



TDM RESOURCE GUIDE AND STRATEGIC MARKETING PLAN

WASHINGTON, DC
METROPOLITAN REGION

FY 2022 DRAFT REPORT
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FY 2022 TDM Resource Guide and SMP

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BACKGROUND

The first formal transportation demand management efforts for the Washington D.C. region began in the early 1970s, under the name 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 alternative transportation information and computerized ride matching services to area residents seeking to join car or vanpools or locate appropriate transit arrangements and park-and-ride locations. In 1996, the regional network was renamed Commuter Connections.

In 1997, Commuter Connections expanded its services to include regional telework assistance and resources, its first website, a regional Guaranteed Ride Home (GRH) 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 1998 Commuter Connections began to honor employers in the region through the Employer Recognition Awards program. Initially started as a DC-centric event by the Washington Area Bicyclist Association, in 2001, Bike to Work Day was rolled out as a regional entity by Commuter Connections.

In 2003, Commuter Connections expanded its marketing efforts through the implementation of a regional mass marketing measure. The purpose of the measure was to brand the Commuter Connections name as the umbrella organization for commuter transportation information in the Washington metropolitan region and to subsequently increase the use of alternative forms of commuting. In 2008, Commuter Connections began coordinating Car Free Day as a regional event. In 2009, Commuter Connections introduced a carpool incentive project, 'Pool Rewards, which was expanded in 2012 to include vanpools. In 2010, Commuter Connections expanded its Guaranteed Ride Home program to include the Baltimore region and St. Mary's County. With origins beginning in 1974, Commuter Connections celebrated its fortieth year of service in 2014.

In 2016, Commuter Connections introduced CarpoolNow, a real-time ridesharing mobile app. In 2017, Commuter Connections launched Flextime Rewards, developed in conjunction with the University of Maryland. The system sends notifications to commuters when heavier than normal traffic congestion is detected along their route, during peak travel periods. In 2019, Commuter Connections and the Maryland Transportation Institute at the University of Maryland launched incenTrip, a mobile app with personalized and real-time features to guide commuters to individually adjust their travel choices in exchange for rewards via the accumulation of points that can be redeemed for cash.

Today, the Washington, DC region has some of the worst traffic congestion in the country, however, boasts one of the highest rideshare, transit, and bicycling rates. The Commuter Connections regional network provides commute services and information to area residents and employers in the Washington metropolitan region to reduce traffic congestion and emissions caused by single occupant vehicles (SOVs). The outreach mission is to create awareness and benefits of alternatives to driving alone; to position Commuter Connections as an umbrella resource that provides support services to network organizations, employers, and the general public to facilitate those who are seeking to change SOV travel, primarily for commuting purposes. Travel methods promoted by the Commuter Connections network include ridesharing, transit, bicycling, walking, scootering, and teleworking.

The following agencies share the regional commuter database, provide Ridematching services and share information and resources: Alexandria Go Alex , Anne Arundel County , Army National Guard Readiness Center, Baltimore City, Baltimore Metropolitan Council, Bethesda Transportation Solutions, Department of Defense, Dulles Area Transportation Association, Fairfax County Commuter Services, U.S. Food & Drug Administration, Frederick County TransIT Services, GWRideConnect, George Washington Regional Commission, Harford County, Howard County, Loudoun County, Maryland Department of Transportation,

Maryland Transit Administration, Metropolitan Washington Council of Governments, Montgomery County Commuter Services, 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 OmniRide, Rappahannock-Rapidan Rideshare, and Tri-County Council for Southern Maryland. COG provides Ridematching services directly for Arlington County, the District of Columbia, and to residents in other jurisdictions in both Maryland and Virginia not listed above.

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

The partnership between agencies and jurisdictions has been encouraged to develop and promote a seamless multi-modal transportation system, and a coherent message to commuters that will accelerate the trial and adoption of alternative commute modes. Transportation Demand Management (TDM) mass marketing assists the region in supporting air quality goals through the implementation of regional transportation demand management measures, which in turn will help increase regional mobility and efficiencies in the use of the existing transportation infrastructure, conserve energy, and help to improve public health by reducing air pollution.

The purpose of the Washington Metropolitan Region Transportation Demand Management Resource Guide and Strategic Marketing Plan (SMP) is to coordinate TDM marketing campaigns to maximize regional effectiveness in increasing awareness and use of alternative transportation modes. It also provides background on TDM products and services, which offer multi-modal options to Washington, DC area residents and businesses, which assist commuters in finding and adopting alternative transportation methods.

Regional TDM marketing activities are strategically planned and executed to make best use of available resources. Messages are tailored and targeted to audiences who are most inclined to try and adopt alternative methods of commuting. Evaluation methodologies measure levels of change in travel behavior.

Furthermore, the SMP has been developed as a reference tool for use by the regional agencies and jurisdictions and outlines regional marketing campaigns and budgets that effectively promote TDM practices.

EXECUTIVE SUMMARY

Commuter Connections, through partner input conducts and reviews regional commute data and market research. Findings and results are applied to planning and marketing communication programs by targeting specific audience groups likely to adopt alternative commute practices, and through the most cost-effective media and messaging that resonates.

This SMP focuses on key activity centers/clusters and Equity Emphasis Areas within the Washington, DC metropolitan region. It includes data from previously conducted research, together with new information gathered from members of the Regional TDM Marketing Group. A research appendix includes executive summaries of recent Commuter Connections studies from approximately the past five years, in addition to other relevant TDM research. An initial survey and interview process occurred in May 1997 for the inaugural SMP report, and the Regional TDM Marketing Group updates this document on an annual basis through collaborative input.

The Washington, DC region continues to be among the fastest growing areas in the country. With jobs and population growth occurring at a steady pace, the stress on the region's highway and public transportation systems remain a challenge to manage.

Metropolitan Washington Regional Activity Centers

Activity Centers are existing urban centers, priority development areas, transit hubs, suburban town centers, and traditional towns. They are the locations that will accommodate much of the region's future growth and development in the coming decades.

While Atlanta has Livable Centers, and San Francisco has Priority Development Areas, the DC region has Activity Centers. Different terms similar concepts: places or hubs in large metropolitan areas where future growth is designated, encouraged, and concentrated.

Activity Centers emerged from the Transportation Planning Board's 1998 Vision, which called for a strong regional economy, including a healthy regional core and dynamic Activity Centers. Following the vision, the Metropolitan Washington Council of Governments (COG), in cooperation with local planning officials, produced the first regional map of Activity Centers in 2002 and an update in 2007. For the last 10 years, Activity Centers were mostly used for technical analysis and transportation planning purposes, such as developing growth forecasts, measuring commercial construction activity, and modeling transportation capacity.

In 2010, area leaders convened at COG through the Region Forward initiative to collaborate on fostering an accessible, sustainable, prosperous, and livable metropolitan Washington. The vision called for a mix of housing, jobs, and services in Activity Centers, as well as efficient transportation connections within and between Activity Centers. Most importantly, Region Forward re-emphasized Activity Centers as the best strategy for accommodating future growth.

Place + Opportunity: Strategies for Creating Great Communities and a Stronger Region is a concept to strengthen and enhance Activity Centers throughout metropolitan Washington. Activity Centers are the places that will accommodate much of the region's growth in the coming decades— attract residents, businesses, and visitors to the area, and are critical to ensuring the region's future competitiveness and success. Incorporating in-depth research on market, physical, and socioeconomic characteristics of the region's Activity Centers, this report offers goals, strategies, and tools to assist local governments and other stakeholders working to create thriving, high opportunity places.

Strong Activity Centers are the foundation of a strong region. While they take many different forms throughout the region, strong, dynamic Activity Centers share some common characteristics: communities that offer a range of housing, transportation options, jobs, services, and amenities. Most importantly, they provide access to opportunity for residents, workers, and businesses. The importance of these places to local communities and the region is increasingly clear. Activity Centers will more efficiently accommodate the significant growth projected for metropolitan Washington. Activity Centers with a mix of uses, amenities, and good pedestrian infrastructure have been shown to attract more people and growth, perform better economically, and prove more resilient during recessions than less mixed-use and walkable neighborhoods. The region's Activity Centers are diverse, ranging from highly urban places to suburban town centers, to traditional towns. Each community has its own aspirations, and there is no one-size-fits-all approach to achieving success. However, Activity Centers with common characteristics can benefit from similar strategies and investments.

The Regional Transportation Priorities Plan (RTPP) focuses on concentrated growth in Activity Centers, enhanced circulation within Activity Centers, and improved multi-modal connections between Activity Centers.

Currently, 29% of the region's population lives within Activity Centers, and 65% of jobs are located within them. Based on the performance analysis of the financially constrained element of Visualize 2045, by 2045, 35% of the region's population will live in Activity Centers, and 67% of the region's jobs will be located in

Activity Centers. By pushing the pace on implementing policies that encourage development in Activity Centers, promoting housing affordability in Activity Centers, and by continuing to invest in good public transit, the region can reap even greater benefits from this type of land-use planning.

The Regional Activity Centers on the following pages are sorted first in descending order by number of jobs. An extensive overhaul of the Regional Activity Centers was published in January 2014 by COG's Department of Community Planning and Services.

Employment by Activity Center/Cluster			
Metropolitan Washington Council of Governments			
Round 9.1 Cooperative Forecasts			
Sorted by Number of Jobs			
Jurisdiction	Cluster	Activity Centers	Total Jobs 9.1
DC	Downtown DC	Capitol Hill, Downtown DC, Dupont Circle, Farragut Square, H St, Monumental Core, NoMa, U/14th Corridor, Westend	565,545
Fairfax	Herndon-Reston	Fairfax Innovation Center, Herndon, Reston Town Center, Wiehle-Reston East	93,324
Arlington	Rosslyn-Ballston	Ballston, Clarendon, Court House, Rosslyn, Virginia Square	91,052
Fairfax	Tysons	Tysons Central 123, Tysons Central 7, Tysons East, Tysons West	88,305
Fairfax	Dulles South	Dulles South	68,701
Arlington	Crystal City/Pentagon/Pentagon City	Crystal City, Pentagon, Pentagon City	67,741
Frederick	Frederick	East Frederick Rising, Fort Detrick, Francis Scott Key Mall, Golden Mile, Jefferson Tech Park Downtown Frederick	61,084
Montgomery	NIH/Bethesda	Bethesda, NIH/Walter Reed National Military Medical Center	58,952
Montgomery	Rockville	King Farm/Rockville Research Center, Rockville - Montgomery College, Rockville-South/Twinbrook, Rockville-Town Center	53,788
Loudoun	East Loudoun	Ashburn, Ashburn Station, Dulles Town Center, Loudoun Gateway Station, One Loudoun, RT 28 Central, RT 28 North, RT 28 South,	47,629
Montgomery	Gaithersburg	Gaithersburg-Central, Gaithersburg-Kentlands, Gaithersburg-Metropolitan Grove, Life Sciences Center/Gaithersburg-Crown	47,443
Fairfax	Merrifield Dunn Loring	Merrifield Dunn Loring	43,533
DC	Capitol Riverfront/Southwest Waterfront	Capitol Riverfront, Southwest Waterfront	43,099
Alexandria	Potomac Yard/King Street/Old Town/Braddock-Carlyle	Braddock Road Metro Area, Carlyle/Eisenhower East, King Street/Old Town, Potomac Yard	40,103
Fairfax	Fairfax Center	Fairfax Center	37,370
Prince William	City of Manassas/Manassas Park/Innovation	City of Manassas, City of Manassas Regional Airport, Innovation, Manassas Park, Yorkshire	37,097
Prince George's	Landover/New Carrollton/Largo	Landover Mall, Landover Metro, Largo Town Center/Morgan Blvd, New Carrollton	36,310
Fairfax	Fort Belvoir	Fort Belvoir	32,995
DC	Brookland/McMillan/Old Soldiers Home/Rhode Island Ave.	Brookland, McMillan/Old Soldiers Home, Rhode Island Ave	30,592
Montgomery	Silver Spring/Takoma Park	Silver Spring, Takoma Park	29,704

Employment by Activity Center/Cluster			<i>continued</i>
Metropolitan Washington Council of Governments			
Round 9.1 Cooperative Forecasts			
Sorted by Number of Jobs			
Jurisdiction	Cluster	Activity Centers	Total Jobs 9.1
Fairfax	City of Fairfax/GMU	Fairfax City, GMU	29,497
Fairfax	Fort Belvoir North Area	Fort Belvoir North Area	25,623
Montgomery	Grosevnor/White Flint	Grosevnor, White Flint	24,662
Prince George's	Prince George's Plaza/College Park/ West Hyattsville/Langley Park/Port Towns	College Park, Langley Park, Port Towns, Prince George's Plaza, West Hyattsville Metro	22,889
Alexandria	Landmark / Van Dorn	Landmark/Van Dorn	22,294
Montgomery	Germantown	Clarksburg, Germantown	21,047
Montgomery	Rock Spring	Rock Spring	19,732
DC	Georgetown	Georgetown	19,439
Fairfax	Columbia Pike	Bailey's Crossroads/Western Gateway, Columbia Pike Town Center, Columbia Pike Village Center	18,760
Fairfax	City of Falls Church / Seven Corners	City of Falls Church, Seven Corners	17,370
Montgomery	Friendship Heights	Friendship Heights	17,209
Fairfax	Dulles East	Dulles East	16,579
Alexandria	Beauregard	Beauregard	16,470
Charles	Waldorf	Waldorf	14,781
Prince William	Potomac Town Center/Potomac Mills	Potomac Town Center/Potomac Mills	13,741
Prince George's	Branch Ave/Suitland Metro/Naylor/Southern Metros	Branch Ave, Naylor/Southern Metros, Suitland Metro	13,325
Loudoun	Leesburg	Leesburg	12,674
Montgomery	White Oak/FDA	White Oak/FDA	12,271
Fairfax	Springfield	Springfield	11,072
Fairfax	Beltway South	Beltway South	10,789

Metropolitan Washington Equity Emphasis Areas

Equity Emphasis Areas which are small geographic areas that have significant concentrations of low-income, minority populations, or both. The following materials were approved by the National Capital Region Transportation Planning Board (TPB) at its March 29, 2017 meeting and updated to the most current U.S. Census data on June 20, 2018.

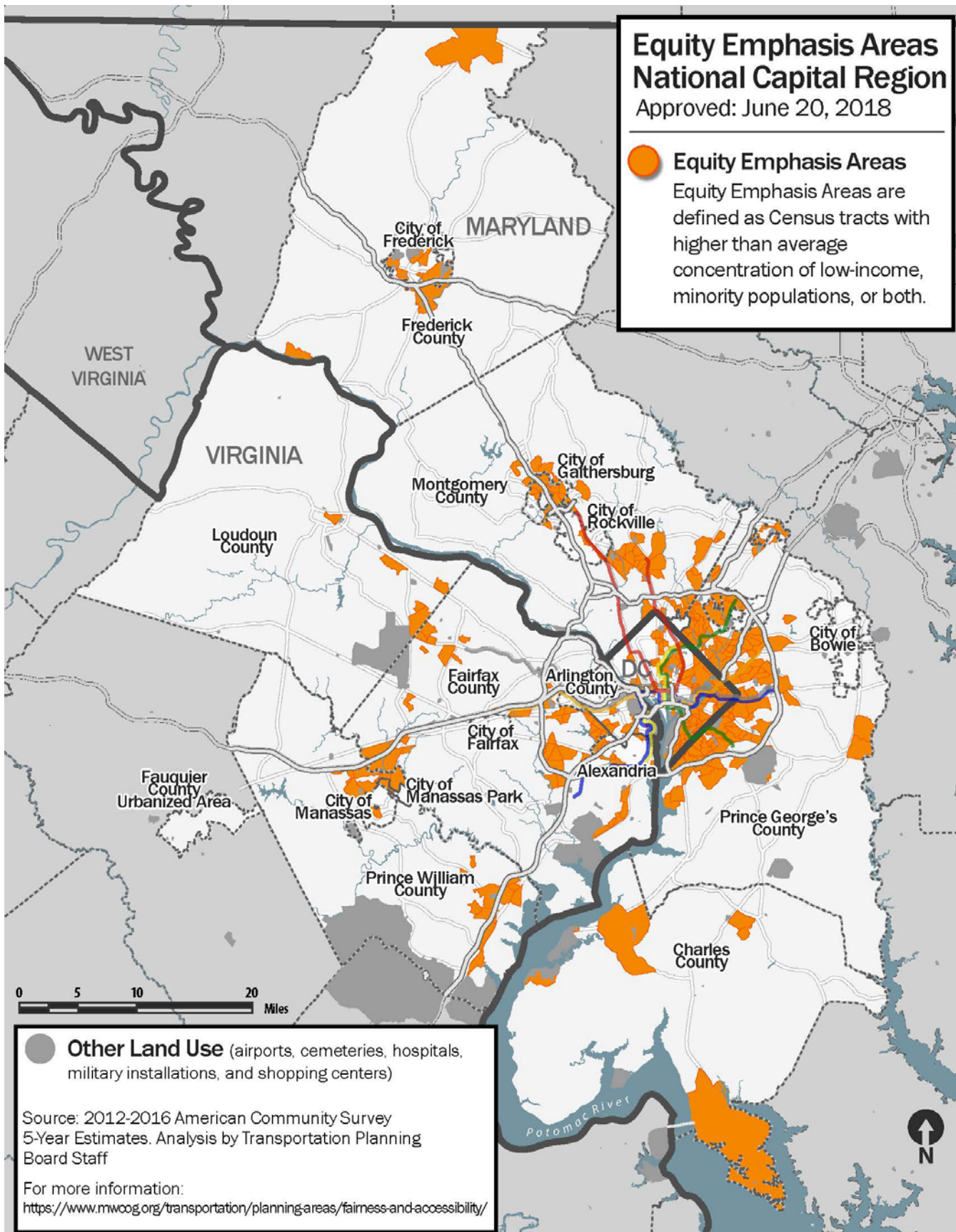
The methodology for the Equity Emphasis Areas was adopted by the TPB in March 2017. Tract-level Census data is used to identify communities that have significant concentrations of low-income and / or minority populations (African American, Asian, and Hispanic or Latino). Data from the American Community Survey for each of the minority population groups is used:

To identify concentration, the tract percent for each group was divided against its respective regional average. This resulted in a tract-level Ratio of Concentration, or the number of times the regional average, for each population group. To identify tracts with significant concentrations of low-income or minority population groups, as well as to normalize and compare results across the four groups and region, an Index Score is calculated based on each groups' Ratio of Concentration for every tract in the region. Index Scores for each population group is aggregated to reach an uncapped Total Index Score. Total Index Scores greater than or equal to 4.00 are considered Equity Emphasis Areas.

Tract are identified as Equity Emphasis Areas if one of two criteria are met: Tracts must have a concentration of individuals identified as low-income more than one-and-a-half times the regional average or high concentrations of two or more minority population groups and/or high concentrations of one or more minority population groups together with low income concentrations at or above the regional average. Index scores are used to ensure that these conditions are met. A person is considered low-income if their household income is less than one-and-a-half times the federal government's official poverty threshold which varies by household size.

The TPB is required to analyze the long-range transportation plan for disproportionately high and adverse impacts on low-income and minority populations. The TPB's primary purpose for the Equity Emphasis Areas map is as an analytical tool to identify regional impacts of the planned transportation projects as whole by comparing accessibility and mobility measures for the Equity Emphasis Areas compared to the rest of the region.

Additionally, the Equity Emphasis Areas will be used in other planning activities and will be made available to local jurisdictions to assist with considering equity in initiatives such as education, health, and green space.



MISSION STATEMENT

To provide a cooperative regional transportation document designed to serve as a marketing resource plan to reduce drive alone behavior by maximizing use of commuter transportation alternatives in the Washington-Baltimore Metropolitan regions:

More specifically, this document:

- Serves as a resource directory of current products, research, and marketing activities that have been conducted within the Washington metropolitan and Baltimore regions. It is maintained with the most current information available from notable sources.
- Outlines a strategy for a regionally coordinated TDM marketing campaign to maximize the campaign's effectiveness in increasing awareness regarding TDM, by targeting employment activity centers for the promotion of alternative transportation modes, and to create measurable results.
- Focuses on primary impacted Activity Centers/corridors and Equity Emphasis Areas in the Washington, DC region, and profiles TDM products available within those areas.

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GUIDING PRINCIPLES OF STRATEGIC MARKETING PLAN

Through previously conducted research within the Washington, DC region, we know that the general population is aware of the negative outcomes of both traffic congestion, and clean air challenges. The majority of the population have not translated this awareness into action. For some, SOV alternatives lack most of the conveniences of driving alone and they are not receptive to change. For others however, so-called inconveniences are only perception. Marketing campaigns initiated within the region must champion key attributes of sustainable transportation (lowering stress, cost savings, time savings) and demonstrate that such options are flexible to match the commuters' daily needs.

The SMP document:

- Summarizes key findings of the most relevant research related to the products and demographics associated with TDM issued over the last five years.
- Addresses strategic marketing activities related to persuading the alternatives to single occupant driving.
- Focuses on key messaging that have proven effective in past campaigns.
- Conveys opportunities within specified impacted activity centers/clusters for marketing and promotions, based on ample capacity and demand for alternative commuting.
- Focuses on providing outreach to disproportionately high and adversely impacted low-income and minority populations within Equity Emphasis Areas.
- Outlines a marketing strategy to efficiently and effectively maximize coverage within the region and increase awareness of the benefits of alternative commuting.
- Evaluates the promotions and advertising strategy by reviewing the quantity of phone calls to 800-745-RIDE, visits to the Commuter Connections web site, and the number of GRH and Ridematch applications.
- Evaluates awareness and performance of Commuter Connections programs and identifies commuting trends based on TDM Analysis and State of the Commute (SOC) Survey reports.

KEY FINDINGS AND STRATEGIC IMPLICATIONS

Below are key findings and resulting implications noted after review of TDM research. Ongoing research provides Commuter Connections with a better understanding of commuter trends and changing demographics, preferences, and behaviors of our regional audience.

2019 State of the Commute Survey

The Washington, DC region's workforce is getting younger. Respondents ages 25–34 made up 16 percent of the regional workforce in 2007 and has increased to 29 percent by 2019. Conversely, the percentage of workers within the next three age brackets (35–44, 45–54, 55–64), each decreased by several percentage points. Collectively the three older age brackets dropped from 76 percent of the workforce in 2007 to 61 percent in 2019.

Commuters who identify as minority races are growing exponentially in the Washington, DC region, while commuters identifying as white, while still the largest racial group by a significant margin, are on the decline. In 2007, the white worker population made up 62 percent and in 2019 the percentage decreased to 43 percent. Most of the minority population increases fall into the Asian group, growing from 4 to 15 percent, followed by Hispanic/Latino from 9 to 14 percent, and a slight uptick in black/African American workers, from 22 to 24 percent.

The average commute in the Washington, DC region is taking longer but has not grown much farther of a distance. The average one-way commute distance has increased slightly, from 16.3 miles in 2007 to 17.1 miles in 2019; about 5 percent farther. The average one-way commute travel time in the region between 2007 and 2019 has increased from 35 minutes to 43 minutes; about 23 percent longer.

The practice of teleworking has grown exponentially over the past decade-plus within Washington, DC metropolitan region, nearly tripling between 2004 and 2019, from 13 to 35 percent, equating to more than one million commuters working remotely, an average of 1.2 days per week. Furthermore, almost half (48%) of commuters who did not telework at the time of the survey said they had telework-appropriate job responsibilities, and eight in ten of those respondents said they would be interested in teleworking. If these commuters who could and would telework, if given the opportunity, it would add another 771,000 teleworkers in the region. Employees with formal telework programs rose dramatically over a dozen years, from 19 percent in 2007 to 34 percent in 2019.

Employers are offering more flexible work schedule alternatives. More than half (54%) of commuters said their employers offered at least some degree of work schedule flexibility in which they can choose their work start and end times, so long as they meet a minimum number of weekly or daily work hours. Of respondents who were offered such flexibility, 81% had used it. Compressed work schedules (4/40 hrs/wk or 9/80 hrs/per two wks) are on the increase, growing from 4 percent of the workforce in 2007 to 12 percent in 2019.

Driving alone commuting is shrinking and transit is increasing. Factoring the growth of telework and compressed work schedules, the percentage of commuters who drove alone in the region has decreased significantly since 2004, from 71 percent to 58 percent in 2019. During that same time period, usage of transit increased from 17 percent in 2004 to 24 percent in 2019.

Employers are becoming less willing to pay 100 percent of employee's parking expenses, while becoming more in favor of assisting towards the cost of transit. The percentage of employers paying the full cost of parking gradually decreased from 28 percent in 2007 to 21 percent in 2019. Employers offering partially or fully subsidized transit increased from 33 percent in 2007 to 45 percent in 2019.

2019 Washington, DC Region Guaranteed Ride Home Program Survey

GRH members have far longer commutes. The average one-way commute distance for GRH respondents was 34.4 miles, and the average number of one-way commute minutes was 67. This is twice the distance of the average commute in the region and 24 minutes longer.

The most frequent reason (71%) for using the GRH program was illness, the overwhelming majority of GRH members (95%) said they were satisfied, and respondents waited an average of 14 minutes for a trip.

Nearly 8 out of 10 (79%) respondents who drove alone prior to switching to alternative transportation modes said GRH was at least “somewhat important” to the decision to make the change. One in five respondents (20%) who started using alternative modes said they were not likely to have made the change if GRH had not been available.

2019 Employer Satisfaction Survey Report

Most respondents are relatively smaller private-sector employers. Almost 60 percent of the respondents said their company employed fewer than 100 employees in the Washington, DC region. The vast majority (78%) of respondents worked for a private company.

More than half of the employers (57%) said they offered SmartBenefits. Eleven percent said they currently offered bike or walk incentives. The most common onsite alternative transportation support facility made available by employers at the worksite was bike racks/showers/personal lockers, at least six in ten respondents.

Over half, (68%) said employees at their worksite were permitted some flexibility in their work start and stop times. More than seventy percent said employees at their location were permitted to telework and over 40 percent said compressed work schedules were available.

Commuter Connections network employer outreach representatives are providing top service. At least 8.5 in ten respondents rated their Commuter Connections network representative a 4 or 5 (excellent) on a 1 to 5 point scale for professionalism (93%), willingness to help (93%), timeliness of service delivery (90%), responsiveness to their requests/questions (91%), enthusiasm about commuter Connections and its products and programs (92%), knowledge of Commuter Connections and/or local ridesharing and transit products (93%), their ability to provide information that is helpful to the company and employees (90%), and their knowledge of local transportation and air quality issues (87%).

SUMMARY OF ADOPTED STRATEGY FOR FY22

As part of the Regional Mass Marketing program element, Commuter Connections conducts frequent promotion of Ridematching services and Guaranteed Ride Home. Marketing is also conducted to promote the many incentive programs available through Commuter Connections such as 'Pool Rewards, CarpoolNow, Flextime Rewards, and incenTrip. Other marketing centers around special events which consist of Bike to Work Day, Car Free Day, and the Employer Recognition Awards.

Collectively, these programs and services, and special events foster and support the use of the various alternative commute options available within the Washington, DC metropolitan region. The FY 2022 regional mass marketing campaigns will raise awareness of commuting choices available and encourage trial and adoption through paid and earned media and other outreach techniques. The campaigns will educate provide members area employers, commuters, and the general public on how to find and use alternatives to driving alone, primarily for work trips but also for non-work trips (incenTrip app and the Car Free Day event). The marketing campaigns will also help to provide synergy of the Commuter Connections network partners within the various jurisdictions.

Although great strides have been made during the COVID pandemic to breathe life back into the region, setbacks continue to have a significant impact on the return to normality. After a year and a half of working from home for non-essential employees, by choice, a significant portion of the population has yet to have been vaccinated. The federal government, and other employers are requiring full vaccination for all employees or proof of negative tests. Additionally, mask mandates have remained consistent for public transit systems and mask mandates have returned to some jurisdictions. The bright spot is that more than half of the eligible population has been vaccinated and public school systems are open full time for students, allow parents more flexibility to return to the office or be fully focused working from home.

Traffic and transit usage are slowly making a comeback and is one of the measuring sticks to gauge a return to normality. As employers bring their employees back to the workplace, traffic in the region could return to pre-pandemic levels in the near future. The return of traffic congestion will depend on the number of commuting days per week and the method of travel for employees to and from the workplace. Employers, mostly in the private sector, began incrementally returning employees to the workplace when the initial mask mandates were lifted late spring of this year. Employers yet to bring employees back thus far are anticipated to begin doing so more aggressively in September, with a hybrid approach of teleworking several days per week.

Flexible scheduling may also be put into play, such as compressed work weeks, where employees work four ten-hour days and get one day off per week. Other flexible scheduling could allow employees to stagger arrival and departure times, limiting exposure to other commuters traveling during peak times and the traditional line at the office coffee machine.

The largest single segment of the regional workforce, federal agencies, are taking a slower approach to re-opening the physical worksite. October is the earliest apparent time most agencies are considering a comeback. Commuter Connections is encouraging commuters who took transit and rideshared pre-pandemic, to revert back to doing so, instead of starting a new habit of driving alone to work. As employees leave home for the workplace on a more regular basis, the Commuter Connections program aims to reinvigorate commuters' trust and reliance in public transit and shared ride methods such as carpools and vanpools. With its employer-based ridematching option, Commuter Connections allows commuters to rideshare with people they know by finding potential rideshare partners working for the same company.

Furthermore, rideshare incentive programs by Commuter Connections such as 'Pool Rewards and CarpoolNow provide cash incentives for starting carpools and ridesharing.

Through a *Regional Recovery Campaign*, returning commuters are being asked to "Look Again" at shared travel methods and have peace of mind with the support of the free Guaranteed Ride Home program from Commuter Connections.

Transit services throughout the region are more than ready. Outstanding efforts have been made to keep buses and trains clean and safe for commuters and travelers alike. The Regional Recovery Campaign seeks to restore commuter trust and confidence back to using transit, noting safety measures put in place and practiced daily to reassuring to those wanting to rely on transit. Metro and local transit agencies within the region have been operating all throughout the pandemic and have become experts at transporting passengers safely. Sanitizing at least daily has become routine. Additionally, Metro has also installed new ventilation systems to periodically circulate fresh air throughout the day and has added real-time information on how full buses and railcars are. Employers looking to get their employees back and don't want to add to traffic snarls should start or re-start transit subsidy programs so that employees have an affordable alternative to driving to the office.

Published in July 2021, COG/TPB conducted an analysis of monthly traffic in the Washington, DC region, pre-pandemic through May 2021 which indicated ups and downs. Regional traffic volumes had recovered to over 80 percent of 2019 volumes by July 2020 and had remained fairly steady through December. In February 2021, traffic levels decreased as compared to their pre-pandemic levels but have since rebounded to almost 90 percent of 2019 levels. Hourly traffic volumes region-wide are once again showing clear AM and PM peaks, with hourly traffic levels similar to those of January and February of 2020.

Traffic in the Regional Core decreased more than that of the region as a whole, reaching a low of over 60 percent less than 2019 levels in April 2020. Regional Core traffic continues to experience a slower recovery than the region overall, but by May 2021, it had recovered to over 75 percent of 2019 levels. Hourly weekday traffic levels which had been relatively flat throughout much of the pandemic, are beginning to show patterns similar to the pre-pandemic months of January and February 2020.

In the outer ring, traffic volumes have experienced a notable recovery. The May 2021 traffic levels had rebounded to 93 percent of the May 2019 levels. Weekend traffic in the outer suburbs registered levels similar to 2019 in March through May of 2021. The weekday hourly traffic in the outer ring is showing a trend towards higher levels of midday traffic. The AM and PM peaks are rebounding as well.

Implications of the pandemic have vastly affected the region's stance on telework. In the spring of 2020, during the coronavirus pandemic, Commuter Connections conducted a survey of 180 employers who participate in its Employer Outreach program to examine telework experiences and changes in teleworking implemented by the employers.

More than six in ten (61%) respondents said their organizations had a formal telework policy or program in place before the pandemic began. Another 14% said they did not have a formal policy or program before the pandemic but had one in place at the time of the survey; that is, they developed it during the pandemic period. The remaining one-quarter (25%) did not have a policy before the pandemic and did not develop one during the pandemic.

Ninety-two percent of respondents said their organizations anticipated continuing telework after the Stay-at-Home restrictions were lifted and employees could return to their usual work locations. Two in ten (20%) said they would most likely continue telework at the level during the pandemic. Thirty-seven percent said they would continue telework at a level higher than the pre-pandemic level, allowing more employees to telework

than before the pandemic and/or allowing more days or hours of telework per week. Twelve percent anticipated falling back to the pre-pandemic telework level and 23% expected to reduce telework to a level lower than before the pandemic, with fewer teleworkers and/or reduced telework days or hours.

Rising gas prices and inflation in general will continue have a measured effect on driving alone as it bites into the cost of goods and services for American households. The price at the pump has a direct correlation to the willingness of commuters to consider the use of SOV transportation alternatives. In 2021, gas prices have topped \$3.00 per gallon in some areas around the region; prices not seen since 2014.

There are approximately 300 project records in the approved FY 2021-2024 Transportation Improvement Program (TIP) for the National Capital Region. The following are some of the big-ticket projects across the region in the TIP- District of Columbia: South Capitol Street Corridor, Benning Rd Reconstruction/Streetcar Extension, and H Street Bridge over Railroad; Maryland: I-495 and I-270 Traffic Relief Plan, Purple Line, Governor Harry Nice/Senator Thomas "Mac" Middleton Bridge Improvement Project, and MD-210 Corridor Study; Virginia: Transform I-66 Outside the Beltway, I-395 Express Lanes Northern Extension, Alexandria Potomac Yard Metro Station, and WMATA Rail Line Segment Rehabilitation. These projects and others will make FY22 and years beyond challenging for the region's commuters; ever more important is the need to promote TDM strategies to provide multi-modal solutions for those affected by the construction.

As part of Metro's Platform Improvement project, WMATA identified 20 out of 45 outdoor stations in need of platform reconstruction and other station modernization. Through summer 2021, work has been completed at 17 stations. A significant portion of the platform reconstruction timing fell during the pandemic, which greatly lessened disruption to commuters, although the station shutdowns adversely impacted essential workers. The final phase of Metro's Platform Improvement project will occur in summer 2022 to reconstruct Prince George's County platforms at Cheverly, Landover, and New Carrollton stations.

Metro's Silver Line began operation in July 2014 connecting Tysons Corner and Reston areas of Fairfax County to the regional Metrorail system. The phase 2 extension from Wiehle Ave Station in Reston through Dulles Airport to Loudoun County is expected to open in 2022, after extensive testing is complete. The rail extension will bring fixed transit to support the rapid population growth of the last decade within the Dulles corridor and Loudoun County, terminating in Ashburn.

Another major infrastructure project coming down the pike is the Purple Line, a 16-mile light rail line that will extend from Bethesda in Montgomery County to New Carrollton in Prince George's County. It will provide faster, more direct, and more reliable east-west transit service connecting major activity centers in the corridor including Bethesda, Silver Spring, Takoma/Langley Park, College Park/University of Maryland, and New Carrollton. The Purple Line will connect to four Metrorail stations and to MARC, Amtrak, and local bus services as well. The Purple Line is owned and lead by the Maryland Department of Transportation Maryland Transit Administration. After a lengthy pause in work progress due to legal/financial disputes with the initial contractor, MDOT/MTA is in the process of selecting a new design-build team in 2021 to complete the Purple Line. Regardless of major resumption of work, crews are still implementing short and long-term lane closures in and around Purple Line routes.

Two new toll lanes in each direction of I-66 will be added between the three regular lanes and a shoulder along the 22-mile corridor between the beltway and U.S. 29 Gainesville as part of the Transform I-66 Outside the Beltway project. The plan also calls for these toll lanes to be free for vehicles with three or more total occupants and for E-ZPass Flex to be switched to HOV mode. Other drivers can pay a toll to use the lanes, where traffic will rise and fall to encourage or discourage more drivers from using the lanes. In addition to new express lanes, the overall project includes thousands of new Park & Ride Lot spaces, new and improved bus service, and more than ten miles of new bike and pedestrian trails. Construction is scheduled for completion in late 2022. During the construction phase there are many options available to incentivize

commuters to try alternatives to driving alone, from half-price fares on Omniride I-66 bus routes from Gainesville and Manassas to a \$100 bonus for starting or joining new carpools and vanpools using 'Pool Rewards.

Millennials, individuals born between 1983 and 2000 (ages 19-36 in 2019), make up 25 percent of the population and are causing a decline in car usage and ownership. This newfound interest in shared mobility is positive news for Commuter Connections. Increasing awareness provides an opportunity to address the advantages Commuter Connections has offered to the region for more than forty years. Commuter Connections has an established, trusted brand across the region and has a database of thousands of commuter ridesharing accounts that are verified every year.

Due to thousands of commuters formally registered into the regional database system, the Ridematching service offered by Commuter Connections allows commuters to easily find ridesharing partners and establish carpools. A lasting carpool is reinforced through cost savings, the support of GRH, and choices from a trusted source. These messages will continue to be promoted in this year's regional TDM marketing campaign. Additionally, regional commuters have access to the Ridematching system through a mobile platform.

Commuter Connections' real-time Ridematching app, CarpoolNow, gives commuters easy access to finding carpool partners and locating park-and-ride lots. The app increases interest in carpooling by providing a non-commercial way to find a shared ride compared to other Ridematching apps, and drivers receive a \$10 cash payment per trip, up to \$600 per year. We will promote CarpoolNow's ease of use and the driver incentive in this year's Ridematching outreach effort.

Commuter demographics are shifting as well, shifting from baby boomers to millennials. Today, millennials make up the largest single portion of the U.S. labor force. According to a Pew Research Center analysis of U.S. Census Bureau data, more than one-in-three American labor force participants (35%) are millennials. By 2030, millennials will make up 75 percent of the workforce. More than half of those studied between the ages of 22 and 37 by Arity, a Chicago-based transportation company created by Allstate Corporation, believe that a car is not worth the money spent on maintenance, and they would rather be doing something other than driving. Millennials are driving less, buying fewer cars, prefer dense and walkable neighborhoods and have reduced the distance traveled for personal business and shopping. Similarly, millennials also value short commute times and close proximity to public transportation more than they value low crime rates.

The sharing economy has helped to mainstream alternative modes of transportation. According to a 2019 survey conducted by the Pew Research Center, at least 96 percent of Millennials own smartphones, which make on-demand transportation services such as Uber and Lyft (both their standard ride service and burgeoning ride sharing service) easily accessible. WAZE has also entered the region with a carpooling utility.

Societal benefits, like saving energy and reducing pollution and congestion, are among the top motivators for those who use commute alternatives. Many people are increasingly aware of their own impact on the planet and are familiar with ways to positively impact the current environment including the use of alternative transportation. The connection between health and transportation will be considered as part of the message.

For commuters who rideshare, the Guaranteed Ride Home (GRH) program provides a free and reliable ride home in case of an unexpected personal or family illness, an emergency or unscheduled overtime. GRH also covers all alternative modes which helps to prompt commuters to take advantage of using the modes in order to qualify for the program. This year's campaign will continue to promote GRH registration within the

inner core to help prompt switching to, or for those already using, transit, bicycling and walking to and from work.

For commuters in the middle, outer and exurb rings including the Baltimore Metropolitan region and St. Mary's County, the campaign will focus on positioning GRH as a service to help prompt conversion from SOV driving to other alternative modes and for those who already use alternative modes such as ridesharing and public transportation. The overall message will remain focused on registering for the program and positioning it as a safety net to ease the transition for those switching from driving alone to using commute alternatives to and from work. Messages will also remind consumers to call or visit the Commuter Connections website to re-register annually.

In addition to paid and earned media, the regional effort will include the Car Free Days and Bike to Work Day events. The mission of these events is to encourage SOV drivers to try alternative travel modes at the time of the event. By providing an opportunity to use transportation alternatives on designated and regionally focused day(s), and by providing a positive experience, individuals may choose to incorporate alternatives as part of their regular, or at least occasional, commute or lifestyle.

Marketing Strategies

- Emphasize the cost savings of ridesharing specifically through the use of simple, direct messages that communicate how sharing a ride saves money.
- Capitalize on Commuter Connections' mobile Ridematching capabilities to position Commuter Connections as the trusted, convenient regional provider of Ridematching services for over forty years.
- Draw on the additional savings of 'Pool Rewards as another incentive within rideshare ads.
- Drive inner core, Baltimore City commuters who use public transportation, bicycling, or walking to register for GRH.
- For middle, outer, and exurb ring commuters in both the Washington, DC and Baltimore regions, leverage carpooling and vanpooling by positioning GRH as a safety net for ridesharing and public transportation users, available to commuters in case of unscheduled overtime or an unexpected personal or family emergency or illness.
- Increase the number of participants in the Car Free Days and Bike to Work Day events based on set committee goals.
- Increase the number of commuter downloads and usage of the CarpoolNow mobile application in the Washington, DC region through the use of creative materials in traditional and digital media outlets.
- Increase commuter participation in the Flextime Rewards program.
- Promote employer efforts to ease regional commuting issues through earned media placements and highlight the Employer Recognition Awards. Incorporate human interest stories of commuters using alternative commute modes and/or employers offering commuter benefits that have higher than expected engagement levels.
- Increase reach to Millennials, Spanish, and African American audiences in radio, digital and print messages.
- Explore opportunities to advertise with transit and/or bus wraps.
- Leverage umbrella campaign value add to support incenTrip messaging to increase use of this new mobile app.

Traditionally, radio and digital media are leveraged as the anchor mediums to effectively reach most of the Commuter Connections target markets. Digital media, such as Google, YouTube, Twitter, Instagram, and other social media, will complement the overall campaign. Online advertising with visuals and video (where applicable) will aim to drive target audiences searching for commuter or carpool/vanpool etc. options to the Commuter Connections website. According to Wyzowl, 87 percent of marketing professionals use video as a marketing tool, and when both video and text are available on the same page, 72 percent of users would

prefer to view the video to learn about a product or service. Utilizing such tactics at key decision-making moments will increase the reach to the target audiences and increase the likelihood of click-thrus and ultimately a request for Ridematching, GRH, or other programs and services offered. Facebook continues to be the most popular social network and Twitter is an ideal platform for real time marketing and responses within minutes of an event. According to Instagram, 80% of users say they follow at least one business on the app, with 60% hearing about a product and service through the platform. As of March 2017, over 120 million Instagram users visited a website, got directions, called a business, emailed, or direct messaged a business. Snapchat is best when you want to show insight into a business, event, product or advertising through geographically set filters.

Internet advertising is also visual and closer to one-to-one selling than any other form of media. Optimized placement of banner ads on websites targeted to jurisdiction, news, weather, television affiliates, and job sites may be used to reach commuters who are just a click away from Commuter Connections' online Ridematching service or GRH registration and re-registration.

The marketing team will look to further expand the use of social media, mobile apps, smart phones, and tablets. Building upon Commuter Connections' existing pages on Facebook and Instagram (Commuter Connections, Telework, Bike to Work Day, and Car Free Days) and accounts on Twitter (Bike to Work Day and Car Free Days), which have received increasing attention over the last few years, the marketing team will investigate additional strategies to increase engagement and integrate social media activities with other marketing approaches.

The team will examine opportunities to provide improved smart phone access to Commuter Connections resources and commute option information and benefits. Augmented reality (enhancing reality with digital content) may be used to enhance marketing creative and provide smart phone users with immediate access to Commuter Connections' information and registration or pledge pages. This would also improve Commuter Connections' digital presence and help us to reach and increase engagement with our newly targeted younger demographic.

Media buying strategies will be selected based on Scarborough Research reports for the specific target audiences for Ridesharing, Guaranteed Ride Home, GRH Baltimore, Employer Recognition Awards, Car Free Days, Bike to Work Day, 'Pool Rewards, CarpoolNow App, Flextime Rewards, incenTrip and any other program or event. These reports identify specific media that are best suited for each target audience. The report information is considered along with the cost of each media option and results from previous Commuter Connections campaigns.

The marketing effort will effectively and efficiently reach its target markets based on a review and analysis of third-party media data from Strata, Scarborough, and Arbitron as monitored by a professional media buying firm. Reach and frequency of the target demographic will be calculated using a cost/value proposition for each media option.

Visual creative is important to provide reinforcement of messages delivered through radio spots, as well as brand awareness. FY 2022's marketing strategy will include well-placed visuals across the geographical region. Outdoor print such as bus signage and shelters will be evaluated as potential visual elements for the campaign.

Opportunities to involve retailers and local businesses in sponsorship or promotion of Commuter Connections programs such as GRH Rewards, Bike to Work Day, and Car Free Day will be considered. We aim to identify businesses interested in both encouraging people to explore the use of sustainable, healthy transportation and benefiting from the patronage of those commuters. Retailers could provide sponsorship

through giveaways or discounts for Car Free Days or could be involved in co-promotional opportunities such as GRH Rewards.

The marketing team will investigate format and layout options for print pieces including the Commuter Connections newsletter, direct mail and the Employer Recognition Awards nomination brochure. New formats or layouts will look to one or more of the following objectives: decrease print costs, increase usability and response rates, and provide a fresh, new look.

REGIONAL PROFILE

The National Capital Region comprises approximately 3,500 square miles and spans the spectrum of settlement patterns: urban, suburban, exurban, and rural. The region is one of the most affluent in the country, with an annual median household income of nearly \$94,000 and a gross regional product of over \$509 billion per year. This economic strength is due in large part to a consistently strong job market, driven by the federal government and the robust service sector that supports it.

The difference in laws, government structures, and financial resources of Maryland, Virginia, and the District of Columbia creates a complex policy environment. The region's large size and range of development patterns lead to diverse transportation needs. For these reasons, regional transportation planning and decision making must balance a wide array of needs and priorities.

