



**Washington Metropolitan Region
Transportation Demand Management
Resource Guide and Strategic Marketing Plan**

**FY 2016 Draft Report
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BACKGROUND

The Washington metropolitan region initiated its first formal transportation demand management efforts in the early 1970s with *Commuter Club*, which was established by the Metropolitan Washington Council of Governments (COG), the General Services Administration, and the Greater Washington Board of Trade to provide basic ridematching for carpools and vanpools. In subsequent years, the program grew into a COG-coordinated network of local rideshare agencies, and in 1989, it became the *Ride Finders Network* which provided free information and 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 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. In 2000, Commuter Connections rolled out Bike to Work Day as a regional entity, initially started as a DC based event by the Washington Area Bicyclist Association. In 2003, Commuter Connections expanded its marketing efforts through the implementation of a regional mass marketing measure. The purpose of the measure was to brand the Commuter Connections name as the umbrella organization for commuter transportation information in the Washington Metropolitan area and to subsequently increase the use of alternative forms of commuting. In 2008 Commuter Connections began coordinating Car Free Day as a regional event, previously recognized in the District through Councilmember Tommy Wells' office. In 2009 Commuter Connections introduced a carpool incentive project called '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.

The Commuter Connections regional network provides commute services and information to area residents and employers in the Washington metropolitan region in order to reduce traffic congestion and emissions caused by single occupancy vehicles (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 way of providing assistance about available commute options and alternatives. Primary activities promoted by the Commuter Connections network include ridesharing, transit, bicycling, walking, teleworking and employer services.

The following agencies share the regional commuter database, provide ridematching services and share information and resources: Alexandria Local Motion, Annapolis Regional Transportation Management Association, Army National Guard Readiness Center, Baltimore City, Baltimore Metropolitan Council, Bethesda Transportation Solutions, Dulles Area Transportation Association, Fairfax County RideSources, Food & Drug Administration, Frederick County TransIT Services, GWRideConnect, George Washington Regional Commission, Harford County, Howard County, LINK/Reston Transportation Management Association, Loudoun County, 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, Rappahannock-Rapidan Rideshare, and Tri-County Council for Southern Maryland. COG provides ridematching services directly for Arlington County, the District of Columbia, and also 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 and Virginia Departments of Transportation, and the U.S. Department of Transportation. Other entities that play a major role in the delivery of Transportation Demand Management (TDM) products, services, and messages in the Washington region include transit agencies, local governments, business partnerships, bicycle associations, and transportation management associations.

The partnership between agencies and jurisdictions has been encouraged in order to develop and promote a seamless inter-modal transportation system, and a coherent message to commuters that will accelerate the trial and adoption of alternative commute modes. Transportation Demand Management (TDM) marketing will assist the region in achieving its air quality conformity goals through implementation of regional transportation emission reduction measures, which in turn will help increase regional mobility through decreased traffic congestion, realize efficiencies in the use of the existing transportation infrastructure, help to improve system performance, 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 is to summarize the TDM activities that are occurring in the region. It also provides background on TDM products and services, which offer choices to Washington area residents and businesses to assist commuters in finding and adopting alternative transportation methods.

Resources to accomplish this goal are oftentimes limited; marketing activities therefore are carefully planned and executed. Regional TDM campaigns promote commute services to the workforce and have a call-to-action to visit the web site or call Commuter Connections to register for ridematching, GRH or other programs, or for more assistance. The messages are also tailored and targeted to audiences who are most inclined to try and adopt alternative methods of commuting, other than SOV. Evaluation methodologies will need to be validated in order to measure levels of change in travel behavior.

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

EXECUTIVE SUMMARY

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

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

According to the Transportation Planning Board's 2007-2008 Household Travel Survey, residents of the Washington region are making fewer daily trips per household and per person, on average, than they did in the 1990s. However, the walk and transit shares increased 1.6 and 0.7 percentage points, respectively. According to the survey, 73.1 percent of commute trips were taken by a single driver while those commuters using transit increased to 17.7 percent. Compared to 1994, persons in the 25-34 year old age group showed a significant shift from auto travel to transit and walking. It should be noted that the Washington region boasts one of the highest rideshare and transit rates in the country, but also some of the worst congestion in the country.

The Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG) has conducted a Household Travel Survey of 4,800 households in 14 communities in the Washington region to gather updated information on area travel patterns. This data will help guide future transportation planning as the area continues to grow and assist local governments in determining which transportation improvements will benefit their citizens the most. The Washington region is among the fastest growing areas in the country. With more jobs and people coming to the area all the time, the impacts on our burdened highway and public transportation systems are felt by all of us.

The seven communities surveyed were:

- Friendship Heights in the District of Columbia and Montgomery County, Maryland
- New York Avenue Corridor in the District of Columbia
- St. Charles Urbanized Area in Charles County, Maryland
- National Harbor in Prince George's County, Maryland
- Beauregard Avenue Corridor in the City of Alexandria and Fairfax County, Virginia
- East Falls Church and West Falls Church Metrorail Station areas in Arlington County, the City of Falls Church, and Fairfax County, Virginia
- The Dulles North Area in Loudoun County, Virginia

Results from these surveys were incorporated into the regional model to help strengthen bike/walk mode data.

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.

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 by the Council of Governments developed Region Forward, a vision for a more 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 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 an initiative 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 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. 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, Centers with common characteristics can benefit from similar strategies and investments.

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.

2015 Employment by Activity Center Cluster
Metropolitan Washington Council of Governments
Round 8.3 Cooperative Forecasts
Sorted by Number of Jobs

Activity Center Cluster Name	2015 Employment	Jurisdiction
Capitol Hill, Downtown DC, Dupont Circle, Farragut Square, H St, Monumental Core, NoMa, U/14th Corridor, Westend	551,681	Washington, DC
Ballston, Clarendon, Court House, Rosslyn, Virginia Square	110,019	Arlington
Fairfax Innovation Center, Herndon, Reston Town Center, Wiehle-Reston East	93,988	Fairfax
Tyson Central 7, Tysons Central 123, Tysons East, Tysons West	92,969	Fairfax
Crystal City, Pentagon, Pentagon City	84,705	Arlington
Bethesda, NIH/Walter Reed National Military Medical Center	71,744	Montgomery
Dulles East, Dulles South	63,982	Fairfax
Braddock Road Metro Area, Carlyle/Eisenhower East, King Street/Old Town, Potomac Yard	61,887	Alexandria
Downtown Frederick, East Frederick Rising, Fort Detrick, Francis Scott Key Mall, Golden Mile, Jefferson Tech Park	56,418	Frederick
Brookland, McMillan/Old Soldiers Home, Rhode Island Ave Metro	51,559	Washington, DC
King Farm/Rockville Research Center/Shady Grove, Rockville Montgomery College, Rockville South/Twinbrook, Rockville Town Center,	50,845	Montgomery
One Loudoun, Rt 28 North, Rt 28 Central, Rt 28 South, Rt 772 Transit Area, Rt 606 Transit Area, Dulles Town Center	46,444	Loudoun
Merrifield Dunn Loring	46,125	Fairfax
Innovation, City of Manassas, City of Manassas Regional Airport, Manassas Park, Yorkshire	39,184	Prince William
Fairfax Center	37,841	Fairfax
Landover Mall, Landover Metro, Largo Town Center/Morgan Blvd, New Carrollton	35,964	Prince George's
Capitol Riverfront, Southwest Waterfront	33,158	Washington, DC
Silver Spring, Takoma Park	32,827	Montgomery
Fort Belvoir	32,622	Fairfax
City of Fairfax, George Mason University	27,371	Fairfax
Fort Belvoir North Area	25,937	Fairfax
Life Sciences Center/Gaithersburg Crown	25,894	Montgomery
Rock Spring	25,863	Montgomery
Waldorf	18,535	Charles

2015 Employment by Activity Center Cluster
Metropolitan Washington Council of Governments
Round 8.3 Cooperative Forecasts
Sorted Alphabetically by Jurisdiction

Activity Center Cluster Name	2015 Employment	Jurisdiction
Braddock Road Metro Area, Carlyle/Eisenhower East, King Street/Old Town, Potomac Yard	61,887	Alexandria
Ballston, Clarendon, Court House, Rosslyn, Virginia Square	110,019	Arlington
Crystal City, Pentagon, Pentagon City	84,705	Arlington
Waldorf	18,535	Charles
Fairfax Innovation Center, Herndon, Reston Town Center, Wiehle-Reston East	93,988	Fairfax
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Innovation, City of Manassas, City of Manassas Regional Airport, Manassas Park, Yorkshire	39,184	Prince William
Capitol Hill, Downtown DC, Dupont Circle, Farragut Square, H St, Monumental Core, NoMa, U/14th Corridor, Westend	551,681	Washington, DC
Brookland, McMillan/Old Soldiers Home, Rhode Island Ave Metro	51,559	Washington, DC
Capitol Riverfront, Southwest Waterfront	33,158	Washington, DC

MISSION STATEMENT

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

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

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GUIDING PRINCIPLES OF STRATEGIC MARKETING PLAN

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

In order to realize the mission of Commuter Connections, this document will:

- Summarize key findings of the most relevant research related to the products and demographics associated with TDM issued over the last five years.
- Address the full range of strategic marketing activities related to persuading the alternatives to single occupant drivers.
- Focus on specific messages that have proven effective in past campaigns and modify them, if necessary, for impacted activity center promotions.
- Convey to the audience, the opportunities presented within specified impacted activity centers/corridors for marketing and promotions based on ample capacity and demand for alternative commuting.
- Outline regional activity centers/clusters where alternative commuting will be promoted to maximize conversion from single occupant vehicles.
- Outline the marketing strategy that should be utilized to maximize penetration within the region and increase awareness of the benefits of alternative commuting.
- Evaluate the promotions and advertising strategy by reviewing the quantity of phone calls for the 800-745-RIDE number, visits to the Commuter Connections web site, and the number of GRH applications and Ridematch lists generated.

KEY FINDINGS AND STRATEGIC IMPLICATIONS

Several key findings and strategic implications were noted after review of the research summarized within the appendix of this document. These important observations and implications were taken into consideration while planning the FY15 marketing campaign. Ongoing research will continue to help Commuter Connections understand our target audience.

2013 State of the Commute, Commuter Connections

Use of telework/compressed work schedules continued the upward trend observed since the 2001 SOC survey; the share of weekday trips eliminated by these modes has more than tripled over the past 12 years, from 2.3 percent of weekday commute trips to 8.0 percent in 2013. Transit lost mode share between 2010 (20.2 percent) and 2013 (17.3 percent), but maintained the same share of trips as in 2001, 2004, and 2007. The carpool/vanpool and bike/walk mode shares have remained essentially constant since 2001.

The survey indicates mode preferences by ethnicity. Hispanic respondents are the most likely to drive alone (73 percent) and are more likely to carpool/vanpool (9%) than are respondents in other groups. Whites are more likely to Bike (3%), and African-American respondents are statistically more likely to use the train (18%) than respondents of any other ethnic groups.

Respondents who are 18-24 years old are less likely to drive alone and more likely to use all types of transportation alternatives to driving alone than are older respondents, particularly the bus and bike/walk. There are no significant differences in mode use rates for any modes between men and women; they are equally likely to drive alone, carpool/vanpool, ride a train, ride a bus, and walk or bicycle. This differs however from the Bike to Work Day 2013 survey which indicated a comfortable majority of male participation at 66 percent.

Awareness of commute information advertising remained high. More than half (55 percent) of all respondents said they had seen, heard, or read advertising for commuting in the six months prior to the survey and 67 percent of these respondents could cite a specific advertising message. Both the general recall and specific message recall are approximately the same as was observed in the 2010 survey (58 percent general recall and 70 percent message recall). Almost half (47 percent) of respondents who had heard ads could name the sponsor. WMATA was named by 17 percent as the advertising sponsor. Commuter Connections was named by 12 percent, about the same percentage as named Commuter Connections in 2010 (13 percent).

Commute advertising appears to influence commuters' consideration of travel options. Almost a quarter (25 percent) of respondents who saw or heard advertising said they are more likely to consider ridesharing or public transportation after seeing or hearing the advertising. This is essentially the same rate as was noted in the 2010 SOC (24 percent), but higher than the 18 percent who noted this willingness in 2007. Respondents who are using alternative modes are more likely to be influenced by the advertising. More than four in ten bus riders, 25 percent of train riders, and 34 percent of bike/walk commuters said they were likely to consider alternative modes after hearing the ads, compared with 22 percent of commuters who drive alone and the same share of carpoolers/vanpoolers.

About nine percent of respondents who could recall an advertising message said they took some action after hearing the ad to try to change their commute. Most commuters said the action they took was to see more information, but two percent of all respondents tried or started using a new alternative mode. While these respondents equal only about one percent of the total commuter population, they represent more than 20,000 commuters. Half (53 percent) of the respondents who started using a new alternative mode drove alone before making the switch. The other half had been using a different alternative mode.

2014 Employer Satisfaction Survey Report

The survey of 398 employer customers of Commuter Connections and local member organizations indicated significant potential for the broader implementation of commute-related benefits by employers. The large majority (72 percent) of respondents' said they were satisfied with the level of contact that they had with their Commuter Connections network representative, rating it "about right." 25 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 69 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. Over 80 percent of respondents said they would prefer email for communications with/from their Commuter Connections network representative.

FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report

A total of 892 interviews were completed of 8,831 commuter applicants for an overall response rate of 10.1 percent. More than half (52.6 percent) of survey respondents made a commute pattern change or tried another method of transportation after receiving assistance from Commuter Connections. About 38 percent of applicants who made a mode change shifted from driving alone. The remaining 62 percent shifted from one alternative mode to another. Six in ten (61 percent) applicants said they use transit at least one day per week. About a third (33 percent) of applicants carpooled or vanpooled at least one day per week.

The primary reasons that applicants made commute changes were to save money (17 percent) or save time (13 percent), because they changed jobs or work hours (16 percent) or were tired of driving (11 percent). About one in ten cited convenience (9 percent), gas prices too high (9 percent), or because a new option became available (8 percent). Applicants noted four primary sources of making contact with Commuter Connections: word of mouth referrals (33 percent), employer / employee survey (20 percent), internet (18 percent), and radio (14 percent).

Four in ten (39 percent) applicants said they received or accessed a service to help with carpooling or vanpooling; 27 percent received a matchlist with names of potential carpool/vanpool partners, 12 percent used the carpool rider bulletin board, and nine percent received a map showing home and work locations of potential carpool/vanpool partners. One in ten applicants (12 percent) accessed Park & Ride lot information and 10 percent received general information about carpooling or vanpooling. Over two-thirds (68 percent) of applicants who received a matchlist or map with potential rideshare partners tried to contact someone named on the list and 77 percent who tried to make contact reached someone on the list.

Qualitative Research Findings, 2010

Travel Choice Factors: Respondents' most common travel mode motivation was saving money/affordability. Carpooling was the most likely choice if driving alone was not an option. Respondents were most likely to stop driving alone if the prospective carpool partner was a family member or friend, but they were most unlikely to carpool if the prospective partner was someone previously unknown. Among respondents who used to drive alone, their top reasons for changing were: avoid congestion; save money; changed job/work hours.

