



Transit and Commuter Services

Employer Outreach Toolkit Showcase

Employer Outreach Committee, Commuter Connections
October 15, 2024

About Transit and Commuter Services

- Department of General Services (Ernest Brown, Director)
- Transit, Fleet & Facility Operations (Jamie Cooke, Deputy Director)
 - Transit and Commuter Services (Gladys Hurwitz, Transportation Services Administrator)
 - Kendall Tiffany, Transit Marketing Specialist
 - Judy Galen, Employer Services Specialist

Employer Services

- Assess and recommend solutions.
- Support transit benefits, carpool and vanpool formation.
- Amplify Commuter Connections programs.
- Maintain communication through newsletter.
- Coordinate Bike to Work Day.
- Provide employer recognition.



**Boost employee retention
and recruitment with
transportation benefits.**

**Tap into no-cost
Employer Services**

FY24 Achievements

- 30 employer meetings and eight additional site visits.
- 420 contacts with employers.
- 17 on-site events.
- 300+ cyclists supported at two Bike to Work Day pit stops.
- Partnerships with Best Workplaces for Commuters, Loudoun Economic Development, and Workforce Resource Center.
- 14 Best Workplaces for Commuters recognized by Loudoun County Board of Supervisors.



FY25 Plan for Success


- Provide employers achievable action plans.
- Support individual employees with personalized trip planning.
- Promote transit benefits including SmartBenefits Plu\$50 incentive program.
- Offer customized materials and on-site support.
- Promote Regional Employer Commuter Challenge.
- Provide recognition opportunities through Best Workplaces for Commuters and Commuter Connections.

Employer Outreach Toolkit

| Item | Purpose | Message | Distribution |
|-------------------|---------------------|-------------------|------------------|
| EO rack card | Introduce services | Recruit/retain | In person, email |
| Newsletter | Connect/share | ETC tips/news | Email, website |
| Infographic | Explain services | Easy as 1-2-3 | In person, email |
| Flyer templates | Share content | Varies | Email, varies |
| Transit guide | How-to guide | Riding is easy | In person |
| GRH rack card | Promote sign-ups | Your back-up plan | In person |
| Vanpool rack card | Promote mode | Ride comfortably | In person |
| Paid advertising | Services, SBPlu\$50 | Varies | Varies |

Employer Outreach rack card

- Defines services.
- Connects transportation to recruitment and retention.
- Details benefits of services.
- Shares contact information and how to learn more.



Boost employee retention and recruitment with transportation benefits.

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Tap into no-cost Employer Services

What are Employer Services?
Loudoun County provides free consulting services for businesses and non-profit organizations facing employee transportation challenges—regardless of where employees live.

Why should transportation challenges be addressed as an employer?
Employer-based transportation solutions ease the stress and expense of commuting while improving employee retention and new talent recruitment. When an organization acknowledges the challenge of traveling to and from work, and offers viable solutions, employees recognize and value their employers' support.

LOUDOUN COUNTY VIRGINIA | **Transit and Commuter Services**

Benefits of Employer Services

Commuting may have changed, but traffic and the cost of driving alone continue to impact employees' lives. Loudoun's Employer Services provides your organization:

- An assessment of commuting patterns and options for reaching your workplace.
- Customized, confidential commuter surveys and heat maps to identify travel solutions.
- Guidance with pre-tax transit benefits to reduce individual employees' costs when riding public transit or vanpooling to work.
- SmartBenefits Plus\$50, an incentive providing qualified employees with free \$50 value promotional Smartrip cards.
- Quarterly employer transportation newsletter featuring ready-to-share content for employees.
- Access to helpful incentives from Commuter Connections, including the free Guaranteed Ride Home program.
- On-site and virtual events to assist staff with learning to plan and take trips on transit.
- Helpful tips for employees interested in biking to work or combining biking with transit.
- Recognition and support through Best Workplaces for Commuters.

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Ready to get started?
Visit loudoun.gov/EmployerServices for more information.

For personalized trip planning or help with other transportation questions, call 703-771-5665 or email us at rideshare@loudoun.gov.

Commuter Shortcuts quarterly newsletter

- Regular communication with clients and prospects.
- Distributed through Constant Contact.
- Resources for ETCs.
- Ready-to-share content for employees.
- Introduces prospects to employer services.



Gain Recognition for Your Workplace Commuting Program

→ Application deadline is November 30, 2024.

It's time to showcase your great work! Your employer can gain recognition from **Best Workplaces for Commuters** (BWC) by offering easy, affordable, and environmentally friendly transportation choices.

