

COMMUTE
with **enterprise**



Maryland

AGENDA

- EXISTING LANDSCAPE
- COMMUTE OVERVIEW
- OPPORTUNITY
- NEXT STEPS

EXISTING LOCAL LANDSCAPE

- Existing Environment/Vanpools
 - Pre-COVID - 130 Vans
 - Post COVID - 52 vans
- Employer Outreach
 - TA / TDM Coordination
 - B2B, Fed/Mil, National Strategic Accounts & HQs
- Funding Sources
- NTD Reporting Environment

COMMUTE OVERVIEW

- NETWORK
- IMPACT
- HOW IT WORKS
- WHY IT MATTERS
- TA PARTNERSHIPS
- COVID RESPONSE

OPTIONS FOR TRANSIT AGENCY PARTNERS



VERSATILE FLEET
7-15 Passenger Vehicles



INSURANCE



ROUTINE
MAINTENANCE



24/7 ROADSIDE
ASSISTANCE



ACCIDENT
PREPAREDNESS



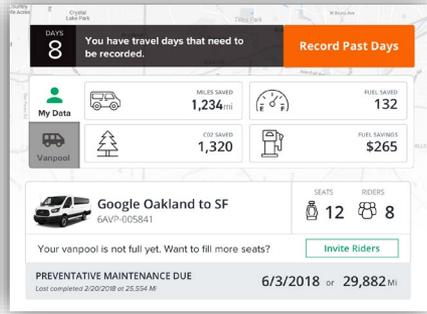
CUSTOMER
SERVICE



FUEL CARD

COMPREHENSIVE, SERVICE-FOCUSED PLAN

OPTIONS FOR TRANSIT AGENCY PARTNERS



INTUITIVE, DIGITAL CUSTOMER INTERFACE



SHARED RESOURCES



NETWORK

80+

PUBLIC AGENCIES

1100+

PRIVATE COMPANIES

80+

FED/MILITARY INSTALLATIONS

ANNUAL IMPACT - PRE-COVID

11,854
VEHICLES

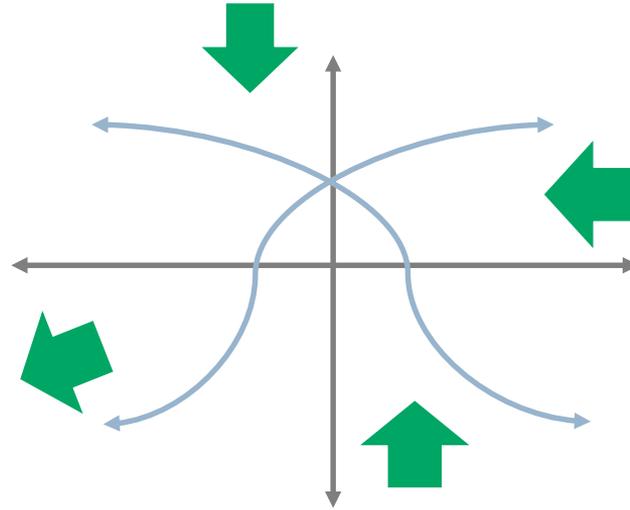
\$486M
SAVED BY COMMUTERS

1.4B
VMT REDUCED

1.1B
LBS. CO2 REDUCED

WHY IT MATTERS TO PUBLIC SECTOR PARTNERS

COMMUTE FILLS THE GAP,
REACHING THE UNDERSERVED
AREAS OF THE COMMUNITY!



- ↔ Rail
- ↔ Bus
- ← Commuters

Our Response. Our Responsibility



COMPLETE CLEAN STARTER KIT

We encourage riders to **“Take The Pledge”** to keep their vehicles clean and follow guidelines from health authorities



TAKE CONTROL. TAKE THE PLEDGE.

It's your vanpool and your rules. Take control of your safety and pledge to clean your Commuter vehicle every single day. Take turns, and follow this best practice checklist, compiled from recommendations by a variety of health authorities. And keep your COMPLETE CLEAN kit stocked with the necessary supplies.