2013 Bike to Work Day Survey

Nearly half (48 percent) of respondents work in the District of Columbia. Two thirds (66 percent) of respondents are male. 29 percent of respondents are younger than 35 years old, and 86 percent of participants are Caucasian. About a quarter (26 percent) of respondents said this was their first BTWD event. More than six in ten (62 percent) of the respondents said they also participated in the 2012 BTWD. After the event, 31 percent of respondents either started biking or increased biking. Ten percent of respondents were new riders; they did not commute by bike before their first BTWD event. Twenty-one

percent biked to work before, but started biking more often after BTWD. All respondents who biked after BTWD, even if only occasionally, were asked how they traveled to work on days they did not bike to work. 40 percent said they drive alone to work on days they don't bicycle. Respondents traveled an average of 9.2 miles one-way to work. A sizeable majority (79 percent) of respondents said their employers offered some type of commute assistance information, services, or facilities for employees who biked to work. The most common service was bike racks, offered by 65 percent of employers. Twenty percent said the employer offered a secure form of bicycle storage such as lockers or a locked bicycle cage or permitted employees to store their bicycles in their offices or workstations. A large share of respondents also noted that their employers offered personal convenience services including showers (62 percent) and personal lockers or a locker room (34 percent).

SUMMARY OF ADOPTED STRATEGY FOR FY16

Commuter Connections is a regional network of organizations providing commute services and information to area residents and employers in the Washington metropolitan region in order to help reduce traffic congestion and emissions caused by single occupant vehicles (SOVs).

As part of the Regional Mass Marketing Transportation Emission Reduction Measure, the Commuter Connections Marketing program will provide frequent promotion of Ridematching services, Guaranteed Ride Home, and 'Pool Rewards, in addition to special events such as Bike to Work Day, Car Free Day, and the Employer Recognition Awards. These various services and special events promote alternative commute options including: ridesharing, teleworking, bicycling, walking, and mass transit. The FY2016 marketing program will raise awareness of commuting choices available in the Washington metropolitan region and support Commuter Connections network members in educating area workers and the general public to help them find and use alternatives to driving alone for both work and non-work trips.

Marketing Input: The background for this marketing brief was derived from the following sources:
2013 State of the Commute Survey Report
2013 Commuter Connections Guaranteed Ride Home (GRH) program Survey Report
FY 2015 Commuter Connections Applicant Database Annual Placement Survey Report
FY2012-FY2014 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report

These reports and surveys are the cornerstone for the FY2016 Marketing Communications Plan. They provide quantitative and qualitative measurement of commute behavior by workers and Commuter Connections program applicants throughout the Washington metropolitan region and the impact of this behavior on air quality and congestion.

In addition to comprehensive data provided by these reports, the marketing team has considered performance data from past campaigns as well as information gathered through industry reports, surveys, and trends, and how it might be applied to the Commuter Connections mass marketing campaign efforts. This information is used to support the development of the media and/or messaging strategies.

Increases in gas prices have had a measured effect on ridesharing over the past several years. In the DC/Virginia/Washington area, gas prices now average about \$2.75 per gallon. Although the cost per gallon has overall decreased slightly since last year, the price at the pump should continue to be an important issue for commuters. The economic benefit of ridesharing remains a strong, simple message that resonates and will continue to be emphasized.

In addition to gas prices and the economy, other regional events may impact this year's messaging and strategy. The I-95 Express Lanes, part of VA Megaprojects was recently completed in Northern Virginia. Several other construction projects to improve highways in the region are either underway or halfway through completion. Commuter Connections has an opportunity to team up with VDOT and Transurban to provide commuters with project updates and ride to work alternatives such as Ridesharing, which has benefits and incentives including Guaranteed Ride Home and 'Pool Rewards. In the 2013 State of the Commute Survey, awareness of commute options is shown to correlate positively with awareness of Commuter Connections, and commute advertising has been shown to influence consideration of commute alternatives. Continuing a partnership between Commuter Connections and VA Megaprojects would stand to greatly benefit both parties toward a common goal. Train commuters also exhibit the highest level of alternative commute awareness, as well as a relatively high level of satisfaction with their

commutes, particularly compared to those who drive alone. The satisfaction disparity can be leveraged as part of the Mass Marketing campaign.

DC residents are reported to have the third longest work week. According to the 2015 Annual Survey, the average one-way commute distance is 36.2 miles and 66 minutes. Many commuters rely on the Metro system to get to and from work. The Metro Proposal released July 7, 2015 outlined goals of setting the gap between trains at 8 minutes apart, as well as making trains 8 cars long instead of six. The Washington metropolitan area offers multi-modal transportation choices, particularly within the inner core where transit, bike/carsharing and apps to navigate it are robust. A new shuttlebus service was recently launched called Bridj. This first of its kind bus service operates with no fixed routes - rather trips are tailored to meet customer travel needs. For these reasons, the DC area lends itself to an ideal location to continue to promote events and programs centered on alternative modes of transportation.

Carpooling continues to receive growing national and regional attention through social media and mobile apps. Social media and digital presence are important aspects of a campaign that aims to reach a growing demographic. For Commuter Connections, competitions would be more exciting and interactive with the use of hashtags and social media postings. Not only will users be excited to incorporate hashtags into their competition, but since the postings reach an audience, even more people will become aware of the mission. With those under twenty-five years and under \$30,000 annual income groups most likely to use commute alternatives, the attention that newcomers give to carpooling is positive news for Commuter Connections. Increasing awareness provides an opportunity to address the advantages Commuter Connections has offered to the region for forty years, while building the customer base. Commuter Connections has an established, trusted brand across the region and boasts a database of 15,000 commuter accounts. The Ridematching service offered by Commuter Connections allows commuters to easily find and establish carpools to meet their day-to-day commuting needs. Cost savings, desire for back up transportation (GRH), and commuting choices from a trusted source can also help establish a lasting carpool, which is a message to be explored in this year's regional TDM marketing campaign. Additionally, regional commuters have access to the Ridematching system through a new mobile platform, which was unveiled in FY2014. Commuter Connections' mobile Ridematching app allows the region's commuters easy access to finding carpool partners, and locating park-and-ride lots. Increasing interest in more and easier ways to find a shared ride should work in favor of promoting the use of the Ridematching app.

In addition to the personal benefits of ridesharing - the most important of which are saving commuters time and money, environmental awareness, and responsibility - are impacting the way people use transportation. More drivers are taking road trips and commuting to the office after 3.1 million people gained jobs last year, the most since 1999. Americans are increasing their fuel consumption and burning more gasoline on their daily commutes. This recent increase in gasoline consumption has been glaringly apparent to many people, particularly millennials. The sharing economy has greatly increased the interest in alternative fuels and modes of transportation. Fewer people own cars, more people are renting them - and more people are sharing them.

Societal benefits like saving energy and reducing pollution and congestion rank among the top motivators for those who use commute alternatives. Trends point toward people actively working to improve their commutes and willingly trying alternative commute options. Many people are increasingly aware of their own impact on environmental quality and are familiar with ways to positively impact our current environmental situation, including the use of public and alternate transportation. There is also a connection between health and transportation that should be considered as part of the message.

For commuters who rideshare, the Guaranteed Ride Home (GRH) program provides a valuable service in securing a ride home in case of an unexpected personal or family illness or emergency, or unscheduled

overtime. To increase GRH awareness and drive applications, the most receptive areas need to be targeted, both geographically and demographically. This year's campaign will continue to promote GRH registration within the inner core for those switching to or already using transit, bicycling, and walking to and from work. For commuters in the middle and outer rings, the campaign will focus on positioning GRH as a service provided to those who convert from SOV driving to other mobility modes or who already use alternative modes such as ridesharing and public transportation. The overall message will remain focused on registration for the program and positioning it as a safety net to ease the transition for those switching from driving alone to using transportation alternatives to and from work.

In addition to paid and earned media, the regional effort will include Car Free Day and Bike to Work Day events. The mission of these events is to encourage SOV drivers to try alternative transportation modes. The intention is to change behavior so that individuals will choose to incorporate such alternatives as part of their regular, or at least occasional, commute or lifestyle patterns.

Marketing Strategies: The marketing strategy will focus on achieving the following:

Emphasize the cost savings benefits of ridesharing, specifically through the use of simple, direct messages that communicate how sharing a ride saves money.

Capitalize on the Commuter Connections mobile Ridematching capabilities to position Commuter Connections as the trusted, convenient regional provider of Ridematching services for forty years.

Draw on the additional savings of 'Pool Rewards as another incentive within Rideshare ads.

Drive inner core commuters who use public transportation, bicycling, or walking to register for GRH.

For middle and outer ring commuters, leverage carpooling and vanpooling by positioning GRH as a safety net for ridesharing and public transportation use, available to commuters in case of unscheduled overtime or an unexpected personal or family emergency or illness.

Increase the number of participants in special events and promotions such as Car Free Day and Bike to Work Day based on set committee goals.

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 younger demographic, Spanish, and African American audiences in radio and print messages.

Focus more on 'Pool Rewards.

Explore opportunities to advertise with transit and/or bus wraps.

Reduce work trips.

Media buying strategies will be selected based on Scarborough Research reports for the specific target audiences for each program and event: Ridesharing, Guaranteed Ride Home, Employer Recognition Awards, Car Free Days, Bike to Work Day, 'Pool Rewards, 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.

For FY2016, radio is recommended as the anchor medium for the program. Radio has the ability to reach a large portion of the Commuter Connections target markets (90 %) with significant frequency, especially when commuters are engaged in potentially stressful, frustrating, costly, and time consuming commutes.

Visual creative is important to provide reinforcement of messages delivered through radio spots, as well as brand awareness. FY2016's marketing strategy will include well-placed visuals across the geographical region. Outdoor print such as bus signage and shelters, and cable TV will be evaluated as potential visual elements for the campaign.

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 key counties, 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.

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 events such as Car Free Day, or could be involved in co-promotional opportunities.

In addition to traditional media, 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 (Commuter Connections, Telework, Bike to Work Day, and Car Free Day) and accounts on Twitter (Bike to Work Day and Car Free Day), which have received increasing attention over the last year, the marketing team will investigate additional strategies to increase engagement and integrate social media activities with other marketing approaches.

The marketing team will examine opportunities to provide improved smart phone access to Commuter Connections resources and commute option information and benefits. Quick Response (QR) codes may be used on marketing creative to 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 our newly targeted younger demographic.

Existing creative developed in FY15 will be used for the FY16 fall campaign; results of the complete FY2015 campaign will be studied and best practices will be carried forward for the FY2016 campaign. The creative team will consider the results of the FY2015 campaign along with area transportation trends and additional exploration to help identify the most effective messaging strategies for implementation for spring 2016.

The marketing team will investigate format and layout options for print pieces, including the Commuter Connections newsletter, direct mailer, 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.

Focus Group sessions held in the fall of 2014 with stakeholders, specifically: network members, funding organizations, and the general public provided valuable insight to enhance the Commuter Connections overall marketing efforts. The final results will be considered in planning FY2016 media plans and print materials.

The Marketing Communications Plan 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.

The Washington region is approximately 3,500 square miles in size and is among the fastest growing areas in the country. After modest growth in the 1970s and early 1980s, the region's population began to grow more rapidly in the late 1980s. There are more than 5.3 million people and 3.2 million jobs in hundreds of communities linked together by a system of roads, transit lines, and bicycle and pedestrian paths. Both population and employment in the region are expected to continue growing over the coming decades. With jobs and people coming to the area all the time, the impacts on the burdened highway and public transportation systems are felt by everyone. Between now and 2040 the region's population is expected to increase by 24 percent, to 6.4 million people, while employment is expected to increase by 36 percent, to 4.4 million jobs, compared to 2010.

While the region will see growth as a whole, some areas will grow faster than others. The population of the outer jurisdictions is expected to grow at a faster rate than the inner jurisdictions, but the inner jurisdictions will retain the majority of the region's population in 2040. In addition, employment is expected to grow fastest in the outer jurisdictions of Virginia, but the highest concentration of jobs will be in the District of Columbia, Fairfax County, VA, and Montgomery County, MD in 2040. This means that the population will be slightly more dispersed in 2040 than it is today, and jobs will continue to concentrate toward the western side of the region.

These trends mean that greater demands will be placed on the transportation system in order to connect residents to jobs. As the region grows to accommodate more jobs and more people, many jobs and households will end up further apart. Over the next three decades, increasing population and job growth will lead to more vehicles, more trips, and more congestion on the region's transportation system. The result will be more cars squeezed onto area roads and more people squeezed into our buses and trains. The overall amount of driving in the region – measured in vehicle-miles traveled – is expected to grow by 25 percent, slightly more than population, which means that VMT per capita – a measure of how much the average individual drives – is forecast to increase by about 1 percent. The increase in demand on the region's roads by 2040 is expected to outpace increases in supply, leading to a significant increase in congestion. Total VMT is expected to rise 25 percent while funding constraints will limit the increase in new roadway capacity to 7 percent. That gap will result in a 78 percent increase in the number of lane-miles of congested roadway during the morning peak period.

The average number of jobs accessible within a 45-minute automobile commute is expected to go down slightly over the next 30 years, and the greatest reductions in job accessibility are expected to be on the eastern side of the region. This is due to a combination of projected increases in automobile congestion system-wide and the fact that the western portion of the region will see greater job growth over this period. Average accessibility by transit is forecast to increase, however overall accessibility to jobs by transit will remain significantly less than by automobile.

The modes by which people choose to travel aren't expected to change much over the next three decades. Currently, 42 percent of all trips in the region are made by drivers of single-occupant vehicles, a share that will drop by only a few percentage points by 2040. Carpooling is forecast to become slightly more popular, growing in share from 41 percent to 42 percent. Trips made by non-motorized modes will also make up a slightly greater share of total trips in 2040 than they do today, while transit share will remain the same.

Although mode share is not forecast to change significantly, the total number of trips taken using each mode will grow. The number of transit trips will grow by 28 percent, and HOV/Carpool trips will increase by 30 percent by 2040. In 2040 the region's roadways and transit system will have to accommodate a much larger volume of travelers than today. Population and job growth will also lead to an increase in the total number of commute trips in the region – about 29 percent by 2040. However, work trips will continue to make up around 21 percent of all trips, and those made by drivers will continue to account for about 40 percent of all vehicle-miles traveled. By 2040, the share of work trips by

carpool and non-motorized modes is expected to increase, from 11 percent to 14 percent for transit, and from 4 percent to 5 percent for non-motorized modes.

Changes in travel patterns will vary by geography, both in terms of the number of trips taken and how trips are made. The majority of work trips in 2040 will be made in the inner suburbs: Montgomery, Prince George's, and Fairfax counties – which are the region's most populous jurisdictions. The outer suburbs – Prince William, Loudoun, Frederick, and Charles counties will see the most significant rates of growth in the total number of trips, since population and employment will be growing fastest there.

In the regional core, the majority of work trips 58 percent are made on bus and rail transit, and 13 percent are made by walking or biking. In the inner suburbs single driver trips account for the largest share of work trips 63 percent and nearly a quarter of work trips are taken by transit. Though the transit share is lower than the regional core, the number of transit work trips generated in the inner suburban counties is greater than that of the regional core. In the outer suburbs, more than 75 percent of work trips are made by single drivers.

By 2040, slight changes in mode share are expected in all three areas. In the regional core, the share of transit trips is expected to drop in favor of more walk and bike trips. In the inner suburbs, single driver trips are expected to drop slightly, while both transit and non-motorized trips will increase. And in the outer suburbs single driver trips are expected to drop, while carpool and transit trips are expected to increase.

Projects such as the new Silver line to Dulles Airport, and the December 2014 95 Express lanes opening contribute to this shift. Severe stop-and-go congestion is expected to be prevalent throughout the entire region in 2040, not just in isolated areas. However, the recent transit expansion and Express Lanes projects serve to relieve some of the congestion in Northern Virginia.

