

**WASHINGTON METROPOLITAN REGION  
TRANSPORTATION DEMAND MANAGEMENT**

**RESOURCE GUIDE  
AND  
STRATEGIC MARKETING PLAN**

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PREPARED BY:

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ON BEHALF OF:

COMMUTER CONNECTIONS  
REGIONAL TDM MARKETING GROUP

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## 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 computer 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*. Also in 1996 and in 1997, *Commuter Connections* expanded its services to include regional telework/telecommute 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.

The current *Commuter Connections* network is formed between the counties, cities, federal government agencies, and Transportation Management Associations who provide ridesharing programs. 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, City of Baltimore, Bethesda Transportation Solutions, Fairfax County RideSources, Frederick County's TransIT Services, 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 funded through grants from the D.C. Department of Transportation, the Maryland Department of Transportation, the Virginia Department of Transportation, and the Federal Highway Administration of the U.S. Department of Transportation. State transportation and transit agencies, local governments, business partnerships, bicycle associations, and transportation management associations also play a major role in the delivery of Transportation Demand Management (TDM) products, services, and messages.

The partnership between agencies and jurisdictions has been encouraged in order to develop and promote a seamless intermodal transportation system, and a coherent message to commuters that will accelerate the trial and use of alternative commute modes. In some instances, interagency 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 anchor the major TDM activities that are occurring in the region. It will contribute to offering commute choices to Washington area residents through a mixture of products and services, which focus on moving people, goods, services, and information in a seamless commuter transportation system.

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.

The Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan has been developed as a guide to the regional agencies and jurisdictions in developing regional marketing campaigns and budgets that will aid in the effective promotion of TDM education, and travel behavior changes for the region's commuters.

## EXECUTIVE SUMMARY

The regional marketing partnership reviews regional data and marketing research that was previously collected and applies it to planning and marketing communication programs for the current commuter system by targeting specific audiences and promoting existing TDM products and services.

This regional resource guide and marketing plan is designed to focus on impacted activity centers/corridors. It was prepared by Pathways Strategic Communications on behalf of Commuter Connections with data compiled from research previously collected and interviews with over 37 members of the Commuter Connections Sub-Committee and Regional TDM Marketing Group. A survey was distributed and interviews taken in May 1997, and later updated in May 1998, May 1999, July 2000, July 2001, July 2002, July 2004 and recently in July 2003<sup>4</sup> in order to provide input into this document. It is the intention of the Regional TDM Marketing Group to update this document with the changes, which occur in underlying trends due to demographic shifts, and behavioral changes of the target audience on an annual basis.

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. This decline in commuters using public transportation has occurred while transit ridership in the area is at record highs. Experts believe tourists have contributed to the higher ridership, as have residents who use public transportation for errands and social events. About 40 percent of trips on the Metro system are not work related. The Census also indicates that a growing number of Washington area residents work at home, up to 105,000 people, but it is a small fraction of the 2.7 million commuters in the region. The new figures indicated the 1990s brought a decade of growth and job gains, mostly in the suburbs. The number of suburban residents who commute by transit increased, but not enough to offset a decline among District of Columbia commuters. In fact, the District of Columbia's population decreased in the past decade and more of its residents began commuting to jobs in the suburbs.

Over 70 percent of the region's commuters drive alone to work. The growing reliance on drive alone commuting mainly reflects the movement of jobs away from the city in recent decades. Suburban jobs are difficult to reach by public transit and are not located on roads reachable by the HOV lanes that give carpools the significant time advantage found throughout the region. The region's average one-way commute is now 32 minutes, an increase of over 10 percent from a decade ago. The three-minute increase in commute time adds up to about two hours a month, or one full day year, according to the Washington Post. The time increase is due to more congestion and longer distances from home to work for many commuters, as they move out of the Beltway to find inexpensive housing. However, nearly half the region's jobs are 10 miles or more from downtown, according to a Brookings Institution report.

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 marketing.

The messages that appear to be the underlying cause for commuters' interest in commute alternatives have been cost, time savings, job relocation or change, household relocation as the 2004 State of the Commute conducted by Commuter Connections, suggests. The 2004 State of the Commute also indicates that commuters reject transit options due to the time involved, or the lack of availability. These findings were confirmed by focus groups conducted in June 2003 for the Mass Marketing TERM by Dudnyk Advertising and Public Relations on behalf of Commuter Connections. Dudnyk's research

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 message 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 2004 State of the Commute reveals that worksite commuter assistance services appear to encourage use of alternative modes, and respondents who did not receive employer sponsored parking were most likely to use alternative modes to driving alone.

The compilation of data from previous research and the interviews with key regional transportation decision makers on behalf of the Mass Marketing TERM reveal a solid opportunity to increase the level of commuters trying alternative commuting by continuing a stable campaign of advertising, promotions and public relations. In fact, the 2004 State of the Commute study reveals that 55 percent of the respondents had unaided recall of Commuter Connections' advertising and 66 percent could recall key message points. 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. More than two-thirds (69%) 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. Nearly half (46%) of respondents said they knew of a telephone number or website they could use to obtain commute information. This was considerably higher than the 33% of respondents who knew of these resources in 2001. Awareness of GRH is at 59%, a significant increase from 20% found in 2001. The most persuasive messages appeared to be those that appealed to respondents' personal needs (e.g. saves money, saves time), and appeals to respondents who have moved to a new home or new job.

Therefore, this document includes a promotional strategy that will utilize these message points in various mediums such as direct mail, television, radio, and Internet, which will target impacted activity centers/corridors as described in COG's Regional Activity Centers published in 2002. 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, bike paths or telework centers. The plan will rely on a partnership between the regional partners, who compose Commuter Connections, to share in the production of the marketing plan, its costs, and finally, its benefits.

## REGIONAL ACTIVITY CENTERS

These activity centers are noted below in descending order of job population, per Metropolitan Washington Regional Activity Centers, MWCOG, July 2002:

<b>Activity Centers / Clusters</b>	<b>Jobs 2000*</b>	<b>Households 2000*</b>
Downtown Washington	<b>355,804</b>	20,938
Dulles Corridor (incl. Reston, Herndon, North, South Areas)	<b>129,875</b>	4,367
Federal Center/Southwest Metro	<b>92,714</b>	1,849
Tysons Corner	<b>89,448</b>	<b>6,989</b>
Bethesda/Friendship Heights	<b>80,822</b>	<b>11,841</b>
Rosslyn/Ballston Corridor	<b>75,826</b>	<b>20,722</b>
Rockville/North Bethesda	<b>75,681</b>	<b>1,634</b>
Crystal City/Pentagon	<b>73,758</b>	<b>8,219</b>
Greenbelt/College Park/White Oak Area	<b>66,450</b>	<b>15,300</b>
Fairfax Center/ City of Fairfax/GMU	<b>52,514</b>	<b>8,024</b>
Gaithersburg/Life Sciences Center	<b>46,551</b>	<b>3,144</b>
1-95/Springfield Area	<b>46,480</b>	<b>2,616</b>
Downtown Alexandria	<b>36,090</b>	11,052
Merrifield/Dunn Loring	<b>36,069</b>	<b>2,235</b>
Silver Spring/Takoma Park/Wheaton	<b>31,509</b>	<b>5,136</b>
Frederick Area	<b>29,190</b>	<b>4,435</b>
Bailey's Crossroads Area	<b>28,481</b>	<b>14,677</b>
New Carrollton/Largo Area	26,588	<b>8,930</b>
Manassas Area	14,758	<b>5,543</b>
Leesburg Area	10,900	<b>4,200</b>

\*Bolded numbers represents the target audience.

**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 - 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



## 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 congestion and clean air problems. 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.
- Supplements to this document 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

After careful review of the research summarized at the end of this strategic marketing plan, several key findings were made, and the corresponding strategic implications were noted below. These implications are the foundation for the strategic marketing plan for the current fiscal year.

**FINDING:** 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. *Focus Group Findings, Commuter Connections, 2000.*

**STRATEGIC IMPLICATION:** 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.

**FINDING:** 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. *DUDNYK research, 2003.*

**STRATEGIC IMPLICATION:** 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.

**FINDING:** The top counties where commuters live and request information from COG include, in descending order, Montgomery County, Prince William, Prince George's, Fairfax and Stafford County. Top months when applications are processed in FY 2004 occurred between November through June, excluding December and January. *Commuter Connections Database, COG, 2004.*

**STRATEGIC IMPLICATION:** Home end marketing is essential to the promotion of GRH. Timing of promotions should occur between November through June, with blackouts in December and January, and the impacted corridors/activity centers within the counties listed above should be targeted.

**FINDINGS:** Program marketing seems to be an effective source of information for GRH. Nearly three-quarters of respondents said they had heard or seen some form of GRH advertising. And almost half of the total survey respondents said they had not registered before hearing or seeing the ads and that the ads had encouraged them to register. Radio and the Internet may be particularly important marketing tools to reach drive alone commuters. One in five (20%) respondents who drove alone to work pre-GRH mentioned the radio as their source, compared with 12% of other respondents. And 15% of drive alone commuters said they learned about GRH through the Internet, while only about eight percent of other respondents mentioned the Internet. *Guaranteed Ride Home Survey, 2004.*

**STRATEGIC IMPLICATION:** GRH ad placement should focus on radio stations that attract the audience defined above.

**FINDINGS:** More than half of the commuter applicants who registered with Commuter Connections are female (58%). The average respondent is white, 42 years old, and with a household income of \$81,000. The average one-way commute distance is 35.3 miles with an average commute time of 66 minutes.

Nearly one-third (32.5%) of respondents indicated that they made some type of travel pattern change or tried another method of transportation after receiving assistance from Commuter Connections. The continued placement rate was 20.4% and for almost 12% of the respondents, the placement rate was “temporary.” About 33% of respondents made a continued mode change, shifted from driving alone. The remaining 67% shifted from one alternative mode to another. About 31% of respondents indicated that information they received from Commuter Connections, their employers, or commute assistance organization had influenced their decision to make a commute change. About two-thirds (70%) of respondents said their employers offer some commute services at the worksite, with the most common service being a free or discounted transit pass, such as Metrochek.

About a quarter (23%) of commuters who requested GRH information, said they were unlikely to have made a commute change if GRH had not been available.

*Commuter Connections TDM Analysis Report, FY 2004 Placement Survey, March 2004*

**STRATEGIC IMPLICATION:** The above description of the average applicant is the demographic profile that should be selected when choosing the media outlets for the advertising campaign to promote ridesharing and GRH benefits. Information via employers is essential to the success of any marketing campaign and materials should be produced and distributed to employers on a regular basis.

## **FINDINGS:**

- *Commuter's reasons for not using public transit or ridesharing varied by mode.* The majority of respondents who did not use the bus for commuting said that the bus “takes too much time” (32%); “No service available” was the primary reasons for not using the train (37%); The overwhelming reason that commuters did not carpool was that they “didn’t know anyone to carpool/vanpool with” (47%).
- *Commute information advertising appears to be widely recognized and a motivator to adoption of ridesharing.* Over half (55%) 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. 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. More than two-thirds (69%) 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. Nearly half (46%) of respondents said they knew of a telephone number or website they could use to obtain commute information. This was considerably higher than the 33% of respondents who knew of these resources in 2001.
- *Two-thirds (66%) of all regional commuters said they had heard of an organization in the Washington region called Commuter Connections.* Respondents were more likely to know about Commuter Connections if they worked for a large employer and if their employer offered some types of commute services at the worksite.

*State of the Commute Summary, September 2004.*

**STRATEGIC IMPLICATION:** Advertising should contain information that will combat the barriers perceived by potential commuters who would adopt ridesharing. Significant marketing dollars should be invested in advertising to continue increasing awareness and adoption of ridesharing in the DC region.

## SUMMARY OF ADOPTED STRATEGY FOR FY05

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 such as ridesharing, transit and teleworking. Marketing elements to communicate these messages include the following components:

- Mass Marketing
- Guaranteed Ride Home
- Telework Resource Center

The audience most likely to change their driving habits continues to be male and female SOV drivers who commute to work daily into the Metropolitan Washington area between the ages of 25 to 54. With survey data, direct mail test response information, and area-wide reports, it is evident that our target audience is computer savvy, fairly to well educated and commutes up to 40 miles into DC. Over 39% of the 6,700 respondents reported their annual household income is \$100,000 or greater.

Three important findings that surfaced from the 2004 State of the Commute data that will impact the Dudnyk/COG strategy for Mass Marketing and Guaranteed Ride Home are:

1. About one-third of likely alternative commuting prospects live near an HOV lane (and the audience in the outlying areas are more responsive to communications for alternative commuting)
2. The greatest reason cited for using alternative modes of transportation is to save time and/or money (32%)
3. The second most common reason cited (25%) for using alternative modes of transportation were related to making a move; either to a new home or new job.

The Commuter Connections program has clearly gained name recognition and awareness among a significant number of area commuters since its 1996 inception. Data indicates that commuters are likely to increase their use of alternative modes when they are participants in the GRH program. Key performance indicators i.e., enrollment into Guaranteed Ride Home, requests for rideshare applications, calls and web site visits seeking information or enrollment validate that there has been continually increasing participation in the programs.

### MASS MARKETING

General Commuter Connections communications need to continue to maintain name and brand awareness, especially to new residents of the Washington metropolitan area. Key message points need to focus on the time savings related to HOV usage and specific transit options, as well as addressing commuters frustration and Commuter Connections' ability to provide stress relief. Presented in a clear, and straightforward manner communications will include the various services provided and note that the services are free and provided as a public service.

Newsletter – The four-page newsletter, *Commuter Connections* distributed to Employers, will continue to be created and mailed on a quarterly basis.

As an umbrella campaign over GRH, Telework and Telework Centers, the advertising campaigns for Mass Marketing will be coordinated and developed simultaneously with the others to insure seamless delivery, and consistency in the message.



## GUARANTEED RIDE HOME

As GRH participants, commuters stay in alternative modes longer, have higher incomes, are more likely to be Caucasian and have longer commutes than the average Commuter Connections applicant.

The GRH media placement will focus on attracting this audience through radio and Internet advertising predominantly and select television and transit advertising. Depending on the level of outside sponsorship available, Dudnyk/COG will test the use of relevant incentives that will be promoted in marketing communications efforts. Suggestions relevant to the benefits of riding mass transit or ridesharing include gift certificates for books or CDs from Amazon.com, Barnes & Noble or Borders, or enjoy the ride with a beverage from Starbucks.

All advertising and communications tactics should leverage the success stories through testimonial tactics. Specific demographic characteristics warrant different tactics as indicated below:

1. HOV area commuters – lead with “rideshare and enjoy the faster HOV lanes” message
2. Outlying area commuters – test sponsorship of traffic reports on *local* radio stations
3. Commuters with families – lead with a confident GRH message assuring the commuter “a guaranteed ride home in the event of an unexpected overtime or emergency”

During the late fall and mid-spring periods, targeted direct mail will strengthen the impact of the Guaranteed Ride Home message. Based on the 3X higher response rate, Dudnyk is recommending utilizing the self-mailer format for at least one of the mailings.

## WEB SITE

The media strategy for FY04 was more focused on leveraging the Internet for both targeting prospects, and for enrollment in the program. As anticipated, banner ads on “direction” sites such as Mapquest and sponsoring radio sites such as WTOP.com, along with key word search promotions proved to be very successful in driving visitors to the web site and click throughs. In fact, Commuter Connections website activity rose 49% during the course of the ten month campaign (Sept 2003-June 2004) with more than 84,000 visits. The total accesses to Commuter Connections home page in FY 2004 were 96,132, up 37.2% over FY2003. The Guaranteed Ride Home Page remained the most frequently accessed page for Commuter Connections at 20,179 visits, an increase of 13.7% over FY 2003. In 2004, GRH applications increased by 22% over FY 2003. Due to the demonstrated importance of the web site, online marketing will remain an important component of GRH and Mass Marketing for FY2005.

## TELEWORK

Employers are still a primary source of conveying information to commuters on the benefits of teleworking, ridesharing, and Guaranteed Ride Home. There will be 9 Telework Workshops held March through May 2005 supported by radio advertising, PSAs, public relations and collateral support as needed (posters, cards). Employer Outreach Representatives will also be armed with materials to support these benefits as well as receive support from direct mail/e-mail marketing directly to HR executives.

Since the Telework workshop radio advertising which ran for only a few weeks, contributed greatly to the “full house” attendance for each of the nine workshops held in the spring of 2004, they would be utilized again for 2005. The new format and content of the workshops will remain, as they were also an important reason for the high interest in the workshops. Dudnyk is planning to script fresh and relevant new PSAs to reinforce the radio spots.

With Telework!VA, Maryland’s TPE program, and the initiative to increase the number of federal agency teleworkers to 15 percent, Telework is expected to continue growing in popularity as a TDM benefit adopted by employers in FY 2005.

Promotion will include re-using the under-utilized 2004 radio spots, fresh new PSA scripts, public relations and collateral support as needed (print ads, signage, etc.) in order to promote the 16 regional telework centers.

#### INTEGRATED RIDESHARING

The number of applications received through the kiosks at regional shopping malls decreased from 88 in FY 2003 year to 75 in FY 2004. In the past year more applications were received from the kiosk during non-promotion periods, whereas in 2004, applications were only received during months when a specific promotion or advertising was planned at the respective kiosks. For example, in May 2004, a record setting 31 applications were received when four days of promotions were produced at the Dulles and Manassas kiosk grand openings. In contrast, in April 2004 no promotions were scheduled and no applications were received. Pathways Strategic Communications will be working with several of the kiosk host sites this year to become an event sponsor in FY 2005. The Ambassadors will survey kiosk users on their opinion of the information found on the kiosks and encourage them to use the kiosks to get alternative commuting information.

## 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 growing number of telework centers. The current modes being used in the region and their corresponding percentages as found in the 2004 State of the Commute are:

Mode	Percentage of Weekly Commute Trips	Top Three Jurisdictions of Commute Origin
Drive alone	71.4%	Calvert, Loudoun, Frederick Counties
Carpools/Vanpools	5.9%	Stafford County, Prince William County, City of Alexandria
Transit(Bus, Metrorail)	15.9%	District of Columbia, Arlington County, City of Alexandria
Commuter Rail	.9%	Stafford, Prince William, Frederick Counties
Telecommuting	2.9%	Montgomery County, Fairfax County, District of Columbia
Bicycling & Walking	2.2%	District of Columbia, Arlington County, City of Alexandria
Compressed Work Week	.7%	Charles, Prince William, Calvert Counties

From the Intermediate Employment Forecasts (Round 6.3, Sept. 2003), prepared by COG and its member local governments, it appears that the District of Columbia followed by Fairfax County, Montgomery County, and Prince George's County is forecasted to maintain their healthy lead as the top jurisdictions for employment for 2005. It is anticipated that employment within the inner suburbs which includes Montgomery County, Prince George's County, Fairfax County, as well as the Cities of Fairfax and Falls Church will increase from 1.5 million in 2000 to 1.9 million in 2020. The Central Jurisdiction will increase only from 978 to 1.2 million between 2000 and 2020. The outer suburbs, which include the counties of Calvert, Charles, Loudoun, Prince William, Frederick, Stafford, will experience a 71% growth in employment between 2000 and 2020, growing from 396,500 employees to 677,600. The highest growth rate for population, households, and employment is estimated to occur in Loudoun County.

From the Intermediate Population Forecasts (Round 6.3, Sept. 2003), also conducted by COG, the population of the Central Jurisdictions will only increase from 889,900 in 2000 to 1,051,400 in 2020, whereas the inner suburbs will increase from 2.68 million in 2000 to 3.19 million residents in 2020. The outer suburbs will have the strongest growth rate of 60.4%, growing from 978,700 residents in 2000 to 1.57 million in 2020.

Currently, the population of Suburban Maryland exceeds that of Northern Virginia, however, by 2020 it is expected that Northern Virginia's population will surpass and continue to exceed that of Suburban Maryland.

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
4. Park and Ride Lots
5. Telework Centers and Home Based Teleworking
6. Bicycling/Walking

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. Car Sharing
5. Best Workplaces for Commuters
6. NuRide

## 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 commuting via carpools represent approximately 14 percent of the overall commuting population within the metropolitan region, second to commuters driving alone to work. It is the mode most preferred among all the alternative modes 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 has experienced a steady decrease. Over the past few years, the number of vanpools has stabilized. The decrease is attributed to several factors:

- Government downsizing
- Washington, D.C. lost businesses 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 more 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 radio, TV 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 a 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 lower maintenance and operation of personal vehicles.
- Up to 60% time savings, if using HOV lanes.
- Addresses the suburb-to-suburb commute better than public transit.
- Reduces maintenance of parking lots or leasing costs for employers.
- Employers can give \$100 tax-free subsidy to vanpoolers each month via Metrochek or other Transit Voucher.
- Reduces the stress of daily driving.
- Allows commuters to relax, read, reduce stress and try other activities 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.

### 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.
- Promote the time savings and Commuter Connections phone number with vanpool or carpools with advertising wraps and magnetic ads on the sides of the vehicles that are using HOV lanes during peak periods.
- 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 if transit is not available.
- Promote “Rideshare Week” activity during spring to encourage ridesharing for the Ozone 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 \$100 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

- 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.
- Lack of marketing and advertising to commuters.
- Difficulty of recruiting new vanpool drivers
- Limited HOV hours.
- 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 18.5 miles outside 495 for a total 29.5 miles. Inside 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 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.