Daily Disinfect:

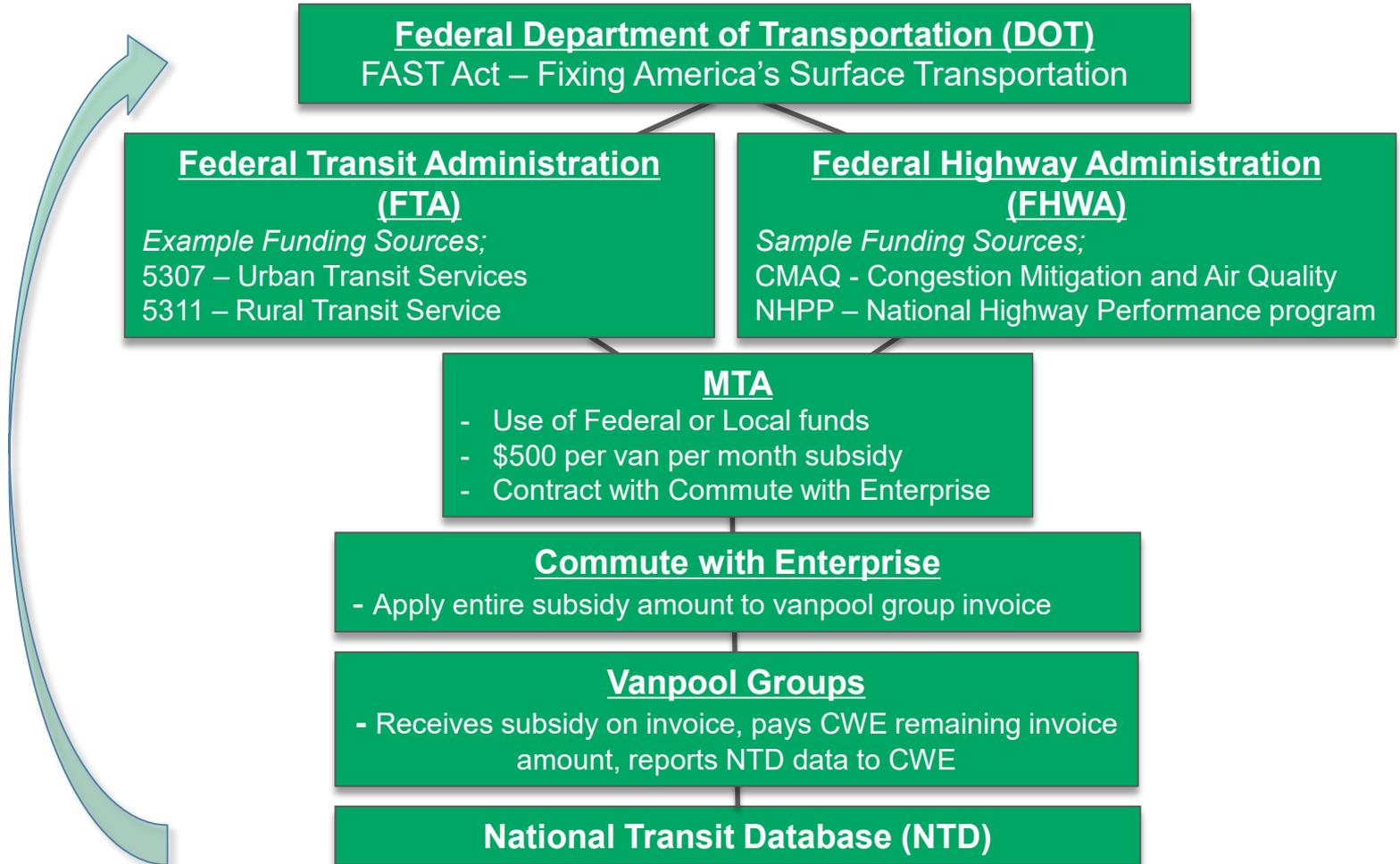
- ✓ Key and key fob
- ✓ Center console
- ✓ Cupholders & compartments
- ✓ Seat surfaces & pockets
- ✓ Areas between seat/console and seat/doorjamb
- ✓ Dashboard
- ✓ Instrument panels
- ✓ Steering wheel & column
- ✓ Accessory panel
- ✓ Door interiors & pockets
- ✓ Door handles (interior and exterior)
- ✓ Mirrors
- ✓ And other high-touch areas

