



ITEM # 5

January 27, 2004

Dear Regional TDM Marketing Group Members,

As many of you are certainly aware, the Wilson Bridge Project launched its public outreach campaign entitled "Mission Possible - Keeping You Moving" at a media/elected officials briefing on Thursday (1/8/04). This briefing unveiled the Project's comprehensive efforts to keep commuters moving efficiently and safely during the Project's heaviest period of construction (2004 through 2008). The highlight of the briefing was the debut of the Project's innovative commuter program called **Bridge Bucks**, which we are delighted to say already is receiving impressive public response.

As explained in detail by John Undeland at the Nov. 2003 Commuter Connections meeting and the Dec. 2003 Regional TDM Marketing Group meeting, **Bridge Bucks** will provide \$50 per month toward transit fares and vanpool fees to encourage commuters to switch out of their cars and into a rideshare vehicle. **Bridge Bucks** is a one-year pilot program and is available to a limited number of commuters who travel through the Project corridor (north-south across the Beltway or east-west across the bridge). Please see the enclosed **Bridge Bucks** fact sheet for more details. Other commuter initiatives that were showcased at our launch event include various commuter-targeted radio and print ads that have begun running this week, marketing brochures offering commuter and employer-oriented information and upcoming technologies that will equip commuters with real-time traffic information.

Should you receive inquiries about the Mission Possible campaign and/or Bridge Bucks, please refer people to our Web site (www.wilsonbridge.com, "Keeping You Moving,") or our toll free number (877-INFO WWB). In addition, we are providing you copies of our new commuter brochure, which should be helpful to you and your customers/constituents.

If you are interested in receiving additional copies of the brochures, being added to our email list for electronic updates and receiving future "Mission Possible" and **Bridge Bucks** information, please contact me at: 703/329-0300, ext. 333 or by email at hollandm@wwbgec.com. On behalf of the Project's Public Outreach Team, we appreciate your continued support and interest in our efforts.

I look forward to hearing from you soon.

Thank you.

Michelle Holland
Public Affairs Manager
Woodrow Wilson Bridge Project