative commute information to their employees
- Posts alternative commute information on employee bulletin board(s), intranet sites, newsletters, or e-mails
- Installed a permanent display case or brochure holder(s) stocked with alternative commute information
- Installed electronic screens or desktop feed of real-time travel information for transit and/or other alternative mode availability
- Provides preferential parking for carpools and vanpools
- Facilitates car/vanpool formation meetings
- Host/sponsor an alternative commute day or transportation fair
- Implements flextime or staggered work schedule
- Installed bicycle racks or lockers
- Installed shower facilities for bicyclist and walkers
- Financial incentives for bicycling and/or walking
- Participates in a Bike Share Program
- Established an Employer Transportation Coordinator who regularly provides alternative commute information to employees
- Provide on-site ride matching
- Supplement a Guaranteed Ride Home program with payment for additional trips or their own program
- Implement a transit/vanpool benefit, Smart Benefits, Federal Bicycle Benefit, or parking "cash out" program
- Implement a carpool/bicycle/walk benefit
- Provides free or significantly reduced fee parking for carpools and vanpools (valid for companies where employees pay for parking)
- Implement a parking fee (valid only for companies that previously did not charge for parking)
- Provides employee shuttle service to transit stations
- Provide company vanpools for employees' commute to work
- Implements a telework program
- Implements compressed work week option

The employers cited below have used commuter benefits to make a difference in their workplaces and communities.

Figure 9: Employer Partners





Business Outreach

Maryland Commuter Tax Credit

Maryland employers may claim a tax credit of up to \$100 per employee per month or 50% of eligible costs of providing commuter benefits for eligible expenses such as vanpools, cash-in-lieu of parking, and company sponsored Guaranteed Ride Home for their employees.

There was a 240% increase in employer participation from 2017 (5) to 2019 (16), with a significant increase in the number of employee participation from 2017 (130) to 2019 (1,260) (see table 5). Organizations from various industries and sizes also participate in this tax credit (See Table 6 and 7). Transit and cash-in-lieu of parking were the most utilized options for the MD Commuter Tax Credit.

Table 5: Maryland Commuter Tax Credit

Measure	2017	2018	2019	2020	2021*
# participating employers	5	21	25	24	10
# participating employees	130	880	1,260	912	551
Transit	107	846	1,217	876	548
Cash in Lieu of Parking	23	34	43	26	3
Vanpool	0	0	0	10	0
Company Guaranteed Ride Home	0	0	0	0	0

*As of 1.12.22

Table 6: Maryland Commuter Tax Credit in use by Industry Type

Industry
Management Consulting
Assisted Living
Health Care & Social Assistance
Administrative & Support
Waste Management & Remediation Services
Finance & Insurance
Professional, Scientific & Technical Services
Accommodation & Food Services
Finance & Insurance

Table 7: Maryland Commuter Tax Credit in use by Employer Size

Business Size
5-9 employees
10-19 employees
20-49 employees
50-99 employees
250-499 employees
500-999 employees
1,000-10,000 employees

