

**WASHINGTON METROPOLITAN REGION  
TRANSPORTATION DEMAND MANAGEMENT**

**RESOURCE GUIDE  
AND  
STRATEGIC MARKETING PLAN**

**Version 11.0**

*Final Report*

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the COMMUTER CONNECTIONS  
REGIONAL TDM MARKETING GROUP

**- Table of Contents -**  
**FY08 TDM Resource Guide and SMP**

**~ Section One ~**

**Background**..... Page 4  
**Executive Summary**..... Page 6  
**Regional Activity Centers**..... Page 9  
**Mission Statement** ..... Page 10  
**Acknowledgements**..... Page 11  
**Guiding Principles of Strategic Marketing Plan**..... Page 13  
**Key Findings and Strategic Implications**..... Page 14  
**Summary of Adopted Strategy for FY 2007**..... Page 16

**~ Section Two ~**

**Regional Profile**..... Page 19  
**Product Profiles**..... Page 21  
    Carpools and Vanpools..... Page 22  
    HOV Lanes..... Page 25  
    Transit..... Page 33  
    Table – Summary of Bus Activity..... Page 35  
    Table – Summary of Rail Activity..... Page 39  
    Table - Summary of Park & Ride Activity..... Page 41  
    Telework..... Page 43  
    Bicycling..... Page 46  
    Car Sharing..... Page 50  
    Guaranteed Ride Home..... Page 51  
    Commuter Benefit Programs..... Page 52  
    Clean Air Partners..... Page 56  
    Live Near Your Work..... Page 60

**~ Section Three ~**

**Current Marketing Strategies and Budgets for Regional Partners**..... Page 61  
**Calendar of Regional Events for 2006-2007**..... Page 83  
**Marketing Strategy**  
    Current Profile *Central - DC, Arlington, Alexandria*..... Page 84  
    Marketing Strategies - *District of Columbia*..... Page 86  
    Marketing Strategies - *Crystal City/Pentagon and Rosslyn/Ballston*..... Page 88  
    Marketing Strategies - *Alexandria*..... Page 90

**~ Section Three Continued ~**

Current Profile - *Northern Virginia* ..... Page 92

Marketing Strategies - *Tysons Corner and Merrifield/Dunn Loring* ..... Page 95

Marketing Strategies - *Fairfax Center/GMU and Dulles Corridor* ..... Page 97

Marketing Strategies - *I-95/Springfield* ..... Page 99

Marketing Strategies - *Leesburg* ..... Page 101

Marketing Strategies - *Manassas* ..... Page 102

Current Profile - *Suburban Maryland* ..... Page 104

Marketing Strategies - *Frederick* ..... Page 107

Marketing Strategies - *Friendship Heights/Bethesda/ North Bethesda, Gaithersburg /Germantown/  
Rockville/, Silver Spring/Takoma Park/Wheaton* ..... Page 108

Marketing Strategies - *Greenbelt/College Park/White Oak/ New Carrollton/Largo* ..... Page 110

**~ Section Four ~**

**TDM Research Summaries**..... Page 111

Regional Bus Study, WMATA (*June 2002*)..... Page 112

Count Of Radial Transportation Facilities Crossing the Capital Beltway, TPB (*July 2002*)..... Page 114

Regional HOV Facilities Monitoring Report HOV Corridor Data (*August 2002*)..... Page 116

Springfield Interchange Construction Project Commuter Research, VDOT (*January 2003*)..... Page 117

Metropolitan Washington Region Vanpool Survey, Commuter Connections (*April 2003*)..... Page 120

Creative Campaign Qualitative Research Findings - Mass Marketing,  
Commuter Connections (*July 2003*) ..... Page 122

Telecenter Utilization and Teleworker Travel Behavior Survey,  
Commuter Connections (*September 2004*) ..... Page 123

Employer Metrochek Survey Results Summary, WMATA (*May 2005*)..... Page 124

Bike To Work Day Survey (*2004*) ..... Page 126

Performance Of Regional High-Occupancy Vehicles Facilities TPB (*September 2005*) ..... Page 128

Employer Satisfaction Survey, Commuter Connections (*January 2006*)..... Page 129

Transportation Emission Reduction Measure (TERM) Analysis (*January 2006*)..... Page 131

TDM Evaluation Project FY05 Placement Survey Commuter Connections (*May 2006*) ..... Page 134

Guaranteed Ride Home Program Customer Satisfaction Survey,Commuter Connections (*May 2006*)..... Page 138

State of the Commute Preliminary Survey, July 2007 ..... Page 139

## BACKGROUND

The Washington metropolitan region initiated its first formal transportation demand management efforts in the early 1970s with *Commuter Club*, which was established by the Metropolitan Washington Council of Governments (COG), the General Services Administration, and the Greater Washington Board of Trade to provide basic ridematching for carpools and vanpools. In subsequent years, the program grew into a COG-coordinated network of local rideshare agencies, and in 1989, it became the *Ride Finders Network* which provided free information and computerized ride matching services to area residents seeking to join car or vanpools or locate appropriate transit arrangements and park-and-ride locations. In 1996, the regional network was renamed *Commuter Connections*. In 1997, *Commuter Connections* expanded its services to include regional telework assistance and resources, a new Internet site, a regional Guaranteed Ride Home program, information on bicycling to work, InfoExpress commuter information kiosks, and free assistance to employers for the development and implementation of alternative commute programs and benefits. In 2003, *Commuter Connections* expanded its marketing efforts through the implementation of a regional mass marketing measure. The purpose of the measure was to brand the *Commuter Connections* name as the umbrella organization for commuter transportation information in the Washington Metropolitan area and to subsequently increase the usage of alternative forms of commuting.

The current *Commuter Connections* network acts as a regional network providing commute services and information to area residents and employers in the Washington metropolitan region in order to reduce traffic congestion and emissions caused by single occupancy vehicles (SOV). The outreach mission is to create awareness of SOV alternatives and their resulting benefits; to build the *Commuter Connections* network as an umbrella resource that provides support services to network organizations and individuals who currently drive alone, and to facilitate those who are seeking to change SOV behavior by way of providing assistance about available commute options and alternatives. Activities promoted by the *Commuter Connections* network include ridesharing, transit, bicycling, walking, teleworking and employer services.

The following agencies share the regional commuter database, provide ridematching services and share information and resources: Alexandria Rideshare, Annapolis Regional Transportation Management Association, Baltimore Metropolitan Council, BWI Partnership, City of Baltimore, Bethesda Transportation Solutions, Fairfax County RideSources, Frederick County's TransIT Services, Food & Drug Administration, Harford County, Howard County, LINK/Reston Transportation Management Association, Loudoun County, Metropolitan Washington Council of Governments, Montgomery County Commuter Services, Maryland Transit Administration, National Institutes of Health-Bethesda, North Bethesda Transportation Center, Northern Neck Planning District Commission, Northern Shenandoah Valley Regional Commission, Prince George's County, Potomac and Rappahannock Transportation Commission, RADCO Rideshare, Rappahannock-Rapidan Rideshare, Tri-County Council for Southern Maryland, and U.S. Department of Energy - L'Enfant Plaza.

*Commuter Connections* is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments, and is funded through the District of Columbia, Maryland and Virginia Departments of Transportation, and the U.S. Department of Transportation. Other entities that play a major role in the delivery of Transportation Demand Management (TDM) products, services, and messages in the Washington region include transit agencies, local governments, business partnerships, bicycle associations, and transportation management associations.

The partnership between agencies and jurisdictions has been encouraged in order to develop and promote a seamless inter-modal transportation system, and a coherent message to commuters that will accelerate the trial and use of alternative commute modes. Transportation Demand Management (TDM) marketing will assist the region in achieving its air quality conformity goals through implementation of regional transportation emission reduction measures, which in turn will help increase regional mobility through decreased traffic congestion, realize efficiencies in the use of the existing transportation infrastructure, conserve energy, and improve public health by reducing air pollution.

The purpose of the Washington Metropolitan Region Transportation Demand Management Resource Guide and Strategic Marketing Plan is to summarize the TDM activities that are occurring in the region. It also provides background on TDM products and services, which offer choices to Washington area residents and businesses to assist commuters in finding and adopting alternative transportation methods.

Resources to accomplish this goal are limited and marketing activities must be carefully planned and executed. Regional TDM campaigns will have to offer quality products and services to commuters and have a specific call-to-action. The messages will need to be tailored and targeted to audiences who are most inclined to sample the product being promoted. Evaluation methodologies will need to be validated in order to measure levels of change in travel behavior.

Furthermore, the Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan has been developed as a reference tool for use by the regional agencies and jurisdictions and outlines regional marketing campaigns and budgets that effectively promote TDM practices.

## EXECUTIVE SUMMARY

Commuter Connections through partner input conducts and reviews regional data and marketing research and applies it to planning and marketing communication programs by targeting alternative commute messages to specific audiences groups likely to adopt such practices.

This regional resource guide and marketing plan is designed to focus on key activity centers/corridors within the Washington metropolitan region. It includes data from previously collected research, together with new information gathered from members of the Regional TDM Marketing Group and Commuter Connections Subcommittee. An initial survey and interview process occurred in May 1997 for the inaugural report, and updates have been made each year since. A research appendix includes executive summaries of TDM related studies in addition to other TDM relevant research that stems back several years. It is the intention of the Regional TDM Marketing Group to update this document on an annual basis each fall.

The 2000 Census figures indicates that the number of Washington area residents who drive alone to work each day increased by a quarter-million during the 1990s. And as the region's employment sprawled outward with its population, the number of people who carpooled, took transit or walked to work decreased. However, it should be noted that the Washington D.C. region still boasts one of the highest pool rates in the country, but also some of the worst congestion in the country. Experts believe tourists have contributed to the higher ridership, as have residents who use public transportation for errands and social events.

In 2007, about 71.0% of weekly commute trips made to worksites outside the home were made by driving alone. This represented a decrease from the 74.1% of weekly trips that were drive alone in 2004. The region's average one-way commute is now 35 minutes, up from 32 in 2001. The three-minute increase in commute time is equivalent to three full eight-hour work days wasted. The time increase is due to more congestion and longer distances from home to work for many commuters. The average commute distance was 16.3 miles in 2007 versus 15.5 miles in 2001. Suburban sprawl continues as a means to find more affordable housing. About 18.7% of regional commuters said they teleworked at least occasionally, up substantially from the 2004 level of 12.8%. Teleworkers also did so more frequently, 1.5 days per week on average in 2007 compared to the 1.3 days per week reported in the 2004 Commuter Connections State of the Commute survey.

About a quarter (27%) of respondents said their commute was more difficult than it was a year ago. The primary reason for it being worse was that the route was more congested now (75%). Six percent said the commute was easier because they started using an alternative mode and two percent said they improved their commute by using HOV lanes.

Over half (52%) of respondents said they had seen, heard, or read advertising for commuting in the six months prior to the survey and two-thirds of these respondents could cite a specific advertising message. This was approximately the same result as was observed in the 2004 survey.

A cohesive marketing plan that leverages the experience and marketing budgets from individual partners who pursue promoting alternative commuting positively serves this region. The formation of rideshare arrangements is still primarily supported through employer programs, and secondarily by word of mouth. Regional advertising and public relations campaigns magnify the work done at employer sites, supports the message currently being provided by the Commuter Connections partnership, and increases awareness for the further expansion of word of mouth.

Focus groups conducted in June 2003 for the Mass Marketing TERM by NDW Communications on behalf of Commuter Connections found that commuters are looking for a solution to the frustration resulting from their commute, and the morning commute to work appears to be more of a stressor than the evening commute home. Additionally, commuters need flexibility in their choice of commute options; therefore the advertising messages should underscore the fact that commuters can make ridesharing a part-time option, rather than a full-time commitment. Carpooling is not attractive for many due to the need to have an automobile available for work responsibilities and personal errands. Additionally, commuters stated that they did not know anyone with whom they could carpool or vanpool.

For employers, commute alternatives must demonstrate economic benefits, either by reducing their employees' health care claims, or reducing the cost of goods sold due to improvements in freight movement or other productivity gains, as suggested in the *Study of Resident and Employer Attitudes and Awareness Concerning Air Quality*, 1996. Another interesting observation from this study revealed that businesses and residents feel a personal responsibility to reduce air pollution, as opposed to a feeling that it is a governmental responsibility to reduce air pollution.

The 2007 State of the Commute reveals that employer provided commute assistance appears to encourage use of alternative modes while the provision of free parking discourages the practice. Driving alone was less common for commuters who had access to employer provided incentive/support services. Only 62% of commuters with these services drove alone to work, compared with 78% of commuters whose employers did not provide these services. Respondents who did not receive free parking from their employers used alternative modes at much higher rates. Less than half (48%) of respondents who did not have free parking drove alone, compared with 83% of respondents who did have free parking.

Due to a continuing campaign of TDM advertising, promotions and public relations, in 2007, about 53% of all regional commuters said they had heard of an organization in the Washington region called Commuter Connections. About 18% of respondents who had seen advertising said they were more likely to consider ridesharing or public transportation after seeing or hearing the advertising. This was the same percentage as was observed in 2004. The most persuasive messages appealed to commuters' interest in saving the environment, saving money, or less stressful.

About a quarter (26%) of regional respondents knew that there was a regional GRH program. This was a large decrease however from the 59% who said they knew of such a program in 2004. About a third (37%) noted Commuter Connections as the sponsor, a

significant increase over the 21% who named Commuter Connections in 2004 and the 13% who mentioned Commuter Connection in 2001.

This document includes a promotional strategy that will utilize these message points in various mediums such as TV, direct mail, radio, signage and internet, which will target key activity centers/corridors as described in COG's Regional Activity Centers. These activity centers have large populations and/or employment centers and provide commuters with a variety of alternative modes to single occupant vehicle commuting, such as HOV lanes, rail, buses, bicycle paths or telework centers.



## REGIONAL ACTIVITY CENTERS

These activity centers are noted below in descending order of job population, per Metropolitan Washington Regional Activity Centers, MWCOG, 2005.

Activity Centers	Jobs 2005	Households 2005
Downtown Washington	417,510	37,889
Dulles Corridor/Herndon/Reston	154,178	8,596
Federal Center/Southwest/Navy Yard	106,996	8,184
Tysons Corner	92,603	7,879
Rockville/North Bethesda	85,418	9,000
Greenbelt/College Park/White Oak Area	76,544	13,890
Downtown Alexandria	66,577	23,403
Bethesda CBD/Friendship Heights	63,153	17,623
Crystal City/Pentagon	61,089	9,024
Rosslyn/Ballston	60,821	14,900
Fairfax Center/City of Fairfax-GMU	56,972	12,191
Merrifield/Dunn Loring	40,345	4,611
Gaithersburg/Life Sciences Center	38,429	4,992
Frederick Area	33,129	2,633
Silver Spring CBD	29,741	5,646
I-95/Springfield Area	27,870	2,262
Waldorf Commercial	23,450	4,528
Manassas Area	22,724	8,720
New Carrollton/Largo Center	20,491	7,646
Leesburg Area	20,252	6,219
Bailey's Crossroads	16,975	3,695
Germantown/Clarksburg	7,840	1,407

**Central:** District of Columbia - D.C. core, Federal Center/Southwest D.C.  
Arlington County - Rosslyn/Ballston and Crystal City/Pentagon  
City of Alexandria – Downtown Alexandria

**Northern Virginia:** Fairfax County – Merrifield/Dunn Loring, Tysons Corner, Fairfax Center/GMU, Dulles Corridor, and I-95/Springfield, Bailey's Crossroads Area  
Loudoun County – Downtown Leesburg  
Prince William County - Manassas

**Suburban Maryland:** Frederick County - Frederick  
Montgomery County – Bethesda/Friendship Heights, Gaithersburg, Germantown/Clarksburg, Rockville/North Bethesda, and Silver Spring/Takoma Park/Wheaton  
Prince George's County – Greenbelt/College Park/White Oak, New Carrollton/Largo  
Charles County – Waldorf Commercial

## MISSION STATEMENT

*To provide a cooperative regional transportation marketing approach designed to reduce driving alone while maximizing use of commuter transportation alternatives in the Washington-Baltimore Metropolitan Commute Area:*

- This document serves as a resource directory of current products, research, and marketing activities that have been conducted within the Washington metropolitan region and Baltimore region. It will be maintained with the most current information available from notable sources.
- This document's goals are to outline a strategy for a regionally coordinated TDM marketing campaign in order to maximize the campaign's effectiveness in increasing awareness regarding TDM, by targeting specific employment activity centers for the promotion of specific modes and to create promotional events with trackable results.
- This document focuses on primary impacted activity centers/corridors in this region, and targets products along those employment activity centers that are competitive with driving alone for the audience who is most likely to try alternative transportation products.

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## GUIDING PRINCIPLES OF STRATEGIC MARKETING PLAN

Through the research previously conducted within the region, it is clear that the general population is aware of the regional congestion and clean air challenges. Unfortunately, many have not translated this awareness into action, although they state intent to do so. The alternatives to SOV behavior are perceived to lack the key characteristics of *convenience, reliability, and time efficiency*. Therefore the marketing campaign initiated within the Washington region must possess these attributes while promoting genuine alternatives to driving alone. In addition, it must show that the options are flexible to match the commuters' daily needs, and that it will solve the stress and frustration commuters are experiencing.

In order to realize the mission of Commuter Connections, the following will be pursued:

- The document will summarize key findings of the most relevant research related to the products and demographics associated with TDM issued over the last five years.
- The document will address the full range of strategic marketing activities related to selling the alternatives to single occupant drivers.
- The document will focus on specific messages that have proven effective in past campaigns and modify them, if necessary, for impacted activity center promotions.
- The document will convey to the audience, the opportunities presented within specified impacted activity centers/corridors for marketing and promotions based on ample capacity and demand for alternative commuting.
- The document will outline impacted activity centers/corridors where alternative commuting will be promoted to maximize conversion from single occupant vehicles.
- The document will outline the marketing strategy that should be utilized to maximize penetration within the region and increase awareness of the benefits of alternative commuting.
- Marketing Campaign Summaries will evaluate the promotions and advertising strategy by reviewing phone volumes for the 800-745-RIDE number, hits to the Web site for Commuter Connections home page and the Guaranteed Ride home pages, and number of Internet applications for matchlists.

## KEY FINDINGS AND STRATEGIC IMPLICATIONS

Several key findings and strategic implications were noted after review of the research summarized within the appendix of this document. These important observations and implications were taken into consideration while planning the FY07 marketing campaign. Ongoing research will continue to help Commuter Connections understand our target audience.

### *Focus Group Findings, Commuter Connections, 2000*

Employers from the focus groups state that telemarketing and e-mail marketing are the best mediums for keeping them informed about employee commute assistance programs.

Information to employers should be communicated directly through the employer outreach representatives through a methodical telemarketing campaign, combined with advertisements, and direct mail/e-mail marketing directly to HR executives.

### *NDW Communications research, 2003*

In general the psychographic profile of the SOV and HOV commuter is very similar, with both being frustrated with their commutes. The SOV commuter is attracted to finding a solution that is convenient and will assist in improving their quality of life, and reduce stress.

Develop a mass marketing campaign designed to position Commuter Connections as a source for a myriad of solutions for all kinds of commuters. Use media that targets commuters during the time when their frustration is at its peak, which would be drive-time radio, predominantly during the morning.

### *State of the Commute Summary Preliminary Data, 2007*

The Commuter Connections program including the regional marketing efforts and local activities of network members continues to be successful; driving alone is at a slightly lower rate now than it was in 2001 or 2004.

- Driving alone is down to 71.0%, down from 74.1% in 2004, and 72.6% in 2001.
- All other modes, including train, carpool/vanpool, bus, and bike/walk are all up from 2004.
- It is impressive that one in every three trips is made (or avoided) with alternatives to driving alone
- Sex: Women and men are very similar in their likeliness to use alternative transportation options.
- Top reasons for using alternative mode:
  - Save money 18%
  - Changed jobs/work hours 18%
  - Save time 13%

- The most persuasive messages appealed to respondents' interest in saving the environment, saving money, or reducing congestion.
- By far, the most prominent service sought by respondents was transit information, sought by 60% of respondents who contacted a local program.
- About four percent of respondents said they would definitely try carpooling if offered a financial incentive and another 10% said they would probably try carpooling to receive the \$25 gift card. A slight increase was noted in respondents' interest; at the \$50 level.

### *Stakeholder Interviews, 2007*

A series of interviews were conducted with stakeholders to identify their needs, interests, and ideas to enhance the effectiveness of the Commuter Connections network. Several findings encourage enhancing the synergy of the network members to cooperatively operate campaigns or programs; other findings pointed out the differences in each area and the need to customize messages and materials—but maintain a single, consistent look and theme. Some of the findings include:

- Each network partner serves distinct, manageable-sized geographic area and knows the unique needs, stakeholders, opportunities, and challenges of their territory.
- SmartTrip will create a seamless fare structure—but without the seamless service to complete the promise of a stress-free commute to work, many will likely to continue to drive alone. The Network can help fill the gaps between transit systems and encourage seamless service throughout the region.
- The variety of issues faced by the different agencies calls for customization of messaging strategies that promote viable transportation options from and within that particular area.
- While regional marketing efforts can grow general awareness of options and services, individual efforts by network members can build on these efforts through local marketing and partnerships with organizations that can reach people likely to be receptive to the message

## SUMMARY OF PROPOSED STRATEGY FOR FY08

The overall objective of Commuter Connections is to reduce traffic congestion and its resulting vehicle emissions, by changing the behavior of single occupancy drivers into alternative forms of commuting. In FY08 the overall marketing program will support ridesharing, Guaranteed Ride Home, telework, transit, bicycling and the role of the employer in encouraging and supporting change in commuting behavior.

According to the Commuter Connections FY 2006 applicant database Placement Survey Report, nearly two-thirds of the audience most likely to seek alternative commuter information from Commuter Connections are between the ages of 35 to 54. Females make up 58% of the respondents and the overwhelming majority of respondents work in professional occupations. Over two-thirds of respondents reported their annual household income is \$80,000 or greater. More than two-thirds work for companies that employ 250 or more and over half work for the Federal Government. Average commute distance was 36.3 miles one way, with 59% commuting 30 miles or more.

In order to focus Commuter Connections resources, key strategies that will guide the FY08 program will include promotional efforts specifically geared to matching the audience profile of top Activity Centers and a focus on getting employers to offer benefits that will change employee commuting behavior.

**Marketing Strategies:** Marketing strategies are chosen based on Scarborough Research reports, based on the target markets for each message or event: Ridesharing, Guaranteed Ride Home, Employer Recognition, and Bike to Work Day and other Special Events. These reports identify specific media that are best to use to reach the desired market. The report information is combined with the marketing consultants' experience as well as review of past Commuter Connections campaigns. For FY08, **radio** is again recommended as the anchor medium for the program, with its ability to reach a large portion of our target markets (90 percent) with significant frequency (each individual will be exposed to the radio message 31 times on average).

**Bus Shelters** provide repetitive communication to geographically targeted areas. **Internet advertising** is interactive and closer to one-to-one selling than any other form of media. Websites are targeted to key counties, and include news, weather, television affiliate, and special geo-targeted websites. **Gas pump toppers** are a unique, non-traditional direct-to-consumer strategy that features full color, weatherproof ads in frames on top of gas pumps. The effectiveness of this type of advertising is evident in the use of it by McDonalds, Discover, Allstate and Toyota. **Coffee cup sleeves** are another direct opportunity to distribute up to 400,000 customized four-color sleeves per month in 145 venues.

Existing creative will be used for the fall campaign; results of the complete 2007 campaign will be studied in December 2007 by the marketing consultant to help identify the most effective messaging strategies for implementation for Spring 2008.



**Tactics:**

- Radio advertising to increase GRH awareness, applications and conversions
- Public relations/media communications to provide testimonials of GRH success stories and broaden awareness and registrations for the program
- Web advertisement (banner ads), geared directly toward generating registrations
- Bus shelters
- Coffee cup sleeves
- Web advertising banners placed on radio web sites via earned media opportunities.
- Continuously update website information
- Transit advertising (creative only; space to be provided by operators)

**Media Allocation:** Approximately 38 percent of media budget.

**Rideshare**

**Objectives:** Maintain and increase awareness of shared ride modes, retain current ridership on these modes; gain new riders and telecommuters; gain new applicants to the regional database.

**Tactics:**

- Radio advertising to increase services awareness, applications and conversions
- Gas pump toppers
- Public relations/media communications to provide testimonials of ridesharing success stories and broaden awareness and registrations
- Web advertisement (banner ads) for the ridesharing database, geared directly toward generating registrations
- Bus shelters
- Web advertising banners placed on radio web sites via earned media opportunities.
- Continuously update website information
- Consider unique promotion opportunities (e.g. co-promotion with new ABC Carpoolers show).

**Media Allocation:** Approximately 57 percent of media budget.

**Employer**

**Objectives:** Add new employer clients; expand participation and offerings in existing employer programs; recognize existing employer programs who have implemented successful programs; increase the number of employers offering the tax free commute benefit; increase use of SmarTrip offered through employer programs;

**Tactics:**

- Disseminate employer outreach sales kits
- Quarterly employer newsletter
- Quarterly Federal Employee Transportation Coordinator (ETC) newsletter insert
- Web advertisement (banner ads) and email marketing
- Telework Case Study development

- Coordination with the Telework Exchange, the Virginia Office of Telework Promotion and Broadband Assistance, and other pertinent groups to promote the concept of teleworking
- Print advertisement highlighting local companies who voluntarily implement innovative commuter programs and telework programs
- See Special Events below targeted to employers (Employer Recognition Awards and Live Near Your Work)

**Media Allocation:** Approximately two percent of media budget, for Employer Recognition print ad.

### **Special Events**

**Objectives:** Use special events, such as Bike to Work Day, the Employer Awards, and other events both to highlight existing programs and encourage other employers and commuters to become involved, increase their ridership or enhance their on-site programs; increase commuter participation in Bike to Work Day; increase awareness of the Live Near Your Work program; support network members' special events.

#### **Tactics:**

- Sponsor Bike to Work Day (May 16, 2008)
- Secure corporate and other sponsorships for Bike to Work Day
- Use radio advertising to increase awareness of Bike to Work Day
- Sponsor Employer Awards; promote winners
- Provide support to Commuter Connections network members' Live Near Your Work events

**Media Allocation:** Approximately three percent of media budget

## REGIONAL PROFILE

In the Washington region the current transportation system includes a network of highways (many of which have HOV lanes), rail lines, several bus systems, bike paths, and a number of telework centers.

From the COG Growth Trends to 2030: Cooperative Forecasting in the Washington Region Fall 2006 report, regional employment is projected to increase nearly 39 percent from 2005 to 2030. It will also experience a slightly higher rate of growth than both population and households. Employment growth would be the greatest during the 2005 to 2010 time period, when an average of 64,000 new jobs are anticipated per year, slightly more than the amount of jobs added from 2010 to 2015. Two-thirds of all new jobs are anticipated in service industries such as engineering, computer and data processing, business services and medical research. Job growth in Northern Virginia (53%) will outpace the growth anticipated in the Maryland suburbs (39%) and the District of Columbia (15%).

Also based on information release by COG in Fall 2006, The region's population is expected to grow steadily through 2030, adding an average of approximately 65,000 persons a year. Population will be spurred by the long-term strength of the region's economy, high rates of immigration and international immigration, and declines in average household size less rapid than previously anticipated. Furthermore, the region's population 65 years of age and older will more than double from 2000 to 2030. Most of the population growth will be in Fairfax, Loudoun, Montgomery and Prince William counties. However, the outer jurisdictions will experience the fastest rates of growth, led by Loudoun (94%) Stafford (83%) and Prince William (58%) counties. The region's central jurisdictions will grow more slowly. In Arlington County and the City of Alexandria, population will increase by 26 and 25 percent, respectively. The District of Columbia will experience an end of short-term population loss and will grow by 27% during the forecast period.

According to the region's Constrained Long-Range Plan, the highway system in Washington won't keep pace with growth. Only 30% of transportation dollars will be spent on new roads and transit expansion. Daily VMT's will increase by 41 million but only 2,300 new lane miles will be created. Furthermore, in 2030, most of the Washington Capital Beltway will be stop and go with speeds less than 30 mph.

The top Regional Activity Centers grouped below identify specific targeted geographies to address growth occurring within the various jurisdictions outlined in the Employment and Population Forecasts.

**Central:**

- District of Columbia - D.C. core, Federal Center/ Southwest D.C.
- Arlington County - Rosslyn/Ballston and Crystal City/Pentagon
- City of Alexandria – Downtown Alexandria

**Northern Virginia:**

- Fairfax County –Merrifield/Dunn Loring, Tysons Corner, Fairfax Center/GMU, Dulles Corridor and I-95/Springfield, Bailey’s Crossroads,
- Loudoun County – Downtown Leesburg
- Prince William County - Manassas

**Suburban Maryland:**

- Frederick - Frederick
- Montgomery County – Bethesda/Friendship Heights, Gaithersburg, Rockville/North Bethesda, and Silver Spring/Takoma Park/Wheaton
- Prince George's County – Greenbelt/College Park/White Oak, New Carrollton/Largo

## **PRODUCT PROFILES**

In the Washington metropolitan region there are several products being offered to commuters as alternative transportation methods to driving alone to work:

1. Carpools and Vanpools
2. HOV Lanes
3. Transit
  - a. Buses - Both Fixed Route and Express
  - b. Commuter Rail (VRE, Amtrak, MARC)
  - c. Metrorail and Light Rail
4. Park and Ride Lots
5. Telework Centers and Home Based Teleworking
6. Bicycling/Walking
7. Car Sharing

Also included in the following analysis are support services or promotions for alternative commuting:

1. Guaranteed Ride Home
2. Commuter Benefit Programs (Commuter Choice, Metrochek /SmarTrip)
3. Clean Air Partners
4. Live Near Your Work

## **CARPOOLS AND VANPOOLS**

### Product Profile

Carpools are a highly used form of alternative commuting. HOV lanes provide an additional benefit for carpools and vanpools – time savings. In areas not served by HOV lanes, cost savings and reduced stress (from not driving everyday) are the most important benefits. Commuter Connections assists commuters in finding suitable ridesharing arrangements with their Matchlist. The Matchlist provides commuters a list of potential carpool drivers or passengers, and available vanpools who have the same or similar route and schedule. Commuters who carpool represent approximately 14 percent of the overall commuting population within the metropolitan region, second to commuters driving alone to work. Carpooling is the mode most preferred alternative mode due to the flexibility and convenience it affords a commuter when compared to vanpool, and transit modes.

Whereas the number of commuters carpooling has remained steady over the past decade, vanpooling has been on the decline. Many of the vanpool operators, including VPSI and ABS vanpools, accept Metrochek and SmarTrip as fare payment. Vanpools typically travel greater distances than car pools. The majority of vanpools in the Washington region originate in Virginia, mostly in Prince William, Spotsylvania, and Stafford counties. The primary destinations of vanpools are the District of Columbia, Arlington, and Fairfax County. There are several vanpool operators in Virginia, and a large number of single owner operated vans.

