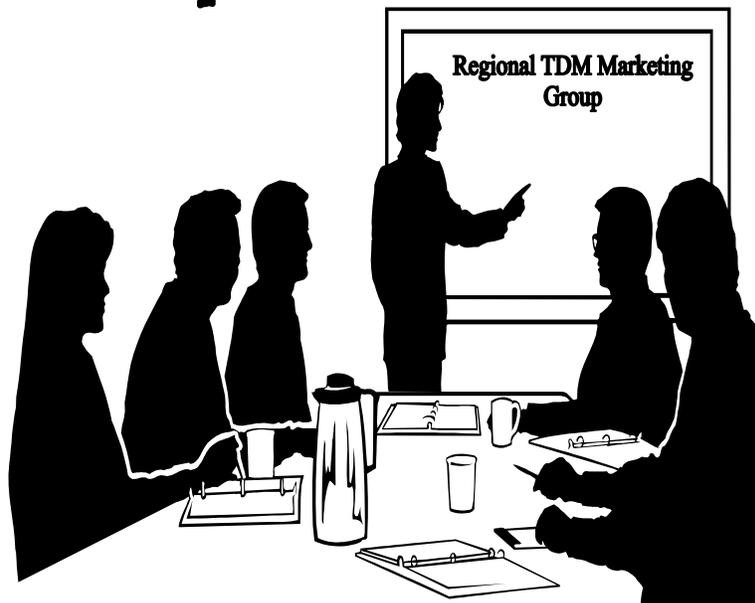


HANDOUTS

from previous meeting



June 19, 2007

FILE:MDMMA_040_24KT_040104.MPS 3/29/07 10:42 AM Page 1

*Gas prices. Blood pressure.
Which is rising faster?*



FIGHT RISING GAS PRICES. RIDE MTA. mtamaryland.com • 410-539-5000

Maryland Department of Transportation

MTA Maryland
Ride with us here!

FILE:MDMMA_040_24KT_040104.MPS 3/29/07 10:42 AM Page 1

*A simple solution to
rising gas prices: Don't drive.*



mtamaryland.com • 410-539-5000

Maryland Department of Transportation

MTA Maryland
Ride with us here!

*Ride the MTA and read the paper, or drive your car
and read license plates... the choice is yours!*

Try MTA Buses & Trains. mtamaryland.com • 410-539-5000

Maryland Department of Transportation

MTA Maryland
Ride with us here!

Metropolitan Washington Council of Governments
Commuter Connections
Fiscal Year 2007 Marketing Activities Update

Presented by:
Dan O'Donnell
Bus Design Co.
June 19, 2007

Radio Value Added Promotions

106.7 WJFK-FM

- 140 Bonus :15 second liners promoting the Guaranteed Ride Home program
- On air/online promotion ran for 2 weeks promoting Guaranteed Ride Home program
- Contest page to register to win Commuter Connections car emergency kits; link & logo on website

94.3 WWXX-FM

- On air promotion ran 60 thirty second promos over 2 weeks having listeners tune in to win Commuter Connections car emergency kits; gave away 10 car kits.
- Rotating banner ad on website; link & logo on website
- Email Blasts during the course of the campaign to database consisting of over 24,000 registered users promoting Guaranteed Ride Home program

105.9 WJZW-FM

- 119 Bonus/PSA :60 Radio spots
- On air promotion ran 20 thirty second promos over 2 weeks having listeners tune in daily at a chance to win Commuter Connections car emergency kits; gave away 10 car kits; link & logo on website

96.3 WHUR-FM

- 42 Bonus/PSA :60 Radio spots
- On air promotion ran 32-ten second Guaranteed Ride Home promos over 2 weeks having listeners tune in to win Commuter Connections car care emergency kits; gave away 10 car kits.

107.3 WRQX-FM

- On air promotion ran 2 weeks-20 thirty second promos having listeners tune in daily at a chance to win Commuter Connections car emergency kits; gave away 10 car kits; link & logo on website

Radio Value Added Promotions

Bike to Work Day Promotions

94.7 WTBG-FM (The Globe)

- 57 Bonus/PSA :60 Radio Spots.
- Bike-to-Work Day 2 week promotion supported by 30 promos.
- On-site presence at Freedom Plaza pit-stop with station merchandise giveaways.
- Online contest –People who registered for event through Globe website had a chance to win a bike.
- Provided on-air interviews before the event.