Over the past few decades, the National Capital Region's healthy economy has fueled consistently strong population and job growth, and that trend is expected to continue well into the future. Since 1970, the region's population has nearly doubled and the total number of jobs in the region has grown at an even faster rate. From 2000 to 2017, the region gained over one million more residents at a steady rate – from 4.4 to 5.6 million people over the 17-year span. Total regional employment has grown by almost 400,000 jobs from 2000 to 2016, although the recession of the late 2000s slowed the growth and resulted in reductions in regional employment for a few years. The economy has since recovered and the region is adding more jobs every year.

Today there are 5.7 million people living in the National Capital Region. By 2045 that number is expected to grow to more than 6.9 million, an increase of 23%, according to MWCOG's Cooperative Forecasts Round 9.1. Charles County's population will grow at the fastest rate (44%). Fairfax County and the District of Columbia will gain the most residents, each planning to grow by over a quarter-million people.

The number of jobs in the region will grow from 3.3 million today to 4.3 million by 2045, an increase of 29%. Fairfax County and the District of Columbia, the jurisdictions with the most forecast job growth, are expected to each gain over 200,000 more jobs during that time period.

Over the past few years the TPB has continually discussed ways to address the “east-west divide” which causes residents on the eastern side of the region to travel longer distances to reach jobs on the western side of the region. In endorsing an aspirational initiative to “bring jobs and housing closer together,” the TPB is calling upon regional leaders to promote policies encouraging more housing in general, and more housing near transit and in Activity Centers.

Housing availability and affordability is a growing problem in the region. With employment expected to grow at a faster rate than the population, if housing growth cannot keep up with the rate of employment growth, more and more people will have to commute into the region from outside. This type of commuting pattern puts a heavy load on the region's roads and transit systems as trips become longer and often more congested. Planners and decision makers face the challenge of planning to accommodate this growth to maintain the economic vitality of the region and a high quality of life.

The Regional Transportation System

The transportation system in the National Capital Region is linked to the patterns of past growth and development. Robust rail and bus transit, and an expansive system of highways and priced toll lanes make up the high-capacity backbone of the transportation system. In addition, extensive infrastructure for bicyclists and pedestrians, as well as provisions for bike-sharing, ride-hailing, and car-sharing services, allow for a wide range of options throughout the region.

The region's transportation network is massive, which makes planning for the future that much more complicated. Within its boundaries, the region is served by:

- More than 17,000 lane miles of highways and major roads, around 400 miles of which are tolled lanes
- 118 miles of Metrorail and 91 Metrorail stations
- 167 miles of MARC and VRE commuter rail and 39 commuter rail stations
- Six miles of bus rapid transit, light rail and streetcars, with more soon to come
- Over 500 miles of off-street paved trails and paths for walking and biking
- Over 200 miles of bike lanes
- Over 15 local and commuter bus systems and over 10 paratransit service providers
- Nine intercity train stations and 14 intercity bus stations connecting this region to others
- Three major airports with extensive domestic and international connections: Baltimore/ Washington International Thurgood Marshall Airport (BWI), Ronald Reagan Washington National Airport (DCA), and Washington Dulles International Airport (IAD)

Since 1968, the Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG) has conducted a regional household travel survey approximately every ten years to gather updated information on area wide travel patterns. The most recent Household Travel Survey was conducted in 2017 and 2018 with nearly 16,000 households in the Washington, DC region. The survey, which collects demographic and travel information from a randomly selected representative sample of households in the Washington, DC region, is the primary source of observed data used to estimate, calibrate, and validate the regional travel demand model.

Travel Patterns in Metropolitan Washington

Approximately 17 million trips are taken per day on all modes of transportation for all purposes, including travel to work, to school, to medical appointments, and to other destinations. Of those trips, 41% are people driving alone, 40% are in a vehicle with two or more people, 12% are by walking or biking, and 7% are by bus or rail transit.

Every two years TPB conducts a survey on commute travel, and the most recent results demonstrate that travel to and from work accounts for 3.5 million trips each day. As of 2016, the majority of work trips, or 61%, are taken in a single occupancy vehicle, 5% are in a vehicle with two or more people, 15% by rail transit, 5% by bus, and 3% by walking or biking.

Over the past 10 years, the share of single occupancy vehicle trips has slightly declined in favor of other modes, including carpooling, transit, walking, and biking. Following this trend, it is expected that the share of single occupancy vehicle trips will continue to decline as additional transit services come on line, as bicycle and pedestrian infrastructure continues to grow, and as land-use policies push for the concentration of jobs and households in regional Activity Centers.

Bus and Rail Transit Use

Public transit, whether rail, local bus, bus rapid transit, or streetcar, reaches all 23 jurisdictions in the region and carries a significant number of people to their destinations every day. Though transit modes only account for 7% of all daily trips taken, one-quarter of all trips to and from work are on public transit. Additionally, the National Capital Region is fourth in the U.S. in the average number of transit trips taken per month. As of 2017, Metrorail, one of the largest mass transit systems in the country, handles over 600,000 trips per weekday, and the bus systems throughout the region collectively carry another 600,000 trips per weekday. Commuter rail services including MARC and VRE carry around 50,000 riders on an average weekday. Metrorail ridership hit an all-time peak in 2009 and remained somewhat steady until the past few

years. Since 2015, overall ridership has declined which has followed national trends in travel patterns. Bus operators have also reported similar drops in ridership over the past few years. However, regional forecasts see this downward trend as temporary. As land-use patterns continue to concentrate jobs and households near new and existing high-capacity transit systems, transit ridership levels are expected to increase.

Motor Vehicle Travel

Motor vehicle travel comprises the vast majority of trips taken in the region. As of 2016, vehicles traveled approximately 123 million miles per day on average on the region's roadways, which is an increase of 2% since 2006. Though driving measured in vehicle miles traveled (VMT), has increased over the past decade, it has done so at a slower rate than the 16% increase in the region's population over that same period of time. Therefore, the total number of VMT per person decreased by 12% between 2006 and 2016, as more people are living in the region and an increasing amount of people are finding alternate modes to use for their daily travel.

There are approximately 4.1 million vehicles registered in jurisdictions throughout the region, up from 3.6 million vehicles 10 years ago. Most of these vehicles are classified in the light-duty cars and motorcycles category, followed by light-duty trucks (including SUVs), and a relatively small number of heavy-duty vehicles and buses. The share of hybrid and electric vehicles has been steadily increasing over the past decade. There are currently 121,000 hybrid vehicles registered in the region, which is 3.1% of the total fleet, and on top of that there are 4,400 electric plug-in vehicles.

VMT is forecast to continue to increase as population and employment figures increase throughout the region. However, vehicle miles travelled per person will continue to decline. Though the number of vehicles in the region will also likely increase, trends indicate that these vehicles will continue to get cleaner and more efficient as time goes on. The eventual introduction of autonomous vehicles will also begin to make an imprint on the region as new technologies are adopted, although the pace and implications of integration are still largely unknown.

Teleworking

A significant number of workers in this region telework some of the time instead of physically travelling to their place of employment every workday. When surveyed in 2016, nearly one-third (31%) of respondents said that they telework at least some of the time, up from 11% in 2001. As more and more workers have the option to work from home, teleworking has changed the landscape in this region by reducing the total number of people accessing the transportation system on a given day. Even when taking into account the growth in teleworking that has occurred, there is still a huge potential for an even greater increase as more employees make accommodations for teleworking.

Taxis and Ride-Hailing Services

The advent of smartphone application-based ride-hailing services like Uber and Lyft (also known as transportation network companies, or TNCs), has revolutionized for-hire transportation in the region. A decade ago, most for-hire services were provided by taxicab and limo companies that operated in separate jurisdictions throughout the region. TNCs provide an alternative, not only to taxis and limousines, but to driving alone and taking transit as well. More data are needed to more thoroughly understand how residents and visitors to our region are using TNCs. It is expected that TNC trips will continue to increase as these companies grow and introduce more products and services to entice more riders.

Bikeshare

The metropolitan Washington region has been at the forefront of one of the most innovative advancements in bicycling in the 21st century: bikeshare. Since its inception as one of the nation's first systems of its kind in 2010, Capital Bikeshare has grown from 1,100 bikes at 114 stations in the District of Columbia and Arlington County, to over 4,300 bikes at 500 stations in five jurisdictions today. Over this time, the number of annual trips taken on the system has more than doubled from 1.5 million per year to over 3.7 million.

In 2017 companies began offering dockless bikeshare options. Dockless bikeshare allows users to pick-up and drop off bikes anywhere without needing to park them in specific bike docks. Some companies have also begun offering electric bicycles and electric scooters using the same systems. Riders can lock and unlock the bikes and scooters using applications on their mobile phones. A recent Virginia Tech study suggests that the presence of dockless bikeshare may be helping to address issues of transportation equity since riders on dockless systems are more racially diverse compared to Capital Bikeshare users and are also slightly younger and less affluent.

As Capital Bikeshare increases its reach across the region and additional options such as dockless bikeshare continue to become available, bikeshare use is expected to continue to rise in the coming years. Projected population and job growth in and around regional Activity Centers, where many destinations are located within bike-able range, is also expected to support additional bikeshare use in the near future.

The Future of Regional Travel

The ubiquity of mobile devices has created a new paradigm for transportation that is expected to continue into the foreseeable future. Mobile devices have made entirely new types of transportation possible and have changed how people access transportation information. Mobile devices have also altered how transportation agencies track and monitor how all modes of transportation perform. Moving forward, transportation planners expect technology to become more and more pervasive and new products and services to become available.

Technological advances, however, make some aspects of future travel difficult to predict, as certain innovations offer the potential to completely redefine travel throughout the country and region. One such innovation that appears to be just over the horizon is the introduction of autonomous vehicles onto the region's roadways. Though the degree and pace of adoption is still unknown, these vehicles have the potential to completely revolutionize the private and for-hire vehicle markets and vehicle ownership, and ultimately shift land-use patterns if they reduce some of the drawbacks of long-range commutes. They are also sure to impact surface transportation options and mobility overall, with unknown and potentially large impacts on the use of public transportation.

Transportation Demand Management

Transportation Demand Management (TDM) is intended to help people find and use alternatives to driving alone. TDM uses marketing, incentives, and employer-based programs to reduce congestion and improve air quality. Commuter Connections is the TPB's regional TDM program. The Commuter Connections regional network provides guidance and assistance on commuter services to area residents and employers in the Washington metropolitan region to reduce traffic congestion and emissions caused by single occupant vehicles (SOVs). The outreach mission is to create awareness of SOV alternatives and their resulting benefits, to build the Commuter Connections network as an umbrella resource that provides support services to network organizations and individuals who currently drive alone, and to facilitate those who are seeking to change SOV behavior by providing information about commute alternatives. The Commuter Connections network primarily promotes activities including ridesharing, using transit, bicycling, walking, teleworking, and employer services.

Commuter Connections is the major demand management component of the TPB's Congestion Management Process (CMP) and it helps support regional air quality goals. Its products and services are provided to member agencies through central program administration, implementation, and monitoring tasks outlined in the annual Commuter Connections Work Program. Approximately 30 independently run programs are members of the Commuter Connections network. Each has its own funding sources, budgets, goals, staff, and operational strategies. Many of the operational logistics are carried out at the local level and are coordinated regionally through subcommittees and ad-hoc groups, which meet both regularly and as

needed. This allows for each jurisdictional program to have its own strategic TDM plan based on local resources and needs. The Commuter Connections Subcommittee provides overall technical review and provides input to program services.

The financially constrained element of Visualize 2045 identifies all the regionally significant capital improvements to the region's highway and transit systems that transportation agencies expect to make and to be able to afford through 2045. It also outlines all anticipated spending on the current and future transportation system's operations and maintenance over the same timeframe. Any project that might affect future air quality by adding or removing highway or transit capacity is included in this portion of the plan.

The financially constrained element includes regionally significant projects and programs that seek to efficiently move people and goods using a variety of transportation modes. The investments spelled out in this element aim to meet the region's current mobility and accessibility needs, as well as those that will arise in the future.

Financially Constrained Element and Aspirational Initiatives

Visualize 2045 calls upon local jurisdictions and funding agencies to implement projects, programs, and policies in line with seven aspirational initiatives. These initiatives represent regionally agreed-upon concepts to pursue to help the region attain its goals for the transportation system in the future. In some cases, TPB member jurisdictions are already planning and implementing parts of these initiatives. Others have yet to be planned and funded. The TPB believes that the anticipated growth in travel demand calls for increasing investment in projects, programs, and policies in line with the aspirational initiatives. In future long-range transportation plans, the TPB would like to see more projects, programs, and policies that support the seven endorsed initiatives incorporated into the financially constrained elements.

Bring Jobs and Housing Closer Together

This initiative is focused on achieving a balanced distribution of jobs and housing throughout the region and adding more housing to the region to meet the forecast growth in jobs. Some projects in the financially constrained element do address future land-use assumptions, such as Embark Richmond Highway, which includes plans for complementary new development and rapid transit. While projects in the constrained element do reflect current locally adopted land-use plans, they may not fully complement the balanced distribution of jobs and housing throughout the region envisioned under this initiative. COG's Cooperative Forecasts of Population, Households, and Employment projects that much of the new housing and jobs in the region will be located in regional Activity Centers.

While the strategy of growing in Activity Centers has proven to be effective and holds promise for the future, this initiative calls for more to be done in terms of optimizing the distribution of jobs and housing across jurisdictions and to also bring more housing into the region.

Expand Bus Rapid Transit and Transitways

The financially constrained element includes five new bus rapid transit (BRT) routes in Montgomery County. The endorsed initiative encourages BRT systems to operate fully in dedicated rights-of-way, which these four BRT routes do not entirely do. The constrained element also includes the Crystal City Transitway BRT expansion. This project expands upon the existing Metroway system and results in a route which will run partially on an exclusive right-of-way. Other BRT in the plan includes the Corridor Cities Transitway BRT in Maryland and the Richmond Highway BRT in Virginia, both of which will run in exclusive rights-of-way.

Provide More Telecommuting and Other Options for Commuting

The financially constrained element of Visualize 2045 includes funding for travel demand management programs such as the TPB's Commuter Connections program. Such programs encourage and incentivize telework and transit use through employer-provided subsidies, among other actions. They help push our

region to more rapidly adopt alternative transportation strategies to reduce vehicle miles traveled and relieve congestion.

Move More People on Metrorail

The financially constrained element includes plans for expanding capacity on Metrorail by running all 8-car trains during peak hours and making capacity improvements to stations in the system core. These improvements directly support the endorsed initiative. The initiative calls for other core capacity improvements to Metrorail including a new Rosslyn tunnel and station, which are not yet included in the financially constrained element of the plan.

Expand Express Highway Network

Visualize 2045's financially constrained element includes one major project that fully supports this initiative: High-Occupancy Toll (HOT) lanes on the northern portion of I-495 in Virginia. This project includes express toll lanes with toll-free travel for high-occupancy vehicles. Express bus service will also run on the express lanes.

The financially constrained element also includes adding dynamically-priced toll lanes along I-495 in Maryland and I-270. These projects, otherwise known as the "Traffic Relief Plan," support the endorsed initiative by adding express tolling but fall short of fulfilling the calls in the endorsed initiative to add express bus service to connect Activity Centers and to allow for HOVs to travel for free in the express lanes.

Improve Walk and Bike Access to Transit

The financially constrained element includes expanding the network of dedicated bicycle lanes in the District of Columbia which will allow more people to bicycle for their daily trips and connect to Metro and other transit options. This project supports bicycle movement but does not explicitly address the pedestrian experience. For the most part, bicycle and pedestrian improvements are not included in the financially constrained portion of the region's long-range transportation plan because they are typically not large enough to be considered "regionally significant" to impact Air Quality Conformity. Such improvements may also be incorporated into highway or transit projects but not explicitly mentioned in the constrained element. However, Visualize 2045 calls attention to other ways that the TPB promotes and supports improvement of walk and bike access to transit.

Complete the National Capital Trail

The National Capital Trail will circle the region's inner jurisdictions with a fully connected bicycle and pedestrian path separated from motor vehicle traffic. Most of the upgrades to existing trails and new trails that need to be built in order to complete the National Capital Trail will not fall within the purview of the constrained element of Visualize 2045 because the trails will typically not impact Air Quality Conformity. However, some pieces of the National Capital Trail are related to other projects in the financially constrained element of the plan – once the Purple Line is completed, the portion of the National Capital Trail between Bethesda and Silver Spring, which is currently closed for construction, will be reopened and vastly improved compared to the previous conditions of the trail.

The Congestion Management Process

A Congestion Management Process (CMP) has been a requirement since the 2005 Safe Accountable Flexible Efficient Transportation Equity Act - A Legacy for the Users (SAFETEA-LU) federal legislation. The current Fixing America's Surface Transportation (FAST) Act and its supporting federal regulations fully maintain the requirements of the CMP with additional strategies and options. These legislations and regulations are a basis for the CMP component that is wholly incorporated in the region's long-range transportation plan, Visualize 2045. The CMP component of Visualize 2045 constitutes the region's official CMP and serves to satisfy the federal requirement of having a regional CMP.

REGIONAL CONGESTION TRENDS, 2010-2015

Based on the results revealed by the I-95 Corridor Coalition Vehicle Probe Project (VPP)/INRIX traffic monitoring, peak period congestion in the Washington region decreased between 2010 and 2012, but more recently has increased moderately.

REGIONAL TRAVEL TIME RELIABILITY TRENDS, 2010-2015

Travelers in the Washington region typically will need to budget about two times of the free flow travel time during peak periods to ensure on-time arrivals. These numbers are based on all directions of travel, therefore for those who traveling in the peak direction would need to even budget more.

Similar to the trends observed in traffic congestion, travel time reliability improved 9.5% between 2010 and 2012 but worsened 9.8 % from 2012 to 2015. The reliability levels in 2014 and 2015 were very close to 2010.

CONGESTION MONTHLY VARIATION

Congestion varies from month to month within a year. Monthly variations of congestion were most noticeable on the Interstate System, followed by the Transit- Significant Roads, the Non-Interstate NHS, and the Non-NHS.

The region overall had increasing congestion from January to May, then decreasing congestion through August. September had the highest level of congestion, after that, congestion kept decreasing for the rest of year. Four of the five investigated highway categories followed this trend. The only exception was the Interstates, on which congestion kept increasing from August to November, reaching the highest level in a year.

CONGESTION DAY OF WEEK VARIATION

Congestion also varies within a week. The middle weekdays - Tuesday, Wednesday and Thursday - were the most congested days of a week. During these three weekdays, the AM Peak had almost identical congestion while the most congested PM Peak occurred on Thursday, followed by Wednesday and Tuesday. Monday and Friday had unique traffic patterns. Monday morning's traffic was lower than that of the middle weekdays but higher than Friday; Monday afternoon had the least congestion among weekdays. Friday morning had the least congestion in all weekdays; Friday afternoon's congestion was almost as bad as the normal weekdays, but it came about one hour earlier without ending earlier - expanded congested time period.

Weekend days had the lowest traffic in a week and Sunday was even lower than Saturday. During these two days, mid-day traffic (12:00 - 3:00 pm) was the highest. Congestion on Transit and Other Systems

TRANSIT

The National Capital Region possesses a multimodal and diverse transit system, including Metrorail, commuter rail and a variety of bus operations. Congestion on the transit system is always one of the concerns of the CMP.

Congestion on the region's roadway network often has an impact on transit systems, such as rail and bus. The identified congested locations, especially those on the Washington Metropolitan Area Transit Authority's (WMATA) Priority Corridor Network and the Transit-Significant Roads as identified by the TPB's Regional Public Transportation Subcommittee are usually also bottlenecks for bus transit. Relieving roadway congestion will directly have a positive impact on bus operations, such as reducing travelers' delay, reducing bus operations cost, improving bus reliability and increasing ridership.

Congestion can also be an issue within transit. If the demand for buses, rail and train is high and the capacity cannot keep up with that demand, then transit becomes overcrowded. Metrorail crowdedness are often observed during rush hours along certain stations, such as the maximum load stations recorded in the WMATA's Vital Sign Reports, e.g., Orange Line Court House station and Red Line Gallery Place station. Congestion also exists within certain transit stations, especially multimodal transit centers, e.g. Union Station. Station congestion is a congestion of different nature, mostly due to limitations in design and circulation as well as ridership growth. Momentum, Metro's strategic plan for 2013-2025 found that there are crowded conditions at peak periods today; without rail fleet expansion, most rail lines will be even more congested by 2025.

CORDON COUNTS

The cordon count program originated from the desire to assess the impact of the construction of the region's Metrorail system starting in the late 1960's. Thus, a cordon line around the Central Business District (the "core") was determined by the inbound point at which there were more destinations (alighting from transit buses) than origins (loadings onto transit buses). The most recent cordon count study is the 2013 Central Employment Core Cordon Count of Vehicular and Passenger Volumes. Data were only collected from 5:00 A.M. to 10:00 A.M. The study found:

Total inbound travel decreased in the A.M. peak period from about 463,000 person trips in 2009 to 446,000 in 2013. Trips crossing the revised cordon in 2013 were about 435,000.

Inbound peak period transit trips were about 211,000, little changed from 2009. Transit trips crossing the revised cordon line were about 197,000.

Person trips by automobile in 2013 were about 236,000, a decrease of about 21,000 from 2009. Most of the decrease in person trips were in multiple occupant vehicles (2 or more persons per vehicles), which declined by about 21,000 trips.

The number of automobiles entering the Central Employment Core in the A.M. peak period has declined from 203,000 in 2009 to about 192,500 in 2013. For the five-hour monitoring period, the decline was similar in absolute terms, from about 273,000 in 2009 to 263,000 in 2013.

Traffic volumes crossing the revised cordon line were only slightly higher, but person trips were lower. About 3,500 bicycles entered the Central Employment Core in the A.M. peak period. In the full five-hour monitoring period, almost 5,000 trips by bike were observed.

HOV FACILITIES

COG/TPB has conducted surveys on the high occupancy vehicle (HOV) freeway facilities in 1997, 1998, 1999, 2004, 2007, 2010 and 2014. The most recent survey found that:

All of the HOV lanes in spring 2014 were observed to carry more persons per lane during the HOV restricted periods than adjacent non-HOV lanes except on US 50;

Most 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;

However, the performance of the concurrent-flow HOV lanes in the I-66 lanes (outside I-495) and along I-270 were at certain points between 10 and 25 MPH slower than adjacent non-HOV lanes, as well as sections of the exclusive I-66 HOV facility inside I-495 (staff examined data from the Vehicle Probe Project (VPP) and found recurring congestion along I-66 eastbound from the Dulles Connector Road to a point between Sycamore Street and Va. 120 [North Glebe Road]); and

Average auto occupancy in 2014 was little changed from 2010, even though the HOV lanes in Northern Virginia continue to exempt vehicles with "Clean Air" registration plates from the HOV requirement.

PARK-AND-RIDE FACILITIES

There are over 160,000 parking spaces at nearly 400 Park & Ride lots throughout the Washington/Baltimore Metropolitan areas where commuters can conveniently bike, walk or drive to and join up with carpools/vanpools or gain access to public transit. According to the region's Commuter Connections program: two thirds of Park & Ride Lots have bus or rail service available; parking is free at 89% of the Park & Ride Lots; and more than 25% of Park & Ride Lots have bicycle parking facilities.

Future Congestion

The 2015 CLRP Performance Analysis forecasts the outlook for growth in the region. One of the cornerstones of plan performance is the forecasting of future congestion. The plan performance looks at where in the region congestion will occur in the future and compares current congestion to future congestion. It looks at criteria that may affect congestion, such as changes in population, employment, transit work trips, vehicle work trips, lane miles, and lane miles of congestion. The analysis also breaks down lane miles of congestion into core, inner suburbs, and outer suburbs, providing information on where, generally, the most lane miles of congestion can be found in 2040 compared to 2015.

From 2015 to 2040, the region is forecast to be home to 24% more residents and 36% more jobs in 2040. To accommodate growth, 7% more lane miles of roadway and 14% more transit rail miles are planned to be constructed. The total number of trips taken is expected to increase by 23%, while transit, walk, and bike trips together are expected to increase at a faster rate than single driver trips. The overall amount of driving (VMT) is expected to grow by 22%. This is slightly less than forecast population growth, which means that VMT per capita is expected to drop by 2%. The increase in demand on the roadways is forecast to out-pace the increase in supply, leading to a significant increase in congestion.

National Comparison of the Washington Region's Congestion

The Washington region is among the most congested metropolitan areas in the nation. Based on annual hours of delay per auto commuter, the region was the most congested city in the nation in Texas A&M Transportation Institute's 2015 Urban Mobility Scorecard (for 2014 data). However, using a different methodology based on annual average hours wasted in traffic, INRIX ranked the Washington region the 2nd in 2015. And based on extra travel time compared to free flow conditions, TomTom ranked the region the 8th in the United States in 2015.

Congestion Management Strategies

The CMP has been playing an important role in developing strategies, including strategies in association with capacity-expanding projects, to combat congestion or mitigate the impact of congestion. The CLRP and TPB member agencies have pursued many alternatives to capacity increases, with considerations of these strategies informed by the CMP. Implemented or continuing strategies include demand management strategies and operational management strategies, as shown in Figure 8. It should be noted that although strategies are divided into two categories for reporting purposes in this document, demand management and operational management strategies should be designed and implemented to work in cooperation.

DEMAND MANAGEMENT STRATEGIES

Demand Management aims at influencing travelers' behavior for the purpose of redistributing or reducing travel demand. Examples of TPB's demand management strategies include:

Commuter Connections Program - Including strategies such as Telework, Employer Outreach, Guaranteed Ride Home, Carpooling, Vanpooling, Ridematching Services, Car Free Day, and Bike to Work Day.

Promotion of local travel demand management - Local demand management strategies are documented in the main body of the CMP Technical Report.

Public transportation improvements - The Washington region continues to support a robust transit system as a major alternative to driving alone.

Pedestrian and bicycle transportation enhancements as promoted and tracked through the Bicycle and Pedestrian Planning program - The number of bicycle and pedestrian facilities in the region has increased in recent years; the regional bikesharing program, Capital Bikeshare can be found in Washington, D.C., Arlington County, the City of Alexandria, and Montgomery County, MD. There are plans to expand Capital Bikeshare to locations County. The City of College Park began its own bikeshare program in 2016.

Car sharing - Local governments work with private companies to make the region's car sharing market viable.

Land use strategies - Including those promoted by the Transportation-Land Use Connections (TLC) Program.

Key Findings of the 2016 CMP Technical Report

Congestion - Peak period congestion in the Washington region decreased between 2010 and 2012, and then increased moderately in 2014 and 2015, but still remaining lower than that of 2010. The Travel Time Index dropped 6.7% between 2010 and 2012 but climbed 3.3% between 2012 and 2015. The percent of congested road miles was 21% in 2010, 11% in 2012, and 17% in 2015.

Reliability - Travel time reliability in the region improved between 2010 and 2012, and then worsened in 2014 and 2015, almost back to the 2010 level. The Planning Time Index decreased (improved) by 10% between 2010 and 2012 but increased (worsened) by 10% between 2012 and 2015.

Bottlenecks - Three new bottlenecks emerged on the east side of the Beltway in the 2016 CMP Technical Report that were not on the list in the 2014 Report: I-495 inner-loop at MD- 214, I-495 outer-loop at US-50, and I-495 inner-loop at MD-4. Additionally, I-95 at VA-123/Exit 160 added two new Top 10 bottlenecks, one on each direction. The Beltway at the American Legion Bridge added a new, outer-loop bottleneck, making both directions to the Top 10 list. I- 270 SB at the spur and I-66 WB at VA-234 remained in the Top 10 list.

Travel Demand Management - Travel demand management continues to be an important tool for day-to-day congestion management and played a key role in congestion management during the June 2015 Papal visit and the March 16, 2016 Metrorail shutdown. The Commuter Connections program remains the centerpiece to assist and encourage people in the Washington region to use alternatives to the single-occupant automobile. The transit system in the Washington region serves as a major alternative to driving alone - transit mode share is among the highest several metropolitan areas in the country.

Regional Transportation Operations Coordination - The Metropolitan Washington Area Transportation Operations Coordination (MATOC) continues to play an important role in coordination and communicating incident information during both typical travel days and special events such as severe weather and construction work.

Real-time travel information - The increasing availability of technology to monitor, detect, and evaluate travel conditions allows operators to make changes to the transportation network through active travel demand management, traffic signal optimization, and integrative corridor management. For travelers, real-time traffic and transit information are available from a number of sources through mobile applications and mobile versions of websites. Social media provides a mutually beneficial direct connection between transportation providers and users. Mobile applications related to non-auto modes, such as bikesharing and carsharing, allow travelers to be flexible with their mode choices.

Variably Priced Lanes (VPLs) - VPLs provide additional options to travelers in the region. Maryland Route 200 (Intercountry Connector (ICC)) was fully opened between I-370/I-270 and US-1 in November 2014; a Before-and-After study identified the ICC improved its adjacent area's traffic by 3-4%. The 495 Express Lanes opened on the Virginia side of the Capital Beltway in November 2012; there were 42,000 average workday trips in the June 2015 quarter, up from 35,000 in the June 2014 quarter, and 29,000 in the June 2013 quarter. The 95 Express Lanes in Northern Virginia opened in December 2014 which had 45,000 average workday trips in the quarter ending in June 2015.

Walking and Bicycling - Walking and bicycling continue to grow in the region in part due to bikesharing and carsharing options and increasing connectivity in the bicycle and pedestrian network.

A 2021 TPB Climate Change Mitigation Study (literature review), noted in its TDM section, a study building on the 2009 National Household Travel Survey. In the survey, the impact of three TDM policy variables on Greenhouse Gas (GHG) emissions were analyzed: parking management, promotion of transit use and carpool, and employer-based TDM programs. Parking management policies can include cost-based parking prices for SOVs, parking cash-out for commuters, and electronic parking guidance systems. Promoting transit use and carpooling methods can include subsidized transit passes, improving real time transit information, park-and-ride, and HOV lanes. Employer-based TDM programs can include providing incentives to use alternative transportation modes, supporting commute options like carpool matching or guaranteed ride home, and telecommuting. Based on a regression analysis, findings suggest that “the average household CO2 emissions from travel in the areas with such policy instruments in place are 16.77% lower for parking management, 14.45% lower for transit use and carpool promotion, and 4.6% lower for employer-based TDM than households located in areas without such policy instruments.

Employer alternative commute option programs typically offer a suite of services and incentives that aim to reduce single occupant vehicle travel to work. Incentivizing employees to avoid commuting in single occupancy vehicles reduces VMT and GHG emissions by both increasing the number of people in vehicles and decreasing the total number of vehicles used in commuting. Employer alternative commute option programs vary widely but often include one or more of the following: facilities, such as onsite showers or bike parking, to encourage non-vehicle commuting; promotion of shared transportation options, including carpooling; flexible work schedules, including a compressed work week; education and outreach about commuting options; and financial incentives. Based on various studies, VMT reduction findings for employee alternative commute option programs range from 1% to 26% at the worksite. Impacts vary based on the types of incentives and services employers offer. Implementation of a voluntary employer-based alternative commute option program has been shown to reduce VMT associated with the employer site by 4% to 6%. Larger VMT reductions are reported for programs that involve mandatory monitoring, reporting, and targets.

Telecommuting eliminates trips but is not a feasible option for all professions. For a given employer or region, the total VMT impact of telecommuting will depend on the number of workers participating in the program, the number of days per week that participants telecommute, and the VMT reduction per telecommuting day. Based on various studies, telecommuting from telework centers reduces VMT by about 65%, and telecommuting from home reduced VMT by up to 90% for individual commuters on days teleworking. It is interesting to note that many studies found that vehicle trips are not necessarily reduced by telecommuting, since telecommuters are more likely to run errands or take other short trips during the day. However, these trips are much shorter than a standard commute, and the impact on the VMT reduction is minor. A recent analysis of the impacts of the COVID-19 pandemic and potential impacts of on-going remote work arrangements estimated a potential 10-20% reduction in commute vehicle trips, equating to about 2-5% of total annual VMT. The study also estimated a potential sustained 10-30% reduction in personal shopping trips from e-commerce, equating to 1-5% of total annual VMT.

PRODUCT PROFILES

1. Carpools and Vanpools
2. Transit
 - a. Summary of Bus Activity
 - b. Summary of Rail Activity
3. Telework
4. Bicycling/Walking
5. Bike Sharing
6. E-Scooters
7. Car Sharing

SUPPORT INFRASTRUCTURE AND PROGRAMS

1. HOV Lanes/Express Lanes
2. Park and Ride Lots
3. Guaranteed Ride Home
4. Commuter Benefit Programs (Commuter Choice, SmartBenefits)
5. Clean Air Partners
6. Incentives Programs

CARPOOLS AND VANPOOLS

Product Profile

Relatively speaking, carpools and vanpools are a highly used form of alternative commuting in the Washington, DC region. Beyond the shared cost savings of maintaining and operating a vehicle, another tremendous benefit is the time savings of HOV/Express lanes, for those who have access. An additional personal benefit is reduced stress from not driving every day.

Commuter Connections assists commuters in finding suitable ridesharing arrangements through online Ridematching. Commuters who set up a free account with Commuter Connections may sign up for free Ridematching. This process provides an instant list of matches of possible rideshare partners. The tool indicates potential carpool/vanpool partners as drivers or passengers, and the same or similar route and schedule.

Many of the vanpool operators, including Enterprise and ABS vanpools, accept SmartBenefits® as fare payment. Vanpools typically travel greater distances than carpools. 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. In the Commonwealth of Virginia, the AdVANtage Vanpool Self-Insurance program is offered through the Division of Risk Management (DRM), a division of the Virginia Department of the Treasury. A vanpool self-insurance pool is a group of vanpool owners who contribute annual membership fees used to self-insure their commuter vanpools. Through the pool, vanpool owners share common risks via a combination of self-funding and insurance.

In FY2017, Commuter Connections introduced CarpoolNow, a free mobile app for commuters in the Washington, D.C. region providing on-demand carpooling, connecting drivers offering a ride with passengers seeking a ride. The mobile app displays routes, estimated pick-up times, and confirms pick-up and drop-off locations. During FY2018, Commuter Connections worked with Howard County, MD through a Federal Transit Administration (FTA) grant to promote the CarpoolNow mobile app. In FY2019, the CarpoolNow app was offered to carpoolers in the Washington, DC metropolitan region, including a \$10 driver incentive per trip.

Current Strategies

- Encourage ridesharing as solution to saving time and gas expenses.
- Encourage greater carpools and vanpools through placement of highway signs with the Commuter Connections 800 number and web site in Maryland, Virginia and the District of Columbia.
- Promote Commuter Connections' Ridematching software and CarpoolNow app through social media, direct mail, and value-added media in order to achieve a critical mass of applicants that will allow for effective matching.
- Increase commuter awareness on the 'Pool Rewards carpool/vanpool incentive program, particularly during the I-395 Express Lanes and I-66 (outside the Beltway) construction periods.
- Increase commuter awareness that Fairfax and Prince William County offers personal property tax relief for vans used for not-for-profit ridesharing purposes.
- Increase commuter awareness that SmartBenefits can be used for vanpool.
- Increase commuter awareness 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 through the Van Start/Van Save program.
- Increase commuter awareness that GWRideconnect redeems SmartBenefits for all vanpools in the Fredericksburg region.

- Increase commuter awareness that Prince George's County offers 100 percent subsidy for first month, 50 percent for second month and 25 percent for third month of newly formed vanpools with a minimum of eight passengers in a 12-15 passenger van, or with five passengers in 9 passenger vans.
- Increase commuter awareness that Frederick County provides start-up funds for new vanpools for the first year of operation.
- Increase commuter awareness about the Commuter Connections mobile app that allows for direct account access.
- Educate commuters that there are vanpool incentive programs available through 'Pool Rewards and Vanpool Alliance.
- Greater Richmond Transit Company (GRTC) partners with RideFinders, a division of GRTC and a regional non-profit agency, to provide R-VAN service, which helps start vanpools by matching at least seven people to share the ride and commuting cost to and from work.

Strengths

- Cost savings from volatile gas prices, and lower maintenance costs due to less wear and tear on personal vehicles.
- It is free and easy to set-up an account with Commuter Connections for Ridematching services and to use the mobile app.
- If using HOV and Express lanes, substantial time and cost-savings may be enjoyed.
- Addresses the suburb-to-suburb commute more efficiently than public transit.
- Reduces maintenance of parking lots or leasing costs for employers.
- Employers can give \$270 tax-free subsidy to vanpoolers each month via SmartBenefits® or other Transit Voucher.
- Reduces the stress of daily driving.
- Allows commuters to relax, read, or use lap top during the commute.
- GRH supported.
- The vanpool riders determine their route and schedule based on their needs, making vanpooling very flexible.
- Reduces the need for families to have an additional vehicle.
- Through the 'Pool Rewards program, new carpoolers receive a cash incentive of \$130 over a 90-day period, and newly formed vanpools for receive \$200 a month through 'Pool Rewards.
- Vanpool Alliance introduced a supplementary pilot program incentive for new qualifying vanpool applications through April 1, 2020. This will be an increase over the existing \$200 base payment for a total of \$400 per month, maximum 24 months.
- An extra \$100 bonus of is being offered through 'Pool Rewards for carpoolers travelling the I-66 and I-395 corridors, outside the Beltway.
- CarpoolNow offers a \$10 per trip driver incentive to drivers giving carpool rides to and from work in the Washington, DC metropolitan region.

Deficiencies

- Perceived as an option that takes away freedom and personal space from commuters.
- Some SOVs do not feel the cost savings are worth the effort of picking up a commute partner or vanpool.
- Some feel they need their vehicle for use during the workday.
- Difficult to recruit vanpool drivers.
- Schedule inflexibility.

Promotional Strategy

- Promote Commuter Connections' Ridematching capabilities.
- 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 transportation fairs.
- Promote ridesharing as a car-lite alternative through the Car Free Days promotion.
- Focus on suburban employers to fill the commute needs of the suburb-to-suburb commuters.
- Work with employers moving to or within suburbs from an area that was well served by transit. Encourage these commuters to maintain their alternative commute with ridesharing options.
- Focus on employer-based vanpool promotions in the federal and defense contractor sector.
- Promote ridesharing opportunities in HOV/Express Lane corridors with regard to time savings, particularly with the new Express Lanes being built on I-395 (inside the Beltway) and I-66 (outside the Beltway).
- Promote preferential parking programs for carpools and vanpools through the Commuter Connections newsletter and through the Employer Services program.
- Promote 'Pool Rewards carpool/vanpool incentive project.
- Promote formation of carpools and vanpools for free use of the Express Lanes in Virginia.
- Promote CarpoolNow mobile app.

Challenges

- Violation rates in all HOV/Express lane corridors.
- "Empty lane syndrome".
- Congested HOV lanes will diminish advantage of time savings.
- Beyond the cost of gas, SOV commuters may not understand the real depreciation costs of driving alone such as the increased mileage and wear and tear on the vehicle.
- Low levels of marketing and advertising to commuters.
- Difficulty of recruiting new vanpool drivers.
- Rising vanpool insurance costs.
- Low level of participation in 'Pool Rewards.
- Getting more drivers to use the CarpoolNow mobile app.
- COVID fallout. Pre-pandemic carpools/vanpools may find ridesharing in the present environment to be too close for comfort, and may instead opt to drive alone, particularly if offered free parking.

TRANSIT

The Washington metropolitan region has a solid presence of bus and rail providers offering a range of transportation and shuttle services. In addition, the region has two commuter rail services, 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 in the District of Columbia and surrounding jurisdictions in Maryland and Virginia. Metrorail currently operates on 118 miles of track and serves 91 stations and Metrobus operates 159 bus lines.

Metro's Phase 2 Silver Line construction extending from Wiehle Ave. - Reston through Dulles Airport to Loudoun County is in the testing stages and is expected to open in 2022.

Starting July 2021 WMATA will be installing new faregates in all Metrorail Stations and will be phasing out first-generation SmarTrip cards (not starting with 0167) which will no longer work on the new faregates. The faregates will be completed in June 2022. In-station signage will be posted at least 30-days before the upgrade to the new faregates.

Product Profile

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

- Alexandria Transit Company (DASH)
- Arlington Transit/ART
- City of Fairfax CUE bus
- DC Circulator
- Fairfax County's Connector bus service, with Metrobus operated REX and TAGS service
- Loudoun County Transit
- Montgomery County Ride On
- MDOT MTA Local Bus, Light Rail, Metro Subway, MARC Train and Commuter Bus
- Prince George's County *TheBus*
- PRTC's OmniRide, Metro Direct, OmniLink and Cross County Connector
- TransIT Services of Frederick County
- Virginia Railway Express (VRE)
- WMATA- Metrobus and Metrorail

The factors influencing transit use include:

Automobile-Related

- Auto Availability
- Gas prices
- Operation and maintenance costs of auto, including gasoline costs & availability
- Parking availability and cost
- Impact of auto on the environment
- Cultural dominance of the automobile

Travel-Related

- Connectivity with other transit modes
- Convenience and comfort of transit
- Distance from origin and destination to transit station/stop
- 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
- Safety

Human-Related

- Knowledge of transit system (i.e. schedule and routes)
- Perception/image of transit to public
- Personal preference
- Environmental considerations
- Access to multilingual information. (i.e. schedules and routes)

Transit System-Related

- Connectivity with other modes including shuttles, bikesharing, carsharing, and other first mile/last mile strategies
- 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 employment sites, services, facilities
- Proximity to retail and/or tourist attractions
- Security/safety
- Ability of transit's access to reach nearby medical, shopping, recreational and other opportunities
- Cost-effectiveness of transit
- Paratransit accessibility

Payment-Related

- Transit fare structures
- Payment method for transfers
- Ability to transfer between transit systems
- Uniformity of fare payment and transfer procedures in metropolitan area
- Methods to encourage fare pre-payment among all income and demographic groups including the un-banked
- Methods to enable off-board fare-payment
- Methods to discourage adding value to pre-payment systems on-board buses

Transit Information-Related

- Availability to receive estimated arrival times of buses by route by bus stop electronically
- Ability to obtain transit information (routes, stops, schedules, fares and other policies) in varying media (paper, electronic)
- Ability to obtain transit information in major languages used locally
- Ability to obtain transit information in accessible formats for people with sensory disabilities

Pedestrian & Bicycle Access-Related

- Directness of pedestrian path of travel between transit stops and trip origins or destinations.

- Accessibility of pedestrian path of travel between transit stops and trip origins or destinations.
- Safety and accessibility of transit stops.
- Provision of passenger amenities at transit stops.
- Provision of bike share stations by major transit stops and regional activity centers.
- Provision of secure bike parking at transit stations (e.g. Metro Bike & Rides).
- Ability to safely cross major intersections or parking lots along path of travel between transit stops and trip origins or destination.

Residents and visitors may choose public transit that is convenient and cost effective. However, they must have a sufficient comfort level with and understanding of how to use transit to get to and from their destination safely and in a timely manner. The factors listed above provide reference points useful to align and promote public transit. A targeted approach focusing on residential neighborhoods and employment centers that are close to bus stops and rail stations with a 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.

Bus Assets

- Bus is the least expensive commute mode for customers
- Attractive alternative to commuters without vehicles
- Private commuter bus services supplement publicly owned transit
- Convenient to many home destinations, shopping centers and business centers
- Benefits from the GRH program
- Faster than SOVs when route includes HOV/Express or bus-only lanes
- Allows passengers to relax
- Commuter Stores, plus on-line ability to purchase bus fares via CommuterPage.com; Montgomery County's web site, and Fare Media by Mail.
- Bike racks are on all Metro and local bus systems
- Availability of real-time bus arrival information systems
- SmarTrip® is available on all regional bus systems. Pass capability soft implementation during the year
- WMATA now offers monthly passes that include unlimited bus rides, as well as a 7-day regional bus pass for \$15.
- In 2019 DC Circulator began offering free rides on all buses
- In 2019 MTA launched the CharmPass mobile app allowing riders to purchase fares for Commuter Bus service using their smartphones

Bus Deficiencies

- Commuter still has to get to the bus stop and final destination
- More parking required at some bus stops
- SOVs perceive as nuisance and source of pollution (idling)
- Slow with multiple stops; typically travel in same congested lanes as other traffic
- Considered as an inferior mode of transportation by SOVs; negative stigma
- 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 for Beltway users
- Rapid ridership growth can create overcrowding
- Continuity of service not guaranteed: low ridership routes can be reduced or discontinued

Bus Prospects

- Conversion to alternative fuels to increase its environmentally friendly image
- Ability to multitask, i.e. work/study, network and listen to music on the bus
- Prime mode of travel for DC residents
- SmarTrip® card and SmartBenefits® subsidies
- Use of queue-jumpers and other prioritization methods, including some Bus Rapid Transit in the region
- Use of smaller buses for increased flexibility in routes for residential areas
- Mobile ticketing app for Frederick County TransIT and DASH Bus
- Introduction of Flash BRT in Montgomery County

Bus Challenges

- Fare increases
- Lack of information/understanding by prospective new riders of routes, schedules
- Fare payment methodologies that slow bus travel times (e.g., adding value to SmarTrip on buses)
- Limited funding for operations and expansion
- Limited parking for commuter buses Park & Ride Lots
- Limited routes or lack of routes in some areas.
- Overcrowding
- Lack of available and appropriately zoned land for maintenance and parking facilities
- Lack of funding to right-of-way (ROW) to create dedicated bus-only lanes
- Insufficient enforcement of existing bus lanes.
- Impacts on existing developed areas where additional ROW is acquired for dedicated lanes
- Decreased ridership to other commuting options such as telework, TNC's bikesharing and e-scooters.
- COVID fallout. Pre-pandemic bus passengers may find buses in the present environment to be a perceived breeding ground for the "Delta variant", and may instead opt to drive alone, particularly if offered free parking.