The number of vanpools had been increasing until 1992 when there were over 1,000 vans regionally. Since 1992, the region had experienced a steady decrease. Over the past few years, the number of vanpools has stabilized or has slightly increased due to higher gasoline prices. The decrease is attributed to several factors:

- Government downsizing
- Washington, D.C. businesses relocating to the suburbs
- Federal government increasing use of flextime and alternate work schedules
- HOV on I-66 decreased from 3 to 2 inside the beltway and made it easier to form carpools
- Opening of Virginia Railway Express

### Current Strategies

- Encourage greater carpools and vanpools through placement of highway signs with the Commuter Connections phone number and web site in Maryland, Virginia and the District of Columbia.
- Promote the Matchlist services offered by Commuter Connections through the broadcast and direct mail campaigns
- Educate commuters that Prince William County, through PRTC, offers a 91% personal property tax relief for vans used for ridesharing purposes.
- Educate commuters that all Northern Virginia rideshare agencies offer temporary financial assistance to new vanpools or vanpools experiencing emergency loss of ridership that threatens the survival of the ridesharing arrangement.
- Educate commuters that Fairfax County offers a personal property tax reduction for large vanpools that are "privately owned," and the VanSave/Start subsidy for vanpool support.

- Educate commuters that RADCO Rideshare redeems Metrocheks for all vanpools in the Fredericksburg region.
- Educate commuters that Prince George's County offers 100% subsidy for first month, 50% for second month and 25% for third month of newly formed vanpools with a minimum of eight passengers in a 12-15 passenger van, or with five passengers in 9 passenger vans.
- Educate commuters that Frederick County provides start-up funds for new vanpools for the first year of operation.

#### Strengths

- Cost savings from high gas prices, and lower maintenance costs due to less wear and tear on personal vehicles
- Time-savings may be enjoyed, if using HOV lanes, particularly in Maryland.
- Addresses the suburb-to-suburb commute better than public transit.
- Reduces maintenance of parking lots or leasing costs for employers.
- Employers can give \$110 tax-free subsidy to vanpoolers each month via SmartBenefits or other Transit Voucher.
- Reduces the stress of daily driving.
- Allows commuters to relax, read, or use lap top during the commute.
- GRH supported.
- The vanpool riders determine their route and schedule based on their needs, making vanpooling very flexible.
- Reduces the need for families to have an additional vehicle.
- Increasing gasoline prices make ridesharing an attractive option with its associated cost-savings.

#### Deficiencies

- Perceived as an option that takes away freedom and personal space from commuters.
- SOVs do not think the cost savings are worth the effort of picking up a commute partner or vanpool.
- Many employees believe they need their vehicle for use during the day.
- Difficult to recruit vanpool drivers.
- HOV lanes in Virginia has become saturated by hybrids.

#### Promotional Strategy

- Promote GRH more to encourage greater number of carpools and vanpools.
- Promote commute cost savings for carpools and vanpools.
- Target large employers, especially government agencies and defense contractors with zip code parties, table tents in cafeterias, and trial vanpooling weeks.
- Focus on suburban employers to fill the commute needs of the suburb-to-suburb commuters.
- Work with employers moving to suburbs from an area that was well served by transit. Encourage these commuters to retain their HOV commute with vanpooling as an alternative.
- Promote “Rideshare Week” activity during spring to encourage ridesharing for the Air Quality Action Day season at employer worksites.

- Promote carpooling and vanpooling to commuters using park and ride lots that are at capacity.
- Focus on employer-based vanpool promotions in the federal and defense contractor sector.
- Worksite promotion at designated employer sites with demonstrated interest from employees. Promotions include zip code party, a \$110 subsidy per employee per month, and free trial week.
- Promote ridesharing opportunities in HOV corridors with regard to time savings.
- Promote preferential parking programs for carpools and vanpools through the Commuter Connections newsletter and through the Employer Services program.

#### Threats

- Hybrid vehicles using HOV lanes in Northern Virginia – especially in the I-95/I-395 corridor.
- Violation rates in all HOV corridors.
- “Empty lane syndrome,” especially in the U.S. 50 HOV corridor in Maryland.
- Congested HOV lanes will diminish advantage of time savings.
- Commuters do not understand the value of carpools and vanpools, because they do not realize how much they spend commuting.
- Low levels of marketing and advertising to commuters.
- Difficulty of recruiting new vanpool drivers
- Rising Insurance Costs



## **HOV LANES**

### Product Profile

All HOV lanes include car and vanpools, buses and motorcycles.

In Northern Virginia, there are approximately 70 miles of HOV lanes, including a 28-mile two-lane reversible HOV facility located on Interstate 95 and 395 between Quantico Creek and the District of Columbia. These lanes are northbound between 6:00 a.m. and 9:00 a.m. and restricted southbound between 3:30 p.m. and 6:00 p.m. It is restricted to 3-person carpools, vanpools, buses, motorcycles, and taxicabs.

Interstate 66 has 11 miles of HOV inside 495 and 21 miles outside I-495 for a total of over 30 miles, with the recent completion of the HOV lane extension project in Prince William County from Va. 234 Business (Sudley Road) to Va. 234 (Prince William Parkway). Inside I-495 is for the exclusive use of eastbound HOV-2 in the AM hours and westbound HOV in the PM hours. The remaining lanes outside I-495 are concurrent flow HOV.

Fifteen miles of concurrent flow HOV lanes opened on the Dulles Toll Road in 1998. The lanes are for HOV-2 vehicles and feed into the I-66 facility via the Dulles Connector Road between Va. 123 and I-66.

As of this writing (Summer, 2007), hybrid vehicles with the appropriate registration plates may use the HOV lanes in Virginia, regardless of vehicle occupancy. This provision is due to expire on June 30, 2008, but could be extended by the Virginia General Assembly. The 2006 General Assembly added the provision that hybrid vehicles registered after June 30, 2006, could only use I-395/95 with the required occupancy of 3+ people. They can continue to use the I-66 HOV lanes and the DTR HOV lanes without the required number of occupants.

Maryland has 46 miles of HOV lanes. I-270 has one lane devoted to southbound traffic in the AM between 6:00 - 9:00 A.M. and one lane devoted to northbound traffic in the P.M. (3:30 P.M. - 6:30 P.M.). These lanes opened in the winter of 1996. The HOV lanes on US 50 are in operation 24 hours/day. The lanes opened in October 2002. Maryland State Highway Administration conducts an extensive monitoring program and has usage data. Carpoolers using the I-270 HOV lane save as much as 20 seconds per mile. The Maryland State Police have a dedicated enforcement program in place. The fine for HOV violations in Maryland is \$90.00 and one point against the violator's license.

**Current HOV Lanes in Northern Virginia:**

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
I-395 Shirley Hwy	I-395 Two lanes reversible	10	HOV-3, motorcycles, buses, taxis with 3 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.	NB: 6:00-9:00 a.m. SB: 3:30-6:00 p.m.	<ul style="list-style-type: none"> <li>• I-395 AM: 2.74 AVO 49 MPH, 12 minutes</li> <li>• I-395 PM: 2.38 AVO 68 MPH, 9 minutes</li> <li>• Non HOV AM: 1.1 AVO, 20 MPH, 30 minutes</li> <li>• Non HOV PM: 1.11 AVO 49 MPH 12 minutes</li> </ul>
I-95 Shirley Hwy	I-95 Two lanes reversible	18	HOV-3, motorcycles, buses, taxis with 3 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement	NB: 6:00-9:00 a.m. SB: 3:30-6:00 p.m.	<ul style="list-style-type: none"> <li>• I-95 AM: 2.54 AVO 62 MPH, 18 minutes</li> <li>• I-95 PM: 2.60 AVO 67 MPH, 16 minutes</li> <li>• Non HOV AM: 1.05 AVO, 22 MPH, 51 minutes</li> <li>• Non HOV PM: 1.16 AVO 28 MPH 41 minutes</li> </ul>

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
			vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.		
Capital Beltway (not including Wilson Bridge)	N/A	N/A	N/A	N/A	HOT lanes presently under study between I-95 (Springfield Interchange) and Va. 193 (Georgetown Pike). Express Toll Lanes (no HOV provision) under study on the Maryland portion of the Beltway
I-95/I-495 Cap. Beltway at Woodrow Wilson Bridge	Concurrent-flow HOV or transit lanes on bridge and approaches to bridge		To be determined	To be determined.	One lane in each direction reserved for HOV and bus traffic; or for a rail line.
Va. 400 Washington Street	Concurrent-flow curb lane on arterial street in City of Alexandria		HOV-2, motorcycles and transit buses.	NB: 7:00 – 9:00 a.m. SB: 4:00 to 6:00 P.M.	

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
I-66 (Outside 495)	Concurrent flow HOV lane between I-495 and Route 234 Bypass in Prince William County.	21	HOV-2 motorcycles, buses, taxis with 2 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.	EB: 5:30-9:30 a.m. WB: 3:00 -7:00 p.m.	HOV AM: 1.82 AVO. 29 MPH, 42 minutes HOV PM: 1.80 AVO. 52 MPH, 21 minutes Non HOV AM: 1.08 AVO, 23 MPH, 55 minutes Non-HOV PM: 1.1 AVO, 43 MPH, 27 minutes
VA 267/ Dulles Toll Road	Concurrent flow HOV lane from Virginia Route 28 to main toll plaza. Approx. 15 mile facility includes Dulles Connector Road segment between I-66 and the Rte 123.	14.8	HOV-2, buses, taxis with 2 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to	EB: 6:30-9:00 a.m. WB: 4:00 –6:30 p.m.	<ul style="list-style-type: none"> <li>• Opened December 1998</li> <li>• HOV AM 1.67 AVO, 58 mph, 12 min</li> <li>• HOV PM 1.7 AVO, 58 mph, 16 min</li> <li>• Non-HOV AM 1.05 AVO, 46 mph, 15 min</li> <li>• Non-HOV PM 1.05 AVO, 48 mph, 22 min</li> </ul>

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
			use HOV lanes when responding to emergency calls.		
I-66 (inside 495)	Two lanes in peak commute directions between the Beltway to Rosslyn	9	HOV-2, buses, taxis with 2 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.	EB: 6:30-9:00 a.m. WB: 4:00 –6:30 p.m.	<ul style="list-style-type: none"> <li>• HOV: 1.72 AVO in AM 1.69 AVO in PM</li> <li>• Motorists traveling to and from Dulles International Airport on business are permitted to use I-66 inside the Beltway during HOV hours.</li> </ul>

**Current HOV Lanes in Maryland:**

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
I-270	Concurrent-flow (1 lane)	SB: 12 miles from I-370 to I-495  NB: 19 miles from I-495 to MD 121	HOV-2, motorcycles, buses <b>NO HYBRIDS ALLOWED</b>	SB: 6:00-9:00 a.m. NB: 3:30-6:30 p.m.	<ul style="list-style-type: none"> <li>• HOV AM: 1.68 AVO, 40 MPH, 13 minutes</li> <li>• HOV PM: 1.77 AVO, 57 MPH, 19 minutes</li> <li>• Non HOV AM: 1.08 AVO, 28 MPH, 19 minutes</li> <li>• Non HOV PM: 1.08 AVO, 36 MPH, 31 minutes</li> </ul>
US 50 (John Hanson Highway) (Md. 704 to east of US 301/Md. 3)	Concurrent flow Single lane each way	MD 704 to Anne Arundel County/Prince George's County line; 7.5 miles	HOV 2+, motorcycles, buses <b>NO HYBRIDS ALLOWED</b>	24 hours/day 7 days/week	<ul style="list-style-type: none"> <li>• HOV AM: 1.62 AVO, 59 MPH, 9 minutes;</li> <li>• HOV PM: 2.06 AVO, 64 MPH, 9 minutes;</li> <li>• Non HOV AM: 1.03 AVO, 46 MPH, 12 minutes</li> <li>• Non HOV PM: 1.08 AVO, 52 MPH, 10 minutes</li> </ul>

**FUTURE HOV PLANS:**

**Interstate 95/395 and the Capital Beltway:** The Virginia Department of Transportation (VDOT) is partnering with Fluor-Transurban in the development of high-occupancy toll (HOT) lane projects for Interstates 95/395 and the Capital Beltway/Interstate 495. The projects are designed to help alleviate congestion.

The I-95/395 project will expand the existing reversible high occupancy vehicle (HOV) lanes on I-95/395 from two to three lanes and extend two new lanes south to Massaponax from Eads Street near the Pentagon.

Two HOV/Bus/HOT lanes will be added on the Capital Beltway in each direction between the Springfield Interchange and just north of the Dulles Toll Road.

All of these lanes will become HOV/Bus/HOT lanes – meaning buses and carpools with three or more people can continue to use the lanes for free, while non-HOV motorists can choose to pay a toll and access the lanes as well.

The new I-95/395 lanes will be reversible, meaning traffic operations personnel will use them to move traffic into the region during peak in-bound commute times, and out of the region during out-bound peak periods, like the HOV lanes are used today. The Capital Beltway HOV/Bus/HOT lanes will operate in both directions.

The Virginia HOV/Bus/HOT lanes projects are the result of a public-private partnership between VDOT and Fluor-Transurban. Under this partnership agreement, VDOT will own and oversee the lanes and Fluor-Transurban will construct, operate and provide routine maintenance on them.

**I-95:** Maryland and Virginia. New HOV lanes may open when Woodrow Wilson Bridge reconstruction project is completed in 2008 (Alexandria to Oxon Hill).

**Interstate 66:** The extension of the concurrent flow HOV lane was completed and opened to traffic on Nov. 8, 2006. The HOV lanes begin/end at the Route 234 Bypass (about 1.5 miles east of Route 29).

#### Assets

- A dedicated lane that offers time and cost savings
- No cost to the user
- Convenient
- Reliable

#### Deficiencies

- These lanes are, for the most part, single lanes (along I-270, I-66 outside the Capital Beltway, Route 1 and Washington Street in Alexandria). They do not allow for passing.
- The I-95/395 HOV lanes are a two lane barrier separated facility, and I-66 inside the Beltway is an exclusive 2-lane facility during peak hours.
- Hours of operation are tailored to each corridor; they are not consistent throughout the region. (See I-66 inside and outside 495 hours).
- HOV enforcement is partly dependent on supplemental overtime grants from state DOTs.
- Misuse by SOV's using HOV lanes is prevalent since none of the lanes are barrier separated in Maryland.
- Perception of enforcement of HOV rules is lax, penalties may be too low to discourage HOV violators in Maryland.

#### Advertising/Promotional Strategy

- Promote time and cost savings that result from use of HOV lanes through radio, direct mail, print ads, to residential areas surrounding HOV lanes, by providing specific time savings information for as many commuters as possible.
- Working with traffic reporters from radio and television to advise commuters of the time and cost savings resulting from the use of HOV lanes.
- Coordinate with Maryland and Virginia on joint HOV marketing campaigns.

#### Threats

- Accidents/overuse that will reduce time savings.
- Legal use of HOV lanes in Virginia has reduced speeds.
- Public does not perceive the time savings.
- In some instances, the public perceives that general purpose-lanes are being taken away by dedicating them to HOV.
- Slowdowns and/or traffic congestion can occur due to enforcement of the lanes.
- Performance of concurrent flow HOV lanes on I-270 and I-66 (outside Beltway) are impacted by severe congestion in non-HOV lanes.



## **TRANSIT**

The Washington metropolitan region is served by a number of bus and rail services offering a range of full service transportation to shuttle services. In addition, the region is serviced by commuter rail services, such as MARC and VRE. The major provider of both bus and rail service is the Washington Metropolitan Area Transit Authority (WMATA), which operates both Metrobus and Metrorail. Metrorail currently utilizes 103 miles of track and has 83 stations. Metrobus operates in the core District and in the outlying suburbs, as does Metrorail. Metrorail does not currently connect to Dulles Airport.

### Product Profile

Within the Washington/Baltimore region there are several transit providers, namely:

- Alexandria's DASH service
- Arlington Transit/ART
- City of Fairfax CUE bus
- Fairfax County's Connector, EZ Bus, Metrobus, REX, and TAGS bus service
- Falls Church George Bus
- Loudoun County Transit
- Montgomery County Ride On
- MTA Local Bus, Light Rail, Metro Subway, MARC Train and Commuter Bus
- Prince George's County - *TheBus*
- PRTC's OmniRide, Metro Direct, OmniLink and Cross County ConnectorTransIT Services of Frederick County
- VRE rail
- WMATA- Metrobus and Metrorail

The factors influencing transit use include:

### Automobile-Related

- Availability of auto
- Operation and Maintenance Costs of auto, including gasoline costs & availability
- Parking Availability and Costs for parking of auto

### Travel-Related

- Connectivity with other Transit Modes
- Convenience and comfort of transit
- Distance from origin and destination to Transit Station
- Mode of Travel to Transit Station
- Number of mode changes necessary to reach destination
- Number of transfers necessary to reach destination
- Reliability
- Time of Travel
- Transit Fares
- Travel time to destination using transit

### Human-Related

- Knowledge of transit system (i.e. schedule and routes)
- Location within urban area
- Perception/Image of transit to public

### Transit System-Related

- Connectivity with other modes
- Convenience and comfort of transit
- Number of mode changes necessary to reach destination on transit
- Number of transfers necessary to reach destination on transit
- Parking availability at transit stations
- Parking costs at transit stations
- Proximity to residential
- Proximity to retail and/or tourist attractions
- Security/Safety
- Transit fares

Considering the above factors, commuters may choose public transit if it is convenient, cost effective, and they have sufficient comfort level with understanding how to use transit to get to and from their destination safely and in a timely manner. Therefore to promote public transit, a targeted approach of focusing on residential neighborhoods and employment centers that are close to bus stops and rail stations with a Metrochek or SmartBenefits promotion would be most effective. Additionally, better transit information to increase comfort level for those deciding to take transit would be of benefit, particularly for Limited English Proficiency (LEP) groups.

**Summary of Bus Activity**

<i>TRANSIT AGENCY</i>	<i>BUS ROUTES</i>	<i>CAPACITY</i>	<i>TYPE OF SERVICE</i>	<i>ROUTES CLOSE TO CAPACITY<sup>1</sup></i>	<i>ROUTES IN NEED OF RIDERSHIP INCREASES</i>
WMATA	147 (46 in DC, 58 in MD, 43 in VA)	29-70	Peak and Non peak service		
WMATA	DC	29-70	Peak and Non peak service	X2, 70, 71,X8, 42, 52, 54, 60, 62, 64, 90, 92, S2-5, A2, A3, A6, A7, A8, 30, 32, 34, 36, 80, H8, H9, A4, A5, P1-6, 67, D2, D4, V6-9, B2, H2, H4, L1, L2, N2-6, M6, S1, G8, W4, M20, X1, M4, W6, W8, A9, 73,B8, B9	U8, 9, 94, E2-4, U5, 6, G2, U4, 96, 97, D8, W1, W2, V5, K2, D5, E6, W9
WMATA	MD	29-70	Peak and Non peak service  Buses traveling on HOV lanes: J9	T18, P12, C2, C4, Q1, Q2, J1, J2, J3, 84, 85, K6, D12, S12, M11, C12, C14, V12, A12, A15, C11, K12, K19, J11-15, Y6, Y7, Y8, Y9, F4, F6, C8, C21, C22, W11, W12, W15, W17, P17, P19, T2, T15, T16, T17, Z11, W13	R4, R1, R2, 82, 83, 86, Y4, F2, H11, H12, H14, Z8, C23, C24, C25, C26, F14, L8, R12, F8, V14, Z2, 89, C6, Z4, R3, C7, F13, Y3, P12, P13, Z7, Z9, Z17, Z19, B23, B24, B21, B22, Z1, Z3, Z5, Z13, 87, 88, C28, Z29, Y1, B25

<b>TRANSIT AGENCY</b>	<b>BUS ROUTES</b>	<b>CAPACITY</b>	<b>TYPE OF SERVICE</b>	<b>ROUTES CLOSE TO CAPACITY<sup>1</sup></b>	<b>ROUTES IN NEED OF RIDERSHIP INCREASES</b>
WMATA	VA	29-70	Peak and Non peak service  Buses traveling on HOV lanes: 7C, 7E, 7F, 7G, 7H, 7P, 7N, 7W 7X, 8X, 8Z, 12C, 12E, 12L, 12S, 17G, 17K, 17L, 17M, 18F, 18J, 21A, 21B, 21D, 25A, 25F, 25G	7A-X, 38B, 10B, 10C, 9A-G, 22A-F, 3A-F, 3W, 3Z	16A-J, 28A, 28B, 10A, 10E, 23A-T, 16S-X, 25B, 25A, 25F, 25G, 25J, 25P, 25R, 8S-Z, 2A-G, 4A-S, 24M, 24P, 29K, 29N, 28F, 28G, 21A-F, 1B-Z, 13A-M, 2W, 29C, 29E, 29G, 29H, 29X, 18L-R, 17G, 17H, 17K, 17L, 12E, 12F, 24T, 18G-K, 12C, 12D, 17A, 17B, 17F, 17M, 12L, 12M, 18A-F, 20F-Z, 15K, 15L, 12R, 12S, 11Y, 11P
Alexandria DASH	9 routes Plus, Dash About free weekend shuttle	61	Local peak and non peak, peak to Pentagon HOV: AT3, AT4	#2, #3, #4 # 8	#7 , # ¾ loop
Fairfax Connector	56 routes	29-55	Peak and Non-peak service. HOV:	980, 950, 595,597, 551, 401, 151,152, 171	304, 305, 307, 380, 553, 574, 605, 922, 924, 926, 927, 929
Fairfax City Cue Bus	4 Routes –Green and Gold	40	Loop – Clockwise and counter clockwise, City GMU, and Vienna/Fairfax-GMU Metrorail Station		Green and Gold routes
Loudoun County Transit	4 Routes-- Loudoun County to DC; Cascades/Lowes Island to West Falls Church Metro; and WFC Metro to Loudoun County	55-67	Peak service	65-70% capacity most LC to DC buses, some buses are currently at capacity	Cascades/Lowes Island to West Falls Church, WFC to Loudoun County and Dulles South to Washington, D.C.

<b>TRANSIT AGENCY</b>	<b>BUS ROUTES</b>	<b>CAPACITY</b>	<b>TYPE OF SERVICE</b>	<b>ROUTES CLOSE TO CAPACITY<sup>1</sup></b>	<b>ROUTES IN NEED OF RIDERSHIP INCREASES</b>
Montgomery County Ride On	80 routes	19-43 (seated) 28-64 (standing)	Peak and Non peak service HOV: Rt. 70, 71, 75, 79, 100, 124	Because of growth in last 3 years, many routes have capacity issues at some time during their operating day	
Prince George's TheBus	25 routes	22-38	Peak and Non peak service	14,16, 30, 32, 33, 34, 53 are over capacity 15X, 17, 20, 21, 51, are at/near capacity	11,12,13,15, 22,23, 26, 28
PRTC OmniRide/ Metro Direct	13 routes: 8 areas in Prince William County 10 routings in Washington DC/Pentagon/Arlington. 2 single trips (C1, RT1). 3 routes to Metrorail stations. 1 route within Prince William County	38 - 57	Commuter Service  Service to Metrorail Stations	New trips added to relieve chronic overcrowding	Manassas Metro Direct  North Route 1 OmniRide
PRTC OmniLink/ Cross County Connector	7 routes	29	Local	Dumfries, Dale City, Woodbridge, and LakeRidge	Manassas Park and Manassas
TransIT Services of Frederick County	8 Routes 6 Commuter Shuttles	16-29	Local, Commuter	10, 20, & 40 are crowded during peak rush hours	70, 80 & East County Shuttle

1. Routes close to capacity are defined as 80% occupied during peak periods.

Assets (for bus only)

- Bus is the least expensive commute mode; a number of passes available for reduced fares
- Attractive alternative to commuters without vehicles
- In addition to publicly-owned transit, there are a number of private commuter bus services
- Convenient to many home destinations, shopping centers and business centers
- Benefits from the GRH program

- Faster than SOVs when their route includes HOV lanes
- Allows passengers to relax
- Commuter Stores, plus on-line ability to purchase bus fares via CommuterPage.com; Montgomery County's web site, and Fare Media by Mail.
- Costs savings for commuters compared to driving alone

#### Deficiencies

- Commuter still has to get to the bus stop and final destination
- More parking required at some bus stops
- SOVs perceive as nuisance and source of pollution
- Slow with multiple stops
- Considered as an inferior mode of transportation by SOVs
- Public Transit is oriented to downtown commute pattern. Some suburban systems (e.g. Montgomery County) have bus system oriented to feed Metrorail stations and to serve other activity centers.
- Little service to Beltway users

#### Prospects

- Conversion to alternative fuels to increase its environmentally friendly image
- Prime mode of travel for DC residents
- SmarTrip® card and Metrochek/SmartBenefits subsidies
- SmarTrip® now available on all Metrobuses. Expansion of to RideOn sometime in the Fall or Winter.
- Use of queue-jumpers and other prioritization methods, including Bus Rapid Transit
- Use of smaller buses for increased flexibility in routes for residential areas
- Real-time bus arrival information (AVL/GPS)

#### Threats

- Fare increases
- Lack of funding for operations and expansion
- Limited Parking
- Limited routes
- Peak Period Capacity

## Summary of Rail Activity

<b>PROVIDER</b>	<b>RAIL TYPE</b>	<b>ROUTES</b>	<b>CAPACITY</b>	<b>ROUTES TO MARKET</b>
<b>VRE</b>	Commuter	Manassas Fredericksburg	Close to capacity	Backlick Lorton, Rippon & Woodbridge (stations with avbl pkg).
<b>MARC (MTA)</b>	Commuter	Brunswick Line Camden Line Penn Line	Close to capacity	1) Brunswick Line (Martinsburg, WV and Frederick, MD to Union Station) 2) Camden Line (Baltimore to Union Station) 3) Penn Line (Perryville, MD to Baltimore to Union Station)
<b>Metro (MTA)</b>	Subway	Owings Mills to Johns Hopkins Hospital	Not at capacity	Northwest Baltimore Corridor: Owings Mills, Downtown. Johns Hopkins Hospital.
<b>Light Rail (MTA)</b>	Commuter	1) Hunt Valley to BWI Airport 2) Glen Burnie to Timonium ( Spur to Amtrak's Penn Station)	Not at capacity	Hunt Valley to Downtown to Camden Yards to BWI. Glen Burnie to Downtown to Timonium.
<b>AMTRAK</b>	Regional/ Commuter	Northeast Corridor	Not at capacity	Northern Virginia District of Columbia Southern Maryland Baltimore - BWI
<b>Metro (WMATA)</b>	Subway	Yellow, Green, Red, Orange, Blue lines	Capacity during peak periods	District of Columbia: (all quadrants) Maryland: Prince Georges, Montgomery Counties Virginia: Arlington, Alexandria, Fairfax

### Assets (for Rail only)

- Although Commuter Stores are not run by WMATA, they provide an excellent sales vehicle for merchandise and tickets
- Bi-level coaches on VRE and MARC Train systems
- Clean
- Convenient: Leave the driving to someone else

- Favorable cost when compared to driving alone long distances
- Food and beverages allowed (except Metro)
- GRH program makes more accessible during non-rush hour
- In some cases, rail is faster than driving alone
- Parking at commuter rail stations is free
- Reliable (not affected by congestion)
- Safe stations
- Transit Link Card between Metro, MARC and VRE makes it easier and economical to combine trips
- Quiet cars available on most MARC trains

#### Deficiencies

- Commuter rail has limited schedule and is not as flexible in its routes as Metrorail or buses
- Limited or lack of parking at some park and ride lots
- Limited off peak service (train service by VRE and MARC)
- No weekend service to suburbs (train service by VRE and MARC)

#### Prospects

- Provides attractive transportation option to commuters of all income ranges
- Provides an opportunity to its riders to relax during the commute

#### Threats

- Fare increases
- Limited use of track time from CSX Railroad (VRE)



## Summary of Park & Ride Activity

<i>LOCATION</i>	<i>NUMBER</i>	<i>PAY</i>	<i>TYPE</i>	<i>CAPACITY</i>	<i>USED</i>	<i>% Used</i>
District of Columbia	2	No	Official	1,148	1,010	88%
	5	Yes	WMATA	2,083	2,083	100%
Frederick	8	No	SHA	863	525	61%
	4		MARC	1,976	1,570	79%
Montgomery County	14	No	Official	3,524	1,558	44%
	3	No	SHA	1019	311	31%
	11	No	MARC	2,125	1,381	65%
	7	Yes	WMATA	9,560	9,560	100%
Prince George's	16	No	Official	4,656	4,180	90%
	4	No	SHA	868	358	41%
	5		Private	450	53	12%
	7	No	MARC	7,973	6,938	87%
	9	Yes	WMATA	18,779	18,779	100%
Arlington	3	2 No 1 Yes	County	880	94	11%
	1	Yes	WMATA	422	422	100%
Alexandria	1	Yes	WMATA	361	357	99%
Fairfax (City)	1	1 No	1 City	15	0	0%
Fairfax County	19	No	Official	6,207	4,219	68%
	8	Yes	WMATA	14,657	14,657	100%
	5	No	VRE	1,348	904	67%
	11		Other Private	1,403	839	60%
Loudoun County	2	No	Official	798	494	62%
	12	No	Private	1064	584	55%
Prince William	15	No	Official	6,857	4,694	68%
	13	No	Private	2,167	1,482	68%
PWC, Manassas, Manassas Park	6	No	VRE	3,518	2,654	75%
	11	No	Other Private	1,195	332	28%

Official lots include VDOT and County owned lots.

Private lots include proffered lots, leased lots and lots for which County has agreement with the owner.

Park and Ride lots support mass transit, carpools, and vanpools. With the exception of Metrorail lots and a few others, the overwhelming majority of commuter parking is free within the Washington metropolitan region. Most rail parking for MARC and VRE in the region is free, while all Metrorail parking lots require paid parking through mandatory SmarTrip cards. Metered spaces are also offered at most of the Metrorail parking lots. At several Metrorail park and ride lots, there are specially designed parking spaces for car/vanpool vehicles. These include the Huntington, Shady Grove and New Carrollton lots.

The Huntington and Shady Grove lots have random monitoring to insure that pool vehicles exclusively use the designated spaces. In Montgomery County, there are discounts for monthly parking in the facilities in Silver Spring and Bethesda for carpools and vanpools. Five person carpools are given greater discounts. Northern Virginia District park and ride lot demand is projected to increase by approximately 50% by the year 2020.

#### Assets

- Allows for more commuters to use transit
- Safe and convenient
- Used as a meeting point for car and vanpools

#### Deficiencies

- Increases the cost of commuting on Metrorail
- Congested lots
- Confusion as to type of facility (fear of being towed)
- WMATA requires a SmarTrip card to exit all Metrorail parking lots

#### Prospects

- Lots can be used as a site to communicate promotions to users, cost effectively
- Can promote carpooling or cycling to lots if advantages are given such as free parking, spaces near entrance and safe lockers
- Communicate type of Park and Ride to commuter i.e., that commuters can park in store parking lots

#### Threats

- Will need funding to increase capacity at some stations
- Expansion typically meets with some neighborhood resistance
- Cost to commuters have been increased at some lots
- Not enough lockers for bikes at some stations
- Vandalism

## **TELEWORK**

### Product Profile

One of the few alternative modes that has experienced increased use is telecommuting or teleworking; either home based or teleworking from specific centers. Based on the Commuter Connections State of the Commute Survey 2007 Technical Report, almost 19% of regional commuters said they teleworked at least occasionally in 2007, a substantial increase from the 2004 level of 13%. Teleworking grew in nearly every demographic and employer segment in which telework is feasible.

Teleworking among federal agency workers continues to grow. In 2007, 16% of respondents who worked for federal agencies teleworked, compared to 12% in 2004 and only seven percent in 2001. Table 2 shows the incidence of teleworking by type of employer.

The 2007 survey also found that an additional 24% of commuters who do not telecommute today “could and would” telecommute if given the opportunity. These respondents said their job responsibilities would allow them to telecommute and they would like to telecommute. About two-thirds of these interested respondents said they would like to telecommute “regularly,” while one-third would like to telecommute “occasionally.”

