

Transit Benefit Program Changes

May 16, 2013

Public Participation Task Force

History of DVRPC's Transit Benefit Program

- Initiated in 1991 as part of Clean Air legislation
- DVRPC to administer on behalf of 4 major transit systems in region (also Harrisburg and Pittsburgh)
- Based our program on NYC's, with funds from UMTA (FTA)
- Started with a federal cap of \$15/month, employer-paid
- Now \$245/month, employer- (tax-free) or employee- (pre-tax) paid
- Falls under IRS code 132(f) (*not* an FSA) and changes usually come with transportation or tax legislation

The Transition

- Change is hard! But...
- Change can be good!
- Why did we rebrand?
 - Licensing of Name
 - Expanding and Improving Program
 - Room to Grow

New Brand!

ECO = Easy Commute Options

Ride+ECO = transit, vanpools > shared commutes





How did we get there?

- Brainstorm ideas and names
- Focus Groups: *employers* and *employee* users
- Explore trademark issues
- Logo designs
- Consult with vendors
- Final decision(s)

RideECO Program

What's different?

- New look - fresh
 - Logo, voucher logo, stored value card colors, website redesign
- New options and program additions
- Website address: www.RideECO.org
- Materials

RideECO Program

What's New?

- Option to buy fare media with the Select program (monthly passes, tickets)
- Promote Share-A-Ride to (PA) RideECO employers
 - Ride-matching for carpools or vanpools and transit
- Emergency Ride Home support
- Development of a phone app for easy access
- Working on a new “rewards” program

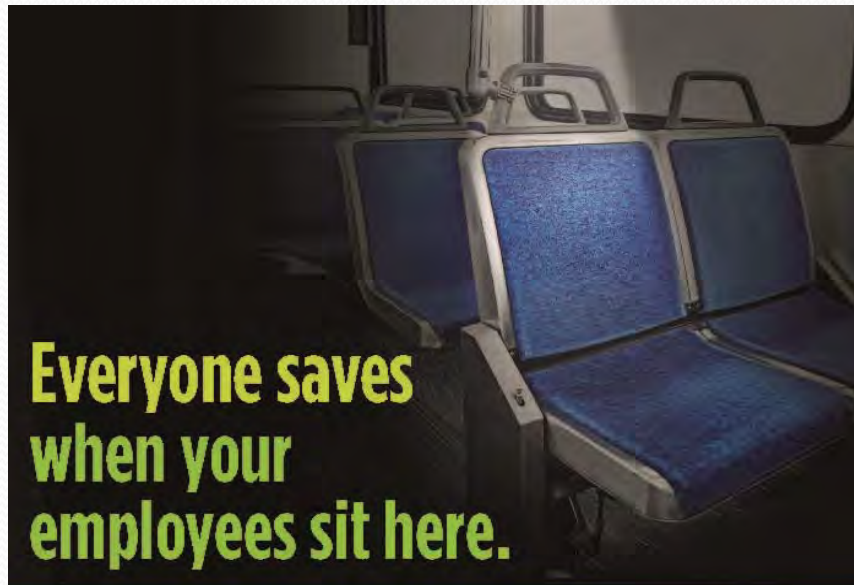
RideECO Program

- What is NOT changing:
 - Orders will continue to be fulfilled by **Edenred** and mailed to **same address**
 - Checks will continue to be made out to “**Commuter Benefit Program**”
 - Fees will stay the same
 - Customer Service can still be contacted at **800-531-2828**
 - A company’s **customer number** will remain the same
 - We will continue to offer the same products: transit vouchers, FREEDOM Card loads and bicycle vouchers, as well as our RideECO Select “value-added” program.

RideECO Program

- When did this take effect?
 - Ads placed in November 2012
 - New website(s) in November
 - Customer emails October-December
 - New look to program materials and forms in early December
 - New vouchers, stored value cards Jan. 1, 2013

RideECO Program



**Everyone saves
when your
employees sit here.**

RideECO is the *new* name for the commuter benefit program from DVRPC, which offers Easy Commute Options. As always, RideECO allows employers *and* commuters to save by putting pre-tax dollars towards public transportation fares.