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OPPORTUNITY

- PROGRAM STRUCTURE
- COMPARISON
- FUNDING OPTIONS
- NTD REPORTING
- PRICING EXAMPLES

Program Structure



TYPICAL VANPOOL INVOICE

In a contracted scenario w/ employer benefit

The only monthly fee for the public entity is the chosen subsidy amount, \$500 in this example.

Vanpool ID: 12345	
Monthly Rental Rate	\$1,100
Fuel	\$200
Taxes, Tolls, Parking, Applicable Fees	\$100
Total Monthly Cost	\$1,400
Transit Agency Subsidy	-\$500
Employer Commuter Benefit <small>If \$0 employer benefit the group splits the entire cost</small>	-\$900
Amount DUE	\$0
Per person cost	\$0

IN-HOUSE VS CONTRACTED PROGRAM: A COMPARISON

In-House Program: 100 Vans	
Vehicles	\$30K - \$40K/van
Insurance	Variable
Admin	@ \$200K
Marketing	@ \$200K
Fuel	?
Operations	?
Maintenance	?
TOTAL	\$3.4M+

Contracted Program: 100 Vans	
Subsidy/Van/Month	\$500
Rolling Stock	100
Monthly Invoice	\$50K
Annual Cost	\$600K*

**Does not include other previously agreed upon program costs such as ADA provision or GRH = <\$5,000 per year or other savings such as asset mgmt., NTD reporting, etc*

FUNDING STRUCTURES

PROGRAM LEVEL

FAST ACT

- Capital Cost of Contracting (CCoC)
- PICVA – Private Investment in Commuter Vanpooling Act (PICVA). Title 49 Section 5323 “Local Matching Share”
- FTA – 5307, 5339, BUILD, AIM
- FHWA - Congestion Mitigation and Air Quality (CMAQ), National Highway Performance Program (NHPP)

OUTSIDE THE BOX

- Economic Development Funds
- Community Development and Block Grants
- Other Local Funding Options

EMPLOYER LEVEL

- Employer Transit Benefit Implementation – IRS Section 132(f)
 - “*Transportation Fringe Benefit*,” “*Commuter Benefit*,” “*Transit Benefit*”
 - *Implementation; Direct, Pretax, Combination*
- Employer Sponsorship

NATIONAL TRANSIT DATABASE (NTD)

Vanpool program + Reporting
numbers

Pay for program + Extra money for
other services

FTA FORMULA PROGRAM

Population	5307	DUV	5339	DUV	5311	DUV
1M+	Revenue Miles Passenger Miles Low Income	\$.43 \$.01 \$2.53	Revenue Miles Passenger Miles	\$.05 \$.002	-	-
200k-1M	Revenue Miles Passenger Miles Low Income	\$.54 \$.01 \$2.46	Revenue Miles Passenger Miles	\$.07 \$.002	-	-
50k-200k	Population Population x Density Low Income STIC	\$6.92 \$.003 \$4.40 \$274k/cat	Population Population x Density	\$.96 \$.0004	-	-
<50k	-	-	-	-	Population Land Area Land Area Revenue Miles Low Income	\$4.78 \$30.94 \$9.30 \$.05 \$1.98

NTD REPORTING AND FORMULA RETURN*

40 Mile Commute, \$500 Subsidy

Van Count*	Total Revenue Increase	NET Revenue Increase
50	\$681,266	\$381,266
100	\$1,365,692	\$765,692
200	\$2,743,992	\$1,543,992

**See attached excel file for full analysis*

MODAL COST COMPARISON

Modal Cost Comparison - MTA, Baltimore
 2019 NTD Data for Commuter Bus, Demand Response, Bus
 Estimated Subsidy \$500