With the rapid advancements in technology in recent years, many employers feel teleworking will become more common in the future. Recent technology development is allowing workers to work "without walls" in virtual offices or from home, and therefore telecommuting is gaining a newfound momentum.

Commuter Connections began helping businesses start implementing or expand telework programs in 1996. Throughout the years, Commuter Connections has provided information packets, videos, seminars, demonstration projects, sample telework policies and agreements and information on regional telework centers. In FY08, telework will be supported via collateral, employer support, online case studies and radio.

Other telework resources available in the area include:

- Office of Workplace Initiatives for Federal Employees, managed by GSA
- Mid Atlantic Telecommuting Advisory Council, [www.midatlantictelework.com](http://www.midatlantictelework.com)
- Telework! VA Program, [www.teleworkva.org](http://www.teleworkva.org)
- Telework Partnership with Employers (MD), [www.teleworkbaltimore.com](http://www.teleworkbaltimore.com)
- Washington Metropolitan Telework Centers, [www.WMTC.org](http://www.WMTC.org)

In the Washington metropolitan region, there are 16 regional telework centers in Maryland, Virginia, and West Virginia and in the District of Columbia. The Washington Metropolitan Telework Centers, (WMTC) were established to be a streamlined resource for employers to address the needs of employees unable or unwilling to work at home.

### Promotions

- **TPE**- The Telework Partnership with Employers (TPE) program provides free consulting services to employers in the Washington-Baltimore regions. A Web site was developed by MDOT to provide information on the program.
- **Telework!VA**- The Telework!VA program was an initiative designed to reduce traffic congestion in Northern Virginia. The program provided financial incentives to companies to help them start or expand a telework program for their employees. This pilot is administered by the Commonwealth of Virginia Department of Rail and Public Transportation (VDRPT). Funding is appropriated to participating employers for a two-year period. Telework!VA is limited to reimbursement of lease costs and consultant/technical assistance expenses. VDRPT is expanding the program statewide in 2007 and will be relaunching the website.

### Assets

- Strengthens employee recruitment and retention
- Lowers training costs associated with high turnover
- Reduces absenteeism and late arrivals
- Increases employee productivity
- Improves employee satisfaction by providing flexible work scheduling, better time management and the balance between work and family life
- Reduces costs for office space and parking
- Expands access to skilled workers
- Expands opportunities for business continuity of operations especially in times of natural or man-made disasters
- Enhances public recognition as an innovative business and a good corporate citizen
- Reduces congestion
- Financial incentives are available from the States to assist employers with start up costs and training

### Deficiencies

- Management's concern with how to select the appropriate employee who will retain or increase productivity by teleworking
- Concern with the effect telework has on customer service, especially by federal contractors
- The issue of accountability for work performed out of the office is a concern for management
- Workers Compensation issues and OSHA requirements are not well understood
- Workers are afraid of being passed up for promotions because they are out-of-sight
- Cost of equipment

### Prospects

A highly positive outlook exists for this mode, provided that ample education and training is provided to decision-makers. Additionally, pressure should be created from the bottom up with public relations stories regarding increases in productivity and quality of life due to telecommuting. About 18% of non-telecommuters have job responsibilities that would allow them to telecommute and would be interested in telecommuting, according to the 2004 State of the Commute. Needless to say, teleworking is one of the most cost-effective ways to reduce congestion. It's certainly worth significant attention to future marketing

efforts.

Threats

COG research has shown that most teleworking starts from the bottom up. Most employers reported that telework started within their organizations in response to a specific employees need or a particular problem in a department or location. Bottom-up style marketing generally takes longer to motivate action when compared to the top-down approach. Much of the growth is technology related, therefore there may be significant up front expense for employers or employees who wish to participate in teleworking.

## BICYCLING

Bicycling to work is an important aspect of commuting. Employers can encourage cycling to work by installing secure bike parking, changing rooms, showers and lockers, and by including bicycling in commute workshops. They also can provide their employees with information they need to commute by bike, including the list of available bicycle maps, locations of bike parking and/or health clubs that provide reduced memberships for cyclists. Commuter Connections assists employers with information on bicycling programs for their employees by providing general information and resources from non-profit agencies such as Washington Area Bicyclist Association (WABA).

### Assets

- Avoiding rush hour traffic or transit delays
- Arrive at work invigorated and refreshed; combines exercise and drive “time.”
- Improved productivity
- Improved overall health of employees
- Significantly reducing overall commuting costs with less gas use and wear on automobile

According to the 2007 State of the Commute Technical Survey

- 0.7% of the region’s commuters commute to work by bicycle at least once a week.
- Mean days per week 3.2 for bicyclists
- The median commute distance for bicycling/walking commuters was 2.3 miles
- The median commute time for bicycling/walking commuters was 16 minutes

According to the *1995 Survey of Morning Peak Hour Bicyclists in the Metropolitan Washington Area* and *1999 Bicycle Cordon Counts*:

- Household incomes of cyclists are above the regional average. Over half (52%) of those surveyed reported annual household incomes of \$75,000 or over with at least 90% having access to at least one car in their household
- Majority of cyclists (80%) are over 30 years of age with 45% over 40 years of age
- The average one-way trip length was over eight miles, 9.9 miles on the trails and 2.6 miles to Metro stations
- 30% of all bike trips in the region are to or from work

Locations with the highest bicycle usage at peak period (a.m. and p.m.) are as follows:

<b>Locations</b>	<b>Number of Cyclists</b>
Custis Memorial Pkwy. (I-66) W. of Key Bridge	510
14th Street Bridge	390
Capitol Crescent Trail	600
Rock Creek Pkwy. S. of P Street NW Street	280
Connecticut Ave N. of Florida Ave. NW	190

According to the 2000 U.S. Census, bicycling to work is most common in the urban core jurisdictions of the District of Columbia, Arlington County, Alexandria, and inner Montgomery County, and in census tracts adjacent to major bicycle trails. Bicycling in the

urban core increased from 1990 to 2000. While bicycling may have declined in the outer suburban areas during the same period, requests for adequate bike facilities in these areas have increased.

Employers located in bicycle-friendly communities or near major bicycle trails are more likely to succeed in persuading employees to ride to work than employers located in areas where the infrastructure does not support cycling.

### Features

- Metro Stations have bike racks.
- Metro allows bikes on Metrorail during off-peak hours.
- All Metro buses, Arlington Transit Buses, Fairfax Connector buses, Montgomery County Ride On buses and Annapolis Transit buses have bike racks on the front of the bus.
- Free rack parking at Metro Park N Ride Lots.
- Metro Station lockers are available for lease for \$60 to \$100/yr + \$10 deposit.
- All VRE Stations have bicycle parking.
- 2,000 more racks are being installed in Maryland and Virginia in public spaces, 300 in the District of Columbia. The District of Columbia now requires bicycle parking in any building with motor vehicle parking. Montgomery County is considering modifying its zoning ordinance to require bicycle parking.
- Bike Maps for the region can be purchased at [www.adcmap.com](http://www.adcmap.com) or [www.waba.org](http://www.waba.org); targeted bike maps available from Montgomery County, Arlington County, the District of Columbia, and the College Park area. Numerous trail maps and commuter and safety guides are available through the Washington Area Bicyclist Association.
- Over 40% of Washington residents bicycle for recreation.
- WABA provides an online commuter mentor program matching experienced bicycle commuters with first time bicycle commuters.
- Region's trail network is expanding rapidly over the next 10 years, providing links to employment centers.
- Scores of miles of new on-street bicycle lanes have been added recently in the District of Columbia, Montgomery County, and Arlington County. Hundreds of miles of bike lanes will eventually be added across the region.

### Deficiencies

- Often perceived as a 'fair weather' dependent mode. However, showers and clothing adjustments can mitigate the effects of hot, cold, or wet weather.
- For many longer commutes, bicycling is too time-consuming. The average commute distance in the Washington region is 16 miles, versus an average bicycle commute distance of 8 miles.
- Perceived lack of safe travel routes
- Parts of the road network within the city and especially in the suburbs are not bicycle friendly
- Need a higher quantity and more secure parking at employer sites
- Need more interconnected on-road routes
- Not enough facilities to shower and change at work

- MARC and VRE trains do not allow bicycles on board, and Metrorail only allows bikes on board during non-peak periods
- General public lacks bicycling education and skills needed to bicycle safely in traffic
- Many motorists lack the proper education and understanding of sharing roadways with cyclists.

### Prospects

The Washington Area Bicyclist Association (WABA) was founded in 1972, and serves as the regional cycling association working to promote more biking to work and improve bicycling conditions.

WABA has developed an interactive commuter assistance service via the Internet in collaboration with Arlington County and the U.S. Environmental Protection Agency. Such a service could be advertised in employer outreach materials, such as the newsletter. WABA also offers brown bag bicycle commuter presentations at worksites to educate employees and employers of the benefits of bicycle commuting. Bicycling is included as a commuter option in Commuter Connections' employer outreach efforts.

Bike to Work Day has been a tradition in the Washington metropolitan region for many years. In 2000, Commuter Connections began to lend its support to WABA as part of its effort to encourage employers to promote bicycling to work. This grew the event from a primarily downtown D.C. happening to a truly regional one, with over twenty pit stop rally points for the cyclists through the region that included snacks, prize drawings, T-shirts, promotional items, and elected officials.

The Steering Committee for the event includes representatives from the bicycle and TDM community. This cooperative effort has resulted in an increase of 1,000 registrants every year, to a high in 2007 of over 6,600.

The event is promoted through email (primarily to former participants and WABA's mailing list); links from the region's TMA websites, distribution of collateral materials radio advertising, newsletter articles, and public affairs outreach (performed by COG Office of Public Affairs and WABA). Collateral produced for the event and distributed throughout the region includes rack postcards, posters, street banners, T-shirts. Materials were targeted to employers and cyclists in chosen target markets as well as bicycle shops.

Sponsorships proved key to ensuring the visibility and success of the event. Both cash and in-kind sponsorships are solicited. Depending on donation level, sponsors may include their logo on the T-shirt, posters, rack cards, electronic invitation, radio mentions, and a link from the event web site. A free catered lunch is provided to the employer who has the greatest number of registrants for the event

### Threats

While progress has been made in all jurisdictions, the lack of infrastructure in the region to support cycling to work appears to be the primary reason preventing adoption of this mode. A Regional Bike plan has been adopted by the National Capital Region Transportation



Planning Board (TPB) in an effort to address improvement of bikeways and parking throughout the region.

In order for marketing efforts in bicycling to become more successful, commuters' attitudes must change in regard to the detriments or weaknesses of biking (traffic danger, logistics, employer parking, etc.). Also, the time of year must be taken into consideration (Ozone season) when planning a marketing strategy.

## **CAR SHARING**

### Product Profile

Car sharing allows individuals to use cars for a short amount of time—hours, instead of the days required by conventional car rental companies. With car sharing, drivers only pay for what they use, making car sharing a less expensive alternative to owning, leasing, or renting a car. Car sharing rates include gas, mileage, insurance, and maintenance costs. Vehicles can be reserved 24 hours a day via phone or Internet and can be used for any amount of time, from a few hours to a few days. Once a reservation is made, the reserved car can be opened using a personalized key and/or code. Keys are only available to members and can open car doors only after a reservation has been made. Reservations are sent wirelessly to the cars so they will open only for the right person with the right key at the right time.

Car sharing services in the Washington, area are available through Zipcar and Flexcar, two private car-sharing companies. Both Zipcar and Flexcar are available in Alexandria, Prince George's County, Arlington County, and the Washington metropolitan area. Additionally, Flexcar also has locations in Montgomery and Fairfax counties. Zipcars have been available in Washington, D.C. since September 2001. Currently, there are over 400 members and 20 vehicles participating in the program. Zipcar's membership costs \$20, and rates range from \$6–\$8 per hour plus \$0.18 per mile, after 125 free miles. The maximum daily rate varies depending on location and time of year, costing anywhere from \$50–\$80 a day. Flexcar has around 48 vehicles available, mostly at Metro stations, and around 2,200 members. They charge a membership fee of \$25, and a monthly fee depending on use, or an \$8.00 per hour rate.

### Assets

- Access to a vehicle when needed
- Can assist employers in augmented company vehicle fleets
- Ease of reservation process
- Low payments
- Convenient locations to transit
- Less expensive than car ownership; ideal for those who don't own a car
- Less expensive for businesses than maintaining a fleet of vehicles
- Helps to increase use of transit, according to WMATA
- Use of low emission vehicles, including hybrids, helps to reduce air pollution

### Deficiencies

- May actually increase VMT for commuters who car share rather than carpool to appointments or to do errands.
- Limited number of locations and cars for the Metro region.
- Limited number of hybrids in the inventory.

### Prospects

- Can serve as a GRH alternative for some companies
- More locations will help to increase its popularity
- Cooperative relationship with transit agencies will help to boost its adoption rate

### Threats

- Current car owners don't receive much savings through car sharing.

## SUPPORT SERVICES FOR ALTERNATIVE COMMUTING

### GUARANTEED RIDE HOME PROGRAM

#### Product Profile

Guaranteed Ride Home (GRH) is a free service provided by COG for commuters who vanpool, carpool, bicycle, walk or take transit to work, a minimum of two days a week. GRH is an “insurance policy” where qualifying commuters are given a reliable ride home when an unexpected emergency arises. Commuters can use GRH up to four times per year for unexpected personal emergencies, unexpected family emergencies, and unscheduled overtime. Commuters must register for GRH and re-register each year to keep their registration information up-to-date. A “one-time exception” GRH trip is granted to qualifying commuters who have not registered. GRH provides a ride from a commuter’s work location to their home, transit station, or park-and-ride location by cab, rental car, bus, train, or a combination of these modes. The taxi trip or rental car is free. The commuter is responsible for gratuity for the taxi driver and the following rental car charges where applicable: taxes, fuel, insurance charges, and damages to the vehicle. COG will reimburse commuters for their GRH transit expenses. In the event of an emergency, the commuter can call 800-745 RIDE, and request a ride from the operator from 6:00 a.m. to 10:00 p.m. on weekdays.

The database of GRH registrants has grown from 3,826 when GRH was launched in January 1997 to more than 13,000 in FY 2007. An average of 412 new applicants and 691 re-registrants signed up for GRH each month in FY 2007 through the mail (22%) or Web site (78%). More than 20,353 GRH trips have been provided since January 1997. In FY 2007, 2,960 trips were provided. Majority of registered commuters live in Virginia (64%) and work in the District of Columbia (50%). The majority (55%) of GRH registrants use transit to work.

#### Assets

- Low-cost benefit with high perceived value by both employee and employer
- Assists in overcoming commuter anxiety of being stranded
- Assured ride allows greater participation in alternative transportation programs

#### Deficiencies

- Commuters are allowed to use one GRH trip without registering with Commuter Connections. Many commuters do not register knowing they can receive a GRH trip anyway.

#### Prospects

GRH offers a unique tool to attract SOVers to try alternative commuting, and a marketing campaign focused on its benefits would greatly enhance the level of interest in alternative commuting by SOVers, and attract more current HOVers to register with Commuter Connections. GRH is also an incentive for commuters to continue using alternative commute modes and increase the frequency of using these modes.

#### Threats

- Fraud by commuters. However, misuse of the GRH program has been minimal. In each case, the commuter was issued a warning and one commuter was temporarily removed from the program.

**COMMUTER BENEFIT PROGRAMS-  
COMMUTER CHOICE MARYLAND (BALTIMORE METROPOLITAN AREA)  
METROCHEK /SMARTBENEFITS (WASHINGTON, DC/SUBURBAN MD/ NORTHERN, VA)**

Product Profile

Recent federal and state tax legislation now makes it easier than ever for employers to provide tax-free commuter benefits to employees who use public transportation or qualified vanpools to commute from home to work. The result is lower transit fares for employees and low or no cost commuter benefit programs for employers.

The SAFETEA-LU bill was signed into law by President Bush on August 10, 2005 (Public Law 109-59). The bill authorizes federal transit and highway programs through Fiscal Year (FY) 2009. The TRANSIT PASS COMMUTE BENEFIT (SECTION 3049) OF SAFETEA-LU preserves the current limitation for qualified transportation fringe benefits for transit and vanpools at \$105 per month (with indexing for inflation). It also codifies Executive Order #13150 which requires federal agencies in the Washington, D.C. National Capital Region to provide employees with tax-free transit benefits to cover commuting costs up to the maximum allowed by law. It extends benefits, beyond those provided in the Executive Order, to federal employees in the National Capital Region who work for the legislative and judicial branches or for independent agencies.

In May 1999, the Maryland Commuter Tax Credit was signed into law, and has been enhanced in subsequent years. It makes it possible for Maryland employers that pay for part or all of the eligible monthly commuting expenses for their employees to qualify for a tax credit equal to 50% of the cost of those expenses with a cap of \$50 per employee, per month. Eligible expenses include transit passes or vouchers, vanpool expenses, Guaranteed Ride Home program expenses, and cash “in lieu of” parking program expenses. When combined with TEA 21, this state tax credit allows employers to offer a new employee fringe benefit for only 15-30% of the total cost.

Employers in the Baltimore, Maryland area can join the Commuter Choice Maryland program offered by the Maryland Transit Administration (MTA). Employers in the Washington, D.C. area can join the Metrochek/SmartBenefits program offered by the Washington Metropolitan Area Transit Authority (WMATA). Employees can receive a Commuter Choice Maryland or Metrochek/SmartBenefits tax-free benefit of up to \$105 monthly either as an employer-supported benefit, or via a pretax payroll deduction from an employee’s gross salary, or a combination of the employer supported and pre-tax deductions benefit. When employers provide the Commuter Choice Maryland or Metrochek/SmartBenefits transit benefit to employees, there are opportunities for tax savings for both employer and employee.

In April 2000, Executive Order 13150 directed all Executive Branch federal agencies to provide transit benefits to their employees who use (or would switch to) public transportation for their commute to work. By October 2000, over 75,000 federal employees in the greater Baltimore/Washington, D.C. region began receiving Metrochek/SmartBenefits and Commuter Choice Maryland benefits for the first time.

## **MTA (Baltimore Metropolitan Region) - Commuter Choice Maryland Program**

### Product Profile

The MTA's Commuter Choice Maryland Program consists of two separate initiatives. The first initiative is the federal SAFETEA-LU Commuter Benefits program, which features three tax-saving methods for employers to distribute, passes and vouchers to employees – the *employer-supported method*, the *pre-tax payroll deduction method*, and the *combination method*. The second initiative is the Maryland Commuter Tax Credit program, which allows employers who provide commuter fringe benefits to their employees to claim a tax credit for 50% of the costs of monthly commuter expenses up to a maximum credit of \$50 per employee per month.

The Commuter Choice Maryland program is designed for maximum flexibility and convenience for employers and their employees. There are two great ways for employers to apply the commuter benefits - *The Monthly Pass Program* and the *Voucher Program*.

Monthly passes are shipped to employers on consignment through convenient deliveries made by the MTA. Passes are delivered during the third or fourth week of each month to the worksite. Passes are valid for unlimited monthly travel on MTA Local Buses, Light Rail, and the Baltimore Metro Subway. Unsold passes are turned back into the MTA along with a check for the previous month's sales and a reconciliation sheet.

Vouchers are similar to monthly passes, but offer more flexibility. Commuter Choice Maryland vouchers are available in \$1, \$5, \$10, \$20 and \$64 (current monthly pass cost) denominations and can be redeemed at Baltimore area pass sales outlets for MTA weekly and monthly passes, and at certain locations, for Mobility/Paratransit ticket books. Vouchers are also valid toward the purchase of MARC Train tickets and MTA Commuter Bus passes and ten-trip tickets. They can also be used to offset monthly vanpool expenses. Employers purchase vouchers from the MTA and pay for them in advance.

In the Baltimore region, over 250 public and private sector employers provide Commuter Choice Maryland benefits to more than 11,000 participating employees.

## **WMATA, Washington, DC- Metrochek/SmartBenefits Program**

### Product Profile

Metrochek is a farecard/voucher that is universally accepted by any type of public transportation serving the Washington, DC region (Metrorail, Metrobus, MARC Train, VRE, county and commuter buses and qualified vanpool services). Employers who join the Metrochek program purchase Metrocheks in pre-set denominations (\$1, \$5, \$10, \$20, and \$30). Metrocheks can be used either as a Metrorail farecard or exchanged by the employee for the transit fare of any of the region's providers of public transportation or qualified vanpool services.

In the Washington, D.C. region, nearly 4,400 public and private sector employers provide Metrochek to more than 254,000 employees. Employers who participate in the Metrochek program include federal and local government agencies, and a broad spectrum of private sector for-profit and non-profit (association) employers.

In September 2000, SmartBenefits was introduced. This Web-based program enables employers to load Metrochek benefit value directly into an employee's SmarTrip card, via the Internet. SmartBenefits will reduce the amount of paper Metrochek cards employers buy and distribute by as much as fifty percent (SmartBenefits is used for employees who use their transit benefit to ride Metrorail, Metrobus and registered vanpools). In January 2004, enhanced SmartBenefits program applications to allow employers to provide a free or pre-tax parking benefit to their employees that park at Metro-operated facilities.

With the expansion of SmarTrip® on Metrobus and as the only means to pay for parking at Metro facilities, SmartBenefits will become the primary transit benefit program and the only way for employers to enroll as new participants. Employers simply complete an online application at MetroOpensDoors.com and select from a variety of easy payment methods.

SmartBenefits is rapidly gaining favor among employers and employees as evidence by the fact that more than 61,000 employees now receive their monthly commuting benefit through SmartBenefits. Accordingly, and after careful consideration of the business implications, WMATA will transition all private and federal customers to SmartBenefits before January 2008.

### Assets

- Convenient and flexible benefit with opportunities for tax savings for employers and employees.
- Reduces overall commuting expenses for employees.
- Encourages part-time as well as full-time mass transit use by employees.
- Helps to reduce traffic congestion and air pollution associated with the use of automobiles for commuting.
- Region-wide acceptance of the Commuter Choice Maryland and Metrochek/SmartBenefits transit benefit by all types of public transportation and qualified vanpool services.
- Exceptionally valuable tool to recruit, retain and motivate employees. Commuter Choice Maryland and Metrochek are now primary components of an employee's fringe benefit package.
- Commits employees to "stay with" transit for their commute, encourages car drivers to switch to transit for commuting.
- SmartBenefits: Web-based loading of Metrochek benefit simplifies program administration and distribution of transit, vanpool and parking benefits.

### Deficiencies

- Cost of employer-subsidized benefit for large employers can be high, if provided only as a direct (free) benefit.

### Current Promotional Strategy

Traffic congestion and automobile-generated pollution are ever-increasing problems that plague the greater Baltimore-Washington region. Employers who participate in the Commuter Choice Maryland and Metrochek programs are part of the solution. These employers encourage their employees to use public transportation for their work commute. This helps take cars off the road while providing a less stressful way for employees to arrive at work on time, ready to maximize their potential for productivity. MTA and WMATA market Commuter Choice Maryland and Metrochek/SmartBenefits via advertising (car cards on bus and rail, rail station posters and dioramas, bus exterior posters, newspapers, radio), seminars, and workshops for employers, the Internet, and outreach events at rail stations, bus stops, and public places throughout the Baltimore and Washington area. TEA 21 gives employers flexibility in developing and implementing a transit benefit program. It is no longer a question of “will” an employer implement a transit benefit program. It’s now just a question of “when.”

### Threats

- Lack of employer participation and lack of perceived need to consider transportation programs.
- Public perception is that they are not part of the problem and therefore, not part of the solution.

## **CLEAN AIR PARTNERS**

[www.cleanairpartners.net](http://www.cleanairpartners.net)

### Product Profile

Clean Air Partners, a public-private partnership aims at creating broader public awareness on contributions to air pollution and what health effects ground-level ozone and particle pollution cause. The primary focus of the partnership is to motivate employers and individuals to take voluntary actions that will improve air quality in the Baltimore-Washington region.

### Promotional Campaign

- In January 2007, Clean Air Partners launched a new logo and guidelines for the use of the organization's brand. The new logo, Clean Airwaves, has been incorporated into program materials.
- In May, 2007, Clean Air Partners launched a new web site, which is one of the organizations primary ways of communicating information to the public. The new site includes a dynamic forecast display, real-time and historical air quality data, content management functionality, and an e-mail notification system (AirAlerts) for sending automated daily air quality forecasts and real-time health notifications.
- In June 2007, Clean Air Partners hosted an event to celebrate the organization's 10-Year Anniversary. The anniversary event took place at the Belair Mansion in Bowie, MD on June 5<sup>th</sup>. During the event, COG and BMC reaffirmed their commitment to clean air, founders were recognized, and new initiatives were launched.
- The 2007 season included extended day forecasts for ozone and particle pollution for the Washington Metro Region, the Baltimore Metro Region, Western Maryland, and Eastern Shore.
- Brochures, which include information on ozone and particle pollution, were updated and distributed to Clean Air Partners participants. The brochures were also distributed at various outreach events across the region and at Metro stations.
- A media campaign on radio was conducted in June and July 2007 with a message of health and personal tips to prevent air pollution. Two 60 second radio ads were rotated through out the campaign period.
- Transit ads were on display from June, 2007 through August, 2007 in 13 Metro stations and 24 Frederick County TransIT buses. The messaging drove the public to the website for the 3-day air quality forecast.
- During July and August, 2007, Clean Air Partners advertised on Metro Fare cards. The fare cards were estimated to reach 40 million people.
- Print ads were placed in local Washington, DC and Baltimore newspapers. The ads ran in August and focused on a message around Code Orange air quality.
- As part of the media campaign, radio stations in the Baltimore/Washington region hosted an after dark tank party, home office equipment giveaway, and bike giveaways.
- Clean Air Partners developed an interactive teaching kit for sixth-grade students entitled: *On the Air: Exploring Air Pollution Sources and Solutions*. *On the Air* engages students in the exploration of



their environment as they study important air pollution topics such as Criteria Air Pollutants, the Air Quality Index, Ozone, Particulate Matter, Our Lungs and Health, Community Sources and Solutions, and Climate Change.

- Clean Air Partners is working with the Montgomery County Department of Environmental Protection on an auto parts washer rebate program. Solvent parts washers will be replaced with cleaner, aqueous and microbial equipment. Over the next year, the rebate program will be expanded to the District of Columbia, Northern Virginia, and Baltimore regions.
- Over the next year, Clean Air Partners will work with Prince George's County to implement the County's Air Quality Strategic Plan.
- Free bus services on Code Orange Days:
  - Arlington Transit ART
  - Alexandria DASH
  - Fairfax Connector
  - Fairfax City Cue
  - Loudoun County Transit commuter bus service
  - Loudoun County Transit fixed route service
  - Metrobus in Northern Virginia
  - PRTC OmniLink OmniRide
  - Falls Church GEORGE buses
- Free bus services on Code Red Days:
  - Arlington Transit ART
  - Alexandria DASH
  - Fairfax Connector
  - Fairfax City Cue
  - TransIT Services of Frederick County
  - Loudoun County Transit commuter bus service
  - Loudoun County Transit fixed route service
  - Metrobus in Northern Virginia, Montgomery County, and Prince George's County
  - PRTC OmniLink OmniRide
  - Montgomery County Ride On
  - Prince George's County *TheBus*
  - Falls Church GEORGE buses

### Strengths

The Air Quality Action Days campaign appears to be well recognized and increasingly accepted by the business community. The tasks requested from employers and employees appear to be having minimal barriers of acceptance, perhaps because the behavior shift is requested for only a specified day, and they perceive their actions will provide a solution. Additionally, information about air quality is widely placed in the newspapers, on the Internet, and on TV and radio announcements so that checking air quality during the summer is akin to checking the weather report. Therefore air quality alerts become a part of the region's meteorological vernacular, and eventually, with sufficient marketing, the population will equate air quality alerts to specific behavior, such as:

- Combining errands by vehicles
- Refueling the car before dawn or after dusk
- Ridesharing

- Taking transit
- Telecommuting
- Using pumps instead of aerosols
- Using water-based paints over oil-based paints
- Using electrical instead of gas-powered lawn equipment

A variety of materials and programs have been put together by Clean Air Partners in recent years. These include media campaigns and workplace-based public outreach programs. Other activities include sponsoring the Ozone Map on Baltimore and Washington TV, radio, transit and print ads, and distribution of Clean Air Partners materials at state, local, and company fairs.

- Ozone and Particle Pollution Maps are provided on [www.airnow.gov](http://www.airnow.gov) in real-time to the media to download for instant viewing and access. The maps allow members of the media to monitor the air quality at its current state and report this information instantly to the public.
- Collateral materials to promote clean air include brochures and hand fans that are provided to members free of charge.
- Services provided to participating employers and individuals include daily and unhealthy e-mail notifications. Also, members of the media, including the Washington Post, radio, and TV stations are notified each day on the status of the air quality.
- Daily air quality forecasts, real-time and historical data, AirAlert registration, and air quality information are available on the Clean Air Partners web site. The web site displays the current and next day forecasts, for Metro Baltimore, Metro Washington, Western Maryland, and Eastern Shore regions.

#### Weaknesses

- Most of the population does not understand that problems from air pollution can be contained by their individual actions.
- On Code Orange and Red days, there is very little change in driving patterns. In addition, the share of people using public transportation or car/vanpool options did not change due to an air pollution episode.
- Much of the ozone problem is perceived as weather dependent, and not dependent on behavior.
- The majority of the general public is more likely to change their activities on Code Orange and Red Days to protect their health not reduce air pollution.
- The color code used for designating the air quality is confusingly similar to the color code chosen for alerting Americans to homeland security threats and heat warnings.

#### Opportunities

All of these activities have led to the recruitment of more than 1000 participants in the Clean Air Partners program in the Baltimore/Washington area. Participants, such as Fairfax County and the Baltimore Metropolitan Council, have distributed thousands of pieces of literature on behalf of Clean Air Partners.

With a stronger alliance and use of cooperative advertising with groups such as pulmonary physicians, environmental scientists, transit operators, and schools, a promotion for the year-round pollution problem should be adopted with a strong level of advertising, community relations, and reward mechanism.

#### Threats

Studies show that the audience understands the harm pollution imposes but do not understand the extent of pollution and do not know what to do about it.

In June 2005, EPA's new (lower) standard for ground-level ozone went into effect. EPA set the new standard to coincide with the Code Orange Air Quality Index level based on new research demonstrating that lower levels of ozone exposure over longer period of time affect the health of "*sensitive groups*" (children, older adults, and those with heart or lung diseases). As a result, there will likely be 20 or more days per year that exceed the new standard, compared to an average of 1-2 days per year in previous years. EPA is currently examining the possibility of further revisions to the ground-level ozone standard, which could include lower threshold levels. Clean Air Partners faces some difficult challenges in its purpose to encourage employers and individuals to take voluntary action in clearing the air when they may be called upon to take action on 20 days per year. With the possibility of a more stringent ozone standard and more Code Orange and above days, Clean Air Partners will continue to face the challenge of securing employer commitments to take voluntary actions.

A lack of employer/private sector funding for Clean Air Partners through membership fees or donations will prohibit Clean Air Partners' growth.

## LIVE NEAR YOUR WORK

In FY07 Commuter Connections staff along with COG's HSPPS department staff compiled a list of workforce housing programs available to the Metropolitan Service Area of the Washington DC region. Below is the list of programs that are available for employees and employers alike in determining where to live. The purpose of providing this information is to encourage commuters to consider shortening their distance to their worksite from their residences.