- **Save money**—pre-tax deductions save employers on FICA taxes.
- **Boost employee morale**—they can save up to \$500 a year.
- **Easy to implement**—online orders, payments and more.
- **Trusted**—the only local, nonprofit transit benefit program.

Learn more at RideECO.org or call 215-592-1800.



SEPTA/DART FIRST STATE/NJ TRANSIT/PATCO/VIRIDE/AMTRAK 



RideECO Program



**SIT HERE
AND SAVE.**

NEW RideECO.
Easy Commute
Options help
you save up to
\$500 a year.

RideECO.org

SEPTA/DART FIRST STATE/NJ TRANSIT/PATCO/VRIDE/AMTRAK 



**GRAB
ONTO
SAVINGS.**

NEW RideECO.
Easy Commute Options
help you save up to
\$500 a year.

RideECO.org

SEPTA/DART FIRST STATE/NJ TRANSIT/PATCO/VRIDE/AMTRAK 

How Can You Help?

- Can you or your company utilize this benefit?
- How can we help you implement it?
- How can we help you spread the word?
- What might we do to make the program even better?

RideECO Program

We're here to answer your questions and offer assistance:

- Erin Burke, Sr. Mktg. Assoc./Operations Manager (RideECO)
 - eburke@dvrpc.org 215-238-2855
- Stacy Bartels, Manager, Office of Mktg./Commuter Services
 - sbartels@dvrpc.org 215-238-2861
- Claudia Pop, Employer Outreach/Sales Specialist (RideECO)
 - cpop@dvrpc.org 215-238-2813

The background is a solid blue gradient, transitioning from a lighter blue at the top to a darker blue at the bottom. The top edge features a wavy, undulating pattern in a lighter shade of blue, creating a sense of movement and depth.

Thank you!

CONNECTIONS *2040* tracking progress



DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

CONNECTIONS 2040
PLAN FOR GREATER PHILADELPHIA

DVRPC Public
Participation
Task Force

May 16, 2013

dvrpc

OUTLINE

- **What is “Tracking Progress”**
- **Selecting Indicators**
- **Interpreting the Indicators**
- **Conclusion**

TRACKING PROGRESS / REGIONAL INDICATORS

■ **PURPOSE**

- Measure the degree that the objectives of the LRP are being met
- Consider ways to optimize regional investment priorities
- Coordinate LRP development with implementation of TIP, and CMP.
- Create a data resource for the region

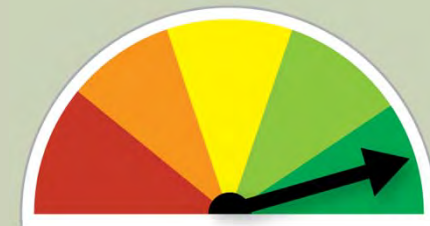
SELECTING THE INDICATORS

■ INDICATORS

- Meaningful and practical performance measures that can track *Connections* Plan goals
- Build upon previous efforts to track change over time
- Work within *Connections* four core planning principles

■ INDICATOR CRITERIA

- Cover the nine-county region
- Be readily obtainable
- Be updated regularly
- Measure results vs. processes
- Focus on measures that can be influenced by LRP goals