### **FUTURE HOV PLANS:**

**Interstate 95:** Extend reversible lanes from Route 234 south to Stafford County. (Feasibility studies in progress).

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

**Interstate 66:** Plans are to extend concurrent-flow HOV west to VA 234 Bypass (Prince William Parkway) - approximately 2 miles. Construction has started and will be completed in October 2006.

### **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, I-95 Shirley Hwy	I-395/I-95 Two lanes reversible	28	HOV-3, motorcycles, buses, taxis	SB: 3:30-6:00 p.m. NB: 6:00-9:00 a.m.	<ul style="list-style-type: none"> <li>• I-395 AM: 2.9 AVO 61 MPH, 27 minutes</li> <li>• I-395 PM: 3.2 AVO 60 MPH, 27.5 minutes</li> <li>• Non HOV AM: 1.2 AVO, 29 MPH, 58 minutes</li> <li>• Non HOV PM: 1.2 AVO 26 MPH 64 minutes</li> </ul>
Beltway	N/A	N/A	N/A	N/A	Feasibility Study underway
Rt. 1	Single lane each way	2	HOV-2	SB: 3:00 - 7:00 p.m. NB: 6:00 - 9:00 a.m.	
I-66	Single lane from	18.5	HOV-2	EB: 5:30-9:30 a.m.	• HOV AM: 1.9



(Outside 495)	Capital Beltway outbound. Times and speeds are for entire HOV facility, both inside and outside the Beltway.		motorcycles buses	WB: 3:00 -7:00 p.m.	<p>AVO. 40 MPH, 41 minutes</p> <ul style="list-style-type: none"> <li>• HOV PM: 1.9 AVO. 51 MPH, 32 minutes</li> <li>• Non HOV AM: 1.1 AVO, 25 MPH, 69 minutes</li> <li>• Non-HOV PM: 1.1 AVO, 31 MPH, 57 minutes</li> </ul>
VA 267/ Dulles Toll Road	Travel from Virginia Route 28 to I-66. Speeds and travel times are for entire facility, including I-66 inside the Beltway.	14.8	HOV-2	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 1.8 AVO, 45 mph, 31 min</li> <li>• HOV PM 1.8 AVO, 54 mph, 27 min</li> <li>• Non-HOV AM 1.0 AVO, 29 mph, 51 min</li> <li>• Non-HOV PM 1.1 AVO, 43 mph, 36 min</li> </ul>
I-66 (inside 495)	Two lanes in peak commute directions inside the Beltway to Rosslyn	10	HOV-2	EB: 6:30-9:00 a.m. WB: 4:00 –6:30 p.m.	<ul style="list-style-type: none"> <li>• HOV: 1.8 AVO in AM</li> <li>• 1.9 AVO in PM</li> </ul> <p>SOV to and from Dulles Airport via Dulles Access Road is allowed.</p>

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. Currently, carpoolers using the current 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 is up to \$500.00 and one point against the violator's license. In Virginia, the fines for HOV violations are up to \$500.00.

### 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	SB: 6:00-9:00 a.m. NB: 3:30-6:30 p.m.	<ul style="list-style-type: none"> <li>• HOV AM: 1.90 AVO, 50 MPH, 11 minutes</li> <li>• HOV PM: 2.07 AVO, 63 MPH, 17 minutes</li> <li>• Non HOV AM: 1.05 AVO, 34 MPH, 16 minutes</li> <li>• Non HOV PM: 1.03 AVO, 44 MPH, 26 minutes</li> </ul>
US 50 (west of I-95 to east of US 301)	Concurrent flow Single lane each way	7.5	HOV 2+, motorcycles	24 hours/day 7 days/week	

#### 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, I-95, Route 1 and Washington Street in Alexandria). They do not allow for passing.
- Hours of operation are not consistent even on one route. (See I-66 inside and outside 495 hours).
- HOV enforcement is partly dependent on supplemental overtime grants from state DOTs.
- HOV lanes do not enjoy universal political support and have been used as election issues.
- Misuse by SOVers using HOV lanes is prevalent since many of the lanes are not barrier separated.
- Perception of enforcement of HOV rules is lax, penalties too low to discourage HOV violators.

#### Advertising/Promotional Strategy

- Promote time and cost savings that result from use of HOV lanes through direct mail, print ads, and cable TV 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.
- 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.
- Empty Lane Syndrome occurs due to apparent under-utilization of HOV lanes.
- Public doesn't know how to evaluate success of 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 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
- 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 - The Bus
- PRTC's OmniRide and OmniLink
- TransIT 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 Transit 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	7 routes Plus, Dash About free weekend shuttle	50	Local peak and non peak, peak to Pentagon HOV: AT3, AT4	#2 # 8	#7 # ¾ loop
Fairfax Connector	58 routes	29-55	Peak and Non-peak service. HOV: 989, 383, 384,385	980, 989, 105,107	922, 924, 926, 927, 929
Fairfax City Cue Bus	2 Routes –Green and Gold	40	Loop - City only		Green and Gold routes
Loudoun County Transit	3 Routes-- Loudoun County to DC; Cascades/Lowes Island to West Falls Church Metro; and WFC Metro to Loudoun County	55-67	Peak service	75-80% capacity most LC to DC buses, some buses are currently at capacity	Cascades/Lowes Island to West Falls Church and WFC to Loudoun County
Montgomery County Ride On <sup>♦</sup>	82 routes	19-43 (seated) 28-64 (standing)	Peak and Non peak service HOV: Rt. 71, 72, 75, 77, 77, 79, 82	11,15, 16, 20, 26, 46, 48, 54, 55, 56, 59, 61 62	7, 28, 31, 68, 69, 75

<sup>♦</sup> Montgomery County Ride On defines routes in need of ridership increases as those carrying less than 25 percent capacity.

<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>
Prince George's The Bus	24 routes	25-30	Peak and Non peak service	Some <u>trips</u> are full but not all	11,12,13,15,15X, 25, 26, 27
PRTC Omni Ride	10 routes : 5 areas in Prince William County 4 routings in Washington DC/Pentagon/ Arlington. 2 single trips (C1, RT1). 2 routes to Metrorail stations. 1 route within Prince William County	38 - 57	Commuter Service	New trips added to relieve chronic overcrowding	Manassas Metro Direct
PRTC Omni Link	5 routes	29	Local	Dumfries, Dale City, Woodbridge, and LakeRidge	Manassas Park and Manassas
TransIT Services of Frederick County	7 Routes 5 Commuter Shuttles	16-29	Local, Commuter	Some trips crowded during peak rush hours	10,20,30,40,50,60, 70, Commuter Shuttles

<sup>1</sup>. 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 emontgomery web site, and Fare Media by Mail.
- Costs savings fro 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
- SOVers perceive as nuisance and source of pollution
- Slow with multiple stops
- Considered as an inferior mode of transportation by SOVers



- 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
- Smart Card fares – expansion of SmarTrip® and Metrochek subsidies
- Use of queue-jumpers and other prioritization methods, including Bus Rapid Transit
- Use of smaller buses for increased flexibility in routes for residential areas

#### Threats

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

## RAIL

<i>PROVIDER</i>	<i>HEAVY RAIL</i>	<i>COMMUTER</i>	<i>ROUTES</i>	<i>CAPACITY</i>	<i>ROUTES TO MARKET</i>
<b>VRE</b>		√	Manassas  Fredericksburg	Close to capacity  Close to capacity	Backlick Lorton, Rippon & Woodbridge (stations with avbl pkg).
<b>MARC (MTA)</b>		√	Brunswick Line Camden Line Penn Line	Close to capacity	<ul style="list-style-type: none"> <li>• #1 Brunswick Line</li> <li>• #2 Camden Line</li> <li>• #3 Penn Line</li> </ul>
<b>Metro Subway (MTA)</b>			Owings Mills to Johns Hopkins	Not at capacity	Owings Mills, Downtown. Johns Hopkins Hospital
<b>Light Rail</b>		3	Hunt Valley to Glen Burnie Penn Station to BWI Airport	Not at capacity	Hunt Valley to Downtown to Camden Yards to Glen Burnie. Penn Station to Downtown to Camden Yards to BWI Airport.
<b>AMTRAK</b>		√	No. Virginia DC So. Maryland Baltimore Airport (BWI)		
<b>WMATA</b>	√		Yellow, green, red, orange, blue lines		All during off peak periods, not during rush hours.

### 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
- Work areas on trains (except Metro)

### Deficiencies

- Commuter rail has limited schedule and is not as flexible in its routes as Metrorail or buses
- Lack of parking at some park and ride lots

- Limited off peak service (train service by VRE and MARC)
- Limited Parking
- 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)

## PARK & RIDE

<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	140	88%
	5	Yes	WMATA	2,083	2,083	100%
Frederick	-8	No	SHA	863	437	51%
	2	No	Private	189	157	16%
	2		MARC	728	745	-
Montgomery County	14	No	Official	3,524	1,558	55%
	3	Yes	SHA	1019	540	53%
	11	No	MARC	2,125	1,381	35%
	7	Yes	WMATA	9,560	9,560	100%
Prince George's	8	No	Official	3,296	1,250	62%
	4		SHA	868	313	36%
	5		Private	450	53	88%
	7	No	MARC	7,973	6,938	13%
	9	Yes	WMATA	18,779	18,779	0%
Arlington	3	2 No 1 Yes	County	880	136	84.5%
	1	Yes	WMATA	422	422	100%
Alexandria	1	No	Official	272	107	39%
	1	Yes	WMATA	361	357	1%
Fairfax (City)	4	2 Yes 2 No	2 Private 2 City	129	14	89.1%
Fairfax County	18	No	Official	5982	4220	71%
	8	Yes	WMATA	14,657	14,657	0%
	5	No	VRE	1,348	904	33%
	10		Other Private	1853	1005	54%
Loudoun County	3	No	Official	853	387	45%
	9	No	Private	652	356	55%
Prince William	15	No	Official	6851	4831	71%
PWC, Manassas, Manassas Park	6	YES	VRE	2,190	1,985	9%
	15	No	Other Private	2536	1069	42%

Park and Ride lots support mass transit, carpools, and vanpools. The Washington metropolitan region has a combination of predominantly free park and rides for bus, car, and vanpools. The WMATA parking lots will now only accept SmarTrip payments. However, most of rail parking for MARC and VRE in the region is free but some have fees ranging from \$1.75 to \$3.00 per day. Metrorail parking lots have fees ranging from \$1.75 to \$3.00, with the majority costing about \$2.75 a day. Metered spaces are also offered at most of the Metrorail parking lots. At three of WMATA's park and ride lots, there are specially designed parking spaces for pool vehicles. These include the Huntington lot, Shady Grove lot and the 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. The 2020 forecasts show a growth in demand of approximately 45% in the I-66 and I-95 corridors, while the Route 7 and Route 1 corridors are projected to exhibit higher percentages of demand growth.

#### 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)

#### 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. Regional household surveys conducted by COG show that the number of teleworkers in the region grew from 290,000 or 11.3% the region's workforce in 2001, to 318,000 or 12.8% of the workforce in 2004. Given 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.

COG created the Telework Resource Center in 1996 to help businesses start implementing or expand telework programs. COG provides information packets, videos, seminars, demonstration projects, sample telework policies and agreements and information on regional telework centers. Other 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. In FY 1999, COG began working with center directors on marketing the network of centers in the region. Since that time, average utilization has increased by 8%. In addition, 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

- **Telework Demonstration Project** – Commuter Connections has provided professional consulting services to select employment sites in exchange for being able to use the organizations as local case study examples. The effects of telework within these organizations in regards to travel behavior and costs/benefits to the organizations were developed into case studies.
- **TPE**-In October, 1998, the Metropolitan Washington Council of Governments received a grant from the Maryland Department of Transportation for the purposes of developing, promoting, and implementing specific projects to assist employers in the public and private sectors with implementing telework programs for their employees. MDOT provided a similar grant to the Baltimore Metropolitan Council to implement the TPE program in the Baltimore region. This grant became known as the Telework Partnership with Employers (TPE) program. A Web site was developed by MDOT to provide information on the program.
- **Telework!VA**- The Telework!VA program is an initiative designed to reduce traffic congestion in Northern Virginia. The program provides 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 (DRPT) and contracted through the Metropolitan Washington Council of Governments (MWCOG). 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. Marketing outreach for this program included brochure and web site development, press releases to announce a kick-off event. Various media (print, radio, and television) were utilized to create awareness for this pilot program.

- **Training** - COG will be providing workshops throughout the region in FY05 to assist employers with understanding the employer benefits of telework. 224 employer representatives attended the seminars conducted from March 4 through May 4, 2004. The average attendance rate for these seminars equaled 98.2%. As a result of the 2003 evaluations, the Employer Seminars were restructured in 2004 to become more interactive and designed to meet the needs of a more sophisticated audience. In 2004, numerous changes were made to the format and curriculum of the previous seminars. The seminars were redesigned to be delivered as interactive workshops and were structured to provide the tools necessary to assist organizations in streamlining and accelerating their Telework programs. In FY04, three separate workshops were offered, each at three different times, to potential attendees. COG staff and the contractor worked to identify and develop content that would meet the needs of the business and the federal community.
- **Marketing** –In FY04 the Employer workshops were offered free of charge and were marketed primarily by radio and email notification to multiple points of contact within private organizations (president and chief executive officers, human resource representatives, and facility managers). Workshop brochures were distributed to approximately 14 Commuter Connections Employer Service representatives. In addition, brochures were mailed to 7,122 executives (President, CEO, Vice President, CIO, Executive Assistant to the President, President of Human Resources, Vice President of Human Resources, Human Resources Supervisor, and Human Resources Manager) in the Washington metropolitan region.

Additionally, the workshops were promoted through the Commuter Connections Web site, nearly 1,079 60-second radio advertisements that aired on three radio stations between February 16-April 14, 2004, and an opt-in email was sent to 7,800 email addresses of CEOs, CIOs, and Human Resource Directors in the Washington metropolitan region.

#### Assets

- Strengthens employee recruitment and retention
- 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 especially in times of natural or man-made disasters
- Enhances public recognition as an innovative business and a good corporate citizen
- Reduces congestion

#### 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 19% 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 alternative commuting. Employers can encourage cycling to work by installing secure bike parking, changing rooms, showers and lockers, and by including bicycling in alternative 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
- Great way to meet and interact with other commuters who bicycle
- Significantly reducing overall commuting costs with less gas use and wear on automobile

According to the 2004 State of the Commute approximately, 2.2% of the region’s commuters commute to work by bicycle.

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, but bicycling declined in the outer suburban areas during the same period.

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, 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. Current capacity exceeds current use.
- 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).
- 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.
- Dozens 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

- Weather dependent mode, less appropriate for high ozone season; hot, wet or cold weather. However, showers and clothing adjustments can mitigate the effects of hot, cold, or wet weather. Only ice should be considered prohibitively bad weather.
- Perceived lack of safe travel routes
- Parts of the road network are not bicycle friendly, especially in suburbs
- Need better local maps based on good models
- Need more and better bike parking at employer sites
- Need more on-road routes
- Not enough facilities to lock bike, 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

### 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.

One of WABA's biggest promotions is Bike to Work Day on the first Friday in the month of May. Several thousand participants take to the streets on their bikes to help promote bicycling to work. WABA's role in this project is to recruit the participants as well as encouraging employer support by

holding such items as breakfasts to stimulate excitement. Commuter Connections partnered with WABA to provide financial support, event coordination, and advertising for Bike to Work Day 2004, which drew over 4,000 bicyclists from around the region for the largest Bike to Work Day to date, more than five times the participation of 2001. This partnership should continue.

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.

### 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 concentrated effort will have to be made by COG to improve bikeways and parking throughout the region.

In order for marketing efforts in biking 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, D.C. 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, located mostly at Metro stations, and around 2,200 members. The company charges 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 by commuters

### 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, bike, 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 30,000 in FY 2004. An average of 748 applicants signed up for GRH each month in FY 2004 through the mail or Web site. More than 14,650 GRH trips have been provided since January 1997. In FY 2004, 2,916 trips were provided.

### Assets

- Low-cost benefit with high perceived value by both employee and employer
- Assists in overcoming commuter anxiety of being stranded when they use alternative commute modes
- 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.

COG's marketing budget currently allocated for GRH for FY 2005 is approximately \$775,000 with \$500,000 for media placement, and approximately \$300,000 for direct marketing. Portions of this fund will be allocated to each of the targeted activity centers for the fall and spring promotions including a direct mail campaign, radio ads, and television ads.

### 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)**

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.

In June 1998, the Transportation Equity Act for the 21<sup>st</sup> Century (TEA 21) was signed into law. TEA 21 includes a provision amending the Internal Revenue Code (26 U.S.C. Section 132(f)). This amendment to the tax code allows employers to offer their employees a commuter transportation fringe benefit in addition to salary or wages, or as a pre-tax payroll deduction, or a combination of the two.

In May 1999, the Maryland Commuter Tax Credit was signed into law, and has been enhanced through amendments each year since. 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 a fraction 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 \$100 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 TEA 21 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, \$54, and \$64 denominations and can be redeemed at Baltimore area pass sales outlets for MTA weekly and monthly passes, and at certain locations, for 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 4,000 public and private sector employers provide Metrochek to more than 226,000 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.

#### 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 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 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

- Need for higher return on investment for the employer.
- Cost of the program for subsidies and time human resource or payroll department must invest to implement program.
- 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**

#### 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 or 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

- For the 2004 ozone season, Clean Air Partners hosted two kickoff events in May to promote its purpose and mission of improving air quality in the Baltimore/Washington Region. There were employers in attendance that are actively involved in Air Quality Action Day promotions.
- The Clean Air Partners Board of Directors agreed to expand the mission of the organization to include public education of multiple air pollutants. This decision directed the Board to change the name Ozone Action Days to Air Quality Action Days.

- The 2004 season included the addition of particle pollution forecasts and current observations.
- The Air Quality Index (AQI) scale was expanded to include recommended actions for Code Purple, very unhealthy, air quality. The new color was added to brochures and the Clean Air Partners website.
- New brochures, which include information on ozone and particle pollution, were designed and distributed to Air Quality Action Day participants. The brochures were also distributed at various outreach events across the region.
- Prince George's County announced a new Clean Air Action Plan. As a result of the Plan, bans on vehicle refueling, mowing, and painting by county employees will go into effect on Air Quality Action Days. The plan also incorporates wind power, gas/hybrid vehicles, and increases employee and citizen outreach in an effort to reduce activities that generate air pollution.
- A media campaign on radio and cable was conducted in June and July 2004 with a message of personal tips to prevent ground level ozone.



- Free bus services on Code Red Days:
  - Arlington Transit ART
  - Alexandria DASH
  - Fairfax Connector
  - Fairfax City Cue
  - Frederick County TransIT
  - 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
  - PRTC OmniRide
  - Montgomery County Ride On
  - Prince George's County THE BUS
  - 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
- Exercising indoors
- 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 Air Quality Action Days radio campaigns, and workplace-based public outreach programs. Other activities include sponsoring Air-Watch.net, the Ozone Map on Baltimore and Washington TV, radio ads, and distribution of Air Quality Action Days materials at state, local, and company fairs.

- Air-Watch.net was developed by the Maryland Department of Environmental Protection. This website is a source of current and historical air quality data from monitors in the Baltimore/Washington Region. In addition, individuals may sign up to receive AirAlerts; an email notification when air quality reaches unhealthy levels.
- An Ozone Map is provided on [www.epa.gov/airnow](http://www.epa.gov/airnow) in real-time to the media to download for instant viewing and access. This Ozone Map allows 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 a lobby display with pamphlets, hand fans, sunglasses, and Captain AirSmart activity books that are provided to members free of charge.

- Services provided to participating employers that include fax and e-mail alerts on all Air Quality Action Days. Also, members of the media, including the Washington Post, radio, and TV stations are notified each day on the status of the air quality.

The Air Quality Index and daily air quality information is also provided by Clean Air Partners for viewing on the COG Web site. The Web site posts the next day forecast, along with automated air quality updates by 4:45 p.m. and 8:45 p.m.

#### Weaknesses

- Most of the population does not understand that problems from air pollution can be contained by their individual actions.
- On Air Quality Action 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 Air Quality Action 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.

#### Opportunities

All of these activities have led to the recruitment of more than 450 employer-participants for the Air Quality Action Days program in the Baltimore/Washington area. Participants, such as Fairfax County, the National Parks Service, and Loudoun County, 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. The reward could be free rides on Metro on Code Red Days, etc.

#### 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 2000, there were two one-hour violations in D.C. and four one-hour violations in Baltimore. In 2001 there were three one-hour violations in Washington, and 10 one-hour violations in Baltimore. In 2002, there were nine one-hour ozone violations in Washington, and fifteen in Baltimore. In 2003, there were three one-hour ozone violations in Washington and two in Baltimore. By September 2004, only two one-hour ozone violations in Washington and one in Baltimore have been recorded. These are not a high number of violations compared to other metropolitan areas across the nation. Clean Air Partners faces some difficult challenges in its purpose to encourage employers and individuals to take voluntary action in cleaning the air when such a minimum threat is realized due to the low number of Code Red air quality days.

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

## BEST WORKPLACES FOR COMMUTERS

### Product Profile

Offering recognition for innovative solutions to commuting challenges faced by employers and employees, Best Workplaces for Commuters<sup>SM</sup> is a public-private sector voluntary program advocating employee commuter benefits.

Established by the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Transportation (DOT), this program publicly recognizes employers whose commuter benefits reach the *National Standard of Excellence*. Providing commuter benefits helps employers address limited or expensive parking, reduce traffic congestion, improve employee recruiting and retention, and minimize the environmental impacts associated with drive-alone commuting. Participating companies earn the designation "Best Workplaces for Commuters<sup>SM</sup>"—a mark of excellence for environmentally and employee-friendly organizations.