Outer suburban jurisdictions in the region will experience the greatest increase in congestion, while the already congested inner suburban jurisdictions will experience the worst overall congestion. Making matters worse, congestion will increasingly extend beyond rush-hour periods and affect off-peak weekday periods and weekends.

Due to a lack of funding for capacity enhancement projects to accommodate all of the projected transit ridership growth in the region, the Metrorail system will likely reach capacity on trips to and through the regional core. According to a WMATA study, without additional railcars beyond those currently funded, four out of five lines entering the core will become congested or highly congested by 2040, and the Orange/Dulles, Yellow and Green lines are forecast to be highly congested.

Emissions of smog-producing Volatile Organic Compounds (VOCs) and Nitrogen Oxides (NOx) combine in sunlight on hot summer days to form ground-level ozone. Motor vehicles are responsible for a large portion of VOC and NOx emissions in the region, and so are non-mobile sources like power plants. In addition to NOx and VOCs, the plan also tracks and estimates emissions of particulate matter of less than 2.5 micrometers in diameter (PM2.5). PM2.5 is of special concern because these ultra-fine particles can easily lodge in the lungs of humans and cause health problems. Since concern about PM2.5 has developed relatively recently, PM2.5 was not tracked or estimated in 1990.

Under the federal Clean Air Act, the CLRP is required to conform to regional air quality improvement goals and show anticipated vehicle emissions to conform to emissions ceilings contained in the region's air quality improvement plan. Analysis of the 2012 CLRP shows dramatic reductions of emissions of all

three main pollutants between 2002 and 2020, followed by a leveling off and then a slight increase between 2030 and 2040 for some mobile source emissions.

The data shows that estimated emissions are well within the mobile source emissions budget for each pollutant for 2017, 2020, 2030, and 2040. These results reflect the impact of better vehicle standards, cleaner fuels, and fleet turnover, as well as travel demand and operations management and transit investments. Absent any further improvements to the vehicle fleet, however, once the fleet has undergone a complete replacement, the amount of mobile source emissions will begin to rise due to overall increases in vehicle miles of travel (VMT).

Employment growth is expected to be the greatest during the 2015 to 2020 time period, when an average of 56,000 new jobs are anticipated per year—more than the amount of jobs added from 2010 to 2015. Two-thirds of all new jobs are anticipated in service industries such as engineering, computer and data processing, business services, and medical research. Job growth in Northern Virginia (53 percent) will outpace the growth anticipated in the Maryland suburbs (31 percent), and the District of Columbia (16 percent).

Fairfax County, Montgomery County, and the District of Columbia would add the largest numbers of new jobs to the region's employment base during the 2005 to 2040 forecast period, followed by Prince George's and Loudoun counties. Collectively, the region's inner suburbs will add the largest number of new jobs, 627,900, by 2040. As with population and household growth, the largest percentage increases in employment will occur in the outer suburbs of Virginia and Maryland. Together, these outer jurisdictions will add 433,800 jobs to the region's base, and will grow their number of jobs 84 percent by 2040. Despite the tremendous growth in suburban employment shown in the forecasts, the District of Columbia will continue to have the largest number of jobs of any single jurisdiction and would account for a fifth of the region's employment in 2040. Collectively, the central jurisdictions will account for 26 percent of regional employment.

Regional economic growth will continue to attract new residents and fuel a general demand for new housing. Households, or occupied housing units, in turn form the basis for population forecasts for most jurisdictions participating in the Cooperative Forecasting process. Planners monitor housing construction and estimate population growth by multiplying the number of occupied housing units by the average number of people in the jurisdictions' households.

As one of the most expensive regions in the country, metropolitan Washington faces significant affordable housing challenges. The region is losing a substantial amount of existing affordable housing stock near jobs, services, and transportation options. Since 2000, the number of low-cost rental units in the District of Columbia has fallen by half, while the number of lower-value homes has fallen by nearly three quarters, according to the DC Fiscal Policy Institute. According to 2009-2011 American Community Survey data, approximately half of renter households in the District of Columbia, Montgomery County, Prince George's County, and Frederick County are cost burdened, spending more than 30 percent of their income on housing costs. Beyond the urban core, many of the region's suburban job centers are just starting to add housing and most of the new construction will not be affordable.

Transportation costs and commute times have risen considerably over the last twenty years, making Metropolitan Washington an expensive region in which to travel. Many households in the region spend well over 15 percent of their income on transportation costs, typically the largest household expenditure after housing. A study by the Center for Housing Policy and the Center for Neighborhood Technology found that moderate-income families in the Washington Metro area now spend an average of \$1,099 a month, or \$13,188 a year, for transportation costs.

While the region is known for many examples of successful transit-oriented development (TOD), other Activity Centers in the region have Metrorail stations but lack the land use, zoning, regulatory policies, and strong market dynamics to fully harness the potential of their infrastructure. Despite significant challenges, there are also many promising opportunities and trends in the region that could be leveraged to support Activity Centers.

Besides the recent creation of the 495 and 95 Express Lanes, the region has undertaken major investments in Metrorail and for new modes of transit that include streetcar, light rail, and bus-rapid transit lines. These new investments present a unique opportunity to catalyze development and create walkable Activity Centers in many of the region's aging commercial corridors. If planned well, these new transit investments have the potential to stimulate real estate markets in many of these Centers.

The Financially Constrained Long-Range Transportation Plan, or CLRP, identifies all regionally significant transportation projects and programs that are planned in the Washington metropolitan area through 2040. The long-range plan includes all "regionally significant" highway, transit and High-Occupancy Vehicle (HOV), bicycle and pedestrian projects, and studies. Each year the plan is updated to include new projects and programs, and analyzed to ensure that it meets federal requirements relating to air quality and funding.

Below is a list of significant changes to the CLRP proposed for the 2014 Update to the CLRP. Following a 30-day public comment period, these projects, along with hundreds of other changes were approved by the TPB on April 12, 2014 for inclusion in the Air Quality Conformity Analysis for the CLRP. The list below covers changes only to those projects that are considered to be major regional projects, i.e., on interstates, principal arterials and some minor arterials, as well as transit facilities.

1. Streetcar - Union Station to Georgetown
2. Streetcar - M Street SE/SW Line
3. Streetcar - Minnesota Avenue Spur
4. Removal of Proposed H and I Streets NW Peak Period Bus-Only Lanes (not mapped)
5. Studies: Managed Lanes on 14th Street, Rochambeau Bridge, I-395/I-695, and I-295
6. MARC Growth and Investment Plan (not mapped)
7. I-95/495 Interchange at Greenbelt Metro Station
8. VRE System Plan (not mapped)
9. Widen US Route 1
10. Widen VA Route 123
11. Dulles Air Cargo, Passenger, Metro Access Highway Alternatives

PRODUCT PROFILES

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

1. Carpools and Vanpools
2. HOV Lanes/Express Lanes
3. Transit
 - a. Summary of Bus Activity
 - b. Summary of Rail Activity
 - c. Summary of Park and Ride Lots
4. Telework
5. Bicycling
6. Bike Sharing
7. Car Sharing

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

1. Guaranteed Ride Home
2. Commuter Benefit Programs (Commuter Choice, SmartBenefits)
3. Clean Air Partners
4. 'Pool Rewards

CARPOOLS AND VANPOOLS

Product Profile

Carpools are a highly used form of alternative commuting. HOV lanes provide an additional benefit for carpools and vanpools – time savings. In areas not served by HOV lanes, cost savings and reduced stress (from not driving everyday) are the most important benefits. Commuter Connections assists commuters in finding suitable ridesharing arrangements through an on-line ridematching capability. Commuters simply set up a free account through the Commuter Connections web site and after signing up for ridematching, are able to obtain a map and a “matchlist.” Both the map and the matchlist indicate potential carpool drivers or passengers, and available vanpools that have the same or similar route and schedule.

The Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG) conducted a Household Travel Survey in 2007/2008, collecting data from 11,000 households in the Washington region and adjacent areas. The survey collected demographic information as well as detailed trip data for a full weekday for each member of each household. The survey indicated that the number of commuters riding in a private vehicle over the past decade has been on the decline. The survey findings showed that commuters who are auto-passengers now represent approximately 5 percent of the overall commuting population within the metropolitan region. In contrast, according to the survey, transit is on the rise, now representing 18 percent of the overall commuting population. During 2011 and 2012, the Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG) conducted a survey of 4,800 households in 14 communities in the Washington region to gather updated information on area travel patterns.

Many of the vanpool operators, including Vride, 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.

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 ridematching software offered by Commuter Connections through the broadcast and direct mail campaigns.
- Increase commuter awareness on the ‘Pool Rewards carpool/vanpool incentive program.
- 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.
- Educate commuters that there are vanpool incentive programs available through 'Pool Rewards and Vanpool Alliance.

Strengths

- Cost savings from volatile gas prices, and lower maintenance costs due to less wear and tear on personal vehicles.
- It is simple, free and quick to set-up an account with Commuter Connections for ridematching services and to use the mobile app.
- If using HOV lanes, substantial time-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 \$130 tax-free subsidy to vanpoolers each month via SmartBenefits® or other Transit Voucher.
- Reduces the stress of daily driving.
- Allows commuters to relax, read, or use lap top during the commute.
- GRH supported.
- The vanpool riders determine their route and schedule based on their needs, making vanpooling very flexible.
- Reduces the need for families to have an additional vehicle.
- Increasing gasoline prices makes ridesharing an attractive option with its associated cost-savings.
- Through the 'Pool Rewards program, new carpoolers receive a cash incentive of \$130 over a 90-day period, and newly formed vanpools receive \$200 a month.

Deficiencies

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

Promotional Strategy

- Promote Commuter Connections' ridematching software and mobile app.
- 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 Day promotion.
- Focus on suburban employers to fill the commute needs of the suburb-to-suburb commuters.
- Work with employers moving to suburbs from an area that was well served by transit. Encourage these commuters to maintain their alternative commute with ridesharing options.
- Promote carpooling and vanpooling to commuters using park and ride lots that are at capacity.
- Focus on employer-based vanpool promotions in the federal and defense contractor sector.
- Promote ridesharing opportunities in HOV corridors with regard to time savings.
- Promote preferential parking programs for carpools and vanpools through the Commuter Connections newsletter and through the Employer Services program.
- Promote 'Pool Rewards carpool/vanpool incentive project.
- Promote formation of carpools and vanpools for commuters using the Inter County Connector (ICC) and the new 495 and 95 Express Lanes.
- Rideshare Tuesday's

Challenges

- Violation rates in all HOV/Express lane corridors.
- "Empty lane syndrome".
- Congested HOV/Express lanes will diminish advantage of time savings.
- Commuters do not understand the value of carpools and vanpools, because they do not realize how much they spend commuting.
- Low levels of marketing and advertising to commuters.
- Difficulty of recruiting new vanpool drivers
- Rising vanpool insurance costs
- Low level of participation in 'Pool Rewards

HOV LANES / EXPRESS LANES

Product Profile

The first High Occupancy Vehicle lane (HOV) in the United States opened in Virginia in 1969 as a bus-only lane on the Shirley Highway. 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 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). 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 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 high-occupancy vehicle (HOV) facilities on highways functionally classified as freeways. 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 section in Stafford, Prince William and Fairfax Counties is now the 95 Express Lanes, an HOV/Toll facility (but HOV-3 vehicles may use it for free)
- 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);
- I-270 and the I-270 Spur in Montgomery County, Maryland;
- Virginia Route 267 (Dulles Toll Road), connecting to I-66 via the Dulles Connector;
- U.S. 50 (John Hanson Highway) in Prince George’s County, Maryland;
- The I-495 (Capital Beltway) Express 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 2012, the I-495 (Capital Beltway) Express Lanes opened, which allow free use by HOV-3 vehicles (no performance data are available yet).
- The I-95 Express Lanes replaced the HOV lanes between Va. 234 in Prince William County and Turkeycock Run on I-395 in Fairfax County in December 2014 and added capacity to the managed roadway to create an HOV/Express lanes network from the Edsall Road area (Turkeycock Run) in Fairfax County to Garrisonville Road in Stafford County. The project will also added new access points and connected directly to the I-495 Express Lanes.

In Northern Virginia, there are approximately 84 miles of HOV and HOV/Toll lanes, including a 28-mile two-lane reversible HOV facility located on Interstate 95 and 395 between Quantico Creek and the District of Columbia. These lanes are northbound between 6:00 a.m. and 9:00 a.m. and restricted southbound between 3:30 p.m. and 6:00 p.m. It is restricted to 3-person carpools, vanpools, buses, motorcycles, and taxicabs.

Interstate 66 has 11 miles of HOV inside 495 and 21 miles outside I-495 for a total of over 30 miles. I-66 inside the Beltway is HOV-2 eastbound in the AM hours and HOV-2 westbound in the PM hours. The HOV-2 lanes outside I-495 are concurrent flow HOV. The Virginia Department of Transportation is in the process of re-striping 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.

Hybrids with the appropriate clean fuel plates may use the HOV lanes in Virginia, regardless of vehicle occupancy (but not on the 95 Express and 495 Express lanes, where they must comply with rules that apply to all other traffic) Not all hybrids qualify for clean fuel license plates. SmartCars are not hybrids and do not qualify. The hybrid provision was set to expire on June 30, 2012, but was extended by the Virginia General Assembly. The 2006 General Assembly added the provision that clean fuel vehicles registered after June 30, 2006, could only use I-395/95 with the required occupancy of 3+ people. Further restrictions have been introduced to prevent newly-registered hybrid vehicles from using the HOV lanes along I-66 and Va. 267 – only hybrid vehicles with registration plates issued before July 1, 2011 may use those lanes without at least two persons in the vehicle.

The 495 Express Lanes in Fairfax County provide four lanes for vehicles with E-ZPass transponders. Carpools with three passengers and van-pools 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. The hybrid exemption does not apply on the 495 Express Lanes. The 95 Express Lanes which will open in December 2014 will work in the same manner.

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 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, will be 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 2017. Maryland law does not permit hybrid vehicles to use the HOV lanes unless they comply with posted vehicle occupancy requirements.

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. Motorists traveling to and from Dulles International Airport to go to the airport to catch a flight or to pick someone up at the airport are permitted to use I-66 inside the Beltway (I-495) during HOV hours. Vehicles which are registered with clean special fuel license plates (including some hybrids) are permitted to use HOV lanes.

Current HOV Lanes in Northern Virginia:

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
I-395 Shirley Hwy	I-395 Two lanes reversible	8	HOV-3, motorcycles, buses, taxis with 3 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls. Transition to 95 Express (HOVtoll) lanes is at Turkeycock Run between Va. 236 and Va. 648.	NB: 6:00-9:00 a.m. SB: 3:30-6:00 p.m.	<ul style="list-style-type: none"> • I-395 AM: 2.8 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	I-95 Two lanes reversible	28	HOV-3, motorcycles, buses, taxis with 3 or more people, emergency vehicles (fire, ambulance, rescue) and law	NB: About 12 Midnight to 11:00 AM SB: About 12 Noon to 11:0 PM	<ul style="list-style-type: none"> • I-95 AM: 2.6AVO 62 MPH, 18 minutes • I-95 PM: 2.60 AVO 67 MPH, 16 minutes • Non HOV AM: 1.1AVO, 22 MPH, 51 minutes • Non HOV PM:

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
			enforcement vehicles. All vehicles must have 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. Not sure if this exception applies any longer.		1.16 AVO 28 MPH 41 minutes
Capital Beltway (not including Wilson Bridge)	Express Lanes	14 miles (each way) between I-95 and VA-193 (Georgetown Pike)	HOV-3 travels free, SOV pays a variable toll.	N/A	Express Toll Lanes (no HOV provision) under study on the Maryland portion of the Beltway
I-95/I-495 Cap. Beltway at Woodrow Wilson Bridge	Concurrent-flow HOV or transit lanes on bridge and approaches to bridge		To be determined	To be determined.	One lane in each direction reserved for HOV and bus traffic; or for a rail line.
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 to 6:00 P.M.	