While some jurisdictions offer several housing assistance programs, some only offer the Federal housing assistance program, the American Dream Down-payment Initiative (ADDI). Most of the programs are geared towards affordable housing, however, our focus lies on where the house is located and commute factors only. The purpose of the program is informational only and with a specific focus on commuting. The information provides employers with yet another tool to offer prospective hires as well as current employees for recruitment and retention.

Several of the local area jurisdictions provide workforce housing. Most recently Loudoun County began an initiative for recruiting teachers because many couldn't live in the county or find housing near enough to commute reasonable distances. In addition, the Smart Commute Program offered by Fannie Mae has a dedicated mission in reducing congestion and increasing alternative commuting.

A resource guide for employers was developed in 2007 by Commuter Connections to outline the available workforce housing programs and incentives in order to make living near the office more affordable and practical for employees. An online component was also developed to complement the initiative. Commuter Connections provided support in FY07 to fund workshops held by several local jurisdictional partners and will continue to do so in FY08.

HOUSING PROGRAM
Affordable Dwelling Unit Program
American Dream Downpayment Initiative (ADDI)
DC Employer Assisted Housing Program (EAHP)
Down Payment Settlement Expense Loan Program (SELP)
Employee Homeownership Incentive Program (EHIP)
Firefighter/Police Workforce Housing Program
First Time Homebuyer Credit
Home Buyer's Opportunity Program (HOP)
Home Possible Mortgages
Home Purchase Assistance Program
Homestride/Virginia Housing Development Agency
House Keys 4 Employees
Moderate Income Purchase Assistance Program (MIPAP)
Moderately Priced Dwelling Unit Program (MPDU)
More House 4 Less Mortgage Program
Prince George's Homeownership Initiative
Smart Commute Program

## CURRENT MARKETING STRATEGIES AND BUDGETS FOR REGIONAL PARTNERS

Below are descriptions of marketing activities produced by regional partners.

### **ALEXANDRIA RIDESHARE**

[www.alexandriava.gov](http://www.alexandriava.gov)

*Marketing Budget: \$50,000*

Alexandria Rideshare actively promotes the use of efficient and environmentally friendly modes of transportation, which includes carpools, vanpools, mass transit, walking, biking, and telework, to City of Alexandria residents, businesses, and City employees. Alexandria Rideshare aims to increase the use of alternative transportation modes to improve the economic viability of City employees and the quality of life for residents.

Ongoing employer outreach marketing and promotional activities include:

- **Employer Consultations:** Meetings with Alexandria employers to discuss transportation and telework options for employees. These meetings encourage employers to offer a transportation benefits program through SmartBenefits and/or MetroChek.
- **Transportation Benefits Match Program:** As an incentive for employers to begin a transportation benefits program, the City will reimburse an employer for six months worth of expenses for each employee receiving a direct subsidy during the course of a one-year program.
- **AlexRide.org:** [www.AlexRide.org](http://www.AlexRide.org) is a Web site that offers news and tools for traveling to, from, and within the City. The site is promoted to residents, businesses, and visitors via brochures, displays, newsletters, partner Web sites, and giveaway items. The site provides information about public transportation, ridesharing, walking/bicycling, telework, Guaranteed Ride Home, Commuter Connections, and other resources.
- **Commuter Connection:** The City's alternative transportation options newsletter is mailed quarterly to all Alexandria businesses, households, and City employees. There are approximately 77,000 businesses and residential recipients. It is also distributed electronically to industry colleagues, accessible on [alexride.org](http://alexride.org), and given out at City Hall, the Old Town Transit Shop, and exhibitor events.
- **Air Quality Action Days:** Alexandria Rideshare coordinates with the City's Environmental Services Division to increase employer participation in Air Quality Action Days through mailings and announcements. Each year several newspaper ads are placed to encourage citizens to ride the bus on Air Quality Code Red Days. In addition, employers are asked to provide information to their employees about Air Quality Action Days.
- **Promotional Events:** Conduct transportation fairs for employers upon request. Past efforts have included, but are not limited to, Hoffman Town Center, Patent & Trademark Offices, Alexandria Hospital, and Oblon Spivak. Alexandria Rideshare also participates in health and benefits fairs, and those coordinated by TMP representatives, other TDM organizations, and federal government agencies. Alexandria Rideshare also coordinates Alexandria Bike to Work Day and Communities in Motion each year and promotes alternative transportation options at City events, such as the Alexandria Birthday Celebration, the Chirilagua Festival, Earth Day, and Alexandria Education Partnership activities.
- **Marketing efforts:** Other marketing initiatives include an ad in the Your Community PhoneBook book, newspaper ads, public access television public service announcements, direct mail, newsletter articles in City civic organizations publications, and inserts with Air Quality Action Days and Old Town Transit Shop materials.

Upcoming promotions and campaigns to increase rider ship, retain current customers, and create awareness of specific services available from DASH include:

- **SmarTrip Implementation** —SmarTrip now available on entire fleet – continuing promotion and education to increase usage.
- **Joint Promotional Activities** — with local businesses and employers.
- **24th Anniversary Celebration** — Promote anniversary to public and employees. This is done through special events, promotions, and the media.
- **Old Town Transit Shop** —Continue to promote this shop as a convenient location to purchase a variety of passes, obtain schedules, get specific route information to plan daily trips, buy tokens and other fare media. This includes all fare media, not just DASH.
- **Route and Schedule Brochure** — Schedule redesigned early 2007 to make it easier to read and plan for expanded information. Schedule revision in fall 2007 to reflect rollout of new route. Update, print, produce, and distribute to entire Alexandria area on a continuing basis.
- **Dash About Free Shuttle** — Regionally promote this free weekend service to tourists and residents of the metro area. This is done through a partnership with the local convention and visitors association. Campaign components include brochures, postcards, printed timetables, A-frame signs, posters, buttons, and print ads.
- **Promotional Material** — Buy specific items or create pieces to meet needs of a target audience or special event.
- **Print Advertising** — Place advertisements in publications that will educate, create awareness and visibility for DASH bus, Dash About free shuttle, and employment opportunities for operators.
- **DASH Pass** — Educate current customers about our money-saving economical pass. Increase consignment sites.
- **DASH Transfer** — promote our **free** transfer that is good for 4-hours on any DASH bus route.
- **Webpage** — Redesign website.
- **Programs** — New Neighbor, Education, Community Outreach, Air Quality Action Days, Summer Library Reading, Transportation Management Property.
- **Newsletters** — Employee/*Dash Flash*: produced in-house and features company news, special events, local and state rodeo information, and community activities. Customer/*DASH About*: produced in-house and distributed on buses. Includes information about the company and its policies. Also features operator news and special announcements.
- **In-house Communications**— Ongoing, wide range of activities from updating bulletin boards to posting signage for meetings and events.
- **Customized Schedules** — Design site-specific timetables for various businesses and communities.
- **Associations/Committees** — Actively participate in APTA and VTA. Join community groups and organizations.
- **Charter Services** — Work with local groups to encourage the use of our charter and shuttle service. This includes events like First Night Alexandria, the Breast Cancer Awareness Walk, the George Washington birthday parade and more.
- **New Route Rollout** – New route public hearing and promotion beginning in fall 2007. Promotion and education of new route in late fall 2007. Route implementation January 2008.
- **Community & Employer Outreach** – Educational sessions with local schools, apartment complexes, and employer sites educating about the use of transit, and specifics about using the DASH bus system.

- **Transit Fairs** – participation in transit fairs across the City throughout the year, educating the public about transit and the specifics of using the DASH bus system.

### ***ARLINGTON COUNTY***

[www.co.arlington.va.us](http://www.co.arlington.va.us)

*Marketing Budget \$900,000 for Commuter Services broken down as follows:*

- Arlington Transportation Partners - \$30,000.00
- Arlington Metrobus - \$300,000.00
- Commuter Stores, CommuterPage.com and CommuterDirect.com - \$60,000.00
- Arlington Transit - \$110,000
- Columbia Pike Bus Service Restructuring - \$400,000

Arlington County Commuter Services will do the following:

- Direct Mail Program to Arlington households
- Arlington cable TV
- On –Board bus interiors
- Subway tunnel 2-sheets
- Internet co-ops and sponsorships
- Sponsorships of local community events
- Advertising in local retail and business directories
- Sponsorship of local community events
- Commuter Weekly and Journal Newspaper advertising
- Quarterly newsletter and packages for top 400 employers
- E-mail alerts

### ***COMMUTER CONNECTIONS***

[www.commuterconnections.org](http://www.commuterconnections.org)

FY08 Media Budget \$938,520

The Commuter Connections regional marketing campaign for FY08 will include input from the Regional TDM Marketing Workgroup made up of TDM stakeholders from various jurisdictions within the National Capital region. In spring of 2007, a wide range of stakeholders were solicited for input beginning to help us identify new communication strategies. Continuing to engage the region’s transportation demand management companies, transit operators, and local city, state and county governing agencies will ensure that we are meeting their needs as well as serving the needs of entire Commuter Connections regional service area.

Commuter Connections and its constituents have long felt that it would be of great value to the region to create a transportation “vision” or umbrella theme around the Commuter Connections brand. Speaking to our stakeholders during the development process has two important benefits: the ability to draw from a wide range of ideas and experience for development of an effective program. In developing any creative materials or “umbrella themes”, Commuter Connections will conduct focus groups to test various creative concepts and identify those that could prove most effective with the commuter.

The marketing and communications program will provide continuous year round marketing awareness and build upon previous TDM marketing efforts. The plan will include the use of media and other forms of communication at high reach and frequency levels to communicate the benefits of alternative commute methods to Single Occupant Vehicle (SOV) commuters most likely to shift to non-SOV travel. The campaign will deliver a “brand promise” for Commuter Connections as an umbrella solution for commuters seeking alternative commuting options within the region. The Regional TDM marketing campaign will also aim to encourage current non-SOV populations to continue using alternative transportation modes. In addition, Commuter Connections marketing initiatives will encourage employers to provide alternative commuting benefits to their employees. The TDM marketing plan will include promotion/outreach of ridesharing, transit, Guaranteed Ride Home, teleworking, bicycling, car-sharing, Live Near Your Work, and Employer Outreach program activities.

The marketing campaign highlights for FY07 will include the production of new radio spots in order to keep the message fresh and a new creative approach for the consumer mailer. Both will be supported by a re-vamped web site for Commuter Connections. Other activities include a number of promotions at employment sites and PSA partnerships between COG and area transit agencies to promote incentives such as the GRH program to transit riders through transit cards and signage, as well as the distribution of brochures.

### **Recommended Strategy for Commuter Connections in FY 2008**

**Marketing Strategies:** Marketing strategies are chosen based on Scarborough Research reports, based on the target markets for each message or event: Ridesharing, Guaranteed Ride Home, Employer Recognition, and Bike to Work Day and other Special Events. These reports identify specific media that are best to use to reach the desired market. The report information is combined with the marketing consultants’ experience as well as review of past Commuter Connections campaigns. For FY08, **radio** is again recommended as the anchor medium for the program, with its ability to reach a large portion of our target markets (90 percent) with significant frequency (each individual will be exposed to the radio message 31 times on average).

**Bus Shelters** provide repetitive communication to geographically targeted areas. **Internet advertising** is interactive and closer to one-to-one selling than any other form of media. Websites are targeted to key counties, and include news, weather, television affiliate, and special geo-targeted websites. **Gas pump toppers** are a unique, non-traditional direct-to-consumer strategy that features full color, weatherproof ads in frames on top of gas pumps. The effectiveness of this type of advertising is evident in the use of it by McDonalds, Discover, Allstate and Toyota. **Coffee cup sleeves** are another direct opportunity to distribute up to 400,000 customized four-color sleeves per month in 145 venues.

Existing creative will be used for the fall campaign; results of the complete 2007 campaign will be studied in December 2007 by the marketing consultant to help identify the most effective messaging strategies for implementation for Spring 2008.

### **Tactics:**

- Radio advertising to increase GRH awareness, applications and conversions
- Public relations/media communications to provide testimonials of GRH success stories and broaden awareness and registrations for the program
- Web advertisement (banner ads), geared directly toward generating registrations
- Bus shelters
- Coffee cup sleeves
- Web advertising banners placed on radio web sites via earned media opportunities.
- Continuously update website information
- Transit advertising (creative only; space to be provided by operators)



**Media Allocation:** Approximately 38 percent of media budget.

### **Rideshare**

**Objectives:** Maintain and increase awareness of shared ride modes, retain current ridership on these modes; gain new riders and telecommuters; gain new applicants to the regional database.

#### **Tactics:**

- Radio advertising to increase services awareness, applications and conversions
- Gas pump toppers
- Public relations/media communications to provide testimonials of ridesharing success stories and broaden awareness and registrations
- Web advertisement (banner ads) for the ridesharing database, geared directly toward generating registrations
- Bus shelters
- Web advertising banners placed on radio web sites via earned media opportunities.
- Continuously update website information
- Consider unique promotion opportunities (e.g. co-promotion with new ABC Carpoolers show).

**Media Allocation:** Approximately 57 percent of media budget.

### **Employer**

**Objectives:** Add new employer clients; expand participation and offerings in existing employer programs; recognize existing employer programs who have implemented successful programs; increase the number of employers offering the tax free commute benefit; increase use of SmarTrip offered through employer programs;

#### **Tactics:**

- Disseminate employer outreach sales kits
- Quarterly employer newsletter
- Quarterly Federal Employee Transportation Coordinator (ETC) newsletter insert
- Web advertisement (banner ads) and email marketing
- Telework Case Study development
- Coordination with the Telework Exchange, the Virginia Office of Telework Promotion and Broadband Assistance, and other pertinent groups to promote the concept of teleworking
- Print advertisement highlighting local companies who voluntarily implement innovative commuter programs and telework programs

**Media Allocation:** Approximately two percent of media budget, for Employer Recognition print ad.

### **Special Events**

**Objectives:** Use special events, such as Bike to Work Day, the Employer Awards, and other events both to highlight existing programs and encourage other employers and commuters to become involved, increase their ridership or enhance their on-site programs; increase commuter participation in Bike to Work Day; increase awareness of the Live Near Your Work program; support network members' special events.

**Tactics:**

- Sponsor Bike to Work Day (May 15, 2008)
- Secure corporate and other sponsorships for Bike to Work Day
- Use radio advertising to increase awareness of Bike to Work Day
- Sponsor Employer Awards; promote winners
- Provide support to Commuter Connections network members' Live Near Your Work events

**Media Allocation:** Approximately three percent of media budget

**DATA- Dulles Corridor**

[www.datatrans.org](http://www.datatrans.org)

*Marketing/Publication Budget for FY 2008- approximately \$35,000*

The Dulles Area Transportation Association (DATA) is a transportation management association (TMA) that serves a 150-square mile area around Dulles Airport. Their 150 members include employers, local governments, public officials, and property owners interested in transportation mobility in the Greater Dulles Area. There are corporate and business members; public sector members, and honorary members from the not-for-profit sector, and local and Virginia elected officials. The staff includes one full-time employee, a part time administrative person, a part time employer outreach specialist and a part time marketing consultant.

Working under a contract with Fairfax County and a grant from the Virginia Department of Rail and Public Transportation, DATA supports the Regional Employer Outreach effort in its area of operations with special emphasis on adding value to the marketing efforts of the TDM staff in Loudoun, Fairfax and Western Prince William Counties.

These are some of DATA's specific projects:

Last year, DATA began an Employer Council of human resource professionals from businesses in the area adjacent to Dulles Airport. In 2007-2008, the membership of DATA's Employer Council is being revamped to focus on Employee Transportation Champions, individuals formally designated by their organizations as the point of contact for the dissemination of information about TDM programs and events. Companies appointing ETCs have made a commitment to working with DATA to further congestion mitigation efforts. Nonmember employers participating in this employer services program are offered a one-year free membership in DATA.

DATA regularly schedules "Employer Breakfasts" for companies in cluster locations. These breakfasts typically feature presentations by public officials and/or senior executives of member firms and focus on developments in TDM that affect employers and employees. Additionally, DATA participates in Transportation and Employee Benefit Fairs at employment sites – most recently at the Westfields Marriott - to spotlight transportation alternatives and encourage their use.

DATA maintains an active seminar schedule. Last year, DATA presented five seminars on Transit Oriented Development in conjunction with Dulles Metrorail, the Virginia Department of Rail and Public Transportation, and the Dulles Corridor Rail Association. Plans for this year's seminars include the role of TDM in climate control and the effects of seasonality (summer travel, school in session, etc.) on congestion.

DATA supports the Dulles Corridor Rail Association's marketing efforts designed to effect funding, construction, and utilization of a future rail link and interim bus service within the Dulles Corridor (serving Tysons, Reston, Herndon, Dulles Airport, and eastern Loudoun County). DATA will continue to work closely with DCRA, the Metropolitan Washington Airports Authority and the Virginia Department of Rail and Public Transportation to assist in providing public information events and promotional support to move the project to its next stages.

DATA actively promotes teleworking and Telework!VA through participation in regional technology seminars and chamber of commerce events and by providing speakers for breakout sessions as requested. This year, DATA will also employ vertical marketing to promote Telework!VA by partnering with existing Telework!VA participants to host seminars for their peer organizations.

In 2007-2008, DATA inaugurates a Speakers' Bureau to provide information on transportation alternatives to large Homeowners' Associations and business park Tenants' Associations as well as organizations like Rotary.

DATA maintains active contact with the local media through press releases highlighting new aspects of TDM as well as events involving public officials in TDM activities.

DATA distributes "DATA DETAILS" a monthly e-mail publication for member of the association that highlights transportation issues, legislation, and projects. A more extensive hardcopy edition is published quarterly.

DATA's website at [www.datatrans.org](http://www.datatrans.org), provides information about alternative commute options with links to appropriate information sources on the Internet.

### ***DISTRICT OF COLUMBIA***

[www.ddot.dc.gov](http://www.ddot.dc.gov)

*Employer Outreach Budget: \$108,700*

- A private contractor is conducting the employer outreach effort in the DC region. Their effort includes: direct mail campaigns, workshops, and on-site sales visits.

#### *Additional Activities*

- Launched [www.goDCgo.com](http://www.goDCgo.com) website in late 2006. This is a comprehensive travel information website for getting around the greater downtown area. It provides information on transit, bicycling, ridesharing, carsharing, and parking.
- Provide Transportation Demand Management services for major events such as the Cherry Blossom Festival, Taste of DC, Arts on Foot, Fourth of July, and at ongoing attractions such as baseball games, the Washington Convention Center, Ford's Theater, and the MCI Center.
- Partner with Flexcar and Zipcar to encourage the use of carsharing for personal and business use.

### ***FAIRFAX COUNTY EMPLOYER SERVICES/RIDESOURCES PROGRAMS***

[www.fairfaxcounty.gov/fcdot](http://www.fairfaxcounty.gov/fcdot)

*Marketing Budget: \$870,000*

- With a population over one million and the region's largest employment center outside of the D.C. core, Fairfax County has invested time and funds to encourage employers and commuters to reduce their drive alone habits. The County has been involved with the distribution of materials at Metro stations,

grocery stores, post offices, libraries, rental offices, government centers - over 100 locations. They use direct mail flyers and utilize a sales packet at their personal visits with employers. Their target market includes employers with 100 or more employees, but they also respond to requests from smaller employers. Fairfax County Employer Services is focusing marketing efforts on major employer sites within the County. The County provides funds to one TMA (DATA) to implement employee transportation programs in the Dulles corridor.

- Fairfax County has implemented a Community Residential Program that partners with residential developments, multi-family complexes and associations to promote use of alternative modes of transportation. The Community Residential Program is dedicated to encouraging people who live, work or commute in/or through Fairfax County to use mass transit, carpools, vanpools, walking, biking, or teleworking instead of drive alone commuting.
- Assisted over 3200 commuters via the RideSources program. Some of the promotions they currently offer include Transportation Fairs, Metrochek Match, Van Start/Van Save. Vanpools which are just organizing and are looking for a few more riders, and vanpools which may have lost 1-4 riders can take advantage of Van Start/Van Save, which funds empty seats for a limited time.
- *Metrochek Match* - Employers will receive a 50% match for each participating employee. Employers can participate in the Metrochek Match Program for up to six months and must agree to extend the benefit to their employees for an additional six months.
- *Van Start/ Van Save* - Fairfax County offers a vanpool subsidy program in order for vanpools to get started and to withstand temporary decreases in the number of commuters in the van. Van Start/Van Save is designed to support 4 empty seats on a descending scale for four months. The program is available to individuals, vanpool operators, and TMAs in the Fairfax County region.
- *Property tax relief* is offered to vanpool owners with 12 or 15 person vanpools.
- Fairfax County Employer Services also offers an *ETC Manual* and establishes Transportation Information Centers at major employment sites.
- *Telework! VA* – A state subsidy is offered to employers that start telework programs. This incentive is available to all employers regardless of size.

Some of the promotional events that Fairfax County Employer Services/RideSources participate in include:

- Springfield Days, Springfield Bridge Walk
- Employer Benefit Fairs
- Fairfax Fair in June
- Lorton 4<sup>th</sup> of July Celebration
- Mt. Vernon Day
- National Try Transit Week
- Reston/Herndon Festivals
- Fall for Fairfax Festival
- District Town Meetings

The County has been involved with advertising using cable TV with PSAs and public access, local newspaper ads, ads in Human Resources industry publications and military base directories, mailings to residents and employers, and posters on buses.

### **GWRideConnect**

[www.GWREGION.org](http://www.GWREGION.org)

*Marketing Budget - \$60,000*

GWRideConnect is the ridesharing agency that serves the citizens of Stafford, Spotsylvania, Caroline, King George counties and the City of Fredericksburg. Rideshare promotes ridesharing and assists persons seeking transportation to their employment locations. It is the primary goal of the program to place commuters in various modes of transit, eliminating their single occupancy vehicles from the highways, thus improving the quality of life for the citizens of the region.

In order to accomplish our mission, the following activities will be conducted during FY 2008.

- Free Rideshare Matching program
- Provide follow up assistance to all new rideshare applicants
- Provide commuters with transit information
- Facilitate the formation of van/car and bus pools
- Assist with maintaining the 350 vanpools in the RADCO region
- Provide vanpool assistance through the Van Start and Van Save programs
- Redeem Metrocheks for regional vanpools
- Facilitate the formation of carpools and provide support
- Promote, advertise and assist clients with the VRE
- Promote and assist clients with private bus companies in the region
- Work with FAMPO and regional planners to provide TDM strategies in plans, developments and proffers.
- Work with FAMPO and VDOT to determine the location of sites of new commuter lots in the region
- Commuter parking lot assessment for maintenance of existing lots
- Work with local planners to proffer joint use commuter parking in large developments
- Promote and provide support to the Fredericksburg Regional Transit System
- Promote the Telework Centers located in the RADCO region
- Rideshare database management
- Track applicant placement through follow up surveys
- Reduce annual gasoline usage in the region and reduce motor vehicle emissions
- Regional coordination
- Employer outreach
- HOV lane promotion

Rideshare will market and promote the program by the following activities:

- Display ads will be placed every Thursday in the Fredericksburg Free Lance-Star Weekender edition throughout the fiscal year.
- Rotating display ads will be placed every Sunday near the commuter page in the Fredericksburg Free Lance – Star newspaper.
- Rideshare is currently updating the Rideshare website in house to make it more usable and valuable to commuters.

- Rideshare requested funding through FAMPO for additional Commuter Connections highway signs to be placed in commuter parking lots throughout the region.
- Depending on funding sources, possible radio advertising sponsoring the morning traffic report through a local radio station.
- Rideshare promotes the VRE, Regional Telecenters, GRH program, Metrochek program, commuter lots and bus companies by utilizing existing brochures. Commuter lot maps, Rideshare Fact Sheet flyers and local bus company schedules are created in house.
- Rideshare also promotes awareness of the program through job fairs. Rideshare provides GEICO with flyers and information that is inserted in all new employee packets.
- Rideshare is currently working with local realtors and developers in distributing information to new home buyers.

### ***LINK/RESTON TMA***

[www.Linkinfo.org](http://www.Linkinfo.org)

- Promotes the Fairfax Connector and RIBS buses by providing schedules to Reston outlets. This includes all grocery stores, regional libraries, community centers, and some apartments.
- Joins with various community organizations/events through out the year to promote transit and ridesharing.
- Developed and maintains a web site to provide bus schedules and maps for buses that serve greater Reston. Our web site has a digitized map that shows major employers and gives the transit information for each site. The information is also provided in Spanish.
- LINK's web site is advertised with stickers on bus schedules with an email address. Approximately 65,000 schedules are distributed annually.

### ***LOUDOUN COUNTY***

[www.loudoun.gov/commute](http://www.loudoun.gov/commute)

Marketing Budget for County Bus Service: \$55,000

Loudoun County Office of Transportation Services markets the local bus service and the commuter bus service. Part of the TDM advertising budget is allocated to ads in local papers and local radio. A follow-up mailing is also sent to realtors and homeowner associations regarding our services. Staff is also placing schedules and flyers in public facilities such as libraries and community centers with new display racks as well as racks in employment centers, retail and business facilities. Staff is also planning to distribute brochures on commuting alternatives to selected households and employment sites within the county. An HOV lane services the area on the Dulles Toll Road which allows for promotion of carpooling and express bus service.

### ***MTA***

[www.mtamaryland.com](http://www.mtamaryland.com)

Total Marketing Budget for MTA FY 2007: \$1,200,000

Approximately \$650,000 is budgeted in FY '07 for a contracted advertising agency to develop a comprehensive marketing plan including strategy, advertising, limited public relations, design, and media placement services. Additionally, approximately \$400,000 is spent on development of in-house promotional campaigns, cross-promotional opportunities, special events, printing, premium items, service brochures, service ads, commuter benefits programs, sports service marketing, and special college student marketing.

MTA participates in a variety of community events and projects each year to include:

- Sports Events - Orioles Baseball, Ravens Football, and Preakness (Horse Racing).
- Back-to-School Safety Awareness Campaign
- Special Holiday Service - New Year's Eve, Black History Month Festivities, Martin Luther King Events, Thanksgiving Food Drive/Stuff-a-Bus, Special Baltimore Bus-Light Rail-Metro Subway Service to Inner Harbor Fireworks (4<sup>th</sup> of July).
- Local Cultural Activities: Disney on Ice, Ringling Bros. Circus, Susan B. Komen Race For The Cure, Baltimore Marathon, Juvenile Diabetes Walk for The Cure, Artscape Music and Art Festival, Pier Six Concerts, Maryland State Fair, Communities In Motion, Clean Commute Week, MTA Rodeo, Stone Soul Picnic, Jazzy Summer Night Concerts, Praise Fest, and ADA Anniversary.

MTA offers the following products and services:

- Local, Express, and Commuter Bus Service
- Light Rail Service
- Metro Subway Service
- MARC Train Service
- Mobility (Paratransit Service)
- College Pass Program
- MARC Student Advantage Program
- Statewide Ridesharing Program
- Commuter Choice Maryland Commuter Benefits Program
- Adopt-A-Shelter Program
- Transit Advertising Opportunities
- Business Outreach Program
- Information Kiosks in Downtown Hotels and Visitors Center at Inner Harbor
- Monthly, Weekly, One-Way, Round Trip tickets and \$3.50 Day Passes
- Online Ticket Sales
- MARC Ticket-By-Mail Program
- Transit Store
- Senior and People with Disabilities Passes
- Transit Link Card (MARC Train and/or Commuter Buses)
- Group Discounts
- Maryland Commuter Tax Credit and TEA 21 Information and Assistance
- Automatic E-Mail Notification Service
- Updated Web site in June 2004
- New Taxi Access program (for mobility eligible customers)
- Neighborhood Shuttle Service (Hampden & Mondawmin)
  
- **Maryland Transit Administration (MTA) Ongoing Marketing Activities**
  - Park and Ride Express Bus Service to Orioles games, Ravens football, and Preakness (horse racing)

- Light Rail and Metro Subway Service to Orioles games, Ravens football, and Preakness (horse racing)
- MTA Ravens Season Pass Program
- Transit Ads (self-promotion)
- Commuter Choice Maryland Commuter Benefits Program featuring federal SAFETEA-LU and Maryland Commuter Tax Credit Programs
- MTA College Pass Program and MARC Train Student Advantage Program
- Maryland Commuter Tax Credit marketing campaign
- Publications: Transit Lines, On Your MARC, Wheels
- MARC Train marketing campaign
- Verizon, Yellow Book and Patuxent directory advertising
- Festival promotions, including Artscape, State Fair, African American Heritage Festival, etc.
- MTA Pocket and full-size System Maps
- MARC Train and Commuter Bus Transit Link Cards
- Bus Shelter Advertising Program
- Fannie Mae Smart Commute Initiative
- New Farebox project (magnetic stripe fare media to be introduced in Nov '04 and Maryland Transit Pass smart card to be introduced in fall '05)

### ***MONTGOMERY COUNTY***

[www.montgomerycountymd.gov](http://www.montgomerycountymd.gov)

Marketing Budget for FY 2008 is in the range of \$300,000 (Montgomery County Commuter Services and Ride On)

Montgomery County (MC) has a very large business base. It also has a large residential base. There are 267,000 commuters who live and work in MC, 203,000 who travel into the County from other jurisdictions, and 188,000 who leave the county for other destinations. Marketing activities within Montgomery County are focused on Silver Spring, Friendship Heights, Wheaton, Bethesda, North Bethesda, Rockville, and Germantown.

#### **Employer Outreach/Programs/Services:**

- **Conduct Employer Meetings and Presentations:** Montgomery County conducts meetings and presentations with County employers to persuade them to adopt high-level commuter benefits programs and adopt Traffic Mitigation Plans.
- **Offer Concentrated Demand Management Services:** The County operates four Transportation Management Districts (TMDs): Silver Spring, Bethesda, North Bethesda, and Friendship Heights. A TMD was recently adopted for the Greater Shady Grove area as well. Employer, commuter and transit services are concentrated in these areas of high employment concentrations.
- **Promote Transit matching Subsidy Programs:** MC offers several matching programs-- Fare Share, Super Fare Share, and Wheaton/Montgomery Hills Fare Share. In FY06, the County launched a new look, materials, and advertising to promote its Fare Share programs.
- **Promote Additional Incentive Programs:** MC promotes pre-tax Metrochek, Maryland Commuter Tax Credit, Home Computer Telecommuting Incentive Tax Credit, Maryland Telework Partnership with Employers to encourage employers to adopt high-level TDM programs.



- Conduct On-Site Transportation Fairs: Staff conducts commuter information fairs at employment sites and the lobbies of multi-tenant facilities, including the new FDA Headquarters in White Oak. In FY08, Montgomery County will build on the success of previous property management outreach campaigns, where staff set-up large lobby displays and conducted commuter information sessions at more than 150 work sites throughout the county.
- Conduct Annual Commuter Survey: MC conducts an annual commuter survey of employers each Spring. In FY07 surveys were distributed to more than 77,000 employees through more than 150 employers..
- Produce Quarterly Countywide and periodic area-specific newsletters.
- Sponsor Employer Recognition/Special Events: In FY07, Montgomery County presented its 20<sup>th</sup> Transportation Awards Ceremony, featuring remarks by the County Executive and the Governor of Maryland. More than 240 people were in attendance to honor the efforts of 21 employers and individuals for their efforts to promote Better Ways to Work. We anticipate conducting the Transportation Awards Ceremony again in FY08.
- MC uses the ACT! CRM database to track and manage contacts and relationships with more than 3,700 employers in the County.
- Working with marketing services consultants to develop and implement marketing plans for FareShare/Super FareShare transit benefits programs, mid- and long-term marketing strategies and partnering opportunities, and branding of commuter store.