SUMMARY OF BUS ACTIVITY	BUS LINES	CAPACITY	TYPE OF SERVICE	ROUTES CLOSE TO CAPACITY	ROUTES IN NEED OF RIDERSHIP INCREASES
WMATA System Total <i>July 2019</i>	159 Lines	Range of seats per bus between 27-66 <i>(assumes 39.5 avg seats /bus)</i> 14, 739 Wkdy Trips 582, 190 Wkdy Seats	Peak and Non-peak	46 Lines	42 Lines
WMATA DC Service <i>July 2019</i>	67	Range of seats per bus between 27-66 7,780 Wkdy Trips 307, 310 Wkdy Seats	Peak and Non-peak	30N,30S; 32,36; 33; 39; 42,43; 52, 54; 63; 70; 79; 80; 90,92; 96; B2; H1; H3, L1; S1; S4; U5,6; V2,V4; W3; W4; X1; X2; X9 [25 lines]	37; 60; 62; 74; B8,9; D2; E2; E6; G2; G9; H6; K2; M4; U4; U7; W5; X8 [18 lines]
WMATA MD Service <i>July 2019</i>	53	Range of seats per bus between 27-62 3,826 Wkdy Trips 151, 127 Wkdy Seats	Peak and Non-peak	86; C2,4; C8; D12,14; F4; F14; G14; K6; P12; R1,2; T18; Y2,7,8; Q2,4; Z6,8 [14 lines]	B21,22; B27; B29,31; B30; C12,14; C11,13; C26,28; F12; H13; NH2 [12 lines]
WMATA VA Service <i>July 2019</i>	39	Range of seats per bus between 27- 40 3, 133 Wkdy Trips 123, 753 Wkdy Seats	Peak and Non-peak	3Y; 7Y; 7W; 11Y; 16A,C 16Y; 28A 7 lines]	3T; 4A,B; Metroway; 10N; 15K; 17B,M; 22A,F; 28F; 29C; 29W; S80,91 [12 lines]

<i>TRANSIT AGENCY</i>	<i>BUS ROUTES</i>	<i>CAPACITY</i>	<i>TYPE OF SERVICE</i>	<i>ROUTES CLOSE TO CAPACITY</i>	<i>ROUTES IN NEED OF RIDERSHIP INCREASES</i>
Alexandria Transit Company (DASH)	12	Standard: 28-40 seats; Articulated: 60 seats	Fixed-route, Peak and non peak HOV: AT3, AT4	AT8, King Street Trolley	AT3-4, AT7
Arlington Transit (ART)	16	Seated: 19- 30 Seated and Standing: 28-45	Fixed Route	41, 42, 43, 45, 87 (peaks)	51, 52, 53, 55, 61, 62, 72, 74, 75, 77, 87 (off- peak)
DC Circulator	6	Seated: 27- 42 Standing: 37-54	Fixed route; 142 stop locations	Crowded during peak commuter rush hours; National Mall route crowded during Cherry Blossom season	Eastern Market – L’Enfant Plaza National Mall
Fairfax Connector	91	29-39	Fixed Route	151, 159, 171, 394, 395, 401, 402, 551, 599, 634, 698, 699, 950	340, 422, 432, 461, 467, 507, 552, 554, 556, 557, 558, 559, 585, 624, 721, 724, 926, 927, 952, RIBS4
Fairfax CUE	4	31-32 seated and 25-30 standing	Peak and non- peak (7 days a week)		All routes
Loudoun County Transit	36 (as of August 2021)	Equipment varies: 11, 18, 26, 40, 55 seated	Fixed route Local, Metro- connect, Commuter, and ADA service	Local routes serving Sterling are closest to capacity.	New Metro- connection routes when Phase 2 Silver Line begins operating.

MTA Commuter Buses	36 routes in Maryland	55 seats per trip	Total trips – 306(am), 315(pm), 13(midday) am & pm peak service, with a couple off peak trips, and midday trips	None	
MTA Commuter Buses by region					
Baltimore	7 routes	50-55 seats, 74 daily trips			
Central Maryland	5 routes	50-55 seats, 100 daily trips			
Washington (East, South and North)	24 routes	50-55 seats, 460 daily trips			
MTA BaltimoreLink Bus Network	65	40-66 seats, 5,862 trips per weekday	See breakout by service type below	N/A	N/A
MTA CityLink	12	40-66 seats, 2,156 trips per weekday	24 hours/7 days a week	N/A	N/A
MTA Express BusLink	9	40-66 seats, 192 trips per weekday	Peak hours, weekdays only except for 163	N/A	N/A

MTA LocalLink	44	40-66 seats, 3,514 trips per weekday	Spans from approximately 16 hours to 24 hours depending on ridership demand	N/A	N/A
Montgomery County Ride On	78 fixed routes A micro transit pilot called Flex in two areas, Wheaton/ Glenmont and Rockville	19-43 (seated) 28-64 (standing)	Peak and Non- peak service HOV: Rt. 70, 71, 74, 78, 79, 100	Many routes have capacity issues at some time during their operating day	7, 19, 31, 44, 52, 66, 67, 81 Flex
OmniRide Express/ OmniRide Metro Express	13 routes from Prince William County/Manassa s area to DC/ Pentagon/ Arlington/Tysons /Mark Center. 3 routes to Metrorail stations.	43-57	Commuter Service Service to Metrorail Stations	Most commuter routes	Tysons Corner Mark Center Manassas- Pentagon
OmniRide Local/ OmniRide Cross County Connector	6 OmniRide Local routes 1 cross county route	29-45	Local	Currently reviewing local routing structure to increase ridership	Most Local routes
Prince George's <i>TheBus</i>	28 <i>TheBUS</i> routes	26-32	Peak and Non-peak service	16, 18, 20, 21, 21X, 24, 30, 32, 35, are over capacity	13 ,22, 23, 25, 27, 35s, 36
TransIT Services of Frederick County	10 Connector Routes 7 Commuter Shuttle Routes	16-29	Local, commuter	10, 20, 40, & 65 Connectors are crowded during peak rush hours	Rt. 85 shuttle & 80 Connector

Rail

Rail Assets

- Commuter Stores provide an excellent sales vehicle for merchandise and tickets
- Bi-level coaches on VRE and MARC Train systems
- Clean
- Quiet cars and bathroom facilities available on commuter trains
- Food and beverages allowed on commuter trains
- Free parking at most commuter rail stations
- Convenient: leave the driving to someone else
- Favorable cost when compared to driving alone long distances
- GRH program makes more accessible during non-rush hour
- In some cases, rail is faster than driving alone
- Reliable (not affected by congestion)
- Transit Link Card between Metro, MARC and VRE makes it easier and economical to combine trips
- Weekend service on MARC on the Penn line between DC and Baltimore
- AMTRAK is accepting MARC and VRE tickets with a small upgrade fee, reducing burden on sometimes crowded commuter trains
- In 2015, VRE launched the VRE Mobile app, accepting credit cards and SmartBenefits, allowing riders to purchase and validate tickets from their smartphones
- In 2019 MTA launched the CharmPass mobile app allowing riders to purchase fares for MARC using their smartphones
- In 2019 the Washington Metrorail Safety Commission formed to provide enforceable oversight to repair safety concerns proactively
- WMATA launched a SelectPass program for packaged/unlimited trips, which became an official Metro Unlimited Pass product in 2019.
- WMATA is developing mobile fare payment options.

Rail Deficiencies

- Commuter rail has limited schedule (including some limited off-peak service)
- Limited or lack of free parking
- Overcrowding on some lines
- MARC's Brunswick and Camden lines and VRE's Fredericksburg line are frequently susceptible to heat orders during summer months; reduces maximum speed by 20 mph. Occurs when temperatures are 85° or greater, or a 25-degree temperature swing within a 24-hr period.

Rail Prospects

- Provides attractive transportation option to commuters of all income ranges
- Provides an opportunity for riders to relax during the commute
- Full size bikes on certain cars, collapsible bikes allowed on all VRE trains

Rail Challenges

- Fare increases
- First mile/last mile
- System delays and bad press has beleaguered transit in recent years
- Reaching and exceeding capacity is a major concern for VRE
- Safety concerns
- Loss of transit ridership due to Metro's summer-long station shutdowns needed to reconstruct outdoor platforms

- Commuter rail was susceptible to flash flooding during exceedingly stormy summer of 2018
- COVID fallout. Pre-pandemic rail passengers may find trains in the present environment to be a perceived breeding ground for the "Delta variant", and may instead opt to drive alone, particularly if offered free parking.

SUMMARY OF RAIL ACTIVITY

<i>PROVIDER</i>	<i>RAIL TYPE</i>	<i>ROUTES</i>	<i>CAPACITY</i>	<i>ROUTES TO MARKET</i>
VRE	Commuter	Manassas Fredericksburg	Peak trains close to capacity	Spotsylvania and Burke Centre (stations with the most available parking).
MARC (MTA)	Commuter	Brunswick Line Camden Line Penn Line	At current ridership levels, all MARC stations have excess parking available. Brunswick Line 10,928 seats* Camden Line 10,979 seats* Penn Line 37,395 seats* *Daily Capacity	1) Brunswick Line (Martinsburg, WV and Frederick, MD to Union Station) 2) Camden Line (Baltimore to Union Station) 3) Penn Line (Perryville, MD to Baltimore to Union Station)
Metro (MTA)	Subway	Owings Mills to Johns Hopkins Hospital	Not at capacity	Northwest Baltimore Corridor: Owings Mills, Downtown. Johns Hopkins Hospital.
Light Rail (MTA)	Commuter	1) Hunt Valley to BWI Airport 2) Glen Burnie to Timonium/Hunt Valley (Off-Peak) 3) Camden to Penn Shuttle	Not at capacity	Hunt Valley to Downtown to Camden Yards to BWI. Glen Burnie to Downtown to Timonium. Camden Yards to Penn Station
AMTRAK	Regional/ Commuter	Northeast Corridor	Not at capacity	Northern Virginia District of Columbia Southern Maryland Baltimore - BWI

Metro (WMATA)	Subway	Blue, Green, Orange, Red, Silver, Yellow lines	Capacity during peak periods	District: (all quadrants) Maryland: Prince George's and Montgomery Counties Virginia: City of Alexandria, Arlington and Fairfax Counties
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TELEWORK

COG/TPB began helping businesses start or expand telework programs in 1996 through the Commuter Connections program which defines teleworkers as wage and salary employees who at least occasionally work at home or at a location other than their central work place during their normal work hours. Over the years, Commuter Connections has provided telework brochures, videos, seminars, demonstration projects, sample telework policies and agreements, and other information to employers. Telework is supported by COG/TPB through Commuter Connections' network members in Maryland who provide telework outreach activities and support service to employers.

According to the Commuter Connections State of the Commute (SOC) Survey 2019, teleworking has nearly tripled since 2004. More than one-third (35 percent) of regional commuters said they teleworked at least occasionally. In 2019, more than one million regional workers teleworked. Almost half (48%) of commuters who did not telework at the time of the survey said they had telework-appropriate job responsibilities, at least occasionally. Eight in ten of these respondents said they would be interested in teleworking on a regular or occasional basis. These interested respondents equaled another 771,000 commuters or 25% of all commuters region-wide. In a period of a dozen years, employees with formal telework programs increased from 19 percent in 2007 to 34 percent in 2019.

In a survey conducted by Commuter Connections during the COVID pandemic of 180 employers who participate in its Employer Outreach program, two in ten (20%) respondents said after the pandemic they would most likely continue teleworking at the same level as during the pandemic. Thirty-seven percent said they anticipate teleworking at a higher than pre-pandemic level, either allowing more employees to telework and/or allowing more days or hours of telework per week. Twelve percent of employer respondents anticipate reverting back to a pre-pandemic telework level, and 23% expect to reduce telework to a level lower than before the pandemic.

Employer-Based Promotions

- **TELEWORKIVA** – *The Telework!VA program is an initiative of the Virginia Department of Rail and Public Transportation (VDRPT) that began in 2001. The program provides technical assistance for companies interested in implementing or expanding a telework program. VDRPT began partnering with the Virginia Department of Transportation (VDOT) on marketing and funding efforts in FY2011. The program is now focused on assisting organizations in the Northern Virginia area. Technical assistance includes policy development, manager and employee training, budget development and assistance with technology plans. Employers in Virginia offering telework options to their employees may also qualify for the Virginia Telework tax credit. For more information, visit www.teleworkva.org or call 571-418-8135 Ext. 700.*

Federal Employers

Telework resources for federal employees: www.gsa.gov/governmentwide-initiatives/telework

In the Washington metropolitan region, there is a combination of private and university run telework centers. In April 2011 GSA discontinued financial affiliation/sponsorship of the original 14 telework centers in the Washington Metropolitan area. However, there are other private sector telework centers, or 'hoteling,' arrangements, available from private co-working entities such as WeWork and MakeOffices. Co-working centers provide space, similar to hoteling arrangements, plus some offer conference rooms and training facilities for short meetings/classes, on a for fee basis. These alternative workplaces are useful types of facilities for remote, home-based worker, and for the field work force to meet or convene.

Strengths

- Strengthens employee recruitment and retention.
- Lowers training costs associated with high turnover.

- Reduces absenteeism and late arrivals.
- Increases employee productivity.
- Improves employee satisfaction by providing flexible work scheduling, better time management and the balance between work and family life.
- Reduces costs for office space and parking.
- Expands access to skilled workers.
- Expands opportunities for business continuity of operations especially in times of natural or man-made disasters.
- Enhances public recognition as an innovative business and a good corporate citizen.
- Reduces congestion.
- Financial incentives available from States to assist employers with costs and training.
- Significant numbers of companies shifted from informal to formal telework policies due to the pandemic
- Significant numbers of companies invested in online communications systems as a result of the pandemic

Weaknesses

- Concern with how to select employees with telework appropriate positions
- Concern with the effect telework has on customer service.
- Accountability issues for work performed out of the office
- Distractions at home i.e. children, pets etc.
- 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 technology for teleworking.

Opportunities

Private co-working centers or spaces are on the rise; there are even niches within the co-working space industry. Some of the new centers are tailoring themselves exclusively to working women, while others include child daycare services.

A positive outlook exists for teleworking, 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.

Census Bureau's American Community Survey showed that nationwide in 2017 for the first time the number of people who regularly work from home (7.9 million) exceeded riders of public transit systems (7.6 million).

Telework has emerged as a larger player due to the COVID pandemic. It has yet to be seen where telework will end up post pandemic and long term, but clearly one cannot ignore the seismic shift to that took place in 2020. There is no doubt that the pandemic has forced more employers to take another look at teleworker as a possible long-term strategy. The result will be a windfall of more jobs defined as “teleworkable” and higher frequency of telework for those who were already teleworking prior to the pandemic.

Challenges

Commuter Connections 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 employee’s needs or a particular problem within 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/WALKING

Bicycling to work is an important aspect of commuting. Employers can encourage cycling to work by installing secure bike parking, changing rooms, showers and lockers, and by including bicycling in commute workshops. They also can provide their employees with information they need to commute by bike, including 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 organizations such as Washington Area Bicyclist Association (WABA).

Walking accounts for about two-thirds of the bike/walk mode group

According to the 2019 State of the Commute Survey Report:

- The average bike commute is 4.2 miles each way.
- The average number of days per week for bicycle commuting is 3.3.
- Biking/scooter/walking maintained the 3.3% mode share in 2019. Weekly commute trips made by biking/scooter/walking were evenly divided between the two modes (1.7% walk and 1.6% bike/scooter). More than eight in ten (85%) respondents who biked or rode scooters to work used a personal bike for the trip, but nearly one in four used a rented bike, either a Capital Bikeshare bicycle (16%) or a dockless bike (7%) on some days.
- Bicycling or walking commuters also mentioned avoiding stress to the same degree as transit users. Biking/walking commuters overwhelmingly reported the benefit of getting exercise (80%) and a standout mention of the “always available” option for travel flexibility.
- Respondents who biked to work gave the highest ratings for commute satisfaction, 54 percent, compared to only 29 percent of drive-alone respondents who were satisfied with their commutes.
- Commuters who reported using a bike or scooter overwhelmingly rode personal bikes for some or all of their bike/scooter commute days (85%). Nearly one in four used a rented bike, either a Capital Bikeshare bicycle (16%) or a dockless bike (7%). About one in ten bike/ scooter commuters typically used a scooter, either a personal scooter (6%) or a rented scooter (5%).
- More than two in ten respondents whose employers offered bicycling or walking services (22%) had used these services, and bikeshare membership was (18%).

Bike to Work Day has been a tradition in the Washington metropolitan region for over a decade. In 2000, Commuter Connections began to lend its support to WABA as part of its effort to encourage employers to promote bicycling to work. This grew the event from a downtown D.C. happening to a truly regional one, with more than 100 pit stop rally points for the cyclists through the region that included snacks, prize drawings, T-shirts, promotional items, and elected officials.

Bike to Work Day is promoted through distribution of collateral materials radio advertising, social media, newsletter articles, email, links from the region’s Rideshare program and TMA websites, and public affairs outreach (performed by COG Office of Communications and WABA). For the first time-ever, Spanish television station, Telemundo covered the Bike to Work Day event. Collateral produced for the event and distributed throughout the region includes rack postcards, posters, street banners, and T-shirts. Materials were targeted to employers and cyclists in chosen target markets as well as bicycle shops.

Sponsorships proved key to ensuring the visibility and success of the event. Both cash and in-kind sponsorships are solicited. Depending on donation level, sponsors may include their logo on the T-shirt, posters, rack cards, radio mentions, and the event web site. A free catered lunch is provided to the employer who has the greatest number of registrants for the event. In 2019 the National Institutes of Health won that honor. The employer challenge did not take place in 2020 or 2021, due to the COVID pandemic.

The 2010 U.S. Census estimated that bicyclists represent 0.3 percent of the commuting population of the Washington D. C. Metropolitan Statistical Area. Bicycling to work is more prevalent 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. 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.

The 2016 US Census American Community Survey also shows the highest rates of bicycling, and the fastest growth, in the urban core jurisdictions. Bike commute share is 4.6% in the District of Columbia. 2.4% in Arlington, and 1.0% in Alexandria.

COG/TPB periodically takes a count of vehicular traffic, including bicycle traffic but excluding pedestrian traffic, entering downtown D.C. and Arlington. The counts show that bicycle traffic into the downtown Metro core is growing rapidly, with bicycle traffic into the D.C. section of the Metro core more than tripling from 1986 to 2013. The number of bicyclists entering the Metro core within the District of Columbia between 5 a.m. and 10 a.m. has grown steadily from 474 in 1986, 1,379 in 2002, to 2,500 in 2013.

Arlington County, Alexandria, the District of Columbia, and Montgomery County have automated counters that gather bicycle and pedestrian counts at numerous locations, 24 hours a day, seven days a week. Count data is posted on the [BikeArlington](#) web site.

The Bike to Work Day Washington Region 2019 Survey indicated that it was the first BTWD event for 23% of participants, 94% of respondents said they were very likely to participate in another BTWD event, and 88% of respondents said they were very likely to recommend BTWD events to others. Seven percent of participants started riding to work after their first BTWD event – these were new riders. An additional 16% of participants rode before BTWD, but increased how often they rode to work. BTWD participants traveled an average of 8.4 miles one-way to work.

The Bicycle and Pedestrian Plan for the National Capital Region, adopted in January 2015, identifies the capital improvements, studies, actions, and strategies that the region proposes to carry out by 2040 for major bicycle and pedestrian facilities. The plan is an update to the 2010 Bicycle and Pedestrian Plan for the National Capital Region.

The plan includes 659 bicycle and pedestrian facility improvement projects from across the region, which were identified, submitted and reviewed by agency staffs of TPB member jurisdictions. If every project in the plan were implemented, in 2040 the region will have added 800 miles of bicycle lanes, 800 miles of shared-use paths, hundreds of miles of signed bicycle routes (signage without additional construction), more than 31 pedestrian intersection improvements, and 15 pedestrian/bicycle bridges or tunnels.

A new bicycle and pedestrian crossing over the Potomac would be created, at the American Legion Bridge, and bridges over the Anacostia River would be improved for pedestrians and bicyclists. In addition, 27 major streetscaping projects would improve pedestrian and bicycle access and amenities in Atlantic Boulevard, Michigan Avenue NE, Tysons downtown Bethesda, and other locations. If it implements the projects in this plan, by 2040 the region will have over 2,300 miles of bike lanes and multi-use paths, more than three times the current total.

Assets

- The Washington Area Bicyclist Association, and other jurisdictional bicycling advocacy groups serve to promote more bicycling, bike infrastructure and improved bicycling conditions.
- Avoiding rush hour traffic or transit delays
- Bicyclists have more predictable commute times than motorists or transit riders

- Arrive at work invigorated and refreshed; combines exercise and drive “time.”
- Improved productivity
- Improved overall health of employees, reduced sick days
- Significantly reducing overall commuting costs with less gas use and wear on automobile
- Bicycle commuters annually save on average \$1,825 in auto-related costs, reduce their carbon emissions by 128 pounds, conserve 145 gallons of gasoline, and avoid 50 hours of gridlock traffic.

Features

- DDOT will help District employers select, locate and install bicycle racks, garages or on surface parking lots; and will pay for the racks and provide a free bicycle parking sign if employer pays an installation charge.
- Metro Stations have free bike racks.
- Bike lockers are available for lease for \$200/yr + \$10 deposit at about 50 Metrorail stations.
- All Metro buses, Arlington Transit Buses, Fairfax Connector buses, Montgomery County Ride On buses, PRTC OmniLink, and Annapolis Transit buses have bike racks.
- Free rack parking at state and local Park & Ride lots.
- All VRE Stations have bicycle parking and permit a limited number of bicycles on board in designated rail cars.
- The District of Columbia requires bicycle parking in any building with motor vehicle parking.
- Montgomery County zoning ordinance requires all parking facilities containing more than 50 parking spaces to provide one bicycle parking space or locker for each 20 automobile spaces.
- Bike maps are available from Montgomery County; Arlington County; Fairfax County; the District of Columbia; and the College Park area. Numerous trail maps and commuter and safety guides are available through the Washington Area Bicyclist Association. State maps are available through Maryland and Virginia.
- On-line bike routing is available through Google Maps.
- Over 40 percent of Washington residents bicycle for recreation.
- The Washington Area Bicycle Forum, a partnership between WABA, BikeArlington and goDCgo, is an online forum for area bicyclist to connect. New riders can get information on bike routes, gear, trail conditions, upcoming events and much more.
- The region’s trail network is expanding rapidly over the next 10 years, providing links to employment centers.
- On-street bicycle lanes exist within the District of Columbia, Montgomery County, and Arlington County. Hundreds of miles of bike lanes will eventually be added across the region.
- In 2014, a new bike lane opened on First St. NE. This is the District’s first curb-protected bike track. The two-way lanes run along First Street from M St. NE to G St. NE in the NoMa neighborhood.
- The VDOT Bicycle Locker program is available at state owned Park & Ride lots. Cost is \$60/yr, \$40 deposit.
- Fairfax County has a Bicycle Locker program located at county owned Park & Ride lots.
- Commuter Connections provides free Biking to Work in the Washington Area guides which double as Employer and Employee guides.
- In 2018, Commuter Connections launched a new and improved Bicycle Route Finder that enables cyclists to plan their bicycle commute or recreational rides using an expanded database with more than 2,150 miles of trails, on-street lanes, paths, and facilities, 37,371 path segments, and 35,485 path junctions. The database also allows users to check availability of bikes and bays at Capital Bikeshare locations.
- For bicycling newcomers, the warmer weather months provide the best opportunity to introduce the bicycle as a legitimate transportation mode.

- An employer located in a bike-friendly area or near a long-distance trail such as the W&OD or Mount Vernon Trail should be more successful in encouraging employees to bicycle to work.
- In 2012 Metro opened its first Bike & Ride at the College Park - University of MD station. The facility is located within a secure, enclosed area accessible via card access 24 hours a day. The facility is equipped with security cameras. Patrons may park for a few hours, overnight, or several days. There are no monthly or annual fees and bicyclists pay only for what they use. Additional Bike & Ride facilities will open soon at East Falls Church and Vienna.
- The Capital Bikeshare system has 4,300 bicycles at over 500 stations across Washington D.C.; City of Alexandria VA, Arlington and Fairfax Counties VA, and the City of Falls Church; and Montgomery and Prince George's Counties, MD.
- During WMATA's SafeTrack maintenance initiative, Capital Bikeshare has introduced the single trip fare to allow a single trip of up to 30 minutes for only \$2.
- In Fall 2017 new "dockless" bike share systems began to operate in the District of Columbia and Montgomery County. Dockless bikes can be picked up and dropped off at any legal bicycle parking spot (such the curb side of the sidewalk). The bikes can be unlocked and rented by the hour using a smart phone and the company app.

Deficiencies

- Often perceived as a 'fair weather' dependent mode. However, showers, clothing adjustments, and fenders can mitigate the effects of hot, cold, or wet weather.
- For many longer commutes, bicycling is too time-consuming.
- Perceived lack of safe travel routes.
- Parts of the road network within the city and especially in the suburbs are not bicycle friendly.
- A higher quantity and more secure parking and shower facilities at employer sites is needed.
- More interconnectivity for on-road routes is needed.
- General public lacks bicycling education and skills needed to ride safely with traffic.
- Many motorists lack the proper education and understanding of sharing roadways with cyclists.
- Employers located in areas without adequate bicycling lanes and trails will find it more difficult to get employees to bike to work.
- College Park's bikesharing system is separate from Capital Bikeshare.

Prospects

The Washington Area Bicyclist Association (WABA) and Commuter Connections offer brown bag bicycle commuter presentations at worksites to educate employees and employers of the benefits of bicycle commuting. Bicycling is included as a commuter option in Commuter Connections' employer outreach efforts.

Bike-friendly jurisdictions such as the District of Columbia, Arlington, and Alexandria are experiencing both a real estate and a bicycling boom. Among the 70 largest cities in the US, Washington, DC has the third highest bike commute rate in the country, after Portland and Minneapolis. DC also has the third-fastest growth in bike commuting. As population and employment grow in these jurisdictions, more people will have access to better bike facilities and services such as bike lanes, protected cycle tracks and Capital Bikeshare.

DC has also seen the emergence of a bicycle culture which promotes on-street riding for transportation, as exemplified by the themed weekly bike rides organized by city bike shops. City-style bicycles, which are intended to be ridden in street or dress clothes, are increasingly popular.

Dockless bikesharing, introduced to the District and Silver Spring in 2017 provides the a boost for first and last mile challenges.

As a pilot project, eighty electric-assist bikes were added to the Capital Bikeshare fleet in 2018. The e-bikes are black in color to distinguish them apart from the familiar red bikes.

In 2019, VeoRide was introduced in College Park with a fleet of 150 electric bikes (e-bikes) and 70 standard bikes at 24 different locations on the University of Maryland campus, and around the City of College Park and the Town of University Park. Bikes will be available from 5:00 a.m. to 9:00 p.m.

In 2019, WMATA removed its long-standing policy of not allowing full-sized bikes during peak periods. When boarding Metrorail, bicyclists are required to use the end doors of the railcar. Metro still reserves the right to disallow bicycles during special events or other where crowding is an issue.

The Bike to Work Day event returned in 2021 for its 20th anniversary after a one-year hiatus. Despite COVID restrictions and limits on the number of bicyclists permitted to register (no more than 30 per half hour), the event welcomed a registration of 8,800 bicyclists.

Challenges

While progress has been made in all jurisdictions, the lack of infrastructure in the region to support cycling to work appears to be the primary reason preventing adoption of this mode. A Regional Bike plan has been adopted by the National Capital Region Transportation Planning Board (TPB) in an effort to address improvement of bikeways and parking throughout the region.

In order for marketing efforts in bicycling to become more successful, commuters' attitudes must change in regard to the detriments or weaknesses of bicycling (traffic danger, logistics, employer parking, etc.). Motorists need to be more educated on responsibilities of 'sharing the road' with bicycles to create a more bicycling friendly community.

While popular, Capital Bikeshare has inherent limits as a commute mode. Stations at downtown employment centers fill up in the morning, while stations in the surrounding areas are empty. The economics of bike sharing work better when trips are self-balanced, allowing each bicycle to make dozens of trips per day, not just one to work and one back. For many employers, providing secure parking and having employees use their own bicycles is a lower-cost solution. Work sites that have staggered hours, such as hospitals and universities, can make best use of bike share as a commute mode.

Bicyclists need to observe the same rules of the road as motorists, such as coming to complete stops at red lights and stop signs.

A federal tax benefit available for bicycle commuters enacted in 2009 which allowed bicycle commuters to deduct \$20 per month, pre-tax, from their paychecks to cover bicycling related expenses was discontinued in 2017.

Demand for bicycles was already high prior to the COVID pandemic as sales were strong. High demand coupled with a global supply-chain shortage of bicycles, all at a time when the pandemic spiked the popularity of bicycling for both mental and physical well-being, caused a massive shortage of new bicycles and bicycle parts. Supply may not resume completely to pre-pandemic levels until 2023.

The Bike to Work Day 2020 event was cancelled due to the COVID pandemic.

BIKE SHARING

Bikesharing is an automated, public bicycle service first introduced by the District in 2008 under the moniker of SmartBikeDC. The success of the SmartBike program led to further demand for more bicycles and stations. In response, DC and Arlington County launched a new bikesharing service in September 2010 called Capital Bikeshare with 1,100 bikes and 114 stations throughout the District and Arlington County.

In 2021, the Capital Bikeshare system boasts 4,500 bicycles at more than 500 stations in Washington, DC; Montgomery County, MD; Prince George's County, MD; Arlington County, VA; the City of Alexandria, VA; the City of Falls Church, VA and Fairfax County, VA. Capital Bikeshare reached 23.6 million trips in May 2019.

The Capital Bikeshare system is operated by Motivate International, Inc. based in Brooklyn, NY and operates Citi Bike in New York City, Bluebikes in Boston, FordGoBike in San Francisco, and Divvy Bikes in Chicago.

Capital Bikeshare launched a pilot project in 2018 adding 80 e-bikes to the fleet. The new e-bikes, known as Capital Bikeshare Plus, are battery operated pedal-assist bicycles that offers another affordable solution to get around quickly and easily. The e-bikes are charged at the same fee as other manual Capital Bikeshare vehicles, and can be unlocked using the key fob, or from the app. Capital Bikeshare received a small number of reports from riders who experienced stronger than expected braking force on the front wheel. Out of an abundance of caution, the e-bikes were removed from service for the time being and replaced with standard pedal bike.

Capital Bikeshare provides residents and visitors with convenient, fun, and affordable bicycle rentals for its members. Single trip, 24-hr pass, 3-day pass, and 30-day and annual memberships are available. All trips under 30 minutes are included. Each additional 30 minutes incurs an additional usage fee. This model is designed to keep the bikes in service so that they are always available for others to use. Helmets are encouraged but not required; Capital Bikeshare sells bargain priced helmets on the website. Bikes are available 24 hours a day, 365 days a year. Severe weather may close the system if conditions are unsafe to resume service. Daily, monthly and annual memberships can be purchased on the website at www.CapitalBikeshare.com and members are sent a key fob that allows access to all of the bikes throughout the entire system. Daily and 3-day memberships can be purchased at any bikeshare station kiosk.

The Capital Bikeshare program has become a key transportation option for residents, commuters and visitors to the greater DC area, and further expansion will enable more people to use it. Capital Bikeshare offers a good solution to the last-mile problem for people commuting by transit. Employers can join as Corporate Partners of Capital Bikeshare, subsidizing their employees' memberships through the Capital Bikeshare Corporate Membership or purchasing their own station.

In 2013, for the first time, bike sharing was measured as part of the Commuter Connections State of the Commute survey. The survey indicated that 3 percent of employers offer bike sharing to their employees. Three years later, in the 2019 State of the Commute survey, that figure has tripled to 9 percent.

The Capital Bikeshare app connects riders to the growing bike system in real time. The app gives casual riders the option to buy passes. It also allows customers who forget their access key, or are still waiting to receive one, to check for available bikes and unlock one at a docking station using an access code. Bikeshare members can also keep track of their travel statistics, and get docking notification, providing confirmation that the trip is closed.

In 2016 the City of College Park Maryland announced the introduction of a new bikesharing system, called mBike. The system was operated by Zagster, Inc. and offered 135 bikes at 15 stations across College Park, the University of Maryland campus, and surrounding areas. The Zagster mBike program came to a close in

2019 and was replaced by VeoRide with a fleet of 150 electric bikes (e-bikes) and 70 standard bikes at 24 different locations.

Dockless bike share is different from fixed-station systems like Capital Bikeshare. Users find the GPS-equipped bikes with a smartphone app and use the app to unlock the bike. Fees are charged per half hour of use and there is typically no upfront cost or membership fee. Dockless bike share allows for short-term usage and can often be found in locations not served by Capital Bikeshare. Although dockless bikes are owned and managed by private companies, they can be picked up and dropped off in the public right of way.

Dockless bike share systems began to operate in the District of Columbia and Montgomery County in fall of 2017. Companies include LimeBike, Spin, and Jump; two providers, Ofo and Mobike shortly thereafter pulled out of North America completely. The District Department of Transportation (DDOT) bike share demonstration project regulates that each company is limited to a maximum of 400 vehicles. In addition, to maintain unobstructed pedestrian areas and prevent tipping, new regulations require that dockless bikes have a mechanism to lock to a rack or other post. To assist, in fall 2018, DDOT installed an additional 300 racks, across all wards.

Preliminary information suggests that Dockless bike share increases shared bike use in the District of Columbia, rather than taking trips away from Capital Bikeshare. Dockless bike share has accounted for 17% of all bike share trips within the District, and usage is concentrated in the same neighborhoods where bicycling is already popular, especially downtown. From the start of the program, September 2017 through June 2018 users took more than 625,000 rides on dockless bikes and scooters within the district.

Montgomery County's debuted a pilot dockless bike program in 2017 and announced expansion in 2019 to a broader portion of the County through Lime. The Montgomery County Department of Transportation offers free Capital Bikeshare annual memberships to county residents or workers who qualify, based on income requirements.

To support the growing e-bike transit option, DDOT began installation of off-sidewalk parking corrals in 2020, within all eight wards of the District. The parking corrals are available for both private vehicles and shared dockless vehicles. Two private companies operate dockless electric bikes within the District: HelBiz and Jump.

Challenges

- Dockless bicycles do not respect jurisdictional lines and therefore inter-jurisdictional coordination and cooperation is essential.
- Theft and damage have been an issue for certain operators in the District.
- There is a problem with improperly parked bicycles, and a need for more bike parking infrastructure. In some jurisdictions, narrower sidewalks often leave little room to park the bikes.
- Despite requirements that operators retrieve illegally parked bikes, the owner of the right of way ends up receiving a lot of the complaints.
- The public is often confused about whom to call when a bicycle is parked improperly.
- Government cannot rely solely on the bikeshare companies to plan, educate, and engage community and businesses.
- Dockless bikes create more demand for bike parking, and some of the management and public relations burdens inevitably falls upon the owners of the right of way.

Initial results indicate that dockless bikeshare has significant benefits including the prospect of increasing overall bicycling and bringing access to areas and populations not served by fixed station systems, at moderate public cost. Dockless bikeshare is expected to spread to additional jurisdictions.

E-SCOOTERS

In 2017, electric or e-scooters seemingly appeared on sidewalks out of nowhere in the District of Columbia. In 2018, the latest app-driven transportation mode also emerged in Arlington County, and the City of Alexandria. E-scooters were rolled out in Montgomery County in 2019. Startup companies such as Bird, Lime, Skip, and Spin entered the market generally about the same time. Heavyweights in the ridehailing business have joined in on the e-scooter investment gamble, hoping to turn a profit on the emerging trend. Uber introduced “Jump” e-scooters, and Lyft has brought its own e-scooters into the fray.

Users travel on e-scooters while standing and reach speeds of up to 15 mph. Since their introduction however, the District of Columbia and Arlington have mandated speed governors for e-scooters at 10 mph as a measure to improve safety. The battery-powered scooters allow riders to locate and unlock them using an app, as was done in a similar fashion with dockless bikes. With booming usage within the region in 2019 and generating more revenue than dockless pedal bikes, e-scooters have largely replaced dockless bike sharing. The cost of using e-scooters is \$1 a trip, plus a fee ranging between .15 to .29 cents per minute and are typically used for distances between .5 to 1.5 miles. Although crashes are a legitimate concern, injuries rates are expected to decline as users become more experienced and as motorists become more familiar with their presence.

To support the growing e-scooter transit option, DDOT began installation of off-sidewalk parking corrals in 2020, within all eight wards of the District. The parking corrals are available for both private vehicles and shared dockless vehicles. Six private companies operate dockless electric scooters within the District: Bird, Lime, Lyft, Razor, Skip, and Spin.

Advantages:

- Affordable.
- Helps the first-mile last-mile gap between fixed transit and final destinations.
- Expands access for low-income users and neighborhoods.
- Sometimes quicker than cars for traveling short distances in areas with a heavy concentration of traffic lights and traffic congestion.
- Fewer carbon emissions compared to fossil fuel driven transportation modes.
- Abundance of private-sector start-up capital investment.
- Privately-owned scooters are also picking up in popularity.
- Brings new jobs into the local community; without docks, workers need to re-charge scooter batteries.
- Unlike pedal bikes or walking, e-scooters allow arrival at work etc. without being drenched in sweat.
- Companies have the ability to “geo-fence” scooters by remotely locking the devices within restricted boundaries.
- Abundance of valuable data is collected through the GPS-tracked devices and could be a treasure trove for city planners (who are able to get it from the private companies).

Disadvantages:

- Scooters are susceptible to accidents, including severe bodily injury, even fatalities.
- Dangerous tripping hazard impediment to pedestrians, often left laying down instead of upright.
- Provides mobility challenges on public shared space to those with disabilities, sometimes blocking vital access to ramps.
- Due to over-saturation and safety concerns, some jurisdictions have placed caps on the number of scooters permitted.
- Clutter-blemished landscape.
- Theft and vandalism.

CAR SHARING

Car sharing is a viable alternative to individual car ownership, with positive economic and environmental benefits for communities. Car sharing companies have positioned hundreds of vehicles in the neighborhoods of greater Washington, DC area. With a fully automated online reservation and vehicle locating system, one membership can reserve and drive any available vehicle. Once reserved by a member, vehicles are unlocked using a personal access card that the member obtains upon joining the car sharing service. Most car share companies offer an assortment of vehicle makes and models. The exception is car2go, which exclusively offers Smartcars.

Having to walk a block or pay for a vehicle by the hour changes members' behavior patterns, making them more efficient with their driving choices. As a result, the average Zipcar member drives 2,500 fewer miles per year, saving 219 gallons of gasoline over that period. At current membership levels, Zipcar members will save 16 million gallons of gasoline and 150 million pounds of CO2 annually.

Zipcar is available throughout the greater Washington D.C. metropolitan area including the District, Alexandria, Arlington, Fairfax, Montgomery, and Prince George's Counties. Not only do thousands of Zipcar members take advantage of the convenience of car sharing but many businesses, universities and government agencies do as well. Zipcars have been available in the Washington, D.C. area since 2001. Zipcar entered into a partnership with the District Department of Transportation in the fall of 2013 and can now park in any metered, unmetered and residential parking spaces in the District at no additional charge.

Car2go uses a "freefloating" model for their cars. Members can pick up and drop off any car2go anywhere within the car2go Home Area, in any legal on-street parking space, including metered, non-metered, and residential neighborhood parking spaces. The cars do not need to be returned to their original location. Members simply drive the car as long as they need it, park the car at their destination, end the rental by swiping their membership card on the windshield reader, and instantly the car becomes available for the next member to use. car2go members can find an available car via a smart phone app, the car2go website, by calling car2go Customer Service, or simply by locating one on the street. No reservations are required, and members have unrestricted access to the vehicles 24 hours a day, 365 days a year.

Advantages

- Maintenance, insurance, fuel and parking costs are included in rate.
- Less expensive than car ownership for occasional personal or business use.
- Can assist employers in augmented company vehicle fleets (or help eliminate them altogether). Increased transparency and employee accountability of vehicle use.
- Easy online reservation system that requires less than 1 minute to locate and reserve a vehicle.
- Zipcar has over 150 cars located at Metro parking lots throughout the Washington, DC area, and most of the fleet is within a 10-minute walk.
- Ideal for those who don't own a car or who occasionally need a second car. Less expensive for businesses than maintaining a fleet of vehicles.
- Zipcar's fleet averages over 28 MPG and almost 10 percent of the fleet is made up of hybrids.
- Zipcar members who sell their cars report saving over \$600 per month by not having a lease payment, or parking, maintenance, insurance, registration and gas costs.

Prospects

- Can serve as a GRH alternative for some companies.
- Zipcar has cars located throughout the Washington metropolitan region and maintains alliances with local jurisdictions.
- Zipcar has vehicles on the campus of major universities in the Washington, DC area.
- Employers can use car sharing to augment their vehicle fleets and for business trip purposes, receiving substantial weekday driving discounts.
- Turo and Getaround are peer-to-peer carsharing companies made up of a community of private individuals who offer members the opportunity to rent out their personal vehicles.

MANAGED LANES

HIGH OCCUPANCY VEHICLE (HOV) HIGH OCCUPANCY TOLL (HOT) EXPRESS LANES

Product Profile

The first High Occupancy Vehicle (HOV) lane in the United States opened in Virginia in 1969 as a two bus-only barrier separated lanes, styled the I-95 Busway on the Shirley Highway (I-395) today. In December 1973 the “busway” was opened to carpools with four or more occupants, becoming the first instance in which buses and carpools officially shared a HOV lane over a considerable distance. The Shirley Highway HOV requirement was lowered to HOV-3 in the 1980’s and extended to Prince William County in 1990’s. HOV Lanes on I-66 inside the Beltway opened in 1982 (HOV-4 then, lowered to HOV-3 and now HOV-2), and in December 2017, I-66 inside the Beltway (Exit 64 to Exit 73) and including the Dulles Connector Road between VA-123 and I-66 was changed from an HOV facility during peak flow and peak direction conditions to High Occupancy Toll (HOT) lanes (tolled eastbound 5:30 AM to 9:30 AM and westbound 3:00 PM to 7:00 PM) – all vehicles must have an E-ZPass transponder, and those with an E-ZPass Flex transponder and two or more persons in the vehicle drive toll free. The first HOV lanes in Maryland opened on I-270 in September 1993, with the first segment on the northbound East Spur. The HOV lanes on I-270 were fully completed in December 1996. The U.S. 50 concurrent-flow HOV lanes in Prince George’s County, Maryland opened in 2002 – the only 24/7 HOV in the region.

Today in the Washington area all HOV lanes include carpools, vanpools, buses, and motorcycles. There are six managed facilities that provide free access to high-occupancy vehicles (HOV) on highways functionally classified as freeways. Some of these managed lane facilities are classified as High Occupancy Toll (HOT) lanes that provide free access to HOV vehicle categories noted above with an E-ZPass Flex transponder. These are:

- I-95/I-395 (Shirley Highway) in the Northern Virginia counties of Prince William, Fairfax, Stafford and Arlington, and the City of Alexandria. The sections in Stafford, Prince William and Fairfax Counties are now the 95 Express Lanes, which function as reversible HOT lanes that HOV-3+ vehicles may use for free with an E-ZPass Flex transponder. The HOT lane concept was extended north along I-395 to the Virginia side of the Potomac River in November 2019 and was styled as the 395 Express Lanes. A project to extend the 95 Express Lanes about 10 miles south of their current terminus at VA-610 (Garrisonville) to U.S. 17 near Fredericksburg is under construction and is planned for completion in Fall 2022.
- I-66, also in the Virginia counties of Prince William, Fairfax and Arlington (this HOV system includes a section of the Dulles Connector Road in McLean, connecting to VA-267’s HOV lanes (see below) (as described above, I-66 inside the Beltway and the Dulles Connector Road were converted to a HOT 2+ lane facility in December 2017 on which tolls are assessed in peak-flow direction in both peak periods). The portion of I-66 between University Boulevard in Gainesville and I-495 (commonly called the “outside the Beltway” part of I-66 currently has one concurrent-flow HOV lane that operates in peak-flow direction only (open to all traffic at all other times). The Transform 66 Outside the Beltway project will convert the existing HOV lane to a HOT lane and add one additional HOT lane in each direction to this part of the corridor for about 22 miles – construction started in 2017 and is planned to be completed in December 2022. As with the 95 Express lanes, time-of-day tolling will apply to these lanes, and free passage will be granted to vehicles with three or more persons and using an E-ZPass Flex transponder.

- I-270 and the I-270 Spur in Montgomery County, Maryland – At this time, HOV-2 lanes operate between the Spurs and I-370 (approximately) in peak-flow direction in both peak periods. Maryland is currently studying managed lanes along the I-270; and I-495 I-95/I-495 (Capital Beltway) Corridors in Frederick, Montgomery and Prince George’s Counties – the Capital Beltway portion of this project could potentially link to the I-495 Express lanes in Virginia via the American Legion Bridge.
- Virginia Route 267 (Dulles Toll Road), connecting to I-66 via the Dulles Connector (HOV2+ facility in peak-flow direction in both peak periods, where carpools are required to pay tolls);
- U.S. 50 (John Hanson Highway) in Prince George’s County, Maryland (24-hour HOV2+ facility)
- The I-495 (Capital Beltway) Express Lanes (24-hour HOT lanes) in Fairfax County, which allow HOV-3 vehicles free passage with an E-ZPass Flex transponder.

According to a 2014 COG study of performance of HOV lanes in the Washington region, HOV Lanes carry a significant number of more persons per lane per hour than adjacent non-HOV lanes, not including transit.