The program highlights the efforts of many top employers to help get employees to work safely, on time, and free of commute-related stress. It provides the tools, guidance, and promotion necessary to help U.S. employers of any size incorporate commuter benefits into their standard benefits plan, reap financial benefits, and gain national recognition.

In order for an employer to qualify for the Best Workplaces for Commuters<sup>SM</sup> designation, they must agree to keep information on commuter benefits centralized in one location, actively promote the commuter benefits to employees, offer Guaranteed Ride Home Benefits, and ensure that within 18 months of applying for the designation that 14 percent of their employees are not driving alone to work. They also agree to report their progress to the EPA annually.

Some of the benefits that must be adopted by employers to earn the designation "Best Workplaces for Commuters<sup>SM</sup>" include the following:

At least one of the following primary benefits to our employees:

- A monthly transit/vanpool pass subsidy of at least \$30 or the full cost of the pass if it is less than \$30.
- Parking cash out equivalent to at least 75 percent of the total parking costs or a minimum \$30 per month.
- A significant telework program that reduces 6 percent of commute trips on a monthly basis.

At least three of the following supporting benefits. (*Organizations with fewer than 20 employees need only one supporting benefit.*)

- Membership in a Transportation Management Association (TMA), or participation in a voluntary regional air quality program (e.g., Spare the Air) or another employer-based commuter program.
- Membership in a local ozone awareness program, in which you agree to notify employees of expected poor air quality and suggest ways that they might minimize polluting behaviors
- Ridesharing or carpool matching, either in-house or through a local or regional agency such as Commuter Connections
- Pre-tax transit or vanpool benefits
- Parking cash out less than \$30 per month or less than 75 percent of the actual parking benefit
- Shuttles from transit stations, either employer-provided or through a local TMA or similar service provider
- Provision of intelligent (i.e., real-time) commuting information
- Preferred parking for carpools and vanpools
- Reduced parking costs for carpools and vanpools
- Employer-run vanpools or subscription bus programs
- Employer-assisted vanpools

- Employer-provided membership in a car sharing program (visit [www.carsharing.net](http://www.carsharing.net) to learn more)
- Secure bicycle parking, showers, and lockers
- Electric bicycle recharging stations
- Employee commuting awards programs
- Compressed work schedules
- Telework (less than 6 percent of commute trips on a monthly basis)
- Lunchtime shuttle
- Proximate commute (where employees work at locations closer to their homes)
- Incentives to encourage employees to live closer to work
- Incentives to encourage employees to use alternative transportation (e.g., additional vacation time)
- On-site amenities (e.g., convenience mart, dry cleaning, etc.)
- Concierge services

More information on the program can be found at [www.bwc.gov](http://www.bwc.gov).

#### Assets

- Provides formal recognition to employers who implement commuter benefits
- Provide guidance on what programs serve employees most effectively

#### Deficiencies

- Doesn't provide the means for employers to implement programs
- Some of the program's qualifications are onerous for small businesses

#### Prospects

- Elevate the status of commuter benefits to the level of other benefits such as health care, dental, pension, etc.
- Companies securing the designation provide case studies and testimonials for other companies, and will encourage higher rate of adoption of promoted strategies

#### Threats

- Awareness of the program is newly building and will take years before commuter benefits are standard.
- Marketing dollars need to be invested to promote the program to employers on a national level

### **NURIDE**

#### Product Profile

NuRide is the nation's first ride network that pays people to rideshare. Unlike traditional carpool formation, NuRide does not require consistent morning and evening departure times and locations, or even the same participants each day. Rather, through a system similar to online airline ticket services such as Expedia and Orbitz, NuRiders plan individual trips and can find unique matches each day. Members can also use NuRide to plan non-commute trips, helping reduce traffic congestion for concerts, sporting events and other activities.

NuRide also offers an incentive program to reward members who share rides. For each ride planned and confirmed in the NuRide system, members earn points that can be redeemed for cash-based rewards at national retailers such as Home Depot, Target, Starbucks and others. NuRide members can earn reward points worth \$1.00 for a trip with two participants and as much as \$2.00 for a trip with four or more participants.

NuRide was launched in March of 2004 and as of July 2004 the system had over 1,200 members who work at 94 different companies.

#### Assets

NuRide is a tremendously flexible transportation alternative that rewards participants with up to \$1,000 a year in rewards good at national retailers. Other advantages include:

- The web-based system facilitates the most flexible commutes possible, allowing participants and departure times and locations to vary each day. Members may plan and edit trips instantly during the workday.
- Immediate communication with potential ride partners is made possible through integration with email and Instant Messenger technologies.
- The incentive program encourages SOV commuters to try ridesharing for the first time and adds a positive element to an unpleasant part of the workday.
- All members of NuRide must have an email address associated with their employer. This employment verification process makes members feel more comfortable riding with people they did not know prior to using NuRide.
- NuRide's eBay-style ratings system allows members to make an informed selection of ridesharing partners.
- The service is available in outlying locations that lack pervasive public transportation systems.
- During a portion of their workday that is often stressful and lengthy, members enjoy the opportunity to improve their commute by meeting new people and making social connections.
- NuRide members are eligible to take advantage of the free Guaranteed Ride Home program (GRH) through Commuter Connections. This allays commuters' fears of finding a ride home when they carpool and are faced with an unexpected emergency throughout the day or unscheduled overtime. The GRH program is available to commuters who regularly carpool twice a week who work in the Washington area and is available up to four times a year.

#### Deficiencies

- NuRide membership is limited and is still growing in the Washington DC area. At this time, most members can find rides, but not necessarily with persons who fit their ideal travel criteria.
- NuRide is not available to those without Internet access at work.
- NuRide is not available to those who do not have a work email address.

#### Prospects

- NuRide will continue working with Washington DC area employers and governments to increase membership throughout the region. These efforts include lunch sessions that provide employees with information about the NuRide program and training in the use of the website.

#### Threats

- Some commuters are skeptical about riding with new acquaintances.  
Some commuters are uncomfortable using internet-based services.

## CURRENT MARKETING STRATEGIES AND BUDGETS FOR REGIONAL PARTNERS

Below are descriptions of marketing activities produced by regional partners.

### **ALEXANDRIA RIDESHARE**

Marketing Budget FY 2005: \$18,000

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 economic viability of City employers, increase transit ridership, and improve the residents' quality of life.

Employer outreach marketing and promotional activities for FY 2004 include:

- Employer Consultations: Meetings with Alexandria employers to discuss available transportation and telework options for their employees. In addition, these meetings encourage employers to offer a Metrochek benefit or a telework program.
- Metrochek Match: ALEXANDRIA RIDESHARE offers a six month 50% match to employers for each participating employee.
- Alternative Transportation Program: Employers who wish to have a telework program can receive city assistance in creating a formal telework program.
- Cold Calling: Contacting Alexandria employers and inform them about the Alternative Transportation Program. They urge them to utilize the services of the program and to develop or enhance their commuter benefits.
- AlexRide.org: AlexRide.org is a commuter web site that is promoted via theater slide, postcards and bulletin boards. The site provides a gateway to local and regional transit, telework, bicycle/pedestrian, and Commuter Connections carpool/vanpool resources.
- *Commuter Connection* Newsletter: The city's commuter newsletter is distributed several times a year to all Alexandria businesses, households, and City employees. Distribution total is 71,000.
- Ozone Action Days (OAD): Alexandria Rideshare coordinates with the City's Environmental Services Division to increase the employer participation through OAD mailings and announcements. They run several newspaper ads each year encouraging citizens to ride the bus on Air Quality Code Red Days. In addition, they encourage employers to provide information to their employees about Ozone Action Days.
- Employee Services Brochure: This brochure is directed to employers and lists the services that we offer. The brochure is distributed in lobbies, public facilities and at transit fairs and outreach meetings.
- Promotional Events: Hold rideshare fairs for employers upon request; these employers include Alexandria Hospital, Oblon Spivak, and others. They also participate in health and benefits fairs for employers who offer a commuter benefit and participate in fairs that are coordinated by TMP organizations, other TDM organizations and Federal Government. In addition, they coordinate Alexandria Bike to Work Day and Alexandria Communities in Motion Day. They also promote rideshare and the Alternative Transportation Program at City events such as the Alexandria Birthday Celebration, Earth Day, the Chirilagua Festival, Alexandria Education Partnership activities, community days and more.
- Promotional efforts: Other promotional initiatives include Community Page phone book ads, newspaper ads and inserts promoting Ozone Action Days and the Old Town Transit Shop, public access TV PSAs, movie theater slides, direct mail and informational briefs in City civic organization newsletters.

## **ALEXANDRIA TRANSIT COMPANY - DASH**

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

- **21<sup>st</sup> Anniversary Celebration (includes employees and customers)** — 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** — Redesign schedule to make it easier to read. Work with planner to update timetables and system map as needed. 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. Continue monthly drawing for a free pass.
- **DASH Transfer** — promote our **free** transfer that is good for 4-hours on any DASH bus route.
- **Webpage** — Update as needed. Work with consultant to redesign/enhance webpage.
- **Programs** — New Neighbor, Education, Community Outreach, Ozone 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.

## **ARLINGTON COUNTY**

*Marketing Budget for FY 2005* - \$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
- Advertising in local retail and business directories
- Commuter Weekly and Journal Newspaper advertising
- Quarterly newsletter and packages for top 400 employer
- E-mail alerts

**COMMUTER CONNECTIONS**

*Marketing Budget 2005:*

GRH-	\$775,698
InfoExpress Kiosks	\$ 13,000
Operations Center-	\$ 95,000
Marketing TERM	\$1,010,000
Telework	\$170,000
<b>TOTAL:</b>	<b>\$2,063,698</b>

**Accomplishments in FY 2004**

**Media Impact Accomplishments**

- Heavier media exposure through radio and TV as part of the mass marketing campaign resulted in an increase of 28,000 more customer inquiries, a 35% improvement.
- Marketing the web site within the ads increased home page visits by 49%.
- Mass marketing campaign helped net 6,100 more rideshare applicants, 173% above previous year’s figures during the same campaign time period.
- Guaranteed Ride Home applications increased by more than 1,400, a 22% increase in FY04.
- Regional Bike to Work Day registrants numbered 4,400, a 47% increase in participation from 2003, and Bicycling web page visits increased by 268%.
- Telework web page visits increased by 30%.
- Telework Center web page visits increased by 38%.
- Nine telework workshops were held for employers in MD, VA, and DC and were full to capacity.
- Hispanic web page visits increased by 22%.

**Marketing and Public Relations**

- Telework workshop brochures were mailed out and a separate e-mail campaign was targeted to employers regarding the seminars.
- A new radio campaign aired to support the telework workshops targeting managers of teleworkers.
- Distributed telework CD ROM to large employers regarding the Expanded Telework Initiative.
- Two Federal ETC Training workshops were conducted.
- Radio spot produced promoting telework centers throughout the region.
- The Commuter Connections 4-color quarterly newsletter was distributed to employers. Federal agencies also receive a federal ETC insert in black and white. Newsletter is converted to HTML and is included on the Commuter Connections Web site.
- Conducted sales training with outreach representatives.
- Produced and aired new TV ad to promote the benefits of Commuter Connections’ services and ridesharing.
- Six new radio ads to promote the Guaranteed Ride Home program were produced and aired.



- Two GRH direct mail campaigns sent to 450,000 households per mailout with various messages to promote quality of life characteristics associated with ridesharing, along with reassurance of GRH.
- Recognition awards ceremony for employers held in June. Print ads for winners were placed in Business Journal and Washington Times. Produced invitation, program, podium sign, and purchased lunch cooler giveaways.
- Promoted InfoExpress kiosk use by using ambassadors with uniforms at the kiosk host sites to provide assistance and giveaways during special promotions produced by the respective malls. In May new kiosks were unveiled in Dulles Town Center and Manassas Mall, and the Wal-Mart kiosk was moved to the Pentagon City Fashion Centre in June.
- Produced and aired new Spanish radio spot.
- Marketing booth promotion at Frederick Keys baseball game in May with seat cushion giveaways to GRH applicants. Marketing booths at the Frederick Marathon in May 2004, and at a DC Earth Day event in April. Attended multiple employer transportation fairs.
- Completed the 2004 State of the Commute Survey, and the 2003 GRH Customer Satisfaction Survey, 2004 GRH Applicant Survey, 2004 Telework Center Utilization & Teleworker Travel Behavior Surveys.
- Marketing for Bike To Work Day in May 2004 including radio, posters, email, brochures, banners and newspaper ads.
- Created new, bi-lingual Park and Ride Resource Guide.
- Sent mailout to Hispanic Households to promote Commuter Connections and WMATA language translation services.
- Telework Press briefing with the Greater Washington Board of Trade. Telework ad in the BOT directory.
- PSA posters / cards supporting GRH in buses and rail cars on Fairfax Connector, Frederick TransIT, PRTC-OmniRide, Montgomery County Ride On, and VRE. Also PSA print ad in MARC Rider Guide.
- Yellow Pages listings in Verizon, Yellow Book and Military base guides.

## **Recommended Strategy in FY 2005**

### Guaranteed Ride Home

- Produce and place two new GRH 60-second radio spots for fall 2004 and spring 2005
  - PSA bus / train interiors and posters on transit such as Fairfax, Ride On, Metrobus, Metrorail, VRE, MARC and other regional transit partners for GRH.
  - Design a bus back for express buses using HOV lanes
  - Develop regional Bike to Work Day employer and consumer promotion for early May 2005
  - Develop targeted direct mail program for area residents with ridesharing emphasis and message reinforcing safety net of GRH, time and cost savings, and use of motivational offer for spring 2005.
  - Web Banner ads on targeted sites including WashingtonPost.com traffic page and Mapquest.com and maintenance of key word search prominence
- Commuter Connections, the four color quarterly newsletter with Federal ETC insert will continue to be produced and distributed to Employers throughout the region.
- Employer Recognition awards ceremony in June 2005, supported with invitations, program booklets, giveaway items, print ads announcing winners in Business Journal and Washington Times.
- Telework workshops - conduct 9 employer seminars in DC, MD and VA, from March through May 2005. Promotion through direct mail, email, 60-sec radio spots and Employer Outreach reps providing brochures, materials and follow up contacts
- Telework Centers will be supported with '04 radio spots and revised radio PSAs public relations initiatives.

- Kiosks - Promote by becoming a sponsor of a kiosk host site-produced event, and having an ambassador at several events on behalf of the 15 kiosks in the region.
- Mass Marketing - Produce and place two new :60 mass marketing radio ads promoting Commuter Connections as solution to congestion.
  - Bus backs to promote ridesharing and GRH on express buses using HOV lanes
  - Web Banner ads on targeted sites including WashingtonPost.com traffic page and Mapquest.com and maintenance of key word search prominence
  - Promote GRH and Commuter Connections' services to commuters through public relations efforts.

### ***DATA- Dulles Corridor***

Marketing/Publication Budget for FY 2005- 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. The staff includes one full-time, and two part-time employees.

- Working under a contract with Fairfax County, DATA supports the Regional Employer Outreach effort in its area of operations. Nonmember employers participating in the Employer Services Program are offered a one-year free membership in DATA. The program is introduced at "Employer Breakfasts" for companies in cluster locations, and features presentations by public officials and senior executives of member firms.
- "Transportation Fairs" are held at employment sites and DATA staff participates in employee events to disseminate information and encourage commute alternatives.
- In July 1999, DATA began a 24-month expansion of the Commuters' Choice Campaign targeted at residential commuters in eastern Loudoun County. The program seeks to develop a personal, direct approach to induce suburban commuters to try alternatives to driving alone. DATA completed this program by producing a special demographic report in November 2003 working with the Northern Virginia Regional Commission. Copies are available to members; send an email request to [jlarsen@datatrans.org](mailto:jlarsen@datatrans.org) for more information.
- DATA distributes "DATA DETAILS" a monthly e-mail publication for member of the association that highlights transportation issues, legislation, and projects.
- 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.
- DATA is working with the Dulles Corridor Rail Association marketing efforts designed to support 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. Efforts included a telephone survey of area residents and an Internet survey of employees in the area. Results are applicable to regional employer outreach effort. Now that work is eminent on the preliminary engineering study DATA will work closely with DCRA and the Virginia Department of Rail and Public Transportation to assist in providing public information events and promotional support in moving the project to its next stages of success.
- DATA conducts transportation seminars to inform businesses, landowners, employees, and residents on issues, opportunities, construction plans, schedules, and transit planning for the future. Eight seminars are planned for 2004-2005.
- DATA is conducting a year-long (2004-2005) business event promotion campaign with Fairfax and Loudoun County, VDRPT, and COG to promote telework!va and telecommuting to businesses in the region.

## **DISTRICT OF COLUMBIA**

Employer Outreach Budget for FY 2005: \$66,000

- There is one private telecommuting center within the district. Although DDOT does not have a formal telecommuting policy, they are reviewing it as a benefit.
- Bike to Work on Earth Day is a promotion that attracts DC employers.
- A private contractor is conducting the employer outreach effort in the DC region. Their effort includes: telemarketing, direct mail campaigns, workshops, and on-site sales visits.

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

Marketing Budget for 2005: \$519,000

- 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. Fairfax County Employer Services is focusing marketing efforts on its 55 employer sites within the County. The County provides funds to one TMA (DATA) to implement employee transportation programs in the Dulles corridor.
- Assisted over 6,000 commuters via the RideSources program. Some of the promotions they currently offer include Metrochek Match, VanSave, and Van Start. The public can take advantage of VanSave and VanStart.
- *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.
- *VanStart, VanSave* - 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. VanStart is designed to support 4 empty seats on a descending scale for four months. The program is available to individuals, vanpool operators, and TMA's 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 participate in include:

- Fairs at the Springfield Mall in Spring/Fall
- Fairfax Fair in June
- Lorton 4<sup>th</sup> of July Celebration
- Mt. Vernon Day
- National Try Transit Week
- Reston/Herndon Festivals
- Fall in Fairfax Festival

The County has been involved with advertising using cable TV with PSAs and public access, local newspaper ads, mailings to residents and employers, and posters on buses.

Fairfax Connector ridership has grown over 29 percent since 2001 and is expecting overwhelming response to their new south county bus plan that will serve the entire southern portion of Fairfax County with improved bus service. The signature bus route will be a limited-stop service called REX. Operated by WMATA, REX will travel between Fort Belvoir and King Street Station in Alexandria.

### ***FREDERICK COUNTY TRANSIT/RIDESHARE PROGRAMS***

Marketing Budget for 2005: \$34,109

In FY05 to promote transit and ridesharing Frederick County will:

- Place advertisements in various local magazines, newspapers, and event programs.
- Two Theater slides year round advertising Rideshare and TransIT.
- Two on-line banners year round advertising Rideshare and TransIT.
- Advertise in local Spanish publication.
- Produce a billboard at the Frederick Keys baseball stadium for 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 note pads, mugs, totes, etc. for certain campaigns.
- Buy into Chamber events and staff booths at those events.
- Attend the Frederick Fair, Fort Detrick Health and Safety Day, the Elder Expo 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 fax to promote rideshare alternatives.
- Work with local radio and television stations to air PSAs on pertinent issues, such as Ozone Action Days.

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

Marketing Budget 2005: \$15,000

- Markets 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 market 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.
- LINK's web site is advertised with stickers on bus schedules with an email address. Approximately 45,000 schedules are distributed annually.

### ***LOUDOUN COUNTY***

Marketing Budget for County Bus Service FY 2005: \$55,000

Loudoun County Office of Transportation Services markets the local bus service and TDM is spent on ads in local papers and local radio. They are also sending a follow-up mailing to realtors and homeowner associations on their 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 mail to households in Loudoun a comprehensive brochure on transit services within Loudoun and to/from Loudoun County. The only HOV lane servicing the area is the Diamond Lane on the Dulles Toll Road.

## **MTA**

Marketing Budget for MTA FY 2005: \$1,500,000 estimate.

Approximately \$1,000,000 will be spent in FY '04 through a contracted advertising agency to develop a comprehensive marketing plan including strategy, advertising, limited public relations, design, and media placement services. Additionally, approximately \$500,000 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.
- Metro Subway Daycare Center
- Back-to-School Safety Awareness Campaign
- Special Holiday Service - New Years Eve Care Bus, Christmas Holiday Bus, Black History Month Festivities, Martin Luther King Events, Thanksgiving Food Drive/Stuff-a-Bus, Fourth of July MARC Train to Washington, D.C., Special Baltimore Bus-Light Rail-Metro Subway Service to Inner Harbor Fireworks.
- Local Cultural Activities: Disney on Ice, Ringling Bros. Circus, Susan G. 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
- 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

- **MTA Current Promotions**
  - 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
  - Neighborhood Shuttle Service in Hampton and Mondawmin
  - Weekly/Monthly Passes valid on Seaport Taxi and Ed Kane's Water Taxi Service
  - Communities In Motion promotional activities in October
  - Image Campaign using radio, TV, print and billboards
  - Bus interior and exterior advertisements and PSA's
  - Commuter Choice Maryland Commuter Benefits Program featuring federal TEA 21 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, Rider Flyer, 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 Size System Maps
  - MARC Train and Commuter Bus Transit Link Cards
  - Maryland Transit Pass (Smart Card) and Magnetic Stripe Fare Media
  - Bus Shelter Advertising Program
  - Light Rail Double Tracking
  - Fannie Mae Smart Commute Initiative

## ***MONTGOMERY COUNTY***

Marketing Budget for Montgomery County Commuter Services and Ride On for FY 2005 is not finalized as of this printing, but will be comparable to earlier budgets in the range of \$280,000:

Montgomery County (MC) has a very large business base. It also has a large residential base. There are 257,000 commuters who live and work in MC, 203,000 who travel into the County from other jurisdictions, and 182,000 who leave the county for other destinations. The preferred regions for marketing activities within Montgomery County are Silver Spring, Friendship Heights, Wheaton, Bethesda, and North Bethesda.