Radio Value Added Promotions

Commuter Connections Network Members Promotions

Rappahannock-Rapidan Regional Commission

- WMZQ 

Virginia Railway Express

- WWXX-FM 

Frederick Transit

- WAFY-FM 

goDCgo.com

- WRQX-FM 

Bike to Work Day 2007

Bike to Work Day 2007
FRIDAY MAY 18
 Pre-Register by May 11 for Free T-Shirt and Bike Raffle!

Free food, beverages and giveaways available
 Visit web site for specific pit stop locations and T-Shirts available at pit stops to first 6,500 who register.

Register at www.waba.org or call 202-518-0524

Pit Stops:

WASHINGTON D.C. Downtown D.C. MARYLAND Bethesda Bowie College Park Frederick Hyattsville North Bethesda Rockville Silver Spring Waldorf VIRGINIA Alexandria Arlington Fairfax Leesburg Reston Springfield Sterling Systems Corner Vienna	WASHINGTON D.C. Downtown D.C. MARYLAND Bethesda Bowie College Park Frederick Hyattsville North Bethesda Rockville Silver Spring Waldorf VIRGINIA Alexandria Arlington Fairfax Leesburg Reston Springfield Sterling Systems Corner Vienna
--	--

Free food, beverages and giveaways available at each location.
 Visit web site for specific pit stop locations and times.
 T-Shirts available at pit stops to first 6,500 who register.

Register at www.waba.org or call 202-518-0524

Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

Bike to Work Day 2007

Participation

- Greatest participation in history of event
 - 6,606 participants (6,267 in 2006)
 - Up 5.4% from last year despite cold and drizzly weather conditions
- Increase from last year of cities in Washington area to host event
 - 25 pit stop locations (up from 21 in 2006)
 - Nearly 1,500 cyclists congregated at Freedom Plaza
- Elected officials greeted and encouraged cyclists

Bike to Work Day

Sponsor Support

- Sponsorship drive helped generate funds for prizes and giveaways.
- Commuter Connections secured 27 sponsors for event.
- Regional sponsorship drive generated \$21,000 in cash (30% increase over 2006) to supplement the purchase of 6,500 red T-shirts at a cost of \$22,734.
- In-kind donations reached approximately \$20,000; were used as raffle prizes and giveaways for the local events.

Bike to Work Day

Media Coverage

PRINT

- Leesburg Today
- Metro Herald
- Washington Afro-American
- Washington Business Journal
- Washington Times
- Washington Post Express

RADIO

- WPFW FM 89.3
- WMAL 630 AM
- WARW 94.7 The Globe

WEB

- www.gazette.net
- www.bikeandbrunch.com
- <http://bikewashington.org>
- www.bikingbis.com
- <http://dcmetblogs.com>
- www.examiner.com
- www.94.7theglobe.com

Employer Sales Kit

- Employer Outreach Ad Hoc Group was presented with and voted on several portfolio choices via extranet.
- Employer Outreach Ad Hoc Group reviewed draft brochure copy via extranet and provided edits.
- Sales Kits to be printed by end of June.

Employer Sales Kits



Washington Post Radio Promotion

- Sponsorship with Washington Post Radio for Washington Nationals Major League baseball team
- \$10,000 package included:
 - 21 live in-game broadcast mentions during opening week.
 - 7 - :60 second and 14 - :15 second spots aired during games on opening week.
 - 25 promotional mentions on Washington Post Radio;
 - Five radio station patrons who rideshare won an emergency car care kit along with a pair of Washington Nationals tickets, courtesy of Commuter Connections.



Washington Post Radio
1500AM • 107.7FM

Clean Air Partners Sponsorship



Commuter Connections received the following:

- \$10,000 package included:
 - Commuter Connections was mentioned in 25% of all radio announcements.
 - Logo appeared in 100% of print advertising, 50% of transit advertising and prominently placed in 40,000 Clean Air Partner's brochures and flyers.
 - Brochures and flyers were distributed at Metro & bus stations as well as community events.