- I-395 (HOV 2.8 passengers vs. non-HOV 1.1)
- I-95 (HOV 2.6 passengers vs. non-HOV 1.1)
- I-66 outside Beltway (HOV 1.9 passengers vs. non-HOV 1.1)
- I-270 at Rockledge Drive (HOV 1.9 passengers vs. non-HOV 1.0)
- I-270 spur (I-270Y) at Democracy Blvd. (HOV 1.8 passengers vs. non-HOV 1.0)
- VA-267 (HOV 1.9 passengers vs. non-HOV 1.0)
- U.S. 50, John Hanson Highway, between Md. 197 and Md. 704 westbound and eastbound sides (HOV 1.6 passengers vs. non-HOV 1.0)

In Northern Virginia, there are approximately 84 miles of HOV and HOT lanes, including a 38-mile two-lane reversible HOT lane facility located on Interstate I-95 and I-395 between VA- 610 (Garrisonville) in Stafford County and the Pentagon/Pentagon City area of Arlington County. These lanes are northbound between 11:00 PM and 11:00 AM and southbound between about 12 Noon and 10:00 PM. It is restricted to users of E-ZPass transponders vehicles with 3 or more persons and an E-ZPass Flex transponder may use the lanes at no charge, buses, and taxicabs. Motorcycles may use the 95 Express facility at no charge regardless of occupancy.

Interstate 66 has 11 miles of HOV inside I-495 and 21 miles outside I-495 for a total of over 30 miles. I-66 inside the Beltway is operated as a HOT lane (HOV-2 no charge with E-ZPass Flex Transponder) eastbound in the AM hours and westbound in the PM hours. The HOV-2 lanes outside I-495 are concurrent flow HOV but will be converted to a HOT 3+ lanes facility in the future as part of the Transform 66 Outside the Beltway project in Fairfax and Prince William Counties. The Virginia Department of Transportation re-striped the lines separating the concurrent-flow HOV lanes from the adjacent non-HOV lanes to reduce changing of lanes to and from the HOV lanes along I-66 between U.S. 50 and I-495.

Fifteen miles of concurrent flow HOV lanes opened on the Dulles Toll Road in 1998. The lanes are for HOV-2 vehicles and feed into the I-66 facility via the Dulles Connector Road between VA-123 and I-66. The 495 Express Lanes in Fairfax County provide four lanes for vehicles with E-ZPass transponders. Carpools with three passengers and vanpools may use the lanes at no charge if they have an E-ZPass Flex transponder. The HOV-3 exemption is valid at all times that the Express Lanes are open to traffic.

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, 7 days/week. Maryland Department of Transportation's Maryland State Highway Administration conducts an extensive monitoring program and has usage data. The fine for HOV violations in Maryland is \$90.00 and one point against the violator's license. Drivers of plug-in electric vehicles, titled and registered in Maryland, are allowed to use the HOV lanes in Maryland regardless of the number of passengers, providing they obtain and display an HOV permit on the vehicle. The permit will be valid through September 2022. Future expansion and operational changes to the I-270 HOV lanes are currently under study in Maryland.

Northern Virginia HOV Lane fines: First offense: \$125; second offense: \$250 plus 3 points on your driving record; third offense: \$500 plus 3 points on your driving record; fourth offense: \$1,000 plus 3 points on your driving record.

E-ZPass customers traveling on the Express Lanes with their transponder set at the HOV ON mode and without three people could face fines of up \$1,000 if stopped by a trooper. E-Z Pass customers are given "First-Time Forgiveness".

Customers traveling without an E-ZPass® will be sent a toll invoice plus administrative fees along with an explanation of the correct way to use the Express Lanes. Failure to pay this invoice may result in escalated administrative fees, civil penalties and referral to debt collection or court; and a hold may be placed on the vehicle owner's Department of Motor Vehicles account that must be satisfied prior to vehicle re-registration.

HOV/EXPRESS LANES IN NORTHERN VIRGINIA:

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
I-395 Shirley Hwy (395Express lanes)	I-395 Three lanes reversible	8	HOV-3, motorcycles, buses, taxis with 3 or more people, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. All vehicles must have an E-ZPass transponder. To use lanes for free, vehicles must have an E-ZPass Flex transponder. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.	Northbound (NB) weekdays ¹ 11:00 p.m. - 11:00 a.m. Southbound (SB) weekdays 12:00 p.m. - 10:00 p.m.	<ul style="list-style-type: none"> • I-395 AM: 2.8 Average Vehicle Occupancy (AVO) 49 MPH, 12 minutes • I-395 PM: 2.38 AVO 68 MPH, 9 minutes • Non HOV AM: 1.1 AVO, 20 MPH, 30 minutes • Non HOV PM: 1.11 AVO 49 MPH 12 minutes
I-95 Shirley Hwy (95Express toll lanes)	I-95 Three lanes reversible (2 lanes south of VA-294)	31	HOV-3, motorcycles, buses, taxis with 3 or more people, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. All vehicles must have an E-Zpass transponder. To use lanes for free, vehicles	NB weekdays ² 11:00 p.m. - 11:00 a.m. SB weekdays 12 Noon - 10:00 p.m.	<ul style="list-style-type: none"> • I-95 AM: 2.6 AVO 62 MPH, 18 minutes • I-95 PM: 2.60 AVO 67 MPH, 16 minutes • Non HOV AM: 1.1 AVO, 22 MPH, 51 minutes • Non HOV PM: 1.16 AVO 28 MPH 41 minutes

¹ Operating times on weekends and holidays may vary.

² Operating times on weekends and holidays may vary.

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
			must have an E-Zpass Flex transponder. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.		
Capital Beltway (not including Wilson Bridge) 495Express lanes	Express Lanes	14 miles (each way) between I-95 and north of VA-267 (Dulles Toll Road)	HOV-3 travels free with E-ZPass Flex, SOV pays a variable toll. All vehicles must have an E-ZPass transponder	Normally open 24/7	Express Toll Lanes (no HOV provision) under study on the Maryland portion of the Beltway
I-95/I-495 Capital Beltway at Woodrow Wilson Bridge	Concurrent-flow HOV or transit lanes on bridge and approaches to bridge	About 6 miles in each direction . The lanes are not currently in use.	To be determined	To be determined	One lane in each direction reserved for HOV and bus traffic; or for a rail line.
Route 1	Concurrent-flow curb lane on Route 1 in City of Alexandria		HOV-2, motorcycles and transit buses.	NB 7:00 - 9:00 a.m. SB 4:00 - 6:00 p.m.	

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
I-66 (Outside 495)	Concurrent flow HOV lane between I-495 and Route 234 Bypass in Prince William County.	21	HOV-2 motorcycles, buses, taxis with 2 or more people, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.	Eastbound (EB) 5:30 - 9:30 a.m. Westbound (WB) 3:00 - 7:00 p.m.	HOV AM: 1.9 AVO. 29 MPH, 42 minutes HOV PM: 1.80 AVO. 52 MPH, 21 minutes Non HOV AM: 1.1 AVO, 23 MPH, 55 minutes Non-HOV PM: 1.1 AVO, 43 MPH, 27 minutes
VA-267/ Dulles Toll Road	Concurrent flow HOV lane from Virginia Route 28 to main toll plaza. Approx. 15 mile facility includes Dulles Connector Road segment between VA-123 and I-66.	14.8	HOV-2, buses, taxis with 2 or more people, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.	EB 6:30 - 9:00 a.m. WB 4:00 - 6:30 p.m.	<ul style="list-style-type: none"> • Opened December 1998 • HOV AM 1.9 AVO, 58 mph, 12 min • HOV PM 1.7 AVO, 58 mph, 16 min • Non-HOV AM 1.1 AVO, 46 mph, 15 min • Non-HOV PM 1.05 AVO, 48 mph, 22 min
I-66 Express Lanes (inside the Beltway)	Between I-495 and Rt. 29 in Rosslyn.	9	HOV-2, on-duty emergency and law enforcement vehicles. Public utility vehicles responding to emergency calls. HOV-2 Plus is free with E-ZPass Flex. SOV can use by	EB weekdays 5:30 a.m. - 9:30 a.m. WB weekdays 3:00 p.m. - 7:00 p.m.	<ul style="list-style-type: none"> • Opened December 2017 • Trucks prohibited. • Will change to HOV-3 in 2022 when express lanes open on I-66 outside the Beltway.

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
			paying dynamic toll rate.		<ul style="list-style-type: none"> • Third travel lane under construction eastbound between Sycamore Street and Fairfax Drive. • Off-peak directions can be severely congested, but there is no tolling or HOV requirement at this time.

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 (includes 2 miles each direction on I-270 Spur)	Concurrent-flow (1 lane)	SB: 11 miles from I-370 to I-495 NB: 20 miles from I-495 to MD 121	HOV-2, motorcycles, buses, and plug-in electric vehicles, titled and registered in Maryland. Electric vehicles must display state-issued sticker on the rear.	SB: 6:00-9:00 a.m. NB: 3:30-6:30 p.m.	<ul style="list-style-type: none"> • HOV AM: 1.9 AVO • HOV PM: 2.54 AVO • Non HOV AM: 1.0 • Non HOV PM: 1.10 AVO,
US 50 (John Hanson Highway) (Md. 704 to east of US 301/Md. 3)	Concurrent flow Single lane each way	MD 704 to Anne Arundel County/Prince George's County line; 7.5 miles	HOV 2+, motorcycles, buses, and plug-in electric vehicles, titled and registered in Maryland.	24 hours/day 7 days/week	<ul style="list-style-type: none"> • HOV AM: 1.6 AVO; • HOV PM: 2.66; • Non HOV AM: 1.0 AVO • Non HOV PM: 1.95 AVO

FUTURE HOV PLANS:

Visualize 2045's financially constrained element includes High-Occupancy Toll (HOT) lanes on the northern portion of I-495 in Virginia. This project includes express toll lanes with toll-free travel for high-occupancy vehicles. Express bus service will also run on the express lanes. The financially constrained element also includes adding dynamically-priced toll lanes along I-495 in Maryland and I-270.

Maryland

Maryland plans to add four new express toll lanes to I-270, the Capital Beltway (I-495), and the Baltimore-Washington Parkway (unsigned MD 295). The project on the Baltimore-Washington Parkway requires federal government approval of a transfer of the Parkway to the Maryland Department of Transportation. The \$9 Billion Traffic Relief Plan for these three major state highways will reduce congestion for millions of drivers and mark the beginning of a transformative effort to significantly improve traffic conditions of some of Maryland's most traveled roads and highways for years to come. The P3 portion, to add four new lanes on both I-495 and I-270 will seek private developers to design, build, finance, operate and maintain the new lanes. The proposed P3 highway project would be the largest of its kind in North America.

Virginia

Express lanes opened in December 2017 during rush hours on I-66 Inside the Beltway between Interstate 495 and Route 29 in Rosslyn. Those who drive alone may use the lanes during morning and evening rush hours, by paying a toll. Those traveling with two or more people will continue to ride free with an E-ZPass Flex, switched to the High Occupancy Vehicle (HOV) mode.

Work is underway to transform Northern Virginia's I-66 Outside the Beltway into a multimodal corridor that moves more people, provides reliable trips and offers new travel options. The \$2.3 billion project is a public-private partnership between the Virginia Department of Transportation (VDOT), the Department of Rail and Public Transportation (DRPT) and private partner, I-66 Express Mobility Partners, a consortium of Cintra, Meridiam, Ferrovia Agroman US, and Allan Myers VA Inc. The I-66 Outside the Beltway Project will include 22.5 miles of new express lanes alongside three regular lanes from I-495 to University Boulevard in Gainesville. Express lanes will be dynamically tolled to manage demand for the lanes and provide a reliable, faster trip available to drivers who choose to pay a toll, and for free to vehicles with three or more people. Part of the project will include new and improved bus service, and new and expanded park and ride lots with more than 4,000 parking spaces.

In August 2017, the Virginia Department of Transportation and its private partner and operator of the I-95 Express Lanes, Transurban, broke ground on the start of construction of an eight-mile extension of the I-395 Express Lanes inside the Beltway, from Turkeycock Run (between Edsall Rd. and Duke St.) in Alexandria, to the Washington, D.C. border. The reversible lanes project will expand the region's network of express lanes and provide faster and reliable options in one of the most heavily traveled corridors in the country. With three or more people and an E-ZPass Flex, travel on the I-395 Express Lanes will be free. The I-395 Express Lanes inside the Beltway are scheduled to open in fall 2019, with final project completion in spring 2020.

Assets

- Increases the average number of persons per motor vehicle using a highway over conventional (non HOV) lanes or roadways.
- Preserves the person-moving capacity of a lane or roadway as demands for transportation capacity increase.
- Enhances bus transit operations.
- Supports air quality goals.
- Serves a variety of employment centers in urban and suburban areas.
- Provides more predictable travel times, even during periods of high demand
- No cost to the HOV-3 users in VA.

Prospects

- The 395Express Lanes (conversion of I-395 HOV lanes) will open inside the Beltway in late 2019

Deficiencies

- These lanes are, for the most part, single lanes (along I-270, I-66 outside the Capital Beltway, Route 1 and Washington Street in Alexandria). They do not allow for passing.
- Hours of operation are tailored to each corridor; they are not consistent throughout the region. (See 66 inside and outside I-495 hours).
- Number of passengers required is not consistent for all HOV lanes in the region.
- HOV enforcement is partly dependent on supplemental overtime enforcement grants from state DOTs.
- Misuse by SOV drivers using HOV lanes in Maryland and Virginia (except I-95/I-395, I-495 and I-66 inside Beltway) is more prevalent due to the lack of barrier separation.
- Perception of enforced HOV rules is lax; penalties may be too low to discourage violators in MD.

- I-270 HOV lanes are “imbalanced” in length – they are much shorter in distance during the A.M. restricted period (from I-370 south at Shady Grove) than in the afternoons, when HOV restrictions apply from I-495 north to MD-121 (Clarksburg).
- In specific corridors where HOV capacity has not been reached, promote time and cost savings that result from use of HOV lanes through targeted direct mail or print ads to residential areas surrounding communities who feed into them.
- 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/Express Lanes marketing campaigns.

Threats

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

PARK & RIDE LOTS

Park and Ride lots support mass transit, carpools, and vanpools. With the exception of Metrorail lots and a few others, the overwhelming majority of commuter parking is free within the Washington metropolitan region. Most rail parking for MARC and VRE in the region is free, while all Metrorail parking lots require paid parking through mandatory SmarTrip® cards (or credit cards at some stations). Metered spaces are also offered at most of the Metrorail parking lots. 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.

Assets

- Allows for more commuters to use transit
- Safe and convenient
- Used as a meeting point for car and vanpools
- Many offer both local and commuter bus service
- Many provide bike racks and some also offer secured covered bicycle lockers

Deficiencies

- Increases the cost of commuting on Metrorail
- Some lots are at maximum capacity on a daily basis
- WMATA requires a SmarTrip card to exit most Metrorail parking lots

Prospects

- Lots can be cost effectively used as sites for commuter related promotions, i.e. GRH, Flextime Rewards, and other TDM programs and services beneficial to existing alternative mode commuters.
- 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
- As part of VDOT's Transform 66 Outside the Beltway project, new Park and Ride lots were added along the corridor.

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
- Limited Parking

PARK & RIDE LOT TABLE (DC & MD)

ST	Jurisdiction	# Lots	# of Parking Spaces	Avg # Parking Spaces	Free Parking	\$ Parking	Transit	Bike Facilities
DC	DC	6	2,857	476	0	6	6	6
MD	Anne Arundel	23	8,181	356	21	2	16	4
MD	Baltimore	28	10,296	368	28	0	17	11
MD	Baltimore City	12	4,758	397	10	2	11	6
MD	Calvert	10	1,482	148	10	0	6	2
MD	Carroll	7	486	69	7	0	0	0
MD	Cecil	2	128	64	2	0	1	0
MD	Charles	10	3,666	367	10	0	9	3
MD	Dorchester	1	12	12	1	0	0	0
MD	Frederick	14	2,717	194	14	0	5	2
MD	Harford	15	1,290	86	15	0	5	0
MD	Howard	13	3,167	244	13	0	9	6
MD	Kent	1	27	27	1	0	0	0
MD	Montgomery	36	20,797	578	26	10	36	10
MD	Prince George's	36	36,818	1,023	18	18	35	18
MD	Queen Anne's	4	398	100	4	0	1	0
MD	St Mary's	7	1,318	188	7	0	5	3
MD	Talbot	1	9	9	1	0	0	0
MD	Washington	7	751	107	7	0	1	0

Park & Ride Lots contained in the above list are either owned by states, local jurisdictions or private entities. Data was gathered from state and local transportation agencies, web sites, and GIS services.

Park & Ride Lot Table (VA & WV)

ST	Jurisdiction	# Lots	# of Parking Spaces	Avg # Parking Spaces	Free Parking	\$ Parking	Transit	Bike Facilities
VA	Alexandria	2	537	269	1	1	2	1
VA	Arlington	4	1,337	334	2	2	4	1
VA	Caroline	1	43	43	1	0	0	0
VA	Clarke	2	198	99	2	0	0	0
VA	Culpeper	3	44	15	3	0	0	0
VA	Essex	1	25	25	1	0	0	0
VA	Fairfax	41	35,477	865	34	7	39	20
VA	Fairfax City	1	35	35	1	0	0	0
VA	Fauquier	8	468	59	8	0	1	0
VA	Fredericksburg	1	700	700	1	0	1	1
VA	King George	1	50	50	1	0	0	0
VA	Loudoun	22	4,252	193	22	0	19	3
VA	Prince William	44	13,839	315	44	0	35	17
VA	Rappahannock	2	20	10	2	0	0	0
VA	Spotsylvania	3	2,126	709	3	0	2	0
VA	Stafford	9	4,183	465	9	0	6	0
VA	Warren	3	478	159	3	0	0	0
VA	Westmoreland	2	156	78	2	0	0	0
WV	Berkeley	1	81	81	0	1	1	0
WV	Jefferson	2	298	149	2	0	2	0

Park & Ride Lots contained in the above list are either owned by states, local jurisdictions or private entities. Data was gathered from state and local transportation agencies, web sites, and GIS services.

GUARANTEED RIDE HOME

Guaranteed Ride Home (GRH) is a free service provided by COG for commuters who vanpool, carpool, bicycle, walk, or take transit to work, a minimum of two days a week. GRH is an “insurance policy” where qualifying commuters are given a reliable ride home when an unexpected emergency arises. Commuters can use GRH up to four times per year for unexpected personal emergencies, unexpected family emergencies, and unscheduled overtime. Commuters must register for GRH and re-register each year to keep their registration information up to date. A “one-time exception” GRH trip is granted to qualifying commuters who have not registered. GRH provides a ride from a commuter’s work location to their home, transit station, or park-and-ride location by cab, rental car, bus, train, or a combination of these modes. The taxi trip or rental car is free. The commuter is responsible for gratuity for the taxi driver and the following rental car charges where applicable: taxes, fuel, insurance charges, and damages to the vehicle. COG will reimburse commuters for their GRH transit expenses. In the event of an emergency, the commuter can call 800-745 RIDE, and request a ride from the operator from 6:00 a.m. to 10:00 p.m. on weekdays. In FY11, the GRH program was expanded to include the Baltimore Metropolitan region and St. Mary’s County. The total number of GRH trips provided in FY20 within the Washington metropolitan area were 1,707. The number of trips in the Baltimore region in FY20 were 68.

According to the Commuter Connections 2019 State of the Commute Survey, GRH members have far longer commutes than their regional counterparts. The average one-way commute distance for GRH respondents was 34.4 miles, and the average number of one-way commute minutes was 67. This is twice the distance of the average commute in the region and 24 minutes longer. The most frequent reason (71%) for using the GRH program was illness, the overwhelming majority of GRH members (95%) said they were satisfied, and respondents waited an average of 14 minutes for a trip.

Assets

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

Deficiencies

- Commuters are allowed to use one GRH trip without registering with Commuter Connections, known as a onetime exception. Some commuters may not register knowing they can receive a first-time exception trip.

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.
- Uber is now being offered as a supplemental ride option where needed.

Challenges

- Fraud by commuters. However, misuse of the GRH program has been minimal. In each case, the commuter was issued a warning and some commuters have been temporarily removed from the program.
- Streamlined marketing has resulted in significantly lower recall of the program and registration numbers.

COMMUTER BENEFIT PROGRAMS

WMATA, Washington, DC - SmartBenefits Program

Product Profile

In the Washington, D.C. region, nearly 4,000 public and private sector employers provide SmartBenefits® to more than 250,000 employees. Employers who participate in the SmartBenefits® program include federal and local government agencies, and a broad spectrum of private sector for-profit and non-profit (association) employers.

SmartBenefits® is a web-based program that enables employers to load commuter benefit value directly into an employee's SmarTrip® card, via the Internet. SmartBenefits® eliminated the need for paper vouchers.

SmartBenefits® is used for employees who use their transit benefit to ride Metrorail, Metrobus, regional bus systems, MetroAccess, registered vanpools, commuter rail and commuter bus. The parking benefit is used to pay parking fees at Metro-operated lots. With the expansion of SmarTrip within the region and as the primary means to pay for parking at Metro facilities, SmartBenefits® has become the all-inclusive transit benefit program in the national capital region. To enroll, employers simply complete an online application at wmata.com under the SmartBenefits® tab and select from a variety of easy payment methods.

The SmartBenefits® Autoload program implemented a new process for employee transit and parking benefits. Metro's new system divides commuter benefits into two "purses" on employees' SmarTrip® cards; transit and parking. Funds are parsed out based on an employee's monthly transit and parking allotments. The benefits will be accessed by presenting SmarTrip® card to a target. This process is called SmartBenefits® Autoload. Employees can add to their personal stored value purse at any time. In addition, SmartBenefits® allow employee participants to purchase passes on their SmarTrip® card using SmartBenefits® funds. In scenarios where there are deficient commuter benefit funds at the time of boarding a bus, exiting turnstiles or parking facilities, funds in the stored value purse will be used. Based on employer election, commuter benefit subsidies will be credited back to the employer should an employee not exhaust all of their monthly benefit funds. Employers who provide commuter benefits as a pre-tax option may either receive a credit for employee surplus amounts or simply let the amount rollover onto the employees' SmartBenefits® account.

With the separation of transit and parking benefits on the smart card, the WMATA SmartBenefits® program is IRS compliant. Transit benefits cannot be used to pay for parking and parking benefits cannot be used to pay transit fares.

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 SmartBenefits® transit benefit by all types of public transportation and qualified vanpool services.
- Exceptionally valuable tool to recruit, retain and motivate employees. SmartBenefits® is a primary component 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 commuter benefit simplifies program administration and distribution of transit, vanpool and parking benefits.
- Combined, there are over 250 Giant Food, CVS/pharmacy and other merchant locations in the region that sell and reload SmarTrip® cards.
- Connector stores in Fairfax County, Commuter stores in Arlington County, and TRiPS stores in Montgomery County also sell and reload SmarTrip® cards.
- The SmartBenefits® AnyTime enables employers to assign benefits to an employee after the standard cutoff date so that they won't have to wait until the next enrollment period to receive benefits.

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 SmartBenefits® program 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. WMATA markets SmartBenefits® via advertising (car cards on bus and rail, rail station posters and dioramas, bus exterior posters, newspapers, radio), seminars, and workshops for employers, the Internet, and outreach events at rail stations, bus stops, and public places throughout the Washington area.

Challenges

- Lack of private-sector employer participation and lack of perceived need to consider transportation programs as part of benefits package.
- Public perception is that they are not part of the problem and therefore, not part of the solution.
- Changes to recent IRS regulations have prompted changes to how employers will be able to distribute SmartBenefits® related to transit and parking benefits.
- SmarTrip® cards MUST be registered to participate in SmartBenefits® Autoload.
- Cost of employer-subsidized benefit for large employers can be high, if provided only as a direct (free) benefit.

In the Baltimore/Washington region, the Maryland Department of Transportation Commuter Choice Maryland commuter benefits program and the Washington Metropolitan Area Transit Authority's SmartBenefits® program offer employees the ability to ride transit or vanpools to work for less than full fare utilizing tax incentives. And for Maryland employers who contribute to their employees' monthly commuting costs, they have the opportunity to take federal and state tax deductions and a Maryland Commuter Tax Credit when they contribute to the cost of employees' monthly commuting expenses.

For CY 2020, the IRS tax-free employee transportation fringe benefit amount for transit, vanpools, and parking is \$270 per month. Federal agencies in the Washington, D.C. National Capital Region can provide employees with the same tax-free transit benefits to cover commuting costs up to the maximum allowed by law. These same federal benefits are also extended beyond the National Capital Region to employees who work for the legislative and judicial branches or for independent agencies.

Employers in Maryland can join the Commuter Choice Maryland commuter benefits program offered by the Maryland Department of Transportation. Employers in the Washington, D.C. area can join the SmartBenefits® program offered by the Washington Metropolitan Area Transit Authority (WMATA). Employees can receive a Commuter Choice Maryland or SmartBenefits® tax-free transit benefit of up to \$270 monthly either as an employer-subsidy benefit, or via a pretax payroll deduction from an employee's gross salary, or a combination of the employer subsidy and pre-tax deduction benefit. When employers provide Commuter Choice Maryland or SmartBenefits® to employees, there are opportunities for tax savings for both employers and employees.

In Maryland, the Maryland Commuter Tax Credit makes it possible for Maryland employers that pay for part or all of the eligible monthly commuting expenses of their employees to qualify for a tax credit equal to 50 percent of the cost of those expenses with a cap of \$100 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. Employers register each year to qualify for the tax credit. The tax credit can be taken against the personal or corporate income tax or the insurance premium tax.

In 2019, the Maryland Transit Administration launched CharmPass, a mobile app that allows riders to purchase fares for MARC and Commuter Bus service using their smartphones, which can be shown to the train conductor or bus driver. Once activated, the secure mobile tickets appear in color, and turn gray once expired. CharmPass works with SmartBenefits and allows employees to bypass the purchase of paper tickets through a third-party service and then wait for them to arrive in the mail. For more information, visit www.mta.maryland.gov/charmpass/smartbenefits.

CLEAN AIR PARTNERS
www.cleanairpartners.net

Product Profile

Clean Air Partners is a nonprofit organization that seeks to improve the health and quality of life of residents in the Baltimore-Washington region by encouraging individuals and organizations to take voluntary actions to reduce air pollution. The organization serves Northern Virginia, the District of Columbia, and Central Maryland.

Promotional Campaign

- In 2020, stay-at-home orders due to the COVID-19 pandemic helped the region record one of the cleanest seasons across the Baltimore-Washington region. Preliminary 2020 data shows the metropolitan Washington region had 2 Code Orange days and 0 Code Red day. In addition, the Baltimore region had 3 Code Orange days and 0 Code Red days.
- The 2020 season included extended day forecasts for ozone and particle pollution for the Washington Metro Region, the Baltimore Metro Region, Western Maryland, and Eastern Shore.
- Available for both the iPhone and Android systems, Clean Air Partners provides a free air quality app that includes forecast and current air quality information.
- Clean Air Partners launched the summer campaign with Air Quality Awareness Week (May 4-8, 2020) giving a platform to engage the news media, meteorologists, and online audiences with timely air quality messages. Clean Air Partners highlighted the week with a series of social media engagement posts and fun, educational activities that parents could do with their children since stay-at-home orders were in effect.
- Clean Air Partners hosted the inaugural Ozone Action Week August 3-7, 2020 – a week all about the small steps everyone can take to help improve air quality during the hottest time of year when ground-level ozone is greatest. Each day during Ozone Action Week, Clean Air Partners focused on a different theme with tips and information that residents can use to make their habits better for air quality, including a daily social media challenge.
- As the region continued to combat Coronavirus, many people were selecting cars for transportation, whether getting out of town for a socially distanced getaway, driving to outdoor activities like hiking, or running errands. Gas-powered vehicles are the #1-way individuals contribute to poor air quality, so Clean Air Partners promoted money-saving tips to reduce mobile source pollution every Tuesday throughout November and December.
- Clean Air Partners pushed out organic content on both Facebook and Twitter throughout the summer to keep audiences engaged and up to date on the latest air quality tips and news.
- To gain attention of news reporters, the Clean Air Partners team kept a constant pulse on the media landscape and adjusted messaging to be as timely and relevant as possible during the pandemic. Media materials included news releases, fact sheets, and b-roll video footage distributed to 385+ news reporters and media outlets region wide.
- Clean Air Partners partnered with like-minded organizations such as Children's Environmental Health Network, One Montgomery Green, American University, and Casey Trees to reach new audiences via virtual events and cross promotions with extra emphasis around:

- Car Free Day
 - Energy Efficiency Day
 - Children’s Health Day
 - Center for Environmental Filmmaking’s Eco-Comedy Video Awards
 - Home Heating Season
- Clean Air Partners continued to educate students through *On the Air: Exploring Air Pollution Sources and Solutions*. *On the Air* education curriculum engages students in the exploration of their environment as they study important air pollution and climate. More than 1,100 students used the curriculum during the past year. Clean Air Partners redesigned and launched an update school curriculum – *On the Air 2020*. *On the Air 2020*, comprised of five modules and fifty-one activities, is a phenomenon-based science, 5 e-model, inquiry based, student centered authentic science interactive online and printable curriculum.
 - Clean Air Partners continued to reach students through the slogan contest promoting interdisciplinary learning. Students were challenged to develop themes relative to air quality.
 - Clean Air Partners’ sponsored its fourteenth annual poster contest for students in grades 4 through 8 residing in the Baltimore-Washington metropolitan area. Students from across the Baltimore-Washington region integrated science and art and submitted posters on air climate and climate change.
 - This year Clean Air Partners conferred awards for best science fair project addressing air quality and climate change in Fairfax, Alexandria, Falls Church and Arlington, Montgomery, Prince George’s, and Prince William County.
 - Commuter Connections supports Clean Air Partners through an annual sponsorship.

Strengths

The Clean Air Partners program appears to be accepted by the business community. Actions 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 available through a variety of platforms so that checking air quality during the summer is akin to checking the weather report. Therefore, air quality forecasts and alerts are a part of the region's meteorological vernacular. Marketing efforts have raised awareness and positively affected behavior changes on simple easy actions anyone can take to improve the air, such as:

- Combining errands by vehicles
- Refueling the car before dawn or after dusk
- Ridesharing
- Taking transit
- Telecommuting
- Using gas or electric grills instead of charcoal
- Using electrical instead of gas-powered lawn & garden equipment

A variety of materials and programs have been put together by Clean Air Partners in recent years. These include media campaigns and outreach programs. Other activities include transit and digital ads, social media campaigns, media relations, and distribution of Clean Air Partners materials through events, members, and participants (virtual and in-person).

- Ozone and Particle Pollution displays are provided on www.cleanairpartners.net in real-time to the media. The displays allow members of the media to monitor the air quality at its current state and report this information instantly to the public.
- Collateral materials, such as social media toolkits and print materials, to promote clean air are provided to members and partners and distributed to the public during community events.
- Services provided to participating employers and individuals include daily and real-time health e-mail notifications. Also, members of the media are notified each day on the status of the air quality.
- Daily air quality forecasts, real-time and historical data, EnviroFlash registration, air quality app and current quality information are available on the Clean Air Partners web site. The web site displays the current and next day forecasts, for Metro Baltimore, Metro Washington, Western Maryland, and Eastern Shore regions.

Weaknesses

- According to the most recent Clean Air Partners survey, people believe the metropolitan Washington-Baltimore region's air quality has gotten worse even though data shows great improvements.
- Most of the population does not understand that problems from air pollution can be contained by their actions. Few have made changes to reduce pollution, with the exception of actions to save money like conserving energy.
- Much of the ozone problem is perceived as weather dependent, and not dependent on behavior.
- Most of the public is more likely to change their activities on Code Orange and Red Days to protect their health not to reduce air pollution.

Opportunities

These activities have led to the recruitment of over 11,500 subscribers in the Clean Air Partners program in the Baltimore/Washington area. Participants have distributed thousands of pieces of literature and social media messaging on behalf of Clean Air Partners.

With stronger partnerships with groups such as, health and environmental experts, transit providers, like-minded organizations, and schools, the year-round messaging should continue to be enhanced with a strong level of outreach and community relations.

The Clean Air Partners Board unanimously voted to amend the organization's by-laws to include greenhouse gases and climate change. The rationale for this decision is self-evident – virtually all voluntary actions Clean Air Partners encourages the public to take to reduce ozone and particle pollution have a direct effect on reducing greenhouse gases (such as carbon dioxide) which contribute to climate change. This change enables Clean Air Partners to play a more significant and relevant role in air quality issues considering the local and national attention climate change is receiving.

Challenges

Despite improvements in the region's air quality, challenges lie ahead. The metropolitan Washington region does not meet the current federal standard for ground-level ozone, issued 2015. As a result, Clean Air Partners still faces some challenges in its purpose to encourage employers and individuals to take voluntary actions to improve the air. Climate change continues to be a major focus in the region with many organizations utilizing their resources to develop and implement climate plans and goals. The importance of climate issues has shifted focus away from regional air quality.

A lack of employer/private sector funding for Clean Air Partners through sponsorship donations and grants will prohibit Clean Air Partners' growth.

INCENTIVES PROGRAMS

Commuter Connections offers a host of programs that provide cash and other incentives to commuters to encourage the formation of carpools and vanpools, the use of public transit, and other forms of more sustainable travel. All programs are free and each have specific rules and restrictions and require setting up a free Commuter Connections account. Maximum calendar year total payout per person is \$600 a year for all programs combined.

'Pool Rewards

Commuter Connections rolled out a carpool incentive demonstration project in October 2009 in the Washington region. The program aimed to encourage solo drivers to try carpooling through financial incentives. Underlying such programs is the belief that solo commuters are more likely to change their driving habits when offered incentives to carpool. The program branded as 'Pool Rewards offers cash to commuters who were previously driving alone to work through one of three specific corridors in the Washington region (later expanded) when they agreed to start or join a new carpool.

The initial corridors selected for trial demonstration project were I-495 from Bethesda to Tyson's Corner; I-495 from MD-295 (Baltimore-Washington Parkway) to I-270; and I-395 from Washington, D.C. to Northern Virginia. In February 2010, the boundaries restrictions were lifted and the program was opened up to include all roadways within the region.

'Pool Rewards encourages current drive alone commuters to try carpooling and if eligible commuters earned \$2 per day (\$1 each way) for each day they carpool to work over a consecutive 90-day period as assigned by Commuter Connections. The maximum incentive for the 90-day period is \$130 in exchange for going online and logging travel information and for completing surveys about the experience.

Each new carpool must have commuted to work an average of two or more weekdays for the duration of the 90-day program. Applicants must not have used an alternative commute mode (i.e., carpool, vanpool, transit, bicycle, walk) more than three days in the 30 days prior to applying for 'Pool Rewards. The focus is on commuters therefore students are not eligible. Participants must read all guidelines before being considered for participation.

In FY2011, the demonstration project participants were surveyed, and more than 70 percent of the initial 100-plus participants identified 'Pool Rewards as a valuable motivator to get them out of driving alone and into carpools, to and from work. In October 2010, encouraging results led to the continued use of the incentive project. New participants were also surveyed in FY12, FY13, FY14 and FY17. Results from the FY2017 survey showed that 80% of all 'Pool Rewards past participants continued to use an alternative mode to commute at least three years after the incentive ended.

In 2012 the program was expanded to include vanpools. A new logo was subsequently developed for 'Pool Rewards to include a new tagline and to visually encompass both carpools and vanpools. The tagline selected to accompany the logo was "It pays to Rideshare." Between 2015 and 2017, vanpools participating in the program reduced 233 daily vehicle trips and 8,552 daily vehicle miles of travel.

A double-sided 'Pool Rewards rack card was created to promote the program. One side of the card addresses carpools and the other vanpools. 'Pool Rewards vehicle magnets were also developed and sent to each new vanpool's coordinator along with a welcome letter. A 'Pool Rewards radio spot was developed to incorporate carpools and vanpools.

Newly formed vanpools with seven to 15 passengers can qualify for up to \$200 per month. The funds will be used to offset monthly lease costs charged by the vanpool companies participating under contract with COG

for this special program. The expanded 'Pool Rewards program offers incentives to vanpools originating from D.C., Maryland, West Virginia, Pennsylvania, or New Jersey, with a destination anywhere in the Washington metropolitan region. Enterprise Rideshare works with Commuter Connections to offer monthly van leases to vanpool groups of 7, 11, and 15 passengers. 'Pool Rewards placed its first vanpool on the road, June 2012.

CarpoolNow

In 2016, Commuter Connections launched CarpoolNow, a rideshare app that gives commuters in the metropolitan Washington region the ability to carpool on-demand and in real-time, immediately connecting users who are offering a ride with those seeking a ride. It also displays routes, estimates pickup times, and confirms pick-up and drop-off locations. Unlike apps such as Uber and Lyft, Commuter Connections' CarpoolNow is free to use at no cost to the driver or passenger. In fact, drivers picking up commuters for their carpool receive a \$10 cash payment per trip.

Flextime Rewards

Commuter Connections developed Flextime Rewards in conjunction with the University of Maryland and launched a pilot program in December of 2017. The Flextime Rewards system sends notifications to commuters when heavier than normal traffic congestion is detected along their route, during peak travel periods. Employers who already offer some form of work schedule alternatives are ideal to help promote Flextime Rewards.

Eligible commuters who register for the Flextime Rewards program will receive notification on days when higher-than-average traffic congestion occurs along the corridor they travel for work. In 2019, a new geolocation service on the Commuter Connections mobile app allowed for the detection of real time flexing of hours by participants. Requirements include signing up for Flextime Rewards and based on received notifications, delaying work departure time to avoid significant congestion and logging their trip. Commuters who delay departure using Flextime Rewards receive an \$8 payment per trip when their commute takes them through the four designated bottleneck corridors below:

- I-495 IL between VA-267 and I270 Spur
- I-495 OL between I-95 and MD-193
- I-66 EB at VA-267
- DC-295 SB at Benning Rd.

incentTrip

In 2019, Commuter Connections and the Maryland Transportation Institute at the University of Maryland launched incentTrip, a new mobile app that allows commuters in the Washington D.C. region to save time, money, and fuel, while earning rewards for planning trips. The app recommends the best travel mode, departure time, and route based on real-time traffic prediction data and user personal preferences to help commuters avoid both day-to-day congestion and traffic jams caused by accidents, work zones, special events, and adverse weather conditions.

With the app, commuters can earn rewards points every time they plan trips to and from work, avoid traffic, or use alternatives to drive-alone commuting. Commuters who use the app during rush hours (weekdays between 6:30 and 9:30 am and between 4:00 and 7:00 pm) can redeem rewards points for cash payments of \$10 to \$50 from Commuter Connections.

The FY2022 Commuter Connections Work Program was amended for the incentTrip mobile app for commuters traveling to worksites in Maryland outside of the Washington, DC non-attainment region as part of the expanded Mega-Region project.

MARKETING STRATEGIES AND BUDGETS FOR REGIONAL PARTNERS

GO Alex – City of Alexandria

www.alexandriava.gov/GOAlex

Marketing Budget: \$160,000

Go Alex is the City of Alexandria's transportation program for promoting and encouraging time and money saving alternatives to travelling by Single Occupancy Vehicle (SOV), with the goals of reducing traffic congestion, facilitating mobility, and improving air quality.

Ongoing employer outreach marketing and promotional activities include:

- **Employer Services:** Meetings with Alexandria employers to discuss transportation and telework options for employees. These meetings encourage employers to offer a transportation benefits program that includes SmartBenefits, Virginia Telework Tax Break and ridesharing.
- **Grass Roots Marketing:** Grassroots Outreach Marketing Program supports Go Alex's initiatives by targeting both local businesses and City residents to create awareness, inform, educate, and ultimately build advocacy and effect positive behavior change.
- **Go Alex Web site:** www.alexandriava.gov/GOAlex is the program web site that offers news and tools for traveling to, from, and through the City. The site is promoted to residents, businesses, and visitors via brochures, displays, newsletters, partner Web sites, Facebook and promotional items. The site provides information about public transportation, ridesharing, walking/bicycling, telework, Guaranteed Ride Home, upcoming meetings and events, Capital Bikeshare, 'Pool Rewards and other information.
- **Promotional Events:** Conduct outreach at worksites and residential communities. Go Alex also participates in health and benefits fairs, and events coordinated by TMP representatives, other TDM organizations, and government agencies. Go Alex organizes and markets the Alexandria Bike to Work Day pit stop, Try Transit Week promotions, and other events as needed. Go Alex participates in City events, such as the Alexandria Red Cross Waterfront Festival, the Alexandria Birthday Celebration, Earth Day, Alexandria Education Partnership activities, Chamber of Commerce events, and others.
- **Other Marketing initiatives:** Includes newspaper and online ads, new homeowner mailings, bi annual print newsletter, monthly electronic eNews Newsletter, and interactive Facebook page.
- **Alexandria Mobile Transit Store:** The City's Mobile Transit Store provides one-stop shopping for Metro, VRE, MARC, Circulator, and DASH fares with the convenience of flexible but consistent locations and times all around the entire City. You can also purchase and load funds onto the standard SmarTrip cards in addition to the popular Senior SmarTrip. The Store's calendar can be found at www.alexandriava.gov/TransitStore

ARLINGTON COUNTY

www.arlingtonva.us

Marketing Budget \$800,000 for Commuter Services broken down as follows:

Arlington Transportation Partners - \$50,000.00

Umbrella campaign - \$540,000.00

Commuter Stores, CommuterPage.com and CommuterDirect.com - \$100,000.00

Arlington Transit - \$110,000

Arlington County Commuter Services will do the following:

- Direct Mail Program to Arlington households
- Arlington cable TV (ATV) programs
- On –Board bus interiors
- Subway tunnel 2-sheets advertising
- Google AdWords, Facebook and YouTube advertising
- Sponsorships of local community events
- Retail kiosks and point-of-purchase displays
- Street team outreach at events
- Quarterly newsletter and packages for top 400 employers
- E-mail alerts and newsletters
- Websites, mobile tools and apps
- Social marketing such as Facebook, Twitter, Instagram and blogs
- Videos for YouTube, ATV and websites
- Brochures, flyers and posters
- Spanish language brochures and websites
- Transit displays

COMMUTER CONNECTIONS
www.commuterconnections.org

Media Budget (all programs) \$1,402,223.00
FY 2022 Work Program for the Washington, DC Region

In FY22, Commuter Connections will roll out a Regional TDM Recovery marketing campaign with a message of “Look Again” aimed to provide reassurance to help transition commuters back to using non-SOV methods of travel in a safe and healthy manner. The objective is for traffic congestion not to exceed pre-pandemic levels, due to avoidance of public transit and ridesharing.

A facet of the regional recovery campaign’s target audience includes Equity Emphasis Area households, of which a noteworthy percentage are disproportionately transit dependent. Equity Emphasis Areas are small geographic areas with high concentrations of low-income or minority populations, or both, compared to the regional average.

After an initial campaign at the start of FY22, further Regional TDM Recovery marketing will remain poised and ready to be put into play during fiscal year 2022. Timing will remain fluid based on external factors relating to the COVID pandemic and its effect on the return of the federal workforce and other employees to the physical workplace.

FY22 Media Budget by Program

<u>Program</u>	<u>Media Amount</u>
Regional TDM Mass Marketing and Recovery	\$1,199,723
Bike to Work Day 2022	\$64,000
Employer Recognition Awards 2022	\$7,500
'Pool Rewards	\$16,000
Car Free Day 2021	\$45,000
CarpoolNow	\$15,000
Flextime Rewards	\$15,000
Advanced Transportation and Congestion Management Technologies Deployment (ATCMTD)	<u>\$40,000</u>
Total	\$1,402,223

The initial spend for the Regional TDM Recovery campaign during the first half of FY22 will be a net amount of \$418,906.00 with approximately two-thirds applied toward reaching Equity Emphasis Areas and one-third towards a General Campaign to reach the Commuter Connections standard TDM audience.

Regional TDM Recovery
Equity Emphasis Area Campaign
FY22 First Half Budget: \$283,231

Audience:
Minorities
Low income

Media:

Media for the Recovery Campaign Equity Emphasis Area (Transit-Dependent) target audience will consist of radio (streaming), radio (traditional English and Spanish), transit signage, direct mail, text messaging, TV (streaming), social media, and a sponsored article.

Regional TDM Recovery

General Campaign

FY22 First Half Budget: \$135,675

Audience:

FY21 Applicant Database Annual Placement Survey Technical Survey Report
(November-December 2020 Survey)

- <35 (12%), 35-44 (26%), 45-54 (25%), 55-64 (29%)
- Female (49%) and Male (51%)
- Caucasian (67%) and African-American (19%), Asian (9%), Hispanic (4%)
- \$100,000+ annual household income (79%)
- Average one-way commute distance 39.2 miles. Avg one-way commute time 54 minutes
- One-way commute 30+ miles (67%) / >45 minutes (55%)
- Lives in Virginia (62%) or Maryland (29%); work in D.C. (47%), Maryland (21%), or Virginia (25%)
- Works for employers with more than 100 employees (86%), work for employers with 1,000 or more employees (61%)
- Works for federal agencies (41%) and private sector (33%)

Media:

Streaming radio, traditional radio, broadcast TV, newsletters, direct mail, transit signage, social media, and text messaging.

Incentive Programs

CarpoolNow, incenTrip, Flextime Rewards, and 'Pool Rewards

Target Market

Rideshare demographics for Flextime Rewards, and 'Pool Rewards.
Younger age groups for mobile apps CarpoolNow, incenTrip use

Incentive Programs FY22 Media Budgets:

'Pool Rewards	\$16,000
CarpoolNow	\$15,000
Flextime Rewards	\$15,000
Advanced Transportation and Congestion Management Technologies Deployment (ATCMTD)	\$40,000

Special Events

Highlight existing programs and encourage other employers and commuters to become involved, increase ridership, or enhance on-site programs. Increase participation in Bike to Work Day and Car Free Days, and also in employer nominations for the awards program.

Special Events FY22 Media Budgets:

Car Free Day 2021	\$45,000
Bike to Work Day 2022	\$64,000
Employer Recognition Awards 2022	\$7,500

Car Free Day 2019 Target:

- SOV drivers; car-heavy families, workers, students
- Ages 16-65.