#### Promotional Materials:

- Continue to use Better Ways to Work Toolkit in employer meetings and presentations
- Produce and promote Guide to Commuter Services (including Spanish and Chinese versions; translation into other languages will also be considered)
- Park and Ride Lot Brochure: MC will continue to update and produce a Park and Ride brochure with all P&R lots in Montgomery and adjoining counties, including transit services available from each lot.
- Update and distribute “Getting There” Brochure: MC will continue to update and produce this guide to public transportation options and major retail and service facilities along the I-270 corridor. A new publication covering the US 29, Georgia Avenue and New Hampshire Avenue corridors is being prepared.
- Created, produced and distributed “Silver Spring Bikeways Map” and “White Oak & Vicinity Bicycle and Pedestrian Map.
- Upgrade, maintain and promote website: MC will continue to upgrade and refine communication strategies via the Better Ways to Work (<http://www.montgomerycountymd.gov/commute>) and Ride On (<http://www.montgomerycountymd.gov/rideon>) websites. Explore options to convert existing forms, brochures, maps, etc. to easier-to-use electronic format.

#### Advertising:

- Ads on cable, radio, in newspapers and employer-targeted publications, and on website
- Chambers of Commerce: MC will continue to advertise its programs and services in local chamber publications, including newsletters, membership directories, dining guides, and special publications
- Theatre Slides: MC will place theater slides in targeted areas
- Bus interior cards

#### Commuter Outreach/Programs/Services:

- Operate a commuter store in Silver Spring adjacent to the Metro Station where Metro and Ride On fare media are available, along with transit information, maps, and schedules. Information on MARC and VRE

is also available. Metrocheks provided by employers to employees under transit subsidy programs can be exchanged for fare media. In 2008 the commuter store will move to a location in closer proximity to the interim bus operations area while the Silver Spring Transit Center is under construction. Commuter Services and the commuter store will coordinate with other agencies to provide the increased information and assistance to commuters that will be necessary during the construction period.

- Operate the Transit Information Center in Rockville where Ride On fare media is sold.
- Offer discounted car/vanpool parking in Bethesda and Silver Spring. The Bethesda and Silver Spring Transportation Management Districts certify car/vanpools to qualify for significant parking discounts.
- Participate in Bike To Work Day 2007. In FY07, nearly 1,300 Montgomery County bike commuters participated at one of six Bike To Work Day Pit Stops hosted at Montgomery County locations with heavy employee concentrations. Locations included the downtown areas of Silver Spring, Bethesda, and Rockville, as well as North Bethesda, NIH's main campus, and the Shady Grove area.
- Promote the 100% accessibility of the Ride On fleet to bikers along with the County's bike map of Montgomery County.
- Community outreach through some or all of the following events: Senior InfoExpo, Wheaton and Silver Spring Summer Concerts, Strathmore Hall Summer Concert Series, Montgomery County Agricultural Fair, Poolesville's Day, Takoma Park Festival, Happy Birthday Montgomery County, Latino Festival, Old Town Gaithersburg Festival, Taste of Bethesda, Bethesda Literary Festival and Oktoberfest.

#### Transit Services:

- Continued to support 10-year \$1 billion "Go Montgomery! Transportation Plan for Our Future" initiative. A new bus route from Clarksburg and additional bus service on routes introduced over the past several years will continue to be promoted in FY08, as will the extension and restructuring of existing and additional routes in Germantown and frequency changes on many routes in FY07 and FY08.
- Continue to support Montgomery College student program. With Student ID, Montgomery College students are able to ride Ride On anytime on any route.
- Ongoing promotion of the new reduced rates of the Ride About Pass at \$10 and convenience of Ride On 20-Trip Ticket.
- Continued promotion of Kids Ride Free in Montgomery County (Monday through Friday 2 p.m. to 7 p.m.) Metrobus participation in Montgomery County, added to the program in FY05, continues to date.
- Promote better access to Park and Ride lot in Burtonsville
- Promotion of Van Go Shuttle in downtown Silver Spring
- Promotion of Code Red Ride Free in Montgomery County Ride On
- Promotion of Seniors and People with Disabilities Ride free on Ride On and Metrobus in Montgomery County
- Continue to promote feeder service to MARC
- Promotion of Twinbrook Shuttle serving a large population of Health and Human Services employees
- Promotion of new Compressed Natural Gas buses with low floors
- Additional new buses with ramps now mean Ride On is 100% accessible to persons with disabilities.
- Promote Metro's pilot program for MetroAccess customers who are able to ride free with a companion on Ride On and Metro buses and rail.
- Implement a comprehensive program to install upgraded bus shelters and related pedestrian access and amenities throughout the County. This program came about in part as a result of a legal settlement which requires a private sector vendor to provide shelters in return for the County accepting advertising on many of those shelters.
- Promotion of increasing numbers of alternative fuel buses, both CNG and Hybrid fuel vehicles
- Implement and promote new Ride On Route 21, serving the U.S. 29 Corridor

- Implement and promote increased service to the new FDA Headquarters at the Federal Research Center in White Oak
- Introduction and promotion of SmarTrip fare boxes on the Ride On Transit System

### ***NATIONAL INSTITUTES OF HEALTH***

[www.nih.gov](http://www.nih.gov)

The National Institutes of Health (NIH) is the steward of medical and behavior research for the Nation. It is an Agency under the U.S. Department of Health and Human Services. NIH headquarters are located in Bethesda, Maryland and the surrounding area. NIH funds scientific studies at universities and research institutions across the Nation.

The Office of Research Services (ORS), Division of Travel and Transportation Services (DTTS), Employee Transportation Services Office (ETSO), located in Bethesda, Maryland, provides employee transportation services to the NIH community. The ETSO is a centralized office where employees can obtain information on Commuter Connections, Carpooling, Vanpooling, the Guaranteed Ride Home Program sponsored by the Metropolitan Washington Council of Governments, Public Transportation Services (Metrorail, Metrobus, Ride On, etc.), as well as the NIH Transshare Program that provides up to \$110.00 a month in commuter subsidies. The goal of the NIH Transshare Program is to reduce traffic congestion and relieve energy and environmental concerns in the metropolitan areas. Use of the NIH Transshare Program is a key element of the NIH Transportation Management Plan.

NIH has encouraged use of public transportation as a proactive means of reducing parking demand on the NIH campus. Transshare, with over 5,500 participants, has been the single most effective tool in promoting and expanding the use of public transportation and vanpools. A Department of Transportation survey conducted by NIH in 2000 revealed that NIH Transshare participants on a daily basis saved over 57,400 vehicle miles. At today's Transshare level's, this would translate to a savings of over 135,000 vehicle miles daily.

Carpool lots have been established in preferred parking lots located in close proximity to the buildings. Carpool parking spaces are reserved until 9:30 a.m. As an added benefit, registered vanpools may obtain a reserved space in the lot of their choice. Vanpoolers also may participate in the NIH Transshare Program.

The ORS, in conjunction with the Office of Facilities Planning (ORF) is responsible for providing shower and locker facilities in 9 campus buildings and 4 off-campus locations. Bicyclists and employees who opt to walk to work use these facilities. Bicycle racks and lockers accommodate 600 bicycles. The DTTS works closely with the NIH Bicycle Club to provide information on local bicycle routes and paths leading to the campus. Also, the pedestrian friendly campus provides well-lit pathways for its walking commuters.

On October 24, 2003, the NIH Parking Office began using a new Parking and Transshare (PARTS) system that handles a wide range of functions and greatly streamlines the administration and management of the NIH parking and NIH Transshare programs. These programs provide the NIH community with parking hangers for cars and Transshare public transportation subsidies. The PARTS system reduced the time needed to serve NIH's 25,000 customers by 50 to 75 percent, and the Parking Office lines are now practically eliminated.

The North Bethesda Transportation Management District partners with the NIH to improve transit services in the area, to increase ridership on public transportation, and to provide transit-friendly amenities, to cut

traffic congestion, increase transportation capacity, reduce air and noise pollution, and to promote bicycle and pedestrian access and traffic safety.

The DTTS Campus Shuttle Service consists of 13 Shuttle routes that provide services for patients, campus employees, and off-campus employees who commute from off-campus satellite parking lots and government facilities. Employees can also access shuttle schedules using their Blackberry devices. The NIH is exploring the possibility of converting its fleet of buses to natural gas.

The DTTS web sites feature an e-mail Listserv for employees to receive current and up-to-date parking and transportation information.

To promote NIH's employee transportation options, posters, tabletop displays, desk-to-desk publications, campus wide e-mail, and the campus newsletters and the *NIH Record* are utilized. NIH also participates in a monthly parking/transportation-working group with other regional partners, including the Montgomery County Department of Public Works and Transportation, National Naval Medical Center and Suburban Hospital. Throughout the year, the ETSO sponsors or participates in various promotional events designed to provide commuting alternatives to employees.

The DTTS have been working on numerous transportation related improvements designed to assist NIH employees, contractors, visitors and guests traveling to, and circulating through the campus. One such innovative improvement that was implemented was the acquisition and implementation of the Highway Advisory Radio System (HARS). Located on the AM radio dial at 1660, this improvement effort has become an integral part of the NIH Transportation Management Plan (TMP) that NIH practices. The HARS system continues to advise motorists of key entry locations when either Rockville Pike or Old Georgetown Road is congested.

The NIH, DTTS, ETSO has also been recognized for the following:

- “Best Workplaces for Commuters” presented by The United States Environmental Protection Agency
- “Outstanding Participation and Support in the Federal Transit Benefit Program” presented by the Washington Metropolitan Area Transit Authority
- “Quality of Work Life” presented by the National Institutes of Health
- “Golden M Award for Metrochek Leadership” presented by the Washington Metropolitan Area Transit Authority
- “Outstanding Service Award” presented by the Washington Metropolitan Area Transit Authority
- “MWCOCG Bike to Work Day Award” for the highest employee Bike to Work Day Participation

Information regarding the DTTS/ETSO can be found at the following web address:  
<http://dts.ors.od.nih.gov/index.htm> or by contacting us at 301-402-7433.

#### ***NORTHERN VIRGINIA TRANSPORTATION COMMISSION***

**[www.thinkoutsidethecar.org](http://www.thinkoutsidethecar.org)**

*Total Operating Budget FY 2008: \$1.2 million (Transit Assistance: \$120 million including funds from the Motor Vehicle Fuel Sales Tax.)*

Serves Arlington, Fairfax and Loudoun counties and the cities of Alexandria, Fairfax, and Falls Church, with a population of over 1.6 million covering 1,000 square miles. NVTC's 20 commissioners are locally elected

officials and members of Virginia's General Assembly, plus the director of the Virginia Department of Rail and Public Transportation. The commission coordinates public transit policies within Northern Virginia and exercises leadership on issues relating to governance of the Virginia Railway Express (VRE), which the commission co-owns, and the Washington Metropolitan Area Transit Authority.

- Prepares the *Annual Transportation Update* series, which includes a compendium of performance data from the region's transit systems.
- Maintains a key word searchable web site that includes information about NVTC, on-line library of research and studies, historical transportation information, and detailed kits for monthly meetings and agendas at [www.thinkoutsidethecar.org](http://www.thinkoutsidethecar.org).
- Coordinates a regional project with Northern Virginia bus systems to offer free fares on forecast air quality Code Orange and Red Ozone Bad Air days. Participating agencies include Fairfax Connector, Metrobus (Northern Virginia only), Alexandria DASH, Arlington Transit (ART), Falls Church GEORGE Bus, Loudoun County Transit (LC Transit), OMNIRide, OMNILink, Virginia Regional Transit, Springfield TAGS and City of Fairfax CUE.
- Coordinates the addition of transit passenger counts to VDOT's annual multi-day traffic count as part of the Northern Virginia HOV Monitoring program.
- Coordinated the two-year demonstration of the Falls Church GEORGE bus project. WMATA operates two loop routes under contract with NVTC and Falls Church, using 30-foot clean diesel buses. The buses are equipped with state-of-the-art exhaust gas recirculation filters that provide for substantially reduced emissions. The routes link Falls Church neighborhoods and businesses within the city and connect to the nearby West and East Falls Church Metrorail stations. The project will reduce automobile vehicle miles and trips, reduce pollution, and ease the parking burden at stations. Ridership is currently at about 7,500 passengers per month. Falls Church GEORGE is now a fully funded project and has been turned over to the city of Falls Church for full time management and operation under contract with WMATA.
- Assists local Northern Virginia transit systems with National Transit Database reporting enabling the region to receive an additional over \$6 million per year in federal transit assistance.
- Facilitated the procurement and installation of bus shelters at highly utilized stops in Northern Virginia by administering a CMAQ grant of \$450,000.
- Promotes the growth and availability of electronic transit schedules available for download to cell phones, PDA's and hand held computers.
- Working with a contractor to provide real time bus information for suburban routes using GPS enabled mobile phones mounted on buses (MARTHA Project). Customers will access bus information via an interactive voice response system. System will be demonstrated on GEORGE bus routes.
- Provides leadership for the Virginia Transit Association (VTA) legislative and marketing committees and the annual conference for transit properties throughout the commonwealth.
- Serves as the contract manager for \$6.9 million procurement of 484 SmarTrip compatible fare boxes that have been installed on local bus systems in Northern Virginia.
- Manages/conducts studies on such topics as air quality, improved transit service, transit performance measures, mode shares, telework and transit technologies.
- Promotes legislative agenda that is favorable to transportation, seeking a stable and reliable source of funding for public transportation providers such as WMATA and VRE. While the General Assembly is in session, electronically distributes legislative updates on developments in Richmond.
- Testifies annually before the Commonwealth Transportation Board regarding allocation of transit funds.
- Coordinates with all jurisdictions to develop regional incident response plans for transit systems in Northern Virginia.
- Coordinated TransAction 2030—the Northern Virginia Transportation Authority's (NVTA) update of the regional long range transportation plan – and managing consulting contracts of almost \$1 million.

- Provides staff support (Public Outreach, Accounting, Technical Assistance and Planning) for the Northern Virginia Transportation Authority (NVTA)

**PRINCE GEORGE'S COUNTY**

[www.goprincegeorgescounty.com](http://www.goprincegeorgescounty.com)

*Marketing Budget for: Marketing Contract: \$108,000*

*TheBus - \$100,000*

Several large employers such as Lockheed Martin, Aetna, Giant Foods, Safeway, UPS, Kaiser Permanente and Home Depot are located in Prince George's County. Joint Venture Marketing and Communications has been contracted by Prince George's County to provide direct assistance to employers in their respective service area through a coordinated employer outreach. Prince George's County will provide daily employer outreach services for employers in their service area, which will help promote voluntary commute alternatives in ways that best suit their businesses. Developing direct mail pieces to employers, organizing seminars with employers, telemarketing and conducting on-site sales presentations to employers are few of the many activities the County is engaged in. Employers are encouraged to participate in programs that include Metrochek, Telecommuting, Guaranteed Ride Home, and Parking Management. The new Ridesmart website to be launched in December will provide employers with relevant information.

Goals for FY 2006 are based on the following:

1. An extensive cumulative review of the companies and organizations in the ACT database.
2. An analysis of the Commuter Connections Program's past performance in FY 2005.
3. A comparison of the provisional goals of the FY 2006 versus the execution of goals for FY 2005.

Objective is to implement the following measures for the Commuter Connections Program:

1. Increase employer participation in Prince George's County.
2. Raise participation in levels of active employers.
3. Decrease the actual number of trips by cars, especially for companies participating in carpooling, vanpooling Maryland Commuter Tax Credit, flextime, teleworking, biking, and walking by increasing employee awareness.
4. Formalize more telework, carpooling, vanpooling programs and commuting benefits offered by employers.

**POTOMAC RAPPAHANNOCK TRANSPORTATION COMMISSION**

[www.PRTCtransit.org](http://www.PRTCtransit.org)

*Marketing Budget for FY 2008: \$700,000*

PRTC is largely a residential area with several large employers in its five-jurisdictional region including Lockheed, IBM, GMU, AT&T and Strayer University, GEICO, AOL, and several large health care organizations. PRTC takes advantage of two major shopping malls, Potomac Mills and Manassas Mall as its two local bus hubs, with the transfer activity in eastern Prince William County taking place at the PRTC Transit Center. The focus of the organization and its marketing program is to provide sound transportation alternatives for a quality life. PRTC complements its planning efforts by providing several types of bus operations, co-sponsors the Virginia Railway Express, and performs essential ridematching and vanpool subsidy initiatives. PRTC marketing budget funds rider education initiatives, awareness media advertisement, vanpool subsidy

programs, trial-coupon programs, employer and consumer group presentations, print ads, brochures, printed bus schedules in Spanish, an interactive web site, job fairs, a wide variety of community outreach activities, and a Welcome Aboard program for new residents. PRTC has established transit information displays at key stops. Bus riders can subscribe to an e-mail service, Rider Express, which provides service alerts. The Customer Service office provides service Monday – Friday, from 5:30 a.m. to 8:30 p.m., except for some holidays.

***RAPPAHANNOCK RAPIDAN REGIONAL COMMISSION - Commuter Services***

[www.rrregion.org](http://www.rrregion.org)

*Marketing Budget for FY 2008: \$9,500*

- Primarily a residential area with a population of 158,000.
- RRRC has been relying on referrals, highway signs, and local papers for advertising their rideshare services as well as piggybacking off of COG promotions such as GRH.
- The region uses various regional events and hosts an annual Commuter Fair to promote ridesharing.
- RRRC has twelve vanpools with a round-trip range of 80 to 140 miles.
- They have nine official and five unofficial park and ride lots with some capacity available.
- Vanpools can get a startup subsidy from the Vanpool Assistance Program.

***TRANSIT SERVICES OF FREDERICK COUNTY***

[www.co.frederick.md.us](http://www.co.frederick.md.us)

*Marketing Budget: \$31,527*

In FY08 to promote transit and ridesharing Frederick County will:

- Place advertisements in various local magazines, newspapers, and event programs.
- Two multi-week campaigns utilizing commercial and theater slides advertising Rideshare and TransIT.
- Four on-line banners year round advertising Rideshare and TransIT.
- Advertise in local Spanish publication.
- Jumbotron ad appearing at the Frederick Keys baseball stadium for MTA and TransIT.
- Produce a quarterly newsletter pertaining to rideshare issues.
- Produce a transit-related quarterly newsletter to distribute to local agencies/individuals.
- Purchase radio commercials & TV time.
- Purchase giveaways items such as magnetic clips, umbrellas, totes, etc. for certain campaigns.
- Participate in Chamber events.
- Attend the Frederick Fair, In The Street, Latino Festival and other community events to spread the word about transit and transportation alternatives.
- Issue monthly press release to obtain media coverage.
- Produce schedule brochures for public distribution.
- Contact employers via mailings and in person to promote rideshare alternatives.
- Work with local radio and television stations to air PSAs on pertinent issues, such as Air Quality Action Days.

***TRI-COUNTY COUNCIL FOR SOUTHERN MARYLAND - Commuter Assistance Program***  
[www.tccsmd.org](http://www.tccsmd.org)

*Marketing Budget FY 2008 - \$18,971*

The Tri-County Council for Southern Maryland's Commuter Assistance and Employer Outreach Program goals include increasing the awareness and highlighting the benefits of traveling by non-single occupancy vehicles. The programs obtain these specific goals through educating the major employers, employees, residents and the overall general public in the region, through a number of marketing tactics and campaign efforts.

Major tasks in FY 08 include:

1. Regional Employee Commute Surveys distributed to employers who are willing to participate and begin Transportation Demand Management programs for their employees.
2. Vanpool Coordination and Assistance to New Start-up vanpools, including information on available financial subsidies, rider agreements and vanpool marketing efforts.
3. Telecommuting / Telework activities with the utilization to the WCOG Telework Program and the examples of the Maryland TPE Program in the Baltimore,MD. Region. Information is also included at fairs about Southern Maryland Telecenters. There will be publications created of existing employers with non-formal telework programs who decide to formalize their programs. These brochures will be used to increase awareness of the benefits to other employers and employees in the region.
4. Smart Benefits Program information to employers and also to new vanpools and subscription bus and private for hire transportation service companies in the area.
5. Guaranteed Ride Home (GRH) information to area commuters and employers about the overall program and availability to sign up through employer newsletters, and other advertisements in local newspapers and direct mail correspondence.
6. Employer Education Campaigns that assist employers in learning about the commuter tax alternatives, Smart Benefits, Clean Commute Month Services, and other TDM Programs through site visits and follow-up formats.
7. Transit Operators/Fleet Management opportunities and programs made available to employers who have existing vans that are utilized for other ventures besides commuting and possible subscription bus operators.
8. Radio Programs on local and regional stations that include information about commuter alternatives and employer TDM Programs.
9. Conferences and Seminars which enable participation from a number of metropolitan Washington region members at stand alone transportation events in the Southern Maryland region.
10. Television Programs with local stations that introduce and share benefits of high occupancy vehicle modes for commuters and TDM Programs for area employers.
11. Clean Air Partnership with Wade Elementary School in Charles County, Maryland to highlight the benefits of clean air through high occupancy vehicle modes and biking.
12. Clean Air Partnership with interested middle and high schools after viewing the Clean Air Partners introduction of a new curriculum.
13. Air Quality Action Days campaign alerts headed by the Charles County Governing body as an example of the Ozone efforts and education to everyone about the effects of ozone, with focus on groups that work with children, the elderly, as well as employers.
14. Television Spots through Comcast Cable and local stations that highlight the Maryland State Rideshare Commercial and the regional Guaranteed Ride Home program.



15. Radio Ads both regional and local that highlight the Commuter Assistance and Employer Outreach programs of the Tri-County Council for Southern Maryland.
16. Vanpool Owner/Operator newsletter that highlights information on safety, marketing and successful vanpooling techniques.
17. Southern Maryland Commuter Bus newsletter that highlights areas of interest to the Southern Maryland commuter bus passengers on the MTA sponsored 7 routes from the region.
18. Parent Line Magazine has included rideshare applications, air quality action information and employer/employee benefits of TDM Programs sponsored by employers and hosted at TCC for FREE information and details on programs.
19. Great Coupons mailers that include information on both TCC's Commuter Assistance and Employer Outreach programs.
20. Promotional events at employer sites and in high public transportation areas, such as shopping centers, post offices, and grocery stores.
21. Subscription bus services start-up assistance and continued monitoring efforts given by the TCC staff.
22. Southern Maryland Regional Transportation Coordination Committee - Commuter Sub Committee involvements on improvements and necessary changes to existing services from the user point of view.
23. Postal and e-mail campaigns when appropriate to a number of past commuters who have allowed their Commuter Connections records to expire.
24. Direct presentations to area Chambers of Commerce and SHRM Groups that have a vested interest in employers and employees in the region.
25. Formal partnerships for shared marketing events with local health care professionals and human service organizations.

### ***TYTRAN***

[www.tytran.org](http://www.tytran.org)

Marketing Budget for 2008: \$5,000

The Tysons Transportation Association, Inc. "TYTRAN" is a TMA membership organization that serves the largest employment center in Fairfax County, Tysons Corner. TYTRAN's membership is made up of approximately 50 of the largest employers and property owners in this area. Tysons Corner is bounded by Routes 7 and 123, I-495, and the Dulles Toll Road. Transit service is provided by Fairfax County's Fairfax Connector and Metrobus routes operating from West Falls Church metro station to the West Park Transit Center, and throughout Tysons Corner. Currently, Tysons Corner does not have any bike paths, or park and ride lots.

Most of TYTRAN's work during the next few years will be focused on the Dulles Corridor Rail Project extension, which has four stations located in Tysons Corner. TYTRAN has been awarded a \$250,000 ITS grant from the Federal Highway Administration to implement the Accelerated ITS Traveler Information Systems Project. This project will provide real time traffic information, roadway conditions and transit information employees and commuters in Tysons Corner can access through websites, email accounts, PDA's and cellular phones that is timely, accurate, reliable and relevant to making immediate travel decisions to avoid

congestion. TYTRAN is also working to complete the pedestrian network and coordinate efforts to consolidate existing shuttle services operating in the Tysons area in order to support the rail extension.

TYTRAN targets its membership for commuter benefit programs and upon request, works with Fairfax County to schedule transportation fairs at employer sites. They advocate transportation improvements along with telecommuting and flextime and promote vanpools and carpools. The cost savings aspect of carpooling and vanpooling has provided the only benefit to market to commuters in this area.

The majority of Tysons Corner's labor pool is devoted to government contract work, which requires unscheduled overtime, however, telecommuting programs operate at several member companies, and the Commuter Benefit Program is also in place in three major companies. Most of Tysons Corner's commuters come from Reston, Herndon, Oakton, Warrenton, Manassas, Gaithersburg, and Rockville. TYTRAN maintains a website [www.tytran.org](http://www.tytran.org).

### ***VIRGINIA RAILWAY EXPRESS***

[www.VRE.org](http://www.VRE.org)

Marketing Budget for FY 2008: \$450,000

#### Profile:

- Free parking has been initiated at all of their stations.
- Radio has provided the best advertising medium to increase ridership. Advertisements focus on directing commuters to the VRE web site and to the stations with available parking, including Lorton, Woodbridge and Rippon on the Fredericksburg line, and Backlick Road on the Manassas line.
- They accept Metrochek as payment.
- Top AM boarding stops were Manassas, Burke Center, and Fredericksburg.
- Top AM destinations were L'Enfant Plaza, Crystal City, and Union Station.
- Very few riders bike to train stations.

### ***WABA - Washington Area Bicyclist Association***

[www.waba.org](http://www.waba.org)

Marketing Budget: \$50,000

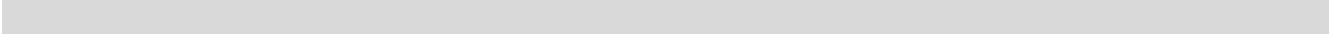
WABA has been serving the needs of cycling commuters since 1972. Currently, WABA serves its members through its website, newsletter, and with its staff of five full-time employees.

The marketing funds for WABA are spent on the following activities:

- Bike to Work Day in downtown D.C.
- New Trail Openings
- Transportation Fairs
- Printing and Postage
- Quarterly newsletter RIDEON!
- Brochures for Commuter Assistance Program, Rules of the Road, Safety, Helmet Use
- On-line information and assistance on website [www.waba.org](http://www.waba.org).
- Bi-weekly event and advocacy e-newsletters
- Youth and adult bike safety education

## **CALENDAR OF EVENTS FOR 2007-2008**

September 2007	ACT Conference in Seattle
September 2007	Telework Exchange Town Hall Meeting Live Near Your Work Seminar in Arlington
October 2007	Commuter Connections Marketing Campaign Rollout Community in Motions Day
December 2007	ACT Chesapeake Chapter Awards Luncheon
April 2008	Clean Air Partners Earth Day “Street Smart” Pedestrian and Bicycle Safety Media Campaign
May 2008	Bike To Work Day Clean Commute Day (Virginia)
June 2008	Commuter Connections Employer Recognition Awards End of COG fiscal year



**CURRENT PROFILE OF IMPACTED ACTIVITY CENTERS/CORRIDORS**

Central	District of Columbia	Arlington County	City of Alexandria
<b>Impacted Activity Centers</b>	Downtown Southwest Federal Center Georgetown Monumental Core	Crystal City/Pentagon Rosslyn/Ballston Corridor	<ul style="list-style-type: none"> <li>• Old Town</li> <li>• Landmark</li> </ul>
<b>Impacted Corridors</b>	I-395/I-295 I-66 (Roosevelt Bridge) Rt. 50 (New York Ave Rt 1 (Rhode Island Ave & 14 <sup>th</sup> St) Woodrow Wilson Bridge All Major Arterials	I-66 U.S. Rt. 1 I-395 Rt. 29 Rt. 50	<ul style="list-style-type: none"> <li>• Rt. 1</li> <li>• George Wash Pkwy</li> <li>• I-95/I-395/I-495</li> <li>• Duke Street</li> <li>• King Street</li> <li>• Woodrow Wilson Bridge</li> </ul>
<b>Available Products</b>	Carpools Car Sharing Zipcar Flexcar Commuter Rail-VRE, MARC Cycling Bike Racks on Sidewalks Bike Racks on Buses Bike on Rail Bike Lanes & Trails ADA-Bike Ramps Home-based telecommuting Housing close to employment, education, entertainment, recreation & shopping destinations HOV lanes Rental Cars Transit Local and Express Buses Metrobus Metrorail Vanpools	<ul style="list-style-type: none"> <li>• Bridge Bucks</li> <li>• 3 Commuter Stores (Ballston, Crystal City, Rosslyn)</li> <li>• Arlington Metrobus</li> <li>• Arlington Transportation Partners employer, residential, developer, and hotelier services</li> <li>• ART- Arlington Transit</li> <li>• Bike Paths</li> <li>• Bike Racks/Lockers</li> <li>• Bridge Bucks</li> <li>• CommuterDirect.com</li> <li>• CommuterPage.com</li> <li>• Carpools</li> <li>• HOV lanes</li> <li>• Metrorail</li> <li>• Park &amp; Ride Lots</li> <li>• Telework centers</li> <li>• Telework!VA</li> <li>• Vanpools</li> <li>• VRE</li> </ul>	<ul style="list-style-type: none"> <li>• Old Town Transit Shop</li> <li>• Alexandria Rideshare</li> <li>• AlexRide.org</li> <li>• AMTRAK</li> <li>• Bike Paths</li> <li>• Bike Racks/Lockers</li> <li>• Carpools/Vanpools</li> <li>• DASH</li> <li>• Fairfax Connector</li> <li>• HOV lanes</li> <li>• Literature displays at community facilities</li> <li>• Metrobus/Metrorail</li> <li>• Telework assistance</li> <li>• Telework!VA</li> <li>• VRE</li> <li>• Walking paths</li> <li>• Carshare Alexandria!</li> </ul>

Central	District of Columbia	Arlington County	City of Alexandria
	Taxicabs Union Station – Region’s premier intermodal transportation center Walking Wide, tree- lined sidewalks Count-down pedestrian signals being installed ADA-Bike Ramps		
<b>Current Marketing            Conducted Locally</b>	<ul style="list-style-type: none"> <li>• Bike-to-Work Day Channel 16,18</li> <li>• city living - dc style</li> <li>• DC Cable</li> <li>• Employer mailings by DC Partners</li> <li>• Employer seminars by DC Partners</li> <li>• SmartBenefits (WMATA)</li> <li>• Promoting bicycle racks at public facilities.</li> <li>• Smart Commute Initiative (Fannie Mae)</li> <li>• WMATA Cooperative Marketing for Special Events</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising in local retail and business directories</li> <li>• Arlington cable TV</li> <li>• Arlington Metrobus collateral</li> <li>• ART promotion</li> <li>• ATP collateral</li> <li>• Direct Mail Program</li> <li>• Email alerts</li> <li>• Internet co-ops and sponsorships</li> <li>• On –Board bus interiors</li> <li>• Quarterly newsletter and packages for top 900 employers</li> <li>• Sponsorship of local community events</li> <li>• Subway tunnel 2-sheets</li> </ul>	<ul style="list-style-type: none"> <li>• Alexandria Gazette and Alexandria Times newspaper ads</li> <li>• Alexandria Rideshare collateral materials</li> <li>• Bus interior ads</li> <li>• Chamber of Commerce networking</li> <li>• Community outreach at local events</li> <li>• Your Community PhoneBook print ads</li> <li>• <i>DASH About</i> and <i>Commuter Connection</i> newsletters</li> <li>• Local television PSAs</li> <li>• Market Studies</li> <li>• Transportation fairs</li> <li>• Special events and information sessions</li> </ul>