### 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 is planned in the Greater Shady Grove area. 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 FY05, the County will launch a new look, materials, and advertising to promote its Fare Share programs.
- Promote Additional Incentive Programs: MC promotes pre-tax Metrochek, Best Workplaces for Commuters, Maryland Commuter Tax Credit and the Maryland Telework Partnership with Employers to encourage employer 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. In FY05, Montgomery County will build on the success of FY 04's property management outreach campaign, where staff set-up large lobby displays and conducted lunchtime information sessions in over 25 county office buildings.
- Conduct Annual Commuter Survey: MC conducts an annual commuter survey of employers each Spring, with a subsection in the Fall. Over 60,000 surveys are distributed to more than 350 employers.
- Produce Quarterly Countywide and area-specific newsletters
- Sponsor Employer Recognition/Special Events: In FY05, Montgomery County will present its 19<sup>th</sup> Transportation Awards Ceremony. Staff will continue to promote the Best Workplaces for Commuters Campaign and co-host the 2004 Recognition Breakfast to be held at Discovery Communications.

### Promotional Materials:

- Refine and update Better Ways to Work Toolkit
- Produce and promote Guide to Commuter Services (Spanish version)
- 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 service 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 explored.
- Upgrade, maintain and promote website: MC will continue to upgrade and refine communication strategies via the Better Ways to Work and Ride On websites. Explore options to convert existing forms, brochures, etc to an easy to use electronic format.

#### Advertising:

- Ads on cable, radio, in newspapers and Yellow Pages
- Chambers of Commerce: MC will continue to advertise its programs and services in local chamber publications, including 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 transit 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 can be exchanged for fare media.
- 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 2005. In FY04, seven Bike To Work Day Pit Stops were hosted in Montgomery County at locations with heavy employee concentrations. Hundreds of Montgomery County cyclists participated in these events.
- Promote the 100% accessibility of the Ride On fleet to bikers along with the County's bike map of Montgomery County
- Community outreach through 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, and Oktoberfest.

#### Transit Services

- Implementation of 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 in FY04 will continue to be promoted in FY05, as will the extension of existing routes in Germantown and frequency changes on many routes in FY05.
- Introduce Montgomery College student program. With Id, students will be 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 in Montgomery County added to the program.
- Promote New Park and Ride lot in Damascus and I-270 and MD 117
- Promotion of Van Go Shuttle in downtown Silver Spring
- Promotion of Bethesda 8 Shuttle in downtown Bethesda
- Promotion of Code Red Ride Free in Montgomery County Ride On
- Introductory promotion of feeder service to MARC from Frederick
- 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.
- Triennial rider survey
- Upgrade bus shelters as part of program that will accept advertising
- Sell exterior and interior advertising on Ride On



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

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 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, Guaranteed Ride Home Program sponsored by the Metropolitan Washington Council of Governments, Public Transportation Services (Metrorail, Metrobus, RideOn, etc.), as well as the NIH Transhare Program that provides up to \$100.00 a month in commuter subsidies. The goal of the NIH Transhare Program is to reduce traffic congestion and relieve energy and environmental concerns in the metropolitan areas. Use of the NIH Transhare 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. Transhare, with over 4,500 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 Transhare participants on a daily basis saved over 57,400 vehicle miles. At today's Transhare level's, this would translate to a savings of over 100,000 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 Transhare Program.

The Office of Research Services 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 Transhare (PARTS) system that handles a wide range of functions and greatly streamlines the administration and management of the NIH parking and Transhare programs. These programs provide the NIH community with parking hangers for cars and Transhare 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 that have been recently up-dated, will 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, *NIH Record* and *ORS News To Use* are utilized. NIH also has a monthly parking/transportation-working group. Throughout the year, the Employee Transportation Services Office 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. Prior to September 11, 2001, the NIH campus was an open Government facility that allowed vehicles to enter through any portal. Immediately following the terrorist's attacks, the vehicle access to the NIH campus was restricted to a limited number of portals for employees and visitors.

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 Worklife" 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

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

Total Operating Budget FY2005: \$1.1 million (Transit Assistance: \$100 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 1.5 million over 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 and its 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 Red Ozone Alert days. Participating agencies include Fairfax Connector, Metrobus (Northern Virginia only), Alexandria DASH, Arlington Transit, Falls Church George Bus, Loudoun County Transit, OmniRide, OmniLink and City of Fairfax CUE.
- Coordinates 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 7,750 passengers per month.

- Assists the local Northern Virginia transit systems with National Transit Database reporting enabling the region to receive an additional \$4.4 million per year in federal transit assistance.
- Facilitates 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.
- Participates in the Virginia Transit Association (VTA) legislative and marketing committees and the annual conference for transit properties throughout the Commonwealth.
- Serves as the contract agent for 387 ~~on~~ regional SmarTrip compatible fareboxes being procured for Northern Virginia jurisdictions.
- Manages/conducts studies on such topics as air quality, improved transit service, transit performance measures, mode shares 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 transit emergency response plans including first responders such as police, fire and emergency medical personnel.

### ***PRINCE GEORGE' S COUNTY***

Marketing Budget for FY 2005: Marketing Contract: \$20,000    The Bus - \$100,000

Several large employers such as Giant Foods, Safeway, and Computer Services Corporation are located in Prince George's County. Joint Venture has been contracted by Prince George's County to provide employer outreach. Their activity will include developing direct mail pieces to employers, organizing seminars with employers, telemarketing and conducting on-site sales presentations for employers.

### ***POTOMAC RAPPAHANNOCK TRANSPORTATION COMMISSION***

Marketing Budget for FY 2005: \$100,000

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, Try Transit Week, and a Welcome Aboard program for new residents. PRTC has

established transit information displays at key transfer points. An e-mail service, Rider Express, has been instituted for bus riders and Customer Service hours have been expanded offering service from 5:30 a.m. to 8:30 p.m.

### ***RADCO RIDESHARE PROGRAM***

RADCO Rideshare 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 2005.

- 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 295 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.

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

Marketing Budget for FY 2005: \$10,000

- Primarily a residential area with a population of 135,000.
- 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 and annual Commuter Fair to promote ridesharing.
- RRRC has nine vanpools with a round-trip range of 80 to 140 miles.
- They have eight official and four unofficial park and ride lots with some capacity available.
- Haymarket Transportation, Inc. provides transit from Warrenton to Ballston and D.C.
- Vanpools can get a startup subsidy from the Vanpool Assistance Program.

***TRI-COUNTY COUNCIL FOR SOUTHERN MARYLAND - Commuter Assistance Program***

Marketing Budget FY 2005- \$14,731

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 05 include:

- Regional Employee Commute Surveys distributed to employers who are willing to participate and begin Transportation Demand Management programs for their employees.
- Vanpool Coordination and Assistance to New Start-up vanpools, including information on available financial subsidies, rider agreements and vanpool marketing efforts.
- Telecommuting / Telework activities and introduction of the TPE Program to employees and information included at fairs about Southern Maryland Telecenters.
- Metrochek Benefit Program information to employers and also to new vanpools and subscription bus companies in the area.
- 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.
- Employer Education Campaigns that assist employers in learning about the commuter tax alternatives, Metrochek benefits, and TPE Program through site visits and follow-up formats.
- 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.
- Radio Programs on local and regional stations that include information about commuter alternatives and employer TDM Programs.
- Conferences and Seminars which enable participation from a number of metropolitan Washington region members at stand alone transportation events in the Southern Maryland region.
- Bridge Bucks support efforts that increases the awareness of the commuters from Southern Maryland crossing the Woodrow Wilson Bridge about new transit subsidy and transportation alternatives to driving alone.
- 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.

- Television Spots through Comcast Cable and local stations that highlight the Maryland State Rideshare Commercial and the regional Guaranteed Ride Home program.
- Radio Ads both regional and local that highlight the Commuter Assistance and Employer Outreach programs of the Tri-County Council for Southern Maryland.
- Vanpool Owner/Operator newsletter that highlights information on safety, marketing and successful vanpooling techniques.
- 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.
- Parent Line Magazine has included rideshare applications, ozone action information and employer/employee benefits of TDM Programs sponsored by employers and hosted at TCC for FREE information and details on programs.
- Great Coupons mailers that include information on both TCC's Commuter Assistance and Employer Outreach programs.
- Promotional events at employer sites and in high public transportation areas, such as shopping centers, post offices, and grocery stores.
- Subscription bus services start-up assistance and continued monitoring efforts given by the TCC staff.
- Southern Maryland Regional Transportation Coordination Committee - Commuter Sub Committee involvements on improvements and necessary changes to existing services from the user point of view.
- Postal and e-mail campaigns when appropriate to a number of past commuters who have allowed their Commuter Connections records to expire.

### ***TYTRAN***

Marketing Budget for FY 2005: \$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 is also working to complete the pedestrian network and is implementing a commuter shuttle pilot project that will 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 also operates a GRH program for member employees and maintains a website [www.tytran.com](http://www.tytran.com).

## **VRE**

Marketing Budget for FY 2005: \$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**

Marketing Budget for FY 2005: \$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 two 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).
- BikeDC, the area's largest bicycle tour.

## **WMATA**

Advertising and Promotional for FY 2005: \$1,600,000

### **Marketing Focus**

WMATA's marketing focus for FY 2005 assumes a three prong approach – increasing ridership and revenue, driving a consumer led organization and developing consumer led information solutions.

Advertising and Promotional efforts to drive ridership will focus primarily on off-peak travel where capacity continues to exist. Advertising and promotional efforts will also feature SmarTrip and SmartBenefits, now that this smart card technology can be used to travel anywhere within the Metro system. Heavy outreach and promotional efforts will continue to focus on the top 32 routes that drive over 50% of Metrobus Ridership. Additionally, strong promotional support will be given to increasing Bus to Rail ridership via direct mail campaigns and in-system promotion.

Consumer research will continue to focus on measuring customer satisfaction and customer environment factors to support the continuous improvement process. Additionally, a research study will be launched to more fully understand private sector employer and employee transit benefit needs, allowing for enhanced programs and communications. In an effort to support the Regional Mobility Initiative, a branded bus concept will be developed and tested to meet the ongoing development of branded buses on high capacity corridors while allowing for operational efficiency and ensuring customer understanding.

WMATA will continue to improve its informational offerings to our customers, through high tech and high touch offerings. In September a newly designed MetroOpensDoors will be launched, offering both great design and functionality. WMATA will join the efforts of NVTC and promote the ability to download over 30 of the most popular bus routes' time tables on hand held devices. Finally, WMATA will continue to enhance its collateral offerings with a new design and streamlined information.

Finally, WMATA will seek opportunities with the regional providers to leverage resources and thinking to maximize ridership for the region.

### **WMATA Transit Marketing Strategy FY05**

- WMATA will conduct the following promotional and advertising campaigns in FY05:
  - Radio, print and transit advertising for off peak period travel using the "Metro Opens Doors" brand positioning;
  - Radio, print and transit advertising complimented by outreach activities promoting *SmartTrip*® "smart card" for Metrorail and Metrobus travel and Metro parking, which will be expanded to encompass most regional transit carriers in the region in 2005 and 2006.
  - Radio, print and transit advertising complimented by outreach activities promoting SmartBenefits –Employers download Metrochek transit benefit and parking value directly to employee *SmartTrip*® cards, via the Internet;
  - Print and transit advertising promoting early 5AM weekday opening, beginning Fall 2004
  - Print and transit advertising complimented by strong outreach and promotion of the 3 new Metrorail Stations opening in FY05
  - In-system and Web site messaging to promote the ability to download bus timetables on handheld devices for over 30 of the most popular Metrobus routes.
  - Launch of redesigned MetroOpensDoors Web site in September 2004
  - Direct Mail campaign targeting the top 10 Bus to Rail Feeder Routes
  - Ongoing efforts to inform our customers of Service changes and Programs to include:
    - MetroEm@il Commuter and employer e-mail service provides up to date program and service information;
    - eAlerts to over 20,000 subscribers to notify of service delays
    - Seat drops on bus, rail, and Transit Partners for Metrochek/SmartBenefits;
    - Promotional Advertisements in bus and rail car interiors and bus exteriors and Metrorail station entrances to promote key service changes; fare changes, safety vigilance and other relevant customer information
    - Simplified Metrobus and Metrorail passes;
    - SmartMover-suburb-to-suburb express bus service between Montgomery County and Fairfax County;
    - Promotional events: Rider of the Year, Golden M Awards, and Try Transit Week;
    - Late night Metrorail service until 3:00 A.M. on Friday and Saturday.

In addition to promotional events, WMATA offers several "special" fares:

- Metrochek (employer-provided transit benefit with direct, pretax and combination options)
- SmartTrip® ("smart card" for Metrorail and Metrobus travel and Metro parking)
- Senior and disabled passes for Metrorail and Metrobus
- Student Fare cards- SmartStudent pass for district students
- Transit Link cards (VRE/Metrorail and MARC Rail/Metrorail combined monthly passes)
- Discounted Metrobus and Metrorail passes
- Regional One Day bus pass
- Bulk sales for convention events and tourists
- Partnerships with event sponsors
- Partnerships with area sports teams



## **CALENDAR OF REGIONAL EVENTS FOR 2004-2005**

July & August 2004	Clean Air Partners radio and cable campaign
September 2004	Mass Marketing campaign begins VRE Ad campaign begins ACT Conference in New Orleans-September 19-22 Bike DC Radio ads for GRH begin and continue into November
October 2004	Best Workplaces for Commuters Event Communities in Motion Day Washington Area Conference on Telework Senior Executives Forum Communities in Motion Day, October 7, 2004 Telework Center radio campaign begins
January 2005	Mass Marketing campaign continues through June 2005 Telework Radio Campaign promoting COG seminars begins
February 2005	Telework Employer Workshops
March 2005	Spring GRH Campaign- radio, and direct mail to commuters Telework Employer Workshops
April 2005	Earth Day MTA Ad Campaign begins Telework Employer Workshops
May 2005	Bike To Work Day, First Friday in May Telework Employer Workshops
June 2005	Commuter Connections Employer Recognition Awards

## MARKETING STRATEGY

### *Selecting Impacted Activity Center/Corridors*

After reviewing the COG Regional Activity Centers and Clusters (July 2002), specific impacted activity centers were chosen for targeted marketing activities by COG due to their household populations and employment. The markets are described below:

<b>Activity Centers / Clusters</b>	<b>Jobs 2000*</b>	<b>Households 2000*</b>
Downtown Washington	<b>355,804</b>	20,938
Dulles Corridor (incl. Reston, Herndon, North, South Areas)	<b>129,875</b>	4,367
Federal Center/Southwest Metro	<b>92,714</b>	1,849
Tysons Corner	<b>89,448</b>	<b>6,989</b>
Bethesda/Friendship Heights	<b>80,822</b>	<b>11,841</b>
Rosslyn/Ballston Corridor	<b>75,826</b>	<b>20,722</b>
Rockville/North Bethesda	<b>75,681</b>	<b>1,634</b>
Crystal City/Pentagon	<b>73,758</b>	<b>8,219</b>
Greenbelt/College Park/White Oak Area	<b>66,450</b>	<b>15,300</b>
Fairfax Center/ City of Fairfax/GMU	<b>52,514</b>	<b>8,024</b>
Gaithersburg/Life Sciences Center	<b>46,551</b>	<b>3,144</b>
I-95/Springfield Area	<b>46,480</b>	<b>2,616</b>
Downtown Alexandria	<b>36,090</b>	11,052
Merrifield/Dunn Loring	<b>36,069</b>	<b>2,235</b>
Silver Spring/Takoma Park/Wheaton	<b>31,509</b>	<b>5,136</b>
Frederick Area	<b>29,190</b>	<b>4,435</b>
Bailey's Crossroads Area	<b>28,481</b>	<b>14,677</b>
New Carrollton/Largo Area	26,588	<b>8,930</b>
Manassas Area	14,758	<b>5,543</b>
Leesburg Area	10,900	<b>4,200</b>

\*Bolted numbers represents the target audience.

**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 - 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

## CURRENT PROFILE OF IMPACTED ACTIVITY CENTERS/CORRIDORS

### Central

	District of Columbia	Arlington County	City of Alexandria
<b>Impacted Activity Centers</b>	<ul style="list-style-type: none"> <li>• Downtown</li> <li>• Southwest Federal Center</li> <li>• Georgetown</li> <li>• Monumental Core</li> </ul>	<ul style="list-style-type: none"> <li>• Crystal City/Pentagon</li> <li>• Rosslyn/Ballston Corridor</li> </ul>	<ul style="list-style-type: none"> <li>• Alexandria</li> </ul>
<b>Impacted Corridors</b>	<ul style="list-style-type: none"> <li>• I-395/I-295</li> <li>• I-66 (Theodore Roosevelt Bridge)</li> <li>• Rt. 50 (New York Avenue)</li> <li>• Rt 1 (Rhode Island Ave &amp; 14<sup>th</sup> St)</li> <li>• Woodrow Wilson Bridge</li> </ul> <p>All Major Arterials</p>	<ul style="list-style-type: none"> <li>• I-66</li> <li>• U.S. Rt. 1</li> <li>• I-395</li> <li>• Rt. 29</li> <li>• Rt. 50</li> </ul>	<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>	<ul style="list-style-type: none"> <li>• Bridge Bucks</li> <li>• Carpools</li> <li>• Car Sharing                             <ul style="list-style-type: none"> <li>• Zipcar</li> <li>• Flexcar</li> </ul> </li> <li>• Commuter Rail-VRE, MARC</li> <li>• Cycling                             <ul style="list-style-type: none"> <li>• Bike Racks on Sidewalks</li> <li>• Bike Racks on Buses</li> <li>• Bike on Rail</li> <li>• Bike Lanes &amp; Trails</li> <li>• ADA-Bike Ramps</li> </ul> </li> <li>• Home-based telecommuting</li> <li>• Housing close to employment, education, entertainment, recreation &amp; shopping destinations</li> <li>• HOV lanes</li> <li>• InfoExpress Kiosks-Union Station, L'Enfant Plaza</li> </ul>	<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 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>• Alexandria Old Town Transit Shop</li> <li>• ALEXANDRIA RIDESHARE</li> <li>• AlexRide.org</li> <li>• Alternative Transportation Program employer services</li> <li>• AMTRAK</li> <li>• Bike Paths</li> <li>• Bike Racks/Lockers</li> <li>• Bridge Bucks</li> <li>• Carpools/Vanpools</li> <li>• DASH</li> <li>• Fairfax Connector</li> <li>• HOV lanes</li> <li>• InfoExpress Kiosk</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> </ul>

	District of Columbia	Arlington County	City of Alexandria
	<ul style="list-style-type: none"> <li>• Rental Cars</li> <li>• Transit <ul style="list-style-type: none"> <li>• Local and Express Buses</li> <li>• Metrobus</li> <li>• Metrorail</li> </ul> </li> <li>• Vanpools</li> <li>• Taxicabs</li> <li>• Union Station – Region’s premier intermodal transportation center</li> <li>• Walking <ul style="list-style-type: none"> <li>• Wide, tree-lined sidewalks</li> <li>• Count-down pedestrian signals being installed</li> <li>• ADA-Bike Ramps</li> </ul> </li> </ul>		
<b>Current Marketing Conducted Locally</b>	<ul style="list-style-type: none"> <li>• Bike-to-Work Day Channel 16,18</li> <li>• Bridge Bucks</li> <li>• city living - dc style</li> <li>• DC Cable</li> <li>• Employer mailings by DC Partners</li> <li>• Employer seminars conducted by DC Partners</li> <li>• Kiosks</li> <li>• SmartBenefits (WMATA) <ul style="list-style-type: none"> <li>• Promoting bicycle racks at public facilities.</li> <li>• Smart Commute Initiative (Fannie Mae)</li> <li>• WMATA Cooperative Marketing for Special Events</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Advertising in local retail and business directories</li> <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>• Bridge Bucks</li> <li>• Commuter Weekly and Journal Newspaper advertising</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 400 employers</li> <li>• Sponsorship of local community events</li> <li>• Sponsorships of local community events\</li> <li>• Subway tunnel 2-sheets</li> </ul>	<ul style="list-style-type: none"> <li>• Alexandria Gazette and Journal ads</li> <li>• Alexandria Rideshare collateral materials</li> <li>• Alternative Transportation Program direct mail and collateral materials</li> <li>• Bus interior ads</li> <li>• Bridge Bucks</li> <li>• Chamber of Commerce networking</li> <li>• Community outreach at local events</li> <li>• Community Phone Book 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>• Rideshare fairs</li> <li>• Special events and info. 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>➤ InfoExpress Kiosk at Union Station and L'Enfant Plaza</li> <li>➤ Live-Near-Transit (Smart Commute Mortgage)</li> <li>➤ Mass Transit: Bus, Commuter rail, Metrorail</li> <li>➤ Metrochek/SmartBenefits</li> <li>➤ Telecommuting/Teleworking</li> <li>➤ Vanpools</li> </ul>
<b>Target Audiences</b>	<p><i>Kiosk:</i></p> <ul style="list-style-type: none"> <li>• Patrons at Union Station and La Promenade</li> <li>• U.S.D.A.</li> </ul> <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> <li>• <i>Home End:</i> <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> </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>	<p><b>GRH &amp; Mass Marketing</b></p> <ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH</li> <li>➤ Mass marketing ads 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 MM and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that target 1) commuters with new homes or new jobs, 2) commuters residing near HOV lanes, and all commuters who can reduce the cost and frustration of SOV and enjoy the time savings of many of the alternative options available.</li> <li>➤ Test of bus back advertising to reinforce MM message</li> <li>➤ Sponsorship of important Hispanic sporting events, radio or newspaper events</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 4,000 employers plus 130 Federal agencies</li> </ul>