INTERPRETING THE INDICATORS

■ TRENDS

- 17 of 31 indicators showed mixed or positive results

■ POSITIVE TRENDS

■ Transportation Indicators

- VMT, transit ridership, TIP investment in Plan Centers

■ Economic Indicators

- employment, workforce education, average annual pay

■ Environmental Indicators

- air quality, open space preservation

■ Livability Indicators

- mortgage lending, residential building permits in Developed Communities

INTERPRETING THE INDICATORS

■ **NEGATIVE TRENDS**

■ **Transportation Indicators**

- bridge and highway maintenance, commute time

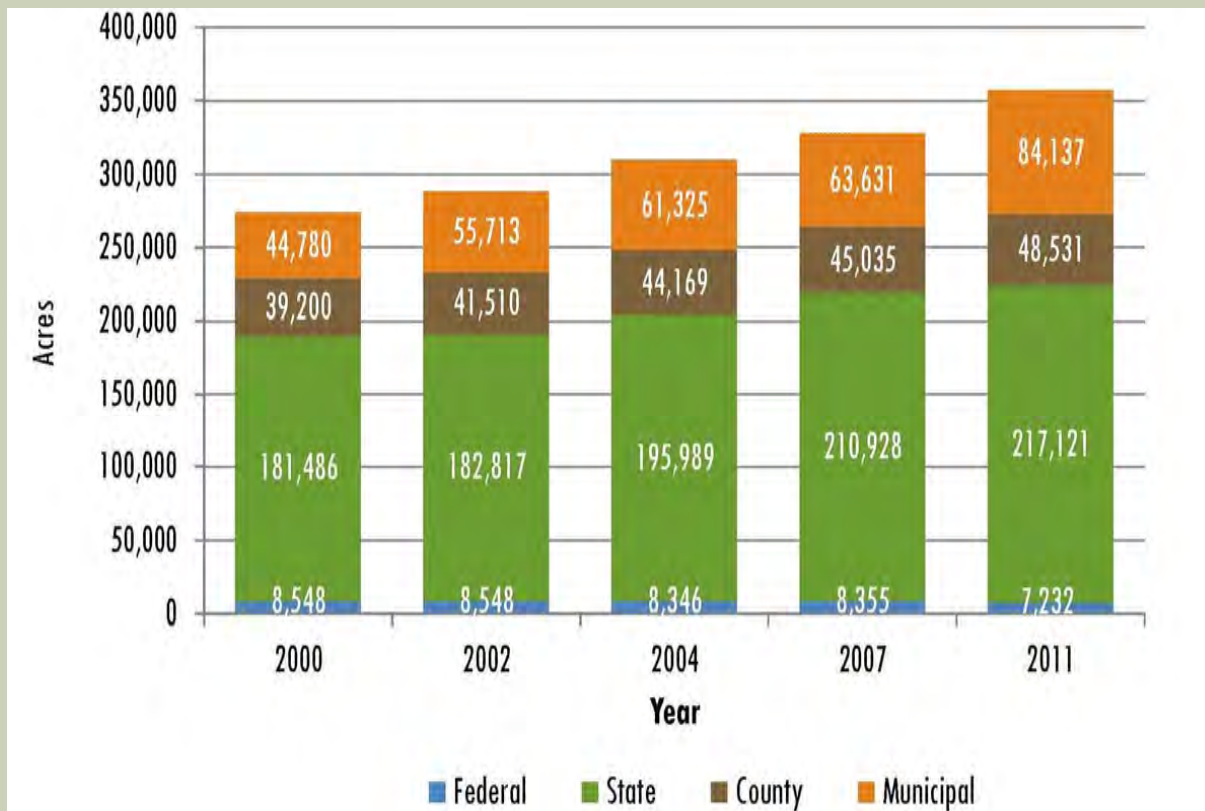