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY  
CENTER/CORRIDOR**

<b>Impacted Activity Center</b>	<b>District of Columbia Core S.W. Federal Center</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>➤ Bicycling</li> <li>➤ Carpools</li> <li>➤ Live-Near Your Work (Smart Commute Mortgage)</li> <li>➤ Mass Transit: Bus, Commuter rail, Metrorail</li> <li>➤ Metrochek/SmartBenefits</li> <li>➤ Vanpools</li> <li>➤ Information Kiosks</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Building Owners/Managers</li> <li>• Chamber/Trade Organizations</li> <li>• Parking Administrators</li> <li>• Private Sector Employers with 100+ employees</li> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residents in high SOV zip codes</li> <li>• Urban, African-American, Hispanic &amp; other ethnic audiences</li> </ul>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, HOV lane use by employees, and teleworking</li> <li>• Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion</li> </ul>
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Advertising programs will focus on multiple modes including Telework, using transit, bicycling, vanpooling and carpooling and the time-saving benefits of HOV</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➤ Web Banners on several sites</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> <li>➤ Work with BIDS to implement information kiosks</li> </ul>
<b>Language(s)</b>	English and Spanish

<b>Partners</b>	BIDs COG DDOT Fannie Mae MARC VRE WABA WMATA
<b>Partner Contributions</b>	MARC & VRE donate space for GRH promotional materials DDOT sales outreach, education
<b>Evaluation</b>	Evaluate call reports for 800-745-RIDE Evaluate Web hits for <a href="http://commuterconnections.org">commuterconnections.org</a>

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY  
CENTER/CORRIDOR**

<b>Impacted Activity Center</b>	<b>Crystal City/Pentagon and Rosslyn/Ballston</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>• ART Bus/Metrobus/Metrorail/VRE</li> <li>• Bicycling and walking</li> <li>• The Commuter Store in Crystal City</li> <li>• Slug-lines</li> <li>• Telework!VA</li> <li>• Vanpools/Carpools/HOV</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Employers and their employees</li> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residents in high SOV zip codes</li> </ul>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Generate interest by employers for providing Commuter Benefits to their employees and generate interest in employers with existing programs to provide more benefits and move up a level.</li> <li>• Inform residents, employees and visitors about transit and TDM options.</li> </ul>
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➤ Use ATP’s web site, CommuterDirect.com Corporate Services and Brochure Service to supplement sales force to work with employers</li> <li>➤ Bike To Work Day event</li> <li>➤ Advertising programs will focus on multiple modes including Telework, using transit, bicycling, vanpooling and carpooling and the time-saving benefits of HOV</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➤ Web Banners on several sites</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Radio spot</li> <li>➤ Telework banner ads periodically on value-add web sites</li> <li>➤ Updated collateral</li> <li>➤ Support via Newsletter</li> </ul>



<b>Language(s)</b>	English
<b>Partners</b>	Arlington County Dept. of Economic Development ART - Arlington Transit Local Business Groups including Rosslyn Renaissance, Clarendon Alliance, Ballston Partnership and Columbia Pike Revitalization Organization COG NVTC, WMATA and ALL local transit and commuter bus providers Slug-Lines.com VDRPT WABA
<b>Evaluation</b>	Evaluate call reports for 800-745-RIDE Evaluate Web hits for commuterconnections.org

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY  
CENTER/CORRIDOR**

<b>Impacted Activity Center</b>	Alexandria
<b>Products</b>	<ul style="list-style-type: none"> <li>• Alexandria Rideshare</li> <li>• Walking/Bicycling</li> <li>• DASH</li> <li>• HOV</li> <li>• Metrobus and Metrorail</li> <li>• Telework!VA</li> <li>• VRE</li> <li>• Carshare Alexandria!</li> </ul>
<b>Target Audiences</b>	<p>Work End: Private Sector Employers with 100+ employees</p> <p>Home End: Residents in high SOV zip codes</p> <p>Other: Visitors</p>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, HOV lane use by employees, and teleworking.</li> <li>• Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion</li> </ul>
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Communities in Motion event</li> <li>➤ Advertising programs will focus on multiple modes including telework, transit, walking/bicycling, vanpooling and carpooling and the time-saving benefits of HOV</li> <li>➤ Public relations effort and promotions to improve awareness of transportation options and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Collect testimonials from those using alternative transportation modes for use in marketing material and Web site</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, telework and transit</li> <li>➤ Web Banners on several sites</li> </ul> <p>Operations Center</p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in fall</li> <li>➤ Update materials with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p>Telework</p> <ul style="list-style-type: none"> <li>➤ Updated materials</li> </ul>

	➤ Support via newsletter
<b>Language(s)</b>	English
<b>Partners</b>	Alexandria Rideshare Commuter Connections COG NVTC VDRPT VRE WMATA WABA DASH
<b>Partner Contributions</b>	Transportation Benefits Match Program - subsidy of up to 50% of employer direct transportation benefit program for 1 year.
<b>Evaluation</b>	Evaluate call reports for 800-745-RIDE Evaluate Web hits for commuterconnections.org Evaluate Web hits on alexride.org Survey commuters who register with Commuter Connections Survey residents that enroll in Carshare Alexandria!

## Current Profile of Impacted Activity Centers/Corridors

### Northern Virginia

	Fairfax County	Loudoun County	Prince William County
<b>Impacted Activity Centers</b>	<ul style="list-style-type: none"> <li>• Dulles Corridor</li> <li>• I-95/Springfield</li> <li>• INOVA Fairfax Hospital</li> <li>• Tysons Corner</li> <li>• Merrifield/Dunn Loring</li> <li>• Richmond Highway</li> <li>• Fairfax Corner</li> <li>• Centreville, Chantilly</li> <li>• Bailey's Crossroads</li> </ul>	<ul style="list-style-type: none"> <li>• Downtown Leesburg</li> </ul>	<ul style="list-style-type: none"> <li>• Manassas</li> </ul>
<b>Impacted Corridors</b>	<ul style="list-style-type: none"> <li>• Braddock Road</li> <li>• Columbia Pike</li> <li>• Dulles Toll Road</li> <li>• Fairfax County Parkway</li> <li>• I-395</li> <li>• I-495</li> <li>• I-66 (HOV)</li> <li>• I-95 (HOV)</li> <li>• Rt. 1</li> <li>• Rt. 123</li> <li>• Rt. 236</li> <li>• Rt. 28</li> <li>• Rt. 29</li> <li>• Rt. 50</li> <li>• Rt. 7</li> </ul>	<ul style="list-style-type: none"> <li>• Rt. 7</li> <li>• Rt. 15</li> <li>• Rt. 28</li> <li>• Rt. 50</li> <li>• Dulles Greenway</li> </ul>	<ul style="list-style-type: none"> <li>• Rt. 234</li> <li>• Rt. 3000</li> <li>• Rt. 1</li> <li>• I-95</li> <li>• I-66</li> <li>• Rt. 28</li> <li>• Rt. 29</li> <li>• Rt. 15</li> </ul>
<b>Available Products</b>	<ul style="list-style-type: none"> <li>• Bike racks/Cycling</li> <li>• Carpool</li> <li>• Fairfax Connector</li> <li>• GIS Density plots</li> <li>• HOV lanes</li> <li>• Metrorail &amp; Metrobus</li> <li>• Metrochek/ Metrochek Match</li> <li>• NuRide</li> <li>• Park-n-Rides</li> <li>• REX bus</li> <li>• Ridematching</li> </ul>	<ul style="list-style-type: none"> <li>• Carpool</li> <li>• NuRide</li> <li>• Cycling – W&amp;OD Trail to Route 7</li> <li>• DATA TMA</li> <li>• Employer Services</li> <li>• Flextime</li> <li>• Grant Program</li> <li>• GRH</li> <li>• Loudoun County Transit</li> <li>• Virginia Regional Transit</li> </ul>	<ul style="list-style-type: none"> <li>• Carpool</li> <li>• Casual carpooling – “Slugs”</li> <li>• Cycling to Park &amp; Ride; PW Parkway Trail</li> <li>• Employee Outreach</li> <li>• GRH</li> <li>• HOV lanes</li> <li>• Metrochek</li> <li>• OmniRide, Metro Direct, OmniMatch,</li> </ul>

	<b>Fairfax County</b>	<b>Loudoun County</b>	<b>Prince William County</b>
	<ul style="list-style-type: none"> <li>• Reserved parking for car &amp; vanpools</li> <li>• Smart Tag</li> <li>• SmarTrip bus fareboxes</li> <li>• TAGS bus</li> <li>• Telework Centers</li> <li>• TMAs (4)</li> <li>• Five Connector Stores</li> <li>• Telework! VA</li> <li>• Regional GRH</li> <li>• Vanpools (42)</li> <li>• VanSave/Start</li> <li>• VRE</li> </ul>	<ul style="list-style-type: none"> <li>• Park &amp; Ride</li> <li>• Telework!VA</li> <li>• TMA Services</li> <li>• Vanpool</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• OmniLink, Cross County Connector</li> <li>• Park &amp; Ride</li> <li>• Vanpool Property Tax Relief</li> <li>• Teleworking Center</li> <li>• Telework!VA</li> <li>• Vanpool</li> <li>• VanSave/VanStart</li> <li>• VRE</li> </ul>
<b>Current Marketing Conducted Locally</b>	<ul style="list-style-type: none"> <li>• Brochures</li> <li>• Bus Interiors</li> <li>• Exterior Bus Advertising</li> <li>• Cable TV ads</li> <li>• Datalerts</li> <li>• E-mail Newsletter:</li> <li>• Fairfax Fair/Reston and Herndon Festivals/Fall for Fairfax</li> <li>• HOV model display</li> <li>• Membership Meetings</li> <li>• News releases</li> <li>• Print ads in local newspapers</li> <li>• Direct mail to households near park &amp; rides, bus routes</li> <li>• Promotions to Chambers of Commerce and Business Groups</li> <li>• Transportation Fairs</li> <li>• Open Houses /Supervisor’s Town Meetings/Public Mtgs</li> <li>• Transit Booklet</li> <li>• News releases</li> <li>• Direct mail to</li> </ul>	<ul style="list-style-type: none"> <li>• Datalerts</li> <li>• Direct Mail to Residents</li> <li>• Membership Meetings</li> <li>• Quarterly Newsletter for Transit Riders</li> <li>• Radio Ads</li> <li>• Print Ads in Local Newspaper</li> <li>• News Releases</li> <li>• Transportation Fairs</li> <li>• Informational Door Hangers</li> <li>• Web Site</li> <li>• Updated Informational Packets to Real Estate Agents and HOAs</li> <li>• Quarterly Newsletter for Employers</li> <li>• Various displays at Employer sites, Government facilities, and private business and retail establishments</li> </ul>	<ul style="list-style-type: none"> <li>• Cable TV ads</li> <li>• Community papers</li> <li>• Direct Mail</li> <li>• Employee Outreach</li> <li>• Highway signage</li> <li>• Newsletter (OmniNews)</li> <li>• Newspapers</li> <li>• Poster in employer sites</li> <li>• Press release</li> <li>• Messages on phone hold service</li> <li>• Message on PWC Phone Info Line</li> <li>• Articles/ads in jurisdictional and HOA newsletters</li> <li>• Hispanic Radio Ads</li> <li>• Return mail cards in water bills</li> <li>• Seat drops on all buses</li> </ul>

	Fairfax County	Loudoun County	Prince William County
	Community Organizations <ul style="list-style-type: none"> <li>• Web Site</li> </ul>		<ul style="list-style-type: none"> <li>• Special promos: Earth Day; Dump the Pump Day; Manassas Rail; GSA and other Transit Fairs, Senior Community presentations; Safe Bus Adventure Program in pre-schools and elementary schools; PWC New Teacher Orientation Day; Transition Fairs for parents of disabled children</li> <li>• Web Site</li> <li>• Rider Express email listserv</li> </ul>

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY  
CENTER/CORRIDOR**

<b>Impacted Activity Centers</b>	<ul style="list-style-type: none"> <li>▪ <b>Tysons Corner</b></li> <li>▪ <b>Merrifield/Dunn Loring</b></li> </ul>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Carpools</li> <li>• Fairfax Connector</li> <li>• Metrobus</li> <li>• Telecommuting/Teleworking</li> <li>• Telework!VA</li> <li>• TYTRAN's and Commuter Connections' GRH program</li> <li>• Vanpools</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Private Sector Employees with 100+ employees             <ul style="list-style-type: none"> <li>• TYTRAN members</li> </ul> </li> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residents in high SOV zip codes</li> </ul>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, Commuter Benefit Program, and teleworking.</li> <li>• Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion</li> </ul>

<p><b>Recommended Marketing Strategy</b></p>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➤ Web Banners on several sites</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Support via Newsletter</li> </ul>
<p><b>Language(s)</b></p>	<p>English</p>
<p><b>Partners</b></p>	<p>COG DATA Health Fair Schedulers/Coordinators LINK NVTC TAGS TYTRAN VDRPT VPSI WMATA</p>
<p><b>Partner Contributions</b></p>	<p>Commuter Benefit program Coordination of marketing activity with TYTRAN for employer outreach VanSave VanStart VPSI and ABS vanpooling sales effort</p>
<p><b>Evaluation</b></p>	<p>Evaluate call reports for 800-745-RIDE Evaluate Web hits for <a href="http://commuterconnections.org">commuterconnections.org</a></p>



**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY  
CENTER/CORRIDOR**

<b>Impacted Activity Centers</b>	<ul style="list-style-type: none"> <li>▪ <b>Fairfax Center/GMU</b></li> <li>▪ <b>Dulles Corridor</b></li> </ul>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Bicycling</li> <li>• DATA's services</li> <li>• GRH</li> <li>• Telecommuting/Teleworking</li> <li>• Telework!VA</li> <li>• Transit</li> <li>• Vanpools/Carpools to support Dulles Toll Road HOV Lane</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i>            Airport            Chamber/Trade Organizations            Private Sector employees with 100+ employees            University Center            Westfield's business park</p> <p><i>Home End:</i>            Residents in high SOV zip codes in Fairfax Center/GMU</p>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, Metrochek, and teleworking.</li> <li>• Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion</li> <li>• Increase awareness of benefits of HOV lanes</li> </ul>

<p><b>Recommended Marketing Strategy</b></p>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➤ Web Banners on several sites</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Support via Newsletter</li> </ul>
<p><b>Language(s)</b></p>	<p>English</p>
<p><b>Partners</b></p>	<p>Fairfax CUE          DATA          Fairfax County Employer Services          LINK          COG          VDRPT          VPSI          VRE          WMATA          WABA</p>
<p><b>Partner Contributions</b></p>	<p>GRH promotional materials on board Fairfax Connector &amp; Cue buses          Metrochek Match          VanStart</p>
<p><b>Evaluation</b></p>	<p>Evaluate call reports for 800-745-RIDE          Evaluate Web hits on commuterconnections.org          Evaluate kiosk hits and applications</p>

<b>RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR</b>	
<b>Impacted Activity Center</b>	<b>1-95/Springfield</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Vanpools</li> <li>• Carpools</li> <li>• Telecommuting/Teleworking</li> <li>• Telework!VA</li> <li>• Transit - VRE, Metrobus, Fairfax Connector, Metrorail, Medical Center Shuttle to Metrorail Station</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• New businesses located in the region</li> <li>• Private Sector Employers with 100+ employees</li> </ul>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, Metrochek, and teleworking.</li> <li>• Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion</li> <li>• Increase number of hits on Commuter Connections' site on kiosk</li> </ul>
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➤ Web Banners on several sites</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Support via Newsletter</li> </ul>
<b>Language(s)</b>	English
<b>Partners</b>	<p>American Legion Post 176  Fairfax County  COG  NVTC  TAGS  Springfield Mall  VDRPT  VRE</p>

	WMATA
<b>Partner Contributions</b>	GRH promotional materials on board VRE and Fairfax buses Metrochek Match, VanSave VanStart
<b>Evaluation</b>	Evaluate call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org

<b>RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR</b>	
<b>Impacted Activity Center</b>	<b>Leesburg</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Carpool</li> <li>• DATA</li> <li>• Loudoun County Transit</li> <li>• Virginia Regional Transit Association</li> <li>• Telecommuting/Teleworking</li> <li>• Telework!VA</li> <li>• Vanpool</li> </ul>
<b>Target Audiences</b>	<i>Home End:</i> Residences in high SOV zip codes
<b>Objective</b>	Increase awareness of benefits of GRH, time savings from HOV lanes and convenience of transit
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➤ Web Banners on several sites</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Support via Newsletter</li> </ul>
<b>Language(s)</b>	English
<b>Partners</b>	DATA Fairfax Connector Loudoun County Transit Virginia Regional Transit COG VPSI VDRPT
<b>Partner Contributions</b>	GRH promotional materials on board Loudoun County buses
<b>Evaluation</b>	Evaluate monthly call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org

<b>RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR</b>	
<b>Impacted Activity Centers</b>	<b>Manassas</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Casual Carpools (Slugs)</li> <li>• GRH</li> <li>• HOV I-95 and I-66</li> <li>• OmniLink local bus service</li> <li>• OmniRide commuter bus service</li> <li>• Park &amp; Ride lots</li> <li>• Rider Express e-mail service</li> <li>• Ridesharing: PRTC OmniMatch</li> <li>• Telework Center, Woodbridge</li> <li>• Telework! VA</li> <li>• Vanpools and Carpools</li> </ul>
<b>Target Audiences</b>	<p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residents in high SOV zip codes</li> </ul> <p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Employers of 100 or more employees</li> </ul>
<b>Objective</b>	Increase awareness of benefits of GRH, time savings from HOV lanes and convenience of transit
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH. Program will target specific zip codes.</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➤ Web Banners on several sites</li> <li>➤ Outreach to Hispanic Community</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Support via Newsletter</li> </ul>
<b>Language(s)</b>	English and Spanish
<b>Partners</b>	COG OmniLink OmniRide

	PRTC VPSI VRE
<b>Partner Contributions</b>	Free rides on OmniRide and OmniLink Free rides on VRE
<b>Evaluation</b>	Evaluate call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org Evaluate applications received for ridesharing information through Commuter Connections and PRTC OmniMatch programs. Evaluate activity of Customer Service call center. Area residents participate in the State of Commuter survey. Annual surveys on OmniRide and OmniLink buses and VRE trains.

**CURRENT PROFILE OF IMPACTED ACTIVITY CENTERS/CORRIDORS**

**Suburban Maryland**

	<b>Frederick County</b>	<b>Montgomery County</b>	<b>Prince George's County</b>
<b>Impact Activity Centers</b>	Frederick	<ul style="list-style-type: none"> <li>• Bethesda</li> <li>• Friendship Heights</li> <li>• Clarksburg</li> <li>• Gaithersburg</li> <li>• Germantown</li> <li>• NIH</li> <li>• Rockville</li> <li>• North Bethesda</li> <li>• Silver Spring/Takoma Park</li> <li>• Wheaton</li> <li>• Shady Grove</li> </ul>	<ul style="list-style-type: none"> <li>• Greenbelt/College Park/White Oak</li> <li>• New Carrollton/Largo</li> <li>• Nat'l Harbor/Oxon Hill</li> </ul>
<b>Impacted Corridors</b>	I-270 I-70 Rt. 15 Rt. 340	<ul style="list-style-type: none"> <li>• I-270</li> <li>• I-495</li> <li>• MD-117</li> <li>• MD-118</li> <li>• MD-124</li> <li>• MD-185</li> <li>• MD-193</li> <li>• MD-355</li> <li>• MD-410</li> <li>• MD-650</li> <li>• MD-97</li> <li>• MD-29</li> </ul>	I-495 I-95 MD 5 Rt. 50 B-W Parkway US Route 1 MD Route 210 MD 458 MD 202 MD 4 MD 450 MD 193
<b>Available Products</b>	<ul style="list-style-type: none"> <li>• TransIT Buses</li> <li>• TransIT Meet-the-MARC Shuttles</li> <li>• Brunswick MARC line</li> <li>• Point of Rocks MARC line</li> <li>• Park and Ride lots</li> <li>• Personalized ride matching</li> <li>• Ride Free on Code Red Days on Transit</li> <li>• Carpool and Vanpool</li> <li>• Cycling</li> <li>• Telework Center</li> <li>• TPE program</li> <li>• 4 Frederick MARC</li> </ul>	<ul style="list-style-type: none"> <li>• 5 TMDs (Silver Spring, N. Bethesda, Bethesda, Friendship Heights, Shady Grove)</li> <li>• Transit Subsidies</li> <li>• Enhanced Transit Subsidies in TMDs</li> <li>• Annual employee surveys</li> <li>• Bike Paths</li> <li>• Bike Racks</li> <li>• MARC stations</li> <li>• Carpool parking &amp; discounts in Silver Spring &amp; Bethesda</li> <li>• Commuter Stores</li> </ul>	<ul style="list-style-type: none"> <li>• Bike Trails</li> <li>• Carpools/Vanpools</li> <li>• Code Red Days-Free Fare</li> <li>• Express Buses</li> <li>• GRH</li> <li>• MARC (2 Lines)</li> <li>• Metrorail, Metrobus</li> <li>• Park and Ride Lots</li> <li>• Personal Ride Match</li> <li>• Telework Centers</li> <li>• TPE Program</li> <li>• <i>TheBus</i></li> </ul>



	<b>Frederick County</b>	<b>Montgomery County</b>	<b>Prince George's County</b>
	Stations <ul style="list-style-type: none"> <li>• MTA 991 Bus to Shady Grove Metro</li> </ul>	<ul style="list-style-type: none"> <li>• Express Buses</li> <li>• GRH</li> <li>• HOV lane</li> <li>• Metrorail</li> <li>• Park &amp; Ride Lots</li> <li>• Personalized ride matching &amp; trip planning</li> <li>• Ride Free on Code Red</li> <li>• Ride On local bus service</li> <li>• Downtown Circulators in Silver Spring and Bethesda</li> <li>• TPE program</li> <li>• MD Commuter Tax Credit</li> <li>• Transportation Fairs &amp; Commuter Information Days</li> </ul>	

	<b>Frederick County</b>	<b>Montgomery County</b>	<b>Prince George's County</b>
<b>Current Marketing Conducted Locally</b>	<p><b>September - November</b> Local Radio Key 103.1 A.M. &amp; P.M. traffic sponsorship</p> <p><b>September</b> County Fair Business Appreciation Week</p> <p><b>October</b> Communities in Motion Day In the Street Community Fair</p> <p><b>January</b> State Legislative Reception- Annapolis Health &amp; Human Services Day</p> <p><b>February through May</b> Local Radio WFMD ad</p> <p><b>April</b> Ft. Detrick Earth Day Frederick Community College Transitioning Fair</p> <p><b>May</b> Frederick Senior Center Carnival Armed Forces Day</p> <p><b>June</b> Family Expo Office of Economic Development's Job Fair NIH Transportation Fair</p> <p><b>Throughout the year:</b></p> <ul style="list-style-type: none"> <li>• Television Ads on county's public access channel for transit</li> <li>• Daily On-Line ads in Frederick News-Post for TransIT and Rideshare</li> <li>• Vanpooling commercial at RC Westview Theater &amp; slides at Northeast Cinemas (8 screens) for TransIT and Rideshare</li> <li>• Print/Radio Ads</li> <li>• Community Outreach Events</li> <li>• TPE program</li> </ul>	<p><b>June</b></p> <ul style="list-style-type: none"> <li>• Clean Air Partners</li> <li>• Ride On Rodeo</li> </ul> <p><b>August</b></p> <ul style="list-style-type: none"> <li>• County Fair</li> <li>• Ethnic Heritage Event</li> </ul> <p><b>September</b></p> <ul style="list-style-type: none"> <li>• Try Transit Week</li> </ul> <p><b>October</b></p> <ul style="list-style-type: none"> <li>• Print/Radio ads Fare Share programs</li> <li>• Radio Ads on GRH</li> </ul> <p><b>January</b></p> <ul style="list-style-type: none"> <li>• Ride On Service Improvements</li> </ul> <p><b>April</b></p> <ul style="list-style-type: none"> <li>• Earth Day</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>• Annual Commuter Survey</li> <li>• Public Works Week</li> <li>• Transportation Awards Ceremony</li> <li>• Bike to Work Day</li> </ul> <p><b>Throughout the year:</b></p> <ul style="list-style-type: none"> <li>• Print/Radio/Website Ads</li> <li>• Chamber Ads</li> <li>• Street Banners, Posters</li> <li>• Employer worksite events, including Commuter Information Days, benefit fairs, special theme events</li> <li>• Community Outreach Events</li> <li>• TPE Program</li> </ul>	<ul style="list-style-type: none"> <li>• Commuter fairs at business parks</li> <li>• <i>TheBus</i> specific route marketing</li> <li>• Employer Outreach coordination with employers with 100+ employees</li> <li>• Print/Radio Ads</li> <li>• Theater Slides</li> <li>• TPE program</li> <li>• Try Transit Week Activities</li> </ul>

<b>RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR</b>	
<b>Impacted Activity Center</b>	<b>Frederick</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Carpool</li> <li>• Public Transit - TransIT</li> <li>• Telecommuting/Teleworking</li> <li>• Maryland Telework Partnership for Employers (MD)</li> <li>• Vanpools</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Employers with 100 or more employees</li> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residences along service routes for TransIT</li> <li>• Residents who have recently moved to area</li> <li>• Residents in high SOV zip codes</li> </ul>
<b>Objective</b>	Increase awareness of benefits of GRH, vanpool subsidy, and convenience of transit
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH. Program will target specific zip codes.</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➤ Web Banners on several sites</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Support via Newsletter</li> </ul>
<b>Language(s)</b>	English
<b>Partners</b>	COG Frederick County MARC VPSI
<b>Partner Contributions</b>	GRH promotional materials on TransIT
<b>Evaluation</b>	Evaluate call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org

<b>RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR</b>	
<b>Impacted Activity Centers</b>	<b>Friendship Heights/Bethesda/ North Bethesda, Gaithersburg /Germantown/Rockville/, Silver Spring/Takoma Park/Wheaton</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Bicycling</li> <li>• Carpools</li> <li>• Vanpools</li> <li>• Commuter Services Section</li> <li>• Commuter Express Store adjoining Silver Spring Metro</li> <li>• HOV lanes</li> <li>• Public Transit - Metrorail, Metrobus, Ride On , MARC rail, VanGo Shuttle</li> <li>• Silver Spring TMD</li> <li>• Friendship Heights TMD</li> <li>• North Bethesda TMD operated by TAP</li> <li>• Bethesda TMD operated by BUP</li> <li>• Maryland Telework Partnership for Employers</li> <li>• Maryland Commuter Tax Credit</li> <li>• Fare Share/Super Fare Share Transit Subsidy Programs</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Chamber/Trade Organizations</li> <li>• Private employers with 100+ employees</li> <li>• Real Estate and relocation companies</li> <li>• Office building management/leasing agents</li> <li>• Human Resources departments &amp; associations</li> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residents in high SOV zip codes proximate to transit throughout the County, especially Silver Spring/Takoma Park, Wheaton, and Gaithersburg; I-270 &amp; Rt. 29 Corridors</li> </ul>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• To improve traffic congestion and air quality in Montgomery County by encouraging employers to adopt high-level commuting benefits and complete a Traffic Mitigation Plan and by encouraging alternative transportation use among SOV commuters. <ul style="list-style-type: none"> <li>• Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, transit subsidies, and teleworking.</li> <li>• Generate interest in surveying and subsidies to save on parking costs and assist employees with solutions to traffic congestion</li> </ul> </li> </ul> <p><i>Home End for Silver Spring/Takoma Park/Wheaton only:</i></p> <ul style="list-style-type: none"> <li>• Increase awareness of benefits of GRH, time savings from HOV lanes and convenience and cost-savings of transit</li> </ul>
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the</li> </ul>

	<p>overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</p> <ul style="list-style-type: none"> <li>➤ Web Banners on several sites</li> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> <li>➤ Radio spot</li> <li>➤ Updated collateral</li> <li>➤ Support via Newsletter</li> </ul>
<b>Partners</b>	<p>Bethesda TMD operated under County contract by BUP  Friendship Heights TMD  MARC  MDOT  M-NCPPC  MTA  Montgomery County Commuter Services  North Bethesda TMD operated under County contract by TAP  City of Rockville  City of Gaithersburg  City of Takoma Park  RIDE ON  Silver Spring TMD  VPSI  WMATA  WABA</p>
<b>Language(s)</b>	English, Spanish, Chinese; other languages to be considered
<b>Partner Contributions</b>	<p>Fare Share and Super Fare Share transit subsidy  Promotion of Commuter Connections ridesharing by outreach teams  GRH promotional materials on Ride On &amp; MARC, plus by outreach teams</p>
<b>Evaluation</b>	<p>Evaluate call reports for 800-745-RIDE  Evaluate Web hits on <a href="http://commuterconnections.org">commuterconnections.org</a></p>

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTERS/CORRIDOR**

<b>Impacted Activity Centers</b>	<ul style="list-style-type: none"> <li>• <b>Greenbelt/College Park/White Oak</b></li> <li>• <b>New Carrollton/Largo</b></li> <li>• <b>Nat'l Harbor/Oxon Hill</b></li> </ul>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Carpools</li> <li>• Public Transit</li> <li>• Telecommuting/Teleworking</li> <li>• Telework Partnership for Employers (MD)</li> <li>• Vanpools</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Employers with 100+ employees</li> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residences by free shuttle for <i>TheBus</i></li> <li>• Residents relocating to Impacted Activity Center Areas</li> <li>• Residents in high SOV zip codes</li> </ul>
<b>Objective</b>	Increase awareness of benefits such as GRH and convenience of transit
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➤ Web Banners on several sites</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Support via Newsletter</li> </ul>
<b>Language(s)</b>	English, with Spanish in Langley Park area
<b>Partners</b>	WMATA Prince George's County Rideshare Division <i>TheBus</i> COG
<b>Partner Contributions</b>	GRH write up in schedules for <i>TheBus</i>
<b>Evaluation</b>	Evaluate call and web reports

## **TDM RESEARCH SUMMARIES**

Available research regarding information on alternative transportation products in the Washington metropolitan region and about behaviors and attitudes towards alternative transportation have been summarized and analyzed in the following section.

In order to design an effective marketing plan, we must first build the profile of our audience -- their commuting preferences based on their perceptions and their environment. Following are highlights from available research conducted from 2002 to 2007.

The summaries and analyses of the following research served to develop and refine the marketing strategy adopted for each impacted activity center and corridor previously described in this document

### **RESEARCH SUMMARIES LISTED IN THIS SECTION:**

- REGIONAL BUS STUDY UPDATE (JUNE 2002)
- COUNT OF RADIAL TRANSPORTATION FACILITIES CROSSING THE CAPITAL BELTWAY (JULY 2002)
- REGIONAL HOV FACILITIES MONITORING REPORT (AUGUST 2002)
- SPRINGFIELD INTERCHANGE CONSTRUCTION PROJECT COMMUTER RESEARCH VDOT (JANUARY 2003)
- METROPOLITAN WASHINGTON REGION VANPOOL SURVEY (APRIL 2003)
- CREATIVE CAMPAIGN QUALITATIVE RESEARCH FINDINGS FOR MARKETING TERM (JULY 2003)
- TELECENTER UTILIZATION AND TELEWORKER TRAVEL BEHAVIOR SURVEY (SEPTEMBER 2004)
- EMPLOYER METROCHECK SURVEY RESULTS SUMMARY (MAY 2005)
- BIKE TO WORK DAY 2004 SURVEY REPORT (JUNE 2005)
- 2004 PERFORMANCE OF REGIONAL HIGH-OCCUPANCY VEHICLES FACILITIES ON INTERSTATE HIGHWAYS IN THE WASHINGTON REGION (SEPTEMBER 2005)
- EMPLOYER SATISFACTION SURVEY FY05, COMMUTER CONNECTIONS, (JANUARY 2006)
- TRANSPORTATION EMISSION REDUCTION MEASURE (TERM) ANALYSIS REPORT FY 2003-2005 (JANUARY 2006)
- APPLICANT DATABASE ANNUAL PLACEMENT SURVEY REPORT FY06, COMMUTER CONNECTIONS (MAY 2006)
- GUARANTEED RIDE HOME PROGRAM (GRH) PARTICIPANT SURVEY FY05, COMMUTER CONNECTIONS (MAY 2006)
- STATE-OF-THE-COMMUTE DRAFT TECHNICAL SURVEY REPORT – FY 2007 (JULY 2007)

## **JULY 2002**

### **REGIONAL BUS STUDY UPDATE (WMATA)**

Metro's Regional Bus Study, which analyzed both Metrobus and the bus services operated by local jurisdictions, was designed to assess the needs of a region that has decentralized and grown rapidly. The two-year study was conducted as a follow-up to the work of the Regional Mobility Panel that met in the late 1990's to identify how to meet and finance future bus service needs.