Bus Backs



Bus Sides



Employer Newsletters



Employer Recognition Awards



Questions & Answers

- Any questions or comments?



FREDERICK DOUGLASS MEMORIAL BRIDGE “EXTREME MAKEOVER” JULY-AUGUST 2007 BRIDGE CLOSURE AND RENOVATION

What is happening?

- The District Department of Transportation (DDOT) is embarking on a “complete makeover” of the Frederick Douglass Memorial Bridge, to extend its lifespan and viability as a major entrance into Washington, D.C. This “makeover” is the first phase of an initiative to transform the South Capitol Street Corridor into a grand urban boulevard that will improve mobility and access and provide a fitting and beautiful gateway into our nation’s capital.
- Improvements to the Frederick Douglass Bridge have been under study and evaluation since late 2001.

What improvements are being made?

- Currently, the Frederick Douglass Bridge (South Capitol Street) continues on land as an elevated structure approaching I-395 and the U.S. Capitol. As such, it is a major barrier to pedestrian/bike, motorist and commercial access in and around the Anacostia Waterfront area.
- In July and August 2007, approximately 200 feet of the bridge’s northern approach will be lowered by up to 10 feet from its current elevated position to create an at-grade roadway with a new intersection at South Capitol Street and Potomac Avenue.
- Lowering the roadway will provide better and safer access to and from new development and major employment centers that are being built in the surrounding waterfront development. Additionally, the lower bridge and improved streetscape will result in a more attractive profile in the neighborhood.
- Additional improvements will occur such as painting the bridge and putting down new pavement.
- Further enhancements on the bridge and along the South Capitol Street Corridor will occur in the near term, such as new lighting and railings, pedestrian improvements, new and improved utility drainage structures and resurfaced streets.
- A replacement bridge is planned in the next ten years with a world class design that will provide an architectural icon for the area.

When is the near-term bridge lowering scheduled to occur?

- The bridge lowering is scheduled to take place during July/August 2007, with remaining work scheduled to be completed by April 2008, in time for the opening of the new National’s Ballpark, which is currently under construction.

What construction impacts are expected?

- The traveling public will be impacted by this summer’s bridge lowering, specifically residents of Washington D.C. and Maryland and Northern Virginia commuters who travel into downtown D.C. via the Frederick Douglass Bridge.
- During July and August 2007, all lanes on the bridge will be completely shutdown to traffic and pedestrians to allow for the efficient and safe completion of work.

What are the alternate routes to get into D.C.?

- Northbound drivers will follow signed detours to the I-295/11th Street Bridge providing direct access into D.C.
- Southbound drivers will follow signed detours to I-395 South across the 11th Street Bridge to I-295 South into Maryland.
- Drivers also may use New York Avenue or Benning Road.



Why is a 2-month complete bridge closure necessary?

- DDOT’s philosophy is to “Get In, Get Out and Stay Out.” By having uninterrupted access to the bridge, workers will be able to complete the bridge lowering in a much shorter timeframe. Ultimately, impacts to commuters and adjacent neighborhoods will be shortened and minimized.
- An uninterrupted 2-month work period is expected to improve safety for residents, commuters and workers alike; improve construction quality; and expedite the project’s schedule.
- Similar strategies have been successfully deployed on major construction efforts in other large metropolitan areas.

What steps is DDOT taking to minimize impacts to the traveling public?

- Planning work and closures during summer-vacation months of lowest traffic volumes.
- Promoting the use of commute alternatives such as Metro rail and bus service.
- Engaging in a proactive public awareness campaign to keep the traveling public informed of the closures, recommended detour routes and commute alternatives. The “no surprises” awareness campaign is geared toward affected residents and commuters. Information will be disseminated through paid drive-time radio advertisements and extensive outreach to media, major employers and stakeholders.
- Paving an additional travel lane on part of the northbound detour route - the stretch of I-295 between Suitland Parkway and the 11th Street Bridge - to increase capacity and help traffic flow.
- Strategically placing highway message signs listing the bridge closure and alternate routes.
- Quick clearing of traffic-clogging incidents in alternate routes through increased presence of motorist assistance patrols.
- Coordinating with D.C., Maryland and Virginia traffic operation centers and emergency response agencies to monitor traffic conditions and make refinements as necessary.

