



Employer Commute Benefit Program Case Study

Employer

Destination DC

901 7th Street NW

4th Floor

Washington DC 20001

Background

Destination DC (DDC) serves as the lead organization to successfully manage and market Washington, DC as a premier global convention, tourism and special events destination with a special emphasis on the arts, culture and history. With its approximately 120 employees, DDC engages its 1,000+ member businesses and acts as a steward for the city. DDC supports the city's commitment to remaining the healthiest, greenest and most livable city for residents and visitors.

DDC office has been at its current location in Chinatown DC for 23 years. DDC wanted an office near the Convention Center and it is served by Gallery Place Metro Station, MetroBus, and Capital Bikeshare facilities. The office is also relatively close to Union Station for access to Marc and VRE Commuter Trains. DDC wanted to provide multiple options for

access to public transit for both employees and visitors.

The Situation and Solutions

Working with goDCgo, DDC crafted its commute program which has evolved over the years. It used to offer a pre-tax benefit, but because the organization is in hybrid mode now, they found it more cost effective to reimburse employees through direct benefit for both commute and work trips expenses. In this way, employees are encouraged to use sustainable modes of travel for both commute and work-related trips. DDC covers Capital Bikeshare memberships for employees and provides showers, and bike racks (both inside and outside the building). Several employees bike to work, and many participated in the 2026 Bike to Work Day.

There are situations when employees travel long distances where Uber and Lyft aren't practical and also those who do not have a car at all. Therefore, DDC is currently looking to initiate free carpool service for employees starting in July 2026 as part of the S ride program.

Employees are required to be in the office two days per week - assigned by

department, not by employee selection. For employees in the Service Units that support the staff - such as Finance, HR or IT - someone must be in the office during working hours, but staff rotate their assigned days to cover all the workdays during the week.

DDC is in Chinatown, but the employees must be all over DC. As a result, the president encourages employees to walk to events and meetings if possible or take metro. In addition, when using Uber, staff are encouraged to request a vehicle with low emissions.

The Impacts and Future

This year, DDC was awarded the Champion for Small Employers in DC for the 2026 goDMV Commuter Competition. According to President and CEO Elliott L. Ferguson, II, "Participating in the goDMV commuter challenge gave our staff a fun and tangible way to engage in our sustainability efforts. Team members were encouraged to log their commutes, try alternative routes to the office, and support one another throughout the challenge. We're committed to advancing sustainability across our workplace and culture, including through our staff-led Sustainability Task Force. It was exciting to see so many employees participate and recognize that small individual actions can add up to a meaningful collective impact."

Related to these impacts, during the competition Destination DC logged 942 sustainable trips, reduced 6,491 vehicle miles of travel, saved 360 gallons of fuel and saved \$4,154 in commuting costs. An overwhelming majority of the sustainable trips DDC employees logged were either transit or telework.

The Sustainability Task Force promotes these initiatives and helps these programs come to light for the employees. Again, DDC employees work a hybrid schedule but for the days employees commute to the office for work, the task force promotes sustainable commute modes.

Contact Us

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