■ **Environmental Indicators**

- water quality, land development, loss of farmland

■ **Livability Indicators**

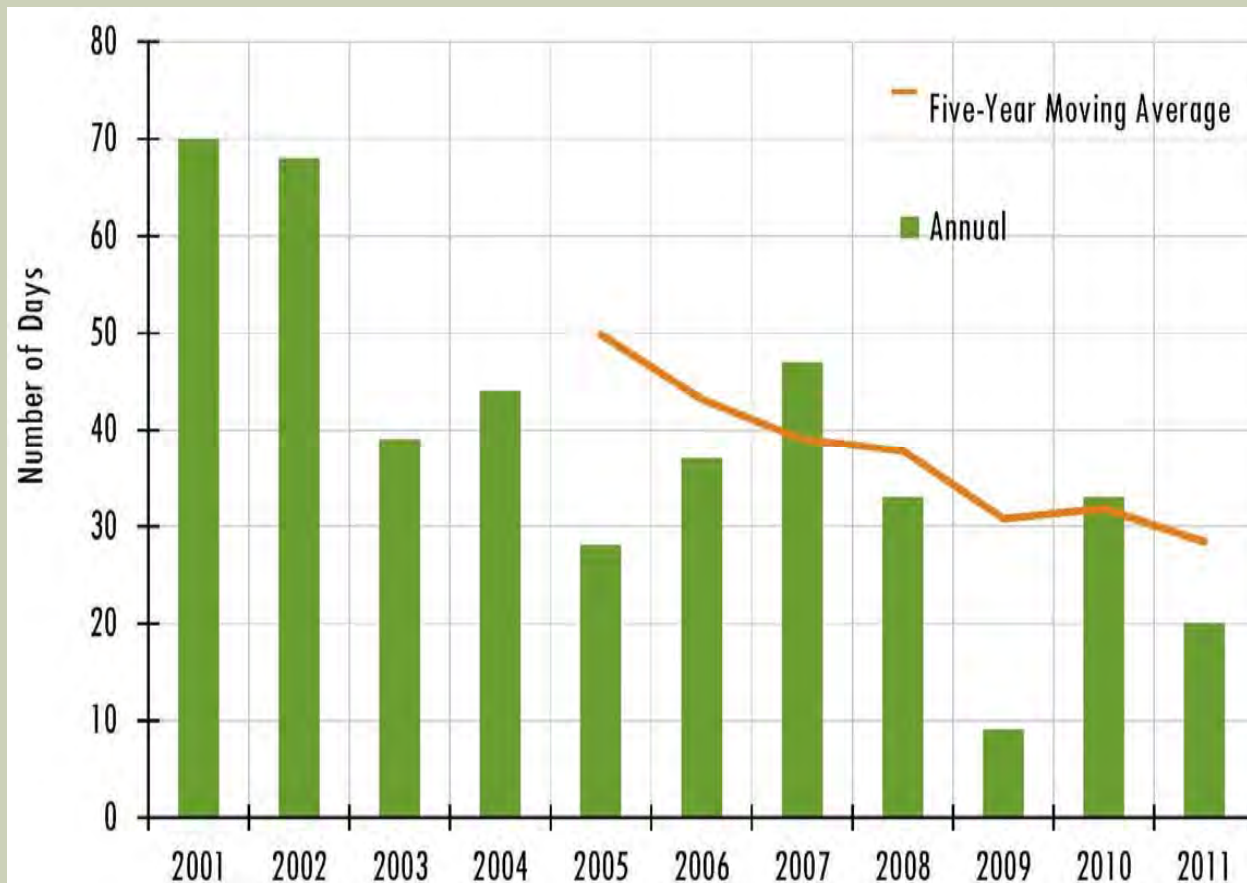
- equity issues between Developed Communities and Growing Suburbs

HAVE ACRES OF PUBLIC OPEN SPACE INCREASED?



- The DVRPC region experienced 30% increase in publically protected open space between 2000 and 2011

IS AIR QUALITY IMPROVING?



- Region is meeting 1997 Ozone and PM NAAQS
- Average number of days violating NAAQS declined from 50 (2001-2005) to 30 (2006-2011).

HAS THE NUMBER OF DEFICIENT BRIDGES DECREASED?