Commuter Solutions

- To avoid the stress of driving altogether during the bridge closure, drivers are urged to switch out of their cars and into Metro rail, bus service or an organized vanpool. Choosing a commute alternative will be easier through the following coordinated efforts:
 - DDOT’s “Bridge Bucks” Program. Modeled after the successful Woodrow Wilson Bridge Project’s Bridge Bucks Program, DDOT’s Bridge Bucks Program provides \$50 a month to commuters who commit to choosing a commute alternative during the months of July and August. Applicants must go to www.ddot.dc.gov to register for the program and must provide their origin and destination addresses and current, specific commute route.
 - Washington Metropolitan Area Transit Authority (WMATA) will provide reduced Metrobus rates on Routes A9, P17, P19 and W13 to be effective throughout the July-August bridge closure.
 - WMATA is providing increased rail capacity on the Green Line, by the recent addition of rail cars.
 - Available parking at the Anacostia Metrorail Station to accommodate additional rail riders.

Get the latest details on the Frederick Douglass Bridge closure at:

- www.ddot.dc.gov
- 866-989-DDOT (3368)
- Link to traffic cameras for real-time conditions at trafficland.com and traffic.com
- 1650 AM radio near the Frederick Douglass Bridge
- Roadway signs





GATEWAY TO THE FUTURE | SOUTH CAPITOL STREET IMPROVEMENTS

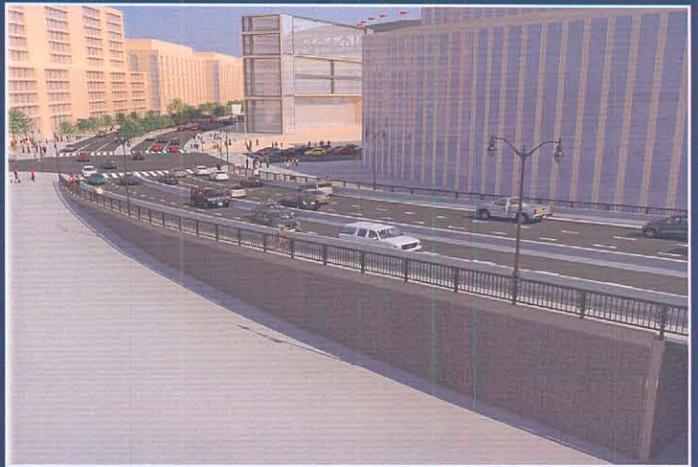
**FREDERICK DOUGLASS
MEMORIAL BRIDGE LOWERING
SUMMER 2007**

BEFORE



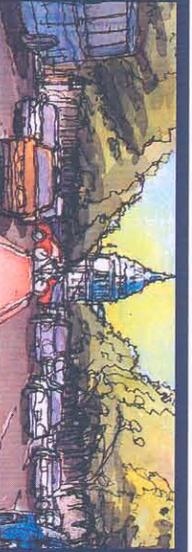
The elevated northern approach of the Frederick Douglass Bridge is a major barrier to pedestrian/bike, motorist and commercial access along the South Capitol Street Corridor.

AFTER



In July and August 2007, approximately 200 feet of the bridge's northern approach will be lowered by up to 10 feet to improve access and mobility.





GATEWAY TO THE FUTURE | SOUTH CAPITOL STREET IMPROVEMENTS

FREDERICK DOUGLASS MEMORIAL BRIDGE



JULY/AUGUST 2007 CLOSURE



CUSTOMER SATISFACTION

It's More Than Simply Providing Service

Washington Metropolitan Area Transit Authority

MWCOG – Commuter Connections

June 2007

“Quality in a market economy is not determined by government inspectors or by company engineers, but by customers.”

*American Customer Satisfaction Index
University of Michigan Business School*

Purpose:

What is Customer Satisfaction Measurement?

- Quantifying Quality – Customer Satisfaction Measure (CSM)
 - ▶ Capture the “Voice of the Customer” - assessment of performance from the customer’s point of view
 - Measure perception
 - Quality
 - Performance
- ▶ Create a platform for alignment of resources
 - Deliver what is most important to the customer
- ▶ Create stronger basis for achieving 2025 Goal
 - Double transit ridership

Target:

Who are our “customers?”