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
I-66 (Outside 495)	Concurrent flow HOV lane between I-495 and Route 234 Bypass in Prince William County.	21	HOV-2 motorcycles, buses, taxis with 2 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.	EB: 5:30-9:30 a.m. WB: 3:00 -7:00 p.m.	HOV AM: 1.9 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 I-66 and the Rte 123.	14.8	HOV-2, buses, taxis with 2 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV	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>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
			lanes when responding to emergency calls.		
I-66 (inside 495) Without required occupancy	Two lanes in peak commute directions between the Beltway to Rosslyn	9	HOV-2, buses, taxis with 2 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.	EB: 6:30-9:00 a.m. WB: 4:00 –6:30 p.m.	<ul style="list-style-type: none"> • HOV: 1.7 AVO in AM 1.69 AVO in PM • Motorists traveling to and from Dulles International Airport on business are permitted to use I-66 inside the Beltway during HOV hours.

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
I-495 in Fairfax County, Va. between Springfield I-95 and VA 193 (Georgetown Pike)	HOV/Toll lanes (2 in each direction)	10	Automobiles, vans, light-duty trucks, motorcycles and buses. Heavy trucks prohibited. HOV-3 vehicles with E-ZPass Flex transponder may use lanes at no charge	Lanes normally operate 24 hours/day, 7 days/week.	Performance data not yet available.

Current HOV Lanes in Maryland:

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
I-270	Concurrent-flow (1 lane)	SB: 12 miles from I-370 to I-495 NB: 19 miles from I-495 to MD 121	HOV-2, motorcycles, buses, and plug-in electric vehicles, titled and registered in Maryland. NO SOV HYBRIDS ALLOWED	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. NO SOV HYBRIDS ALLOWED	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:

The projects shown here are major transit and High-Occupancy Vehicle improvements reflective of the 2009 update to the Constrained Long Range Plan, as adopted by the National Capital Region Transportation Planning Board on July 2009 and amended on October 2009.

Maryland

I-270/US 15 Corridor, Shady Grove to I-70, HOV, 2030

Virginia

Fairfax County Parkway HOV, widen and upgrade, 6 to 8 lanes, 2010, 2015

Fairfax County Parkway HOV, construct 2 lanes, 2015

Franconia/Springfield Parkway HOV, 2010, 2020

I-66 HOV, widen to 8-lanes, 2009, includes interchange reconstruction at US 15, 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 user

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.
- Speeds along HOV lanes in the I-66 and I-270 corridors have deteriorated to the point where there is little time savings associated with using them.
- 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 and I-66 inside Beltway) is more prevalent due to the lack of barrier separation.
- Perception of enforcement of HOV rules is lax; penalties may be too low to discourage HOV violators in Maryland.
- 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 are in place as far north as Md. 121 (Clarksburg).

Advertising/Promotional Strategy

- 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 marketing campaigns.

Threats

- Accidents/overuse that will reduce time savings.
- Conversion of the I-95 and I-395 HOV lanes between Dumfries and Turkeycock Run to HOV/Toll Lanes (along with a mandate for HOV-3 vehicles to use E-ZPass Flex transponders) and its possible impact on reducing use by carpools and vanpools.
- Legal use of HOV lanes in Virginia has reduced speeds.
- 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.
- Hybrid resentment is present by those who feel HOV lanes were introduced as a congestion management issue, designed exclusively to encourage carpooling not for environmental purposes.

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 175 bus lines.

Metro's Silver Line began operation in July 2014 connecting the Tysons Corner and Reston areas of Fairfax County to the regional Metrorail system. Phase 2 Silver Line construction extending from Wiehle Ave. - Reston through Dulles Airport to Loudoun County is expected to be complete in 2020.

Product Profile

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

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

The factors influencing transit use include:

Automobile-Related

- Auto Availability
- High gas prices
- Operation and maintenance costs of auto, including gasoline costs & availability
- Parking availability and costs for auto parking
- Impact of auto on the environment.

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

Human-Related

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

Transit System-Related

- Connectivity with other modes including shuttles 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 retail and/or tourist attractions
- Proximity to employment sites, services, facilities
- Security/Safety
- Ability of non-Commuters to use transit to reach nearby medical, shopping, recreational and other opportunities and to connect to main-line transit routes
- Cost-effectiveness of transit
- Availability of bikeshare and carshare stations by major transit stops
- 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
- Ability to safely cross major intersections or parking lots along 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)

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.

Summary of Bus Activity

TRANSIT AGENCY	BUS LINES	CAPACITY	TYPE OF SERVICE	ROUTES CLOSE TO CAPACITY	ROUTES IN NEED OF RIDERSHIP INCREASES
WMATA System Total <i>June 2015</i>	<i>175 Lines</i>	Range of seats per bus between 27-66 (assumes 41.5 avg seats /bus) 14,784 Wkdy Trips 613,536 Wkdy Seats	Peak and Non peak	45 Lines	30 Lines
WMATA DC Service 2015 update	73	Range of seats per bus between 27-66 8,039 Wkdy Trips 333,618 Wkdy Seats	Peak and Non peak	5A; 30N,30S; 32,36; 33; 37; 39; 42,43; 52,53,54; 63,64; 70; 79; 90,92; A2,A4,A6,A8; B2; D1; D6; E4; G8; H1; H2, L1,L2; S1; S2,4; S9; U5,6; V2,V4; W4; X2; X3; X9 [30 lines]	60; 74; B8,9; D4; E6; G2; H6; K2; M4; V5; X8 [11 lines]
WMATA MD Service 2015 update	57	Range of seats per bus between 27-62 3,344 Wkdy Trips 133,760 Wkdy Seats	Peak and Non-peak	C2,4; F4; K6; P12; R1,2; T18; Y2,7,8; Q1, 2, 4, 5, 6; [8 lines]	B27; B29,31; B30; C12,14; C11,13; NH1 [6 lines]
WMATA VA Service 2015 update	45	Range of seats per bus between 27- 42 3,401 Wkdy Trips 141,142 Wkdy Seats	Peak and Non peak	3Y; 7C,H,P,W,X; 7M; 11Y; 16L; 16Y; 18G,H,J; 18P; 23A,T; 38B [10 lines]	1C; 2B; 2T; 3T; 9A; Metroway; 15M; 17A,B,F,M; 18E,F; 18R,S; 25A,B,C,F; 28X; 29C,W; S80,91 [14 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 (DASH)	12	28-40	Peak and non peak HOV: AT3, AT4	AT8, King Street Trolley	AT3-4, AT7
Arlington Transit (ART)	15	Seated: 19-30 Seated and Standing: 28-45	Fixed Route	41, 42, 45, 87 (peaks)	52, 53, 61, 62, 74, 75, 77, 87 (off-peak), 92
Fairfax County Connector	85	29-55	Peak and Non-peak service. HOV:	321, 322, 401, 402, 171, 950, 980	334, 462, 493, 494, 495, 926, 981, RIBS4
Loudoun County Transit	4 commuter routes and 11 local fixed routes	Commuter buses have 55 seats and local fixed buses seating varies	Commuter routes are AM & PM only; local fixed routes are all day (7 AM to 7 PM and a few go till 10 PM)	Most commuter routes traveling into DC are at capacity	Routes serving Loudoun employment sites and the local fixed routes
MTA Commuter Buses	(35) routes in Maryland	55	Total trips – 297(am), 308(pm), 13(midday) am & pm peak service, with a couple off peak trips, and midday trips	204, 220, 230, 240, 250, 260, 305, 310, 315, 320, 325, 335, 345, 410, 411, 420, 505, 515, 610, 620, 630, 640, 650, 705, 715, 725, 735, 810, 820, 830, 840, 850	201, 202, 203

Montgomery County Ride On	78 routes	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	3, 7, 19, 31, 44, 52, 66, 67, 81, 93, 94
<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>
Prince George's TheBus	28 TheBus Routes	26-32	Peak and Non-peak service	16, 18, 20, 21, 21X, 24, 30, 32, 14, 17, 23, 26, 33, 51 are over capacity 12,13,25,28 are at/near capacity	11, 13, 15 Express, 22 27, 35s, 36
PRTC OmniRide/ Metro Direct	15 routes: 8 areas in Prince William County 10 routings in Washington DC/Pentagon/Arlington/Tysons. 1 single trip (C1). 3 routes to Metrorail stations.	39 - 57	Commuter Service Service to Metrorail Stations	Most commuter routes. New trips added to relieve chronic overcrowding	Tysons Corner

PRTC OmniLink/ Cross County Connector	6 local routes 1 cross county route	29-45	Local	Dumfries, Dale City, Woodbridge, and LakeRidge	Route 1, Manassas Park and Manassas
TransIT Services of Frederick County	9 Routes 5 Commuter Shuttles	16-29	Local, Commuter	#10 & #40 Connectors are crowded during peak rush hours	Rt. 85 shuttle & #65 Connector

Assets (for bus only)

- Bus is the least expensive commute mode for customers; a number of passes available for reduced fares
- Attractive alternative to commuters without vehicles
- In addition to publicly-owned transit, there are a number of private commuter bus services
- Convenient to many home destinations, shopping centers and business centers
- Benefits from the GRH program
- Faster than SOVs when their route includes HOV or dedicated lanes
- Allows passengers to relax
- Commuter Stores, plus on-line ability to purchase bus fares via CommuterPage.com; Montgomery County's web site, and Fare Media by Mail.
- Costs savings for commuters compared to driving alone

Deficiencies

- Commuter still has to get to the bus stop and final destination
- More parking required at some bus stops
- SOVs perceive as nuisance and source of pollution
- Slow with multiple stops; typically travel in same congested lanes as other traffic
- Considered as an inferior mode of transportation by SOVs; negative image
- Public Transit is oriented to downtown commute pattern. Some suburban systems (e.g. Montgomery County) have bus system oriented to feed Metrorail stations and to serve other activity centers.
- Little service to Beltway users
- Rapid ridership growth can create overcrowding
- Continuity of service not guaranteed: Service on low ridership routes can be reduced or discontinued

Prospects

- Conversion to alternative fuels to increase its environmentally friendly image
- Ability to work/study, network and listen to music on the bus
- Prime mode of travel for DC residents
- SmarTrip® card and SmartBenefits® subsidies
- SmarTrip® now available on all regional bus systems. Pass capability soft implementation during the year.
- Use of queue-jumpers and other prioritization methods, including Bus Rapid Transit
- Use of smaller buses for increased flexibility in routes for residential areas
- Real-time bus arrival information (AVL/GPS), Metrobus & CUE-NextBus, Arlington Transit-Connexionz; DASH, Loudoun Transit & Fairfax Connector are acquiring Clever Devices; Ride On

has self-operated Real Time Transit Information System

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)
- Lack of funding for operations and expansion
- Limited Parking
- Limited routes
- Overcrowding
- Lack of available and appropriately zoned land for maintenance and parking facilities
- Lack of right-of-way, funding to acquire ROW, to create dedicated bus-only lanes
- Impacts on existing developed areas where additional ROW is acquired for dedicated lanes

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	Close to Capacity	Rippon & Woodbridge, and Burke (stations with available parking).
MARC (MTA)	Commuter	Brunswick Line Camden Line Penn Line	MARC stations with excess parking available: Brunswick, Monocacy, Gaithersburg; Dorsey, Savage, Muirkirk Perryville, Bowie State. Parking for all other stations are <u>at</u> or over-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

Assets (for Rail only)

- Commuter Stores provide an excellent sales vehicle for merchandise and tickets
- Bi-level coaches on VRE and MARC Train systems
- Clean
- Convenient: Leave the driving to someone else
- Favorable cost when compared to driving alone long distances
- Food and beverages allowed on commuter trains
- GRH program makes more accessible during non-rush hour
- In some cases, rail is faster than driving alone
- Parking at commuter rail stations is free
- Reliable (not affected by congestion)
- Transit Link Card between Metro, MARC and VRE makes it easier and economical to combine trips
- Quiet cars available on VRE and MARC trains
- Weekend service on MARC began in late 2013 on the Penn line between DC and Baltimore
- AMTRAK is accepting MARC and VRE tickets with a small upgrade fee which reduces the burden on the sometimes crowded commuter trains

Deficiencies

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

Prospects

- Provides attractive transportation option to commuters of all income ranges
- Provides an opportunity for riders to relax during the commute
- In 2014, VRE's average daily ridership was 18,876.

Threats

- Fare increases
- System delays and bad press has beleaguered transit in recent years.
- Reaching and exceeding capacity is a major concern for VRE. In FY14, VRE provided 2,067,701 trips on its Manassas Line and 2,480,209 trips on its Fredericksburg line.
- Safety concerns

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

Threats

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

Park & Ride Lot Table 2014 (DC & MD)

<i>St</i>	<i>Jurisdiction</i>	<i># of Park & Ride Lots</i>	<i># of Parking Spaces</i>	<i>Average Lot Size</i>	<i>Free Parking</i>	<i>\$ Parking</i>	<i>Transit</i>	<i>Bicycling Amenities</i>
DC	District of Columbia	6	2,857	476	0	6	6	6
MD	Anne Arundel	24	8,191	341	22	2	17	4
MD	Baltimore	29	10,512	362	29	0	17	11
MD	Baltimore City	12	4,758	397	10	2	11	6
MD	Calvert	9	1,462	162	9	0	7	0
MD	Carroll	7	486	69	7	0	0	0
MD	Cecil	2	128	64	2	0	1	0
MD	Charles	10	3,369	337	10	0	9	0
MD	Dorchester	1	12	12	1	0	0	0
MD	Frederick	14	2,717	194	14	0	5	1
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	3	0
MD	Talbot	1	9	9	1	0	0	0
MD	Washington	7	751	107	7	0	1	0

Park & Ride Lot Table 2014 (VA & WV)

<i>St</i>	<i>Jurisdiction</i>	<i># of Park & Ride Lots</i>	<i># of Parking Spaces</i>	<i>Average Lot Size</i>	<i>Free Parking</i>	<i>\$ Parking</i>	<i>Transit</i>	<i>Bicycling Amenities</i>
VA	Alexandria	2	537	269	1	1	2	1
VA	Arlington	3	913	304	3	0	3	0
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	32	7,900	247	32	0	29	7
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	21	3,522	168	21	0	18	1
VA	Prince William	29	10,551	364	29	0	22	5
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

Grand Totals 361 131,395 364 321 40 250 77

TELEWORK

Teleworking, also called telecommuting has experienced tremendous increase over the last ten years, more than doubling in the number of workers. Commuter Connections' State of the Commute (SOC) Survey 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." According to the 2013 SOC report, 27 percent of regional commuters said they teleworked an average of 1.4 days per week, a modest increase from the 2010 level of 25 percent and 1.3 days per week. This percentage equates to approximately 675,000 teleworkers in the region. Teleworking grew in nearly every demographic and employer segment in which telework is feasible.

The 2013 State of the Commute survey found that an additional 18 percent of commuters who do not telecommute today "could and would" telecommute if given the opportunity. These respondents said their job responsibilities would allow them to telecommute and they would like to telecommute. These commuters represent about 470,000 potential telecommuters. Some respondents, 11 percent would not be interested in teleworking at all, while 44 percent have job responsibilities that could only be performed at the main workplace. Teleworking among federal agency workers continues to grow rapidly. In 2013, 38 percent of respondents who worked for federal agencies teleworked, compared to 27 percent in 2010 and only 16 percent in 2007.