Applications will be accepted for the 2025 List of Best Workplaces, Best Sites and Best Universities or Colleges for Commuters through November 30, 2024. The eligibility requirements are worthwhile and achievable. To qualify, employers offer one primary commuting benefit (such as compressed work week scheduling, telework or transit subsidies) and three secondary commuting benefits (such as bike racks, flextime or carpool matching). All Loudoun employers meet the remaining requirement of providing commuters free emergency rides home through the Commuter Connections **Guaranteed Ride Home** program.

Learn more about BWC and how membership dues are sponsored by Loudoun County Transit and Commuter Services. Contact Judy.Galen@loudoun.gov or call 703-737-8044.

COMMUTER NEWS

Copy and share this content with your employees.

Make a Change for Car Free Day

Did you know leaving your car at home two days a week can reduce your yearly emissions by 1,600 lbs.? Clean Air Partners and Commuter Connections encourage you to try one small change on Car Free Day, Monday, September 23, 2024. **Pledge** to bike, walk, use transit, or telework instead of driving. You'll save gas, improve air quality, and automatically be entered into a raffle for several great prizes. If you can't reach work without your car, pledge to be "car-lite" by carpooling with a friend or coworker.

Reach out to Loudoun County Transit and Commuter Services for assistance with Car Free Day commuting options. Call 703-737-8044. Learn more at carfreedaymetrodc.org.

Employer services infographic

- Introduces full scope of employer services.
- Helps clients anticipate next steps.
- Provides clear path for a commuter benefits program.
- Highlights the positive anticipated outcomes.

A guide for building your workplace commuter benefits program

EMPLOYER SERVICES
A no-cost program from Loudoun County Transit and Commuter Services

| Tell us about your workplace operations. | Explore commuting options. | Launch your commuting benefits program. | Celebrate your success. |
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|  1 |  2 |  3 |  |
| <ul style="list-style-type: none">□ On-site, remote or hybrid?□ Number of employees□ Schedules and shifts?□ Benefits and facilities?□ Recruitment and retention concerns? | <ul style="list-style-type: none">□ Determine employee needs and interest with our:<ul style="list-style-type: none">• Employee commuting survey• Density mapping• 3-5 question pulse poll□ Consider resources and incentives for:<ul style="list-style-type: none">• Ridematching• Transit• Vanpools• SmartBenefits™• Biking and walking• Hybrid work programs | <ul style="list-style-type: none">□ Choose an Employer Transportation Coordinator□ Select your workplace options□ Schedule a Commuter Information Day□ Promote commuter resources through:<ul style="list-style-type: none">• Intranet and bulletin board• Benefits and wellness events• Recruitment notices and onboarding | <ul style="list-style-type: none"> Money-saving, eco-friendly commutes Happier, less-stressed employees Helpful resources for recruitment Recognition opportunities through <i>Best Workplaces for Commuters</i> |

LOUDOUN COUNTY VIRGINIA | Transit and Commuter Services


Learn more at loudoun.gov/employerservices

Ready-to-use flyer templates

- Templates include Transit Update, Upcoming Event, and News formats.
- Customizable for employer promotions and events.
- Easy to change images and update content.
- Appropriate for print or electronic use.
- Includes contact information.

LOUDOUN COUNTY VIRGINIA | Transit and Commuter Services | **UPCOMING EVENT**

Are You Ready for Bike to Work Day?



Registration is open for Bike to Work Day on Friday, May 17, 2024!

This free, annual event celebrates bicycle commuting at 109 pit stop locations in Virginia, Maryland and Washington, D.C.

Pit stop attendees will receive free T-shirts, refreshments, and giveaways. Interested cyclists should register online, and select one location to pick-up a free T-shirt on Bike to Work Day. All participants are welcome to visit additional pit stops for refreshments and fellowship.

Loudoun County Transit and Commuter Services will host two pit stops adjacent to the W&OD Trail. The Leesburg location is Rafo Park, 345 Hamison St., S.E. The Sterling pit stop is just east of Route 28 at 183 Ruritan Road. Both pit stops will be open from 8:30 a.m. to 9 a.m.

Additional pit stops

New this year, a Puroellville pit stop will be open from 7 a.m. to 11 a.m. This location will be hosted by Full Distance Physical Therapy and Wellness at 130 S. 20th St. Other pit stops near Loudoun County include Hemdon Innovation Center, Chantilly-Stringfellow, and at the Brunswick MARC Station in Maryland. All regional pit stop details are available on the Bike to Work Day website.