The purpose and goal of the Regional Bus Study:

- Create a more integrated transit network of Metrobus, Metrorail and local bus systems.
- Improve system quality and image.
- Implement Board policy of doubled ridership by 2025.
- Focus on "Family of Services" to meet under-served and un-served market needs.
- Develop priority and strategic corridor concepts.

### **What We Learned**

#### Understanding the System

- Operations analysis determined that current weekday service and coverage is good in urban areas, the inner suburbs, and areas with large numbers of people dependent on transit.
- Several key improvements to increase the viability and productivity of current routes were identified:
  - Alleviate crowding on many routes in the District.
  - Expand the hours of service operation, including weekends.
  - Expand coverage in the outer suburbs.
  - Improve frequency and travel time on certain routes.
  - Improve service reliability throughout the system.

#### Defining the Market

- During the course of the study, bus customers and non-riders were consulted to identify service improvements that would expand ridership among the former group and attract new customers from the latter.
- More than 40,000 bus riders in all jurisdictions were surveyed during the late spring and summer 2000. The survey provided a better understanding of transit users, their travel patterns, and their views of both bus and rail service.
- Improvements desired by bus customers:
  - On-time arrival – 49%
  - More frequent service – 31%
  - Longer hours – 25%
  - Less crowding – 22%
- Improvements desired by non-riders:
  - Better information – 30%
  - Better shelters – 21%
  - More convenient stops – 18%
  - Faster service/more frequent service – 16%



## **Future Moves for the Region**

- High-quality bus service in the Washington region will rely on successfully linking all of the transit elements into a single, seamless system. The draft plan envisions a regional bus system with service and facility improvements that:
  - Provide a seamless, easy to use transit system across the region, with coordinated fares, routes, schedules information, and marketing among Metrobus, Metrorail, local bus operators, and commuter rail systems.
  - Reflect a range of quality services – referred to as a Family of Services – that are tailored to the needs of the different markets in this highly complex, cosmopolitan region.
  - Improve access to and within regional activity centers, such as Tysons Corner, downtown D.C., and Bethesda, for example.
  - Provide more reliable service.
  - Provide bus service to relieve rail system crowding.
- On Selected high-use routes, a new type of service called RapidBus is proposed that offers a quality of service comparable to rail transit without the need for tracks. It is designed to provide very frequent service using special buses, operating on exclusive rights-of-way to the extent possible, and to provide up-to-the-minute transit service information at attractive stations.
- Near Term improvements (from 2004 to 2010) will meet immediate needs with fairly easy-to make investments, such as new vehicles for neighborhood circulators or improved bus stop information.
- Long Term improvements (from 2011 to 2025) that require more time or significant investments – such as separate rights-of-way – will be phased in over a longer period.

## **JULY 2002**

### **2001 COUNT OF RADIAL TRANSPORTATION FACILITIES CROSSING THE CAPITAL BELTWAY TPB TRAVEL MONITORING SUB-COMMITTEE**

#### Major Findings

The report contains peak period vehicular and passenger traffic crossing the Capital Beltway. Data presented in the report were collected in the months of March, April, May, and June 2001. The report includes an analysis of trends and changes in travel patterns between 1998, when similar counts were last performed, and 2001.

#### **Trends in Person Travel**

##### Inbound A.M. Travel

- Inbound travel across the Beltway during 6:30 to 9:30 A.M. peak period in 2001 increased over 1998 by approximately one percent to 513,000 trips.
- During the 5:00 to 10:00 A.M. monitoring period, inbound total person trips increased by 2 percent to 669,000.
- There was an increase in overall inbound transit usage crossing the Beltway in 2001, of 16 percent, to 73,000 persons.
  - Metrorail usage grew by 9 percent (3,400 passengers).
  - Commuter Rail grew by 7 percent (700 riders).
  - Both transit bus and commuter bus usage increased by 23 percent (2,200 riders) and 110 percent (3,800 riders), respectively.

##### Outbound P.M. Travel

- The total number of persons traveling outbound across the Beltway during the 3:30 to 6:30 P.M. peak period in 2001 increased from 1998 by 5 percent to 560,000 persons.
- Overall outbound transit usage increased by 17,000 persons.
- During the 3:00 to 8:00 P.M. monitoring period, outbound total person trips increased by 5 percent to 822,000.

#### Trends in Vehicle Travel

##### Inbound A.M. Travel

- A total of 386,000 vehicles crossed the Beltway inbound in the 6:30 to 9:30 A.M. peak period in 2001, essentially unchanged from 1998.
  - Automobiles and other 4-wheel vehicles account for 96 percent of the Beltway traffic in 2001, down from 97 percent in 1998.
  - The balance is split between trucks and buses, plus a small number of motorcycles.
  - The split between the total number of vehicles crossing the Beltway in Maryland and Virginia remained unchanged from 1998 to 2001, with 62 percent in Maryland and 38 percent in Virginia.
- During the 5:00 to 10:00 A.M. monitoring period, inbound vehicular travel increased by just over one percent to 516,000.
  - Automobiles and other 4-wheel vehicles account for 96 percent of the Beltway traffic in 2001, down from 97 percent in 1998.
  - The split between the total number of vehicles crossing the Beltway in Maryland and Virginia remained unchanged from 1998 to 2001, with 61 percent in Maryland and 39 percent in Virginia.

##### Outbound P.M. Travel

- In the 3:30 to 6:30 P.M. peak period, a total of 401,000 vehicles crossed the beltway outbound in 2001, and increase of 12,000 (or 3 percent) from 1998.

- The predominant vehicle type was the automobile, accounting for 98 percent of all outbound vehicular traffic both years.
- The balance is split between trucks and buses , plus a small number of motorcycles.
- The split between the total number of vehicles crossing the Beltway in Maryland and Virginia remained about the same from (62 percent and 38 percent in 1998; 63 percent and 37 percent in 2001).
- During the 3:00 to 8:00 P.M. monitoring period, 599,000 vehicles crossed the Beltway outbound in 2001, and increase of 22,000 (or 4 percent) from 1998.
  - The predominant vehicle type was the automobile, accounting for 98 percent of all outbound vehicular traffic in 1998 and 2001.
  - The split between the total number of vehicles crossing the Beltway in Maryland and Virginia remained about the same from (61 percent and 39 percent in 1998; 62 percent and 38 percent in 2001).

#### **Trends in Automobile Occupancy**

- Average auto occupancy during the inbound 6:30 to 9:30 A.M. peak period declined slightly from 1.19 in 1998 to 1.18 in 2001.
- In the outbound 3:30 to 6:30 P.M. peak period, increases in the total number of persons in automobiles and the total number of autos were observed. The increase in autos was larger than the increase in persons, resulting in a decline in average auto occupancy from 1.26 persons per vehicle in 1998 to 1.25 persons per vehicle in 2001.

**AUGUST 2002**  
**1999 REGIONAL HOV FACILITIES MONITORING REPORT**  
**HOV CORRIDOR DATA**

Presented in this report is information developed from data collected in fall 1999 along four operational and one future high-occupancy vehicle (HOV) corridor in the Washington region. Data were collected from 5 A.M. to 10 A.M. during the inbound peak-flow direction and 3 P.M. to 8 P.M. during the outbound peak-flow direction.

HOV lanes are operational in the following corridors as of fall, 1999:

- I-95/I-395 (Shirley Highway) in Northern Virginia
- I-66 inside the Capital Beltway in Fairfax and Arlington Counties
- I-66 outside the Beltway in Fairfax and Prince William Counties
- I-270 and the I-270 Spur in Montgomery County, Maryland
- Va. 267 (Dulles Toll Road)
- U.S. 50

Most comparisons are made with results obtained from the previous Regional HOV Facilities Monitoring reports for 1997 and 1998. Trends and changes are emphasized for the HOV-restricted periods inbound and outbound. The following major trends were observed:

- All of the HOV lanes were observed to carry more persons per lane during the HOV-restricted periods than the adjacent non-HOV lanes, with the exception of the new concurrent-flow HOV lane on Va. 267 in the westbound (P.M. peak) direction only, where per-lane person movements were found to be approximately the same in the HOV and non HOV lanes.
- Usage in the two I-395 HOV lanes declined from 25,400 person trips during the HOV restricted period in 1998 to about 22,500 in 1999. The four adjacent non-HOV lanes carried about 26,400 person trips in 1999.
- All of the HOV lanes provide savings in travel times when compared to non-HOV alternatives, especially the barrier-separated HOV lanes in the I-95/I-395 corridor in Northern Virginia.
- HOV travel times and levels-of-service have deteriorated along concurrent-flow HOV lanes on the I-66 and I-270 during the A.M. HOV-restricted period, due at least in part to traffic that is stopped or moving very slowly in the adjoining non-HOV lanes to the right of the HOV-restricted lane.

**JANUARY 2003**

**SPRINGFIELD INTERCHANGE CONSTRUCTION PROJECT COMMUTER RESEARCH  
VDOT**

A telephone survey was conducted among commuters in Northern Virginia who travel through the Springfield Interchange to assess commuter reaction to on-going construction at the Springfield Interchange. It is a follow-up study to one conducted prior to start of the construction in the spring of 1998.

All respondents:

- Had to be at least 18 years of age
- Had to travel in a single occupancy vehicle, carpool, vanpool, train, bus or could telework
- Interviews were conducted from August 26 - November 17

This research is designed to meet the following objectives:

- Determine current imagery of the project
- Assess the extent to which the construction project has necessitated commuting changes
- Identify, to the extent possible, the “trigger” of behavioral changes
- Assess the extent to which there have been changes in commuters’ decision-making priorities
- Assess expectations about the future impact of the project
- Assess the perceived importance of and support for the construction project
- Determine perceptions of VDOT’s management of the project and communication of the project

**Conclusions and Strategic Implications**

**Conclusion:** Commuters in Northern Virginia have made changes in the way they commute through the Springfield Interchange area. More than one out of every ten – 14% – of commuters who travel regularly through the Springfield Interchange have switched travel modes to adjust to the construction.

These changes have occurred at a variety of different times. Some commuters anticipated the start of the construction and switched prior to the onset of construction. Others were triggered to switch by the start of construction. Still others appeared to need to experience the discomfort caused by the construction before changing their mode of travel. These commuters switched after the construction began.

**Implication:** Commuters will change their commute behavior – given the right situation, a reason for changing and useful information. But, change does not occur automatically or instantaneously. Anticipate future transportation mode changes – given that commuters perceive that they have a reason to change.

**Conclusion:** Springfield Interchange commuters have relied upon a variety of different types of commuter options in adjusting to the construction at the Interchange. No one type of transportation meets the needs of all commuters.

**Implication:** In order to maximize the number of commuters who switch to an alternative form of transportation, continue to develop and market a variety of different types of transportation alternatives. Identifying and understanding the needs and preferences of commuters are essential to offering the right transportation options and programs.

**Conclusion:** New programs and transportation options have helped to bring about change. Park-and-Ride lots, commuter parking, new train and bus service, a reduced cost rail pass, and new OmniRide Express bus service have all helped commuters to adopt new transportation alternatives.

**Implication:** Continue to introduce new services and programs that make alternative transportation choices attractive to commuters. Ensure that new services and programs align with the needs and preferences of

commuters. A “layered” approach consisting of numerous transportation options and incentives is necessary to meet the diverse needs and preferences of this commuter universe.

**Conclusion:** While commuters who have opted for an alternative commute mode often cite pragmatic reasons for doing so (e.g., it saves time and can use the HOV lanes), they also seem to be sensitive to traffic congestion in and of itself. They often cite “traffic” itself as the reason for their choice. Others cite the need to decrease the traffic volume. Still others express a need to “escape” from the traffic congestion.

**Implication:** Explore commuter perceptions of the impact of traffic congestion on them as individuals and on “society.” Assess the extent to which response to traffic itself may provide a foundation for message development. It may be that a form of “traffic consciousness” is developing. Explore the extent to which this perspective is growing in Northern Virginia. Assess the power of this idea or other “traffic congestion” perspectives in convincing commuters to try alternate forms of transportation.

**Conclusion:** Delays caused by the construction at the Springfield Interchange do not seem to be as severe as anticipated by commuters. In 1998, prior to start of the construction, nearly one-half (49%) of Springfield Interchange commuters thought their commute would increase by at least 30 minutes. Today, only 23% say their commute has increased by at least 30 minutes.

**Implication:** Explore ways to use this “positive” experience to enhance the appeal of alternative transportation. Explore ways that this information can be used to enhance the image of VDOT and VDOT communications.

**Conclusion:** Commuters do not seem to recognize completely the eventual benefits of the construction. They rate the construction project only moderately favorably in terms of its potential for easing traffic congestion, increasing safety and making it easier to travel through the area.

**Implication:** Recognize that traffic congestion in Northern Virginia may be such a constant that it is difficult for commuters to imagine it to be any other way. Explore ways that communications can be used to build support for the project – and belief in the value it will contribute.

**Conclusion:** Commuters want to be informed about traffic issues, particularly in regard to the Springfield Interchange project. In fact, over half (53%) of commuters believe that it is very important that VDOT keep them informed about the construction.

**Implication:** Continue to talk to commuters, as well as other Northern Virginia residents. Messages should include: transportation options and opportunities, progress and stages of the construction, VDOT’s role in communicating to the public, and the value of the project to the community.

**Conclusion:** Commuters rely on a variety of media for transportation and commuting information. Radio, television, newspaper and highway advisory radio are all used by commuters.

**Implication:** Do not rely on one medium to reach commuters. Instead, recognize the value of layering communications through a variety of media to build a consistent and persistent communications program.

**Conclusion:** The commuter information store at the Springfield Mall is filling an important commuter need and plays a key role in disseminating information about the construction and transportation choices. Commuters who have visited the store report that it has provided them with useful information. It has played a role in helping commuters make transportation mode switching decisions. Its reach is localized in that those who have visited the store are more likely to reside in Fairfax County than in areas more distant.

**Implication:** Recognize the important role of the commuter store in reaching and informing commuters about their options. Continue to support the store and learn from its success. Explore ways of growing the “store concept” by establishing comparable stores to meet commuter needs and impact commuter choices in similar situations.

**Conclusion:** Telework is an attractive option to commuters in Northern Virginia. Nearly one out of ten commuters (8%) have opted to telework – at least part of the time. There is additional potential for adoption of telework. Forty-four percent (44%) of commuters are interested in telework and work for employers who would permit teleworking. Thirty-three percent (33%) say they are not interested in telework, but work for employers who permit teleworking.

**Implication:** Explore ways to convert commuters to teleworking. Identify and market to the “triggers” that would convince those who are already interested in teleworking. Identify what is needed to convert those not currently interested in teleworking but work for employers who permit the option.

**APRIL 2003**  
**METROPOLITAN WASHINGTON REGION VANPOOL SURVEY**  
**COMMUTER CONNECTIONS**

Commuter Connections recently completed its 2002 survey of area vanpool operators in order to analyze vanpooling practices and trends since the last survey conducted in 1989. Surveys were mailed to 736 Washington-area vanpool operators/drivers and 440 surveys (approximately 60 percent) were returned completed. A Vanpool is defined as a group of 7–15 people who commute together in a van on a regular basis. Generally, one person is responsible for driving and maintaining the van, with expenses shared by all riders. The van may be owned by an individual or leased from a private agency. Sometimes businesses own and operate vanpools as an employee benefit, often providing the service to employees at a reduced rate. Vanpooling assists employers in recruiting employees, improving morale and reducing tardiness. Vanpooling cuts stress, saves commuters money, and if HOV lanes are used, vanpooling can also reduce commuting times. Vanpools are extremely efficient for long-distance commuting. One vanpool can take as many as 14 cars off the road, resulting in reduced traffic congestion and pollution.

The survey collected data in four primary areas: 1) van ownership and operation; 2) vanpool use and travel patterns; 3) availability and use of vanpool assistance and support services; and 4) issues of potential concern to vanpool drivers.

Ownership and Operation

On average, vanpools have been in operation 8.4 years and vanpool drivers have been driving their vans an average of 6.4 years. Many vanpools have been in operation for 20–25 years. A majority of vans are owned by leasing agencies. Van owners pay for insurance at an average annual cost of \$1,722. The average vanpool capacity is 13.4 people.

Use and Travel Patterns

About half of those surveyed ride in vanpools of 12 or more regular members. The mean number of regular members is 10.7 and the mean number of riders on a typical weekday is 9.5.

Drivers' average one-way distance from home to work is 48 miles, up from 37.2 miles in 1989. More than 50 percent make one stop at a central meeting place to pick up passengers. The average line-haul (from last pick-up to first drop-off) is 39 miles. More than three out of four vanpools use an HOV lane during the commute. Eighty percent of surveyed vanpools originate in Virginia. Fifty seven percent travel to D.C., 34 percent to Northern Virginia, and nine percent to Maryland.

*Availability and Use of Assistance and Support Services*

Ten percent of respondents received employer assistance in forming their vanpools; 60 percent received no assistance. The vast majority—87 percent—receive one or more commuter-support services. These include subsidies, Metrochek, flexible hours, and priority parking. Free parking at work is enjoyed by 60 percent of respondents. Ten percent pay less than \$100 per month for parking.

Following a national trend, regional vanpooling declined in the 1990s, probably because of expanded Metrorail and commuter bus service as well as an increase in flexible work schedules, which make finding several people with the same commuting needs more difficult.



### *Issues of Potential Concern*

Respondents' primary concern is finding new riders. Other concerns, ranking from highest to lowest, include congestion in HOV lanes, the rising cost of insurance, finding back-up drivers, limited HOV hours, and the risk of rollover accidents.

### *Benefits*

- The vanpool has adult seating capacity for more than six passengers, excluding the driver; Riders are eligible for the commuter transit benefit in the form of a pre-tax subsidy or direct subsidy of \$100 per month, \$1200 per year, offered to transit riders by their employer under Section 129 of the Federal Tax Code. Many vanpool drivers accept employer subsidies or pre-tax employee set-asides as payment via Metrochek. To qualify for the tax-favored payments, the following conditions must apply:
  - At least 80 percent of the vanpool's mileage is for commuting purposes;
  - The number of commuters in the vanpool equals at least half the seating capacity.

Several counties have implemented subsidy programs to assist with vanpool start-ups, covering up to \$1225 in vanpool costs. Participating counties include Prince George's County and Frederick County in Maryland, and Prince William County in Virginia.

**JULY 2003**

**CREATIVE CAMPAIGN QUALITATIVE RESEARCH FINDINGS FOR MARKETING TERM  
COMMUTER CONNECTIONS**

In May 2003, NDW Communications was contracted by Commuter Connections to conduct exploratory research among SOV and alternative commuters to identify the emotional triggers that would help drive the Commuter Connections message and generate commuter response in support of the TERM objectives. The overarching finding from that research was to position Commuter Connections as the solution to the frustration of the daily (morning) commutes. NDW Communications created a number of campaign platforms, which were evaluated by the COG and Commuter Connections stakeholders. The resulting three campaigns – “Testimonial,” “ECT,” and “Change your Day” – were executed as rough radio commercials for testing by target commuters.

Methodology

SOV commuters between the ages of 18 and 55 were recruited to focus group facilities in Fairfax, VA and Gaithersburg, MD on July 9<sup>th</sup> and 10<sup>th</sup>, 2003. Participants were screened for an even distribution of: age, gender, likelihood of considering an alternative to SOV, and length of commute (screener attached). The participants were interviewed in mini-groups of 4-5. Participants were asked to listen to one commercial, record their impressions and discuss them, listen to it again, record their visual images and discuss them, and then repeat the exercise for each commercial (guide attached). The order of commercials was rotated across the mini-groups to compensate for order bias. At the end of each mini-group, participants ranked the three commercials in terms of appeal, which is the best indicator of positive behavior change.

Findings

While there was not unanimity across the 25 participants, there was clear consensus on the following points:

- Commuters very closely identify with the commuter depicted in each execution, specifically with the negative emotions of frustration, consistent with our exploratory research.
- Presenting Commuter Connections as the solution to this frustration is very compelling, confirming the key finding of our exploratory research.
- It is important to present a solution to the frustration of the daily commute, as over-emphasis on the frustration can cause commuters to “turn off.”
- Humor is generally appreciated, but it is risky to express it at the expense of the commuter; in other words, the commuter can never be portrayed as foolish or at risk.
- The most compelling messages were those that offered a broad range of options and that one need not make a 100% commitment; SOV commuters do not want to lose control.
- Mentioning both website and telephone is important, and most commuters indicated they would go to the website, consistent with current experience.

Participants’ comments about the ad with the “Testimonial” style execution revealed how strongly they identified with the title character and were pleased that she found a solution that worked for her. Commuter Connections was very clearly positioned as a solution to the frustration of commuting.

Recommendation

NDW Communications recommends proceeding with the “Testimonial” campaign. Consideration should be given to the following concepts for the campaign

- Diversity of the casting in terms of: gender, age, ethnicity;
- A range of testimonials that cover the region and the various forms of alternative commuting;
- Ways to increase the drama or interest level, such as: light humor, situational sounds (e.g., traffic), hint at website content.

**SEPTEMBER 2004**  
**TELECENTER UTILIZATION AND TELEWORKER TRAVEL BEHAVIOR SURVEY**  
**COMMUTER CONNECTIONS**

Data was collected to assess the average utilization of the Washington area Telecenters and the travel behavior of commuters who work at the Telecenters. Both of these data collection efforts were also conducted in 2001. The utilization inventory was updated in 2002 and 2003. This information was collected over four weeks, Monday through Friday, from March 22 through April 15, 2004. Thirteen of fifteen GSA telecenters compiled the information.

**Utilization Results**

Based on information received from the participating Telecenters, a total of 317 seats were available for teleworking on a daily basis. Center capacity ranges from 16 to 37 seats per Telecenter per day. For the time period covered by the survey, a total of 6,340 seats were available for teleworking. The overall utilization rate, measured by the number of seats used during the survey period as a proportion of the seats available, was 37%. Utilization levels by center ranged from 17% to 78%. This average utilization rate was 50%, approximately the same as the previous two years of the survey (2001 and 2002).

**Commute Behavior Results**

The survey first asked telecommuters where they worked each of the days during the survey period. Teleworkers worked at the centers for about 32% of their workweek, or 1.6 days per week. Tuesdays and Fridays were the most popular days for working at the telecenters. Respondents worked at a main office 58% of the week. Individual tenure for working at a Telecenter ranged from 2 to 122 months, with the average time spent working at a Telecenter at 2.5 years. The average tenure was longer in 2004 than the 22-month average as reported in the 2001 telecenter user survey.

The overwhelming majority (94%) drove alone in 2004, three percent carpooled, two percent rode a train, and two percent biked or walked to the center. The predominance of drive alone in 2004 was consistent with the 93% drive alone rate found in the 2001 survey. However, the average teleworker travels just over 9 miles to the telecenter and nearly 47 miles on non-telework days. Thus, they save about 37 miles each way, on days they work at the Telecenter. This travel distance saving was slightly higher than the 34 mile saving calculated in 2001.

**MAY 2005**  
**EMPLOYER METROCHEK SURVEY RESULTS SUMMARY**  
**WMATA**

The Metropolitan Washington Council of Governments (COG) conducted an Employer Metrochek/SmartBenefits survey in May 2005 to identify the range of commute-assistance services offered by employers that participate in this program. Copies of the survey were sent to more than 500 employers who purchase Metrochek/SmartBenefits from WMATA.

**Employer Type, Size, and Location**

- About a quarter (27%) of the respondents worked for a service or medical employer. Another one in eight (12%) worked for a government contractor. Other industry types represented included business or personal consulting (10%), non-profit and union/membership organizations (13%), educational institutions (7%), and insurance/real estate firms (7%).
- Employers ranged in size from three employees to 16,000 employees, with an average of 792 employees in the Washington region. The average worksite size at sites where Metrochek/SmartBenefits was offered was 381 employees.
- Two-thirds of the respondents (66%) said that their primary worksite was in D.C. An additional 13% said their primary worksite was in Arlington, VA.

**Transportation Services at the Worksite**

- About a third (32%) of the respondents said free parking was available for employees at or near their primary worksite. The remaining 68% said employees who drove to work had to pay to park.
- Two thirds (66%) said their worksite was within three blocks of a Metrorail station. Eighty seven percent said their worksite was within one mile of a station.
- One in five (19%) said their primary worksite was within three blocks of a commuter rail station.
- The overwhelming majority of respondents (96%) said their primary worksite was within three blocks of a bus stop.
- Metrobus was the most common bus service near the worksites, cited by 88% of the respondents. B Smaller percentages named other services, including: Fairfax Connector (14%), Alexandria DASH (12%), RideOn (12%), and Omni Ride (11%).

**Metrochek/SmartBenefits Services Offered**

- Two thirds (64%) of the employers said they started offering Metrochek/SmartBenefits before 2003. The remaining respondents said they joined in 2003 (12%), 2004 (21%), or 2005 (3%).
- About three-fourths (73%) said they offered Metrochek/SmartBenefits. The average subsidy offered was \$90 per month.
- Employers that did not participate in SmartBenefits were asked why they did not offer this benefit. The majority (62%) said they didn't know. About 16% said they were comfortable with Metrochek alone. Other responses included: haven't had time to enroll (8%), didn't want to administer two

programs (8%), prefer one program for all employees (6%), not aware of Smart Benefits, (2%), and employees not interested (2%).

### **Other Commute-Assistance Services Offered**

- More than half (59%) of the employers surveyed said they offered at least one service in addition to Metrochek/SmartBenefits. Nearly half offered at least two additional assistance services.
- Common services, in addition to Metrochek/SmartBenefits included: flextime (45%), bike storage or other assistance for bicycling to work (27%), telecommuting program (23%), compressed work schedule (15%), information on transit (14%), help finding a carpool/vanpool partner (11%), shuttle to transit or between worksites/buildings (12%), preferential parking (7%), Guaranteed Ride Home (5%) and vanpool subsidy (5%).
- About four in ten (41%) respondents said they also offered parking benefits. The benefit values ranged from \$65 to \$230 per month, with an average of \$165 per month.
- Two in ten offered a subsidy for employees who park at Metro stations. The average subsidy was \$117 per month.

## **JUNE 2005**

### **BIKE TO WORK 2004 SURVEY**

Bike to Work Day has been a tradition in the Washington metropolitan region for many years. In 2000, Commuter Connections began to lend its support to the Washington Area Bicycle Association (WABA) as part of its effort to encourage employers to promote bicycling to work as part of their commute programs. This grew the event from a primarily downtown D.C. event to a truly regional one, with eighteen Pit Stop or rallying points for the cyclists through the region that included snacks, prize drawings, live bands, T-shirts, promotional items, and elected officials.

This report presents results of a survey of commuters who participated in the 2004 regional Bike-to-Work Day event, held on May 7, 2004. The survey was conducted by the Metropolitan Washington Council of Governments (COG) to identify the experience of the participants with the Bike-to-Work Day event and to assess participants' use of bike for commute travel before and after the event.

COG e-mailed copies of the survey to 4,200 commuters who had participated in the event. All event participants had registered through Commuter Connections' website, thus this email list included all event participants. The recipients were asked to complete the questionnaire and return it to COG by e-mail. COG received 1,240 completed questionnaires, for a response rate of 30%. The survey sample of 1,240 offers a statistical accuracy of +2.3% at a 95% confidence level.

Information collected in the survey included:

- Source of information on Bike-to-Work (BTW) Day
- Participation in past BTW Day events
- Use of bike for commuting before BTW Day
- Use of bike for commuting after BTW Day
- Current bike use for commuting and non-commute trips
- Demographics

#### **Source of Information**

The most common source of information about BTW Day was from a family member, co-worker, or friend. More than a quarter of respondents (27%) indicated that they learned of the 2004 BTW Day event from one of these personal contact sources. About one in five learned of the event from a newspaper article or advertisement (20%) or from a flyer or brochure they received in the mail (20%). One in eight respondents said they heard of the event through their employers (14%) or from the Washington Area Bicyclists Association (WABA) (13%).

#### **Participation in Past BTW Day Events**

The event continues to add new participants every year. About half (48%) of participants said this was their first BTW Day event. Fifty two percent said they had participated in a BTW Day before 2004. About half (47%) of the respondents said they also participated in the 2003 BTW Day and about a third (30%) participated in 2002. Smaller percentages said they participated in events in years before 2002. Attracting almost half new participants demonstrates the strength of the marketing outreach efforts for the program.

#### **Use of Bike for Commuting Before BTW Day**

Most (77%) of respondents said they had commuted to work by bicycle before they participated in BTW Day. About 23% said they did not commute by bike before they participated in the event. This partly positions the event as a recognition and reward for commuters who choose to bike to

work. The average commute distance of respondents was 10.0 miles one way. About a quarter (23%) traveled fewer than 5 miles to work. Almost two-thirds (64%) traveled fewer than 10 miles.

#### **Use of Bike for Commuter After BTW Day**

While the majority of respondents said they were biking to work before BTWD, about 14 percent stated biking more often after BTW Day. About ten percent of respondents said they did not commute by bike before they participated in the event, but started to bike to work after BTW Day. That represents an introduction for these commuters to a very non-traditional commute mode. Some riders reported that they participated in the event for fun--about 13% said they did not bike to work before BTW Day and still did not bike to work after the event. Respondents were asked why they did not bike to work. Two-fifths (42%) of respondents who said they were not still riding in the fall/early winter said it was because they did not want to ride in inclement weather. About a third said they either did not feel safe riding (35%) or because it was too far to ride on a regular basis (31%). Approximately two in ten respondents do not ride to work because they did not have a place to shower or change after riding (18%) or because they had changed jobs or moved (17%). Presumably this resulted in the commute no longer being appropriate for bicycling.

#### **Current Bike Use For Commuting And Non-Commute Trips**

About seven percent of respondents said they started to ride their bikes for non-work trips after they participated in BTW Day. About one in seven (15%) said they biked more often for non-work trips after BTW Day than they did before the event. However, the majority of respondents (78%) said they did not make any changes in their use of biking for non-work trips.