With the rapid advancements in technology in recent years, teleworking has become more common. Future technology development will allow workers to continue to work "without walls" in virtual offices or from home.

COG/TPB began helping businesses start or expand telework programs in 1996 through the establishment of the Telework Transportation Emission Reduction Measure (TERM) via the Commuter Connections program. Throughout the years, Commuter Connections has provided information packets, videos, seminars, demonstration projects, sample telework policies and agreements and information on regional telework centers. Telework is supported by COG/TPB through Maryland Commuter Connections network members who provide local marketing support and outreach activities to employers as needed.

Employer-Based Promotions

- **TPE-** The Telework Partnership with Employers program provides free consulting services to employers in Maryland's Baltimore region and is an initiative of the Maryland Department of Transportation (MDOT) in collaboration with the Baltimore Metropolitan Council.
- **Telework!VA-** The Telework!VA program is an initiative of the Virginia Department of Rail and Public Transportation (VDRPT) that began in 2001, designed to help reduce traffic congestion in Northern Virginia. The program provides expert assistance to companies to help them start or expand a telework program. In 2007, VDRPT expanded the program statewide. VDRPT began partnering with the Virginia Department of Transportation (VDOT) on marketing efforts in FY2011. Employers in Virginia that offer telework options to their employees may also qualify for state tax incentives.

Other telework resources available in the area include:

- Office of Workplace Initiatives for Federal Employees, managed by GSA.gov
- Telework! VA Program, www.teleworkva.org
- Telework Partnership with Employers (MD), www.teleworkbaltimore.com
- Mobile Work Exchange, www.mobileworkexchange.com

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 entities such as UberOffices. Telework Centers also known as 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

Weaknesses

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

Opportunities

A highly positive outlook exists for this mode, provided that ample education and training is provided to decision-makers. Additionally, pressure should be created from the bottom up with public relations stories regarding increases in productivity and quality of life due to telecommuting. About 18 percent of non-telecommuters have job responsibilities that would allow them to telecommute and would be interested in telecommuting, according to the 2013 State of the Commute. Needless to say, teleworking is one of the most cost-effective ways to reduce congestion.

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 in a department or location. Bottom-up style marketing generally takes longer to motivate action when compared to the top-down approach. Much of the growth is technology related, therefore there may be significant up front expense for employers or employees who wish to participate in teleworking. Additionally, recent downturns in the economy have forced some employers such as search engine giant Yahoo, to retract or reduce telework programs.

A big challenge facing the federal workforce are recent concerns about the U.S. Patent and Trademark Office's telework program based on a Commerce Department inspector general report. These abuse allegations caused the House Oversight and Government Reform Committee and the House Judiciary Committee teamed up for a joint hearing in November 2014 to examine "systemic abuses and mismanagement" of agency's telework program. At least one member of congress discussed the possibility of asking the Justice Department to open a criminal investigation, arguing the patent office employees defrauded the government and management looked the other way.

Another major event in 2014 that has greatly impacted federal telework was the news that the United States Postal Service has suspended its teleworking program for the foreseeable future and must answer to charges filed with the National Labor Relations Board. The charges were filed by one of its biggest unions that the agency mishandled the response to a major computer security breach that may have compromised personal information belonging to as many as 800,000 current and former USPS employees.

What implications these event will have on future federal telework initiatives in other agencies is unknown at this time. For that matter, these high profile happenings are likely to have impact on how the private sector views teleworking.

BICYCLING

Bicycling to work is an important aspect of commuting. Employers can encourage cycling to work by installing secure bike parking, changing rooms, showers and lockers, and by including bicycling in commute workshops. They also can provide their employees with information they need to commute by bike, including 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 2013 State of the Commute Survey Report:

- 17 percent of all commuters live less than five miles from work.
- The average bike/walk commute is 4.6 miles each way.
- The average number of days per week for bicycle commuting is 3.5.
- There is no difference in rates of men and women who walk/bike as their primary commute mode, both represent 2 percent.
- Bike/walk as primary commute mode based on State of Employment: District of Columbia 4 percent, Maryland 1 percent, and Virginia 2 percent.
- Nearly a quarter (24 percent) of respondents in 2013 said their employers offered services for bicyclists, no change from 2010.
- At 93 percent respondents who biked/walked gave the highest ratings for being satisfied with their commute. At 61 percent, respondents who drove alone were the least satisfied.

The 2010 U.S. Census estimated that bicyclists represent .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 following are findings from the 2007/2008 Household Travel Survey of 11,000 randomly selected households in the TPB region and adjacent areas (+3,500 Baltimore region samples) on walk and bike travel. The study took place between February 2007 and March 2008. It indicated a change in bicycle commuting modal share from 0.7 percent in 1994 to 1.0 percent in 2007/2008. The bike commuting share by jurisdiction of residence indicates that the District of Columbia has the highest share at 3.3 percent, followed by Alexandria at 2.7 percent. The most prevalent purposes for daily travel by bike were work-related trips at 30 percent. There are more than 30,000 work-related bike trips in the Washington region every day.

Video counts from May-June 2012 noted the following average cyclists per hour over an eight hour period: Memorial Bridge 112.9 bicycles; 14th Street Bridge 182.4 bicycles; Key 138.9

The Bike to Work Day Washington Region 2013 Survey showed that the event introduces bike commuting as 17 percent of survey respondents said they never commuted by bicycle before participating in the annual event, the same as in 2010. The event also expands the frequency of bicycle commuting as 21 percent of survey respondents who commuted by bicycle previous to the event, said they started bicycling even more after participating in Bike to Work Day.

The Bicycle and Pedestrian Plan for the National Capital Region, adopted in October 2010, 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 2006 Bicycle and Pedestrian Plan for the National Capital Region, which was the first all-new regional plan specifically for bicycle facilities since 1995, and the first-ever regional pedestrian facilities plan.

The plan includes 336 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 over 450 miles of bicycle lanes, over 630 miles of shared-use paths, hundreds of miles of signed bicycle routes (signage without additional construction), more than 80 pedestrian intersection improvements, and ten 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, 21 major streetscaping projects would improve pedestrian and bicycle access and amenities in DC, Ballston-Rosslyn, Columbia Pike, Tysons Corner and other locations. If it implements the projects in this plan, by 2040 the region will have over 1,700 miles of bike lanes and multi-use paths, more than three times the current total.

Assets

- 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

- A federal tax benefit for bicycle commuters enacted in 2009 allows bicycle commuters to deduct \$20 per month, pre-tax, from their paychecks to cover bicycling related expenses. As with the train, bus and vanpool benefit, employers save by not paying payroll taxes on the pre-tax portion of their employees’ paycheck.
- 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.
- Bikes are allowed on Metrorail during off-peak hours. For more information on biking to Metro go to <http://www.wmata.com/bike>
- 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 for the region can be purchased at www.kappamapgroup.com (search word “bike”) or at www.waba.org; targeted bike maps 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, and through ridethecity.com, a route-finding web site which serves the area inside or near the Capital Beltway, plus all of Fairfax County. Ridethecity.com shows the region’s bike facilities, as well as the Capital Bikeshare stations.
- 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. The guide is also available online.
- Commuter Connections launched an online bicycle routing system in FY2009 to help commuters map out the safest or fastest routes. The site is currently being upgraded.
- 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.
- The Capital Bikeshare system has over 2,500 bicycles at over 300 stations across Washington, D.C., Arlington and Alexandria, VA and Montgomery County, MD.

Deficiencies

- Often perceived as a ‘fair weather’ dependent mode. However, showers and clothing adjustments can mitigate the effects of hot, cold, or wet weather.
- For many longer commutes, bicycling is too time-consuming.
- 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.
- MARC only allows folding bicycles on board, and Metrorail only allows bikes on board during non-peak periods.
- General public lacks bicycling education and skills needed to ride safety 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.

Prospects

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

WABA and Commuter Connections also 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 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 79 pit stop rally points for the cyclists through the region that included snacks, prize drawings, T-shirts, promotional items, and elected officials. The Steering Committee for the event includes representatives from the bicycle and TDM community. This cooperative effort has resulted in an increase of registrants every year. In 2015 the event reached 17,500 registrants, a 4 percent increase over 2013.

The event 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 Public Affairs and WABA). Collateral produced for the event and distributed throughout the region includes rack postcards, posters, street banners, T-shirts. Materials were targeted to employers and cyclists in chosen target markets as well as bicycle shops.

Sponsorships proved key to ensuring the visibility and success of the event. Both cash and in-kind sponsorships are solicited. Depending on donation level, sponsors may include their logo on the T-shirt, posters, rack cards, 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 2014 the U.S. Department of State won that honor.

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.

Less favorable economic conditions and/or high gas prices as experienced in 2008 and 2011 could act as a boosting agent for bicycling as a low cost transportation alternative.

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.

BIKE SHARING

Product Profile

Bikesharing is an automated, public bicycle service first introduced by the District in 2008 under the moniker of SmartBikeDC, and run by Clear Channel Outdoor. 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™. Alta Bicycle Share was hired to operate the system adapted from Montreal's Bixi system. The program initially launched with 1,100 bikes and 114 stations throughout the District and Arlington County.

Capital Bikeshare marked its official launch at a press conference at the U.S. Department of Transportation headquarters with dignitaries from both the District and Arlington. The inaugural ride followed the ceremony as nearly two hundred members hopped on the brand new bicycles en route to various stations. Numerous major media outlets covered the event helping to fuel the early success of the program. As of June 2014 Capital Bikeshare has seen over 7 million trips taken on its distinctive red bicycles.

In 2014 the system has over 3,000 bicycles at 350 stations across Washington, D.C., Arlington and Alexandria, VA and Montgomery County, MD. Capital Bikeshare offers short-term, automated bicycle rentals for its members. One-day, three-day, monthly and annual memberships are available. All memberships include the first thirty minutes of every trip for free. 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 or supplied. Bikes are available 24 hours a day, 365 days a year. Severe weather closes the system only until conditions are safe to resume service. 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 and commuters in 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.

There are many ways your organization can support Capital Bikeshare. Become a steward of one of the newest and greenest transportation programs in the country.

Employers can join as Corporate Partners of Capital Bikeshare, subsidizing their employees' memberships through the Capital Bikeshare Corporate Membership or purchasing their own station.

For the first time Bike Sharing was measured for the State of the Commute survey. In 2013 the report indicates that 3 percent of employers offer bike sharing to their employees.

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. All rental rates for a Zipcar include gas, insurance and 180 miles per day, as well as a reserved home parking space for the car. Vehicle types range from low-emissions hybrid cars and compact sedans to pickup trucks, SUVs and luxury vehicles like BMW and Cadillacs.

On average, Zipcar members state they save more than \$600/month or \$7,200/year after joining Zipcar. Likewise, each Zipcar takes 15-20 personally owned vehicles off the road. 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. Zipcars can now park in any metered, unmetered and residential parking spaces in the District at no additional charge. Zipcar entered into a partnership with the District Department of Transportation in the fall of 2013.

To join Zipcar, there is a \$25 application fee plus a \$60 annual fee. Rates start at \$7.75 per hour and \$75 per day Monday through Friday and \$11.75 per hour and \$84 per day on Saturdays, Sundays and holidays. Zipcar rentals include gas, insurance and 180 miles per day. In addition businesses and non-profit organizations can take advantage of special reduced Zipcar for Business rates. Discounted rates start as low as \$56 for a special 7am to 7pm rate and \$66 per day for driving Monday to Friday.

Hertz On Demand is a venture of the car rental giant which was launched in December 2008. With a fleet of 300, the service operates in New York City, London, Paris and a handful of universities. In April 2009, Marriott's Bethesda headquarters became the first corporate customer in the Washington area to join, Connect by Hertz. The vehicles can be used by employees during the day for errands or off-site meetings. The intention is that by making carsharing available on-site, it will encourage employees to leave their cars at home and instead carpool, bike and use public transportation to travel to work. After enrolling in the club online, employees can reserve vehicles anytime, 24/7. After reserving a car, members receive an email confirmation and text message with the car's license plate and location. To unlock and engage the vehicle, members swipe their card over an identification reader and then pay an hourly rate that includes gas, maintenance and insurance. The Hertz vehicle is also used by other nearby businesses and residents.

A new CarSharing service came to Washington DC in March 2012. 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. Membership in car2go is free and the rental fees range from 38 cents, plus tax, per minute, \$13.99 plus tax per hour, and \$72.99 plus tax for a day. Mileage over 150 per rental is charged at 45 cents per mile.

Enterprise CarShare has entered the D.C. market in September 2013, with vehicles at 40 locations. Enterprise CarShare is more similar to ZipCar than Car2Go, as there are set spaces where the vehicles are parked. The application fee is \$25 and the one-year membership charge is \$40. Renting an economy or midsize car for an hour from Monday to Thursday is \$5, and rises to \$10.25 and \$11.25, respectively, from Friday to Sunday. Standard and luxury cars, as well as cargo vans, are also available.

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.
- According to Zipcar's 2014 survey performed in conjunction with the District Department of Transportation:
 - Over ¾ of Zipcar members reported delaying or foregoing the purchase of a vehicle.
 - Almost 25 percent of members report walking and using public transportation more frequently as a result of joining Zipcar.

Prospects

- Can serve as a GRH alternative for some companies.
- Zipcar has almost 400 locations and nearly 900 cars located throughout the Washington metropolitan region. Zipcar maintains strong alliances with DDOT, WMATA (Metro), Arlington County, the City of Alexandria, Montgomery County and Prince George's County.
- Zipcar has vehicles on the campus of every major university in the Washington, DC area, including George Washington, Georgetown, the University of Maryland, Howard University and Marymount University.
- Employers can use car sharing to augment their vehicle fleets and for business trip purposes, receiving substantial weekday driving discounts.

GUARANTEED RIDE HOME PROGRAM

Product Profile

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

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
- GRH was expanded to include the Greater Baltimore area in October 2010

Deficiencies

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

Prospects

GRH offers a unique tool to attract SOVers to try alternative commuting, and a marketing campaign focused on its benefits would greatly enhance the level of interest in alternative commuting by SOVers, and attract more current HOVers to register with Commuter Connections. GRH is also an incentive for commuters to continue using alternative commute modes and increase the frequency of using these modes. The GRH program has been expanded in FY 2011 to include the Baltimore Metropolitan region and St. Mary’s County.

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 BENEFITS PROGRAMS

Commuter Choice Maryland (Baltimore Area)
SmartBenefits (Washington Area)

Product Profile

In the Baltimore/Washington region, the Maryland Transit Administration's 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 2014, IRS tax-free employee transportation fringe benefit amount is \$130 and the parking benefit is \$250 per month (with indexing for inflation). 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 the Baltimore, Maryland area can join the Commuter Choice Maryland commuter benefits program offered by the Maryland Transit Administration (MTA). 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 \$130 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 \$50 per employee, per month. Eligible expenses include transit passes or vouchers, vanpool expenses, Guaranteed Ride Home program expenses, and "cash in lieu of parking" program expenses. 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.

WMATA SmartBenefits® offers the SmarTrip® Card, a credit-card sized smart card embedded with a computer chip to keep track of the cash value and pass products on the card. CharmCard® is the MTA's way to pay that makes traveling by Local Bus, Light Rail and Metro Subway easy. CharmCard® also works in Washington, DC, Montgomery County, Northern Virginia, and anywhere the SmarTrip® logo is displayed.