Media: Broadcast radio, internet radio, digital banner ads, social median, blogs, direct mail, transit signage, and text messages.

Bike to Work Day Target: *(FY 2019 BTWD TERM Analysis Report)*

- Ages 25-55 (65%), 25-34 (20%), 35-44 (22%), 45-54 (23%), 55-64 (25%),
- Male (67%) and Female (33%)
- Caucasian (82%), Hispanic (7%), Asian (5%), African American (4%)
- Annual HH income \$100,000+ (73%)
- Works for federal agency (33%), private sector (36%), non-profit (21%)
- Lives in VA (42%), DC (32%), and MD (26%)
- Lives in Montgomery (19%), Fairfax (18%), and Arlington (12%) counties
- Works in DC (50%), VA (31%), and MD (19%)
- Works for employer size of more than 100 employee (67%)

Employer Recognition Awards Target:

- Level 3 and 4 Employers

Media: major business publication print ad

DATA - DULLES CORRIDOR

www.datatrans.org

Marketing/Publication Budget - approximately \$50,000

The Dulles Area Transportation Association (DATA) is a transportation management association (TMA) that serves a 335-square mile area surrounding Dulles Airport. DATA works under contract, through grants and with membership investment to complement transportation demand management (TDM) efforts in Loudoun County, Fairfax County (under contract), and the portion of Prince William County along the I-66 corridor to the south. As a public-private partnership, DATA is able to undertake innovative approaches to congestion mitigation impractical for agencies dependent only on public funding. DATA's business connection sets this TMA apart from other like-minded organizations.

DATA's paid members combine with over 40 advisory members including employers, local governments, public officials, property owners, and honorary members from government entities interested in transportation mobility in the Greater Dulles Area. The staff includes one full-time President and CEO, one full-time Director of Sales and Marketing, two full-time Mobility Managers plus one full-time Grant Manager and one part-time Database/Grant Billing Manager.

Central to DATA's employer outreach efforts is the revolutionary *Live More Commute Less*[®] initiative which began in 2013 with the launch of www.livemore.us. Not just a resources site that links visitors to County and the regional Commuter Connections transportation websites, *Live More Commute Less*[®] is designed to initiate commuter behavior change through engaging content. In 2015, DATA began publication of *@livemore*, a lifestyle tabloid that highlights activities commuters can enjoy – from cheering on the home team to gardening to attending concerts and kayaking – with the time and money saved by abandoning single occupant vehicle commuting. (See below)

Although DATA already maintains a member-oriented Facebook page, *Live More Commute Less*[®] aggressively employs social media to encourage commuters to adopt alternative modes. Corollary applications include a Twitter account and Facebook page as well community events to engage commuters in "living more."

The annual *Live More Block Party*, a super-size transportation fair with a message, combines displays from private transportation vendors, county transportation services groups, and health and wellness providers with activities like a face painter and organizations like the Virginia DMV 2Go and Friends of the Fairfax County Animal Shelter to boost attendance. In 2018, more than 200 people and 16 vendors participated in the event at Reston Town Center.

To further the *Live More Commute Less*[®] brand, DATA began bi-monthly publication of *@livemore*, a lifestyle tabloid focusing on the activities commuters can enjoy by exercising choices other than the single occupant vehicle. Its 20,000 copies are distributed at no charge through 80+ locations including public libraries, government centers, visitors' centers, major employers, and at select Metro and VRE stations. The publication includes articles on regional transportation topics and entities, new commuting apps, a robust events calendar plus features on area attractions and destinations.

In 2020, DATA's Employer Council was re-branded as the E2E Forum. In addition to meetings focusing on traditional mobility management strategies like teleworking, transit benefits and ridesharing, DATA's E2E Forum presents programs on broader business issues like the role of TDM strategies in emergency preparedness and continuity of operations. In addition, E2E Forum presentations serve to keep members abreast of new developments in congestion mitigation including dynamic ridematching and smartphone applications.

DATA publishes a quarterly *DATA Details*, which is electronically distributed to over 1500 employers and elected officials, providing comprehensive information on DATA activities as well as general developments in the transportation field.

DATA is spearheading an inclusive vanpool formation effort through a Vanpool!VA grant that underwrote the wrapping of a Commute with Enterprise van in eye-catching graphics and that provides incentives including a free first month's lease (with declining subsidies for the next 3 month) to introduce interested commuters to the concept of vanpooling. The Westfields Business Owners Association and the Sully District Supervisor's office have been particularly helpful in promoting in this effort. Additionally, DATA participates in Transportation and Employee Benefit Fairs at employment sites – annually at the Aerospace Corporation, the National Reconnaissance Office, Oracle, Reston Hospital Center and Northwest Federal Credit Union - to spotlight transportation alternatives and encourage employee use of commuting modes other than the single occupancy vehicle.

DATA's Annual Transportation Roundtable brings together representatives from the Virginia Department of Transportation, the Virginia Department of Rail and Public Transportation and from Fairfax, Loudoun, and Prince William Counties to provide up-to-date information on transportation infrastructure and TDM options.

DATA continues to maintain an active seminar schedule in cooperation with peer organizations and major employers. Topics range from teleworking to the impact of Metrorail to Dulles on area businesses. Partner organizations include WMATA, Committee for Dulles, and Transform 66 Outside the Beltway. DATA events like seminars and its Anniversary Celebration continue to afford DATA members and the Dulles business/citizen community access to transportation advocates like Hon. Shannon Valentine, the Commonwealth of Virginia's newly-appointed Secretary of Transportation.

DATA's Onsite Ridematching Program - which began as the grant-funded Rotating Rideshare program providing bilingual (English/Spanish) Ridematching assistance to area hotel employees - has served more than 20 properties, employers and community and faith-based organizations over the past 6 years including large employers and Dulles International Airport. DATA is currently in the process of obtaining limited security credentials to facilitate increased ridematching at IAD.

In FY20, DATA will provide bilingual ridematching services to seniors and persons with differing abilities under a federal Enhanced Mobility grant. DATA will partner with organizations in its service area to recruit volunteer drivers to enable the seniors and the disabled to make doctor's appointments, shopping trips, and other commitments.

DISTRICT OF COLUMBIA

www.ddot.dc.gov, www.goDCgo.com

DDOT's transportation demand management program operates as goDCgo which became a full service TDM program in March 2010 and encourages the use of sustainable transportation including walking, biking, and taking public transit. As the leading resource for transportation information, goDCgo provides commuters, residents, and visitors with the education and assistance they need to make more informed choices about their daily travel. The program reduces single-occupancy vehicle travel, decreases traffic congestion, and improves air quality to create a better quality of life in the District

goDCgo works with employers in the District to promote sustainable transportation by providing assistance with the development and implementation of commuter benefits programs and transportation amenities. These programs are strategically designed to mutually benefit the organization and its employees. goDCgo's trained employer services specialists work one-on-one with the employer to evaluate transportation challenges and identify solutions to decrease the employee drive-alone rate, help the organization reduce their carbon footprint, and create a commuter-friendly workplace.

Complimentary employer services include:

- Employee commute surveys
- Customized marketing materials
- Step-by-step guidance with implementing the DC Commuter Benefits Law
- Seminars, workshops, and webinars
- Discounted Capital Bikeshare Corporate
- Membership
- Assistance with office relocation
- On-site tabling for transportation or health and wellness fairs

FAIRFAX COUNTY - Fairfax County Commuter Services
www.fairfaxcounty.gov/transportation/commuter-services

Total Budget: \$1,097,607

With a population over 1.2 million and the region's largest employment center outside of the Metropolitan Washington D.C. core, Fairfax County is committed to improving mobility for all who live, work or travel in and out of the county. The Fairfax County Commuter Services (FCCS) promotes and implements transportation demand management (TDM) strategies throughout the county to reduce traffic congestion, greenhouse gas emissions, and provide transportation alternatives to single-occupant vehicle travel. FCCS focuses its marketing and trip reduction efforts on employers with 100 or more employees, but also responds to requests from smaller employers. FCCS has implemented high-level TDM programs at 404 Fairfax County employers.

The Commuter Friendly Community Recognition Program has partnered with over 308 residential developments, multi-family complexes and associations to promote use of alternative modes of transportation. The Commuter Friendly Community Recognition Program is dedicated to encouraging people who live, work or commute in/or through Fairfax County to use transit, carpools, vanpools, walking, biking, or teleworking instead of drive alone commuting.

FCCS ridematching program assists more than 15,000 commuters each year. Some of the programs and services offered include customized commuter programs design and implementation support, SmartBenefits Plus50 Program, commuter connection ridematching and guaranteed ride home programs, as well as planning for telework programs, incentives, and flexible schedules implementation.

FCCS offers employee density plots, commuter surveys, Employee Transportation Champion (ETC) training manuals and general support for workplace transportation benefit programs. It also establishes Transportation Information Centers, and hosts employee fairs and workshops as well as carpool and vanpool formation meetings at major employment sites. For special promotions, such as Try Transit Week or Bike to Work Day, email blasts, posters, banners and other materials are provided to employers, for internal promotion efforts.

The Fairfax County Board of Supervisors, in partnership with the University of South Florida's Center for Urban Transportation Research, has designated more than 100 Fairfax County employers as "Best Workplaces for Commuters" (BWC) since the inception of the county program in 2010. The BWC designation acknowledges employers who have excelled in implementing green commuter programs. These types of TDM programs improve mobility by reducing the number of single-occupant vehicles on the roads. By meeting CUTR's National Standard of Excellence and offering high-level commuter benefits, qualifying employers are recognized annually at a Fairfax County Board of Supervisors ceremony for the range of transportation options offered to employees.

The BWC program is a win program for all:

- Employers benefit from the recognition as a "green" workplace, and are better able to attract and keep employees;
- Fairfax County benefits from having "green" employers whose efforts reduce traffic congestion;
- Employees benefit by having commute options like transit subsidies, reserved parking for carpools, teleworking and flexible work hours.

FCCS Outreach Activities include:

- Employer/Commuter Benefit Fairs
- Large scale DOD Outreach Events
- Chambers of Commerce partnerships and events
- Special promotions around themed days/weeks:
 - Telework Week
 - Bike to Work Day
 - Dump the Pump Day
 - Car Free (or Lite) Day
 - Try Transit Week
 - Countywide Earth day Events
- Large-scale community events such as Fall for Fairfax Festival and Celebrate Fairfax
- Annual Employer Recognition event for “*Best Workplaces for Commuters*” in front of the Fairfax County Board of Supervisors.
- District Town Meetings and other Community Meetings

Other marketing and advertising activities include:

- The SmartBenefits Plus 50 incentive program
- In-and out-of-home (multi-pronged, scalable and geo-targeted) advertising campaigns:
 - Radio on-air and online ads, including digital providers
 - Videos on cable TV, YouTube and on our web pages
 - Social media posts and tweets, and paid social media advertising
 - Ads in local news media (traditional and new), Human Resources industry publications, military base directories, etc.
 - Direct mail to residents and employers
 - Movie theater and digital extension ads
 - Interior and exterior bus ads
 - Bus shelter ads
 - Counter-top displays, banners and posters
 - Other platforms as they become available

Fairfax City/CUE Bus

www.fairfaxva.gov/transportation

www.cuebus.org

Marketing budget for CUE Bus: \$14,100

The City of Fairfax promotes the local bus service (CUE) and other commuting options. The CUE bus marketing budget supports the purchase and distribution of bus system brochures (schedules and maps) and the purchase of promotional items (such as pens, tote bags, and lights) which are given away at events. The budget also supports CUE staff presence at select events. City staff also participate in several events such as Bike to Work Day, pop-up events to promote Try Transit and other transit-related events throughout the year, and community meetings as appropriate. CUE and other city staff collaborate with George Mason University to promote transportation options between the City and campus. CUE also participates in the free student bus pass program for middle and high school students in partnership with Fairfax County.

CUE staff maintain an active presence on Twitter to promote CUE as a transportation option and to promote tools that make transit more attractive such as real-time passenger information. Staff also coordinate with the City communications department to promote CUE and other commuting options on the City's social media channels (including Twitter, Facebook, and YouTube) as well as other communication channels (City newsletter, City calendar and website, and alerts). The City will continue to promote transit, including direct connections to Metrorail and regional bus routes, as well as cross-promoting regional transportation options such as Commuter Connections ride matching and guaranteed ride home programs, regional events such as Car Free Day, and other regional transportation projects and programs.

After a ridership drop of over 50% and a slow recovery due to the pandemic, CUE is focusing on a new ad campaign to revive ridership and inform the public about daily cleaning practices. CUE also has funding this year for a brand update project which will have the goal of reinvigorating the system's image and attracting new ridership.

FREDERICK COUNTY, TRANSIT SERVICES OF

www.FrederickCountyMD.gov/transit

Marketing Budget: \$54,753

To promote transit and ridesharing Frederick County will:

- Place advertisements in various local magazines, newspapers, and event programs.
- Place online ads advertising Rideshare programs and local TransIT services.
- Produce a quarterly newsletter pertaining to rideshare issues, events, and incentives.
- Produce a transit-related quarterly newsletter to distribute to local agencies/individuals.
- Purchase radio ads and host live remote broadcasts at commuter events.
- Purchase giveaway items such as totes, reflectors, and pens for certain campaigns.
- Participate in Chamber events, including business card exchanges and other membership events.
- Attend Elder Expo, The Great Frederick Fair, In the Street, and other community events to spread the word about transit and transportation alternatives for commuters.
- Issue press releases regarding TransIT and commuter news.
- Maintain Twitter and Facebook accounts to widen reach of publicity regarding TransIT and commuter services.
- Produce schedule brochures and informational brochures for public distribution.
- Contact employers via mailings and in person to promote rideshare alternatives and assist with implementation of transit benefits.
- Work with local media outlets to air PSAs on pertinent issues.
- Create partnerships with established businesses to co-market services
- Market mobile applications for simplified ridematching, ticket purchasing, trip planning, bus arrival time and location, etc.
- Survey employers and employees to determine route changes, event success, and suggested changes.
- Promote mobile ticketing/trip planning options with Token Transit's mobile app.

LOUDOUN COUNTY

www.loudoun.gov/commute

Loudoun County Commuter Services (LCCS) promotes transit, rideshare and other alternatives to drive-alone commuting in Loudoun County, Virginia.

The following marketing efforts are budgeted for FY2022:

1. Promote and advertise return to transit and non-drive-alone commuting to those who live and work in Loudoun County.
(Budget: \$155,354 includes advertising & promotion media and professional services only)
2. Plan, promote, and conduct the following marketing activities throughout FY2022:
(Budget: \$115,950 includes advertising & promotion, professional services, and printing & reproduction only)
 - A. LCCS will promote and support Commuter Connections regional efforts such as Bike to Work Day, 'Pool Rewards, Carpool Now, Car Free (Lite) Day, incenTrip, and Guaranteed Ride Home. Whenever possible, LCCS will showcase and align with the Commuter Connections brand.
 - B. LCCS will promote safe and flexible commuting. When appropriate, messaging will include guidance from the Centers for Disease Control, the Virginia Department of Health, and other authoritative bodies.
 - C. LCCS will promote ridesharing and the Silver Line Metro to residents of high-density communities and strive to boost enrollment in the Commuter Connections Ridematching System.
 - D. LCCS will target newcomers and those who move within Loudoun County to educate them about commuting choices.
3. The LCCS Employer Outreach program will include the following marketing and promotional efforts during FY2022:
 - A. *Commuter Shortcuts* e-newsletter – safe and confident commuting promoted to employer contacts through helpful, supportive, share-worthy content twice per quarter.
 - B. “Ask About SmartBenefits®” – capitalizing on the extension of the Silver Line Metro to Loudoun County, commuter benefits will be showcased as a valued benefit for employees and an effective tool for employee recruitment and retention.
 - C. “Best Commuting Solutions” – encourage and support employer participation in Best Workplaces for Commuters.

MARYLAND DEPARTMENT OF TRANSPORTATION

MARYLAND TRANSIT ADMINISTRATION

www.mta.maryland.gov

Total Marketing Budget: \$900,000 - 1,500,000

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

- Sports events – Orioles baseball, Ravens football, and Preakness (horse racing), Susan G. Komen Race for the Cure.
- Local Cultural Activities – Artscape Music and Art Festival, Maryland State Fair, Bike to Work Day,

MDOT's MTA offers the following products and services:

- Local Bus including CityLink, LocalLink, and Express BusLink
- Commuter Bus
- Light RailLink
- Metro SubwayLink
- MARC Train
- Mobility (Paratransit)
- Taxi Access
- All Access College Transit Pass program for participating schools in the Maryland area
- MARC Train discounts through the national Student Advantage Program
- Statewide Ridesharing Program
- Transit Advertising through current contractor Vector Media USA
- WTTZ Radio Station featuring Transit Team Reports
- MDOT MTA Commuter Connections TV Show
- CharmCard® fare payment smart card
- CharmPass mobile fare payment app
- Transit app – bus tracker
- Rider newsletters
- E-mail Service Notification system
- Online Pass Sales
- Local Pass Sale Outlets
- MDOT MTA Transit Store
- Transit Information Contact Center - 410-539-5000 or 1-866-743-3682
- MDOT MTA website – www.mta.maryland.gov

MTA Ongoing Marketing Activities:

- Ongoing BaltimoreLink marketing and branding campaigns
- Collateral materials distribution including Orioles, Ravens and Preakness information brochures
- Transit System Maps at bus shelters, Light Rail Stops, Metro Subway Stations and MARC Train stations
- Business and Community Outreach
- Smart benefits employer/employee outreach campaign
- All Access College Transit Pass campaign
- Rider newsletters Community Events Special Events: Artscape, State Fair,

- Guaranteed Ride Home marketing campaign
- Safety campaign
- MDOT MTA Commuter Connections TV Show
- I-83 Outdoor Sign
- Transportation and Benefits Fairs
- Transit app Bus Tracker campaign
- Social Media
- MDOT MTA Radio Station WTTZ

COMMUTER CHOICE MARYLAND PROGRAM

www.commuterchoicemaryland.com

Commuter Choice Maryland is the Maryland Department of Transportation Travel Demand Management Program that promotes and encourages alternatives to driving alone such as taking transit, carpool/ridesharing, vanpool, walking, biking, teleworking, Maryland Commuter Tax Credit and Guaranteed Ride Home. Commuter Choice Maryland can provide options to maximize travel choices and deliver solutions that can reduce congestion, conserve energy, facilitate economic opportunity, and enhance the life of all Marylanders.

Ongoing employer & commuter outreach marketing and promotional activities include:

- Commuter Choice Maryland website & Social Media: www.CommuterChoiceMaryland.com is the program web site that offers resources for businesses and commuters traveling throughout the state of Maryland. This site is promoted to businesses and commuters via partner websites, MDOT & partner social media such as Linked In and Twitter, brochures, displays, webinars, toolkits, promotional items. This site provides information about public Transportation options, Ridesharing/Carpools, Vanpools, Park and Ride's, Guaranteed Ride Home, Bicycling & Walking, Telework/Co-work, Parking Cash Out, Road Traffic & Toll Information, High Occupancy Vehicle (HOV) Lanes, Guaranteed Ride Home Program, Contact information for TDM Specialists in the State of Maryland, Maryland Commuter Tax Credit, Business Webinars on various transportation topics, and additional business and commuter resources. Website visits have also increased since the inception in 2018 with over 50,000 visits. Commuter Choice Maryland also has a strong social media presence on LinkedIn with over 700 Connections.
- Promotional Events: Conduct outreach to businesses and commuters. Commuter Choice Maryland also participates in various business events coordinated by Maryland TDM Specialists, government agencies, and partners. Commuter Choice Maryland organizes and/or markets the Get on Board Pop Up Event, Earth Day, Bike to Work Day, Car Free Day, Parking Day, and various Office of Minority Business events throughout the state and other events as opportunities arise. Commuter Choice Maryland also participates and/or is promoted at City and County events such as Artscape, The Maryland State Fair, Maryland Association of Counties Summer Conference, and the Transportation Association of MD Conference.
- Business Webinars: The business webinars are administered quarterly and have included the following topics: "Learn How to Expand Your Commuter Benefits Program", "Alternative approaches to traditional work hours and expanding employee transportation options such as telework, alternative work, schedules, and vanpool, and "The Benefits of Bike and Walk Friendly Workplaces". There are over 7,000 businesses throughout the state of Maryland that Commuter Choice Maryland reaches out to for these webinars.

- **Business & TDM Specialist Resources:** Commuter Choice Maryland understands the need for businesses to have ready access to information that can help them expand or start a commuter benefits program, vanpool and telework program. Toolkits have been developed by Commuter Choice Maryland and are available for download on our website, made available at various outreach events, hard copies available by request, and available through our Maryland State TDM Specialists.

Business Highlights: We also highlights businesses who have implemented a smarter commute and are actively looking for more businesses throughout the state of Maryland to highlight.

MONTGOMERY COUNTY, MARYLAND

www.montgomerycountymd.gov/commute

www.twitter.com/MoCoCommuter

www.rideonbus.com

www.twitter.com/RideOnMCT

www.facebook.com/RideOnMCT

www.youtube.com/RideOnMCT

www.instagram.com/RideOnMCT

Marketing Budget for FY 2019 is in the range of \$230,000 (Montgomery County Commuter Services and Ride On).

Montgomery County (MC) has a very large and diverse business base. It also has a large residential base. There are approximately 311,000 commuters who live and work in MC, 200,000 who travel to the County from other jurisdictions, and 216,000 who leave the county for other destinations. Marketing activities are conducted countywide, with emphasis on those areas in Montgomery County with high concentrations of employment and transit, the Transportation Management Districts (TMDs): Silver Spring, Friendship Heights, Wheaton, Bethesda, Greater Shady Grove, North Bethesda, and Rockville. White Oak, recently created as the sixth TMD, will also be included in the County's future TDM outreach. Marketing activities related to directly to promotion of the Ride On system are conducted by Ride On Marketing. Marketing activities related to promotion of transit of all types, car/vanpooling, walking, biking, bikesharing, telework, and all other Transportation Demand Management efforts in those areas and throughout the County are conducted by Montgomery County Commuter Services.

Employer Outreach/Programs/Services:

- **Employer Meetings and Presentations:** Montgomery County conducts meetings and presentations with County employers to persuade them to adopt high-level commuter benefits programs and Traffic Mitigation Plans (TMPs).
- **Transportation Demand Management services focused on urban centers:** The County operates six TMDs: Silver Spring, Bethesda, Greater Shady Grove (which includes the Life Sciences Center), North Bethesda, Friendship Heights and White Oak. Employer, commuter and transit services outreach efforts are concentrated in these areas of high employment concentration and urban development. Efforts are targeted at achieving the County's Non-Auto Driver Mode Share (NADMS) goals for employees commuting to those TMDs.
- **Training sessions to assist employers with SmartBenefits® and the Maryland Commuter Choice Tax Credit.** MC continues to provide training and support to assist employers with the use of SmartBenefits® and the Maryland Commuter Choice Tax Credit.
- **Telework webinar sessions to inform employers about the advantages of telework programs and also make the business case for telework.** MC continues to promote telework and help employers implement successful telework programs. Personalized telework consulting is available to County businesses using consultants provided free of charge by Commuter Services, with funding from MWCOG.
- **Additional Incentive Programs:** MC gives subsidies to employers that provide a transit benefit to their employees, up to \$50 per employee, per month, under the FareShare program. The County also promotes the Maryland Commuter Tax Credit and the Montgomery County Home Computer Telecommuting Incentive Tax Credit to encourage employers to adopt high-level TDM programs.
- **On-Site Transportation Fairs:** Commuter Services and its contractors conduct commuter information fairs at employment sites and the lobbies of multi-tenant facilities. Montgomery County conducts property management outreach campaigns, where staff set-up large lobby displays and hold commuter information sessions at work sites throughout the county. In the North Bethesda and

Greater Shady Grove TMDs, where residential Non-Auto Driver Mode Share (NADMS) goals have been adopted, outreach events are also conducted at multi-family projects.

- Commuter Survey: MC conducts a periodic commuter survey of employees that work in the County. Surveys are distributed to more than 100,000 employees through more than 200 employers, concentrating on employers within TMDs and large employers elsewhere in the County.
- Countywide and periodic area-specific e-newsletters and e-blasts. MC issues its monthly newsletter, *Better Ways to Work*, in electronic format, distributed to subscribers via e-mail. Area-specific electronic newsletters are distributed for the Bethesda and North Bethesda TMDs by those TMD contractors, and periodic e-blasts on specific topics are also issued by Commuter Services.
- Employer Recognition/Special Events: Periodically MC has conducted its Transportation Awards Ceremony and other employer recognition events to highlight businesses providing outstanding programs to address traffic congestion. Past events have featured remarks by the County Executive the Governor of Maryland, Senators, and leading business people. Other employer recognition events have included the Transportation A2CE Awards (Advocates for Alternative Commuting Excellence). These businesses are partnering with the County to address traffic congestion and air quality challenges and contributing to a more sustainable and environmentally-friendly community, while at the same time helping their employees get to work in a less stressful and more cost-effective manner. Other types of employer recognition activities are conducted each year, including articles highlighting businesses involved with TDM efforts in the *Better Ways to Work* monthly e-newsletter.
- ACT! for Web CRM database used to track and manage contacts and relationships with over 4,000 employers in the County.
- On-line system for the filing of Traffic Mitigation Plans (TMP) and TMP Annual Reports by TMD employers. System continues to be refined and improved. A plan is being developed to redesign this system to reflect upgrades and changes in operating systems and other software over time.
- Walk & Ride Challenge: Each year Montgomery County works with employers in Bethesda, Friendship Heights, Silver Spring, North Bethesda and Greater Shady Grove TMDs to promote and conduct the 3-week Walk & Ride Challenge. With approximately 1,000 registered participants, this program encourages walking and taking transit to work. Walk & Ride Challenge is hosted on its own County Web site, www.walkandride.net

Promotional Materials:

- Better Ways to Work Toolkit used in employer meetings and presentations, with contents tailored to the specific interests and needs of the business.
- Commuter Services Guide, New Employee Commuting Guide and Transit Benefit brochures used to provide businesses and employees with key information.
- Park and Ride Lot Brochure: MC produces a Park and Ride brochure with all P&R lots in Montgomery and adjoining counties, including transit services available from each lot. This guide has been updated for 2015.
- “Montgomery County Bikeways Map,” “White Oak & Vicinity Bicycle and Pedestrian” and “Medical Center & Vicinity Bike, Pedestrian and Transit,” and “Shifting Gears” maps created and printed. All are available in hard copy and portable document format (PDF). “Biking to Bethesda” map/brochure also available.
- Websites – MC and the TMDs continue to upgrade and refine communication strategies via several websites: Better Ways to Work (<http://www.montgomerycountymd.gov/commute>) and Ride On (<http://www.montgomerycountymd.gov/rideon>), Bethesda Transportation Solutions (<http://www.bethesdatransit.org/> and North Bethesda TMD (<http://www.nbtc.org>) websites. A special bikeshare website has also been created, <https://www.montgomerycountymd.gov/bikeshare/index.html>.

- Convert existing forms, brochures, maps, etc. to easier-to-use electronic format.
- Work with marketing services consultants to develop new or revised promotional materials as needed to support employer outreach efforts.
- A Ride On User Guide has been published and distributed to help riders new to our transit system. It discusses riding the bus, accessibility, trip planning fare media transfers and Title VI.

Advertising:

- Ads in newspapers and employer-targeted publications, and on website
- Chambers of Commerce: MC advertises its programs and services in local chamber publications, including newsletters, membership directories, dining guides, and special publications
- Use Ride On bus sides, bus stop shelters and bus interior cards to promote commuting options.
- Ride On also uses Facebook, Twitter and NextDoor.com to promote services, public forums, service changes, etc.

Commuter Outreach/Programs/Services:

- Promote Bike Transit: grants from TPB using FTA funds, and the Maryland Department of Transportation, coupled with County, City of Rockville and private sector funding, enabled MCDOT to bring the Capital Bikeshare system to Montgomery County in fall 2013, with 51 new stations opened within the following year. Commuter Services is promoting use of bikeshare through a variety of mechanisms. There are now 76 bikeshare stations in the County.
- A special program for low income bikeshare participants has been developed. Known as the JARC Bikeshare program, it provides a free one-year membership, free bike helmet, and free bike safety classes for those who qualify. Since the expiration of the JARC grant in June 2015 Montgomery County has continued the low income bikeshare program now called MCLiberty.
- *TRiPS* Commuter Store: The Silver Spring as *TRiPS* store – “*Transportation Resources, Information and Places to See*” – sells Metro and Ride On fare media, and provides transit information, maps, and schedules to commuters and visitors. Information on MARC and VRE is also available. Commuter Services and *TRiPS* coordinate with other agencies to provide increased information and assistance to commuters.
- Mobile Commuter Store: MC operates a **Mobile Commuter Store** that has scheduled stops throughout the County. The store is full-service, offering SmarTrip® cards and reloads, MARC rail tickets, Metro and Ride On bus passes, transit related items and extensive travel/commute information. Its weekly schedule is posted at <https://www.montgomerycountymd.gov/dot-dir/commuter/trips/mobile-commuter-store-sched.html>
- Montgomery County’s Treasury Department in Rockville also sells fare media.
- 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.
- Bike to Work Day. Each year over 2,000 Montgomery County bike commuters participate at one of the many Bike to Work Day Pit Stops hosted at Montgomery County locations with high employee concentrations. Locations over the past several years have included the downtown areas of Silver Spring, Friendship Heights and Bethesda, as well as North Bethesda, NIH Main Campus, NIH Executive Blvd, Marriott International, three locations in Takoma Park, FDA White Oak, and two Rockville locations (Town Center and Shady Grove/Falls Grove).
- Car Free Day. Each year since 2008, MC has participated in the promotion of the regional Car Free Day at several locations with high concentrations of transit commuters. MC features promotional item giveaways, ridesharing applications and non-SOV commuting information.
- Bike 2 College Day. Each year MC has participated in Bike 2 College Day at the Montgomery College Rockville, Germantown and Takoma Park campuses to promote biking and bikesharing as commute options for students, faculty and staff.

- Promote the 100 percent accessibility of the Ride On fleet to bicyclists along with the County's series of County bike maps. Whenever possible, a Ride On bus is brought to major events to enable demonstration of how to load and unload a bike from the bus's bike rack. The bus provides the opportunity for attendees to try the process in a low-stress setting. Broad-based community outreach is conducted periodically by Commuter Services and/or Ride On through participation at large-scale events, including the following: Earth Day, GreenFest, Senior Info Expo, Wheaton and Silver Spring Summer Concerts, Strathmore Hall Summer Concert Series, Montgomery County Agricultural Fair, Taste of Wheaton, Taste of Bethesda, Accessible Public Transportation Options Expo, Oktoberfest, Diversity Days, Health and Benefits Fairs, and Car Free Day and various ethnic festivals (e.g., Latina Heath).
- Capital Bikeshare promoted as a transportation option for trips of less than 3 miles, especially as a way of connecting to/from transit.
- Car Sharing – Facilitating car share parking availability and promotion. The County provides public parking spaces on-street and in County lots and garages for car sharing vehicles of vendors awarded contracts under a competitive bidding process. Commuter Services promotes use of car sharing as an alternative to private vehicle ownership, and as an additional back-up provision for those using non-auto modes for commuting.
- Low income residents and employees able to obtain free bikeshare services (including free helmets and safety classes) through the MCLiberty (Montgomery County Low Income Bikeshare) program.
- Free or low-cost bike safety classes available for members of the Capital Bikeshare system in the County, as well as for other cyclists.

Transit Services:

- Promote Real -Time information project to provide riders the status of their bus
- Promote new Silver Spring Transit Center to riders in Silver Spring
- Continue to support Montgomery College student program. With valid Student ID, Montgomery College students are able to ride Ride On anytime on any route.
- Promote new monthly pass. Ongoing promotion of SmarTrip®.
- Promotion of Van Go Shuttle in downtown Silver Spring.
- Promotion of Bethesda Circulator in downtown Bethesda
- Promote availability of new Senior SmarTrip® with special identity card now sold at MC Public Libraries.
- Promotion of Seniors and People with Disabilities Ride Free on Ride On and Metrobus in MC between 9:30am and 3:00pm. Monday to Friday.
- Promote Kids Ride Free program: effective July 1, 2019 with extended hours. Kids can now ride free all day every day. Campaign to increase number of riders 5 to 18 years of age; recruited Montgomery County Libraries as a partner to distribute Youth Cruiser SmarTrip® Cards which increases the number of locations from 3 to 24; recruiting schools to distribute Youth Cruiser SmarTrip® Cards which has increased from 3 to 21 schools; flyers distributed to all County schools (400+), home schools (600+), libraries, recreation centers, and community centers; advertisements on 50 buses and 60 bus shelters
- Continue to promote feeder service to MARC and Metrorail.
- Promotion of new clean diesel, hybrid electric-diesel and compressed natural gas (CNG) buses with low floors.
- Additional new buses with ramps now means Ride On is 100 percent accessible to persons with disabilities on the fixed route services.
- Promote Metro's program for MetroAccess customers who are able to ride free with a companion on Ride On and Metro buses and rail.
- Implement a comprehensive program to install upgraded bus shelters and related pedestrian access and amenities throughout the County. This program came about in part as a result of

a legal settlement which requires a private sector vendor to provide shelters in return for the County accepting advertising on many of those shelters. Specific route and neighborhood information has been posted in many of the shelters.

- Positioning of a Ride On bus at major outreach events -- This provides an opportunity for Ride On operators to serve as “ambassadors” for the bus system, interacting on a more extended basis with current and potential future riders, as well enabling cyclists to practice loading a bike on the bus.
- Promote the Give and Ride Campaign with Manna Foods which collects non-perishable food items for needy families
- Conduct Public Forums for Service Changes
- Conduct Public Forum for Fare Changes
- Post Website notices, alerts, and current events
- Promote Dump the Pump campaign to encourage use of mass transit
- Promote See Something Say Something transit security campaign
- Public Outreach: Chinese Cultural Center meeting with WMATA, Clarksburg Civic Association Meeting, Montgomery County Fair booth, Montgomery County Public Schools Back-To-School Fair booth, Customer Appreciation Days at Transit Centers and Metro Stations
- Continuing Twitter, Facebook, Instagram, and YouTube social media sites to keep riders better informed
- Use GovDelivery (Granicus) email blasts and text alerts for notices and current events
- Radio and cable TV ads to promote the new Ride On extRa limited stop service along MD 355
- Promote new limited stop service along US 29
- Promote new Ride On Flex on-demand bus service in Rockville and Wheaton/Glenmont via social media, websites, newspaper ads, bus ads, bus shelter ads, mobile ads, online news digital ads, regional service centers, transportation management districts, etc.

NATIONAL INSTITUTES OF HEALTH

www.nih.gov

Since its inception, the National Institutes of Health (NIH) has been considered the steward of medical and behavior research for the nation and reports to the U.S. Department of Health and Human Services. The NIH headquarters, along with the majority of the workforce are located in Bethesda, Maryland and the surrounding area. In addition to performing research, NIH also funds countless scientific studies at universities and research institutions across the nation and around the world.

The Office of Research Services (ORS), Division of Amenities and Transportation Services (DATS), Employee Transportation Services Office (ETSO), provides employee transportation services to the NIH community. The ETSO is a centralized office where employees can obtain information about parking and alternative commuting options. The office provides information about Commuter Connections, carpooling, vanpooling, the Guaranteed Ride Home Program, and public transportation services (Metrorail, Metrobus, Ride On, MTA, MARC, VRE, etc.), and the NIH Transshare Program which provides a commuter subsidy up to the maximum benefit allowed by Title 26, U.S.C., § 132(f). The goal of the NIH Transshare Program is to relieve traffic congestion and reduce energy and environmental concerns in the DC Metropolitan area. Use of the NIH Transshare Program is a key element of the NIH Transportation Management Plan, used by approximately 30 percent of eligible employees.

The ETSO uses technology extensively to improve success with employees using alternative commuting methods. This includes an internally developed IT system called Commuting and Parking Services (CAPS). The system, which is linked to the agency's employee personnel database, assists the ETSO in matching employees to alternative commuting options. Employees, regardless of the commuting method they utilize, can sign up for the system's Ridematching service. The service allows employees to search for and "share" rides with other NIH employees who live and work near them. The system also allows ETSO staff to search for employees by work locations and home zip codes to strategically target employees by email for vanpool and carpool creation.

NIH has encouraged use of public transportation as a proactive means of reducing parking demand on the NIH campus. Transshare, with over 5,800 participants, has been the single most effective tool in promoting and expanding the use of public transportation and vanpools. By our estimates, the use and participation in the NIH Transshare program has reduced single occupancy vehicles miles driven by over 135,000 miles. All the alternative transportation programs combined reduced miles driven by 58 million and saves over 3 million gallons of gasoline annually.

In order to limit single occupancy trips, carpool parking spaces have been established strategically around campus. Spaces reserved for carpool parking spaces are restricted until 11:00 a.m., when they are opened to all commuters. Vanpools may also request a reserved space in their lot of choice, 24 hours a day. NIH has 19 vanpools with over 150 members. Vanpool members who are eligible for Transshare may use the transit subsidy to off-set their portion of the vanpool cost.

The ORS, in conjunction with the Office of Facilities Planning (ORF), is responsible for providing shower and locker facilities in nine campus buildings and four off-campus locations predominantly for the use of bike and walking commuters. Bicycle racks and lockers accommodate 600 bicycles. NIH has a large and active Bike Club whose slogan reads "Non-polluter, Commuter." The NIH Bike Club members volunteer to clean bike trails and supports DATS by promoting bicycling as a healthy commuter option. NIH has led the region for the last eight consecutive years as the employer with the most Bike-to-Work Day participants. NIH has won several prestigious awards from the Metropolitan Washington Council of Governments for Bike-to-Work Day. Also, NIH provides a pedestrian friendly campus with well-lit pathways and large safety crosswalks for its walking commuters.

To promote our relationship within the community, NIH partners with the North Bethesda and Bethesda Transportation Management Districts. Our partnership goals are to: improve transit services in the area, increase ridership on public transportation, provide transit-friendly amenities, cut traffic congestion, increase transportation capacity, reduce air and noise pollution, and promote bicycle and pedestrian access, and traffic safety.

The DATS Campus Shuttle Service consists of 13 shuttle routes that provide services for patients, and employees who commute from off-campus satellite parking lots and government facilities. Users of this service can see real-time GPS tracking of shuttle locations to minimize wait times by using a phone app, looking the DATS website, or one of the 4 kiosks on campus. DATS offers an e-mail Listserv that currently has over 1,400 employee subscribers who receive current and up-to-date parking and transportation information. NIH has also instituted a pilot program for electric vehicle charging stations for eight spaces around the campus.

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

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

- Health and Human Services Green Champion Award (2014)
- "Employer Recognition Award" (2013) – for Incentives presented by Commuter Connections.
- "Best Workplaces for Commuters" presented by The United States Environmental Protection Agency
- "Outstanding Participation and Support in the Federal Transit Benefit Program" presented by the Washington Metropolitan Area Transit Authority
- "Quality of Work Life" presented by the National Institutes of Health
- "Outstanding Service Award" presented by the Washington Metropolitan Area Transit Authority
- "Employee Transportation Coordinator of the Year" presented by the Association of Commuter Transportation
- "MWCOCG 2019 Bike to Work Day Award" for the highest employee Bike to Work Day Participation presented by Commuter Connections

Further information regarding the DATS/ETSO can be found at the following web address:

https://www.ors.od.nih.gov/pes/dats/parking/Pages/parking_info.aspx

NORTHERN VIRGINIA TRANSPORTATION COMMISSION

www.novatransit.org

novarides.org

<https://twitter.com/NoVaTransit>

www.facebook.com/NoVaTransit

NVTC serves as a regional forum for discussion and analysis of transit issues that are critical to our economy and quality of life. Founded in 1964, in part to represent the interests of the Commonwealth of Virginia during the establishment of the Washington Metropolitan Area Transit Agency (WMATA), NVTC is charged with the funding and stewardship of WMATA and the Virginia Railway Express (VRE), which it co-owns. Because Northern Virginia is home to six bus systems, NVTC works across jurisdictional boundaries to facilitate improved transit service, leverage joint procurements, and coordinate emergency response to transit incidents. NVTC also is the lead agency in the administration of the Commuter Choice program, a multi-decade effort that uses toll revenues to support transit and TDM activities.

About Commuter Choice

The [Commuter Choice program](#) invests toll revenues in projects to expand transportation capacity along two Northern Virginia High Occupancy Toll (HOT) corridors, I-66 Inside the Beltway and I-395/95 along the 37-mile Express Lanes facility between Stafford County and the D.C. line.

The I-66 Commuter Choice program was established in January 2017, when the Commonwealth and the Northern Virginia Transportation Commission (NVTC) executed a 40-year [Amended Memorandum of Agreement \(MOA\) for the Transform 66: Inside the Beltway Project](#) allowing NVTC to use toll revenues from I-66 inside the Beltway to fund multimodal projects. Eligible applicants for the I-66 program include all jurisdictions and other public transportation providers in Virginia Planning District 8.

The I-395/95 Commuter Choice program was established through a [December 2017 MOA between the Commonwealth, NVTC and the Potomac and Rappahannock Transportation Commission \(PRTC\)](#), and a subsequent [January 2019 MOA between NVTC and PRTC](#), that allows NVTC to administer an annual transit investment payment from the I-395/95 Express Lanes concessionaire for multimodal projects in that corridor. I-395/95 funding is available to any NVTC or PRTC member jurisdiction or public transit agency providing service in NVTC or PRTC's jurisdiction.

Any project proposed for Commuter Choice funding must benefit toll payers in the corresponding corridor by moving more people through the corridor and expanding the range of transportation choices.

PRINCE GEORGE'S COUNTY
DEPARTMENT OF PUBLIC WORKS & TRANSPORTATION
www.princegeorgescountymd.gov

Marketing Budget for RideSmart Marketing Contract: \$108,000
Marketing Budget for TheBus - \$100,000

Several large employers such as Gaylord National Resort, MGM Casino, NASA Goddard, University of Maryland – College Park, IKEA, Giant Foods, Safeway, UPS, Kaiser Permanente and FedEx Field are located in Prince George's County. Prince George's County provides direct assistance to employers throughout the county through a coordinated Employer Outreach Program. Prince George's County will provide daily employer outreach services for employers in their service area, which will help promote voluntary commute alternatives in ways that best suit their businesses. Developing direct mail pieces to employers, organizing seminars, telemarketing and conducting on-site sales presentations to employers are a few of the many activities the County promotes. Employers are encouraged to participate in programs that include SmartBenefits, telecommuting, The Guaranteed Ride Home Program, Capital Bikeshare, ridematching and carpool/vanpool formation, and parking management. The RideSmart website at RideSmartSolutions.com provides employers with relevant information.

Goals are based on the following:

1. An extensive cumulative review of the companies and organizations in the ACT! database and other economic development data sources.
2. An analysis of the Commuter Connections Programs' past performance.
3. A comparison of the provisional goals for new fiscal year versus the execution of goals of the previous fiscal year.

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

1. Increase employer participation in County RideSmart Commuter Solutions.
2. Maintain and increase participation level of active employers.
3. Decrease the number of single-occupancy vehicle trips by increasing employee awareness in companies participating in carpooling, vanpooling, the Maryland Commuter Tax Credit Program, flextime, teleworking, biking, and walking.
4. Formalize more telework, carpooling, vanpooling programs and commuting benefits offered by employers.

OMNIRIDE
OMNIRIDE.com

Marketing Budget: \$750,000

OmniRide is a multi-jurisdictional agency representing Prince William, Stafford and Spotsylvania counties and the cities of Manassas, Manassas Park and Fredericksburg. Formerly known as PRTC, the agency has rebranded itself under the OmniRide name. It is headquartered in Woodbridge, VA, in a largely residential area with several large employers in its six jurisdictional regions, including Lockheed Martin, GMU, Sentara Northern Virginia Medical Center, Northern Virginia Community College, Micron Technology, NOVEC, IKEA and Comcast.

The focus of the organization and its marketing program is to provide sound transportation alternatives to the SOV that meet the travel needs of Prince William, Manassas and Manassas Park residents. In addition to co-sponsoring the Virginia Railway Express, PRTC operates the OmniRide family of transit services in Prince William County, Manassas and Manassas Park.

OmniRide Express buses transport commuters between Prince William/Manassas and Washington DC, the Pentagon, Arlington, Mark Center and Tysons Corner. OmniRide Metro Express buses connect Woodbridge, Manassas and Gainesville/Haymarket with nearby Metrorail stations. OmniRide Local buses travel throughout eastern Prince William County, Manassas and Manassas Park, and are great for local activities like shopping and medical appointments. OmniRide Cross County Connector buses run between Woodbridge and Manassas. The OmniRide Transit Center is the main hub and transfer center for bus services that operate in eastern Prince William County. Manassas Mall serves as the transfer center for buses that serve Manassas, Manassas Park and western Prince William County.

The OmniRide Ridesharing Program helps match commuters with carpools and vanpools that fit their needs. Through its regional database, this free, personalized ridematching service links commuters with similar work hours, origination and destination points. OmniRide also administers the Vanpool Alliance program, providing a monthly stipend to vanpools for ridership data. The program is a public-private partnership between OmniRide, the Northern Virginia Transportation Commission and the George Washington Regional Commission.

OmniRide Employer Services is a free service available to all businesses in Prince William County, Manassas and Manassas Park, designed to help area employers create and expand commuter benefit programs that will help employees reduce commute-related stress and save money. It also enables area employers to expand sustainability initiatives and provides them with superior recruitment/retention tools. Employer Commute Surveys, Telework Programs, Emergency Preparedness, Transit Subsidies, Carpool/Vanpool Formation, Biking/Walking to Work, Alternative Work Schedules and Parking Management are all areas of focus for this program.