- External:
 - ▶ Current Riders – existing customers
 - ▶ Potential Riders – target market
 - ▶ Service Area Residents – stakeholders
- Internal:
 - ▶ Employees
 - *“The service-profit chain holds that satisfied employees deliver superior service that creates satisfied customers -satisfied customers create growth in revenue and earnings.” (Harvard Business Review, 1994)*

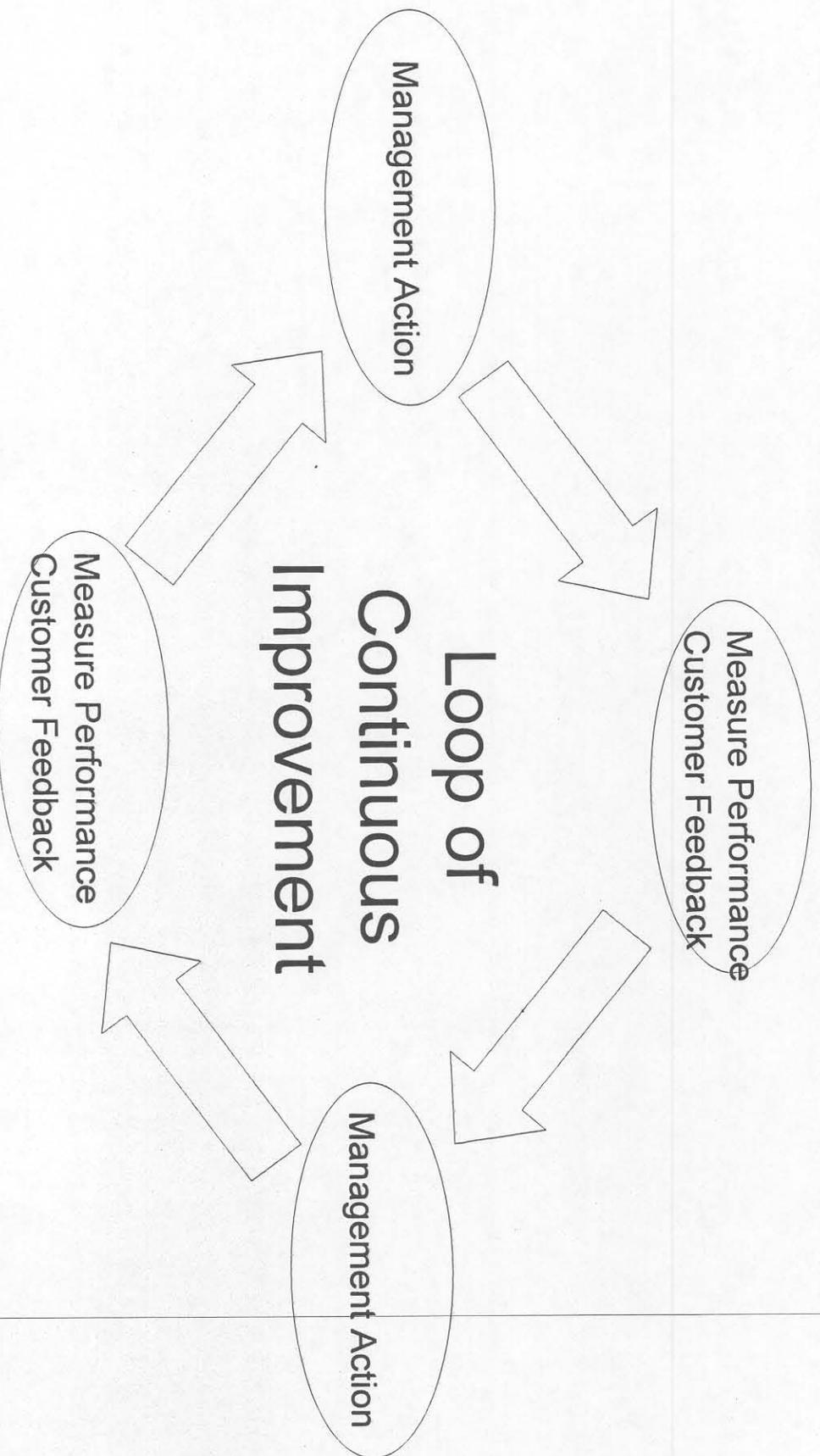
Objectives:

Why measure customer satisfaction?

