



Employer Commute Benefit Program Case Study

Employer

Wells Fargo

8480 Stagecoach Circle

Frederick, MD

Contact

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Background

Wells Fargo is a leader in mortgage lending and financial services across the country.

The Frederick location has 1,600 employees with varying commute options to the large campus.

The Situation and Solutions

Faced with a parking space shortage and limited public transit options, the Wells Fargo Green Team based in Frederick, Md., decided to create a unique carpool campaign: The team worked with a local transit agency to promote car/van pooling options for team members.

The team came up with an innovative campaign to promote alternative commuting. The “More Parks, Less Parking” campaign promoted the message of fewer parking spaces means more green space. Fresh grass was planted and a park bench was installed in a parking space for a company-wide event. Alternative transportation providers were in attendance to explain their services and to calculate benefits to the employees. Frederick TransIT and VPSI promoted vanpool formation and gave out information on TransIT’s vanpool incentive program. Flyers and emails to staff were sent out to garner attention for the event and the event drew over 200 employees.

A voluntary survey was done and the results showed that interest in carpooling

and other alternatives for commuting to the worksite. From this survey Wells Fargo was able to expand their telework program and several vanpools were started on employees initiative.

The Impacts and Future

With the success of the More Parks, Less Parking campaign, participation has increased in telecommuting, transit use, carpools, and vanpools. In all the vehicle miles traveled savings have eclipsed 530,000 per year as well as a savings of 26,181 gallons of gasoline per year.

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