OmniRide's marketing budget funds rider education initiatives, awareness media advertisements, trial-coupon programs, employer and consumer group presentations, print and online ads, brochures, printed bus schedules in English and Spanish, an interactive website, Facebook page, transportation fairs, a wide variety of community outreach activities, and a Welcome Aboard program for new residents. In addition, OmniRide has a comprehensive youth program with targeted activities by age groups. OmniRide has established location-specific transit information displays in all bus shelters and at other key stops. Customers can subscribe to the agency's Rider Express e-mail and text messaging service, which provides service alerts and other information. The Customer Service office provides service Monday-Friday, from 5:30 a.m. to 8:30 p.m., except for some holidays.

With recent approval of a new strategic plan, the agency is looking at ways to revamp its services to improve efficiency and better serve the needs of the community.

RAPPAHANNOCK RAPIDAN REGIONAL COMMISSION - Commuter Services
www.rrcommute.org

Marketing Budget: \$35,800

- Primarily a rural, residential area with a population of 170,000.
- RRRC uses regional advertising strategies via radio, digital, and print methods to promote their commuter services. They participate, support, and promote COG promotions throughout their region such as GRH. The program also uses social media to advertise promotions/contests and get feedback via their Facebook page. There are various targeted advertisements that run annually including at a local movie theater and during community college registration days.
- The region has twelve official and three unofficial park and ride lots; outreach at lots occur annually and vanpools are offered participation in startup and/or support subsidies from their Vanpool Assistance Program.
- Marketing efforts have switched gears over the past few years to become more focused initiatives that target specific audiences, capitalize on particular event theming, and provide measurable outcomes.

TRI-COUNTY COUNCIL FOR SOUTHERN MARYLAND - Commuter Assistance Program

www.tccsmd.org

Tri-County Council for Southern Maryland (TCCSMD) was formed on December 6, 1964, as a cooperative planning and development agency to foster the social and economic development of the Southern Maryland Region. In 1965, the Governor of Maryland recognized the TCCSMD as the regional planning and development organization for the Region comprising Calvert, Charles and St. Mary's Counties. The TCCSMD's statute was established by Act of the Maryland General Assembly in 1966. The TCCSMD's enabling law was reenacted as State general legislation in 1976 (Article 20, Maryland, Annotated Code).

The purpose of the Tri-County Council for Southern Maryland is to serve as a forum for the resolution of region-wide issues and the attainment of regional goals. The Tri-County Council is a partnership of State and local government established more than forty years ago as the regional development and planning organization for Southern Maryland. As such, the Council provides a framework for cooperation and coordination among the elected, civic and business leaders of the Region; undertakes action programs that focus local, State and federal resources in a comprehensive strategy to enhance the quality of life of all the people of Southern Maryland; and initiates and coordinates plans and projects which foster the physical, economic and social development of the Region.

In carrying out these responsibilities, the TCCSMD serves as a source of information and data; engages in regional planning; serves as an advocate for the region's interests and priorities at the federal and State levels; qualifies the region for federal and State assistance; and develops programs to meet region-wide needs and goals. Key elements of the regional strategy:

- Diversify and broaden the economic base
- Preserve agriculture as a viable industry
- Restore and protect the environment.
- Implement highway improvements and expand commuter assistance services
- Manage growth and requirements for public services.

The Tri-County Council of Southern Maryland has led the regional effort to promote the use of clean fuel and alternative transportation for commuting besides single occupant vehicles (SOV), such as public transit services, ridesharing, carpool and vanpool, telecommute/telework, private transportation companies and services, including subscription bus alternatives.

Local public transportation services are available in Southern Maryland and this program works cooperatively with these agencies and on efforts related to public transportation initiatives. Calvert (Calvert County Public Transportation), Charles (VanGO) and St. Mary's (STS) counties provide both fixed-route and on demand local transit services daily. The three local transit systems are connected at Charlotte Hall in St. Mary's County and Solomons in Calvert County. The three transit systems also have links with the MTA commuter bus and serve the region's park-and-ride facilities. As the region's coordinating organization, the Annual total ridership has increased from 52,000 in 1988, when MDOT/MTA started the commuter bus operation in the region, to nearly 1.74 million in recent years.

Many Southern Marylanders commute to work in the Washington metropolitan area. The Maryland Transit Administration (MTA) provides commuter express bus services to accommodate the rapidly growing commuter demand in the region. The MTA Southern Maryland commuter bus operation, which has the highest ridership growth rate, has been the MTA's most successful operation in the state of Maryland for a decade.

There are thirteen commuter bus routes between Southern Maryland and Washington. These eleven commuter bus routes are MDOT/MTA commuter bus # 610, 620, 630, 640 and 650 in Charles County, 705, 715, 725 and 735 in St Mary's County, Routes #820, 830,840 and 850 in Calvert County. Southern Maryland has recently benefited from increased roundtrip runs. It is important to keep in mind that about 71 percent of Calvert and Charles county residents commute outside their home counties to work (only about 28 percent of St. Mary's residents commute outside the county borders.) Of the region's estimated 160,000 commuters (U.S. Census Bureau 2000), 57,957 are traveling outside of the region for employment, typically to the District of Columbia, Prince George's County, Virginia, or elsewhere.^{US Census} These trends will continue to stress the importance of high occupancy vehicle modes of transportation and the Council's Commuter Assistance Program.

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 region's major employers, employees and residents through a number of marketing and campaign efforts.

Major activities include:

1. Develop an overall strategic outreach plan to educate employers about the benefits of participating in and offering employer-sponsored commute alternatives or Transportation Demand Management (TDM) programs at their worksites. The particular focus of this plan will be educating employers about Maryland Commuter Tax Alternatives, Smart Benefits, Clean Commute Month Services, and other TDM Programs. The primary outreach method will be through site visits; conducting on-site seminars; participating in local fairs; and mail/ email campaigns. There will also be a strong focus on a thorough follow-up plan.
2. Work with TCC's DBED program outreach specialists to coordinate outreach efforts to the area's employers.
3. Market the availability of Guaranteed Ride Home (GRH) program to area commuters and employers.
4. Develop formalized partnerships for shared marketing events with local health care professionals and human service organizations.
5. Provide coordination and assistance to the development of new vanpools, including information on available financial subsidies, rider agreements and vanpool marketing efforts.
6. Conduct seminars in the Southern Maryland region which enable participation from other Metropolitan area coordinators, particularly the areas where Southern Maryland commuters travel, including, but not limited to DC, Baltimore, Annapolis and Prince George's counties.
7. Advertise on local radio stations that provide information about commuter alternatives and employer TDM Programs.
8. Advertise on local cable (television) programs that introduce and share benefits of high occupancy vehicle modes for commuters and TDM Programs for area employers.
9. Utilize special days (Air Quality Action Days and Bike To Work Day) to coordinate events that call attention to the need and importance of commute alternatives.
10. Revamp and distribute newsletter targeted for Vanpool Owner/Operators that highlights van pool best practices and information on safety, marketing and successful vanpooling techniques.
11. Re-vamp and distribute quarterly newsletter for Southern Maryland Commuters (distributed through the areas commuter buses) that highlights areas of interest to the Southern Maryland commuter bus passengers on the MDOT/MTA sponsored routes.

12. Revitalize partnership with Clean Air Partners, who works with Southern Maryland regional public and private schools to highlight the benefits of clean air through high occupancy vehicle modes and biking.
13. Provide start-up assistance and monitoring of Subscription bus services, with a particular focus on supporting BRAC initiatives.
14. Seek to re-engage commuters who have allowed their records to expire through the use of traditional and email campaigns.
15. Participate on the Southern Maryland Regional Transportation Coordination Committee.
16. Promote MDOT's new Commuter Choice program.
17. Promote and help write policies for Telework/Flextime and Alternative work schedules.
18. Promote Commuter Connections new mobile app, incenTrip.

Virginia Department of Transportation – VDOT Northern Virginia District

www.virginia.gov

www.virginia.gov/transportation/parkride/resources_commuter_resource_agencies.asp

Many of VDOT's TDM and multimodal promotion activities are coordinated through our Northern Virginia District, in coordination with VDOT Central Office and other agencies and partners, to meet the diverse needs of this region's travelers and reduce congestion on roadways.

While the following programs are often coordinated through Transportation Planning section(s), VDOT's various divisions are all continually focused on multimodal needs and the benefits of demand management strategies.

Main TDM and Multimodal Marketing Activities Include:

- Funding of and active participation in the following programs: Commuter Connections, Clean Air Partners, Telework!VA for Northern Virginia, and locality Employer Outreach (all programs include marketing).
- Megaproject Transportation Management Plans (TMPs) aimed at reducing SOV travel in construction corridors through marketing and incentives. Strategies include TDM/transit incentives, marketing campaigns and employer outreach – throughout the lifetime of construction.
- Park & Ride Program: VDOT builds and/or maintains many P&R lots in the region with amenities for transit and ridesharing. Planning also inventories usage and demand for lots and associated multimodal amenities. [See interactive map for lots statewide.](#) Marketing occurs through signage, ribbon cuttings, and promotion from transit/rideshare agencies.
- Bicycle & Pedestrian Program: planning and promotion of non-motorized amenities and travel (including maps and constructing new bike/pedestrian facilities) as well as a focus on safety/crash reductions and participation in regional Street Smart marketing campaign.
- HOV and Express Lanes: VDOT and partners operate HOV and high-occupancy toll lanes in Virginia complete with marketing campaigns – to promote free HOV travel on lanes and fast, reliable trips for transit and ridesharing.
- Commuter Parking Information System (CPIS): the CPIS system, a program element of the Regional Multi-Modal Mobility Program (RM3P), will entail static, historical, real-time, and predicted data to support app-based parking availability information dissemination, including at WMATA, VRE, and other P&R lots in the Northern Virginia and the metropolitan Fredericksburg areas. Marketing efforts will include promotion of third-party apps receiving and disseminating CPIS parking information to commuters.
- Dynamic Incentivization: Dynamic Incentivization, another program element of RM3P, will offer incentives to the public for changing mode, route, or departure time in ways that lessen the overall impact of congestion and incidents via an app. The program includes a marketing component; additional outreach to employers and commuters will also occur.

VDOT planning and construction projects have various advertised meetings and public outreach initiatives throughout project development and implementation where citizens and stakeholders are engaged and invited to provide feedback. VDOT shares project details and plans with the public via websites, online surveys, social media, news agencies, and regional partners, among others.

VIRGINIA RAILWAY EXPRESS

www.VRE.org

Marketing Budget: \$350,000

Profile:

- Commuter rail system running on railroad tracks hosted by CSX, Norfolk Southern and Amtrak.
- Two system lines carrying long-distance commuters into Alexandria, Arlington and Washington, DC.
- Top AM destinations are L'Enfant Plaza, Crystal City, and Union Station.
- Average daily ridership is 19,000, removing those commuters from I-95, I-395, and I-66.
- Capital improvement projects increase system efficiency and capacity, and include a Broad Run Yard Expansion, Crystal City station improvements, multi-station platform lengthening.
- New storage tracks at L'Enfant will allow for additional cars on select train sets.

WABA - Washington Area Bicyclist Association
www.waba.org

The Washington Area Bicyclist Association (WABA) empowers people to ride bikes, build connections and transform places. Our vision is a just and sustainable transportation system where biking, walking, and transit are the best ways to get around.

WABA's programs, from youth and adult education to grassroots community organizing, engage residents in Prince George's County, Montgomery County, Alexandria, Arlington County, Fairfax County, and Washington, DC. More than five thousand dues-paying members have helped WABA transform bicycling in the region again and again over its almost 50-year history.

Key Goals & Strategies Needed to Pursue the Mission & Vision

We have identified four strategic goals and related strategies and objectives to guide progress toward our Vision and Mission over the next five years (2021-2025)

Goal 1: Empower People to Engage & Take Action

- Expand WABA's role as a thought leader in the region
- Develop and grow volunteer leadership
- Deepen engagement through creativity and innovation
- Provide additional opportunities for people to shape WABA's direction
- Invest in community-led initiatives

Goal 2: Generate Broad Public Support for Bicycling

- Normalize bicycling and actively promote a more inclusive bicycling community
- Serve as the stewards of bicycling education in the region
- Expand our engagement in existing coalitions
- Embrace issues aligned with our work

Goal 3: Build Political Power

- Encourage supporters to run for and win elections
- Elected officials champion our issues
- Train and support volunteer advocates to plan, lead, and win campaigns

Goal 4: Strengthen and Sustain WABA

- Membership and Fundraising strategy
- Make WABA a great place to work

TDM Calendar of Events for FY 2022

August 2021	Commuter Connections Regional Recovery Campaign Launch Bike MS: Nation's Capital
September 2021	50 States Ride DC Bike Ride PARK(ing) Day Car Free Day Walkingtown DC
October 2021	Open Streets DC Walk & Ride Challenge Walk & Bike to School Day
April 2022	Earth Day Events
May 2022	Bike to Work Day
June 2022	Commuter Connections Employer Recognition Awards Bike to Work Day Employer Challenge Luncheon Dump the Pump Day End of COG fiscal year

**CURRENT PROFILE OF TOP
REGIONAL ACTIVITY CENTERS/CLUSTERS**

Inner Core	District of Columbia	Arlington County	City of Alexandria
Top Regional Activity Centers	<ul style="list-style-type: none"> • Brookland • Capitol Hill • Capitol Riverfront • Downtown DC • Dupont Circle • Farragut Square • Georgetown • H St • McMillan/Old Soldiers Home • Monumental Core • NoMa • Rhode Island Ave • Southwest Waterfront • U/14th Corridor • Westend 	<ul style="list-style-type: none"> • Ballston • Clarendon • Court House • Crystal City • Pentagon • Pentagon City • Rosslyn • Virginia Square 	<ul style="list-style-type: none"> • Beauregard • Braddock Road Metro Area • Carlyle/Eisenhower East • King Street/Old Town • Landmark/Van Dorn • Potomac Yard
Other Areas of Interest		<ul style="list-style-type: none"> • Columbia Pike Town Center • Columbia Pike Village Center • National Landing 	
Impacted Corridors	<ul style="list-style-type: none"> • I-395/I-295 • I-66 (Roosevelt Bridge) • Rt. 50 (New York Ave) • Rt 1 (Rhode Island Ave & 14th St) • Woodrow Wilson Bridge • All Major Arterials 	<ul style="list-style-type: none"> • I-66 • U.S. Rt. 1 • I-395 • Rt. 29 • Rt. 50 • Columbia Pike 	<ul style="list-style-type: none"> • Rt. 1 • George Wash Pkwy • I-95/I-395/I-495 • Duke Street • King Street • Telegraph Rd. • Woodrow Wilson Bridge

Inner Core	District of Columbia	Arlington County	City of Alexandria
<p>Available Products</p>	<ul style="list-style-type: none"> • Carpools • Car Sharing <ul style="list-style-type: none"> - Zipcar - Car2go - Enterprise CarShare • Commuter Rail- <ul style="list-style-type: none"> - VRE - MARC • Cycling <ul style="list-style-type: none"> - Capital Bikeshare - Bikestation at Unionstation - Bike racks on sidewalks - Bike racks on buses - Bike on rail - Bike lanes & trails - ADA bike ramps • Telework • Flextime Rewards • HOV lanes • Rental cars • Transit • Local and express buses • Metrobus • Metrorail • Vanpools • Taxicabs • Union Station – Region’s premier intermodal transportation center • Walking <ul style="list-style-type: none"> - Wide, tree-lined sidewalks - Count-down pedestrian signals being installed 	<ul style="list-style-type: none"> • Commuter Stores <ul style="list-style-type: none"> - Ballston - Crystal City - Rosslyn - Shirlington - Mobile Commuter Stores • Metrobus • Arlington Transportation Partners employer, residential, developer, and hotelier services • ART- Arlington Transit • Capital Bikeshare • Scooters/dockless bikeshare • Bike/Walk Paths • Bike Racks/Lockers • CommuterDirect.com • CommuterPage.com • CarFreeDiet.com • Carpools • CarpoolNow • Carshare – Zipcar, car2go • HOV lanes • Metrorail • Slug lines • Vanpools • VRE • ‘Pool Rewards • Mobile Apps • Telework • Transportation fairs • Arlington cable TV • Metrobus collateral • ART promotion • ATP collateral • Direct Mail Program • Email alerts • E-newsletters 	<ul style="list-style-type: none"> • GOAlex program • Web site: www.alexandriava.gov/GoAlex • Alexandria Transit Store • AMTRAK • Bike Paths • Bike Racks/Lockers • Capital Bikeshare • Carpools/Vanpools • CarpoolNow • DASH • Fairfax Connector • HOV lanes • Literature displays at community facilities • Metrobus/Metrorail • Telework assistance • VRE • Walking paths • Carshare Alexandria! • Literature Display campaign • RSS feed • eNews • Quarterly newsletter • Trip planning • Free King Street Trolley • Facebook page • Alexandria Gazette and Alexandria Times newspaper ads • GOAlex collateral materials • Bus interior ads • Chamber of Commerce networking • Community outreach at local events • GOAlex and eNews newsletters

Inner Core	District of Columbia	Arlington County	City of Alexandria
	<ul style="list-style-type: none"> - ADA-Bike Ramps • ‘Pool Rewards • Employer Email Blasts Promoting goDCgo Services • Employer mailings by goDCgo • Employer seminars by goDCgo • BikeBrand Your Biz, promoting bicycle friendly businesses • WMATA Cooperative Marketing for Special Events • Car Free Day • Bike to Work Day support • goDCgo.com • Marketing collateral disseminated through direct mail & events • Social Media • Monthly Newsletter 	<ul style="list-style-type: none"> • Blogs and websites • Videos • Newspaper ads • On –Board bus interiors • Quarterly newsletter and packages for employers • Retail kiosks and point-of-purchase displays • Sponsorship of local community events • Subway tunnel 2-sheets advertising • Postings on Facebook, YouTube, Instagram and Twitter • Car Free Day • Bike to Work Day • Facebook, YouTube & Google ads • Street Team events • Transit Displays 	<ul style="list-style-type: none"> • Local government access cable channel • Transportation fairs • Literature Display campaign • Grass Roots Marketing Campaign • Facebook Ads and post boosting

RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS	
Top Regional Activity Center Clusters	<p>Washington, DC</p> <ul style="list-style-type: none"> • Brookland, McMillan/Old Soldiers Home, Rhode Island Ave • Capitol Hill, Downtown DC, Dupont Circle, Farragut Square, H St, Monumental Core, NoMa, U/14th Corridor, Westend • Capitol Riverfront, Southwest Waterfront • Georgetown
Products	<ul style="list-style-type: none"> ➤ Bicycling ➤ Capital Bikeshare ➤ Carpools ➤ Mass Transit: bus, commuter rail, Metrorail, commuter bus ➤ DC Circulator ➤ www.goDCgo.Com ➤ goDCgo Employer Services ➤ SmartBenefits ➤ Vanpools ➤ 'Pool Rewards ➤ incenTrip
Target Audiences	<ul style="list-style-type: none"> • Building Owners/Managers • Chamber/Trade Organizations • Private Sector Employers with 100+ employees • Residents in high SOV zip codes • Tourists/Visitors
Objective	<ul style="list-style-type: none"> • Generate interest by employers for the productivity gains from adopting various transportation benefits in their organization • Generate interest in the wide variety of transportation options in the District and encourage greater use
Recommended Marketing Strategy	<ul style="list-style-type: none"> ➤ Support WABA with Bike To Work Day event ➤ Advertising programs will focus on www.goDCgo.com, Capital Bikeshare, and other sharing (carsharing, sharing the road). ➤ Regular marketing to employers in the District through eblasts and direct mail. ➤ Monthly e-newsletter to employers and general public ➤ Direct work with partner organizations to market program. ➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users <ul style="list-style-type: none"> ➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH and Transit ➤ Web Banners on several sites ➤ Promote CarpoolNow, Flextime Rewards, incenTrip, and 'Pool Rewards incentive programs

	Commuter Connections Mass Marketing TERM <ul style="list-style-type: none"> ➤ Directory listings in print and online phonebooks ➤ Quarterly newsletter to employers and Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing
Language(s)	English and Spanish
Partners	BIDs COG DDOT MARC VRE WABA WMATA
Partner Contributions	MARC & VRE donate space for GRH promotional materials
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate Web hits for commuterconnections.org Evaluate Web hits for goDCgo.com

**RECOMMENDED MARKETING STRATEGIES
FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS**

<p>Top Regional Activity Center Clusters</p>	<p>Alexandria City</p> <ul style="list-style-type: none"> • Beaugard • Braddock Road Metro Area, Carlyle/Eisenhower East, King Street/Old Town, Potomac Yard • Landmark/Van Dorn
<p>Products</p>	<ul style="list-style-type: none"> • Go Alex program • www.alexandriava.gov/GOAlex • Old Town Transit Shop • AMTRAK • Bike Paths • Bike Racks/Lockers • Capital Bikeshare • Carpools/vanpools • CarpoolNow • DASH • Fairfax Connector • HOV lanes • Literature displays at community facilities • Metrobus/Metrorail • VRE • Walking paths • Carshare Alexandria! • GO Alex Ambassadors • Display campaign • RSS feed • eNews • Biannual newsletter • Trip planning • incenTrip
<p>Target Audiences</p>	<p>Work End: Businesses with emphasis on private sector employers with 100+ employees</p> <p>Home End: Residents in high SOV zip codes</p> <p>Other: Visitors</p>
<p>Objective</p>	<ul style="list-style-type: none"> • Work with employers on implementing or expanding a transportation benefits program to decrease the number of SOV commuters to worksite.
<p>Recommended Marketing Strategy</p>	<ul style="list-style-type: none"> ➤ Bike to Work Day event ➤ Advertising programs will focus on multiple modes including telework, transit, walking/bicycling, vanpooling and carpooling and the time-saving benefits of HOV

	<ul style="list-style-type: none"> ➤ Public relations effort and promotions to increase awareness of transportation options and supplemental programs, such as GRH and Carshare Alexandria! ➤ Collect testimonials from those using alternative transportation and supplemental programs for use in marketing material, web sites, and media campaigns. ➤ Promote CarpoolNow, Flextime Rewards, incenTrip, and 'Pool Rewards incentive programs
Language(s)	English, Spanish
Partners	Association for Commuter Transportation (ACT) COG Commuter Connections DASH Jurisdictional TDM representatives Numerous business and civic representatives NVRC NVTC VDOT VDRPT VRE WABA WMATA
Partner Contributions	
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate web visits for commuterconnections.org Evaluate web visits on Go Alex Web site Survey commuters who register with Commuter Connections Survey residents that enroll in Carshare Alexandria! Annual Survey of TMP sites Brochure tracking Pledge tracking Customer Engagements at events Facebook statistics Rideshare Database matches

RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS	
Top Regional Activity Center Clusters	<p>Arlington County</p> <ul style="list-style-type: none"> • Ballston, Clarendon, Court House, Rosslyn, Virginia Square • Crystal City, Pentagon, Pentagon City
Other Areas of Interest	<ul style="list-style-type: none"> • Columbia Pike Town Center • Columbia Pike Village Center • National Landing
Products	<ul style="list-style-type: none"> • ART Bus/Metrobus/Metrorail/VRE • Bicycling and walking • Capital Bikeshare • Scooters and Dockless bikeshare • The Commuter Stores in Ballston, Crystal City, Pentagon, Rosslyn, and Shirlington • Mobile Commuter Stores at Ballston, Courthouse, Pentagon City, N. Veitch St., and Virginia Square • Carshare vehicles – Zipcar & car2go • Slug-lines • Vanpools/Carpools/HOV • ‘Pool Rewards • CarpoolNow • Flextime Rewards • incenTrip
Target Audiences	<p><i>Work End:</i></p> <ul style="list-style-type: none"> • Employers and their employees <p><i>Home End:</i></p> <ul style="list-style-type: none"> • Residents in high SOV zip codes
Objective	<ul style="list-style-type: none"> • 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. • Inform residents, employees and visitors about transit and TDM options.
Recommended Marketing Strategy	<ul style="list-style-type: none"> ➤ Use ATP’s web site, CommuterDirect.com Corporate Services and Brochure Service to supplement sales force to work with employers ➤ Bike to Work Day event ➤ Walk at Lunch Day event ➤ Advertising programs will focus on multiple modes including telework, using transit, bicycling, walking, carsharing, vanpooling and carpooling and the time-saving benefits of HOV ➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH and transit ➤ Web banners on several sites

	<ul style="list-style-type: none"> ➤ Social Media Postings ➤ Promote CarpoolNow, Flextime Rewards, incenTrip, and 'Pool Rewards incentive programs <p>Commuter Connections Mass Marketing TERM</p> <ul style="list-style-type: none"> ➤ Quarterly newsletter to employers and federal agencies ➤ Strategic plan update in fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing
Language(s)	English
Partners	Arlington County Department of Economic Development ART - Arlington Transit Capital Bikeshare COG Local Business Groups including Rosslyn BID, Clarendon Alliance, Ballston BID, Crystal City BID and Columbia Pike Revitalization Organization NVTC, WMATA and all local transit and commuter bus providers Slug-Lines.com VDOT VDRPT WABA
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate web hits for commuterconnections.org

**CURRENT PROFILE OF TOP
REGIONAL ACTIVITY CENTERS/CLUSTERS**

Northern Virginia	Fairfax County	Loudoun County	Prince William County
Top Regional Activity Centers	<ul style="list-style-type: none"> • Bailey's Crossroads/Western Gateway • Beltway South • Columbia Pike Town Center • Columbia Pike Village Center • Dulles East • Dulles South • Fairfax Center • Fairfax City • Fairfax Innovation Center • Falls Church City • Fort Belvoir • Fort Belvoir North Area • GMU • Herndon • Merrifield Dunn Loring • Reston Town Center • Seven Corners • Springfield • Tysons Central 123 • Tysons Central 7 • Tysons East • Tysons West • Wiehle-Reston East 	<ul style="list-style-type: none"> • Ashburn • Ashburn Metro • Dulles Town Center • Leesburg • Loudoun Gateway Metro • One Loudoun • RT 28 Central • RT 28 North • RT 28 South 	<ul style="list-style-type: none"> • City of Manassas • City of Manassas Regional Airport • Innovation • Manassas Park • Potomac Town Center/Potomac Mills • Yorkshire
Other Important Areas	<ul style="list-style-type: none"> • Annandale • Burke • Centreville • Chantilly • Dulles/Route 28 • Fair Oaks • Greensboro Station Area • Lorton • McLean • McLean Station Area 	<ul style="list-style-type: none"> • Dulles South • North of Dulles Airport • Sterling 	<ul style="list-style-type: none"> • Gainesville • Haymarket • Manassas Mall • Local Hospitals • Quantico Marine Corps Base • Route 1 Corridor • Old Town Manassas

Northern Virginia	Fairfax County	Loudoun County	Prince William County
	<ul style="list-style-type: none"> • Mount Vernon • Springhill Station Area • Vienna 		
Impacted Corridors	<ul style="list-style-type: none"> • Braddock Road • Columbia Pike • Dulles Toll Road • Fairfax County Parkway • I-66 • I-66 Express Lanes • I-395 • I-495 • 495 Express Lanes • I-95 (HOV) • 95 Express Lanes • Rt. 1/Richmond Highway • Rt. 123 • Rt. 236/Little River Turnpike • Rt. 28 • Rt. 29/Lee Rt. 50 • Rt. 7/Leesburg Pike Highway 	<ul style="list-style-type: none"> • Rt. 7 • Rt. 9 • Rt. 15 • Rt. 28 • Rt. 50 • Dulles Greenway • Loudoun County Pkwy 	<ul style="list-style-type: none"> • Rt. 234 • Rt. 294 • Rt. 1 • I-95 • I-66 • Rt. 28 • Rt. 29 • Rt. 15
Available Products	<ul style="list-style-type: none"> • Bike Fairfax Program • Capital Bikeshare • Carpools • CarpoolNow • Casual Carpools (slugs) • Fairfax City CUE Bus • Fairfax Connector • Metrobus • REX bus • TAGS bus • Metrorail • VRE • ShuttlePools • GIS density plots 	<ul style="list-style-type: none"> • Carpool • Commuter Connections Incentive programs • Employer Services • GRH • Loudoun County Transit • Park & Ride Lots • Vanpool Assistance • Silver Line Metro • Bike to Work Day • Best Workplaces for Commuters • Employee Density Maps • Bicycle locker rental program 	<ul style="list-style-type: none"> • Carpool • CarpoolNow • Casual carpooling – “Slugs” • Cycling to Park & Ride; PW Parkway Trail • OmniRide Employer Services • GRH • HOV lanes • SmartBenefits • OmniRide Express • OmniRide Metro Express, OmniRide Local, OmniRide

Northern Virginia	Fairfax County	Loudoun County	Prince William County
	<ul style="list-style-type: none"> • SmartBenefits Plus50 Program • Commuter Friendly Communities Program • Best Workplaces for Commuters Program • DATA E³Calc • 'Pool Rewards • Flextime Rewards • Park and Rides • Bike and Ride • Kiss and Rides • Bike & Pedestrian trails • Casual carpooling (slug lines) • Ridematching • Reserved parking for car & vanpools • Telework/Co-working Centers • TMA partners (DATA, LINK, TAGS, TYTRAN) • Six Connector Transit Stores • Free Student Bus Pass • Telework!VA Tax Credit • Regional GRH • Vanpools • Vanpool Property Tax Relief 	<ul style="list-style-type: none"> • SmartBenefits Plu\$50 (for employers) • Telework!VA • TransitApp • SmarTrip® 	<ul style="list-style-type: none"> • Cross County Connector • OmniRide's Ridesharing Service • Park & Ride • 'Pool Rewards • Flextime Rewards • Vanpool Property Tax Relief • Vanpool • Vanpool Alliance • VanSave/VanStart • VRE • On-The-Go travel training program
<p>Current Marketing Conducted Locally</p>	<ul style="list-style-type: none"> • Distribution of suite of program brochures • Subscription TDM alerts/ announcements • Bus interior and exteriors • Cable TV ads • Radio ads • Movie theater ads 	<ul style="list-style-type: none"> • Email alerts to bus passengers • News releases • Transportation fairs • Web site • Transportation displays • Posters at park and ride lot bus shelters • Facebook page 	<ul style="list-style-type: none"> • Community papers • Hispanic church bulletins • Hispanic newspaper • Direct mail • Employer outreach • Highway signage • Newsletter (OmniNews)

Northern Virginia	Fairfax County	Loudoun County	Prince William County
	<ul style="list-style-type: none"> • Videos online & on county cable • Social media advertising • Digital advertising (i.e. Google partner/pay per click) • Text/email alerts • Vanpool formation presentations • E-mail newsletter • Local community fairs & events • Special promotions for Try Transit Week, Car Free Day, Dump the Pump, Bike to Work Day, etc. • Social media posts/tweets • Website pages • HOV model display • Membership meetings • News releases/Media pitches • Print ads in local newspapers • Direct mail to households near park & rides, bus routes • Posters and Tri-fold Tabletop posters • Distribution of bus schedules • Presentations to business groups • Best Workplaces for Commuters ceremony in front of County Board of Supervisors • Transportation fairs • Employer events • Open houses / town meetings/public mtgs 	<ul style="list-style-type: none"> • “Ask about SmartBenefits®” • Best Workplaces for Commuters • <i>Commuter Shortcuts</i> e-newsletter • Individual employer events • Workforce Development Month presentations 	<ul style="list-style-type: none"> • News media – print and online • Poster in employer sites • Press release • New Rider kits to new homeowners • Messages on phone hold service • Articles/ in jurisdictional and HOA newsletters • Hispanic radio ads • Online ads on hyper local websites • Yellow pages print and online • On-board Notices • Special promos: Bike to Work Day; Dump the Pump Day; various transit fairs; community outreach events; Senior community presentations; Youth outreach programs targeted to children ages 4-19; PWC new teacher orientation day; Transition fairs for parents of disabled children • Web site • Rider Express eAlert system • Facebook

Northern Virginia	Fairfax County	Loudoun County	Prince William County
	<ul style="list-style-type: none"> • Ads in Fort Belvoir directory • DATA Live More Commute Less SM website & publications • DATA employer Council and EC Blog 		

**RECOMMENDED MARKETING STRATEGIES
FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS**

<p>Top Regional Activity Centers Clusters</p>	<p>Fairfax County</p> <ul style="list-style-type: none"> • Bailey's Crossroads/Western Gateway, Columbia Pike Town Center, Columbia Pike Village Center • Beltway South • City of Falls Church, Seven Corners • Dulles East • Dulles South • Fairfax Center • Fairfax City, GMU • Fairfax Innovation Center, Herndon, Reston Town Center, Wiehle-Reston East • Fort Belvoir • Fort Belvoir North Area • Merrifield Dunn Loring • Springfield • Tysons Central 123, Tysons Central 7, Tysons East, Tysons West
<p>Products</p>	<p>Carpools and vanpools Best Workplaces for Commuters Bicycling, Bike Fairfax, Capital Bikeshare CarpoolNow DATA and Fairfax County services Flextime Rewards Guaranteed Ride Home HOV Lanes 'Pool Rewards ShuttlePools SmartBenefits Plus50 Teleworking Telework!VA tax credit Transit - VRE, Metrobus, Fairfax Connector, Metrorail, Medical Center Shuttle to Metrorail Station incenTrip</p>
<p>Target Audiences</p>	<p><i>Work End:</i> Chamber/trade organizations Dulles International Airport New businesses located in the region Private sector employees with 100+ employees University Center Westfield's International Center</p> <p><i>Home End:</i> Residents in high SOV zip codes</p>

Objectives	<ul style="list-style-type: none"> • Generate interest from employers for benefits of offering TDM strategies to employees • Entice SOV residents/employees to try alternative modes • Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, SmartBenefits, and teleworking. • Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion • Increase awareness of benefits of HOV lanes
Recommended Marketing Strategy	<ul style="list-style-type: none"> ➤ Leverage partner organizations/cross-marketing opportunities ➤ GRH targeted employer promotion ➤ SmartBenefits Plus50 Incentive Program ➤ Multi-pronged, scalable in-and out-of-home advertising campaigns: <ul style="list-style-type: none"> ○ Movie theater and digital extension ads ○ Geo-targeted social media ads, posts and engagement ○ Traditional media advertising including print, radio (on-air), TV ○ Digital advertising including Google, pay-per-click ○ Outdoor advertising including bus ads, bus shelter ads, digital displays, etc. ○ Other platforms as they become available ➤ Recognition by Fairfax County Board of Supervisors to employers who qualify for Best Workplaces for Commuters ➤ Bike to Work Day events ➤ Promotions for Try Transit Week, Car Free Day, Dump the Pump Day, Earth Day ➤ Participation in community and business fairs and events ➤ Promote CarpoolNow, Flextime Rewards, incenTrip, and 'Pool Rewards incentive programs <p>Operations Center:</p> <ul style="list-style-type: none"> ➤ Quarterly newsletter to employers and federal agencies ➤ Strategic plan update in fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing
Language(s)	English, Spanish
Partners	American Legion Best Workplaces for Commuters (NCTR) COG DATA ENTERPRISE VANS FABB Fairfax County Commuter Services Fairfax CUE Fairfax County Employer Services Health fair schedulers/coordinators

	<p>LINK MEGA PROJECTS MWAA/Dulles Rail Partners NVTC TAGS Tysons Partnership Springfield Mall VDOT VDRPT VRE VRide WABA WMATA</p>
Partner Contributions	<p>Commuter Benefit Programs Vanpooling Efforts GRH service Local Transit Services Match Program Incentive Programs Promotional Materials Ridematching Services</p>
Evaluation	<p>Evaluate call reports for 800-745-RIDE Evaluate web hits for commuterconnections.org Evaluate web hits for www.fairfaxcounty.gov/transportation Evaluate ridership figures from providers</p>

RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS	
Top Regional Activity Center Clusters	<p>Loudoun County</p> <ul style="list-style-type: none"> • Ashburn, Ashburn Station, Dulles Town Center, Loudoun Gateway Station, One Loudoun, RT 28 Central, RT 28 North, RT 28 South, • Leesburg
Other Important Areas	<ul style="list-style-type: none"> • North of Dulles International Airport, Atlantic Blvd, Pacific Blvd, Aldie, South Riding
Products	<ul style="list-style-type: none"> • Carpool • Loudoun County Transit • Vanpool • Bicycle commuting • Silver Line Metro • Guaranteed Ride Home • Commuter Connections Ridematching Service • Best Workplaces for Commuters • SmartBenefits®
Objective	<ul style="list-style-type: none"> • Increase enrollment in Commuter Connections and GRH • Increase transit ridership. GRH • Reduce drive-alone commuting to and from Loudoun County
Recommended Marketing Strategy	Marketing strategy to be determined during FY2022, LCCS will hire a full-time transit marketing specialist and engage the services of a media buyer.
Language(s)	English/Spanish
Partners	COG Loudoun Workforce Resource Center Loudoun County Economic Development VDOT VDRPT WMATA
Partner Contributions	TBD
Evaluation	LCCS will quantify the number of new Commuter Connections accounts and new Guaranteed Ride Home registrations in Loudoun County. LCCS will track the number of customer calls and emails regarding transit and shared rides. Additionally, Loudoun County Transit ridership and park and ride lot use will be evaluated.

RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS	
Top Regional Activity Center Clusters	<p>Prince William County</p> <ul style="list-style-type: none"> • City of Manassas, City of Manassas Regional Airport, Innovation, Manassas Park, Yorkshire • Potomac Town Center/Potomac Mills
Products	<ul style="list-style-type: none"> • Casual Carpools (Slugs) • GRH • HOV I-95 and I-66 • NuRide • OmniLink / Cross County Connector local bus service • OmniRide / Metro Direct commuter bus service • Park & Ride lots • 'Pool Rewards • CarpoolNow • Flextime Rewards • Rider Express e-mail service • Ridesharing, vanpools, carpools: PRTC OmniMatch • incenTrip
Target Audiences	<p><i>Home End:</i></p> <ul style="list-style-type: none"> • Residents in high SOV zip codes <p><i>Work End:</i></p> <ul style="list-style-type: none"> • Employers of 100 or more employees
Objective	Increase brand recognition, awareness of ridesharing, benefits of GRH, time savings of I-495 Express lanes and I-95 HOV
Recommended Marketing Strategy	<ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH. Program will target specific zip codes. ➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH and Transit ➤ Web banners on several sites ➤ Outreach to Hispanic community ➤ Interaction through social media – Facebook ➤ Promote CarpoolNow, Flextime Rewards, incenTrip, and 'Pool Rewards incentive programs <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Directory listings in print and online phonebooks ➤ Quarterly newsletter to employers and federal agencies ➤ Strategic Plan update in fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing

Language(s)	English and Spanish
Partners	COG NVTC OmniLink OmniRide PRTC VDOT VDRPT VPSI VRE
Partner Contributions	Free rides on OmniRide and OmniLink Free rides on VRE
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org Evaluate applications received for ridesharing information through Commuter Connections and PRTC OmniMatch programs. Evaluate activity of Customer Service call center. Area residents participate in the State of Commuter survey. Annual surveys on OmniRide and OmniLink buses and VRE trains.

CURRENT PROFILE OF TOP REGIONAL ACTIVITY CENTERS/CLUSTERS				
Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
Top Regional Activity Centers	<ul style="list-style-type: none"> • Waldorf 	<ul style="list-style-type: none"> • Downtown Frederick • East Frederick Rising • Fort Detrick • Francis Scott Key Mall (Rt 85 & Rt 355 Corridor) • Golden Mile 	<ul style="list-style-type: none"> • Bethesda • Clarksburg • Friendship Heights • Gaithersburg-Central • Gaithersburg-Kentlands • Gaithersburg-Metropolitan Grove • Germantown • Grosvenor • King Farm/Rockville Research Center • Life Sciences Center/Gaithersburg-Crown • NIH/Walter Reed National Military Medical Center • Rock Spring • Rockville-Montgomery College • Rockville-South/Twinbrook • Rockville-Town Center • Silver Spring • Takoma Park • White Flint • White Oak/FDA 	<ul style="list-style-type: none"> • Branch Ave • Naylor/Southern Metros • Suitland Metro • Largo Town Center • New Carrollton • College Park • Langley Park • Port Towns • Prince George's Plaza • West Hyattsville Metro
Other Important Areas		<ul style="list-style-type: none"> • Northern Frederick City (Rt 26 Corridor) • Brunswick • Walkersville • New Market/Oakdale area 	<ul style="list-style-type: none"> • Wheaton • Route 29 Corridor 	<ul style="list-style-type: none"> • Accokeek • Andrew's Airforce Base • Bowie State University • Bowie Town Center • Downtown Hyattsville • Fort Washington • Greenbelt • Howard B. Owens

Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
				Science Center <ul style="list-style-type: none"> • Konterra • NASA/Goddard • National Harbor • Prince George's Community College • Prince George's County Sports and Learning Complex • Riverdale Park • UM/Largo Hospital • Upper Marlboro • Watkins Regional Park • Woodmore Towne Center
Impacted Corridors	<ul style="list-style-type: none"> • US 301 • MD 228 • MD 5 	<ul style="list-style-type: none"> • I-270 • I-70 • U.S. 15 • U.S. 340 • MD 26 	<ul style="list-style-type: none"> • I-270 • I-495 • US-29 • MD 117 • MD 118 • MD 124 • MD 185 • MD 193 • MD 355 • MD 410 • MD 650 • MD 97 • MD 200 	<ul style="list-style-type: none"> • I-495 • I-95 • MD 5 • U.S. 50 • U.S. 301 • BW Parkway • US Route 1 • MD Route 210 • MD 458 • MD 202 • MD 4 • MD 450 • MD 193

Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
				<ul style="list-style-type: none"> MD 214
Available Products	<ul style="list-style-type: none"> MTA Commuter Buses Guaranteed Ride Home (GRH) Program Vanpools Carpools Teleworking 'Pool Rewards CarpoolNow Flextime Rewards School Pool Park and Ride Lots VanGO incenTrip 	<ul style="list-style-type: none"> TransIT Connector Services TransIT-plus Paratransit Services Medical Assistance Transportation through the Frederick County Health Department TAP-Taxi Access Program TransIT Meet-the-MARC Shuttles (Point of Rocks and Walkersville) Brunswick MARC line Park & Ride lots Personalized ride matching 'Pool Rewards CarpoolNow Flextime Rewards School Pool Carpool and Vanpool Vanpool Incentive Program Bicycling Four Frederick County MARC Stations MTA 505 & 515 Bus to Shady Grove Metro MTA 204 to College Park Bay Runner Shuttle Transportation Fairs & On-Site 	<ul style="list-style-type: none"> Information regarding five Transportation Management Districts (TMDs): Silver Spring, N. Bethesda, Bethesda, Friendship Heights, Greater Shady Grove (including Life Sciences Center) Biennial employee surveys Bike Trails Bike Racks Capital BikeShare Stations Dockless Bikeshare pilot project in defined areas of the County MARC stations Carpool parking and discounts in County-operated facilities in Silver Spring, Wheaton & Bethesda TRiPS Commuter Store at Silver Spring Metro Station TRiPS Mobile Commuter Store (circulates to various locations around the County daily) Express Buses Flex Microtransit – On-Call serving two pilot areas: Wheaton/Glenmont & Rockville using booking app GRH Program HOV lane on I-270 Metrorail Park & Ride Lots Personalized ride matching, trip planning, & follow-up 'Pool Rewards Ride On local bus service 	<ul style="list-style-type: none"> Bike Trails and paths Carpools Capital Bikeshare Vanpools Express Buses GRH MARC (Camden & Penn Line) Metrorail, Metrobus Park and Ride Lots Personalized Ride Matching 'Pool Rewards CarpoolNow Flextime Rewards Telework Centers TheBus-County Local Bus Service Real-time bus tracking (PGC Connect) MTA 640 & 650 Bus to Washington DC MTA 204 Bus to College Park

Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
		<p>Ridematching Services</p> <ul style="list-style-type: none"> • MD Commuter Choice Tax Credit • Trip Planning Services • Guaranteed Ride Home Program • Mobile Ticketing App • Automated Vehicle Location App • Summer Freedom Pass • Voiance phone call translation service • Velocity credit card system 	<ul style="list-style-type: none"> • Downtown Circulators in Silver Spring and Bethesda • Telework Consulting: Free use of professional telework consultants for employers • MD Commuter Tax Credit for Employers: 50% tax credit for cost of transit/vanpool subsidies to employees • MC Home Telecommuting Tax Credit • Transportation Fairs & Commuter Information Days • Traffic Mitigation Agreements with Developers for New Projects • Traffic Mitigation Plans with Employers in TMDs 	<ul style="list-style-type: none"> • RTA routes 301, 302, 409, 502, 503 • Call-A-Bus and Call-A-Cab programs • PGC Link on-demand microtransit and TransLoc real-time tracking • Transportati on fairs and on-site commuter events • MD Commuter Tax Credit • PGC Trip app

Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
<p>Current Marketing Conducted Locally</p>	<ul style="list-style-type: none"> • Web site • Bike to Work Day • Car Free Day • Clean Commute Month • Employer Outreach • Maryland Commuter Tax Alternative • Smart Benefits • Seminars • Local fairs and events • Mail/ email campaigns. • Local radio advertising • Local cable TV ads • Air Quality Action Days and Bike To Work Day • Clean Air Partnership school outreach • BRAC focus 	<p>August - May</p> <ul style="list-style-type: none"> • Local Radio Stations 99.9 & 103.1 morning and afternoon traffic sponsorship <p>September</p> <ul style="list-style-type: none"> • Free TransIT rides to support Car Free Day • In the Street Community Fair • Frederick County Fair • Frederick Community College table display • Hood College Graduate Fair <p>October</p> <ul style="list-style-type: none"> • Elder Expo • Business Appreciation Week • Try TransIT Week <p>November</p> <ul style="list-style-type: none"> • Free TransIT rides for Veterans <p>December</p> <ul style="list-style-type: none"> • Annual holiday bus with free rides <p>January</p> <ul style="list-style-type: none"> • State Legislative Reception- Annapolis <p>February</p>	<p>August</p> <ul style="list-style-type: none"> • County Fair • Ethnic Heritage Event • Customer Appreciation Day at Metro station or transit center • Germantown Community Day <p>September</p> <ul style="list-style-type: none"> • Car Free Day • Outdoor Ad Campaign • Walk & Ride • Bike 2 College Day • Customer Appreciation Day at Metro station or transit center • Park-ING Day <p>October</p> <ul style="list-style-type: none"> • Biennial Commuter Survey (At times may be conducted in Spring vs. Fall) • Ride On Rodeo • Radio Ads on GRH • Customer Appreciation Day at Metro station or transit center <p>April</p> <ul style="list-style-type: none"> • Earth Day, Earth Week, Earth Month <p>May</p> <ul style="list-style-type: none"> • Public Works Week • Bike to Work Day • Bike 2 College Day • GreenFest <p>June</p> <ul style="list-style-type: none"> • Clean Air Partners • Customer Appreciation Day at Metro station or transit center <p>Throughout the year:</p> <ul style="list-style-type: none"> • Print/Radio/Website- Ads 	<p>January-June</p> <ul style="list-style-type: none"> • Radio commercials digital ads in apps, gas station and retail advertising <p>February</p> <ul style="list-style-type: none"> • Love your commute • International Winter Bike to Work Day (new for 2022) <p>April</p> <ul style="list-style-type: none"> • Earth Day Community Partner's Event • Distracted Driving Awareness <p>May</p> <ul style="list-style-type: none"> • Bike to Work Day / Bike Month, National Public Works Week <p>June</p> <ul style="list-style-type: none"> • Summer Youth Employee's Orientation • Dump the Pump <p>June-August</p> <ul style="list-style-type: none"> • Community Outreach events (Baysox, bike rodeos) <p>August</p> <ul style="list-style-type: none"> • National Night Out

Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
		<ul style="list-style-type: none"> • Design-An-Ad campaign with middle/high school students from Frederick County Public Schools <p>April</p> <ul style="list-style-type: none"> • Ft. Detrick's Earth Day Celebration • ThermoFisher Scientific Earth Day Celebration • AstraZeneca Earth Day Celebration • Frederick County Commuter Appreciation Event • Frederick Community College Transitioning Fair • Get On Board Day • Free TransIT rides for Earth Day celebration <p>May</p> <ul style="list-style-type: none"> • Bike to Work Day – Bicycle riders ride free <p>June</p> <ul style="list-style-type: none"> • Community Block parties • Summer Passes for Youth and Students 	<ul style="list-style-type: none"> • Ride On bus interior cards, bus exteriors, bus shelter ads • Chamber ads • Chamber events: Business Expos and networking events; • Street Banners, Posters • Employer worksite events, including Commuter Information Days, benefit fairs, special theme events • Community Outreach Events • Capital Bikeshare promotional events • Social media • Advisory Committee Meetings – for all TMDs • Carsharing parking spaces (55) • Social Media Postings • Website – changing features • E-Newsletter – issued monthly • Events in multi-unit residential complexes • Bike training classes • E-scooter training classes • FareShare transit/vanpool subsidy matching 	<ul style="list-style-type: none"> • Back-to-School Events <p>September</p> <ul style="list-style-type: none"> • County/State Fair • Hispanic Festival • Senior Picnic & Fitness Day • PARK(ing) Day • Car Free Day <p>October</p> <ul style="list-style-type: none"> • Walktober <p>October/Nov</p> <ul style="list-style-type: none"> • Employer Benefits Fairs • Try the Bus fall promotion <p>Throughout the Year</p> <ul style="list-style-type: none"> • Capital Bikeshare promotional events • Website • Smartbenefits • Community Partner Open House • Rider Advisory Committee • Commuter Fairs • The Bus route marketing

Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
		<p><i>Throughout the year:</i></p> <ul style="list-style-type: none"> • Television ads on county's public access channel for transit • Daily online ads on social media and other online platforms for TransIT and Rideshare • Print/Radio Ads • Community Outreach Events • Online ads promoting GRH, rideshare and vanpooling • Digital advertising at Frederick's MVA • Mobile ad scroll ads focused on events and programs • TransIT bus interior cards for Guaranteed Ride Home 		<ul style="list-style-type: none"> • Employer Outreach Events • E-News letters • Print/ Radio Ads • Social media • Community Transportation Fairs • The Bus interior cards and digital screens & Bus Shelter ads • EDC Employer Outreach events • Housing Expo • Vendors Fair for Seniors • County Council Town Hall Meetings • County Executive Listening Sessions • Direct mail campaigns

**RECOMMENDED MARKETING STRATEGIES
FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS**

Top Regional Activity Center	<p>Charles County</p> <ul style="list-style-type: none"> • Waldorf
Other Key Areas of Interest	<ul style="list-style-type: none"> • Calvert County
Products	<ul style="list-style-type: none"> • MDOT/MTA Commuter Buses • Guaranteed Ride Home Program • Vanpools • Carpools • Teleworking • 'Pool Rewards • CarpoolNow • Flextime Rewards • School Pool • Park and Ride Lots • VanGO • incenTrip
Target Audiences	<p><i>Work End:</i></p> <ul style="list-style-type: none"> • Employers with 50 or more employees <p><i>Home End:</i></p> <ul style="list-style-type: none"> • Residences along service routes • Residents who have recently moved to area • Residents in high SOV zip codes
Objective	<p>Increase awareness of benefits of GRH, vanpool subsidy, and convenience of transit</p>
Recommended Marketing Strategy	<ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH. Program will target specific zip codes. ➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➤ Rotate Comcast TV ads for fall and spring campaign that focus on the overall services of Commuter Connections and specific services including ridesharing, GRH, Telework and Transit ➤ Web Banners on several sites ➤ Promote CarpoolNow, Flextime Rewards, incenTrip, and 'Pool Rewards incentive programs <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Quarterly newsletter to employers and Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing

	Telework ➤ Support via Newsletter
Language(s)	English
Partners	MWCOG, MDOT, MTA, SHA, MDTA, MVA, RMC, MDOC, MDP, Calvert, Charles, and St Mary's Counties

**RECOMMENDED MARKETING STRATEGIES
FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS**

Top Regional Activity Center Clusters	<p>Frederick County</p> <ul style="list-style-type: none"> • East Frederick Rising, Fort Detrick, Francis Scott Key Mall, Golden Mile, Downtown Frederick
Other Areas of Interest	<ul style="list-style-type: none"> • Northern Frederick City – Rt 26 Corridor, Brunswick, Walkersville, New Market/Oakdale
Products	<ul style="list-style-type: none"> • Carpool • Public Transit - TransIT • Telecommuting/Teleworking • ‘Pool Rewards • CarpoolNow • Flextime Rewards • School Pool • Vanpools with an Incentive Program • MTA Commuter Buses: #204, #505 & #515 • MARC Train – Brunswick Line • incenTrip
Target Audiences	<p><i>Work End:</i></p> <ul style="list-style-type: none"> • Employers with 100 or more employees <p><i>Home End:</i></p> <ul style="list-style-type: none"> • Residences along service routes for TransIT • Residents who have recently moved to area • Residents in high SOV zip codes
Objective	<p>Increase awareness of benefits of GRH, vanpool subsidy, and convenience of transit</p>
Recommended Marketing Strategy	<ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Online advertising and digital ads in fall and spring will focus on Commuter Connections’ overall services with an emphasis on ridesharing with GRH support. Program will target specific zip codes and demographics. ➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit ➤ Web Banners on several sites ➤ Promote CarpoolNow, Flextime Rewards, incenTrip, and ‘Pool Rewards incentive programs <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Quarterly newsletter to employers and Federal agencies ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Telework</p> <ul style="list-style-type: none"> ➤ Support via Newsletter ➤ Lunch and learn event for HR coordinators and benefits representatives

Language(s)	English, some materials in Spanish
Partners	COG Commute with Enterprise Frederick County and the City of Frederick MARC & Commuter Bus MTA Association of Commuter Transportation TAM
Partner Contributions	GRH promotional materials on TransIT
Evaluation	Evaluate calls, impressions, CTR, and web page view reports

**RECOMMENDED MARKETING STRATEGIES
FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS**

<p>Top Regional Activity Center Clusters</p>	<p>Montgomery County</p> <ul style="list-style-type: none"> • Friendship Heights • Gaithersburg-Central, Gaithersburg-Kentlands, Gaithersburg-Metropolitan Grove, Life Sciences Center/Gaithersburg-Crown • Clarksburg, Germantown • Grosvenor, White Flint • Bethesda, NIH/Walter Reed National Military Medical Center • Rock Spring • King Farm/Rockville Research Center, Rockville - Montgomery College, Rockville-South/Twinbrook, Rockville-Town Center • Silver Spring, Takoma Park • White Oak/FDA
<p>Products</p>	<ul style="list-style-type: none"> • Bicycling • Bikesharing • Carpools/Vanpools • Commuter Services Section • TRiPS Commuter Store in Silver Spring Metro Station and Mobile Commuter Store at various locations around the County daily • HOV lanes • Public Transit - Metrorail, Metrobus, Ride On , MARC rail, VanGo Shuttle, Bethesda Circulator • Silver Spring TMD (SSTMD) • Friendship Heights TMD (FHTMD) • Greater Shady Grove TMD (GSGTMD) • North Bethesda TMD (NBTMD) operated by TAP under contract to County • Bethesda TMD (BTMD) operated by BUP under contract to County • Maryland Commuter Tax Credit • Smart Benefits Programs • 'Pool Rewards • Telework/telecommuting • FareShare • incenTrip
<p>Target Audiences</p>	<p>Work End:</p> <ul style="list-style-type: none"> • Chamber/Trade Organizations • Private employers with 100+ employees; Private employers with 25+ employees • Real Estate and relocation companies • Office building management/leasing agents • Major retailers • Human Resources departments & associations • Commuters at CIDs and other events. <p>Home End:</p> <ul style="list-style-type: none"> • Residents in high SOV zip codes proximate to transit throughout the County, especially Silver Spring/Takoma Park,

	<p>Wheaton, North Bethesda, Shady Grove/Life Sciences Center; I-270 & Rt. 29 Corridors</p> <ul style="list-style-type: none"> Residents in multi-family residences in NBTMD, BTMD, GSGTMD (where residential as well as employee goals have been set) and in transit/activity centers.
Objective	<ul style="list-style-type: none"> To improve traffic congestion and address climate change, air quality and other environmental concerns in Montgomery County by encouraging employers to adopt high-level commuting benefits and complete a Traffic Mitigation Plan, and by encouraging alternative transportation use among SOV commuters. Generate interest by employers in the recruitment/retention/productivity gains from adopting County/Commuter Connections' "benefit packages" including GRH, transit subsidies, ridematching, and teleworking. Generate interest in surveying and subsidies to save on parking costs and assist employees with solutions to traffic congestion Increase awareness of benefits of GRH, time savings from HOV lanes and convenience and cost-savings of transit, pooling, other alternatives including telework
Recommended Marketing Strategy	<ul style="list-style-type: none"> Bike to Work Day event Bikesharing Promotions Bike 2 College Day Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH, and success stories achieved by enrolled users Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH and Transit Ride On bus exterior ads, interior cards and bus shelters Web Banners on several sites Social media postings Print and digital media ads Strategic Plan update in fall Updating all collateral with changes throughout year Web site marketing Radio spots Updated collaterals Bi-monthly <i>Better Ways to Work</i> e-newsletter to employers and federal agencies Walk & Ride Car Free Day Promote CarpoolNow, Flextime Rewards, incenTrip, and 'Pool Rewards incentive programs
Partners	<p>Car sharing companies City of Gaithersburg City of Rockville City of Takoma Park MARC</p>

	MDOT M-NCPPC MTA Ride On Vanpool companies WABA WMATA Chambers of Commerce
Language(s)	English, Spanish, Chinese; other languages to be considered
Partner Contributions	SmartBenefits Promotion of Commuter Connections Ridematching system by outreach teams GRH promotional materials on Ride On & MARC, plus by outreach teams Ride On bus exteriors, interior cards, bus shelters
Evaluation	Evaluate web, email and call reports – Direct & 311 Commuter surveys – Results & comments

**RECOMMENDED MARKETING STRATEGIES
FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS**

<p>Top Regional Activity Center Clusters</p>	<p>Prince George's County</p> <ul style="list-style-type: none"> • Branch Ave, Naylor/Southern Metros, Suitland Metro • Landover Mall, Landover Metro, Largo Town Center/Morgan Blvd, New Carrollton • College Park, Langley Park, Port Towns, Prince George's Plaza, West Hyattsville Metro
<p>Products</p>	<ul style="list-style-type: none"> • Carpools • 'Pool Rewards • CarpoolNow • Flextime Rewards • Public Transit/pre-tax/subsidy/SmartBenefits • Telecommuting/Teleworking • Vanpools • incenTrip • Guaranteed Ride Home • Maryland Commuter Tax Credit
<p>Target Audiences</p>	<p><i>Work End:</i></p> <ul style="list-style-type: none"> • Employers with 100+ employees • Multi-tenant/business park employer centers • Employers located near transit centers and bike facilities • Employment supporting groups (e.g., Chamber of Commerce, Economic Development, Employ Prince George's) • Municipalities <p><i>Home End:</i></p> <ul style="list-style-type: none"> • Residents living in proximity of <i>TheBus</i> and Metro bus routes, transit stations, and Capital Bikeshare • Residents in or relocating to Impacted Activity Center Areas • Residents in high SOV and low <i>TheBus</i> ridership zip codes • Municipalities and community groups
<p>Objective</p>	<p>Increase awareness of commuting options, increase use of non-SOV modes, and increase awareness of and participation in GRH, ridesharing, and incentives by commuters and employers</p>
<p>Recommended Marketing Strategy</p>	<ul style="list-style-type: none"> ➤ Events: Bike To Work Day, Car Free Day, Earth Day, Dump the Pump, Walktober, Distracted Driving Awareness Month, National Public Works Week, Clean Air/Ozone Action Days, Bike Rodeos and community bike events, Community Walks ➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users

	<ul style="list-style-type: none"> ➤ Spring and summer advertising campaigns on radio, digital media (web banners and banner ads in apps), and print ads at gas stations and retail food locations to promote Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit ➤ Web Banners on several sites ➤ Social media posts (occasional promoted posts) ➤ Promote CarpoolNow, Flextime Rewards, incenTrip, and 'Pool Rewards incentive programs ➤ Direct marketing to employers through calls and mail campaigns ➤ Occasional promotions to encourage transit use, ridesharing, and Commuter Connections app use ➤ Presentations to and participation in community/public events ➤ Hosting employer-focused roundtables <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Quarterly e-newsletter to employers ➤ Monthly e-newsletter to DPW&T <i>The Dispatch</i> subscribers ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Website marketing ➤ Print and digital ads on bus shelters and TheBus onboard digital screens and interior car cards <p>Telework</p> <ul style="list-style-type: none"> ➤ Support via e-newsletter ➤ Promote Commuter Connections and Commuter Choice MD telework guides
Language(s)	English, Spanish, French
Partners	<p>MWCOG Commuter Choice Maryland</p> <p>WMATA Capital Bikeshare Economic Development Groups PGC Departments (HR, Health Department, Housing and Community Development, Dept. of Environment) and M-NCPPC Employ Prince George's Municipalities and HOA/Civic Associations Universities Property Managers Employers</p>
Partner Contributions	<p>Co-present at commuter information sessions Share RideSmart program information through digital and print platforms Host events and offer opportunities to share RideSmart information</p>

Evaluation	Phone calls and email inquiries Website traffic Click-through rates on ads Click-through rates on e-newsletter links Number of program enrollments and re-enrollments Number of Capital Bikeshare members Number of employers using SmartBenefits (or TPA)
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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 2016 to 2021.

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:

- Capital Bikeshare Member Survey 2016 Report (February 2017)
- State of Public Transportation Report 2018
- GRH Applicant Survey Report 2019 Baltimore Reg and St. Mary's Co. (September 2019)
- GRH Applicant Survey Report 2019 Washington, DC Region (September 2019)
- Employer Satisfaction Survey 2019 (October 2019)
- Bike to Work Survey Report 2019 (March 2020)
- State of the Commute Survey Report 2019 (June 2020)
- Congestion Management Process Technical Report (July 2020)
- Vanpool Drivers Survey Report 2020 (July 2020)
- TDM Analysis Report FY 2018-2020 (November 2020)
- GRH Customer Satisfaction Survey Report Baltimore Region FY20 (March 2021)
- GRH Customer Satisfaction Survey Report Washington, DC Region FY20 (March 2021)
- Applicant Database Annual Placement Survey Report FY21 (May 2021)
- Retention Rate Survey 2021 Report (July 2021)

**CAPITAL BIKESHARE MEMBER SURVEY REPORT SUMMARY 2016
FEBRUARY 2017
CAPITAL BIKESHARE**

This report presents the results of the November 2016 Capital Bikeshare Customer Use and Satisfaction Survey conducted for the Capital Bikeshare service, a service jointly owned and sponsored by the District of Columbia, Arlington County, VA, the City of Alexandria, VA, Montgomery County, MD, and Fairfax County, VA. The service, which is operated by Motivate International, Inc., offers short-term use of more than 3,500 bicycles to registered members and day-pass users at over 400 stations in the District of Columbia, Arlington County (VA), the City of Alexandria (VA), Fairfax County (VA), and Montgomery County (MD).

Users register for an annual or 30-day membership and receive a Capital Bikeshare key that allows them to unlock a bike at any station. Users can return the bike to the same station or to any other station in the network, facilitating both return and one-way trips.

SURVEY GOALS

The survey was conducted to explore:

- Demographic characteristics of Capital Bikeshare users
- Characteristics of Capital Bikeshare trips
- Travel changes made in response to Capital Bikeshare availability
- Users' satisfaction with Capital Bikeshare features

SURVEY METHODOLOGY

Capital Bikeshare staff announced the survey through the monthly newsletter and sent an email to the approximately 31,700 current annual/30-day members and 35,100 former members. The email informed them of the online survey and provided the link to the survey website. To increase the response rate, Capital Bikeshare sent a reminder email to all members. During the approximately one-month period that the survey website was active, 5,564 current and 544 former members completed the survey. An additional 287 current members completed a sufficient portion of the survey that their partial surveys were retained. These interviews represented response rates of 18% for current members and 2% for former members.

SURVEY RESULTS SUMMARY

KEY CONCLUSIONS

- **Capital Bikeshare members benefit through easier, faster access to destinations, and access to a wider range of destinations** – Nine in ten respondents said they joined to get around more easily and quickly. 56% of respondents chose bikeshare because it was a faster or easier way to reach their destination.
- **Capital Bikeshare makes travel fun and more flexible** – More than half of bikeshare members joined to have access to a one-way travel option (57%) or to have access to an-other form of transportation (54%). And 69% joined simply because biking is a fun way to travel.
- **The “transit access” role that bikeshare offers expands travel range even further** – Seven in ten (71%) respondents used Capital Bikeshare at least occasionally to access a bus, Metrorail, or commuter rail.
- **Bikeshare serves both work-related and personal travel needs** – Two-thirds (65%) of respondents used bikeshare to get to work. 55% of respondents reported that social/entertainment was a primary bikeshare trip purpose and about four in ten used bikeshare for personal appointments (42%) and shopping/errands (40%). One-third (33%) used bikeshare to go to a restaurant/out for a meal.

- **Bikeshare allows members to get around without the cost and hassle of car ownership and driving** – More than four in ten (44%) members didn't have access to a car or other personal vehicle and 20% of respondents said they reduced their driving miles since joining. 31,700 bikeshare members (in November 2016) reduced an average of 1,565 annual driving miles, equating to about 9.9 million fewer driving miles.
- **Bikeshare members shift some trips to bicycle from other travel modes** – Eighty-two percent of respondents increased their use of bicycling since joining and 49% said they ride a bike much more often. Respondents reduced use of all other transportation modes; 54% drove a personal motor vehicle less often, 65% used a taxi less often, and 60% reduced their use of Uber/Lyft ride-hailing services. Nearly six in ten (58%) rode Metrorail less often, 55% rode a bus less often, and 35% decreased their use of walking, suggesting some shifts from each of these modes to biking.
- **Bikeshare members who used Capital Bikeshare frequently reported the greatest reduction in use of non-bicycle modes** – 73% of respondents who made 11 or more bikeshare trips in the past month reduced their use of Metrorail, compared with 46% of respondents who made between one and five trips in the past month, a net additional reduction of 27 percentage points for frequent riders. The results were similar for other non-bike mode groups.
- **Capital Bikeshare members save on personal travel cost** – Respondents reported saving an average of \$631 per year (\$12.13 per week) on personal transportation costs as a result of their bikeshare use. For the estimated 31,700 bikeshare members in November 2016, the collective annual saving was nearly \$20 million.
- **Respondents give high marks to most bikeshare features** – At least half of all respondents gave ratings of 4 or 5 (Excellent) to each of 15 bikeshare features. At least eight in ten respondents gave high ratings for online registration, key activation, Spotcycle app, and the online station map. They also rated several station and bike features highly; 85% gave a 4 or 5 rating for condition of stations and appearance of bikes.
- **Nine in ten members would increase their bikeshare use if bikeshare service was expanded and/or other service enhancements were made** – Fifty-five percent of respondents said they would ride more often if more docks/bikes were added to existing stations, indicating unmet demand for rides even within the current service area. Almost four in ten (39%) respondents would use bikeshare more if new stations were installed in residential neighborhoods, perhaps indicating a desire for greater access to bikeshare for short trips within a home neighborhood.

DEMOGRAPHIC AND MEMBERSHIP CHARACTERISTICS

- Bikeshare users did not mirror the adult population of the Washington metropolitan region – More than nine in ten survey respondents were employed, while the U.S. Census reports that only about seven in ten adults in the Washington region are employed.
- Employment
 - Nearly all (95%) of respondents were employed
 - 90% were employed full-time and 5% were employed part-time
 - 5% said they were unemployed
- Home and Work Location
 - More than two-thirds (68%) of respondents said they lived in the District of Columbia
 - 11% of respondents said they lived in Arlington County, VA and 11% lived in Montgomery County, MD
 - Smaller percentages of respondents said they lived in Fairfax County, VA, Prince George's County, MD, or the City of Alexandria, VA.
 - The majority (74%) of respondents worked in the District of Columbia, 10% worked in Arlington County, and 7% worked in Montgomery County.
- Sex
 - 58% of respondents were male

- 42% of respondents were female
- Age
 - Half (51%) of respondents were under 35 years old
 - Only 34% of the regional employee population were under 35 years old
- Race
 - 80% of respondents were Caucasian
 - 7% of respondents were Hispanic
 - 7% of respondents were Asian
 - 4% of respondents were African-American
- Income
 - 52% of respondents reported household incomes of more than \$100,000
 - 31% of respondents reported household incomes between \$50,000 to \$99,999
 - 15% of respondents reported household incomes below \$50,000
- Bikeshare visibility and referrals were important marketing tools for Capital Bikeshare – Respondents were most likely to have learned about Capital Bikeshare by seeing a bikeshare station or bike (47%) or through a referral from a friend or family member (25%).
- The primary motivations for joining Capital Bikeshare were for greater ease of travel, enjoyment of biking, and one-way travel flexibility – Eighty-nine percent of respondents said they were motivated by the ability to get around more easily or more quickly.

BIKESHARE USE CHARACTERISTICS

- Capital Bikeshare use was distributed evenly across frequency categories, showing demand for the service at many use levels – About 21% of respondents had made fewer than three bikeshare trips in the month before the survey, 21% made between three and five trips, and 19% made between six and ten trips.
- Nearly all members said they used bikeshare for personal/non-commute trips – Ninety-three percent of respondents said their top three bikeshare uses included non-commute trips and one-third of members used bikeshare solely for non-commute purposes.
- Commuting was an important bikeshare purpose - 65% of respondents said commuting to or from work was a top bikeshare trip purpose. One in twenty members used bikeshare to get to or from school.
- Capital Bikeshare also served as a feeder service to reach transit stops – 71% of respondents said they use bikeshare to, at least “occasionally”, to access a bus stop, Metrorail station, or a commuter rail station.
- Bikeshare was the choice for most recent trips because it was the fastest and easier way to travel – Fifty-six percent of respondents chose bikeshare for the recent trip because it was a fastest or easiest way to reach their destination.
- One-third (35%) of respondents would have ridden a bus or train if Capital Bikeshare had not been available for the most recent trip.
- Nearly all respondents walked to where they picked up the bike for their most recent trip – Eighty-nine percent of respondents said they walked to the bikeshare station.

USE OF CAPITAL BIKESHARE TO “INDUCE” TRIPS

- In the past month, 44% of respondents used bikeshare to make a least on trip that they would not have made if bikeshare had not been available.
- Capital Bikeshare access made establishments more attractive to Bikeshare members – More than eight in ten respondents said they were more likely to patronize an establishment that was accessible by Capital Bikeshare.
- Respondents who gave high ratings for the value of bikeshare access made induced trips at a much higher rate than did those who gave lower ratings.

CHANGE IN MODE USE SINCE JOINING CAPITAL BIKESHARE

- Bikeshare members substantially increased their bicycle use since they joined Capital Bikeshare.
- Bikeshare members substantially reduced their car, ride-hailing, and taxi use since they joined Capital Bikeshare.
- Bikeshare members who used Capital Bikeshare frequently reported the greatest reduction in use of non-bicycle modes.
- Two in ten respondents reduced their annual driving miles.
- Capital Bikeshare members reduced 9.9 million driving miles annually.
- On average, each Capital Bikeshare member saved \$631 per year on personal travel cost. More than three-quarters (77%) of respondents said they saved money on weekly travel costs by using Capital Bikeshare.

BIKESHARE MEMBERS' COMMUTE TRAVEL PATTERNS

- Bikeshare members traveled an average of 6.4 miles to work one-way, well under the average 17.3 miles distance of commuters region-wide.
- Capital Bikeshare members drove alone to work much less than did commuters region-wide – The overwhelming majority of employed respondents used a non-drive-alone mode of travel to get to work: 40% of Capital Bikeshare members primarily used public transit to get to work, 29% primarily biked to work, and 13% commuted by walking. Only 13% primarily drove alone to work.

SATISFACTION WITH CAPITAL BIKESHARE

- Respondents gave generally high marks to bikeshare features – At least half of respondent gave ratings of 4 or 5 (Excellent) to each of the 15 features presented in the survey.
- Some groups of respondents gave higher ratings for service features – Respondents who joined early in the service (2010-2012) generally gave higher ratings for service features. Older respondents (45 years or older) and white respondents also gave higher ratings for some features.
- Nine in ten members would increase their bikeshare use if bikeshare service was expanded and/or other service enhancements were made – Fifty-five percent of respondents said they would ride more often if more docks/bikes were added to existing stations, indicating unmet demand for rides even within the current service area.
- Both frequent and infrequent riders cited service improvements that would increase their bikeshare use. Frequent riders were much more likely to be motivated by more docks/bikes at existing stations.

**STATE OF PUBLIC TRANSPORTATION 2018
NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
REGIONAL PUBLIC TRANSPORTATION SUBCOMMITTEE**

In 2018, the TPB researched and wrote a report that provides an overview of the state of regional public transportation in the National Capital Region and presents the relationship that public transportation has with the region.

The State of Public Transportation 2018 study checked in with 34 of the region's transit providers to get an up-to-date look at their services.

Report Highlights

- % Of all public transportation rides delivered by WMATA: 85%; a majority of these rides were on Metrorail, followed by Metrobus
- % Of all public transportation rides delivered by local bus operators: 10%
- % Of all public transportation rides delivered by commuter rail and commuter bus: 5%
- Metrobus is the sixth busiest bus agency in the United States, with a fleet of more than 1,500 buses operating on 325 routes in DC, Maryland, and Virginia
- Most of Arlington Transit's buses operate on clean-burning natural gas
- The City of Fairfax City-University Energysaver (CUE) bus system provides regularly scheduled service to George Mason University, shopping centers and other locations within the City of Fairfax, as well as the Vienna/Fairfax-GMU Metrorail Station
- The DC Streetcar runs one 2-mile route in the city's Northeast quadrant; the free service is designed to reduce inner-city auto trips and parking demand, among other benefits
- Fairfax Connector is the largest local bus system in the Northern Virginia region with 89 daily routes
- "The Bus" is Prince George's County transit system network, with 28 bus lines covering over 10,000 miles throughout the County
- The Virginia Railway Express (VRE) provides commuter rail service from the Northern Virginia suburbs to Alexandria, Crystal City and downtown Washington, D.C
- WMATA's MetroAccess service is the 5th largest paratransit service in the country, transporting 2.1 million passengers each year
- Maryland Transit Administration (MTA) Commuter Bus connects Maryland's suburbs to jobs in in Baltimore and Washington D.C., operating during the weekday morning and evening rush hours
- The Regional Transportation Agency of Central Maryland (RTA) operates an efficient public transportation system across Central Maryland, covering 4 separate jurisdictions
- Visualize 2045 is the federally mandated, long-range transportation plan for the National Capital Region. In addition to projects that the region's transportation agencies expect to be able to afford between now and 2045, the plan includes aspirational projects, programs, and policies that go beyond financial constraints

GUARANTEED RIDE HOME APPLICANT SURVEY REPORT BALTIMORE REGION AND ST. MARY'S COUNTY 2019 SEPTEMBER 2019 COMMUTER CONNECTIONS

This report presents a summary of the results of a Guaranteed Ride Home (GRH) survey of 241 commuters who currently participate, or who have participated, in the Baltimore and St. Mary's County regional GRH Program marketed through the Maryland Transit Administration and operated through the Commuter Connections program at the Metropolitan Washington Council of Governments. This program was introduced in October 2010 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, rental car, public transit, or a combination of these modes, in the event of an unexpected personal emergency or unscheduled overtime.

SURVEY GOALS

The primary goal of the GRH survey is to examine characteristics of GRH Program participants and to examine three key research questions regarding potential travel changes that might be influenced or assisted by the GRH program. Specifically, the survey explores if the GRH program:

- Encourages commuters who drive alone to work to use alternative modes.
- Encourages commuters who use alternative modes to use these modes more days per week.

PROGRAM PARTICIPATION FINDINGS

- The GRH program has continued to attract participants but also retained many participants. One-quarter (26%) of current registrants had been registered for one year or less, but more than six in ten (63%) had been participating for three or more years.
- Almost one-half (45%) of all respondents were no longer registered for the GRH program (past registrants); however, 53% of respondents whose registration had expired and were listed as past registrants in the database thought they were still registered. Responses to a later question suggest many of these respondents did not realize they needed to re-register each year, so assumed they were still eligible for the program.
- Past registrants left the program for two types of reasons: reasons associated with characteristics of the program and reasons associated with personal circumstances of the registrants. The most frequently mentioned program reasons were that the respondents hadn't gotten around to it/forgot, mentioned by 23% of past registrants, didn't know they had to re-register (14%), or did not know the registration had expired. These also were common reasons noted in 2016 and 2013, indicating it is still important to remind registrants that re-registration is required.
- Seven percent said it was too much effort to use the program, 7% had a problem with re-registering, and 6% were "dissatisfied with the program/had a bad experience."

SURVEY RESULTS

Where relevant, survey results are compared for the following sub-groups of respondents when these data are available.

- Characteristics and demographics of the sample
- Registration Information
- GRH information sources
- Current commute patterns for GRH participants
- Commute patterns before and during participation in GRH
- Influence of GRH on commute pattern decisions
- Use of and satisfaction with GRH trips and the GRH Program

- Social networking and travel/trip information applications

CHARACTERISTICS AND DEMOGRAPHICS OF THE SAMPLE

Home and Work Location

- For the 2019 survey, the majority of respondents lived in Maryland (85%).
- Top home locations are Hartford County (23%), Baltimore City (17%), and Baltimore County (17%).
- About 4% lived in Virginia.
- A few (2%) lived in the District of Columbia.
- The remaining 13% lived north of Baltimore in Pennsylvania (7%), New Jersey (1%).
- Essentially all (96%) worked in Maryland.

Demographics

- A higher proportion of GRH participants are female (59%) than male (41%).
- Three quarters of respondents (59%) had household incomes of \$80,000 or more and 14% had incomes of \$160,000 or more.
- About half (51%) were between the ages of 35 and 54 years old, 12% were under 35, and 37% were 55 years or older.
- Non-Hispanic Whites and Non-Hispanic Blacks represented the two largest ethnic group categories of GRH survey respondents, 57% and 27%, respectively. Hispanics accounted for about 4% and Asians accounted for about 11% and of respondents.

GRH REGISTRATION INFORMATION

The survey asked numerous questions relating to the times “before” and “while” participating in GRH. For this reason, respondents’ registration status is defined by both their actual status, as defined in the database, and by their perception of their status. This perceived status was used in the survey interview to ensure that respondents were asked questions that would make sense to them. But a substantial portion of respondents defined their registration status differently than was shown in the GRH database.

- More than eight in ten (85%) of respondents whose database status was current correctly identified their status as current.
- The remaining 15% said they were no longer registered for the program, although their registration was actually current.
- A more significant issue is the 53% of respondents whose registration had expired, but who thought they were still registered.
- More than seven in ten (71%) of respondents said they were currently registered for GRH. Sixteen percent said they had been registered but were not currently participating. The remaining 13% said they were not sure of their GRH status.
- About six in ten respondents (61%) said they first registered before 2016, 12% registered in 2016, 14% registered in 2017, and 10% registered in 2018. A small percentage (3%) said they registered in 2019, but because the GRH survey interviews were conducted in April and May 2019, registration figures for 2019 include only registrants who joined GRH in January 1 through March 15. Seven percent could not remember when they registered.
- About 5% said they had participated previously in another GRH program.
- Over seven in ten (74%) of all respondents participated or had been participating for two or more years, and 44% had been participating for more than three years.
- Twenty-six percent of current registrants and 28% of past registrants had been registered for less than two years. But a much larger share of current registrants had been long-time users; 49% of current registrants had been participating for more than three years, compared with 34% of past registrants.

- Twenty-three percent of past registrants forgot to re-register or had not gotten around to it. 14% did not know they had to re-register, and 12% did not know their registration had expired.

GRH INFORMATION SOURCES

- More than one-third (36%) mentioned word of mouth/referrals as their source of information.
- Twenty-three percent said they learned about GRH from their employer or a worksite survey.
- Fifteen percent cited the Internet/social media, 9% cited a bus/train sign, 3% cited radio, 3% cited a brochure or other promotional material, and 3% cited an on-site fair or worksite event.
- Respondents were more likely to have seen or heard GRH advertising if they had registered soon after the program started in late 2010 or 2011.
- Word of mouth was an important referral source for all respondents, regardless of the mode they used before they joined GRH but was a slightly less common source for subway/light rail riders (32%) than for other respondents.
- Employer also was noted as a common source across modes but was particularly named by carpoolers and vanpoolers; 49% of these respondents mentioned this source, compared with about two in ten of other mode users. Not surprisingly, bus riders and subway/light rail riders mentioned learning about GRH from a sign at a bus stop or on a transit vehicle more than did drive alone and ridesharing respondents.
- About 45% of respondents said they recalled GRH advertising. This was slightly higher than the percentage who recalled advertising in the 2016 survey (41%).
- The 45% of respondents who said they had seen or heard GRH advertising were asked if they had registered for GRH before they encountered the ads and if the ads had influenced them to register for GRH.
- Six in ten (55%) respondents did not see or hear the ads at all. About two in ten (18%) saw or heard ads but had already registered for GRH. And 3% said they saw or heard the ads before they registered but said the ads had not influenced them. These groups, in total, represented registrants who were not influenced by the advertising (76%).
- The remaining 24% of respondents said they saw or heard the ads before they registered and that the advertising had encouraged them to register. This indicates the advertising was instrumental in both informing and persuading a substantial portion of registrants to join the program.

CURRENT COMMUTE PATTERNS FOR GRH PARTICIPANTS

- The overwhelming majority (96%) of respondents worked full-time, but 11% worked a compressed schedule, 7% worked a 9/80 compressed schedule, and 2% worked a 4/40 schedule.
- Bus was used by 35% of current registrants and vanpool was used by 30% of respondents. Six percent primarily carpooled.
- Baltimore subway or Metrorail/light rail were used by 15% and 9% of respondents, respectively.
- Two percent primarily biked or walked to work and 1% teleworked.
- Only 2% said they primarily drove alone.
- Past registrants were more likely than current registrants to drive alone (38%). But nearly six in ten (56%) said they still used an alternative mode most of the time, even though they were no longer in the GRH Program.
- More than two in ten (22%) of past registrants rode a bus, 4% vanpooled, 9% rode the subway or light rail, 10% carpooled, and 4% biked/walked. Six percent telework as their primary mode.
- The share of current registrants who used carpool/vanpool as their primary mode decreased from 49% of all registrants in 2016 to 36% in 2019. The share of current registrants who rode a bus increased, from 28% to 35%. Use of bike/walk also increased, from 1% of respondents in 2016 to 2% in 2019. Use of commuter rail and light rail increased from 20% in 2016 to 24% in 2019. Use of other modes was similar in 2016 and 2019.

- The average one-way distance for GRH respondents was 32.5 miles. More than half (53%) respondents commute 30 or more miles to work and 35% commute 40 miles or more.
- GRH participants commute, on average, about 54 minutes one way. More than half (55%) commute more than 45 minutes and 29% commute more than one hour.

COMMUTE PATTERNS BEFORE AND DURING PARTICIPATION IN GRH

- Forty-five percent of respondents primarily drove alone Pre-GRH.
- Primary use of carpool/vanpool use increased from 12% Pre-GRH to 31% During-GRH, bus use rose from 25% to 35%, and the share of respondents using commuter rail as their primary mode grew from 6% to 14%. Use of Metrorail/Light rail/Baltimore Subway and bike/walk remained essentially the same.
- Respondents who were using alternative modes before they joined GRH largely remained in their Pre-GRH modes after they joined GRH. Respondents who previously carpooled/vanpooled (88%) or rode a bus (92%) continued to use these modes.
- Train riders made somewhat more mode shifts; 68% continued using a train, but 14% started riding a bus, 12% shifted to carpool/vanpool, and 6% shifted to driving alone as their primary mode.
- Four in ten (41%) drive alone respondents shifted to carpooling or vanpooling and 43% shifted to transit. About 13% of drive alone commuters said they continued to drive alone as their primary mode.
- The average number of days all GRH participants used alternative modes increased, from 2.6 days per week to 4.2 days per week. But the majority of the increase came from respondents who did not use alternatives at all Pre-GRH.

INFLUENCE OF GRH ON COMMUTE PATTERN DECISIONS

- More than a third (38%) of respondents said they started using a new alternative mode at the time or since they joined GRH. A small number of respondents (2%) increased the number of days they use alternative modes. The largest share of respondents (55%) said they maintained but did not increase use of an alternative mode that they were using before GRH.
- Eight in ten (79%) of the respondents who drove alone Pre-GRH and started using alternative modes During-GRH said GRH was important to the decision to make the change. Half (52%) said GRH was “very important” and almost three in ten (27%) said GRH was “somewhat important” to the decision. The remaining 21% said GRH was “not at all important.”
- Eight in ten respondents who maintained alternative mode use said GRH was “very important” (53%) or “somewhat important” (31%) to their decision.
- Nearly all (95%) of respondents who were carpooling or vanpooling pre-GRH said GRH had been important to their decision to continue using these modes. Smaller shares of bus (79%) and train (80%) riders rated GRH as important, but a large majority of bus riders who said GRH was important said it was very important (65% very important and 14% somewhat important). Respondents who rode a train were more likely to consider GRH as “somewhat important.”
- Among participants who started using an alternative mode, 88% of current registrants rated GRH as either important or very important. The share of past registrants who gave these high ratings was essentially the same (87%), but the sample of past registrants who started a new mode was small (19 respondents).
- Respondents who maintained alternative mode use during-GRH also gave similar overall importance; 84% of current registrants and 79% of past registrants said GRH had been at least somewhat important to their decision. But current registrants were more likely to consider GRH as “very important;” 57% of current registrants who maintained alternative mode use said GRH was very important, compared with 42% of past respondents.

- Nearly half of respondents who started using alternative modes said they were not likely (9%) or only somewhat likely (38%) to have made the change if GRH had not been available. The remaining 53% said they were very likely to have made the change even if they did not have access to GRH; in other words, GRH had little to no influence on these respondents.
- GRH seemed to be less valuable to registrants who were using alternative modes and did not make any changes during GRH (maintained alternative mode); 65% said they were very likely to have continued in this mode if GRH had not been available. Eight percent said they were not at all likely to have continued that mode and 27% were somewhat likely to have continued that mode without GRH.
- There was no statistical difference between current and past registrants for their likelihood to start alternative modes
- About two-thirds (64%) of respondents said GRH was the only service they received from Commuter Connections. The other 36% noted one or more other services.
- 54% of respondents who started a new alternative mode and 70% who maintained alternative mode use said GRH was the only Commuter Connections service they received
- Only 12% of respondents who started an alternative mode and the same percentage of respondents who maintained alternative mode use said another Commuter Connections service was more important to their commute decision.
- More than half (55%) said no other factors or circumstances influenced their decision, but 45% mentioned one or more other factors. The most common factors were a desire to save money (16%) or avoid driving (16%).

USE OF AND SATISFACTION WITH GRH

- Thirty percent of respondents said they had taken a GRH trip; higher than the 21% reported in 2016. Current registrants (33%) used GRH trips at a significantly higher rate than did past registrants (24%).
- Vanpoolers were most likely to have used a GRH trip; 42% of respondents who vanpooled while they were registered for GRH had taken a GRH trip. About one-third of carpoolers, bus riders, and commuter rail riders took a trip. Subway/light rail riders had the lowest usage; no respondents in this category had taken a GRH trip.
- The average one-way distance to work of a respondent who used a GRH trip was 39.9 miles one-way, considerably longer than the 30.2 miles for GRH respondents who had not taken a trip. GRH trips were less often used by respondents who traveled fewer than 20 miles to work. But GRH use was not statistically different for respondents who traveled 20 or more miles.
- Six in ten GRH trips were taken to address an illness: respondent (27%), another family member (19%), a child (9%), or a carpool partner (3%). Unscheduled overtime (20%) was another common reason.
- The overwhelming majority (88%) said they were satisfied.
- Respondents waited an average of 27 minutes for a taxi, about the same as the 28-minute average in 2016. In 2019, about half (47%) said the taxi arrived within 20 minutes, but almost one-quarter of respondents waited more than 30 minutes.
- Participants appear to be generally quite satisfied with the GRH Program. Sixteen percent of respondents said no improvement is necessary for the GRH program. An additional 33% of participants did not provide any suggestions for improvements.
- The most frequently mentioned improvement is more advertising or more program information, named by 19% of respondents.

SOCIAL NETWORKING AND TRAVEL/TRIP INFORMATION APPLICATIONS

- About eight in ten (79%) GRH respondents said they had an account with at least one of the six most common social networking applications. The most common application was Facebook, used by 69% of respondents. LinkedIn, used primarily for work-related/professional interactions, was noted by 44% of respondents. About one-quarter had accounts with Instagram (26%) and Twitter (24%). Two in ten (18%) mentioned having a Nextdoor account and 15% said they had a Snapchat account.
- More than eight in ten (85%) GRH respondents had used at least one traveler information via mobile applications.
- The most common application, used by nearly seven in ten respondents was wayfinding or trip mapping apps, such as Google maps and Waze. About half (49%) of respondents had used traffic alerts delivered via text message or other means.
- More than four in ten (43%) GRH registrants had used an application that tracked transit schedules or provided “next bus/train” information on arrival time and 40% had used an application for a ride-hailing service such as Uber, Lyft, or Via. One-quarter had used a traveler information display or screen located in a public location and 15% had used a trip or fitness tracking app. Smaller shares of respondents had used applications for carshare (7%), bikeshare (6%), and e-scooter (5%) services.

**GUARANTEED RIDE HOME APPLICANT SURVEY REPORT WASHINGTON, DC REGION 2019
SEPTEMBER 2019
COMMUTER CONNECTIONS**

This report presents the results of a Guaranteed Ride Home (GRH) survey of 2,066 commuters who currently participate or who have participated in the Commuter Connections regional GRH Program operated by the Metropolitan Washington Council of Governments (MWCOC) for commuters who work in the metropolitan Washington region. MWCOC, through the National Capital Region Transportation Planning Board, introduced the Commuter Connections 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, rental car, public transit, or a combination of these modes, in the event of an unexpected personal emergency or unscheduled overtime.

SURVEY GOALS

The primary goal of the GRH survey was to examine characteristics of GRH Program participants. Since 1997, Commuter Connections has collected data on GRH applicants through periodic surveys conducted to assess travel and air quality impacts of GRH participants. The 2019 GRH survey is the 7th such survey; previous GRH surveys were conducted in 2001, 2004, 2007, 2010, 2013, and 2016.

The survey is designed to examine three key research questions regarding potential travel changes that might be influenced or assisted by the GRH program. Specifically, the survey explores if the GRH program:

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

PROGRAM PARTICIPATION FINDINGS

Several results related to program participation are notable:

- The GRH program continued to attract new participants but also retained many current participants. About one-quarter (23%) of current registrants had been registered for one year or less, but nearly six in ten (59%) had been participating for more than three years.
- About half (54%) of all respondents who had participated in the last three years were no longer registered for the GRH program (past registrants); however, 60% of respondents whose registration had expired and were listed as past registrants in the database thought they were still registered. Responses to a later question indicated that two in ten (21%) of these respondents did not realize they needed to re-register each year, so assumed they were still eligible for the program.
- Past registrants left the program for two types of reasons: reasons associated with characteristics of the program and reasons associated with personal circumstances of the registrants. The most frequently mentioned program reasons were that the respondents forgot to re-register or hadn't gotten around to it (29%) and that they "did not know I had to re-register" (21%), this percentage was about the same as in 2013 and 2016.
- Eight percent said they "had problems/difficulties re-registering." This could be related to the use of the online system, which requires respondents to recall a password to make changes to their accounts. Only 4% were "dissatisfied with the program/had a bad experience."