Maryland Transit Administration (MTA) Commuter Choice Maryland Program

Product Profile

The MTA's Commuter Choice Maryland Program consists of two sub-programs. The first sub-program is the federal Transportation Incentive Program (TIP) which features three tax-saving options for employers to distribute passes and vouchers to employees – the employer-supported option, the pre-tax salary deduction option, and the combination option. The second sub-program is the Maryland Commuter Tax Credit, which allows employers who provide transportation fringe benefits or ridesharing alternatives to their employees to claim a tax credit of 50 percent of the costs of monthly commuter expenses up to a maximum credit of \$50 per participating employee per month.

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

Monthly passes are shipped to employers on consignment through convenient deliveries made by the MTA. Passes are delivered during the third week of each month to the worksite. Passes are valid for unlimited monthly travel on MTA Local Buses, Light Rail, and Metro Subway. Unsold passes are turned back into the MTA along with a check for the previous month's pass sales and a reconciliation sheet. Twenty employees must be signed up to be in the formal program. Employers with less than 20 employees signed up can still participate, but the employer must pick up passes from the MTA Transit Store or an MTA pass sales outlet or purchased online at www.mta.maryland.gov.

Vouchers are similar to monthly passes, but offer more flexibility. Commuter Choice Maryland vouchers are available in \$1, \$5, \$10, \$20 and \$68 denominations and can be redeemed at Baltimore area pass sales outlets for MTA weekly and monthly passes, and at certain locations, for Mobility/Paratransit ticket books. Vouchers are also valid toward the purchase of MARC Train tickets and MTA Commuter Bus passes and ten-trip tickets. For MARC Train tickets and Commuter Bus passes, vouchers must be redeemed through commuterdirect.com. They can also be used to offset monthly vanpool expenses. Employers purchase vouchers from the MTA and pay for them in advance.

In the Baltimore region, approximately 500 public and private sector employers provide Commuter Choice Maryland benefits to more than 20,000 participating employees.

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.

As of January 2012, 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 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.

Early 2014, SmartBenefits® introduced an enhancement to allow employees participants to purchase passes on their SmarTrip® card using SmartBenefits® funds.

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, TRiPS stores in Montgomery County and the Old Town Transit Shop in the City of Alexandria 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. With five new Metrorail Silver Line stations open, marketing efforts have been targeted to employers in the Tysons Corner and Prince George’s County areas served by the Silver Line.

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.

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

- Clean Air Partners' website continues to be the primary mechanism to communicate air quality information to the public with approximately 70,000 views annually.
- Clean Air Partners activities drove Air Alert signups, resulting in a 10 percent increase in participation from last year. Currently there are more than 5,000 participants receiving the free air quality forecasting tool.
- Clean Air Partners includes a social media presence on Facebook, Twitter, and YouTube. As a result of outreach and social media and radio promotions, the number of fans and followers increased by 22 percent from the previous year.
- In May 2015, Clean Air Partners recognized local students that were selected as winners of the poster contest, slogan contest, infographics contest, and science fairs during its Annual Celebration. The awards event took place at The Torpedo Factory on May 13th.
- The 2015 season included extended day forecasts for ozone and particle pollution for the Washington Metro Region, the Baltimore Metro Region, Western Maryland, and Eastern Shore.
- Magnets (English and Spanish) and rack cards, which include information on actions to reduce pollution and protect health and the air quality action guide, were distributed to Clean Air Partners participants and members. Approximately 5,000 pieces of material were distributed at various outreach events across the region.
- An employer toolkit was developed to provide turn-key materials to Board members, sponsors and partners. Toolkit materials included print and digital collateral materials.
- Clean Air Partners, with support from Commuter Conventions and WGL, sponsored its first Clean Air Deeds Concert promotion. The promotional event included a concert ticket give-away targeting consumers within the greater metropolitan Washington, D.C. region. The promotion asked residents to perform and post/share clean air "good deeds" for a chance to win a pair of tickets to see Chicago and Earth, Wind & Fire.
- Transit ads were on display during the summer months on Metro, Fairfax Connector, and Prince George's County buses, stations, and in bus shelters. The messaging drove the public to the website to sign up for AirAlerts.
- Online ads ran on the AOL websites for two weeks in July. The ads drove visitors to the website to sign up for AirAlerts.

- 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 topics such as Criteria Air Pollutants, the Air Quality Index, Ozone, Particulate Matter, Our Lungs and Health, Community Sources and Solutions, and Climate Change. More than 4,000 students used the curriculum during the past year.
- Clean Air Partners continued to reach students through the slogan contest promoting interdisciplinary learning. Students were challenged to develop themes relative to air quality. The contest received 200 entries and provided the theme for the Poster Contest.
- Clean Air Partners' sponsored its seventh annual poster contest for students in grades 4 through 8 residing in the Baltimore-Washington metropolitan area. Nearly 100 students integrated science and art and submitted posters addressing this year's theme: Pollution is Ruining the Air. We Can't Afford not to Care!
- This year was the second InfoGraphics Challenge aimed at engaging high school students in a contest designed to bring together multiple angles of education. Marketed to high schools in the region, the contest received 24 entries and project scoring was based on online voting, factual elements, and graphic presentations.
- This year Clean Air Partners conferred eighteen awards for best science fair project addressing air quality and climate change in Baltimore, Fairfax, Alexandria, Falls Church and Arlington, Frederick, Montgomery, Prince George's, Prince William County and Washington D.C.
- Clean Air Partners hosted two Twitter chats and two sweepstakes through social media. The Car-Free Metro D.C. Twitter chat was held in September 2014 to promote Car free Day. In April 2014, Clean Air Partners hosted a #AirMatters Twitter chat focused on raising awareness around air quality issues in the metropolitan Washington-Baltimore region. Clean Air Partners partnered with Commuter Connections and the Baltimore Metropolitan Council to host a Telwork sweepstakes in March 2014. In the winter, Clean Air Partners hosted a Holiday sweepstakes.
- Available for both the iPhone and Android systems, Clean Air Partners enhanced the overall look and feel of the Clean Air Partners Air Quality App in February 2013. The App includes forecasts and current air quality across four regions (Metropolitan Washington, DC and Baltimore, Western, MD, and Eastern Shore). The mobile app has been downloaded more than 2,000 times.
- Clean Air Partners participated in several events throughout the metropolitan Washington-Baltimore region to promote air quality education to employers and residents. At each events, Clean Air Partners distributed materials including magnets, air quality action guides, notepads, and flashlights.
- Commuter Connections supports Clean Air Partners through an annual sponsorship.

Strengths

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

- Combining errands by vehicles
- Refueling the car before dawn or after dusk
- Ridesharing
- Taking transit
- Telecommuting
- Using pumps instead of aerosols
- Using 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 workplace-based public outreach programs. Other activities include radio, transit and online ads and distribution of Clean Air Partners materials through events, members, and participants.

- 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 to promote clean air include magnets, rack cards, flashlights and notepads that are provided to members 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, including the Washington Post, radio, and TV stations are notified each day on the status of the air quality.
- Daily air quality forecasts, real-time and historical data, AirAlert registration, and air quality information are available on the Clean Air Partners web site. The web site displays the current and next day forecasts, for Metro Baltimore, Metro Washington, Western Maryland, and Eastern Shore regions.

Weaknesses

- Most of the population does not understand that problems from air pollution can be contained by their individual actions.
- On Code Orange and Red days, there is very little change in driving patterns. In addition, the share of people using public transportation or car/vanpool options did not change due to an air pollution episode.
- Much of the ozone problem is perceived as weather dependent, and not dependent on behavior.
- The majority of the general public is more likely to change their activities on Code Orange and Red Days to protect their health not reduce air pollution.
- Transit agencies have phased out free travel by bus on AirAlert days.

Opportunities

All of these activities have led to the recruitment of nearly 5,000 participants in the Clean Air Partners program in the Baltimore/Washington area. Participants have distributed thousands of pieces of literature on behalf of Clean Air Partners.

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

The economy has led more people to change commuting behavior in order to save money on fuel expenses. This messaging can be tied into actions to reduce pollution such as teleworking and taking public transit.

Challenges

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

Despite improvements in the region's air quality, challenges lie ahead. The EPA is reviewing and may announce a new, stricter standard for ground-level ozone in 2015. As a result, the region may see an increase in the number of Code Orange and Red days. Clean Air Partners faces some difficult challenges in its purpose to encourage employers and individuals to take voluntary action in clearing the air when they may be called upon more frequently to take action. With the possibility of more unhealthy air days, Clean Air Partners will continue to face the challenge of securing employer commitments to take voluntary actions.

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

‘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 to and from work in their cars and into carpools. Encouraging results led to the re-launch of the incentive continued to use an aproject in October 2010. New participants were also surveyed in FY12, FY13 and FY14. Results from the FY2014 survey showed that over half of all ‘Pool Rewards participants continued to use an alternative mode to commute long after the incentive ended.

In FY12 the program was expanded to include vanpools and in May 2012, COG began accepting applications for the vanpool portion of the ‘Pool Rewards project. 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.”

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. Two vanpool companies, Enterprise Rideshare and vRide, are working with Commuter Connections to offer monthly van leases to vanpool groups. Both companies have fleets of 7, 11, and 15 passenger vans. The ‘Pool Rewards vanpool program placed its first vanpool on the road in June 2012.

Promotional Strategy

Target Market

- 35-64 years old (82 percent)
- Caucasian (69 percent) and African-American (17 percent)
- \$80,000+ annual household income (71 percent) Commute of more than 20 miles/30 minutes
- Live in Virginia (60 percent) or Maryland (36 percent); work in D.C. (57 percent) or Virginia (27 percent)
- Work for employers with 100+ employees (81 percent), work for employers with 1000 or more employees (46 percent)
- Work for federal agencies (67 percent) and private sector (20 percent)

Tactics:

- Media and public outreach will be used to build awareness.
- Messages promoting environmental benefits of ridesharing such as tons of CO2 reduced gallons of gas saved, miles of alternate commutes logged, and vehicle trips saved, and/or social responsibility including reducing traffic congestion and improving your quality of life with the cash incentive being secondary will be considered.
- To promote awareness, radio and online banner ads may be used.
- 'Pool Rewards eligibility may be tied to Rideshare messages. For example, "...interested in Ridesharing. You may be eligible for 'Pool Rewards..."
- Live radio reads will be investigated to inject additional interest in the program and drive people to the website for more information.
- Value add from the mass marketing campaign may be used to expand the reach of 'Pool Rewards.
- Use non-cost avenues such as Craig's List and the Commuter Connections bulletin board.
- In April 2013, Street Teams wearing 'Pool Rewards polo shirts attended three Earth Day events to share custom 'Pool Rewards miniature Hershey's chocolates with employees and discuss the benefits of 'Pool Rewards.
- A 'Pool Rewards employer contest was conducted in 2013 to boost participation in the program. The grand prize was an office party hosted by classic rock radio station, WBIG. The grand prize contest winner was the Treatment and Learning Center in Rockville.

Opportunities

- Based on evaluation results, the program has shown that the incentive caused lasting travel behavior changes..
- 'Pool Rewards incentives can lead to extended ridesharing arrangements and increases in the frequency of ridesharing.
- Commuter Connections is partnering with VA Megaprojects to promote the new 95 Express Lanes and 'Pool Rewards. Commuters who drive alone and form or join a new qualified carpool through the 'Pool Rewards program and use an E-ZFlex Pass to travel toll-free on the 95 Express Lanes, may receive a \$100 bonus.
- Ability to document transportation and emission impacts.

Challenges

- Low level of initial participation.
- A high rate of program rejection due to eligibility requirements not being met.

LOCAL MOTION – City of Alexandria

www.alexandriava.gov/localmotion

Marketing Budget: \$160,000

Local Motion 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. Local Motion holds an annual Commuter Challenge competition that pits employers against each other to see who can reduce the most Vehicle Miles Travelled (VMT).
- **Grass Roots Marketing:** Grassroots Outreach Marketing Program supports Local Motion's initiatives by targeting both local businesses and City residents to create awareness, inform, educate, and ultimately build advocacy and effect positive behavior change.
- **Local Motion Web site:** www.alexandriava.gov/localmotion 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, Carshare Alexandria!, Guaranteed Ride Home, upcoming meetings and events, nuRide, Capital Bikeshare, Pool Rewards and other information.
- **Promotional Events:** Conduct outreach at worksites and residential communities. Local Motion also participates in health and benefits fairs, and events coordinated by TMP representatives, other TDM organizations, and government agencies. Local Motion organizes and markets the Alexandria Bike to Work Day pit stop, Try Transit Week promotions, and other events as needed. Local Motion 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, direct mailings to new homeowners, bi annual print newsletter, monthly electronic eNews Newsletter, and interactive Facebook page.
- **Alexandria Transit Store:** serves transit needs of residents, businesses and visitors. Conveniently located near the King Street Metro station, the Old Town Transit Shop sells transit passes and tokens as well as SmarTrip Cards. Cash and credit cards are accepted as payment. The shop also provides bus and commuter rail schedules for all of the transit providers that serve Alexandria and neighboring areas.
- **The Local Motion Van Start/Van Save Program** for vanpools is designed to provide incentive for new vanpool formations that have the City of Alexandria as their destination. The Local Motion Van Save program is designed to assist existing established vanpools with commutes that end in the City of Alexandria, that are experiencing an emergency loss of passengers. Both programs subsidize empty seats over a defined period of time.

ALEXANDRIA TRANSIT COMPANY – DASH

www.dashbus.com

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

- **SmarTrip Promotion** — SmarTrip available on entire fleet – continuing promotion and education to increase usage.
- **Joint Promotional Activities** — with local businesses and employers.
- **25th Anniversary Celebration** — Promote anniversary to public and employees. This is done through special events, promotions, and the media. Themed months, different promotions throughout the year.
- **Old Town Transit Shop** — Continue to promote this shop as a convenient location to purchase a variety of passes, obtain schedules, get specific route information to plan daily trips, buy tokens and other fare media. This includes all fare media, not just DASH. Also promoting it as a location to add value to SmarTrip.
- **Route and Schedule Brochure** — Schedule redesigned early 2007 to make it easier to read and plan for expanded information. Update, print, produce, and distribute to entire Alexandria area on a continuing basis.
- **Promotional Material** — Buy specific items or create pieces to meet needs of a target audience or special event.
- **Print Advertising** — Place advertisements in publications that will educate, create awareness and visibility for DASH bus, Old Town Transit Shop, and employment opportunities for operators.
- **DASH Pass** — Educate current customers about our money-saving economical pass. Increase consignment sites.
- **DASH Transfer** — promote our **free** transfer that is good for 4-hours on any DASH bus route.
- **Webpage** — Website redesigned and launched spring 2009. Increased functionality and features to include subscription to electronic alert and news notifications, Google trip planner, and more.
- **Programs** — New Neighbor, Education, Community Outreach, School Supply Drive, Transportation Management Property.
- **Newsletters** — Employee/*Dash Flash*: produced in-house and features company news, special events, local and state road information, and community activities. Customer/*DASH About*: produced in-house and distributed on buses. Includes information about the company and its policies. Also features operator news and special announcements.
- **In-house Communications**— Ongoing, wide range of activities from updating bulletin boards to posting signage for meetings and events.
- **Customized Schedules** — Design site-specific timetables for various businesses and communities.
- **Associations/Committees** — Actively participate in APTA and VTA. Join community groups and organizations.
- **Special Services** — Work with local groups to encourage the use of our special services. This includes events like First Night Alexandria, the Breast Cancer Awareness Walk, the George Washington birthday parade and more.
- **Community & Employer Outreach** – Educational sessions with local schools, apartment complexes, and employer sites educating about the use of transit, and specifics about using the DASH bus system.
- **Transit Fairs** – participation in transit fairs across the City throughout the year, educating the public about transit and the specifics of using the DASH bus system.