	<ul style="list-style-type: none"> <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>➤ Brochure and e-mail sent to employers regarding workshops</li> <li>➤ Radio ad campaign focusing on promoting employer Telework Employer Workshops will begin January 2004</li> <li>➤ Telework banner ads periodically on specific web sites</li> <li>➤ Test use of print advertising in Washington Business Journal</li> </ul> <p><b>Integrated Ridesharing</b></p> <ul style="list-style-type: none"> <li>➤ Commuter Connections will sponsor a Christmas promotion at Union Station and L'Enfant Plaza and have ambassadors available to help shoppers use the kiosks.</li> </ul>
<b>Language(s)</b>	English 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 commuterconnections.org

**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>• InfoExpress- Pentagon City Fashion Centre</li> <li>• Slug-lines</li> <li>• Telework!VA</li> <li>• Vanpools/Carpools/HOV</li> </ul>
<b>Target Audiences</b>	<p><i>Kiosk:</i></p> <ul style="list-style-type: none"> <li>• Pentagon Employees</li> <li>• Pentagon City Fashion Centre</li> </ul> <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, Commuter Choice Multi Media CD ROM, CommuterDirect.com Corporate Services and My Rewards web-based ETC retention tool to supplement sales force to work with employers</li> </ul> <p><b>GRH &amp; Mass Marketing</b></p> <ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH</li> <li>➤ Mass marketing ads 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 MM and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that target 1) commuters with new homes or new jobs, 2) commuters residing near HOV lanes, and all commuters who can reduce the cost and frustration of SOV and enjoy the time savings of many of the alternative options available.</li> <li>➤ Test of bus back advertising to reinforce MM message</li> <li>➤ Sponsorship of important Hispanic sporting events, radio or newspaper events</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 4,000 employers plus 130 Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Brochure and e-mail sent to employers regarding workshops</li> <li>➤ Radio ad campaign focusing on promoting employer Telework Employer Workshops will begin January 2004</li> <li>➤ Telework banner ads periodically on specific web sites</li> <li>➤ Test use of print advertising in Washington Business Journal</li> <li>➤ Telework! VA promotion</li> </ul> <p><b>Integrated Ridesharing</b></p> <ul style="list-style-type: none"> <li>➤ Commuter Connections will sponsor a promotion at Pentagon City and have an ambassador available to help shoppers use the kiosks; table tents in the Food Court, and posters advertise the services and location of kiosk</li> <li>➤ Encourage Pentagon staff to promote kiosk</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>	<b>Alexandria</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>• ALEXANDRIA RIDESHARE</li> <li>• Bicycling</li> <li>• DASH</li> <li>• HOV</li> <li>• InfoExpress Kiosk, USDA</li> <li>• Metrobus and Metrorail</li> <li>• Telework!VA</li> <li>• VRE</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i> Private Sector Employers with 100+ employees</p> <p><i>Home End:</i> Residents in high SOV zip codes</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.             <ul style="list-style-type: none"> <li>• Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion</li> </ul> </li> </ul>
<b>Recommended Marketing Strategy</b>	<p><b>GRH &amp; Mass Marketing</b></p> <ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH</li> <li>➤ Mass marketing ads 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 MM and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that target 1) commuters with new homes or new jobs, 2) commuters residing near HOV lanes, and all commuters who can reduce the cost and frustration of SOV and enjoy the time savings of many of the alternative options available.</li> <li>➤ Test of bus back advertising to reinforce MM message</li> <li>➤ Sponsorship of important Hispanic sporting events, radio or newspaper events</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 4,000 employers plus 130 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>➤ Brochure and e-mail sent to employers regarding workshops</li> <li>➤ Radio ad campaign focusing on promoting employer Telework Employer Workshops will begin January 2004</li> <li>➤ Telework banner ads periodically on specific web sites</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Test use of print advertising in Washington Business Journal</li> <li>➤ Telework! VA promotion</li> </ul> <p><b>Integrated Ridesharing</b></p> <ul style="list-style-type: none"> <li>➤ Encourage USDA staff to promote kiosk</li> </ul>
<b>Language(s)</b>	English
<b>Partners</b>	<p>ALEXANDRIA RIDESHARE</p> <p>Commuter Connections</p> <p>COG</p> <p>NVTC</p> <p>VDRPT</p> <p>VRE</p> <p>WMATA</p> <p>WABA</p>
<b>Partner Contributions</b>	"Alternative Transportation Program" -subsidy of up to 50% of employer transit programs for 1 year.
<b>Evaluation</b>	<p>Evaluate call reports for 800-745-RIDE</p> <p>Evaluate Web hits for <a href="http://commuterconnections.org">commuterconnections.org</a></p>

## 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>• Fairfax Center &amp; GMU</li> <li>• Dulles Corridor</li> <li>• I-95/Springfield</li> <li>• Tysons Corner</li> <li>• Merrifield/Dunn Loring</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>• 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>• Bridge Bucks</li> <li>• Carpool</li> <li>• Fairfax City Cue</li> <li>• Fairfax Connector</li> <li>• HOV lanes</li> <li>• InfoExpress Kiosks at Fair Oaks, Reston Town Center, Springfield Mall, and Tysons Corner Centre</li> <li>• Metrorail &amp; Metrobus</li> <li>• Metrochek/Metrochek Match</li> <li>• Park-n-Rides</li> <li>• Reston RIBS</li> <li>• Ridematching</li> <li>• Smart Tag</li> <li>• Springfield Interchange</li> </ul>	<ul style="list-style-type: none"> <li>• Carpool</li> <li>• Cycling – W&amp;OD Trail to Route 7</li> <li>• DATA TMA</li> <li>• Flextime</li> <li>• Grant Program</li> <li>• GRH</li> <li>• Loudoun County Transit</li> <li>• Virginia Regional Transit</li> <li>• Park &amp; Ride</li> <li>• Telework!VA</li> <li>• TMA Services</li> <li>• Vanpool</li> <li>• InfoExpress Kiosk at Dulles Town Center</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>• InfoExpress Kiosk at Manassas Mall</li> <li>• Metrochek</li> <li>• OMNI Ride, OMNI Match, Link</li> <li>• Park &amp; Ride</li> <li>• Property Tax Relief</li> <li>• Teleworking Center</li> <li>• Telework!VA</li> <li>• Vanpool</li> <li>• VanSave/VanStart</li> <li>• VRE</li> </ul>

	<b>Fairfax County</b>	<b>Loudoun County</b>	<b>Prince William County</b>
	Newsletter <ul style="list-style-type: none"> <li>• Telework Centers</li> <li>• TMAs (4)</li> <li>• Four Connector Stores</li> <li>• Telework! VA</li> <li>• Tysons GRH</li> <li>• Vanpools (42)</li> <li>• VanSave/Start</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>• InfoExpress kiosks</li> <li>• Membership Meetings</li> <li>• Print ads in local newspapers</li> <li>• Promotions to Chambers of Commerce and Business Groups</li> <li>• Quarterly Newsletter</li> <li>• Radio Ads for DTR</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 Community Organizations</li> <li>• Web Site</li> </ul>	<ul style="list-style-type: none"> <li>• Cable TV ads</li> <li>• Datalerts</li> <li>• Direct Mail</li> <li>• InfoExpress Kiosk</li> <li>• Membership Meetings</li> <li>• Quarterly Newsletter</li> <li>• Radio Ads</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>• InfoExpress Kiosk</li> <li>• Newsletter (OMNI News)</li> <li>• Newspapers</li> <li>• Poster in employer sites</li> <li>• Press release messages on phone hold service</li> <li>• Radio Ads</li> <li>• Return mail cards in water bills</li> <li>• Seat drops on OMNI Link &amp; OMNI Ride</li> <li>• Special promos: Earth Day; Rotary Northern Virginia Charity Fair; Manassas Rail; Manassas Fall Festival; Dale City Fall Festival; Prince William Fair; GSA Fairs</li> <li>• Theater slides</li> <li>• Web Site</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>• InfoExpress Kiosk</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>Kiosk:</i></p> <ul style="list-style-type: none"> <li>• Mall Patrons at Tysons Corner Center</li> </ul> <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. <ul style="list-style-type: none"> <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> </li> </ul>
<b>Recommended Marketing Strategy</b>	<p><b>GRH &amp; Mass Marketing</b></p> <ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH</li> <li>➤ Mass marketing ads 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 MM and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that target 1) commuters with new homes or new jobs, 2) commuters residing near HOV lanes, and all commuters who can reduce the cost and frustration of SOV and enjoy the time savings of many of the alternative options available.</li> <li>➤ Test of bus back advertising to reinforce MM message</li> <li>➤ Sponsorship of important Hispanic sporting events, radio or newspaper events</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 4,000 employers plus 130 Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> </ul>

	<ul style="list-style-type: none"> <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>➤ Brochure and e-mail sent to employers regarding workshop</li> <li>➤ Radio ad campaign focusing on promoting employer Telework Employer Workshops will begin January 2004</li> <li>➤ Telework banner ads periodically on specific web sites</li> <li>➤ Test use of print advertising in Washington Business Journal</li> <li>➤ Telework! VA promotion</li> </ul> <p><b>Integrated Ridesharing</b></p> <ul style="list-style-type: none"> <li>➤ Commuter Connections will sponsor a promotion at Tysons Corner Centre and have an ambassador available to help shoppers use the kiosks.</li> </ul>
<b>Language(s)</b>	English
<b>Partners</b>	<p>COG  DATA  Health Fair Schedulers/Coordinators  LINK  NVTC  TAGS  TYTRAN  VDRPT  VPSI  WMATA</p>
<b>Partner Contributions</b>	<p>Commuter Benefit program  Coordination of marketing activity with TYTRAN for employer outreach  Initiation of Vanpool TERM {WMATA}  VanSave  VanStart  VPSI and ABS vanpooling sales effort</p>
<b>Evaluation</b>	<p>Evaluate call reports for 800-745-RIDE  Evaluate Web hits for commuterconnections.org  Evaluate Kiosk hits and applications</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>• InfoExpress Kiosk at Fair Oaks Mal</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>Kiosk:</i> Mall patrons at Fair Oaks</p> <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.             <ul style="list-style-type: none"> <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> </li> </ul>
<b>Recommended Marketing Strategy</b>	<p><b>GRH &amp; Mass Marketing</b></p> <ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH</li> <li>➤ Mass marketing ads 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 MM and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that target 1) commuters with new homes or new jobs, 2) commuters residing near HOV lanes, and all commuters who can reduce the cost and frustration of SOV and enjoy the time savings of many of the alternative options available.</li> <li>➤ Test of bus back advertising to reinforce MM message</li> <li>➤ Sponsorship of important Hispanic sporting events, radio or newspaper events</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 4,000 employers plus 130 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>➤ Brochure and e-mail sent to employers regarding workshops</li> <li>➤ Radio ad campaign focusing on promoting employer Telework Employer Workshops will begin January 2004</li> <li>➤ Telework banner ads periodically on specific web sites</li> <li>➤ Test use of print advertising in Washington Business Journal</li> <li>➤ Telework! VA promotion</li> </ul> <p><b>Integrated Ridesharing</b></p> <ul style="list-style-type: none"> <li>➤ Commuter Connections will sponsor a promotion at Fair Oaks Mall and have an ambassador available to help shoppers use the kiosks.</li> </ul>
<b>Language(s)</b>	English
<b>Partners</b>	<p>Fairfax CUE  DATA  Fairfax County Employer Services  LINK  COG  VDRPT  VPSI  VRE  WMATA  WABA</p>
<b>Partner Contributions</b>	<p>GRH promotional materials on board Fairfax Connector &amp; Cue buses  Metrochek Match  VanStart</p>
<b>Evaluation</b>	<p>Evaluate call reports for 800-745-RIDE  Evaluate Web hits on commuterconnections.org  Evaluate kiosk hits and applications</p>



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

<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>• InfoExpress Kiosk</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>Kiosk:</i></p> <ul style="list-style-type: none"> <li>• Mall patrons at Springfield Mall</li> </ul> <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. <ul style="list-style-type: none"> <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> </li> </ul>
<b>Recommended Marketing Strategy</b>	<p><b>GRH &amp; Mass Marketing</b></p> <ul style="list-style-type: none"> <li>➤ Direct mail for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH</li> <li>➤ Mass marketing ads 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 MM and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that target 1) commuters with new homes or new jobs, 2) commuters residing near HOV lanes, and all commuters who can reduce the cost and frustration of SOV and enjoy the time savings of many of the alternative options available.</li> <li>➤ Test of bus back advertising to reinforce MM message</li> <li>➤ Sponsorship of important Hispanic sporting events, radio or newspaper events</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 4,000 employers plus 130 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>➤ Brochure and e-mail sent to employers regarding workshops</li> <li>➤ Radio ad campaign focusing on promoting employer Telework Employer Workshops will begin January 2004</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Telework banner ads periodically on specific web sites</li> <li>➤ Test use of print advertising in Washington Business Journal</li> <li>➤ Telework! VA promotion</li> </ul> <p><b>Integrated Ridesharing</b></p> <ul style="list-style-type: none"> <li>➤ Commuter Connections will sponsor a promotion at Springfield Mall and have an ambassador available to help shoppers use the kiosks.</li> </ul>
<b>Language(s)</b>	English
<b>Partners</b>	<p>American Legion Post 176  Fairfax County  COG</p> <p>NVTC  TAGS Bus Circulator  Springfield Mall  VDRPT  VRE  WMATA</p>
<b>Partner Contributions</b>	<p>GRH promotional materials on board VRE and Fairfax buses  Metrochek Match,  VanSave  VanStart</p>
<b>Evaluation</b>	<p>Evaluate call reports for 800-745-RIDE  Evaluate Web hits on commuterconnections.org  Evaluate Kiosk hits and applications</p>

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

<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>	<p><i>Home End:</i> Residences in high SOV zip codes</p> <p><i>Kiosks:</i> InfoExpress at Dulles Town Center</p>
<b>Objective</b>	Increase awareness of benefits of GRH, time savings from HOV lanes and convenience of transit
<b>Recommended Marketing Strategy</b>	<p><b>GRH &amp; Mass Marketing</b></p> <ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH</li> <li>➤ Mass marketing ads 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 MM and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that target 1) commuters with new homes or new jobs, 2) commuters residing near HOV lanes, and all commuters who can reduce the cost and frustration of SOV and enjoy the time savings of many of the alternative options available.</li> <li>➤ Test of bus back advertising to reinforce MM message</li> <li>➤ Sponsorship of important Hispanic sporting events, radio or newspaper events</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 4,000 employers plus 130 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>➤ Brochure and e-mail sent to employers regarding workshops</li> <li>➤ Radio ad campaign focusing on promoting employer Telework Employer Workshops will begin January 2004</li> <li>➤ Telework banner ads periodically on specific web sites</li> <li>➤ Test use of print advertising in Washington Business Journal</li> <li>➤ Telework! VA promotion</li> </ul> <p><b>Integrated Ridesharing</b></p>

	Commuter Connections hosts InfoExpress Kiosk at Dulles Town Center
<b>Language(s)</b>	English
<b>Partners</b>	DATA Fairfax Connector Loudoun County Transit Virginia Regional Transit Association COG VPSI
<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

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

<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>• InfoExpress Kiosk at Manassas Mall</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>Kiosks:</i></p> <ul style="list-style-type: none"> <li>• Patrons at Manassas Mall</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>	Increase awareness of benefits of GRH, time savings from HOV lanes and convenience of transit
<b>Recommended Marketing Strategy</b>	<p><b>GRH &amp; Mass Marketing</b></p> <ul style="list-style-type: none"> <li>➤ Direct mail for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH</li> <li>➤ Mass marketing ads 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 MM and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that target 1) commuters with new homes or new jobs, 2) commuters residing near HOV lanes, and all commuters who can reduce the cost and frustration of SOV and enjoy the time savings of many of the alternative options available.</li> <li>➤ Test of bus back advertising to reinforce MM message</li> <li>➤ Sponsorship of important Hispanic sporting events, radio or newspaper events</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 4,000 employers plus 130 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>➤ Brochure and e-mail sent to employers regarding workshops</li> <li>➤ Radio ad campaign focusing on promoting employer Telework</li> </ul>

	<p>Employer Workshops will begin January 2004</p> <ul style="list-style-type: none"> <li>➤ Telework banner ads periodically on specific web sites</li> <li>➤ Test use of print advertising in Washington Business Journal</li> <li>➤ Telework! VA promotion</li> </ul> <p><b>Integrated Ridesharing</b></p> <p>Commuter Connections will sponsor a promotion at Manassas Mall and have an ambassador available to help shoppers use the kiosks.</p>
<b>Language(s)</b>	English
<b>Partners</b>	<p>COG</p> <p>OmniLink</p> <p>OmniRide</p> <p>PRTC</p> <p>VPSI</p> <p>VRE</p>
<b>Partner Contributions</b>	<p>Free rides on OmniRide and OmniLink</p> <p>Free rides on VRE</p>
<b>Evaluation</b>	<p>Evaluate call reports for 800-745-RIDE</p> <p>Evaluate Web hits on <a href="http://commuterconnections.org">commuterconnections.org</a></p> <p>Evaluate Kiosk hits and applications</p>

**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/Friendship Heights</li> <li>• NIH</li> <li>• Gaithersburg</li> <li>• Rockville/North Bethesda</li> <li>• Silver Spring/Takoma Park/Wheaton</li> <li>• Germantown</li> <li>• Clarksburg</li> </ul>	Greenbelt/College Park/White Oak New Carrollton/Largo
<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>• Rt. 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>	TransIT Buses TransIT Meet-the-MARC Shuttles Brunswick MARC line Point of Rocks MARC line Park and Ride lots Personalized ride matching Ride Free on Code Red Days on Transit <ul style="list-style-type: none"> <li>• Carpool and Vanpool</li> <li>• Cycling</li> <li>• Telework Center</li> <li>• TPE program</li> <li>• 2 Frederick MARC Stations</li> <li>• MTA 991 Bus to Shady Grove Metro</li> </ul>	<ul style="list-style-type: none"> <li>• Bridge Bucks</li> <li>• 4 TMDs (Silver Spring, N. Bethesda, Bethesda, Friendship Heights)</li> <li>• Annual employee surveys</li> <li>• Bike Paths</li> <li>• Bike Racks</li> <li>• Brunswick MARC</li> <li>• Carpool parking in Silver Spring &amp; Bethesda</li> <li>• Commuter Stores</li> <li>• Express Bus</li> <li>• GRH through TMA</li> <li>• HOV lane</li> <li>• Metrorail</li> <li>• Park &amp; Ride</li> <li>• Personalized ride matching</li> <li>• Ride free on Code Red</li> </ul>	<ul style="list-style-type: none"> <li>• Bike Trails</li> <li>• Bridge Bucks</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>• The Bus</li> </ul>

	<b>Frederick County</b>	<b>Montgomery County</b>	<b>Prince George's County</b>
		<ul style="list-style-type: none"> <li>• Ride On</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>August through 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 Streets Community Fair</p> <p><b>January</b> State Legislative Reception Annapolis</p> <p><b>February through May</b> Local Radio Key 103.1 – A.M. &amp; P.M. traffic sponsorship</p> <p><b>March</b> Women's Fair NIH Transportation Fair</p> <p><b>April</b> Ft. Detrick Earth Day Health &amp; Human Srv Day Frederick Community College Transitioning Fair</p> <p><b>May</b> Sports Expo Elder Expo Job Fair Armed Forces Day Ft. Detrick Safety Day</p> <p><b>June</b> <i>Stuff-A-Bus</i></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>• Theater Slides at RC Westview Cinema (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> Clean Air Partners</p> <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>• Ride Share Week</li> <li>• Ride In Service Improvements</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> <li>• Best Workplaces for Commuters Recognition Ceremony</li> <li>• North Bethesda-Annual Commuter Survey</li> <li>• Ride On Rodeo</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>• 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 Ads</li> <li>• Chamber Ads</li> <li>• Commuter Information Day</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>• The Bus specific route marketing</li> <li>• Employer Outreach coordination with employers with 100+ employees</li> <li>• Print/Radio Ads</li> <li>• TPE program</li> <li>• Try Transit Week Activities</li> </ul>