SURVEY RESULTS

Where relevant, survey results are compared for the following sub-groups of respondents and with corresponding data for the 2001, 2004, 2007, 2010, 2013, and 2016 Washington region GRH surveys, when these data are available.

- Characteristics and demographics of the sample.
- Registration information.
- GRH information sources.
- Current commute patterns for GRH participants.
- Commute patterns before and during participation in GRH.
- Influence of GRH on commute choices.
- Use of and satisfaction with GRH trips and the GRH Program.

CHARACTERISTICS AND DEMOGRAPHICS OF THE SAMPLE

Home and Work Location

- In the 2019 survey, the majority of respondents lived in Virginia (55%).
- Four in ten (41%) lived in Maryland.
- A few (2%) lived in the District of Columbia or in another state (2%).
- More than six in ten respondents worked in the District of Columbia (63%) and more than two in ten (21%) worked in Virginia.
- The remaining 16% worked in Maryland.
- These home and work distribution percentages were essentially the same as in the 2013 and 2016 surveys, with the exception that the share of Maryland respondents had increased, and the share of Virginia respondents declined over the past six years.

Demographics

The survey asked respondents four demographic questions: gender, income, age, and ethnic group.

- A higher proportion of GRH participants were male (54%) than female (46%).
- More than half of respondents (60%) had household incomes of \$120,000 or more and 19% had incomes of \$200,000 or more.
- About half (53%) were between the ages of 35 and 54 years old, four in ten (40%) were 55 years or older, and 7% were under 35 years old.
- Non-Hispanic White and Non-Hispanic Black represent the two largest ethnic group categories of GRH survey respondents, 61% and 22% respectively. Asians account for about 8% and Hispanics account for about 6%.

GRH PARTICIPATION CHARACTERISTICS

- Three-quarters (75%) of respondents said they were currently registered for GRH. The remaining quarter (25%) said they had been registered in the past but were not currently participating. Only four respondents (0.2%) self-identified as a one-time exception user.
- About seven in ten respondents (68%) said they first registered before 2016, 10% registered in 2016, 11% registered in 2017, and 9% registered in 2018. A small percentage (2%) said they registered in 2019, but because the GRH survey interviews were conducted in April and May 2019, registration figures for 2019 include only registrants who joined GRH in January 1 through March 15.
- 14% of the total respondents surveyed could not remember when they registered.
- About 1.7% said they had participated previously in another GRH program.

- Almost eight in ten (78%) of all respondents participated or have been participating for two or more years and 59% had been participating for more than three years. 23% have been registered for one year or less, compared to about the same share of past registrants.
- And in both groups, nearly six in ten participated for more than three years (current – 59%, past – 55%).
- On average, current/active respondents had been registered for 41 months and past registrants participated for an average of 40 months.

GRH INFORMATION SOURCES

- Almost a third (30%) mentioned word of mouth/referrals as their source of information, similar to the 30% who gave this response in 2016 and 31% who gave this response in 2013. Other sources were similar in 2019 as in 2016.
- In 2019, the Internet was mentioned as a source by a slightly lower proportion of respondents (8%) than in 2016 (11%).
- Smaller percentages of respondents noted radio (9%), their employer (12%), a sign on the bus or train (5%), direct mail postcard sent to them directly by Commuter Connections (3%), or another rideshare or transit organization (4%).
- Nearly four in ten (37%) respondents who carpooled/ vanpooled to work pre-GRH mentioned word of mouth as their source, compared with about three in ten respondents who drove alone (28%), rode a bus (29%), or rode commuter rail (32%), and only 25% of respondents who rode Metrorail before joining GRH.
- 58% of respondents said they recalled GRH advertising, the same percentage as recalled advertising in the 2016 (58%) and 2013 (57%) GRH surveys
- Respondents were more likely to have seen or heard GRH advertising if they had registered before 2014, compared to a more recent registration.

CURRENT COMMUTE PATTERNS FOR GRH PARTICIPANTS

- The overwhelming majority (99%) of respondents worked full-time, but 19% worked a compressed schedule in which they worked a full-time schedule in fewer than five days; 16% worked a 9/80 compressed schedule, with one weekday off in alternate weeks and 3% worked a 4/40 schedule, with one weekday off each week.
- Bus was used by almost three in ten (29%) respondents and commuter rail was used by 25% of current registrants. Vanpool and carpool were used by 14% and 15%, respectively, of current registrants. Metrorail was the primary mode for 10% of current registrants. Only 1% of current registrants said they primarily drove alone to work. Five percent said they primarily telecommuted and 1% bicycled or walked to work.
- Past registrants were more likely than current registrants to drive alone (30%). But nearly two-thirds (63%) said they still used an alternative mode most of the time, even though they were no longer in the GRH Program. Almost two in ten (17%) rode a bus, 13% rode commuter rail, 13% rode Metrorail, 9% carpooled, 8% vanpooled, 7% teleworked, and 3% bicycled or walked.
- The share of current registrants who used carpool/vanpool as their primary mode has declined from 36% of all registrants in 2007 to 29% in 2019. Use of Metrorail also has fallen, from 17% to 10%. Conversely, use of bus and commuter rail has increased. In 2007, only 22% of GRH registrants primarily rode a bus to work; in 2019, 29% of registrants primarily rode the bus. And the use of commuter rail has increased from 18% in 2007 to 25% in 2019.
- The average number of occupants in GRH carpools and vanpools was 3.1 and 8.6 people, respectively. The carpool occupancy was similar to that found in the 2016 (3.2 occupants) and 2013

(3.0 occupants) GRH surveys. Vanpool occupancy continued to fall; the average vanpool carried 10.4 occupants in 2013 and 9.5 occupants in 2016.

- The average one-way commute distance for GRH respondents was 34.4 miles. This is considerably longer than the distance of 17.1 miles traveled by the average commuter in the Washington metro region, as defined by the 2019 regional State of the Commute survey. Nearly six in ten (59%) GRH respondents commuted 30 or more miles to work, compared to just 18% of all regional commuters.
- GRH participants commute, on average, about 67 minutes one way. This is also much longer than the commute time for all regional commuters, who commute an average of 43 minutes.

COMMUTE PATTERNS BEFORE AND DURING PARTICIPATION IN GRH

- 27% of respondents primarily drove alone Pre-GRH.
- The drive alone mode share dropped to just 3% for the “during-GRH” time period and the share of respondents primarily using bus, commuter rail, and carpool/vanpool increased.
- Primary use of carpool/vanpool use increased from 19% Pre-GRH to 27% During-GRH, bus use rose from 19% to 28%, and the share of respondents using commuter rail as their primary mode grew from 18% to 24%. Metrorail appears to have declined, but this difference was not statistically significant.
- Respondents who were using alternative modes before they joined GRH largely remained in their Pre-GRH modes after they joined GRH. Respondents who previously carpooled/vanpooled (72%), rode a bus (78%), or used commuter rail (80%) stayed in these modes. The Metrorail retention was noticeably lower at 56%. But some switching occurred among all alternative modes.
- Before joining GRH, 23% of these respondents were using alternative modes four days per week and 38% were using alternative modes three days per week. About four in ten (39%) used alternative modes one or two days per week before joining GRH.
- During their GRH registration period, nearly half (46%) were full-time users of alternative modes, while another 33% used alternative modes four days per week. Only two in ten (21%) used alternative modes less often than four days per week. This is consistent with the change in the overall increase in average alternative mode days from 2.8 days to 4.3 days, or about 1.5 days per week increase per respondent.
- The average number of days all GRH participants used alternative modes increased, from 3.3 days per week to 4.1 days per week. But the majority of the increase came from respondents who did not use alternatives at all Pre-GRH.

INFLUENCE OF GRH ON COMMUTE PATTERN DECISIONS

- About one-quarter (24%) of respondents said they started using alternatives at the time they joined GRH. A small number of respondents (3%) increased the number of days they used alternative modes. These percentages were similar to those reported in the three previous GRH surveys (2010, 2013, and 2016). The largest share of respondents (71%) said they maintained but did not increase use of an alternative mode that they were using before GRH. This is to be expected, since most respondents were using an alternative pre-GRH and most used alternative modes four or five days per week pre-GRH. This percentage of “maintained” alternative mode use is about the same in 2019 as was observed in 2010, 2013, and 2016.
- Half (52%) of all the respondents who drove alone Pre-GRH and started using alternative modes During-GRH said GRH was “very important” to the decision to make the change. Three in ten (27%) said GRH was “somewhat important” to the decision. The remaining 21% said GRH was “not at all important.”

- About 81% of respondents who maintained use of an alternative mode or who started using alternative modes said GRH was “very important” (47%) or “somewhat important” (34%) to their decision.
- GRH appeared to be slightly less important to respondents who increased their use of alternative modes as for decisions to start or maintain use of alternatives. Three-quarters (74%) of respondents said it was “very important” (48%) or “somewhat important” (26%) to this decision.
- More than nine in ten (93%) respondents who were vanpooling Pre-GRH said GRH had been at least somewhat important to their decision to continue using this mode and 67% said it was very important.
- Carpoolers and bus riders also rated GRH as quite important, with 87% of carpoolers and 84% of bus riders saying it was at least somewhat important and at least half rating it as very important.
- About eight in ten (79%) of commuter rail riders said GRH was important. A slightly lower share of Metrorail riders (74%) rated GRH as important, likely because Metrorail runs at a reasonable frequency all day long, so many Metrorail commuters have an acceptable emergency option even without GRH.
- Among participants who started using an alternative mode, 80% of current registrants rated GRH as either important or very important, but only 64% of past registrants gave these high ratings. A smaller difference was noted between current and past registrants who continued using an alternative; 81% of continued registrants said it was important, compared with 74% of past registrants.
- Nearly six in ten respondents who started using alternative modes said they were not likely (20%) or only somewhat likely (39%) to have made the change if GRH had not been available. The remaining 41% said they were very likely to have made the change even if they did not have access to GRH
- A small number of respondents used alternative modes pre-GRH but increased their use of these modes while participating in GRH. GRH seemed to be of similar value to these respondents as to those who started using alternative modes. More than one-quarter (27%) were not at all likely to have made this change without GRH and 40% were somewhat likely to have made this change. One third (33%) of respondents who increased alternative mode use were very likely to have made the change without GRH.
- GRH seem to be less valuable to registrants who were using alternative modes and didn’t make any changes during GRH (maintained alternative mode); 60% said they were very likely to have continued in this mode even if GRH had not been available. One in ten (11%) said they were not at all likely to have continued that mode and 29% were somewhat likely to have continued that mode without GRH.
- And among respondents who maintained alternative mode use, similar shares of current registrants (41%) and past registrants (37%) said they were not likely or only somewhat likely to take this action without GRH.

OTHER INFLUENCES MOTIVATING COMMUTE PATTERN DECISION

- Half (50%) said GRH was the only service they received from Commuter Connections. The other 50% noted one or more other services.
- About two in ten (17%) received a matchlist with names of potential carpool/vanpool partners, 8% received a rideshare matching map, and 16% received “other” carpool or vanpool information.
- Fourteen percent of respondents received information on Park & Ride lots from Commuter Connections, 10% received HOV/Express lane information, and 5% obtained information on the ‘Pool Rewards carpool and vanpool incentive program. Three percent of respondents said they had used the new CarpoolNow mobile application for real-time ridematching. The percentages of 2019 respondents who received each of these services was not statistically different than the percentages for the 2016 and 2013 GRH surveys.

- Commuters who started using alternative modes were slightly more likely to have received carpool/vanpool information and Park & Ride lot information than were other respondents. Commuters who started alternative modes also used transit information at a high rate, but respondents who maintained alternative mode use also reported higher use of this service. Respondents who increased alternative modes appeared slightly more likely to have received HOV/Express lane information and telework information.
- Respondents who also had received non-GRH services from Commuter Connections were asked if any of these services had been more important than GRH in influencing their use of alternative modes. As noted earlier, 50% said GRH was the only Commuter Connections service they used. Another 29% had used a non-GRH Commuter Connections service but said that GRH was the most important of the services they received. The remaining 21% said a non-GRH service from Commuter Connections had been more important than GRH to their decision.
- For other factors, nearly two-thirds (66%) said that no other factors or circumstances influenced their decision; 34% mentioned one or more other factors. The most common factors were a desire to save money (8%), have an easier or more convenient commute (5%), avoid driving (5%), save time (4%), or help the environment or reduce traffic (4%).

USE OF AND SATISFACTION WITH GRH

- More than one-third (37%) of respondents said they had taken a GRH trip. This was slightly higher as the 33% reported in 2016 and the 31% reported in 2013, but significantly higher than the result in 2007 (23%). Current registrants (39%) used GRH trips at a significantly higher rate than did past registrants (30%). Current and past registrants had been participating in GRH for about the same average amount of time (current – 41 months, past – 40 months), so program time does not seem to have been a determining factor in GRH trip-making. Rather, it is more likely that current registrants have simply encountered situations in which they would need a GRH trip, illustrating the value of the program and making them more likely to renew their registration.
- The average one-way distance of a respondent who used a GRH trip was 37 miles one-way, compared to 34.4 miles for all GRH respondents overall. Respondents who had the shorter commutes, less than 10 miles or between 10 and 19.9 miles one-way, were the least likely to use a trip (17% and 28%, respectively). By contrast, about four in ten respondents with commute distances of 20 miles or more had made a GRH trip.
- The overwhelming reason (71%) for using the GRH program was “illness,” either of the respondent (35%), another family member (21%), or a child (15%). “Unscheduled overtime” (14%) and “other personal emergency” (11%) were the two other common reasons.
- The overwhelming majority (95%) said they were satisfied. The primary reasons given by the 35 unsatisfied respondents include: waited too long (12 respondents), difficult to get approval (12 respondents), trip took too long (9%), customer service not satisfactory during the request (6 respondents), or didn’t like the taxi driver (5 respondents).
- Respondents waited an average of 14 minutes for a taxi. This was about the same as the average calculated for the 2016 GRH survey. In 2019, more than half (57%) said the taxi arrived within 10 minutes and more than four in five (85%) respondents waited 20 minutes or less.
- Participants appear to be generally quite satisfied with the GRH Program. Nineteen percent of respondents said no improvement is necessary for the GRH program. An additional 49% of participants did not provide any suggestions for improvements.
- The most frequently mentioned improvement was more advertising or more program information, named by 9% of respondents, about the same percentage as mentioned it in 2013 (11%) and 2016 (10%).
- Two responses, relax conditions for supervisor approval and send annual email reminder for renewal, each was named by 5% of respondents.

SOCIAL NETWORKING AND TRAVEL INFORMATION APPLICATIONS

- Two new questions were added to the 2019 survey to examine the growing use of social networking and traveler information mobile applications.
- About eight in ten (78%) GRH respondents said they had an account with at least one of the six applications.
- The most common application was Facebook, used by 65% of respondents. LinkedIn, used primarily for work-related/professional interactions, was noted by 51% of respondents. About one-third (32%) had an account with Instagram and 30% had a Twitter account. Two in ten (20%) mentioned having a Nextdoor account and 10% had a Snapchat account.
- More than nine in ten (93%) respondents who were younger than 35 years had accounts, compared with about 85% of respondents who were between 35 and 54 years, 77% who were between 55 and 64 years, and only 69% of respondents who were 65 years or older.
- Survey respondents were shown a list of nine traveler information applications and asked to indicate those they had used.
- Among GRH respondents, the most common application was for traffic alerts delivered via text message or other means; 61% of GRH respondents had used this type of app. Wayfinding or mapping applications, such as Google maps and Waze also were common among GRH respondents; 58% had used this type of application.
- Nearly half (46%) of GRH registrants had used an application that tracked transit schedules or provided “next bus/train” information on arrival time and 39% had used an application for a ride-hailing service such as Uber, Lyft, or Via. Two in ten (20%) used a traveler information display or screen located in a public location and 16% had used a trip or fitness tracking app. Smaller shares of respondents had used applications for bikeshare (5%), carshare (4%), and e-scooter (3%) services.
- Overall use of travel/trip information applications was similar among GRH registrants (88%) and all commuters region-wide (85%). But GRH respondents were notably higher users of some types of travel information.
- Six in ten GRH registrants used traffic alerts, compared with only half (50%) of all regional commuters. GRH respondents also were much higher users of transit schedule/transit arrival applications (GRH 46%, SOC 33%) and traveler information displays (GRH 20%, SOC 11%).
- Use of individual applications varied substantially by age, with younger respondents nearly always using the apps more than did older respondents.
- Use of individual applications, however, did vary substantially by commute mode. GRH respondents who primarily used Metrorail to commute were the highest users of the apps, with particularly high use of transit schedule arrival apps, and apps for ride-hailing, bikeshare, and carshare services. Metrorail and commuter rail riders also reported greater use of traveler information displays than did respondents who used other modes.
- Vanpoolers were least likely to use the apps; only 81% said they had used any of the apps and they had the lowest use of most individual applications.

**EMPLOYER SATISFACTION SURVEY 2019
OCTOBER 2019
COMMUTER CONNECTIONS**

The employer satisfaction survey is a random sample of employers that participate in the Employer Outreach program whose organizations were included in Commuter Connections' regional Employer Outreach ACT! Customer Relationship Management database. The primary purpose of conducting this survey was to collect data to document the attitudes, opinions and satisfaction of employers toward the products and services provided by Commuter Connections and local member organizations that are part of the Commuter Connections employer and commuter assistance network in the Washington, DC metropolitan region. The primary focus of the Employer Outreach program is on non-governmental employers. There were 3,844 employers selected for the survey; a total of 105 interviews were completed by telephone and 199 surveys were completed online.

Company Background

Work Location - The greatest number of respondent worksites were in Montgomery County, MD (37%), Arlington County, VA (24%), and the District of Columbia (13%).

Employer Size - Almost 60 percent of the respondents said their company employed fewer than 100 employees in the Washington region; 28 percent said the firm employed between one and 25 employees and 31 percent employed between 26 and 99 employees. About a fifth had between 100 and 250 employees and 20 percent employed 251 or more employees.

Employer Type - The vast majority (78%) of respondents worked for a private company; while 14 percent worked for or a non-profit organization or association. Only eight percent worked for a government agency.

Primary Business - Four industry types accounted for about half of the employers in the sample: non-profit or advocacy firms (14%); business services / consulting (11%); financial, insurance (9%); government/public administration (8%); and legal/accounting, architecture/engineering (10%).

Number of Worksites - Over half (51%) said they had only one site in the Washington, DC metropolitan region. Almost a quarter (22%) had between two and four sites. Only 23% had five or more sites.

Number of Commute Programs Managed - Eighty percent of respondents who had more than one worksite in the Washington, DC region said they managed the commuter program only for the site where they worked, and the remaining one-fifth said they managed commuter services for multiple sites.

Roles or Functions in the Organization - Respondents designated as the representative to contact about commuter services at the worksite held varied organizational roles. The most common roles were within human resources, cited by about four in ten respondents and general management or office management, named by 26 percent of respondents. Fourteen percent said they were senior managers and 10 percent said their role was facilities management.

Worksite Commute Services Offered

Information and Support - The services that were most commonly made available by the employer were primarily in the information and support category. Five in ten (59%) respondents said employees had access to general commute info, 53% said train schedules were available, and 28 percent cited Guaranteed Ride Home. Over a fifth named Air Quality Action information (22%) and 20 percent

indicated ridematching.

There also is substantial additional potential for these services. In almost all selections for information and support there was at least 20 percent interest in providing some type of service for their employees.

Financial Incentives - More than half of the employers (57%) said they currently offered SmartBenefits. Other services that were commonly available now were SmarTrip cards, offered by (42%) employers, and pre-tax accounts, offered by four in ten (41%). About 21 percent of respondents said carpool and vanpool subsidies were available to their employees now. Eleven percent said they currently offered bike or walk incentives and two percent said they provided assistance with vanpooling.

Nearly all of these services exhibited significant potential for greater application. An additional 17 percent said they might consider offering SmartBenefits service to employees, 19 percent said they would consider offering SmarTrip cards, 25 percent would consider allowing employees to set-aside a portion of their salary in a pre-tax transportation account, and 13 percent would consider providing a carpool/vanpool subsidy. Interest in a bike/walk incentive was relatively the same as with the last survey.

Onsite Facilities - The most common onsite facility made available by employers at the worksite was free parking, at 70 percent. Two other on-site facilities, bike racks and showers/personal lockers, were named by at least six in ten respondents. The remaining facilities on the list, preferential parking for carpools and vanpools, promotion of carsharing, and shuttle to transit stop or station, were available to at least 20 percent of respondents. Additional potential was modest for most of these services. But 37 percent of respondents said they might consider promoting carsharing and 25 percent said they might consider offering preferential parking.

Work Schedule Options - Finally, respondents were asked if they made any of three work schedule options available. Over half, (68%) said employees at their worksite were permitted some flexibility in their work start and stop times. More than seventy percent said employees at their location were permitted to telework and over 40 percent said compressed work schedules were available. These schedules, however might not be made available to all employees at the location.

About 20 percent of respondents said they might consider implementing a compressed work schedule, but fewer than 9 percent of respondents said they would consider either flextime or telework.

Duration of Commute Service Involvement - Companies or respondents were typically long-time participants in both offering commute services to employees and their involvement with the Commuter Connections Employer Outreach. A great majority, 87 percent of respondents' companies had offered commute services three years or longer, and 7 percent offered commute services for at least two years. Only two percent said they started offering commuter services within the past year.

Respondents personally had a long-term history with the Commuter Connections Employer Outreach network; 69 percent had been involved with Commuter Connections for three years or more and 16 percent had participated for at least 2 years.

Awareness and Satisfaction with Commuter Connections' Network Representative

Respondents' Involvement with Worksite Commuter Services - More than seven in ten respondents said they had been involved in or responsible for managing or delivering commuter services at their worksite for at least two years. One in ten respondents said they were quite new to this responsibility, with less than one year of experience.

Respondents' Awareness of Commuter Connections Representative - Despite respondents' relatively long association with commuter services, only 28 percent could name their Commuter Connections network representative. The remaining 72 percent said they did not know the name of their representative.

Level of Contact with Commuter Connections Representative - Over 50 percent of respondents said they had some form of communication with their Commuter Connections representative in the past year, including telephone, postal mail, email, or personal visit. A surprising number (41%) said they had never had any contact with their representative.

The large majority (71%) of respondents said they were satisfied with the level of contact that they had with their Commuter Connections network representative, rating it "about right". About five percent said the number of contacts was either somewhat or much more than they wanted. Twenty three percent said they wanted a higher level or greater frequency of contact.

Respondents' ratings on their satisfaction with the level of contact differed by how much contact they had with the representative. For example, 88 percent of respondents who had at least one contact per month and 71 percent of those with at least one contact during the year said they thought the level of contact was "about right." By contrast, 5 percent of respondents who had not had a contact in the past year said the level of contact was less than they wanted. But the fact that 71 percent of these respondents said having no contact was "about right" indicates that some respondents did not feel it necessary to hear from or see their representatives.

Preferred Form of Contact with Commuter Connections Representative - Respondents were asked the form of communication they would "most prefer" for contacts with their representative. Over 80 percent of respondents said they would prefer email for communications with/from their Commuter Connections network representative. The remaining employers were divided between postal mail (8%), and phone (4%).

Ratings for Customer Service Features - When asked to rate their Commuter Connections network representative on a variety of features, respondents gave uniformly high marks for all customer service features. At least eight in ten respondents rated their representative a 4 or 5 (excellent) on a 1 to 5 point scale for professionalism (93%), willingness to help (93%), timeliness of service delivery (90%), responsiveness to their requests/questions (91%), enthusiasm about commuter Connections and its products and programs (92%), knowledge of Commuter Connections and/or local ridesharing and transit products (93%), their ability to provide information that is helpful to the company and employees (90%), and their knowledge of local transportation and air quality issues (87%).

Use of and Satisfaction with Commuter Connections Services

Overall Satisfaction - At least seven in ten respondents said they were satisfied overall with the services they received from Commuter Connections; 51% gave an overall rating of "5" on a 5-point scale (very satisfied) and 24 percent gave a rating of "4." About two in ten (19%) rated the service a "3." Only six percent said they were unsatisfied with Commuter Connections' services (rating of 1 or 2). When asked why they gave the ratings they did, respondents reported reasons pertaining to little or no contact with the program and/or its representatives. A small percentage of respondents reported neutral or negative reasons, as listed below:

Positive Reasons

- Representative is prompt, responsive, available 8%
- Representative is helpful, knowledgeable 5%
- Representative is pleasant, enthusiastic, professional 6%

- Representative keeps me informed, up to date 7%
- Generally good program, good service 8%
- Program offers useful information, informative service 42%
- Program offers information for employees, employees like it 4%

Neutral/Negative Reasons

- Have little contact with program / just get newsletter 17%
- No contact with representative 21%
- Service is okay or just adequate 6%
- Few employees can use alternative modes 3%

Most of the reasons focused on customer service features exhibited by the Commuter Connections network representative, such as being helpful, prompt, responsive, enthusiastic, and professional. Respondents also noted that the service was useful to their company or to their employees.

Likely to Recommend - More than half of respondents were likely to recommend Commuter Connections services to Another Employer; 30 percent said they were very likely, and 27 percent said they were somewhat likely. Only five percent said they were unlikely or very unlikely.

Desired Improvements – Below are a few specific suggestions cited by respondents for program improvements they believed would enhance Commuter Connections’ effectiveness in promoting commuter programs and in assisting organizations to develop commuter programs:

- No suggestions 83%
- More communication with employers 4%
- Transit improvements 10%
- Conduct more marketing 3%
- Use email more for contacts 3%
- Offer more materials, tool kits 2%
- Provide commute subsidy enhancements 4%

Usefulness of Services - Over 72 percent of employers who used Commuter Connections’ services found them to be useful in developing or implementing commuter services at their worksites. Eighteen percent said they had not been useful.

When asked what features about the services made them useful, respondents cited the following factors listed below. Several focused on individual services provided by the program (materials, brochures) while others focused on the results the employer was able to achieve (saved money, keeps me informed).

- Good information 17%
- Employees can use or benefit from the information 11%
- Offered new ideas, tips, suggestions 8%
- Keeps me informed 7%
- Offers bus schedules 5%
- Saved us money 5%
- Offers information materials / brochures 3%
- Provides information on Smart Benefits 8%
- Provided assistance on pre-tax 9%
- Answered my questions 4%

- Offer information for employees, employees like it 5%

Use and Usefulness of Individual Services - Respondents were asked to indicate which of seven Commuter Connections services and how useful the services they had used had been to their worksite commuter program. Three services had been used by at least 40 percent of the organizations: info brochures (53%), website (49%), and special events (53%).

Employee Commute Survey - One service offered by Commuter Connections is the employee travel survey that employers can use to identify how employees travel to work. Commuter Connections assists the employer by summarizing the survey data and assisting employers to interpret the data and apply the results to develop worksite commuter services.

About one in ten (8%) respondents said their organizations had used a Commuter Connections employee survey in the past year. Employers in Fairfax, Montgomery, Arlington, Frederick, and Prince William Counties were the respondents who stated they had conducted an employee commute survey. Over 25 percent related that they received a copy of their statistical summary of the employee travel survey, and 30 percent mentioned that they used the survey as a means of implementing worksite commuting alternatives.

Interest in Training Opportunities Sponsored by Commuter Connections

Respondents were asked how interested they would be in workshops, seminars, or other training opportunities offered by Commuter Connections, by rating each topic on a scale of 1 to 5, with 1 meaning “not at all interested” and 5 meaning “very interested.”

Around a third of employers expressed substantial interest (rating of 4 or 5) in training on: general information on commute program management (35%), information on Commuter Connections services that were available to employers and commuters (42%), legislative and tax issues related to travel and commuting (36%), and transit financial incentives (34%). About two in ten respondents said they had moderate interest (rating of 3) on each of these services.

A second tier of services garnered varying levels of support from respondents. These topics included telework (26%), Air Quality Action days (28%), Carsharing (20%), Bicycling/Bikesharing (33%), Monitoring/Evaluation (17%), Marketing (20%), Parking Management (16%), and Vanpool formation (21%). Another two in ten respondents reported moderate interest in these topics.

**BIKE TO WORK DAY SURVEY 2019
MARCH 2020
COMMUTER CONNECTIONS**

Biking to work is an increasingly popular commute choice. Commuter Connections produces an annual Bike to Work Day that covers the region with festive pit stops, giveaways, bike tune-ups, snacks and other elements to make the Day fun.

Commuter Connections is a program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG).

The 2019 Bike to Work Day (BTWD) survey was conducted to identify how participants are experiencing the event and assess participants' use of a bike for commuting before and after the event. The survey also captured demographics, employer bike commute assistance, and bike use for non-commute trips. COG emailed a survey invitation to 16,063 2019 Bike to Work Day participants and received 2,285 completed surveys (a 14.2% response rate).

Key Findings:

- % Respondents riding in BTWD for the first time in 2019: 23%
- % Respondents likely to participate in a future BTWD: 94%; 88% were likely to recommend the event to others
- % Respondents riding a pedal-powered bike: 97%
- % Respondents riding an electric/electric assist bike: 3%
- % Respondents who rode from home to work: 88%
- % Respondents rode from a Park & Ride lot: 5%
- % Respondents riding from a train or bus stop: 5%
- % Respondents who starting biking to work after their first BTWD: 7%; 16% increased the number of days that they rode
- % Of respondents who were biking to work before BTWD: 87%
- % Of respondents who were biking to work after BTWD: 91%
- % Of respondents who ride transit on their non-bike days: 45%
- % Of respondents who drive alone on their non-bike days: 38%
- Barriers noted by respondents to bicycle commuting: inclement/cold weather (47%); perceived unsafe route (24%); lengthy commute (22%)
- Respondent demographics: 52% women, 48% men (vs 67% men and 33% women among regional participants); 73% have incomes of \$100,000 or more; age roughly split equally between age groups
- Favorite part of the event: sharing the ride with other cyclists (35%); pitstop activities (23%)
- Respondents' average one-way bicycle trip to work: 8.4 miles

**STATE OF THE COMMUTE SURVEY 2019
JUNE 2020
COMMUTER CONNECTIONS**

Every three years, Commuter Connections undertakes an effort to document regional trends in commuting. Data is collected through the State of the Commute (SOC) Survey on commute mode shares, distance traveled, and prevalent attitudes about transportation services. The resulting data is used, in part, to estimate the impacts of services including Guaranteed Ride Home (GRH), commuter incentive programs, marketing, commute assistance numbers/websites, local commuter assistance programs and parking. Commuter Connections is a program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG).

The scope of the survey includes the 11 independent cities and counties in the Washington, DC metropolitan non-attainment region, a federal designation that indicates that the area has not attained targeted vehicle emissions reductions established by the Environmental Protection Agency (EPA). All employed residents in this region were eligible to take the survey.

The survey had two components. The first and largest component used an Internet survey. The second component used telephone follow-up interviews of residents who were sent a postcard announcing the Internet survey but did not take the survey. A total of 317,000 survey announcement postcards were mailed for an overall response rate of 2.60% for the phone interviews and 2.47% for the Internet survey. A total of 8,246 Internet and phone interviews were completed in January and February of 2019.

Key Findings:

- % Commute trips made by driving alone: 58.3%, a drop of 9 percentage points since the 2007 SOC
- % Commute trips made on transit: 24.1%; an increase of 6 percentage points since the 2007 SOC; includes 16.6% Metrorail, 1.6% commuter rail and 5.9% bus
- % Commute trips made by carpool/vanpool: 4.6%, a decline from the 7.7% share in the 2007 SOC
- % Teleworking: 35%, an increase from the 19% teleworking in the 2007 SOC
- % Commute trips made by ride-hail services (Uber, Lyft, Via): 1.0%; if ride-hail services were not available, 59% said they would have used transit; ride-hailing decreases drive alone trips, but it is also taking people off transit
- % Respondents who had seen, heard, or read advertising for commuting in the six months prior to the survey: 45%; 59% of these respondents could cite a specific advertising message
- % Of respondents who said their commute was easier than last year: 21% train riders, 30% bike/walk
- % Respondents who are satisfied with their commute: 50%, down from 64% in 2013; 92% of those who commuted by bike or walk were satisfied with their commute
- % Aware of regional commute information resource: 32%, down from 43% in 2016; awareness of Commuter Connections 48%, down from 61% in 2016
- % Of respondents who see no/not sure of benefits of driverless cars: 72%
- The average commute: 17.1 miles; 43 minutes one-way

**CONGESTION MANAGEMENT PROCESS TECHNICAL REPORT 2020
JULY 2020
NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD**

The CMP Technical Report provides details and documents on the CMP in the National Capital Region. The CMP feeds into Visualize2045 (the region's long-range plan) and is set up to:

- Monitor and evaluate transportation system performance
- Define and analyze strategies
- Implement and assess strategies
- Compile project-specific congestion management information

Trends Identified in the CMP

- "Congestion intensity," measured from a traveler's perspective, decreased 6.7% between 2010 and 2012 and then increased by 1.9% from 2012 to 2019
- "Percent of congested miles," measured from a system perspective, fell from 21% in 2010 to 9% in 2013 and 14% in 2019
- Travelers in the Washington region typically need to budget two times the free flow travel time during peak periods to ensure on-time arrivals
- Region is forecast to add 23% more residents and 29% more jobs by 2045, to meet that growth, 8% more lane miles of roadway and 42% more high-capacity transit miles are planned
- Travel time reliability in the region improved between 2010 and 2012, worsened in 2014, then decreased (improved) by 3% between 2014 and 2019

Recommendations for the CMP

- Continue the Commuter Connections program
- Continue to integrate congestion management and travel demand management to use the existing transportation system more efficiently
- Pursue sufficient investment in the existing transportation system
- Consider variable pricing and other management strategies
- Work closely with transit agencies to explore transit priority strategies
- Continue to encourage access to non-auto travel modes
- Encourage connectivity within and between Regional Activity Centers
- Participate in a collaborative planning connected and autonomous vehicle readiness
- Monitor and enhance impacts of and interactions with Transportation Network Companies (TNCs)

**VANPOOL DRIVERS SURVEY TECHNICAL REPORT 2020
JULY 2020
COMMUTER CONNECTIONS**

The 2020 Vanpool Drivers Survey was conducted to collect data on current vanpool operations for the Metropolitan Washington Council of Government's Transportation Demand Management planning purposes. The findings of the survey also assisted Commuter Connections and their network partners in program and service development.

Commuter Connections is a program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG).

The survey sample was derived from the vanpool databases of Commuter Connections, GWRideConnect, and OmniRide/Vanpool Alliance. Commute With Enterprise, which leases a large number of area vans, coordinated recruitment of survey respondents in its program. Emails with a survey link were sent to 1,636 vanpool drivers/coordinators and 361 surveys were completed for a response rate of 22%

Key Findings:

- Average duration of vanpools: 6.0 years
- Average time driving the vanpool: 4.9 years
- Average number of riders in the vanpool: 6.7 riders; 5.7
- % Surveyed vanpools that leased from a leasing company: 81%
- % Surveyed vanpools originating in Virginia: 72%
- % Surveyed vanpools originating in Maryland: 26%
- % Surveyed vanpools that make 1 pickup stop: 75%
- % Surveyed vanpools with riders who work at 1 location: 66%
- % Surveyed vanpool drivers who leave home before 6:00AM: 76%
- % Surveyed vanpools that use an HOV lane or Express Lane: 79%
- % Surveyed vanpools who received vanpool assistance from their employer: 48%; 10% received assistance from another organization
- % Respondents who received one or more commute services or benefits: 97%; 72% received a vanpool subsidy
- % Surveyed vanpools that paid insurance through their van lease: 79%
- % Surveyed vanpools with free parking at work in D.C: 80%; 42%; 26% reported paying \$200+ per month
- % Surveyed drivers interested in using a self-driving van: 52%
- % Surveyed drivers interested in an electric/hybrid van: 78%
- The top three issues that concern vanpool drivers: finding new riders, congestion in HOV/Express lanes and finding back up drivers

**TRANSPORTATION DEMAND MANAGEMENT ANALYSIS FY 2018 – FY 2020
NOVEMBER 2020
COMMUTER CONNECTIONS**

The FY 2018 – FY 2020 Transportation Demand Management Analysis measures the impact of Commuter Connections' TDM program elements against their set goals for participation and the reduction of vehicle emissions, vehicle trips and vehicle miles traveled.

Commuter Connections is a program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG).

The program results in the analysis were affected by the pandemic, as many commuters were working remotely leaving fewer commuters to seek travel assistance services from Commuter Connections during the four-month period covered by this analysis.

The TDM program elements that were analyzed included Maryland Telework Assistance, Virginia Telework Assistance (Telework! VA), Guaranteed Ride Home, Employer Outreach, Employer Outreach for Bicycling, and Mass Marketing. The Commuter Operations Basic Services and Software Upgrades were also measured against the 2020 goals. The first four program elements exceeded the collective 2020 goal for Vehicle Miles Travelled (VMT) reduced and very narrowly missed the goal for Vehicle Trips (VT). The 2020 vehicle emissions goals were not met on any of the program elements.

Maryland Telework Assistance exceeded their 2020 participation goal, going 14,400 over the 2020 goal with 46,254 participants. Telework! VA's participation goal of 1,500 was exceeded by 418. Guaranteed Ride Home, Employer Outreach (all employers), and Employer Outreach (bicycling) did not meet the participation goals, though the Employer Outreach for Bicycling missed the goal by just 20 participants. Commuter Operations Center—Software Upgrades and Commuter Operations Center—Basic Services were also under the 2020 goal. Mass Marketing exceeded the 2020 participation goal by 15,105.

Mass Marketing and telework assistance in Virginia and Maryland exceeded the 2020 goals for VT and VMT. Guaranteed Ride Home, Employer Outreach and the Commuter Operations Center were under the goal in vehicle emissions reduced; reductions are driven by participation results.

The analysis included an estimate of the regional cost savings for various societal benefits that that the TDM program elements and the Commuter Operations Center give to the community. The societal benefits include reductions in vehicle emissions, noise pollution, traffic congestion and gasoline usage and also includes health and safety (based on accidents avoided).

A total of \$686,050 in daily societal benefit cost savings were identified as a result of the TDM program elements. The highest cost saving was in gallons of fuel saved, totaling \$401,545.

**GUARANTEED RIDE HOME CUSTOMER SATISFACTION SURVEY BALTIMORE REGION FY20
MARCH 2021
COMMUTER CONNECTIONS**

Commuter Connections' Guaranteed Ride Home (GRH) provides a free ride home in the event of an emergency, sickness, or unexpected overtime. GRH serves commuters who use transit, carpooling, vanpooling, or bicycling to get to work at least 2X per week. Four free rides are available to qualifying commuters each year.

Commuter Connections is a program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG). In FY20, the 273 commuters registered for GRH in the Baltimore region took 68 trips, with an average of 1.4 trips per unique user of the service. A survey link was emailed the day after each GRH trip; the 7 surveys received back contributed the survey data.

Pre-pandemic, the average number of FY20 monthly GRH trips (July 2019 to February 2020) was 195. During the pandemic (March to June 2020), the average number of monthly GRH trips was 144. GRH received high marks from riders. One hundred percent of the survey respondents rated the service as excellent/good. The GRH trip reservation staff also received an "excellent" grade from 100% of the riders.

Other highlights include:

- 86% of riders gave the taxi or rental car service an "excellent" grade
- Response time was rated "excellent" by 100%; 57% waited for their ride for less than 15 minutes
- Overall service rating was rated an "excellent" by 100%
- 43% of riders took the GRH trip for a personal illness; 29% used it to get to a sick child; 21% cited a sick child as the reason for the ride

All 7 of the respondents gave a written comment, 7 gave a compliment:

- "It was a very pleasant experience"
- "The Reservation staff was so helpful in calling back and letting me know when my ride would be arriving. I thank her for her excellent customer service"
- " Staff was excellent. took care of me and setup everything. called me back if there were any issues and called me fri afternoon to ensure my safe arrival at home."

There were no complaints.

**GUARANTEED RIDE HOME CUSTOMER SATISFACTION SURVEY FY20 WASHINGTON, DC REGION
MARCH 2021
COMMUTER CONNECTIONS**

Commuter Connections' Guaranteed Ride Home (GRH) provides a free ride home in the event of an emergency, sickness, or unexpected overtime. GRH serves commuters who use transit, carpooling, vanpooling, or bicycling to get to work at least 2X per week. Four free rides are available to qualifying commuters each year.

Commuter Connections is a program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG). In FY20, the 6,296 commuters registered for GRH took 1,707 trips, with an average of 1.3 trips per unique user of the service.

A survey link was emailed the day after each GRH trip; the 165 surveys received contributed the survey data. Pre-pandemic, the average number of FY20 monthly GRH trips (July 2019 to February 2020) was 195. During the pandemic (March to June 2020), the average number of monthly GRH trips was 144. GRH received high marks from riders. Ninety-seven percent of the survey respondents rated the service as excellent/good. The GRH trip reservation staff received an "excellent" grade from 91% of the riders.

Other highlights include:

- 165 surveys were returned (10% response)
- 81% of riders gave the taxi or rental car service an "excellent" grade
- Response time was rated "excellent" by 88%; 81% waited for their ride for less than 15 minutes
- Overall service rating was rated an "excellent" by 86%
- 42% of riders took the GRH trip for a personal illness; 21% cited a sick child as the reason for the ride
- GRH has received an excellent/good grade on GRH since FY11

Of the 127 riders who gave a written comment, 85 gave a compliment:

- "What an amazing service; I couldn't be happier with the service provided
- One-word comments were also provided: Responsive, Quick, Kind, Outstanding, Reliable
- "My daughter was in a car accident and air lifted to a hospital. I was in a panic. You guys were awesome. Thank you for being there"

And 11 had complaints:

- "The address provided to the driver was incorrect. Otherwise, it was an excellent experience and I'm very appreciative of this service."

**APPLICANT DATABASE ANNUAL PLACEMENT SURVEY FY 2021
MAY 2021
COMMUTER CONNECTIONS**

The FY 2021 Applicant Database Annual Placement Survey highlighted Commuter Connections' commuter transportation assistance services and their impact on the DC metro area's commutes. Commuter Connections is a program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG).

The July-September 2020 commuter applicants were divided into two groups: Recent applicants and Incentive applicants. Recent applicants were those who used Commuter Connections' services between July 1 and September 30, 2020. Incentive applicants participated in one of Commuter Connections' incentive programs" CarpoolNow, Flextime Rewards, and IncenTrip, regardless of when they had registered or used the programs. Some of the applicants fell into both groups. The survey was conducted via phone interviews.

Commuter Connections' applications were dramatically impacted by the pandemic: 5,000+ applicants in a normal 3-month period pre-pandemic, falling to 2,166 between July and September in 2020. Phone interviews were completed with 282 Recent applicants and 145 Incentive applicants.

Key Findings (surveyed November-December 2020):

- Applicants placed in alternative modes: 1,344
- Applicant placement rate: 62%
- Continued placements: 44%
- Daily vehicle trips reduced: 264
- Continued placements: 228
- Daily tons of emissions reduced: 0.0020 tons
- Daily gallons of gasoline saved: 326 gallons
- Annual commuter cost savings per placement: \$301.00
- Average one-way commute distance: 39.2 miles
- % Of respondents who said they were teleworking three or more days per week: 77%
- Respondents who said they were teleworking full-time: 65%
- % Of respondents who shifted to an alternative mode from driving alone: 24%
- % Of respondents who made a commute change who indicated that information they received from Commuter Connections influenced or assisted their decision to make the change: 15%
- % Contacted Commuter Connections via 28% employer/employee commute survey; 27% word of mouth referrals; 17% Internet
- % Who receive commute services from their employer at the worksite: 90%
- % Of respondents who work at a federal agency: 69%
- % Of respondents who worked in the private sector: 20%

**RETENTION RATE SURVEY TECHNICAL REPORT 2021
JULY 2021
COMMUTER CONNECTIONS**

Each of the 1,316 DC metro commuter customers surveyed used a service from Commuter Connections between July 1, 2012, and June 30, 2018. Commuter Connections is a program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG).

The survey measured the share of these commuters who shifted to an alternative mode, and the share of *these* commuters who continued to use an alternative mode years later.

The survey participants all used one or more Commuter Connections services, including:

- carpool/vanpool services—used by 51% of respondents
- regional Guaranteed Ride Home (GRH) program, a commuter incentive program—used by 67% of respondents
- commute information and assistance from the Commuter Connections website or mobile application

Thirty-five percent of respondents identified themselves as essential workers. Others said they worked in government (20%), healthcare (5%), or transportation (2%).

The survey was done in February 2021. A majority of the commuters who participated in the survey were teleworking/working remotely for 80% of their weekly commute trips. Their remaining work trips were made by driving alone (12%), transit (5%), or carpool or vanpool (3%).

In February 2020, 23% of respondents' weekly commute trips were eliminated by telework. The remaining commute trips were made by another alternative mode: 32% by bus or train, 14% by carpool or vanpool, and 1% by walking or bicycling. Respondents drove alone for 30% of weekly commute trips.

Once the pandemic ends and they return to the office, 53% of those surveyed planned to drive alone one or more days per week. Thirty-eight percent expect to telework one or more days each week. Sixty-six percent of respondents revealed that they would use another alternative mode: 49% transit, 19% carpool or vanpool, and 8% bike or walk. Sixty-six percent exceeds the 59% who reported using these alternative modes before the pandemic.

Twenty-eight percent of pre-pandemic alternative mode users named “the alternative mode I was using was the easier or most convenient mode” as the reason for sticking with their commute choice. Other reasons given included saving money, reducing wear on their vehicle, enjoying the transit ride/ bike ride/ or walk, avoiding traffic congestion; speed; and wanting to help the environment.

Across all 2021 Commuter Connections Retention Rate survey respondents, the overall alternative mode retention rate was 47%.