ARLINGTON COUNTY

www.arlingtonva.us

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

Arlington Transportation Partners - \$50,000.00

Umbrella campaign - \$640,000.00

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 and YouTube advertising
- Sponsorships of local community events
- Advertising in local retail and business directories
- Retail kiosks and point-of-purchase displays
- Newspaper advertising
- Street team activities
- 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

COMMUTER CONNECTIONS

www.commuterconnections.org

Media Budget \$1,257,500

FY 2016 Work Program for the Greater Washington Metropolitan Region

Guaranteed Ride Home

Objective: Increase the number of applicants in the GRH database by promoting GRH as a rideshare benefit, eliminating a barrier to using transit, carpooling, vanpooling, bicycling, and walking to work.

Target market (from [2013 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report](#)):

- 35-64 years old (86%)
- Caucasian (73%) and African-American (16%)
- \$80,000+ annual household income (84%), \$120,000+ annual household income (53%)
- Commute of more than 30 miles / 45 minutes (45% of current GRH registrants)
- Live in Virginia (60%) or Maryland (36%) or District of Columbia (2%), with emphasis on Prince William (19%) and Fairfax Counties (12%); work in D.C (61%), Maryland (11%) and Virginia (28%)

Tactics:

- Focus will be to target commuters in the Washington DC metropolitan statistical area, encouraging them to register for GRH.
- Radio advertising will focus on district radio stations serving the inner core. Radio may also be used to reach the region's Hispanic and African American commuters.
- Evaluate web advertisement (banner ads) and interactive ads geared directly toward generating registrations.
- Incorporate web with print media through interactive media such as QR codes, to increase web traffic and reach a younger demographic.
- Evaluate print and/or transit signage to increase awareness of the GRH program.
- Leverage human interest stories on social media e.g. a quick video to be used on the Commuter Connections website
- Update website images to integrate with the campaign.
- Direct Mail (Allocation equals 5% of Work Program budget).
- Explore new ideas for Direct Mail pieces.

GRH Media Allocation: Approximately 34.85 percent of media budget.

Ridematching

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

- **Target market** (from [FY2015 Commuter Connections Applicant Database Annual Placement Survey Report](#)):
- 35-64 years old (84%)
- Caucasian (68%) and African-American (18%)
- \$80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (60%) or Maryland (36%); work in D.C. (54%) or Virginia (27%)
- Work for employers with 100+ employees (80%), work for employers with 1000 or more employees (45%)
- Work for federal agencies (67%) and private sector (20%)

Tactics:

- Radio advertising to increase awareness of benefits and ease of ridesharing. Live traffic reads provide an ideal opportunity to make the association between traffic and solution and will be investigated for feasibility.
- A Spanish-speaking radio station may be included to reach out to the region's Hispanic population.
- TV will be considered as an opportunity to visually present the message that's conveyed in radio spots.
- Optimized online banner ads may be used on selective websites to drive users to the Commuter Connections website and/or new mobile Ridematching service for registration.
- Out-of-home components that make a direct connection between commuting options and saving money will be considered.
- Public relations/media communications to provide testimonials of ridesharing success stories and broaden awareness and registrations.
- Update website images to integrate with the campaign.
- Direct mail (Allocation equals 5% of Work Program budget).
- Explore new ideas for Direct Mail pieces.

Rideshare Media Allocation: Approximately 52.27 percent of media budget.

'Pool Rewards

Objectives: Recruit and retain commuters in carpools and vanpools through monetary incentives.

Target Market

- Rideshare demographics
- Younger demographics

Tactics:

- Media and public outreach will be used to build awareness of program and incentives.
- The primary message will be the cash incentive. Additional messaging will promote the environmental/health benefits of ridesharing , such as tons of CO₂ emissions reduced, gallons of gas saved, miles of commutes logged, vehicle trips saved, and/or social responsibility of reducing traffic congestion and improving quality of life through better health and fitness.
- To promote awareness, radio, Facebook ads, and optimized online banner ads may be used.
- 'Pool Rewards eligibility may be tied to Rideshare messages. For example, "...interested in Ridesharing? You may be eligible for 'Pool Rewards..."
- TV and live radio reads will be investigated to generate additional interest in the program and drive people to the website for more information.
- Value add from the mass marketing campaign may be used to expand the reach of 'Pool Rewards.
- Non-cost avenues such as Craig's List and the Commuter Connections bulletin board will be used.
- Consider opportunities to expand into Spanish radio.

'Pool Rewards Media Allocation: Approximately 4.1 percent of media budget.

Special Events

Objectives: Use special events, such as Bike to Work Day, Car Free Day, and the Employer Recognition Awards to highlight existing programs and encourage other employers and commuters to become involved, increase their ridership, or enhance their on-site programs; increase commuter participation in Bike to Work Day and Car Free Day.

Target Market

- Car Free Day 2015: SOV drivers; car-heavy families and individuals; students; not just commuters
 - Ages 16-65
 - Male and female
 - Caucasian and Hispanic
 - Live/work in DC metropolitan area
- Bike to Work Day 2015 (from [FY 2013 BTWD Evaluation Survey](#)):
 - Ages <35 29%, 35-44 22%, 45-54 28%, 55+ 21%
 - Male 66%
 - Caucasian 86%
 - HH income \$80k+ 74%
 - Works for federal agency 34%, private sector 34%, non-profit 21%
 - Lives in VA 44%, DC 28%, and MD 28%
 - Lives in Montgomery 20%, Fairfax 19%, and Arlington 12% counties
 - Works in DC 48%, VA 31%, and MD 21%
 - Works for employer size of 100+ 66%
- Employer Recognition Awards 2015: Level 3 & 4 Employers in Commuter Connections Network area

Tactics:

- Car Free Day (CFD) September 22, 2015
 - Secure corporate, retailers, and other sponsorships for CFD, with a focus on consumer retailers
 - Focus on teleworking and vanpool in addition to family-friendly messaging.
 - Use radio advertising to increase awareness of CFD and drive listeners to carfreemetrodc.org to pledge.
 - Provide marketing collateral such as posters.
 - Transit /outdoor signage (bus exterior and bus shelter ads).
 - Text messaging to past and new participants.
 - Email blasts and mailings to employers and past participants.
 - Engage Transportation Planning Board members through Proclamation and encourage jurisdictional partners to do the same.
 - Engage the community through social networking sites such as Twitter and Facebook.
 - Create challenges between universities and workplaces for most pledges.
 - Use an integrated approach, complimenting paid media with strong earned media plan and social media, as well as outreach to employers and schools.
 - Leverage “green” events in the region, including those of Network Members.
 - Newsletter articles
 - Reach 10,000 pledges
 - Provide stickers to promote the team concept
 - Include a real time pledge leaderboard by mode on the web site.

- Bike to Work Day (BTWD) Friday May 20, 2016
 - Secure corporate and other sponsorship.
 - Use radio advertising to boost registration.
 - Provide additional marketing collateral and advertising including t-shirts, posters, and rack cards.
 - Should additional sponsor dollars become available, provide additional marketing such as pit stop banners, print ads, various signage, and participation identifiers (e.g. BTWD rubber bracelets).
 - Email blasts and mailings to employers and past participants.
 - Earned Media.
 - Engage Transportation Planning Board members through Proclamation and encourage jurisdictional partners to do the same.
 - Use social networking sites such as Twitter and Facebook to engage with commuters.
 - Goal set by Committee (approximately 10% above previous year's number).
- Employer Recognition Awards
 - Coordinate the Employer Recognition Awards ceremony, June 2016.
 - Provide brochure/nomination form in support of the nomination process; online application and email blast to potential nominees.
 - Marketing collateral for the event including invitations, program brochure, podium sign, video and promotional giveaways.
 - Print advertisement in major business publication(s) highlighting winning employers.
 - Earned media for the event and winners.

Special Events Media Allocation: Approximately 4.5 percent of media budget for BTWD, Approximately 3.6 percent of media budget for CFD, and less than 1 percent of media budget for Employer Recognition Awards event.

Employer Outreach

Objectives: Add new employer clients; expand participation and offerings in existing employer programs; recognize existing employers who have implemented successful employee commute benefit programs; increase the number of employers offering the tax free commute benefits; increase use of SmarTrip® offered through employer programs as well as other TDM strategies such as telework, flextime, and Ridematching.

Target Market (from [FY 2015 Commuter Connections Applicant Database Annual Database Annual Placement Survey Report](#)):

- Employers with more than 250 employees (69%)
- Private sector employers (20%)

Tactics:

- Update web content as required
- Update social media applications (e.g. Facebook) for Telework, such as Facebook
- Quarterly employer newsletter
- Quarterly Federal Employee Transportation Coordinator (ETC) newsletter insert
- Email marketing and mailings
- Continuously update Federal ETC website information
- Employer Case Studies.

Employer Outreach Media Allocation: 0 percent of media budget.

FY2016 Schedules

Creative Development Schedule

Review research and results from previous campaigns	June 2015
Develop Marketing Communications Plan	July 2015
Feedback on Plan from Regional TDM Marketing Group(SharePoint)	Aug 2015
Present conceptual approaches to Regional TDM Marketing Grp then creative concepts to Marketing Workgroup	Sept 2015
Refine and develop creative based on all feedback	Oct 2015
Finalize creative	Nov 2015
Produce creative	Dec 2015
Distribute creative to media vendors	Jan 2016
Campaign launch	Feb 2016

Marketing Campaign Schedule

Car Free Day	Aug – Sept 2015
Fall Campaign (repeat FY15 creative)	Oct – Dec 2015
Spring Campaign (new FY16 creative)	Feb – June 2016
‘Pool Rewards	Jan - June 2016
Bike to Work Day	Apr – May 2016
Employer Recognition Awards	June 2016

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, 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 only dependent 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 Executive Director, one part-time Director of Sales and Marketing (30 hours per week), one part-time Employer Outreach Director (20 hours per week), one part-time e-Communications and Database Manager (10 hours per week) and a part-time Special Projects Manager. DATA also employs a part-time Onsite Rideshare Coordinator, a position funded primarily by a federal grant and a part-time Vanpool Coordinator whose efforts are underwritten by a grant from the Virginia Department of Rail and Public Transportation.

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 video, lifestyle still photographs and original music and various branding outreach initiatives. Subtitled "Imagine life with more time to live," the site highlights activities commuters can enjoy – from cheering at kids' soccer games to gardening to attending concerts and kayaking – with the time and money saved by abandoning single occupancy vehicle commuting.

Although DATA already maintains a member-oriented Facebook page and a blog for its Employer Council (see below), *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 Commuter Challenge*, begun in 2014, is a two week e-event during which employees of participating companies and organizations agree to try and to track alternative commuting trips to earn rewards for themselves and recognition for their companies. The *Challenge* begins with the *Live More Block Party*, a super-size transportation fair with a message, combining displays from private transportation vendors, county transportation services groups, and health and wellness providers with activities like a face painter and a stiltwalker. In 2014, more than 200 people and 17 vendors participated in the event at Reston Town Center. In 2015, a *Block Party* will also be held in conjunction with the Taste of Westfields, a tenant-only event at Fairfax County's largest office park.

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 public libraries, government centers, visitors' centers, major employers, and at select Metro stations. The publication

includes articles on regional transportation topics and entities, new commuting apps, a robust events calendar and features on area attractions and destinations.

DATA continues to conduct regular meetings of its Employer Council (composed of human resource professionals and/or Employer Contacts appointed to work with DATA to further congestion mitigation efforts) and to expand both Council membership and its scope of inquiry. In addition to meetings focusing on traditional mobility management strategies like teleworking, transit benefits and ridesharing, DATA's Employer Council presents programs on broader business issues like the role of TDM strategies in emergency preparedness and continuity of operations. In addition, Employer Council presentations serve to keep members abreast of new developments in congestion mitigation including dynamic ridematching and smartphone applications such as RideScout, Carma and others.

DATA publishes a quarterly *DATA Details*, which is electronically distributed to over 1800 employers and elected officials, providing comprehensive information on DATA activities as well as general developments in the transportation field.

DATA regularly hosts "Employer Breakfasts/Lunches" for companies in cluster locations. These feature presentations by public officials and/or senior executives of member firms and focus on developments in TDM that affect employers and employees. DATA is spearheading an inclusive vanpool formation effort at the Westfields International Center in cooperation with the Westfields Business Owners Association and the Sully District Supervisor's office. DATA also launched a trial vanpool at Dulles Airport and more recently worked with v-Ride at Quest Diagnostics. Additionally, DATA participates in Transportation and Employee Benefit Fairs at employment sites – annually at the Aerospace Corporation, the National Reconnaissance Office, and Oracle - 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. In 2015, the Washington Post's popular columnist Robert Thomson, "Dr. Gridlock," was also a participant.

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 AAA Mid-Atlantic, WMATA, Committee for Dulles, and the Dulles Corridor Rail Association. DATA events like seminars and its Anniversary Celebration continue to afford DATA members and the Dulles business/citizen community access to transportation advocates like former US Secretary of Transportation Ray LaHood, Senator Tim Kaine and the Commonwealth Secretary of Transportation.

DATA promotes E³Calc, a unique greenhouse gas calculator for businesses. Developed under a grant and beta tested at DATA member worksites in 2010, E³Calc is currently undergoing an update to incorporate the newest State of the Commute information and allow more flexibility in gathering employer-specific information. The survey already includes cost/benefit and fleet monitoring modules, enables a business to determine its existing carbon footprint related to the commuting modes of its employees, suggests how that footprint might be reduced by strategies like car and van pool formation, teleworking, etc. and measures the actual impact of the adoption of those strategies.

DATA continues to conduct E³Calc both through its own efforts and in cooperation with its County partners. In addition to the more than 15 surveys already conducted, DATA will add surveys at George Mason University and Reston Hospital Center in 2015

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 expanded to include close to 20 properties including large medical laboratory Quest Diagnostics and Dulles Airport employers, and the Town of Herndon. The program has been expanded to include car-and-vanpool formation assistance through community organizations like Cornerstones (formerly Reston Interfaith) and Crossroads Jobs. This project is funded in part by a VDRPT grant matched by DATA member funds combined with federal monies from the JARC/New Freedom grant. The Onsite Rideshare Coordinator's scope now includes community and faith-based organizations and a residential component – primarily underwritten by the JARC grant, began in FY2016.

With a grant from the VDRPT and in response to frequently expressed impediments to vanpooling, DATA has partnered with Enterprise Rideshare in a vanpool formation project with a twist. DATA's Vanpool Formation Coordinator works to facilitate vanpool formation from non-traditional origination or termination points: daycare centers/schools/senior centers; remote population centers (like Front Royal, VA, Frederick, MD, etc.) from which employees commute into the DATA service area; and employer locations poorly served by public transit. The grant combines diminishing monetary support - beginning with two free months and ending with a fully sustainable vanpool – and inexpensive incentives like windbreakers and travel mugs to stimulate trial of vanpooling.

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. The www.goDCgo.com web site was relaunched in August 2010 and again in 2013. goDCgo.com is a website dedicated to moving people into and throughout the District without driving alone. The website offers an interactive map that provides users with all of the available transportation options in the District including bike lanes, the DC Circulator, Metro, Capital Bikeshare locations and more. The site provides regional transportation information for residents, employees and visitors coming into the District. goDCgo also uses 2 monthly newsletters, Facebook, Twitter and blog to communicate. goDCgo Employer Services offers organizations in the District complimentary consulting in the implementation and expansion of transportation benefits programs. In addition, the employer services program provides free internal marketing support to promote these programs and regularly attends employer-sponsored events to encourage use of sustainable modes by employees.