- Increasing Customer Satisfaction Means:
 - ▶ Retaining Existing Riders
 - ▶ Increased Frequency of Trips/Increased Ridership
 - ▶ Attracting New Riders
- Measuring Customer Satisfaction Allows:
 - ▶ Directing Resources to Critical Areas
 - ▶ Managing Pro-actively with Regard to Customer Needs
 - Leads to Enhanced System Reputation

Application:

How will we use the information?



Benefits of Program

What will CSM mean?

- Monitoring of performance
 - Track customer satisfaction
 - Measure/evaluate actions
 - Refine strategies
- Improve internal and external customer relations
- Create stronger basis for doubling transit ridership
- Business Plan
 - Focus company objectives on improving customer relations
- Budget
 - Better Align Resources - Customer Focus
 - Measure Results and Reassess

Types of Issues (External audiences):

What would we seek to learn?

- Measured items must be:
 - ▶ Meaningful to the customer
 - ▶ Important to the customer
 - ▶ Actionable by management

- What is important to the external customer
 - ▶ Service quality and value
 - Perceptions of value and quality are directly linked

Specific Elements:

Specific elements that drive customer satisfaction*:

- Metrobus
 - ▶ “Reliability”/On-time performance
 - ▶ Helpful Drivers
 - ▶ Clean, well-maintained buses
 - ▶ Availability of seats
 - ▶ Safety from accidents
 - ▶ Transfers
 - ▶ Travel time

*1999 Metrobus Customer Satisfaction Research

Specific Elements:

Specific elements that drive customer satisfaction*:

- Metrorail
 - ▶ “Reliability”/ Trains that get passengers to their destinations on-time
 - ▶ Total travel Time (multi-mode)
 - ▶ Parking Availability
 - ▶ Escalators/Elevators in good working order
 - ▶ Non-rush hour frequency
 - ▶ Smooth, relaxing ride
 - ▶ Safety
 - During daylight and/or darkness
 - In trains, stations and parking facilities

Types of Issues (Internal audiences):

What would we seek to measure?

- Internal – factors that affect success
 - ▶ Communication
 - ▶ Cross-functional effectiveness
 - ▶ Decision-making involvement
 - ▶ Customer Focus
 - ▶ Goal emphasis and performance
 - ▶ Leadership and team behavior
 - ▶ Commitment and accountability

Methodology:

How will external customer satisfaction be measured?

- Customer Satisfaction Survey
 - ▶ 2,400 interviews annually – 600 interviews/quarter
 - ▶ In-depth telephone survey, representative of universe of customers
- Public Perceptions of Transit Tracking Study
 - ▶ 1,200 interviews annually
 - ▶ In-depth telephone survey, representative of service area
- Complaint Data
 - ▶ Trend Analysis
- Customer Environment Survey
 - ▶ Continuous, objective, professional reporting of performance

Methodology:

How will internal customer satisfaction be measured?

- Employee Satisfaction Survey (formal)
- ▶ All employee classes:
 - Represented and non-represented
 - Field and Headquarters
 - Professional, technical, and administrative
- ▶ Out-sourced to encourage participation
- ▶ Self-administered questionnaire
- ▶ Responses sent directly to contractor
- ▶ Seek a representative sample through high response

- Continuous Feedback Chain – supervisors, trainers, customers (informal)

Reporting:

How do we get the word out?

- Create an Executive Information System (EIS)
 - ▶ Intranet based
 - Easy to access, easy to digest
 - ▶ Summarize findings
 - ▶ Report action plans
- Quarterly Management Meetings (QMM)
 - ▶ Present findings
 - ▶ Questions and answers
- Executive Brown Bag Lunches
 - ▶ Discuss findings
 - ▶ Formulate strategies for improvement

Reporting:

How do we get the word out?

- ▶ Publicize success to everyone
 - ▶ Web site
 - ▶ Press releases
- Build positive perceptions