**SEPTEMBER 2005**  
**2004 PERFORMANCE OF REGIONAL HIGH-OCCUPANCY VEHICLES FACILITIES ON**  
**INTERSTATE HIGHWAYS IN THE WASHINGTON REGION**  
**TRANSPORTATION PLANNING BOARD**

This report is the fourth in a planned series of annual reports monitoring the performance of high occupancy vehicle (HOV) facilities along major highway corridors in the Washington region. Presented in this report is information developed from data collected in Spring 2004 along five operational high-occupancy vehicle (HOV) corridors in the Washington region. Data were collected from 5 A.M. to 10 A.M. during the inbound peak-flow direction and 3 P.M. to 8 P.M. during the outbound peak-flow direction. HOV lanes are operational in the following corridors as of Spring 2004:

- I-95/I-395 (Shirley Highway) in Northern Virginia (fully-barrier-separated HOV lanes);
- I-66 inside the Capital Beltway in Fairfax and Arlington Counties (exclusive HOV facility in the peak commute direction during the peak commute period);
- I-66 outside the Beltway in Fairfax and Prince William Counties (concurrent-flow HOV lanes);
- I-270 (and the I-270 Spur) in Montgomery County, Maryland (concurrent-flow HOV lanes);
- Va. 267 (Dulles Toll Road), which has a new concurrent-flow HOV lane; and
- U.S. 50 (John Hanson Highway) in Prince George's County, Maryland (concurrent-flow HOV lane).

Most comparisons are made with results obtained from the previous Regional HOV Facilities Monitoring reports for 1997, 1998, and 1999. Trends and changes are emphasized for the HOV-restricted periods inbound and outbound. The following major trends were observed:

- All of the HOV lanes in Spring 2004 were observed to carry more persons per lane during the HOV-restricted periods than adjacent non-HOV lanes, with the exceptions of the new concurrent-flow HOV lane on U.S. 50 John Hanson Highway, where per-lane person movements were found to be approximately the same in the HOV and non-HOV lanes, and the concurrent-flow HOV lane on I-270 at Md. 187 during the P.M. peak period.
- All of the HOV lanes provide savings in travel times when compared to non-HOV alternatives, especially the barrier-separated HOV lanes in the I-95/I-395 corridor in Northern Virginia.
- There generally has been a decline in average auto occupancy on the HOV facilities in Northern Virginia, particularly in the barrier-separated lanes, due in part to the hybrid vehicle exemption.



## **JANUARY 2006 FY05 EMPLOYER SATISFACTION SURVEY, COMMUTER CONNECTIONS**

At the conclusion of FY 2005, Commuter Connections conducted its sixth annual survey of employers participating in the Commuter Connections Employer Outreach program. The survey, the *Employer Satisfaction Survey*, is intended to measure the employer's use of and satisfaction with the products and services provided through Commuter Connections member organizations.

Employer survey candidates were selected from the regional employer database, which is electronically updated monthly by the local jurisdictions. The main criterion for the survey respondents' selection was the employers' basic contact with local sales jurisdictions. The surveys were mailed to the contacts listed for 1,308 employers region-wide on July 7, 2005. An incentive for response was offered for all on-time responses (the date for final responses was July 29th). The incentive given was a travel pack cooler with the Commuter Connections logo on the front cover or a compact portfolio that also had the Commuter Connections logo on it (the total incentive items sent was 68).

A total of 1,308 surveys were distributed to all sales jurisdictions. The number of forms distributed in each jurisdiction depended on the number of employers contacted about Commuter Connections Employer Services programs. Response to the survey increased six percent over last year's response with 249 forms returned reflecting a 19 percent response rate for the survey. These responses provide a broad range of opinions in line with responses from previous years and provide informative data. The responses show specific employer reaction to Commuter Connections products and services and will be helpful in improving the individual and overall outreach efforts.

The Addendum contains a simple breakdown of surveys sent by jurisdiction and the rates of return and bad addresses. The Appendix contains a copy of the survey instrument and cover letter. The cover letter was customized for each jurisdiction. The letter listed the name of the local sales organizations and the names of the employer services representatives servicing that jurisdiction.

With 19 percent of the surveyed employers responding this year, the Satisfaction Survey gives us some generalizations for use. The distribution of the responses among the jurisdictions lends credence of applying this information to the overall employer services effort.

It should be emphasized here that employers were not randomly selected from the universe of employers from the regional database. Employers were selected based on the fact that they have interacted with the local sales jurisdictions, which are indicated, by a level of service. This survey's purpose is to measure the satisfaction of employers that have encountered Commuter Connections Employer Services products. The information demonstrates employer reaction to Commuter Connections' products, services and outreach efforts. The news is encouraging for the most part, but some notes of disapproval and unawareness are noticeable.

The majority of employers continue to find the brochures very helpful. The survey responses show that employers are mostly satisfied with their outreach representative's willingness to help, explanation of commuter connections programs, and the overall quality of the service provided. A large number of the respondents had no opinion of their Employer Service representative's efforts. This possibly suggests that not enough contact between the employer and outreach representative is going on during the course of the year. The surveys do show that the responding employers are also interested in seminars focused on Transit Incentives, general Commuter Connection's programs, general Employee Transportation Coordinator Training/Networking, and Guaranteed Ride Home.

The results also demonstrate some areas for improvement. Thirteen percent of the respondents indicated that they are not directly involved with assisting employees with their daily commutes—which is lower than last

year, but still represents a double digit percentage of non-involvement. This suggests that outreach representatives should continue to raise their efforts in contacting the appropriate person at that employer site and then to build on that successful contact can only enhance Commuter Connections Program awareness.

A fair amount of respondents selected the no opinion in rating the representative's effectiveness, which possibly suggests a lack of contact with employer representatives. The responses regarding the effectiveness measure of the Employer Outreach representatives show us that there has been improvement. Some 39 percent of respondents selected the highest level of effectiveness and another 33 percent indicated that their representative was somewhat effective. The 28 percent that expressed no opinion or indicated that their representative was not effective represent a diminishing number of those either unaware of who their representative is or whether they've ever been in contact with them.

Overall, the results provide a very favorable view of the employer outreach effort. The main indicators of responsiveness, satisfaction and effectiveness all reveal encouraging trends, but also show some room for improvement. In each of these sets of measures, more respondents chose the highest level of satisfaction in rating the employer services program and/or their representative.

## **JANUARY 2006**

### **TRANSPORTATION EMISSION REDUCTION MEASURE (TERM) ANALYSIS REPORT, FY 2003-2005**

Seven Transportation Emission Reduction Measures (TERMs), voluntary Transportation Demand Management (TDM) measures were implemented by the National Capital Region Transportation Planning Board's Commuter Connection program at the Metropolitan Washington Council Governments (COG). These TERMs were implemented to assist the Washington, D.C. metropolitan region in meeting its air quality conformity requirements. During a 36 month period between July 1, 2002 and June 30, 2005, transportation and air quality impacts were evaluated for the TERMS outlined below.

COG's Commuter Connections program is the central administrator of the TERMs. A vigorous evaluation element was included as part of the design of each of the TERMs to ensure their effectiveness.

The objective of the evaluation is to estimate reductions in vehicle trips (VT), vehicle miles traveled (VMT), and tons of Nitrogen Oxides (NOx) and Volatile Organic Compounds (VOC) generated from each TERM and compare these impacts to the goals set for the program.

While the TERMS combined fell short of the goals set for all of the program combined (missing the mark by 28,000 vehicle trips, 100,000 VMT reduced, etc.), several of the TERMS met or exceeded their own individual goals. In fact, several of the TERMs, such as Employer Outreach, exceeded the goal by six hundred percent. When Commuter Operations Center (COC, Commuter Connections' ridematching service) results were added to the TERM results, it made up some of the overall deficit in TERM reductions. The COC exceeded its own program goal by 350 percent.

Interestingly, the number of commuters participating in the TERM programs did not fall far short of expectations. Instead, shortfalls might be attributed to lower levels of trip reduction. Cleaner vehicles, changes to vehicle technology, changes to the Mobile emissions model, and updated travel behavior information might be used to set more realistic goals for future Commuter Connection TERMs.

#### **Metropolitan Washington Telework Resource Center (TRC)**

The TRC provides information, training, and assistance to individuals and businesses to promote in-home and telecenter-based telework programs. The program includes seminars, a video, a telework information kit, and ongoing marketing and outreach. The number of teleworkers exceeded its goal of 21,600 by 8,266 individuals. The Transportation Benefit of these teleworkers, fell short of the goal by 14,871 vehicle trips and 208,637 vehicle miles traveled. The NOx goal fell short by .177 tons per day (vs. a goal of .364) and the VOC goal fell .101 tons short under the goal of .198 tons. The goals assumed that the participants would telecommute more than 1.29 days per week. In addition, only 74 percent of the teleworkers drove alone on non-tele-commute days and the regional goal calculation assumed that all telecommuters would eliminate trips on telecommute days.

### **Expanded Telecommuting**

The Expanded Telecommuting TERM provided an enhanced level of telework program assistance to selected, large employers to encourage them to expand their programs. Customized assistance was provided on-site by telework consultants and Commuter Connections staff. Goals set for this TERM were exceptionally high: 113,000 participants (vs. 4,884 actual); 33,660 vehicle trips reduced (1,848 actual); 550,368 VMT reduced (36,859 actual); .461 tons of NOx (.030 tons actual) and .252 tons VOC (.016 actual). Expanded Telecommuting missed the impact goals by a sizeable margin. The goals assumptions were similar to the TRC, which contributed to the shortfall.

### **Guaranteed Ride Home**

Guaranteed Ride Home (GRH) eliminates a major barrier to using shared ride modes—being “stranded” without transportation in the event of an emergency at home during the workday. Commuters must register with the program and use a shared-ride mode at least two days per week; a “one time exemption” is also provided to non-registrants, who receive one ride and are then required to register. Four free rides home are provided to participants each year. While the number of participants (34,800) nearly hit its TERM goal of 35,000, the daily vehicle trips, VMT, and emissions reduced all fell far short of their goal. The goals assumed that all participants would be new shared ride mode users, while in reality only 26 percent reported that they drove alone before they registered for GRH.

### **Integrated Rideshare**

The Integrated Rideshare TERM includes Information Kiosks (InfoExpress kiosks placed in D.C. and northern Virginia) and Software Upgrades (upgrading and maintaining the regional ridematching system to include integration of transit, HOV lane park and ride, telecommuting, and other full-service information through the kiosks). This TERM was designed to improve the quality and deliver of information to commuters through follow-up to all commuters who received a matchlists. The impacts of the kiosks and software upgrades exceeded the TERM goal in every factor. In the State of the Commute Survey, 1.5 percent of commuters reported that they used a kiosk to obtain transportation information; 17 percent of these commuters said they tried and/or began using the shared ride mode.

### **Employer Outreach & Employer Outreach for Bicycling**

The Employer Outreach TERM provides regional outreach to encourage private sector employers to implement commute programs. Commuter Connections provides funding, sales training, and technical training on the regional sales contact management database to support the program. Regional outreach is also provided to encourage employers to help facilitate bicycling to work by their employees. The Bike to Work Day even is included under this TERM. The Employer Outreach TERM significantly surpassed its TERM goal by 635 employers, 68,050 vehicle trips, 1,143,418 vehicle miles traveled, .871 tons per day of NOx, and .433 tons per day of VOC. Overall, impacts were more than six times higher than the goals. The Employer Outreach for Bicycling TERM also exceeded its goals, removing 213 more vehicle trips than expected; 2.864 more VMT, .002 more tons of NOx, and .001 additional tons of VOC.

### **Mass Marketing**

The Regional Mass Marketing TERM, a new direction for Commuter Connections, included an effort to educate the region about shared ride modes and raise awareness of available commuter assistance programs. Ultimately, it was estimated that .33 percent of the region’s commuters were directly influenced by the campaign to change their method of commuting. All of the increases in rideshare applications and two-thirds of the increase in GRH applications were attributed to Mass Marketing. Again, however, the number of vehicle

trips, VMT, and emissions fell short based on the fact that the trip reduction per commuter was smaller than expected.

### **Commuter Operations Center**

The Commuter Operations Center (COC), already in place at the time that the emissions baseline was established, is not considered among the TERMS but is still evaluated under a similarly rigorous process. The COC increases commuters' awareness of shared ride modes through marketing and assists commuters in forming ridesharing arrangements. COC also focuses on maintaining commuter participation in shared ride modes through incentives and other assistance. During the three year period, COC fulfilled more than 143,000 requests for information. The COC exceeded all of its goals, including new/re-applicants (by 83,326 to 60,000); vehicle trips (by 7,063 to 2,720); VMT (by 195,851 to 83,204); and emissions.

**MAY 2006**

**APPLICANT DATABASE ANNUAL PLACEMENT SURVEY REPORT  
APPLICATIONS RECEIVED DURING JULY-SEPTEMBER 2005  
(NOVEMBER 2005 SURVEY) COMMUTER CONNECTIONS**

This Survey Report presents results of a survey about commuter transportation assistance services offered by the Commuter Connections program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (COG) to commuters and employers in the Washington, DC region.

Commuter Connections' services include: carpool and vanpool matchlists, transit route and schedule information, information on Park & Ride lot locations and HOV facilities, and employer transportation demand management (TDM) and telework assistance. Commuters obtain services by calling a toll-free telephone number or by submitting a ridematch application on-line via the Commuter Connection's web site or a Commuter Connections information kiosk, or through an employer, a local partner assistance program, or a transportation management association (TMA).

This report estimates transportation and air quality impacts of Commuter Connections' services. Data for this analysis were collected in November and December 2005 through a telephone survey of 701 respondents randomly selected from the applicant database. The surveys collected data for applicants who received information or assistance between July 1 and September 30, 2005.

**Commuter Connections Program Activity Summary and  
Overall Participation, Utilization, and Satisfaction Performance Measures  
Placement Survey, July-September 2005**

- Commuter applicants 7,881
  - Applicant placement rates 44.5%
  - Continued placement rate 26.9%
  - Temporary placement rate 15.0%
  - Occasional use placement rate 2.6%
- Applicants placed in alternative modes 3,503
  - Continued placements 2,121
  - Temporary placements 1,177
  - Occasional use placements 205
- Applicants desiring rideshare information (carpool or vanpool) 82%
  - Applicants who remembered receiving matchlist 67%
  - Applicants who remembered receiving vanpool assistance 19%
  - Applicants who remembered receiving Park & Ride info 25%
- Applicants desiring transit information 11%
  - Applicants who remembered receiving transit information 28%
- Applicants interested in GRH 63%
  - Applicants who remembered receiving GRH information/registration 63%
- Commuters suggesting Commuter Connections improvements 32%

**Commuter Connections Program  
Program Impact Performance Measures  
Placement Survey, July-September 2005**

- Daily vehicle trips (VT) reduced **1,047 trips**
  - Continued placements 964 trips
  - Temporary placements (prorated credit) 83 trips
- Daily VMT reduced **33,620 VMT**
  - Continued placements 31,036 VMT
  - Temporary placements (prorated credit) 2,584 VMT
- Daily tons of NO<sub>x</sub> reduced **0.024 tons**
- Daily tons of VOC reduced **0.011 tons**
- Gallons of gasoline saved **1,413 daily gallons of gas**
- Commuter costs reduced (daily) **\$5,514 per day**
  - Annual cost saving per placement **\$608 per year**

## **OTHER KEY SURVEY RESULTS**

### **Demographics**

- More than half of the respondents were female (58%).
- The majority (65%) of respondents were white and between 35 and 54 years old (65%). Nearly all (95%) respondents had an annual household income of \$40,000 or more and more than two-thirds (65%) had an income of \$80,000 or more.

### **Commute Travel Patterns**

- About four in ten (41.4%) respondents carpooled or vanpooled at least one day per week. Carpool and vanpool trips made up 35.2% of the weekly commute trips made by applicants.
- Four in ten (39.4%) respondents said they use transit at least one day per week. Transit trips accounted for 34.2% of applicants' weekly commute trips. About a third (36%) of transit trips were made on Metrorail. Commuter rail accounted for another three in ten (30%) transit trips.
- The average one-way commute distance was 36.3 miles. The average one-way commute time was 67 minutes.

### **Commute Changes**

- Nearly half (44.5%) of survey respondents made a commute pattern change or tried another method of transportation after receiving assistance from Commuter Connections.

- The continued placement rate (percent of applicants who made a continued change to an alternative mode) was 26.9%. The temporary placement rate (percent of applicants who made a change but re-turned to their original modes) was 15.0%. An additional 2.6% of respondents said they made a continued change, but were using the new mode only “occasionally,” that is, less than one time per week, on average.
- About 38% of respondents who made a mode change shifted from driving alone. The remaining 62% shifted from one alternative mode to another.

### **Information and Assistance Requested and Received**

- The Commuter Connections’ applicant database shows that 82% of respondents had requested ride-sharing information when they contacted Commuter Connections for assistance. Two-thirds (63%) of respondents requested Guaranteed Ride Home information or registration and about 11% re-quested information on transit.
- About two-thirds (67%) of respondents said they received a matchlist with names of potential car-pool/vanpool partners.
- Over half (56%) of these respondents tried to contact someone named on the list.
- One-quarter (28%) of respondents remembered receiving transit information on a matchlist. A third (37%) of these respondents said they used the information provided to contact a transit agency. The majority (83%) of respondents who contacted a transit agency said they used information they received from the transit agency to try transit.
- More than two-thirds (70%) of respondents said their employers offer some commute services at the worksite. The most common service offered by employers was a free or discounted transit pass (e.g., Metrochek), offered by 56% of employers. Smaller percentages of employers offered cash incentives (7%), vanpool information (5%), or transit schedules (3%).
- About 33% of the respondents who made a commute change indicated that information they received from Commuter Connections, their employers, or commute assistance organizations had influenced their decision to make a commute change. Matchlists from Commuter Connections were mentioned by 15% of these respondents. Eight percent mentioned transit information provided by Commuter Connections and seven percent said Commuter Connections’ GRH program influenced their decisions.

### **Commuter Connections Improvements Desired**

- About two in five respondents (42%) thought Commuter Connections needed no service improvements and an additional 16% said they didn’t know if improvements were needed.
- Of those who mentioned improvements, most suggested improvements focused on improving the quality or quantity of the information provided: More current information (10%), matches fit respondents’ travel patterns better (8%), increased advertising (6%), more match names (6%), more Commuter Connections follow-up (4%). Additional suggestions included: quicker response (3%), GRH Changes (3%), and vanpool resources/assistance (2%).



## **Guaranteed Ride Home Program**

- About 63% of respondents requested and received GRH information. The majority (76%) of these respondents registered for GRH.
- One in five (20%) respondents who registered for GRH said they had been primarily driving alone (3 or more days per week) before they registered for GRH. The remaining 81% were using an alternative mode as their primary travel method for commuting.
- About one in five (19%) of the GRH respondents who made a commute change said they were unlikely to have made the change if GRH had not been available.
- About 11% of the GRH respondents who were using an alternative when they called Commuter Connections said they were not likely to have continued using the alternative if GRH were not available.
- A quarter (23%) of GRH respondents said they had used the GRH program since they had registered for it. The great majority (85%) of respondents were satisfied with the service they received. Those who were not satisfied said they waited too long for the taxi.

**MAY 2006**  
**FY05 GUARANTEED RIDE HOME PROGRAM (GRH)**  
**GRH PARTICIPANT SURVEY, COMMUTER CONNECTIONS**

The Guaranteed Ride Home Customer Satisfaction survey released in May 2006 was designed to gauge the level of satisfaction of commuters who utilized the GRH service within the 2005 fiscal year (July 1, 2004 through June 30, 2005). Satisfaction was measured with regard to commuter experience with the reservations staff, taxi or rental car service, response time and overall service. Commuters who obtained a free ride home through the program received a postage-paid survey questionnaire card for each ride taken. The survey cards allowed respondents to rate the GRH service and provide comments and suggestions with complete anonymity.

The survey consisted of four multiple-choice questions, each relevant to a specific aspect of GRH, and a section for respondents to write suggestions about improving the service. The responses to survey questions provide Commuter Connections with valuable insight into customer opinions regarding the different operational functions of GRH, while the comments area provides open ended general feedback. The multiple-choice questions ask the respondent to rate the different aspects of the service by circling one of four responses—"Poor," "Fair," "Good," or "Excellent." Among the highlights, 1,050 response cards were returned, an all time high since program inception, nearly a decade ago. The percentage of returns equaled 35.9%, which matched the second highest return percentage. Results indicated an overall customer satisfaction rating of 96%. This outstanding mark is a clear indication that the well run GRH program is very popular with Washington area commuters. Unaided comments offered by customers of the Guaranteed Ride Home Program:

"It surprised me how quick and easy Guaranteed Ride Home was."

"Very impressed- it's the first time I used it and it was exactly as advertised."

"I used GRH twice now and each time the service was timely and easy to se."

"You were there when I needed you! (family emergency) Thank you."

"Great service. One of the main reasons that I take mass-transit to work."

"This is truly a wonderful service. Knowing you can get home in case of emergency makes vanpooling a wonderful alternative for getting to work."

**JULY 2007**  
**STATE-OF-THE-COMMUTE PRELIMINARY – FY 2007**  
**COMMUTER CONNECTIONS**

This report is a summary of the results of the State-of-the-Commuter Survey conducted for the Commuter Connections program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (COG). The SOC survey is a random sample survey of 7,200 employed persons, in 12 jurisdictions comprising the Washington metropolitan region, weighted to the regional population of workers.

**Commuter Patterns**

*Use of drive alone appears to have fallen since 2004.*

- Drive alone continued to be the most popular commute mode in the Washington metropolitan region. About 71.0% of weekly commute trips made to worksites outside the home were made by driving alone. This represented a decrease from the 74.1% of weekly trips that were drive alone in 2004.
- Weekly trips made by all alternative modes increased from 2004 to 2007. Train use increased from 12.8% in 2004 to 13.5% and bus use grew from 4.7% to 5.2%. Carpool and vanpool trips increased from 6.1% to 7.6% of weekly trips. Bike/walk use increased slightly from 2.4% to 2.7% of weekly commute trips.
- More than a quarter (26.9%) of regional commuters said they used an alternative mode (carpool, vanpool, public bus, buspool, Metrorail, commuter rail, bicycle, or walk) as their primary mode, that is, the mode they used most days in a typical week. An additional 3.5% of commuters used an alternative mode one or two days per week, resulting in three in ten (30.4%) of commuters using an alternative at least once per week.
- The most popular alternative mode was train, which was used by 12.6% of respondents as their primary mode. An additional 1.4% of commuters said they used the train one or two days per week.
- Bus was the primary commute mode for 4.7% of respondents. An addition 0.7% occasionally rode the bus to work.
- Carpooling/vanpooling was used by 7.0% of commuters most days during the week and 1.0% used these modes one or two days per week. The majority of carpoolers continued to use a “traditional” form of carpooling, with the same partner(s) all the time. About 7% of carpoolers/vanpoolers “casual” carpooled (slug).

*Regional commuters continue to try new alternative modes.*

- Approximately 14% of respondents said they had used or tried any alternative mode, other than one they were currently using, within the two years prior to the survey, fewer than the 22% who said in the 2004 survey that they tried another mode.
- Train was the mode mentioned most often; 52% of respondents said they had used or tried the train. One-third (32%) of respondents who tried/used another alternative mode tried the bus and 11% had tried carpooling. These were essentially the same percentages of trial and/or temporary use of alternatives as were observed in both 2004 and 2001.

- Prior to starting to use their current modes, about a third (34%) of respondents who were using alternative modes previously drove alone to work. About a third (35%) had used a different alternative mode. The remaining respondents said they either had always used the alternative mode (23%) or were not working in the metropolitan area then (15%).

*Commute lengths remained the same as in 2004.*

- Respondents traveled on average of 16.3 miles and 35 minutes in 2007, essentially the same as in 2004 (16.5 miles and 35 minutes). But we note that the 2007 survey excluded Stafford County, VA, which has been included in the 2004 sample. Because Stafford County had longer than average commute distances in the 2004 survey, eliminating the county from the sample could have affected the average results in 2007.

Telework

*Teleworking grew substantially between 2004 and 2007, but potential still exists for additional telework growth.*

- About 18.7% of regional commuters said they teleworked at least occasionally. This percentage is based on workers who were not self-employed and would otherwise travel to a worksite outside their homes if not teleworking.
- The percentage of regional telework, increased substantially from the 2004 level of 12.8%. And telework incidence grew in nearly every demographic and employer segment in which telework is feasible.
- The 2007 survey also showed that an additional 24% of commuters who do not telecommute today “could and would” telecommute if given the opportunity. These respondents said their job responsibilities would allow them to telecommute and they would like to telecommute. About two-thirds of these interested respondents said they would like to telecommute “regularly,” while one-third would like to telecommute “occasionally.”

*Telework is concentrated in certain demographic and employment groups.*

- Teleworkers were statistically more likely to be: between 35 and 54 years old, of white ethnic background, with incomes greater than \$60,000, and commute distance more than 30 miles.
- Teleworkers also were statistically more likely to be: employees of non-profit organizations or private employers; employees of very small employers (fewer than 25 employees) or employers with 251 to 999 employees; employed in technical, professional, and executive/managerial occupations.
- Telework incidence among federal agency workers continues to grow. In 2007, 16% of respondents who worked for federal agencies teleworked, compared to 12% in 2004 and only seven percent in 2001.
- The potential for additional telework seems to be primarily in the sub-groups in which telework is now common.

*“Informal” telework arrangements predominate, but formal programs have increased since 2004.*

- About 19% of all respondents (both teleworkers and non-teleworkers) said their employer had a formal telework program and 22% said telework is permitted under informal arrangements between a supervisor and employee. Formal programs were most common at Federal agencies and among large employers.
- Among current teleworkers, nearly four in ten (39%) said they teleworked under a formal arrangement. The remaining teleworkers worked under an informal agreement with their supervisor. This suggests employers are more willing to craft individual agreements for selected employees than to institutionalize telework. But formal programs have increased over the past six years. In 2004, 32% of teleworkers had a formal arrangement and in 2001, the percentage was only 27%. This appears to signal a greater acceptance of formal telework.

*Most teleworkers telework from home.*

- The overwhelming majority of teleworkers (95%) teleworked exclusively from home. The remaining five percent teleworked from a satellite office provided by an employer, a telework center, or both home and other location.

*The average frequency of telework seems to have increased slightly from 2004.*

- Teleworkers teleworked about 1.5 days per week on average. This was an increase in telecommute frequency from the 1.3 days per week estimated in the 2004 survey and the 1.2 days per week calculated in the 2001 survey.

### Awareness and Attitudes Toward Transportation Options

*Commutes appear to be getting somewhat more difficult, but commuters are making changes to improve their commutes.*

- About a quarter (27%) of respondents said their commute was more difficult than it was a year ago. The primary reason for it being worse was that the route was more congested now (75%).
- About 14% of respondents said their commute was easier than last year. The primary reasons were that the trip was a shorter distance (36%), took less time (26%), or was less congested (27%). But six percent said the commute was easier because they started using an alternative mode and two percent said they improved their commute by using HOV lanes.

*Respondents considered ease of commuting when making job or home changes.*

- About 17% of respondents said they made a job or home change in the past year. More than one in five of these respondents said they considered a commuting factor, such as the ease or cost of commuting to the new location, when making their location decision and 28% said commute ease was more important than other factors in the decision.

### Awareness of Commute Advertising

*Awareness of commute information advertising remained high, but different messages are recalled than in 2004.*

- Over half (52%) of respondents said they had seen, heard, or read advertising for commuting in the six months prior to the survey and two-thirds of these respondents could cite a specific advertising message. This was approximately the same result as was observed in the 2004 survey.
- Recall of most messages remained the same as in 2004, with some exceptions. Awareness of general rideshare messages, such as “use the bus, train, or Metrorail” increased from 2004, but awareness of Guaranteed Ride Home messages dropped substantially, from 12% in 2004 to six percent in 2007. This is likely due to the absence of GRH advertising in the past year.
- About four in ten respondents who had heard ads could name the sponsor. WMATA was named by 20% as the advertising sponsor and Commuter Connections was named by nine percent.

*Commute advertising also appears to be having an effect on commuters’ consideration of travel options.*

- About 18% of respondents who had seen advertising said they were more likely to consider ridesharing or public transportation after seeing or hearing the advertising. This was the same percentage as was observed in 2004.
- The most persuasive messages appealed to commuters’ interest in saving the environment, saving money, or reducing congestion. Respondents who were using alternative modes were more likely to be influenced by the advertising. More than a third of bus riders, 25% of Metrorail riders, and 21% of carpoolers/vanpoolers said they were likely to consider alternative modes after hearing the ads, compared with 15% of commuters who drove alone.
- About 16% of respondents who said they were likely to consider ridesharing or public transportation for commuting had taken some action to try to change their commute. These respondents comprised slightly more than one percent of all regional commuters.
- The majority of these respondents said they sought information about commuting on the internet, from a family member or co-worker, or from a regional commute service organization.
- More than two-thirds (67%) of respondents who had taken some action said the advertising they saw or heard encouraged the action. And more than 70% of respondents who took an action were driving alone at that time. This suggests that the advertising is acquainting drive alone commuters with other commuting opportunities and encouraging them to seek more information on these options.

**Awareness of Commute Assistance Resources**

*Awareness of commuter information and assistance resources has grown since 2001.*

- About half (51%) of respondents said they knew of a telephone number or web site they could use to obtain commute information. This was slightly higher than the 46% who knew of these resources in 2004 and considerably higher than the 33% of respondents who knew of these resources in 2001
- About 21% of respondents could name a specific number or web site; 14% named a Metro/Wmata phone number or website and two percent named a phone number or website administered by Commuter Connections.

*Awareness of Commuter Connections remains high but has fallen since 2004.*

- In 2007, about 55% of all regional commuters said they had heard of an organization in the Washington region called Commuter Connections. This was a decline from the 66% who knew of Commuter Connections in 2004.
- Respondents largely cited services that Commuter Connections actually does provide. About four in ten (39%) respondents said they didn't know specific services, but almost half knew the organization offered either general rideshare information (24%) or help finding a carpool or vanpool partner (22%). These were slightly higher awareness for rideshare assistance compared to 2004, but awareness of the GRH program fell substantially. In 2007, 23% of respondents knew that Commuter Connections sponsored a GRH program, but the percentage had been 40% in 2004.

## Commuter Assistance Services Provided by Employers

*Availability of worksite commute assistance services is about the same as in 2004.*

- Over half of respondents (54%) said their employers offered one or more alternative mode incentives or support services to employees at their worksites. This is the same percentage as was noted in the 2004 survey.
- The most commonly offered services were Metrochek/transit/vanpool subsidies (33% of employers) and commute information (20% of employers). About one in six respondents said their employers offered preferential parking (16%), services for bikers and walkers (17%), or GRH (12%), again these were essentially the same percentages as were observed in 2004.
- Respondents who worked for federal agencies were most likely to have incentive/support services available (85%), compared with 40-60% of respondents who worked for other types of employers. Respondents also were most likely to have access to all types of incentive/support services if they worked for large firms than for small firms. And incentives and support services were far more common among respondents who worked in the core area jurisdictions (Alexandria, Arlington, and District of Columbia); eight in ten of these respondents had access to services compared to about half of those in the middle ring (Fairfax, Montgomery, and Prince George's Counties) and four in ten of those in jurisdictions outside these areas.

## Guaranteed Ride Home

*Awareness of GRH has fallen substantially since 2004, but Commuter Connections appears to have a larger share of the GRH market.*

- About a quarter (26%) of regional respondents knew that there was a regional GRH program. This was a large decrease from the 59% who said they knew of such a program in 2004.
- Respondents who primarily used commuter rail were much more likely to know about GRH than were other respondents. Awareness of the program was similar for users of other modes.
- Two percent of respondents said they had registered for or used a GRH service within the past two years. About a third (37%) noted Commuter Connections as the sponsor, an increase over the 21% who named Commuter Connections in 2004 and the 13% who mentioned Commuter Connection in 2001.