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

<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>	<p><b>GRH &amp; Mass Marketing</b></p> <ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH</li> <li>➤ Mass marketing ads 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 MM and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that target 1) commuters with new homes or new jobs, 2) commuters residing near HOV lanes, and all commuters who can reduce the cost and frustration of SOV and enjoy the time savings of many of the alternative options available.</li> <li>➤ Test of bus back advertising to reinforce MM message</li> <li>➤ Sponsorship of important Hispanic sporting events, radio or newspaper events</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 4,000 employers plus 130 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>➤ Brochure and e-mail sent to employers regarding workshops</li> <li>➤ Radio ad campaign focusing on promoting employer Telework Employer Workshops will begin January 2004</li> <li>➤ Telework banner ads periodically on specific web sites</li> <li>➤ Test use of print advertising in Washington Business Journal</li> <li>➤ Telework Partnership for Employers (MD) promotion</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>Rockville/North Bethesda, Silver Spring/Takoma Park/Wheaton, Gaithersburg</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Bicycling</li> <li>• Carpools</li> <li>• Vanpools</li> <li>• Commuter Services Section in Silver Spring</li> <li>• Commuter Express Transit Store adjoining Silver Spring Metro</li> <li>• Fare Share/Super FareShare</li> <li>• HOV lanes</li> <li>• Public Transit - Metrorail, Metrobus, Ride On , MARC rail, VanGo Shuttle</li> <li>• Silver Spring TMD</li> <li>• North Bethesda TMD operated by TAP</li> <li>• Maryland Telework Partnership for Employers</li> <li>• Maryland Commuter Tax Credit</li> <li>• Fare Share/Super Fare Share Transit Subsidy Programs</li> <li>• Borrow A Bike program</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> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residents in high SOV zip codes in Silver Spring/Takoma Park/Wheaton &amp; Gaithersburg</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 and a Traffic Mitigation Plan and by encouraging alternative transportation use among SOV commuters.</li> <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> <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>	<p><b>GRH &amp; Mass Marketing</b></p> <ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH</li> <li>➤ Mass marketing ads 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 MM and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that target 1) commuters with new homes or new jobs, 2) commuters residing</li> </ul>

	<p>near HOV lanes, and all commuters who can reduce the cost and frustration of SOV and enjoy the time savings of many of the alternative options available.</p> <ul style="list-style-type: none"> <li>➤ Test of bus back advertising to reinforce MM message</li> <li>➤ Sponsorship of important Hispanic sporting events, radio or newspaper events</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 4,000 employers plus 130 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>➤ Brochure and e-mail sent to employers regarding workshops</li> <li>➤ Radio ad campaign focusing on promoting employer Telework Employer Workshops will begin January 2004</li> <li>➤ Telework banner ads periodically on specific web sites</li> <li>➤ Test use of print advertising in Washington Business Journal</li> <li>➤ Telework Partnership for Employers (MD) promotion</li> </ul>
<b>Partners</b>	<p>COG  MARC  MDOT  MTA  Montgomery County Commuter Services  North Bethesda TMD operated by TAP  City of Rockville  City of Takoma Park  RIDE ON  Silver Spring TMD  VPSI  WMATA  WABA</p>
<b>Language(s)</b>	English
<b>Partner Contributions</b>	<p>Fare Share and Super Fare Share transit subsidy  GRH promotional materials on Ride On and MARC</p>
<b>Evaluation</b>	<p>Evaluate call reports for 800-745-RIDE  Evaluate Web hits on commuterconnections.org</p>

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

<b>Impacted Activity Centers</b>	<b>Bethesda/Friendship Heights</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Bicycling</li> <li>• Carpools</li> <li>• Vanpools</li> <li>• Bethesda TMD operated by BUP</li> <li>• Fare Share/Super FareShare</li> <li>• Friendship Heights TMD</li> <li>• HOV lanes</li> <li>• Montgomery Commuter Services</li> <li>• Public Transit - Metrorail, Metrobus, Ride On &amp; MARC rail, Bethesda 8 Shuttle</li> <li>• Telework Partnership with Employers (MD)</li> <li>• Maryland Commuter Tax Credit</li> <li>• Fare Share/Super Fare Share Transit Subsidy</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> </ul> <p><i>Home End</i> Residents in high SOV zip codes</p>
<b>Objective</b>	<p><i>Work End:</i></p> <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 and a Traffic Mitigation Plan and by encouraging alternative transportation use among SOV commuters.</li> <li>• Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, Metrochek, and teleworking.             <ul style="list-style-type: none"> <li>• Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion</li> </ul> </li> </ul> <p><i>Home End:</i> Increase awareness of benefits of GRH, time savings from HOV lanes and convenience of transit</p>
<b>Recommended Marketing Strategy</b>	<p><b>GRH &amp; Mass Marketing</b></p> <ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH</li> <li>➤ Mass marketing ads 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 MM and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that target 1) commuters with new homes or new jobs, 2) commuters residing near HOV lanes, and all commuters who can reduce the cost and frustration of SOV and enjoy the time savings of many of the alternative options available.</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Test of bus back advertising to reinforce MM message</li> <li>➤ Sponsorship of important Hispanic sporting events, radio or newspaper events</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 4,000 employers plus 130 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>➤ Brochure and e-mail sent to employers regarding workshops</li> <li>➤ Radio ad campaign focusing on promoting employer Telework Employer Workshops will begin January 2004</li> <li>➤ Telework banner ads periodically on specific web sites</li> <li>➤ Test use of print advertising in Washington Business Journal</li> <li>➤ Telework Partnership for Employers (MD) promotion</li> </ul>
<b>Language(s)</b>	English
<b>Partners</b>	Bethesda Transportation Solutions COG MDOT MTA MARC Montgomery County Commuter Services NIH Ride On WABA WMATA
<b>Partner Contributions</b>	Fare Share/Super Fare Share subsidy programs GRH promotional materials on Ride On
<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  
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> </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 The Bus</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>	<p><b>GRH &amp; Mass Marketing</b></p> <ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH</li> <li>➤ Mass marketing ads 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 MM and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that target 1) commuters with new homes or new jobs, 2) commuters residing near HOV lanes, and all commuters who can reduce the cost and frustration of SOV and enjoy the time savings of many of the alternative options available.</li> <li>➤ Test of bus back advertising to reinforce MM message</li> <li>➤ Sponsorship of important Hispanic sporting events, radio or newspaper events</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 4,000 employers plus 130 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>➤ Brochure and e-mail sent to employers regarding workshops</li> <li>➤ Radio ad campaign focusing on promoting employer Telework</li> <li>➤ Employer Workshops will begin January 2004</li> <li>➤ Telework banner ads periodically on specific web sites</li> <li>➤ Test use of print advertising in Washington Business Journal</li> <li>➤ Telework Partnership for Employers (MD)</li> </ul>
<b>Language(s)</b>	English, with Spanish in Langley Park area



<b>Partners</b>	WMATA Prince George's County Rideshare Division The Bus COG
<b>Partner Contributions</b>	GRH writeup in schedules for The Bus
<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 1999 to 2003.

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:

- SPRINGFIELD INTERCHANGE IMPROVEMENT (FEBRUARY 1999)
- BELTWAY CORDON COUNT (APRIL 1999)
- PERFORMANCE OF REGIONAL HIGH-OCCUPANCY VEHICLES FACILITIES ON INTERSTATE HIGHWAYS IN THE WASHINGTON REGION (APRIL 1999)
- TRANSPORTATION DEMAND MANAGEMENT EVALUATION PROJECT (JUNE 1999)
- WMATA SERVICE AREA USAGE & ATTITUDE ASSESSMENT RESEARCH (JUNE 1999)
- DULLES CORRIDOR TRANSIT MARKET RESEARCH STUDY (MARCH 2001)
- EMPLOYER METROCHECK SURVEY RESULTS SUMMARY (FEBRUARY 2002)
- WMATA REGIONAL BUS STUDY UPDATE (JUNE 2002)
- 2001 COUNT OF RADIAL TRANSPORTATION FACILITIES CROSSING THE CAPITAL BELTWAY (JULY 2002)
- 1999 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)
- EMPLOYER SATISFACTION SURVEY (SEPTEMBER 2003)
- TDM ANALYSIS REPORT -FY 2004 PLACEMENT SURVEYS (MARCH 2004)
- GUARANTEED RIDE HOME PROGRAM CUSTOMER SATISFACTION SURVEY (MAY 2004)
- COMMUTER CONNECTIONS PERFORMANCE DATA- SUMMARY FOR FY 2004 (AUGUST 2004)
- GRH PARTICIPANT SURVEY REPORT (SEPTEMBER 2004)
- TELECENTER UTILIZATION AND TELEWORKER TRAVEL BEHAVIOR SURVEY (SEPTEMBER 2004)
- STATE-OF-THE-COMMUTE SUMMARY – FY 2004 (SEPTEMBER 2004)

**FEBRUARY 1999**  
**SPRINGFIELD INTERCHANGE IMPROVEMENT**  
**VIRGINIA DEPARTMENT OF TRANSPORTATION**

In February 1999 the Commonwealth Transportation Board awarded a \$90.3 million contract to Shirley Contracting Corporation of Lorton, VA to build Phases II and III of the massive improvement project. The I-95, 395 and 495 interchange handles over 370,000 vehicles each day and is considered the worst bottleneck on the Capital Beltway. Long distance traffic will be separated from local traffic making it safer and easier to travel through the interchange. After the completion of the interchange, it will produce 50 bridges and 30 ramps making it the largest undertaking in VDOT history.

During Phases II and III of the eight-phased, \$350 million construction project, crews will rebuild the I-95 interchange at Route 644 (Old Keene Mill and Franconia roads), construct 14 new bridges, and widen roads in the vicinity of the interchange.

**Detail on Phase II and III**

In Phases II and III, crews will rebuild the I-95 interchange at Route 644 (Old Keene Mill Road and Franconia Road) and widen sections of roadways in the vicinity of the interchange including:

- Old Keene Mill Road from Commerce Street to I-95;
- Amherst Avenue from Springfield Boulevard to Bland Street;
- Commerce Street from Dinwiddie Street to Franconia Road;
- Franconia Road from I-95 to Elder Avenue;
- Loisdale Road from Franconia Road to Loisdale Court; and,
- Loisdale Road from Franconia-Springfield Parkway to Backlick Road.

Phase IV and V are expected to begin in early 2000. Phases VI and VII will begin in early 2001 providing funding are secured. Phase VIII, building HOV connections to the Beltway, will begin once design plans for the Beltway are finalized. The first phase of the project, adding a fourth lane from Springfield to Newington, was completed in 1996.

Due to the significant impact on regional mobility, a study was conducted by VDOT on how commuters perceive the implications of the Springfield Interchange improvement project. Research was conducted among car commuters using six focus groups in Fairfax, Prince William/Stafford, and Fredericksburg. Additionally, fifteen hundred telephone interviews were conducted using standard questions and “what if” scenarios.

Commuter research of SOV and LOV (excluded vanpool, transit and rail) surveyed commuters who travel during the morning peak hours in the corridor. The weighted sample included:

- Fairfax County 44%
- Prince William/Northern Stafford 50%
- Spotsylvania/Central Stafford 6%

Over 40 percent surveyed participants believe that the delay due to the construction will be less than 30 minutes. Commuters have built in a 25-minute “cushion” to prevent tardiness. Therefore, the possible implications are to include that commuters have no reason to change modes, since they have been modified their behavior to decrease the incidence of tardiness due to construction. Currently 77 percent drive alone or with one other person, 14 percent use HOV-3 lanes and nine percent are casual carpoolers.

The strategic implications indicate employer involvement and the Guaranteed Ride Home Program are critical to the success of attracting commuters to switch from SOV modes to HOV modes. Carpooling is the easiest transition. It is even more attractive if it saves time. Saving time was slightly more important than saving money for commuters. Also, other options that are appealing depend on commuter's origin, cost and time savings: VRE, bus, telecommuting, Metro, and vanpools.

- Carpool strategies improve park and ride lots (build/lease 1,200 new spaces by December 2000) and increase HOV enforcement.
- Vanpool strategies will include a Vanpool Incentive Program that will start in September 1<sup>st</sup>, 1999, (FTA Subsidy Program and Clean Air Initiative) and Van Start/Van Save (empty seat subsidy and supplement existing program).
- Virginia Railway Express Strategy includes: Add new 3:45 p.m. train (May 16, 1999), a double-decker cars (Year 2000) and will add parking in Leland Road Station, as well as in Fredericksburg Station.
- Metrorail will include a Metro Shuttle in Franconia/Springfield.
- Fairfax County will have new bus/rail discount program starting in July 1<sup>st</sup>, 1999.
- Prince William County will have new local/express bus services in July 1999.
- Stafford/Spotsylvania will include a buspool empty seat subsidy in October 1, 1999.
- Finally, other incentives will include a Free Pass Program on VRE and OmniRide with "New Customer Trial" incentives in fall 1999.

**APRIL 1999**  
**BELTWAY CORDON COUNT**  
**NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD OF THE**  
**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**  
**VOLUME I: FINDINGS**

The national Capital Region Transportation Planning Board of the Metropolitan Washington Council of Governments (COG/TPB) conducts a series of traffic counts of vehicles and persons crossing various cordon lines, as part of its overall travel monitoring program. In the spring of 1998, counts were taken of vehicles and passengers crossing the Capital Beltway in Maryland and Virginia, as part of this program.

This report documents data collected in the spring of 1998, and makes comparisons with similar data collected in 1995. Data were collected in the peak direction during the five peak commute hours in both the morning and afternoon 5:00 A.M to 10:00 A.M. for inbound traffic; and, 3:00 P.M. to 8:00 P.M. for outbound traffic. The inner loop of the Beltway defined the cordon, and counts were taken at points just inside this boundary. Data collection for this project was conducted between February and mid-June 1998.

Between the 1995 and 1998 counts, several demographics and transportation systems changes have occurred that have influenced the number of people commuting across the Beltway, and how they chose to do so.

- Employment in the central jurisdictions of the region declined from 890,100 at the end of 1994 to 856,700 at the end of 1997, a loss of nearly four percent.
- Federal Jobs during this time decreased by more than 9 percent.
- Population in the central jurisdictions declined by almost four percent (33,900 persons), while population grew by 97,000 in the inner suburbs and by 94,100 in the outer suburbs.

There have also been significant changes to the highway system (e.g. extension of the HOV lanes on I-395/I-95 and I-66, opening of the Dulles Greenway, reconstruction of the Baltimore-Washington Parkway) and to the transit system (improvements to commuter rail service, new commuter bus service, extensions to the Metrorail system). Policy changes have also impacted the transportation system, such as changing from HOV-3 to HOV-2 on I-66, transit fare increases, and reductions in bus service. And, with non-regular work schedules becoming more prevalent, the numbers of workers traveling across the Beltway, as well as their choice of transportation mode, have most likely been affected.

### **Trends in Person Travel**

Historical trends for person travel by mode, as measured by the Beltway Cordon Count program, are illustrated in the following figures for inbound travel in the 6:30 A.M. to 9:30 A.M. peak period and for outbound travel in the 3:30 P.M. to 6:30 P.M. peak period.

The total number of persons traveling *inbound* across the Beltway during the A.M. peak period in 1998 increased over 1995 by less than one percent to 509,000 trips. The 4,000 people increase was predominantly in automobile use. The overall increase in automobile usage consisted of a slight increase in multi-occupant autos and an almost imperceptible increase in single-occupant vehicles. The share of total person trips crossing the Beltway in autos remained unchanged from 1995 to 1998, at 88 percent.

There was a slight increase in overall inbound transit usage crossing the Beltway in 1998, of one percent, to almost 63,000 persons. The segmentation within the transit mode reveals changes that were more significant. Metrorail usage grew by 14 percent (4,800 passengers) and commuter rail grew by six percent (600 riders). Both transit bus usage and commuter bus usage declined significantly,

however, by 15 percent (1,600 patrons) and 45 percent (2,900 riders), respectively. The changes in transit sub-mode were offering, as the share of total person trips crossing the Beltway on transit remained unchanged, at 12 percent.

The total number of people traveling *outbound* across the Beltway during the P.M. peak period in 1998 decreased from 1995 by two percent, to 535,700 people. This included a decline in both transit patronage (4,100 people) and automobile usage (8,300 people). The overall decrease in the automobile mode was due to a significant drop in single-occupant vehicles coupled with a small increase in multi-occupant vehicles. The share of total person's trips crossing the Beltway in automobiles remained roughly the same between 1995 and 1998. Both the number and modal share for persons in multi-occupant autos during the P.M. peak, however, increased in 1998.

The decrease in overall transit usage crossing the Beltway was attributable to significant declines in transit bus usage (3,300 patrons/24 percent less) and commuter bus usage (1,700 riders/28 percent less). Metrorail usage grew by two percent (600 passengers), and commuter rail usage grew by four percent (400 riders). The share of total person's trips crossing the Beltway remained about the same between 1995 and 1998.

There is an imbalance between the number of persons crossing the Beltway inbound and outbound. In 1995, 3:30 to 6:30 P.M. outbound person's trips exceeded 6:30 to 9:30 A.M. inbound trips by more than 43,000. This imbalance continued in 1998, but the gap narrowed to almost 27,000 trips. Data collected for the five-hour inbound and outbound travel periods reflect the same trend, with much higher differences. Person travel in the 3:00 to 8:00 P.M. period exceeded travel in the 5:00 to 10:00 A.M. period by more than 142,000 trips in 1995 and more than 125,000 trips in 1998. Trips moving to other time periods, as well as trips made for purposes other than work may help explain some of the imbalance of outbound trips.

### **Trends in Vehicle Travel**

A total of 385,500 vehicles crossed the Beltway *inbound* in the A.M. peak period in 1995. This number increased by less than one percent to 385,900 in 1998. Automobiles continue to be predominantly type of vehicle commuters use to cross the Beltway, accounting 97 percent of the traffic both years. The balance is split between truck and buses, with a small number of motorcycles added in.

The split between the total number of vehicles crossing the Beltway in Maryland and Virginia in the morning peak period remained unchanged from 1995 to 1998, with 62 percent in Maryland and 38 percent in Virginia. The number of vehicles in both states increased by less than one percent from 1995 to 1998.

In the evening period, a total of 401,200 vehicles crossed the Beltway *outbound* in 1995. This number experienced a small (three percent) decrease in 1998, to 389,400. As in the morning peak period, predominant vehicle type was the automobile, accounting for 98 percent of all outbound vehicular traffic both years. The remaining number of vehicles was divided between trucks and buses, with a small number of motorcycles.

The split between the total number of vehicles crossing the Beltway in Maryland and Virginia in the evening peak period remained about the same from 1995 to 1998 (62 percent vs. 38 percent). The number of vehicles in both states declined from 1995 to 1998, with Maryland experiencing a slight decrease, while a larger decline was observed in Virginia.

### **Trends in Automobile Occupancy**

A slight increase in both person movements in automobiles and the volume of automobile traffic crossing the Beltway was measured in the inbound morning peak period from 1995 to 1998. These combined increases resulted in average auto occupancy remaining unchanged at 1.19 between 1995 and 1998. Automobile occupancy in the morning peak *hour* in 1998 was only slightly higher than the entire morning rush period, at 1.20 persons per vehicle.

In the outbound evening peak period, decreases in the total number of persons in automobiles and the total number of autos were observed. The decrease in total autos, however, was half again as large as the decline in persons, resulting in an increase in average auto occupancy, from 1.24 persons per vehicles in 1995 to 1.26 persons per vehicle in 1998. Automobile occupancy in the evening peak *hour* in 1998 was the same as the entire evening rush period, at 1.26 persons per vehicle.

**APRIL 1999**  
**PERFORMANCE OF REGIONAL HIGH-OCCUPANCY VEHICLES FACILITIES ON**  
**INTERSTATE HIGHWAYS IN THE WASHINGTON REGION**  
**TRANSPORTATION PLANNING BOARD**

This report is the second in a planned series of annual reports monitoring the performance of high occupancy vehicle (HOV) facilities along major highway corridors in the Washington region. There are three HOV corridors in operation on major highways as of fall 1998:

- I-95/I-395 (Shirley Highway) in the Northern Virginia;
- I-66 in Northern Virginia; and
- I-270 (and the I-270 Spur) in Montgomery County, Maryland.
- Concurrent-flow HOV lanes on Va. 267 (Dulles Toll Road) will open in late fall, 1998; this document contains data collected prior to the opening of HOV.

One-day occupancy and classification counts and appropriate transit counts were taken at a series of locations in each corridor for both HOV and non-HOV lanes.

Operation of the three HOV corridors in 1998 varied in three major respects:

- 1) The HOV requirement is three persons per vehicle on I-95/I-395 but is two persons per vehicle on I-66 and I-270;
- 2) The period of HOV restriction varies considerably across these facilities (in the case of I-66, such period of restriction varies for segments inside and outside the Capital Beltway); and
- 3) The type of HOV treatment also differs significantly for the three corridors, ranging from a concurrent flow lane (in the case of I-66, HOV treatment also varies for segments inside and outside the Capital Beltway).

Major Findings

All of these HOV facilities continued in 1998 to operate at a high level of service and provide substantial time savings relative to alternative LOV (non-HOV) facilities.

Consistent with findings in 1997, movement of persons per lane per hour in 1998 was generally higher in HOV lanes than in non-HOV lanes. HOV person movement ranged from 2,000 to 4,300 persons per lane per hour while non-HOV person movement ranged from 1,300 to 2,300 persons per lane per hour.

On I-66 inside the Beltway, volumes of traffic at the height of the restricted period were observed at 1,780 vehicles per lane per hour, below the threshold established in 1995 of 1,950 vehicles per lane per hour for returning restrictions to HOV-3.

A Note on Methodology

The methodology employed to generate information for this report yielded one-day occupancy, classification, and transit counts at a series of locations in each corridor for both HOV and non-HOV lanes. These one-day counts may vary significantly from day to day.



In addition there is a problem with measuring car occupancy on HOV facilities due to the presence of tinted glass in many automobiles. Only observed persons in automobiles were recorded, which may understate the actual automobile occupancy. Such concerns suggest that it may be appropriate to consider a peer review of the travel monitoring work program during FY-2000 to identify the most cost-effective ways to count occupants in vehicles.