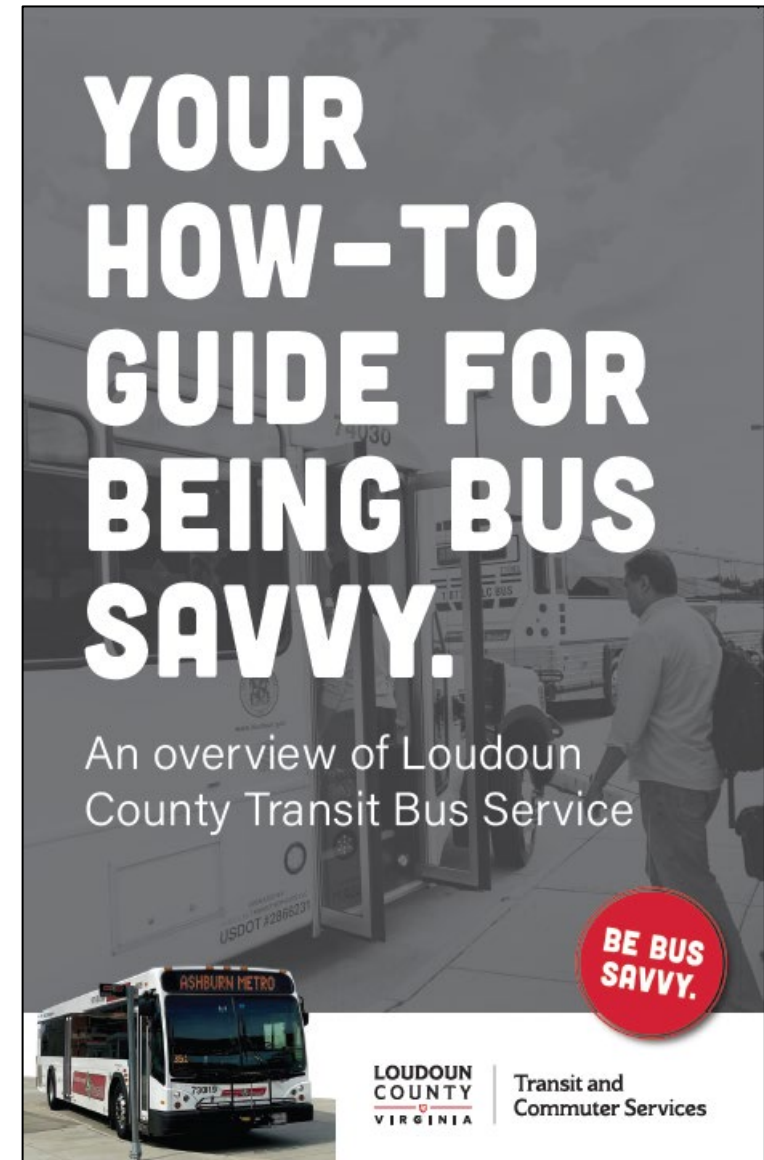
Here are ways to support Bike to Work Day at your workplace:

- Share and display Bike to Work Day posters. (Choose English or Spanish language versions.)
- Recruit an enthusiastic employee to field co-workers' questions and promote registration.
- Encourage employees to form bike convoys, where interested cyclists identify a time and place to meet and ride together to work.
- Invite remote workers to participate. Suggest riding to a pit stop and home before work.
- Offer extra incentives for your Bike to Work Day participants such as preferred bicycle parking, afternoon snacks, or an employee gift card raffle.
- Schedule an in-person or virtual lunch and learn to help employees prepare for Bike to Work Day. Loudoun County Transit and Commuter Services can share safety information and helpful tips including how to combine biking with transit.

For more information, contact Judy.Galen@loudoun.gov or call 703-737-8044.

Be Bus Savvy transit guide

- Introduces employers to Loudoun County Transit.
- Features map showing the overall transit area.
- Available in English and Spanish.
- Includes QR code for bus schedules.



Be Bus Savvy transit guide– (continued)

WANT A RIDE? HOP ON.

Getting around is easy with Loudoun County Transit. Just head to one of our 450+ bus stops, board the bus, and pay with cash or a SmarTrip card. Riding the bus is affordable - plus you can sit back and relax instead of sitting in traffic. All vehicles are accessible and are equipped with lifts and ramps for easy boarding.

Whether you're headed to work, a friend's house, shopping, doctors' appointments or anywhere else in Loudoun County, we can do the driving for you.

- ★ Connect from bus to bus throughout the county with one free transfer. Metrorail Stations create easy connections with the Silver Line.
- 🚲 Every bus is equipped with a bike rack.
- ♿ All buses can accommodate riders in wheelchairs, with ramps, lifts and secure seating. And paratransit services are available for eligible riders. Visit loudoun.gov/paratransit to learn more.
- 📱 To track your bus in real time and see current service alerts, download the Transit app at loudoun.gov/transitapp.
- P Park and ride lots are also available. To learn more about locations, visit loudoun.gov/parkandridelots.

WE'RE HERE TO HELP YOU BE BUS SAVVY.

To learn more about Loudoun County Transit, visit loudoun.gov/transit. If you require a reasonable accommodation for any type of disability or need language assistance to use Loudoun County Transit's bus services, please contact Loudoun County Transit by phone at 703-771-5665 or by email at transit@loudoun.gov. Three days advance notice is requested.