Mode	2019 NTD data	Formula	Difference Compared to Est. Vanpool
Commuter Bus			
Cost per Trip	\$ 17.94	OpEx/UPT	\$ 16.24
Cost per Rev Mile	\$ 9.79	OpEx/Rev Mile	\$ 9.49
Demand Response			
Cost per Trip	\$ 52.74	OpEx/UPT	\$ 51.04
Cost per Rev Mile	\$ 5.86	OpEx/Rev Mile	\$ 5.56
Bus			
Cost per Trip	\$ 5.31	OpEx/UPT	\$ 3.61
Cost per Rev Mile	\$ 16.03	OpEx/Rev Mile	\$ 15.73
CWE Vanpool			
Est Cost per Trip	\$ 3.06	OpEx/UPT	-
Est Cost per Trip	\$ 1.70	Subsidy/UPT	-
Est Cost per Rev Mile	\$ 0.54	OpEx/Rev Mile	-
Est Cost per Rev Mile	\$ 0.30	Subsidy/Rev Mile	-

PRICING EXAMPLE*

		7 Pass SUV	8 Pass Factory	8 Pass Premium	10 Pass Premium	12 Pass Factory	12 Pass Premium	14 Pass Premium	15 Pass Factory
Riders	\$1,000	\$1,050	\$1,050	\$1,100	\$1,200	\$1,100	\$1,400	\$1,350	\$1,100
4	\$250	\$263							
5	\$200	\$210	\$210	\$220					
6	\$167	\$175	\$175	\$183					
7	\$143	\$150	\$150	\$157	\$171				
8			\$131	\$138	\$150	\$138	\$163		
9					\$133	\$122	\$146		
10					\$120	\$110	\$140	\$135	\$110
11						\$100	\$118	\$123	\$100
12						\$92	\$108	\$113	\$92
13							\$100	\$104	\$85
14								\$96	\$79
15									\$73

*Based on ~40 Mile Commute and 1,680 Monthly Revenue Miles, totaling 20,160 miles/yr
 \$0 Subsidy Applied, \$0 in fuel and applicable fees

COST SAVINGS COMPARISON

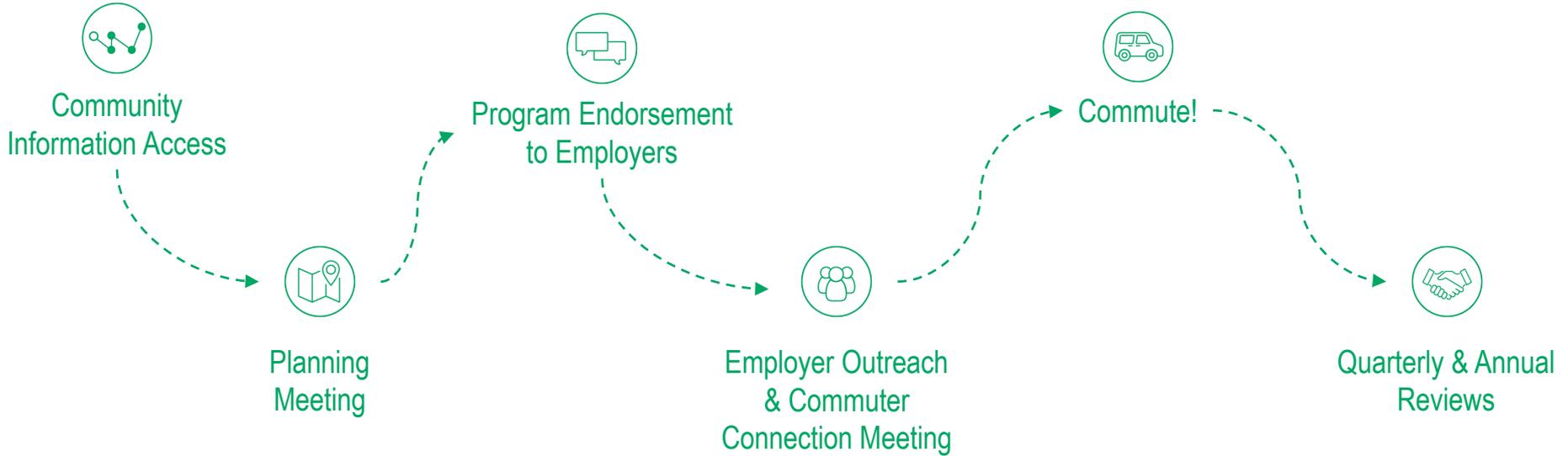
MONTHLY COST FOR DRIVING ALONE	
Average Car Payment	\$300
Average Insurance	\$130
Average Maintenance	\$200
Fuel (\$2.60/gallonX20mpg)	\$229
TOTAL*	\$859

