



# No Parking, No Problem: How Offense Made Commuter Benefits a Priority



## A ONE-STOP SHOP FOR SMALL BUSINESS SUPPORT

Since 2006, Offense has helped small businesses establish a professional presence in downtown Baltimore by offering front-of-office solutions like professional mailing addresses, call answering, and meeting spaces, alongside back-office support like bookkeeping, marketing, and database management. As the Director of Sales and Marketing, Noah Shumway manages day-to-day operations and client relationships, overseeing a tight-knit team that serves roughly 150 businesses across the DMV region and beyond.

## A DOWNTOWN LOCATION THAT RAISED A COMMON QUESTION

When Offense joined the Commuter Choice Maryland program in 2022, they had a specific problem to solve. Their building in Baltimore allocates parking by square footage, so Offense could not offer parking to all employees. That reality made commuter benefits an obvious answer to a question that kept coming up in interviews with prospective employees: where am I going to park? "Having a program where we can say, 'We provide your monthly bus pass,' and giving them options has been helpful because it answers that question," Noah explains.

## 100% PARTICIPATION ACROSS THE TEAM

Offense gives employees a monthly paycheck credit to cover the cost of a transit pass, currently \$77 per month. Employees use it to ride MTA bus, Light Rail, or regional transit. Noah himself participates through the active commuter portion of the program by biking to work (employees can choose to use the benefit to ride the bus, use regional transit, or bike/walk to work). Offense has a small staff of 5 employees, and they've been able to achieve a 100% participation rate. Noah credits the program's flexibility for driving that outcome. It doesn't require employees to prove exactly how they spend the credit, which removes friction and encourages buy-in. "Not many people are going to decline to have their transit paid if that's the easiest way to get here," he says.

## ONBOARDING MAKES IT SIMPLE

Offense introduces new employees to the commuter benefits program on day one. Noah sits with each new hire to walk through their pay, company policies, and benefits, and the commuter benefit is part of that conversation. Commuter Choice Maryland provided materials that helped Noah draft the explanatory memo for staff. Noah also takes a step many employers may skip: he helps new hires figure out which transit routes actually work for their commute. Two employees now ride the same bus together, and for staff new to public transit, that personal guidance makes a real difference.

## THE TAX CREDIT SEALS THE DEAL

Offense claims the Maryland Commuter Tax Credit each year, recovering roughly 50% of what they spend on employee transit benefits. Noah calls the application process straightforward, especially compared to other tax credits the company has navigated. "There's really no downside," he says. "It attracts people to the position, encourages them to get to work efficiently, and then you get about half that money back. It's pretty much a no-brainer."

His advice to other employers? Call Commuter Choice Maryland directly. "You can just call and somebody will walk you through it."

To learn more about Offense, visit [their website](#). To learn about how to implement commuter benefits like these for your business or community, contact [Commuter Choice Maryland](#) or your local [Rideshare Coordinator](#).

Pictured to the Right: Offense employees gather to celebrate a colleague's birthday.

"MDOT is extremely helpful and will provide one-on-one support with any part of the process."

-Noah Shumway

Director of Sales and Marketing, Offense



Contact Commuter Choice Maryland today to learn more about the commuter benefits you can offer your staff. It's very likely your organization will realize the benefits too!