Unexpected emergency? Register for Guaranteed Ride Home. Contact Loudoun County Transit for more information. Some restrictions apply.




Follow us on Facebook @LCcommuters



Scan for bus schedules

Guaranteed Ride Home rack card

- Promotes GRH as a commuter back-up plan.
- Identifies Commuter Connections and eligibility.
- Available in English and Spanish.
- Offers personalized trip planning.



Don't get stuck; sign up for a **guaranteed ride home.**

Your commuter backup plan

What is Guaranteed Ride Home (GRH)?
A program that provides free emergency rides home for commuters during an unexpected family emergency, illness or unscheduled overtime.

Who is eligible for GRH?
Commuters who carpool, vanpool, bike, walk or take transit to work at least twice per week.

How much does GRH cost?
It's FREE. The GRH program provides up to six free rides home per year.

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Get to know
Guaranteed Ride Home

Guaranteed Ride Home is a commuter insurance program for those who use alternative transportation at least twice a week. Anyone who carpools, vanpools, uses public transportation, bikes or walks to work is eligible for up to six free rides home per year when emergencies, such as personal illness, a sick child or unscheduled overtime, arise.

This program is provided in partnership with Commuter Connections, a regional network of transportation organizations. To use this and other regional programs, individuals should set up a free Commuter Connections account.

Ready to join the
Guaranteed Ride Home program?
Visit loudoun.gov/CommutingPrograms
to sign up.

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Some restrictions apply; visit our website to see if you're eligible.

If you have questions, call 800-745-RIDE.

For personalized trip planning or help with other transportation questions, call 703-771-5665 or email us at rideshere@loudoun.gov.

Vanpool rack card

- Highlights benefits of vanpooling.
- Refrains from identifying specific providers or rates.
- Available in English and Spanish.
- Offers personalized trip planning.




**Want an easier commute?
Join a vanpool.**

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Ride comfortably in a commuter van, minivan or SUV.

Why join a vanpool?

- It's convenient.
- It's reliable.
- It's cost-effective.



LOUDOUN COUNTY VIRGINIA | Transit and Commuter Services

Benefits of vanpooling

- ✓ Vanpools give commuters a reserved seat on a direct route to work.
- ✓ Commuters in a vanpool group can schedule their own driving rotation and share driving responsibilities.
- ✓ Financial incentives are available for vanpool participants.
- ✓ A vanpool can get started with as few as four commuters.
- ✓ Vanpool commuters are eligible for Guaranteed Ride Home.

Lower your commuting stress;
join a vanpool today.

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Visit loudoun.gov/vanpool.

For personalized trip planning or help with other transportation questions, call **703-771-5665** or email us at rideshare@loudoun.gov.

Employer Outreach paid advertising

 Loudoun County Government
20,506 followers
Promoted

Boost Your Commute Savings! 🚌 Loudoun County employers, help your team save on transit costs! Join the SmartBenefits® Plu\$50 program and provide qualifying employees \$50 pre-loaded SmarTrip® cards. It's free and easy! Contact us today to learn more.

 BUS

 METRORAIL

 VANPOOL

**INTRODUCE
Commuter Benefits
to Your Workplace**

Employees may qualify for free promotional \$50 SmarTrip® cards.

loudoun.gov/smartbenefits



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SmartBenefits® Plu\$50 Incentive Program
loudoun.gov [Learn more](#)


VANPOOL


METRORAIL


BUS

**INTRODUCE
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loudoun.gov/smartbenefits



LOUDOUN COUNTY VIRGINIA | Transit and Commuter Services

Congratulations
LOUDOUN BUSINESSES!

**Continue Your Success with
Transportation Solutions**

Building Your Workplace Commuter Benefits Program is as easy as 1-2-3.

1



Tell us about your workplace operations.

2



Explore commuting options.

3



Launch your commuting benefits program.

ENJOY THE REWARDS!

| | |
|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  Money-saving, eco-friendly commutes |  Helpful resources for recruitment |
|  Happier, less-stressed employees |  Recognition opportunities through Best Workplaces for Commuters |

LOUDOUN COUNTY VIRGINIA | Transit and Commuter Services



Learn more about no cost employer services
loudoun.gov/employerservices

Thank you!

Gladys Hurwitz, 703-737-8821

Transportation Services Administrator

Gladys.Hurwitz@loudoun.gov

Kendall Tiffany, 703-771-5251

Transit Marketing Specialist

Kendall.Tiffany@loudoun.gov

Judy Galen, 703-737-8044

Employer Services Specialist

Judy.Galen@loudoun.gov

For more information:

- Bus services:
loudoun.gov/transit
- Commuter services:
loudoun.gov/commute
- Employer services:
loudoun.gov/employerservices