**According to AAA, vehicle ownership costs \$.608/mi. Based on 1,680 revenue miles, the estimated monthly cost is higher at \$1,021.*

MONTHLY VANPOOL COST PER RIDER	
Total Fuel (\$2.60/gallonX13 mpg)	\$352
Fuel split among 10 riders	\$35
+\$140 for Rental Fee	\$175
- \$50/rider subsidy (\$500 total)	\$125

SAVINGS OF \$734/MO!

ROADMAP TO SUCCESS



NEXT STEPS

- Determine program structure
- Determine contracting process; pilot program vs. procurement
- Launch program
- Include existing vanpools
- Grow the program with targeted and new employers
- Report NTD information
- Create a better community for everyone and grow federal formula funds to continue to provide superior service to Maryland.



LET'S RIDE TOGETHER!

(In a safe and healthy way)

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ADDITIONAL INFO



WHY IT MATTERS TO COMMUTERS



RECENT-MODEL SUV OR VAN



MONTH-TO-MONTH CONVENIENCE



COMPREHENSIVE INSURANCE



FULL MAINTENANCE



ROADSIDE ASSISTANCE



SIGNIFICANT SAVINGS

WHY IT MATTERS TO EMPLOYERS



Data Mapping & Cluster Analysis



Online Driver Approval



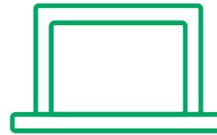
Account Management



Subsidy Program



Vehicle Demonstrations



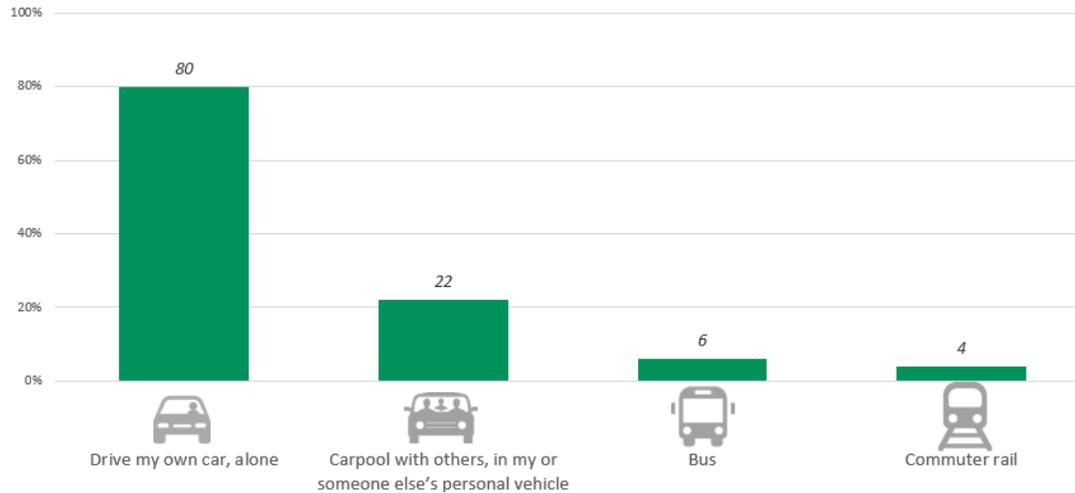
On-Site Commuter
Connection Meetings



Quarterly Reports

WHEN FIXED ROUTE IS NOT AN OPTION*

TRANSPORTATION MODES USED BEFORE VANPOOL



*According to 2017 CWE Customer Research, conducted by CMB