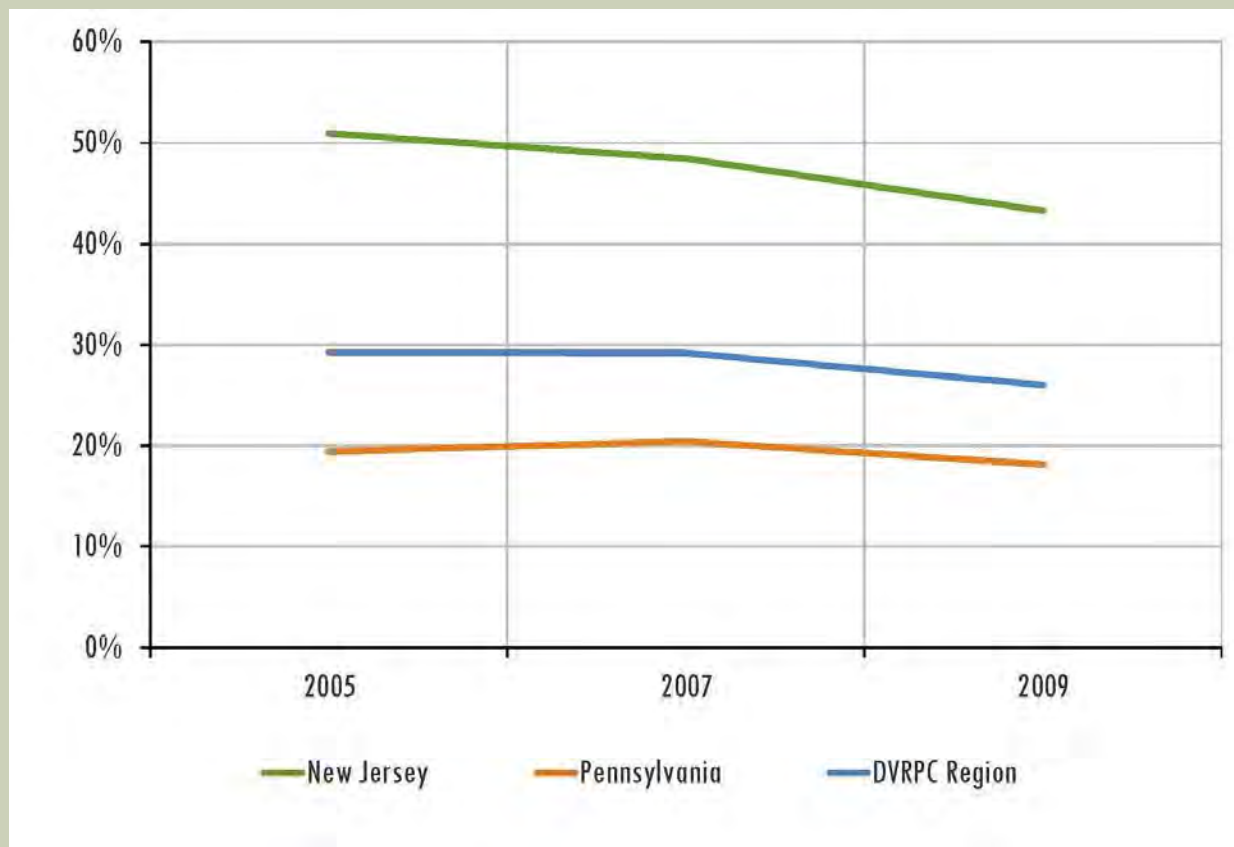


- The region's backlog of deficient bridges was reduced by almost 7% between 2000 and 2009
- The region is well below its state of good repair goals

ARE ROADS BETTER MAINTAINED?



- The region's backlog of deficient bridges was reduced by 11% between 2005 and 2009
- The region is well below its state of good repair goals



CONCLUSIONS

- Indicators should be viewed as a whole, in context of current events
- Efforts to reinvigorate Core Cities and Developed Communities are showing positive results
- Future challenges are complex and interrelated

THANK YOU

View the report online at:
www.dvrpc.org/trackingprogress

Please direct questions to:

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