**TRAVEL TIMES: HOV vs. LOV LANES (1997)**

(Computed for Maximum HOV Facility Length)

A.M. Peak Period

Facility	HOV Length	HOV Time	LOV Time	HOV Savings Minutes	HOV Savings Min/Mi.
I-95/I-395 (VA.619 to VA.110)	27.6 Miles	26 Min.	65 Min.	39 Min.	1.41
I-66 (VA.234 to T.R.110)	27.5 Miles	43 Min.	71 Min.	28 Min.	1.02
I-270 (I-370 to Beltway) Using East Leg	8.8 Miles	11 Min.	16 Min.	5 Min.	.57
I-270 (VA.234 to Beltway) Using West Leg	8.6 Miles	11 Min.	17 Min.	6 Min.	0.70

**TRAVEL TIMES: HOV vs. LOV LANES (1997)**

(Computed for Maximum HOV Facility Length)

P.M. Peak Period

Facility	HOV Length	HOV Time	LOV Time	HOV Savings Minutes	HOV Savings Min/Mi.
I-95/I-395 (VA.619 to VA.110)	27.3 Miles	26 Min.	60 Min.	34 Min.	1.25
I-66 (VA.234 to T.R. Bridge)	27.4 Miles	27 Min.	44 Min.	17 Min.	0.62
I-270 (Capital Beltway to MD 121 Clarksburg) Using East Leg	18.3 Miles	17 Min.	26 Min.	9 Min.	0.49
I-270 (Capital Beltway to MD 121 Clarksburg) Using West Leg	18.1 Miles	18 Min.	30 Min.	12 Min.	0.66

**JUNE 1999  
 COMMUTER CONNECTIONS  
 TRANSPORTATION DEMAND MANAGEMENT EVALUATION PROJECT  
 FINAL TDM ANALYSIS REPORT  
 COMMUTER CONNECTIONS**

**Executive Summary**

This TDM Analysis Report presents results of an analysis of commuter transportation assistance services offered by the Commuter Connections Program of the Metropolitan Washington Council of Governments (COG) to commuters and employers in the Washington, D.C. region.

Commuter Connections Program services includes: carpool and vanpool matchlists, transit route and schedule information, information on Park & Ride lot locations and HOV facilities, employer transportation demand management (TDM) and telework assistance. Commuters obtain services by calling a toll-free telephone number or by submitting a ridematch application obtained from COG, an employer, a local partner assistance program, or a transportation management association (TMA).

This report estimates Commuter Connections' (CC) transportation and air quality impacts, cost effectiveness of Commuter Connections' services and Guaranteed Ride Home, a transportation emission reduction measure (TERM) implemented by CC. Data for this analysis were provided by a quarterly telephone survey of 700 respondents randomly selected from the CC applicant database. The quarters when the data collection occurred include: January through March 31, 1997; July 1 through September 30, 1997; April 1 through June 30, 1998; October 1 through December 31, 1998.

**Commuter Connections Program  
 Service Activity Summary  
 For Four Quarters: 1-3/97; 7-9/97; 3-6/98; 10-12/98**

	<b>Totals</b>	
Commuter applicants	20,203	
Applicants placed in continued and temporary commute alternatives	2,699	15%
-Continued	2,257	10.6%
-Temporary	442	4.4%
Applicants desiring rideshare information	16,400	81.2%
Applicants who remember receiving matchlist		71%
Applicants who remember receiving vanpool assistance		16%
Applicants who remember receiving Park & Ride info		10%
Applicants desiring transit information	1,463	7.2%
Applicants who remember receiving transit schedule		19%
Applicants interested in GRH	5,967	29.5%
Applicants who remember receiving GRH info		25%
Percentage of commuters suggesting CC improvements		52%

**Commuter Connections Program  
Transportation, Air Quality, Energy, and Cost Impacts  
For Four Quarters: 1-3/97; 7-9/97; 3-6/98; 10-12/98**

<b>Totals</b>	
Vehicle trips (VT) reduced	1,023 daily vehicle trips
VMT reduced*	31,306 daily VMT
Tons of NOx reduced	0.042 daily tons NOx
Gallons of gasoline saved*	1,418 daily gallons of gas
Commuter costs reduced (total of all commuters)*	\$1,651 per day
Annual cost saving per commuter*	\$568 per year

*\*Totals do not include one-time placements.*

Other key survey results calculated as an average of the four individual, quarterly studies cited above:

Demographics

- More than half the respondents were female (61.5%)
- Average respondent was white, 42 years old with a household income of \$65,315.

Commute Travel Patterns

- About 42% of respondents rideshare at least one day per week
- Carpool and vanpool trips make up to 40% of the weekly commute trips made by applicants
- Twenty-seven percent (27%) of respondents use transit at least one day per week.
- Transit trips account for 25% of applicants' weekly commute trips.
- Forty percent (45%) of transit trips are made on Metrorail.
- The average one-way commute distance is 28.9 miles.
- The average commute time is 52 minutes.

Commute Changes

- 312 survey respondents (42%) made a commute pattern change or tried another method of transportation after receiving assistance from Commuter Connections, but this change was temporary or one time for 75% of the respondents.
- The placement rate (percent of applicants who made a continued change to a commute alternative) was 11%.
- Over one-third (36%) of the respondents who made a continued mode change, shifted from driving alone.
- The remaining 64% shifted from one HOV to another.

Information and Assistance Requested and Received

- Over fifteen percent (16.75%) of the respondents indicated that information they received from Commuter Connections, their employers, or other commute assistance organizations had influenced their decision to make a commute change.
- The most influential information included matchlists, transit schedules, and vanpool assistance received from Commuter Connections (12.25%).
- Only 4.25% of respondents said service provided by employers influenced their decisions.
- Over one-third of respondents (38%) reported that their employers offered some commuter assistance services. Most common were carpool and vanpool information, transit passes and transit schedule information.

- Saving time, money and tired of driving are the reasons cited by almost 50% of the respondents changing modes.

#### Commuter Connections Improvements Desired

- About half (56.5%) of respondents thought Commuter Connections could improve its services to commuters.
- Most desired improvements focused on improving the quality or quantity of the information provided: more match names (30%), matches fit respondents travel patterns better (24%), more current information (15%), matches more interested in ridesharing (21%) and better transit information (15%).
- Suggestions were also made for more advertising (13.25%), more use of Internet (12%), quicker response (10%), more Commuter Connections follow-up (13%), and better transit information (8%).

#### Guaranteed Ride Home Program

- Only seven percent of GRH respondents were driving alone when they contacted Commuter Connections, compared with 45% of non-GRH respondents.
- Over seventeen percent (17.3%) of respondents who registered for GRH made a continued commute change; about one-fifth (19%) changed from SOV to an alternative. The remaining four-fifths shifted within alternative modes.
- 28% of GRH respondents who made a continued change said they were unlikely to have made the change without GRH.
- About 6% of 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.
- 13% of GRH respondents said they had used the GRH program since they had registered for it.
- Over 85% were satisfied with the service. Of those who said they were not satisfied, 65% said they had waited too long for the ride provider to arrive.

**JUNE 1999**

**WMATA SERVICE AREA USAGE & ATTITUDE ASSESSMENT RESEARCH  
WMATA-DEPARTMENT OF EXTERNAL AFFAIRS**

In 1999 the District of Columbia (30%) is the primary destination for commuters. However, about one in five works in Montgomery County and another one in five works in Fairfax County.

**Incentives and Disincentives for Using Transit**

There are more incentives and fewer disincentives for using transit today than in 1997. Fewer service area adults have either unlimited access to a car or free parking at work. In addition, more employers are subsidizing transit.

**Mode Share**

- Metrorail's share of both commute (13%) and non-commute business trips (12%) is more than twice as large as its share of trips made for entertainment, social reasons or recreation (5%), while Metrobus's share is between 4% and 6% for all types of trips.
- Since 1997, Metrorail's share of total trips has increased slightly from 8% to 10% (a statistically non-significant difference) while Metrobus's share has held steady at 5%. Metrorail's share of commute trips (12%) has not changed, but there has been a decrease from 9% to 6% for Metrobus.
- When only commute trips are considered, Metrorail accounts for about one-quarter of trips taken by Arlington County and District residents, about one in six of trips taken by Alexandria residents and more than one in ten of those taken by residents of Prince George's and Fairfax Counties.
- Since 1997, there has been no significant change in the share of commute trips to workplaces in any jurisdiction for either Metrorail or Metrobus.

**How Drivers Would Travel if They Could Not Use Their Cars**

- Getting a ride with someone else is the most popular alternative mode for drivers who cannot use their cars.

**Travel to Metrorail Stations**

- More Metrorail riders drive to the station 1999 (34%) than in 1997 (29%) slightly more take Metrobus (23% vs. 19%), and fewer walk (30% vs. 42%).

**Characteristics of Past-week Transit Riders**

- There has been a large increase in the number of service area adults who said that they have never ridden Metrobus (30% vs. 19% in 1997).
- Only 51% of frequent Metrobus riders have unlimited access to a car, compared to 73% of frequent Metrorail riders.
- Half of frequent Metrorail riders live within walking distance of a station, and 69% said they have convenient bus service to the station.
- There is a very strong inverse relationship between income and ridership of Metrobus, but not Metrorail. Frequent Metrorail riders are just as affluent as other service area adults.
- African Americans are particularly likely to be occasional Metrobus riders.

## **Psychographics**

- Frequent Metrorail riders tend to have transit compatible lifestyles and work styles. They value the convenience of a car less than other service area adults do, perhaps because they are relatively unlikely to need a car during the workday, to have an unpredictable work schedule or to run errands on the way home from work. They are also willing to spend a little more time traveling in order to save money, and often go out of their way to take advantage of a bargain. They agree that rush hour driving is stressful, suggesting that many use Metrorail as a way to escape that stress. Their lifestyles are active and centered on the City. They spend much of their free time in the District of Columbia and go out to movies, theater, restaurants, and social events.
- Frequent Metrobus riders, who are likely to live in the District of Columbia, spend a lot of their free time there. Like frequent Metrorail riders, they do not value the convenience of a car. They do voice concern about their personal safety in public places, but they don't feel safer in a car than on transit. Like frequent Metrorail riders, they have transit friendly work styles. They are unlikely to need a car during the workday, to do errands on the way home or to work late. They also share frequent Metrorail riders' cost consciousness. They are willing to go out of their way for a bargain and to spend extra time traveling in order to save money.

## **Reason for Not Taking Transit**

A preference for the car is by far the most common reason given for not riding Metrobus, and more gave this reason in 1999 (34%) than in 1997 (27%). It is also an important reason for not taking Metrorail (25%), along with "trains that don't take people where they want to go" (24%).

## **Overall Image of Metrorail, Metrobus, and the Car**

- Metrorail has a very strong image; 64% gave it positive or very positive ratings, compared to 59% for the car.
- Metrobus has a much weaker image than Metrorail, partly-but not entirely-because of unfamiliarity. The majority of respondents gave Metrobus neutral (28%) or negative ratings (30%).
- The image of Metrorail is also driven by the perception that it is low cost compared to other transportation modes. The perceptions that Metrobus is safe from accidents and goes to the places that people need to go also drives its image.
- There has been no significant change in the image of Metrorail, Metrobus or the car since 1997.

## **Perception Driving the Overall Image of Metrorail and Metrobus**

The images of both Metrorail and Metrobus are driven by:

- Ease of convenience of use
- Being a relaxing way to travel
- Good value for the money
- Being available when needed
- Getting passengers to their destination on time
- Being used by "people like me"

## Service Scenarios

- The most important incentive for taking Metrorail is a guaranteed ride home in an emergency.
- Better service is at least as strong an incentive to take Metrobus as are more explicit incentives, like employer subsidies (37%) and guaranteed ride home (43%).

The market segmentation, clusters of service area adults, was determined to be the following:

- Core Urban Transit Market (23%) - Members of this segment are likely to work in the District and to live in either Arlington or the District, where transit is most plentiful and convenient. Not only are members of this segment heavy users of both Metrorail and Metrobus; they are interested in using it more often. Of all segments, the Core Urban Transit Market is most receptive to all of the Metrorail and Metrobus service improvement scenarios. Just 66% have free or subsidized parking at work, less than any other segment, while a relatively high proportion (21%) are offered Metropool/Metrochek at work. Core Urban Transit Market is the least affluent, the least well educated, the youngest, the most African American and the least White.
- Eroding Urban Metrorail Market (7%)- Metrorail accounts for 38% of their commute trips, more than any other segment, 27% of non-commute business trips, and 16% of recreational trips. They are very likely to either live within walking distance of a Metrorail station or to have convenient bus service. Despite their heavy transit use, members of this segment are most likely to say that they are riding Metrorail less than they used to. The primary reason for this erosion is a growing preference for driving a car.
- Affluent Suburban Metrorail Market (18%) - Members of the Affluent Suburban Metrorail Market tend to live in Fairfax County (36%), Montgomery County (25%) and Arlington County (8%), and a disproportionate share (37%) work in the District. They are the most affluent and well educated of any group, and they are likely to be age 55 or over and married. Metrorail accounts for 28% of commute trips, 36% of non-commute business trips in this segment, but only 7% of recreational trips. Two factors appear to have encouraged transit use- a relative lack of free or subsidized parking at work and the Metropool/Metrochek program. They are not willing to spend extra time traveling in order to save money.
- Suburban Auto-attached (28%) - Members of the segment are most likely to live in Montgomery or Fairfax counties. However, this segment does not take transit, and there is little potential for growth. They prefer their cars. Their attitudes and work styles are not transit friendly.
- Receptive Suburban Non-users (10%) - Receptive Suburban Non-users live primarily in Montgomery County and Fairfax County. They don't ride transit now, but they are receptive to the idea of riding. Logistics may make it difficult to convert this segment to transit. They are the most likely to say both that transit doesn't go where they want it to go and that they prefer driving. Access to a car is virtually universal among Receptive Suburban Non-users, and free or subsidized parking at work is very common. Although their incomes are only average, they are the most well educated segment.
- Latent Market for Enhanced Bus Service (14%) - Although they tend to live in affluent Montgomery and Fairfax counties and to work in Fairfax County, this segment is one of the least well-educated and affluent groups. Hispanics are over-represented in this segment. They are especially interested in more buses that go where they need to go, greater frequency, extended hours, a guaranteed ride home in case of emergency and faster service. Despite their low ridership, they are more likely to have experience with Metrobus than members of any other segment. As for Metrorail, the primary reason they don't ride or are riding less is logistics, primarily trains that don't

go where they need to go. However, 87% would take Metrobus more often if it took them to more of the places they need to go.

- Key Prospects (18%) - they have solid market potential, because of positive perceptions of transit, active, urban lifestyles, young (< 50 years) and single. They are receptive to service enhancements such as: guaranteed ride home, simplified fares; employer subsidized fares, and guaranteed parking.

**Conclusions:**

- Service area residents are split between being transit-friendly and transit-adverse.
- Key prospects are the greatest opportunity and current riders for increased transit use. They are receptive to service enhancements.
- Suburban Auto-attached perceive transit as no longer practical, and is a target for new or enhanced services.
- The greatest demand for service enhancements were: convenient bus service, guaranteed parking, MetroPool/Metrochek, simplified fares, more services/shopping at stations, and Guaranteed Ride Home.

**Future Steps:**

The next steps to incorporate research results are to refine marketing strategies, identify/refine entrepreneurial approaches, and evaluate service approaches.



## **MARCH 2001**

### **DULLES CORRIDOR TRANSIT MARKET RESEARCH STUDY**

#### **DULLES CORRIDOR RAIL ASSOCIATION (DCRA)**

The overall goal of the study was to assess reactions to new transit options among commuters who live or work in the Corridor, particularly those who currently drive alone to work. The Dulles Corridor includes Tysons Corner (McLean, Vienna and Western Falls Church), Reston/Herndon and Eastern Loudoun County. The Dulles Corridor Transportation Needs Study includes two surveys, a survey of residents and a survey of employees. Both surveys utilized the same questionnaire although the residential survey was conducted by telephone and the employee survey was conducted on the Internet. During July 2000, QS&A conducted a telephone survey of 493 Corridor residents who commute to work on a regular basis. DCRA and Dulles Area Transit Association (DATA) staff contacted a sample of employers and invited them to ask their employees to participate in an Internet survey. A total of 3,150 employees in 41 companies participated in this Internet survey.

#### **Demographic Characteristics**

- The Dulles Corridor is one of the most affluent areas in the nation, and both residents and the employees who work there have very high incomes. Consistent with the area's burgeoning high technology industries, employees tend to be new to the area, comparatively young and even better educated than residents of the area. The government sector employs one-quarter of residents but just 3% of employees surveyed via the Internet.

#### **Geographic Commute Patterns**

- About half of residents commute to workplaces outside the Corridor, primarily to other parts of Fairfax County and to the District of Columbia, and half of employees live outside the Corridor. These employees are most likely to live in Fairfax County and then Montgomery County.
- Employees, who live outside the Corridor, account for much of the westward traffic during morning commutes. Residents are much more likely to travel east than west.
- About eight in ten employees and six in ten residents commute to their regular work place at least five days a week.

#### **Commute Modes**

- About nine in ten of both residents and employees drove a private vehicle alone for at least part of their trip the last time they commuted to their regular workplace. Just 8% of residents and 6% of employees used Metrorail as one of their travel modes, while 6% and 4%, respectively, used the bus. Most residents who used transit commute to the DC Core.
- Among residents, it is the upper middle-income commuters who are most likely to take both Metrorail and the bus. This finding is significant because it shows that there is a precedent for affluent people taking transit in the Dulles Corridor.

#### **Commute Times**

- Transit users spend an average of 17 minutes (employees) to 20 minutes (residents) longer than it takes drivers to commute to work. However, for residents, this discrepancy is due largely to the fact that transit users travel further to work. Almost all residents who use transit work in the DC Core, and when route-by-route comparisons are made, it takes little if any extra time to take transit from points along the Corridor into the DC Core. However, transit does take longer for employees traveling into the Corridor from the DC Core and other areas, suggesting that they do have less efficient transit options.
- However, transit non-users believe that it would take a lot longer to take transit than to drive.

#### **Reasons for Taking and Not Taking Transit**

- There are three key reasons commuters choose transit over driving:

- Ability to use their commute time productively, whether by working, reading or sleeping;
- A lower stress level than driving;
- The unpredictability of commute drive times and the possibility that driving will take longer than transit
- The most important reason for driving to work rather than taking transit is the belief that taking transit takes more time. Transit is also seen as less convenient for a variety of reasons, including unpredictable schedule (particularly for employees), the need to work late, lack of transit stations or stops near home and the need for a car during the day, either for emergencies or errands. However, preference for driving is also important. About one-half of residents and one-quarter of employees said they drive because they prefer driving to transit.

#### **Willingness of Switch to Transit**

- Time is of the essence. As many as half of residents and four in ten employees said they would *consider* taking transit if it took the same amount of time as driving, and more residents (13%) and employees (14%) said they would consider it if it saved them 10 minutes.
- Transit incentives could also encourage ridership. In general, respondents reacted more favorably to a monthly transit benefit (44% of residents and 38% of employees) and a guaranteed ride home (42% and 38%) than to either flextime (36% and 35%) or transit route and schedule information (37% and 28%).

#### **Reported Likelihood of Using New Transit**

- Both residents and employees were much more likely to say they could and would use the proposed rail extension than either BRT or express buses. Fifty-nine percent of residents indicated they were either likely (7 to 9 on the 10-point scale) or certain (10) to use the rail extension, compared to 34% for BRT to a proposed new Metrorail station at Tysons corner and 29% for BRT to the existing Metrorail station at West Falls Church. Fewer said they would take express buses to either Tysons Corner (21%) or the West Falls Church Metrorail (26%). The same pattern holds for employees, although employees are less likely than residents to say they would use the new transit services.
- In general, residents and employees were most likely to say they would use the rail extension to go to the District of Columbia or Washington Dulles International Airport.

#### **Improvements That Could Increase Ridership**

- Thirty-four possible new transit improvements were tested, including expanded bus service, new technologies that would improve bus service, on-board amenities, payment options and improvements to parking lots, parking garages and transit stations. Of these, 11 received ratings of “7” or more on a 10-point scale indicating at least moderate importance. These improvements indicate that both residents and employees place a high priority on:
  - Being sure they will be able to park at transit pick up points;
  - Being sure they will have a comfortable ride;
  - Feeling safe in parking lots and garages;
  - Having technologies and payment options that allow them to travel faster and more efficiently;
  - Information that gives them a greater sense of control in trip planning.

**FEBRUARY 2002  
EMPLOYER METROCHECK SURVEY RESULTS SUMMARY  
WMATA**

The Metropolitan Washington Council of Governments (COG) conducted an Employer Metrocheck Survey in February 2002 to identify the range of commute-assistance services offered by Metrocheck employers. Copies of the survey went to more than 500 employers with 100 or more employees, who purchase Metrocheck from WMATA.

- More than half (60%) of the respondents worked for a private employer.
- Employers ranged in size from five employees to 15,000 employees.
- More than half of the respondents (56%) said that their primary worksite was in D.C.
- Less than two-thirds of respondents (62%) said parking was adequate on site or nearby the worksite.
- Employees paid the full cost for parking at more than half of the worksites (55%).
- Employees' average cost for parking per month was \$164.
- Nearly three-quarters of respondents (71%) said their primary worksite was within three blocks of a Metrorail station.

*Commuter-Assistance Services Offered*

- About half of the employers surveyed said they offered one or two services other than Metrocheck.
- The most common service offered was the Metrocheck/transit subsidy, offered by 69% of respondents.
- Other common services included flextime (51%), information on commute options/transit (44%), telecommuting (23%), compressed work schedules (17%), other bike/walk assistance services (13%), shuttle to transit or between worksites/buildings (12%), and preferential parking (10%).
- Average subsidies by mode were: transit, \$76 per month; carpool, \$61 per month; vanpool, \$71 per month; and bike/walk, \$65 per month.

**JUNE 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 822,00.

**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

## **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 and understand what is needed to convert those who are not currently interested in teleworking but work for employers who permit employees to adopt this 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, DUDNYK Advertising and Public Relation 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. Dudnyk 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

Dudnyk 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 2003  
EMPLOYER SATISFACTION SURVEY  
COMMUTER CONNECTIONS**

At the conclusion of fiscal year 2003, Commuter Connections conducted its fifth annual survey to measure the level of satisfaction among employers participating in the Commuter Connections Employer Outreach program.

Over 3,140 employers were selected, representing organizations of various sizes and locations across the region. With 211 replies, the survey had a 7 percent response rate. Last year the response rate was 10% however, the survey was mailed to a smaller sample of approximately 800 employers. This year's survey received the highest total number of responses in the survey's history.

A majority of employers continue to find our materials very helpful. Brochures received the most 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, enthusiasm with which outreach representatives approach them, and the overall quality of the service provided. A large majority 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 and General ETC Training.

The results also demonstrate areas for improvement. Nineteen percent of the respondents indicated that they are not directly involved with assisting employees with their daily commutes—up from 12 percent last year. This fact suggests that outreach representatives may have had difficulty in contacting the appropriate person at that employer site, and building on those opportunities will only enhance Commuter Connections Program awareness.

The responses regarding the effectiveness measure of the Employer Outreach representatives show us that there is room for improvement. Twenty-four percent of respondents selected the highest level of effectiveness and another fifteen percent indicated that their representative was *somewhat effective*. The Sixty-one percent that expressed no opinion or indicated that their representative may not as effective represent a large group to which outreach efforts may not have had the expected impact.

Overall, the results provide a favorable view the employer outreach effort. The main indicators of responsiveness, satisfaction and effectiveness all reveal encouraging trends, but also show 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. The employer outreach effort, however, remains troubled by a consistent and sizable set of employers that have not been fully engaged by the effort, evidenced by both the no opinion responses and the small group of responses that show dissatisfaction with Commuter Connections services.

**MARCH 2004  
 TRANSPORTATION DEMAND MANAGEMENT EVALUATION PROJECT  
 TDM ANALYSIS REPORT FISCAL YEAR 2004 APPLICANT PLACEMENT SURVEY  
 COMMUTER CONNECTIONS**

This Survey Report presents results of an analysis of commuter transportation assistance services offered by the Commuter Connections program of the Metropolitan Washington Council of Governments (COG) to commuters and employers in the Washington, DC region.

Commuter Connections program 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 obtained from COG, on-line via the Commuter Connection's web site, an employer, a local partner assistance program, a transportation management association (TMA), or via a Commuter Connections information kiosk. This report estimates transportation and air quality impacts of Commuter Connections' services implemented by Commuter Connections. Data for this analysis were collected in November 2003 through a telephone survey of 700 respondents randomly selected from the applicant database. The surveys collected data for applicants who received information or assistance during the period between July 1 through September 30, 2003.

**Commuter Connections Program Activity Summary and  
 Overall Participation, Utilization, and Satisfaction Performance Measures  
 July-Sept 2003**

Commuter applicants	4,030	
• Applicants placement rates	32.5%	
- Continued placement rates		20.4%
- Temporary placement rates		12.1%
Applicants placed in alternative modes	1,310	
- Continued placement rates		822
- Temporary placement rates		488
Applicants desiring rideshare information	59%	
- Applicants who remember receiving match list		48%
- Applicants who remember receiving vanpool assistance		22%
- Applicants who remember receiving Park & Ride info		21%
- Applicants desiring transit information		12%
- Applicants who remember receiving transit schedule		33%
- Applicants interested in GRH		68%
- Applicants who remember receiving GRH information		66%
Commuters suggesting CC improvements		38%

**Commuter Connections Program  
Program Impact Performance Measures  
July-Sept 2003**

• Daily vehicle trips (VT) reduced	<b>363 trips</b>
- Continued placements	345 trips
- Temporary placements (prorated credit)	18 trips
• Daily VMT reduced	<b>13,026 VMT</b>
- Continued placements	12,396 VMT
- Temporary placements (prorated credit)	630 VMT
• Daily tons of NOx reduced	<b>0.009 tons</b>
• Daily tons of VOC reduced	<b>0.004 tons</b>
• Gallons of gasoline saved	<b>547 daily gallons of gas</b>
• Commuter costs reduced	<b>\$1,785 per day</b>
- Annual cost saving per continued placement	<b>\$543 per year</b>

**OTHER KEY SURVEY RESULTS**

**Demographics**

- More than half of the respondents were female (58%).
- The average respondent was white and 42 years old, with a household income of \$84,000

**Commute Travel Patterns**

- About 31% of respondents carpooled or vanpooled at least one day per week. Carpool and vanpool trips made up 27.0% of the weekly commute trips made by applicants.
- Nearly half (49%) of respondents said they use transit at least one day per week. Transit trips accounted for 43.7% of applicants' weekly commute trips. Three in ten (30%) transit trips were made on Metrorail. Commuter rail accounted for nearly half of transit trips
- The average one-way commute distance was 35.3 miles. The average commute time was 66 minutes.

**Commute Changes**

- About one-third (32.5%) 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 20.4%. The temporary placement rate (percent of applicants who made a change but returned to their original modes) was 12.1%.
- About 33% of respondents who made a continued mode change shifted from driving alone. The remaining 67% shifted from one alternative mode to another.

**Information and Assistance Requested and Received**

- The Commuter Connections' applicant database shows that 59% of respondents had requested ridesharing information when they contacted Commuter Connections for assistance. Two-thirds (66%) of respondents requested Guaranteed Ride Home information or registration and about 12% requested information on transit.



- About half (48%) of respondents said they received a matchlist with names of potential carpool or vanpool partners.
- About half (49%) of these respondents tried to contact someone named on the list.
- One-third (33%) of respondents remembered receiving transit information on a matchlist. A third (32%) of these respondents said they used the information provided to contact a transit agency. The majority (88%) of these respondents said they used information they received from the transit agency to try transit.
- About 31% 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 11% of these respondents and 10% mentioned transit information provided by Commuter Connections.
- 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 58% of employers. Smaller percentages of employers offered cash incentives (3%), transit schedules (4%), or carpool and vanpool information (9%). A small percentage (9%) of respondents reported that one or more of these services had been implemented during the past year.

### **Commuter Connections Improvements Desired**

- About two in five respondents (40%) thought Commuter Connections needed no service improvements and an additional 22% 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 (6%), matches fit respondents travel patterns better (6%), more match names (6%), and vanpool resources/assistance (3%). Suggestions also were made for quicker response (3%), more advertising (5%), Internet suggestions (3%), and more Commuter Connections follow-up (1%).

### **Guaranteed Ride Home Program**

- About 68% of respondents requested GRH information and 66% said they had received information on GRH. The majority (75%) of these respondents registered for GRH.
- About a quarter (23%) 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 seven percent 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 small percentage (14%) of GRH respondents said they had used the GRH program since they had registered for it. The great majority (94%) of respondents were satisfied with the service they received. Those who were not satisfied said they were unsatisfied with the taxi or driver who provided the trip or felt it was too cumbersome to receive permission for the trip.

**MAY 2004**  
**GUARANTEED RIDE HOME PROGRAM CUSTOMER SATISFACTION SURVEY**  
**COMMUTER CONNECTIONS**

In 2003, Commuter Connections conducted its sixth annual Guaranteed Ride Home (GRH) Customer Satisfaction Survey. The survey measured customer satisfaction with the GRH program and the services provided by Commuter Connections at the Metropolitan Washington Council of Governments (COG).

All participants in the program who received services from the regional GRH program received a questionnaire. Responses were overwhelmingly positive and show that satisfaction with the program has steadily increased over the last five years.

*Increased Response Rate*

In fiscal year 2003, 2,906 surveys were distributed via direct mail with four questions regarding service and a comment area; 781 (26.9 percent) responses were received, which represents an increase in responses from FY 2002. The vast majority (94 percent) expressed satisfaction with the overall service GRH provides. Over 75% of all responses were in the “Excellent” category, higher than in any of the previous years. More than half (55 percent) of the written feedback were compliments and 31% were comments and suggestions. The majority of complaints centered mostly on concerns about the reservation response time or taxi services themselves. Although these issues are beyond Commuter Connections’ direct control, they have been addressed with the contracted taxi companies.

In order to make direct comparisons over time, the same questionnaire has been utilized each year. A cover letter informed each recipient of the purpose of the survey, the confidentiality of the research, and the voluntary nature of their participation. To increase the likelihood that the questionnaire would be returned, it was printed on a postage-paid mailer card.

Overall, the majority of individuals accepting rides from the Guaranteed Ride Home program indicated that their experience was excellent. In every category, satisfaction is greater than in years past. These trends indicate a continued higher level of satisfaction with the GRH program, services, and staff.

**JULY 2004**  
**PERFORMANCE DATA- SUMMARY FOR FY 2004**  
**COMMUTER CONNECTIONS**

**Program Impact**

The average number of call per week for FY 2003 (July 1, 2002 to June 30, 2003) was 576, for FY 2002 it was 586, virtually unchanged. Call volume increased as high as 21% during some weeks when the campaign was running in FY 2003, when compared to the week previous to the campaigns when GRH ads were not run, and as high as 19% compared to call volumes from the same week in FY 2002. During GRH fall campaign for FY 2003, call volume reached a peak of 790 calls in one week, and a low of 377. During the GRH spring campaign, the range was as high as 610 and as low as 457 calls per week.

In general, more commuter are turning to the Commuter Connections Web site for information and applications than ever before, and may be the reason call volumes have not been showing the increases as in the past years during advertising campaigns. In FY 2003, there were 17,758 hits to the GRH page, as compared to 14,588 in FY 2002, a 22% increase. In FY 2003, Commuter Connections received 9,484 applications from the Web site, which represents a 5% increase from FY 2002. In FY 2003, Commuter Connections received 70,008 on their Main Page, a 12% increase from FY 2002.

As of the end of June 2004, the Applicant Database for Commuter Connections contains approximately 31,000 commuters. In FY 2003, 17,194 Matchlists were sent and over 7,604 of these applicants requested GRH information. The database of GRH registrants has grown from 3,826 when GRH was launched in January 1997 to 26,499 in May 2004, a 593% increase since GRH's inception, and a 20.3% increase over June 2003. An average of 490 new applicants signed up for GRH each month in FY 2004 through the mail or web site. Over 11,740 GRH trips have been provided since January 1997. Over 2,900 of the trips were provided in FY 2003, with the primary reasons by commuters for using GRH being personal illness and childcare problems.

It is clear however, that the GRH TV ads and direct mail pieces are leading to an increase in web hits, since these are the only mediums that have web site advertisements.

**Kiosk Usage-** Approximately 21,193 people used the kiosks, and 75 applications were received for Matchlists in FY 2004. Tyson Centre with two kiosks attracted the highest number of users followed by La Promenade, and then Springfield Mall. On average, the kiosks get about 2,400 hits per month, per location; however, about seven applications for Matchlists and GRH are received from the kiosks per month. New kiosks were implemented at the Dulles Town Center and Manassas Mall in May, and the Wal-Mart kiosk was moved to the Fashion Centre at Pentagon City in June 2004. During the promotions for the new kiosks the highest number of applications were received in the history of the kiosk program, primarily due to the marketing effort.

**SEPTEMBER 2004  
COMMUTER CONNECTIONS  
GUARANTEED RIDE HOME PROGRAM (GRH)  
GRH PARTICIPANT SURVEY**

This report presents the results of a survey (GRH survey) of 1,033 commuters who currently participate or who have participated in the regional Guaranteed Ride Home (GRH) Program operated by the Metropolitan Washington Council of Governments. Commuter Connections introduced the GRH Program in 1997 to eliminate one barrier to using alternative modes, commuters' fear of being without transportation in the case of an emergency. The program provides up to four free rides home per year in a taxi or rental car in the event of an unexpected personal emergency or unscheduled overtime. In March 2004, the GRH database contained approximately 23,500 records of respondents who either entered the database or whose registration was updated during the March 2001 to March 2004 survey period. The remaining database included approximately 22,300 records from which to draw the sample.

The telephonic survey was designed to examine three key questions. Did GRH:

- Encourage commuters who drive alone to work to use alternative modes?
- Encourage commuters who use alternative modes to use these modes more days per week?
- Encourage commuters who use alternative modes to use them for a longer period of time?

About 23% of participants said they were driving alone three or more days per week before they joined GRH. Forty percent of these commuters still drive alone most of the time, even with GRH, but a net of 14% of total GRH participants shifted from regularly driving alone to regularly using alternative modes.

The majority of respondents said that the GRH Program was important to their decision to start, continue, or increase use of alternative modes. But conversely, the majority of respondents also said they were likely to have made the same commute decisions even if GRH were not available. This suggests that GRH is a useful and even valuable service, but not "the reason" that commuters choose alternative modes. GRH appears to have a bigger impact on encouraging shifts from drive alone to alternative modes than encouraging alternative mode users to extend the time they use alternatives.

Program marketing seems to be an effective source of information for GRH. Nearly three-quarters of respondents said they had heard or seen some form of GRH advertising. And almost half of the total survey respondents said they had not registered before hearing or seeing the ads and that the ads had encouraged them to register. Radio and the internet may be particularly important marketing tools to reach drive alone commuters. One in five (20%) respondents who drove alone to work pre-GRH mentioned the radio as their source, compared with 12% of other respondents. And 15% of drive alone commuters said they learned about GRH through the Internet, while only about eight percent of other respondents mentioned the internet.

Overall, participants seem to be generally satisfied with the Program and with GRH trips they have taken.

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

Commuter Connections program of the Metropolitan Washington Council of Governments (COG) at telecenters administered by the General Services Administration (GSA). These data were collected to assess the average utilization of telecenters and the travel behavior of commuters who work at telecenters. Both of these data collection efforts also were conducted in 2001. And the utilization inventory was updated in 2002 and 2003. This information was collected for a four-week period (20 business days, 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 13 telecenters, a total of 317 seats were available for teleworking on a daily basis. Center capacity ranges from 16 to 37 seats per telecenter. For the 20 days 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 56% to 16%. This rate was approximately the same as was achieved in 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 about half (58%) of the week. The average teleworker had worked at the center for 30 months. Individual teleworkers' tenures at the telecenter ranged from 2 to 122 months. The average tenure was longer in 2004 than the 22-month average as reported in the 2001 telecenter user survey.

On average, teleworkers traveled 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, but the sample sizes are relatively small for both surveys (126 in 2004 and 167 in 2001), so the difference is not statistically significant.

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.

*Impact on Vehicle Miles Traveled*

Overall teleworkers increased the total number of days they drove alone during the week and decreased the number of days they used all alternative modes. The new drive alone trips primarily occurred on telework days. Even with increased weekly vehicle trips, telecenter users decreased their total weekly VMT due to the shorter distance to the telecenter, 9.4 miles to the telecenter compared to 46.8 miles to the main worksite.

**SEPTEMBER 2004  
STATE-OF-THE-COMMUTE SUMMARY – FY 2004  
COMMUTER CONNECTIONS**

This report is a summary of the results of the State-of-the-Commute 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, 600 per each of the 12 counties comprising the Washington metropolitan region, weighted to the regional population of workers.

A primary function of the SOC 2004 survey was to examine regional trends in commute behavior, awareness and attitudes.

**Current mode split – Percentage of weekly commute trips**

	<b>2004</b>	<b>2001</b>
DriveAlone/Motorcycle	71.4%	70.3%
Carpool	5.6%	6.9%
Vanpool	0.3%	0.5%
Bus	4.4%	4.5%
Metrorail	11.5%	11.5%
Commuter Rail	0.9%	0.8%
Bike/walk	2.2%	2.3%
Compressed Work Schedule	0.7%	0.9%
Telework	2.9%	2.3%

**Reasons for using alt modes – regional commuters who currently use alternative modes**

	<b>2004</b>	<b>2001</b>
Save time	18%	20%
Changed jobs	16%	5%
Save money	14%	21%
No vehicle available	11%	19%
Moved residence	9%	3%
Avoid congestion	7%	8%
Always used	7%	2%
Tired of driving	6%	8%

**Key findings regarding commute patterns**

- Use of drive alone appears to have grown since 2001 at the expense of carpool/vanpool.
- Regional commuters continue to try new alternative modes
- A large portion of commuters who use alternative modes are long-time users of these modes.
- A sizeable portion of commuters who use alternative mode drive alone part of the trip.

**Awareness and attitudes toward transportation options and commute assistance programs**

- *The survey results show that public transportation is widely available in the region.* 68% said public transportation was available in their home and work areas, slightly more than in 1999 (65%).
- *Over a quarter of respondents (29%) have access to HOV lanes for their commute.* About a quarter of commuters who had access to HOV lanes used them and more than half (58%) of these respondents said availability of the HOV lane influenced their decision to use an alternative mode for commuting.
- Respondents who used the lanes said they saved an average

of 25 minutes for each one-way trip. This might be an overestimation of the actual time saving, since 27% said the time saving was equal to or greater than the total length of their commute.

- *Commuter's reasons for not using public transit or ridesharing varied by mode.* The majority of respondents who did not use the bus for commuting said that the bus “takes too much time” (32%); “No service available” was the primary reasons for not using the train (37%); The overwhelming reason that commuters did not carpool was that they “didn’t know anyone to carpool/vanpool with” (47%).
- *Commute information advertising appears to be widely recognized and a motivator to adoption of ridesharing.* Over half (55%) 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. 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. More than two-thirds (69%) 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. Nearly half (46%) of respondents said they knew of a telephone number or website they could use to obtain commute information. This was considerably higher than the 33% of respondents who knew of these resources in 2001.
- *Two-thirds (66%) of all regional commuters said they had heard of an organization in the Washington region called Commuter Connections.* Respondents were more likely to know about Commuter Connections if they worked for a large employer and if their employer offered some types of commute services at the worksite.

### **Commuter assistance services provided by employers**

- *Availability of worksite commuter assistance services has gone up since 2001.* Over half of respondents (53%) said their employers offered one or more alternative mode incentives or support services to employees at their worksites. The most commonly offered services were Metrochek/transit/vanpool subsidies (31% of employers) and commute information (22% of employers). About one in six respondents said their employers offered preferential parking (16%), services for bikers and walkers (14%), or GRH (12%).
- *The majority of respondents (66%) said their employers offered free, on-site or off-site parking, about the same percentage as that reported in 2001 (65%).*
- *Worksite commuter assistance services appear to encourage use of alternative modes.* Driving alone was less common for commuters who had access to incentive/support services. Only 63% of commuters with these services drove alone to work, compared with 81% of commuters whose employers did not provide these services.

### **Telecommuting**

- *Telecommuting has increased since 2001 and potential exists for additional telecommuting growth.* About 12.3% of total survey respondents said they telecommuted at least occasionally. These telecommuters accounted for 12.8% of regional commuters, workers who were not self-employed and would otherwise travel to a worksite outside their homes if not telecommuting. The percentage of regional telecommuting, 12.8% of regional commuters, appears to have increased from the 2001 level of 11.3%.
- The 2004 survey also showed that an additional 19% of commuters who do not telecommute today “would and could” 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.”

- *Telecommuting is concentrated in certain demographic and employment groups.* Telecommuters were statistically more likely to be: male, of white ethnic background, with incomes greater than \$60,000, and commute distance more than 30 miles. Telecommuters 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.
- *“Informal” telecommuting arrangements (20%) still exceed formal programs (15%), but the gap is closing. Employers appear more supportive of formal telecommuting programs than in the past.*
- *Most telecommuters (95%) telecommute from home.*
- *The average frequency of telecommuting seems to have increased from 2001 to 1.3 days per week from 1.2 days per week..*

### **Regional Guaranteed Ride Home Program**

#### **Awareness of GRH has grown dramatically since 2001.**

- *Nearly six in ten (59%) respondents knew that there was a regional GRH program. This was a large increase from the 20% who said they knew of such a program in 2001.*

### **InfoExpress Kiosks**

- *Information kiosks offer commuters an additional outlet for transportation information. 11% of respondents had seen one of the kiosks located around the Washington area. More than one in six respondents (17%) who had used a kiosk said the information had influenced their decision to try a new alternative mode.*

### **Commute patterns**

- *Current use of alternative modes.* About a quarter (24.3%) of regional commuters said they used an alternative mode (carpool, vanpool, public bus, buspool, subway, commuter rail, bicycle, or walk) “regularly,” that is, three or more days per week for commuting. An additional 3.8% of commuters used an alternative mode one or two days per week, resulting in almost three in ten (28.1%) of commuters using an alternative at least once per week.
- *Commuters who use alternative mode do so longer than had previously been assumed.*
- *24% of commuters who use an alternative mode drive alone part of the trip.*
- *Commute lengths are increasing overall from 15.5 miles each way in 2001 to 16.5 miles in 2004.*
- *Commute times have increased from 32 minutes each way in 2001 to 34 minute in 2004.*
- *The average occupancy for vanpool has decreased from 14.5 passengers in 2001 to 10 passengers in 2004, but for carpools it has remained steady at 2.6 passengers per vehicle.*