FAIRFAX COUNTY - (TRANSPORTATION SERVICES GROUP) FY2013
www.fairfaxcounty.gov/fcdot

Total Budget: \$804,585

With a population over one million and the region's largest employment center outside of the D.C. core, Fairfax County is committed to improving mobility for all those who live, work or travel in the county. The Fairfax County Transportation Services Group (FCTSG) promotes and implements TDM strategies throughout the county to reduce traffic congestion and provide transportation alternatives. FCTSG focuses its marketing and trip reduction efforts on employers with 100 or more employees, but also responds to requests from smaller employers. It provides some funding for the Dulles Area Transportation Association (DATA) to implement TDM programs with employers in the Dulles corridor area of the county.

The Commuter Friendly Community Recognition Program has partnered with over 225 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.

The RideSources program assisted over 4,890 commuters in FY 2013. Some of the programs and services offered include transportation fairs, SmartBenefits Match Program, Van Start/Van Save.

Bike Benefit Match Program. Employers can receive a 50 percent match for each participating Bike to Work employee that receives the \$20 IRS Bike Benefit (IRS Sections 125-132f). Employers can participate in the Bike Benefit Match Program for up to one year.

Van Start / Van Save - Fairfax County offers a vanpool subsidy program to help vanpools get started or to withstand temporary decreases in the number of commuters in the van. Vanpools which are just organizing and are looking for a few more riders, and vanpools which may have lost 1-4 riders can take advantage of Van Start/Van Save, a state program which funds empty seats for a limited time. Van Start/Van Save is designed to support 4 empty seats on a descending scale for four months. The program is available to individuals, vanpool operators, and TMAs in the Fairfax County region.

Fairfax County property tax relief is offered to vanpool owners with 12- or 15-person vanpools.

Fairfax County Employer Services program is part of the Fairfax County Transportation Services Group (FCTSG) and 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.

Fairfax County in Partnership with DRPT, VDOT and major employers continues to implement our "ShuttlePool Program". This program develops strong Public Private Partnerships. In FY2013 the ShuttlePool program enabled employees to ride to work, free of charge, via both the I-95 and I-66 corridors into Fairfax County.

Activities include:

- Employer / Commuter Benefit Fairs
- Large scale BRAC Outreach Events
- Silver line Outreach Events
- New Fairfax Connector Service on 495 ExpressLanes
- Events promoting 495 ExpressLanes
- Promote trip reduction efforts along the I-95 TMP (ExpressLanes) construction corridor
- Lorton 4th of July Celebration
- Mt. Vernon Day
- Bike to Work Day
- Dump the Pump Day
- Car Free (or Lite) Day
- Try Transit Week
- County-wide Earth day Events
- Reston/Herndon Festivals
- 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

The County has placed advertising on cable and public access TV and YouTube, local news media ads, ads in Human Resources industry publications and military base directories, mailings to residents and employers, ads on Fairfax Connector buses, Gas Station TV ads, banners and posters.

FREDERICK COUNTY, TRANSIT SERVICES OF

www.FrederickCountyMD.gov/transit

Marketing Budget: \$32,146

To promote transit and ridesharing Frederick County will:

- Place advertisements in various local magazines, newspapers, and event programs.
- Place on-line ads advertising Rideshare and TransIT.
- Produce a quarterly newsletter pertaining to rideshare issues.
- 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 and pens for certain campaigns.
- Participate in Chamber events, including business card exchanges and other membership events.
- Attend In The Street, Chamber Business Expo, Elder Expo and other community events to spread the word about transit and transportation alternatives.
- Issue press releases regarding TransIT and commuter news.
- Maintain Twitter and Facebook accounts in order to widen reach of publicity regarding TransIT and commuter services.
- Post regularly as The Confident Commuter in a blog hosted by the Frederick News-Post online about topics of interest to commuters, community partners, and business leaders.
- Produce schedule brochures for public distribution.
- Contact employers via mailings and in person to promote rideshare alternatives.
- Work with local media outlets to air PSAs on pertinent issues, such as Air Quality Action Days.
- Create partnerships with established businesses to co-market services
- Market mobile applications for simplified ridematching, ticket purchasing, trip planning, etc.
- Survey employers and employees to determine route changes, event success, and suggested changes

GWRIDECONNECT

www.GWRideConnect.org

Marketing Budget - \$195,000

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

In order to accomplish our mission, the following activities will be conducted:

- Free Rideshare Matching program
- Provide follow up assistance to all new rideshare applicants
- Provide commuters with transit information
- Facilitate the formation of van/car and bus pools
- Assist with maintaining the 400 vanpools in the George Washington region
- Provide vanpool assistance through the Van Start and Van Save programs
- Promote and continue to operate ADVANTAGE, the self-insurance vanpool liability protection pool program
- Facilitate the formation of carpools and provide support
- Promote, advertise and assist clients with the VRE
- Promote and assist clients with private bus companies in the region
- Work with FAMPO and regional planners to provide TDM strategies in plans, developments and offers.
- Work with FAMPO and VDOT to determine the location of sites of new commuter lots in the region
- Commuter parking lot assessment for maintenance of existing lots
- Lease commuter parking spaces from private property owners
- Work with local planners to proffer joint use commuter parking in large developments
- Promote and provide support to the Fredericksburg Regional Transit System
- Rideshare database management
- Track applicant placement through follow up surveys
- Reduce annual gasoline usage in the region and reduce motor vehicle emissions
- Regional coordination
- Employer outreach
- HOT lane promotion and education

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

- Rotating display ads will be placed every Wednesday and Sunday near the commuter page in the Fredericksburg Free Lance – Star newspaper.
- GWRideConnect is updating the website so that it is more user friendly and valuable to commuters.
- GWRideConnect will run the following advertising campaigns for FY154: Fall Advertising Campaign, Winter Advertising Campaign, Spring / Summer Campaigns. These campaigns will utilize radio advertising and print media in all local newspapers.
- GWRideConnect utilizes social media to promote the program. Facebook advertising, Google Adwords and Google advertising are some of the techniques that are employed.
- GWRideConnect's website promotes all modes of transit and offers additional information relating to vanpools, carpools, and a GWRideBoard, an electronic board used by residents for local commuting.
- GWRideConnect works with local employers to promote TDM techniques at the workplace.

- GWRideConnect promotes awareness of the program through job fairs. Rideshare provides GEICO with flyers and information that is inserted in all new employee packets.
- GWRideConnect currently works with local realtors and developers in distributing information to new home buyers.

LINK/RESTON TMA

www.linkinfo.org

- Joins with various community organizations and events throughout the year to promote regional transit, ridesharing and bicycling, by offering presentations and information tables.
- Distributes Fairfax Connector bus schedules to Reston outlets. These include grocery stores, Reston Regional library, Reston Town Center Information Center, United States Geological Survey and Lake Anne Community Center.
- Developed and maintains a web site providing bus schedules, maps, and park & ride lots that serve the greater Reston area. Provides a link to Commuter Connections Rideshare program.
- Supports employer outreach through surveys and distribution of materials to local companies encouraging reduction of drive alone habits.
- Contributes to and participates in annual Bike to Work Day event at Reston Town Center.
- Provides material to residents, visitors and commuters to include Guaranteed Ride Home, Metro Fares & Passes, Metrorail pocket guides, telework/telecommute, rideshare, SmarTrip, Clean Air Partners, NuRide, Seniors-On-The-Go, Ride Free days, Fairfax County/Virginia bike maps.

LOUDOUN COUNTY

www.loudoun.gov/commute

Marketing Budget for County Transit and Commuter Services: \$88,000

Loudoun County Commuter Services markets the local bus service and the commuter bus service along with all other commuting options such as carpools, vanpools and bicycling. Part of the TDM advertising budget is allocated to ads in local papers, ads in local gyms and ads on web sites. A follow-up mailing is also sent to realtors and homeowner associations regarding our services. Staff is also placing schedules and flyers in public facilities such as libraries and community centers with new display racks as well as racks in employment centers, retail and business facilities. Staff anticipates attending over 40 community, employer and regional transportation events this fiscal year. In fiscal year 2015 our employer outreach program will work with employers to promote a carpool incentive campaign through NuRide. An HOV lane services the area on the Dulles Toll Road which allows for promotion of carpooling and express bus service.

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 to include:

- Sports events – Orioles baseball, Ravens football, and Preakness (horse racing), Lacrosse World Championships (M&T Bank Stadium), Susan G. Komen Race for the Cure and Baltimore Marathon.
- Local Cultural Activities – Flower Mart, Artscape Music and Art Festival, Maryland State Fair, Clean Commute Week, Bike to Work Day, African American Heritage Festival.

MTA offers the following products and services:

- Local, Express and Commuter Bus
- Light Rail
- Metro Subway
- MARC Train
- Mobility (Paratransit)
- Taxi Access
- Neighborhood Shuttles (Mondawmin & Hampden)
- 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
- Commuter Choice Maryland commuter benefits program
- Maryland Commuter Tax Credit
- Guaranteed Ride Home
- Ride, Read, Relax Youth Program
- Transit Advertising through current contractor Direct Media USA
- Business Outreach
- MTA Transit Team Reports
- MTA *Commuter Connections* TV Show
- This Week with the MTA Radio Show
- CharmCard® fare payment smart card
- Reduced Fare CharmCard® fare payment smart card
- *Transit Lines, On Your MARC, Wheels, Commuter Buzz* Transit Today newsletters
- E-mail Notification service
- Online Pass Sales
- Local Pass Sale Outlets
- MTA Transit Store
- VIP Pass sales
- Brochure racks in hotels, corporate buildings, public buildings, welcome centers, shopping centers, military installations, hospitals, travel facilities, sports facilities, colleges, and MTA Transit Store
- Info Box schedule information at major bus stops
- Transit System Maps at Bus Shelters, Light Rail stops, Metro Subway stations and MARC Train stations
- Transit Information call center - 410-539-5000 or 1-866-743-3682

- Information website – www.mta.maryland.gov
- Bus and Light Rail Real Time Tracker System

MTA Ongoing Marketing Activities:

- Local Bus, Light Rail and Metro Subway service to Orioles and Ravens games and Preakness horseracing
- Orioles, Ravens and Preakness info brochures
- Transit ads (self promotion)
- Business and Community Outreach
- Commuter Choice Maryland commuter benefits employer/employee outreach campaign
- Maryland Commuter Tax Credit marketing campaign
- All Access College Transit Pass campaign
- Publications: Annual Report, Transit Lines, On Your MARC, Commuter Buzz, Wheels, Transit Today
- Special Events: Artscape, State Fair, African American Heritage Festival, Earth Day
- Guaranteed Ride Home marketing campaign
- English and Spanish System Maps distribution
- Collateral materials distribution
- Bus Shelter Maps development and installations
- Safety campaign
- Ride, Respect, Relax Youth campaign
- MTA Commuter Connections TV Show
- This Week with the MTA Radio Show
- I-83 Outdoor Sign
- Bus Shelter info frames and map case
- Major Bus Shelter Info Boxes
- Transit Development (i.e., RedLine)
- Transportation and Benefits Fairs
- Presentations before various civic, fraternal and business groups
- Light Rail Real Time Tracker campaign
- Bus Real Time Tracker campaign

MONTGOMERY COUNTY, MARYLAND

www.montgomerycountymd.gov/commute

www.rideonbus.com

www.twitter.com/RideOnMCT

www.facebook.com/RideOnMCT

Marketing Budget for FY 2015 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: Silver Spring, Friendship Heights, Wheaton, Bethesda, Greater Shady Grove, North Bethesda, and Rockville. 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 five Transportation Management Districts (TMDs): Silver Spring, Bethesda, Greater Shady Grove (which includes the Life Sciences Center), North Bethesda, and Friendship Heights. 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 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.

- Annual Commuter Survey: MC conducts an annual commuter survey of employees. 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 and Ride challenge. With registrations surpassing 1,000 participants, this program encourages walking and taking transit to work.

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 is being 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.
- 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.

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.

Commuter Outreach/Programs/Services:

- Promote Bike Transit: As a result of grants from TPB using FTA funds, and the Maryland Department of Transportation, coupled with County, City of Rockville and private sector funding, MCDOT was able 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.
- 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.
- TRiPS Commuter Stores -- Several years ago, MC rebranded and renamed its commuter store in Silver Spring as *TRiPS* – “*Transportation Resources, Information and Places to See.*” The *TRiPS* store 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. In FY10, a second *TRiPS* store opened at 17 Wisconsin Circle, adjacent to the Friendship Heights Metro Station.
- 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 campus 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, 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., Salvadoran Festival and PanAfrican Festival).
- Capital Bikeshare promoted as a new 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 JARC (Job Access Reverse Commute) 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 update transit information at bus stops with shelters
- Continue to support Montgomery College student program. With 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: multi-year campaign to increase number of riders 5 to 18 years of age; recruited Montgomery County Libraries as a partner to sell Youth Cruiser SmarTrip Cards which increases the number of purchase locations from 3 to 24; recruiting schools to sell 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.
- Promotion of Twinbrook Shuttle serving a large population of Health and Human Services employees plus employees at the new NIAID Headquarters in that area.
- 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.
- 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
- Launched Twitter and Facebook social media sites to keep riders better informed
- Conducted a Meet The MARC campaign introducing a new bus service connecting the Clarksburg community with the Germantown MARC train station
- Use GovDelivery email blasts for alerts, notices, and current events

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), located in Bethesda, Maryland, 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 direction information about Commuter Connections, Carpooling, Vanpooling, the Guaranteed Ride Home Program, Public Transportation Services (Metrorail, Metrobus, Ride On, MTA, MARC, VRE, etc.) and the bike subsidy program, and most importantly the NIH Transshare Program, that provides up a monthly 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.

In May of 2011, to coincide with bike-to-work month, NIH was one of the first Federal agencies in the nation to start a Bicycle Subsidy Program. Cyclists who surrender their parking permits receive \$20 a month to use towards purchasing a bicycle or for bicycle repairs and maintenance.

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 of our employees in the NIH Transshare program, has reduced miles driven daily by single occupied vehicles by over 135,000 miles. All the alternative transportation programs combined reduced miles driven by 58 million and saved over 3 million gallons of gasoline annually.

In order to limit single occupancy trips, Carpool parking spaces have been established in prominent parking lots located in close proximity to the buildings. Spaces reserved for Carpool parking spaces are restricted until 9:30 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 15 vanpools with over 140 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 healthier 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 Washington Metropolitan Council of Governments for Bike-to-Work Day. Also, NIH provides a pedestrian friendly campus 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, to increase ridership on public transportation, and to provide transit-friendly amenities, to cut traffic

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

The 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.

The DATS web site features an e-mail Listserv that currently have over 1400 subscribers employees to 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 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 and strategically target employees by email for vanpool and carpool creation.

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
- "Golden M Award for Metrocheks Leadership" presented by the Washington Metropolitan Area Transit Authority
- "Outstanding Service Award" presented by the Washington Metropolitan Area Transit Authority
- "Employee Transportation Coordinator of the Year" presented by the Association of Commuter Transportation
- "MwCOG Bike to Work Day Award" for the highest employee Bike to Work Day Participation presented by Commuter Connections

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

http://www.ors.od.nih.gov/pes/dats/parking/EmployeeParkingOffice/Pages/parking_office.aspx

NORTHERN VIRGINIA TRANSPORTATION COMMISSION

www.thinkoutsidethecar.org

Total FY2014 Operating Budget: \$1.2 million

(Transit Assistance: \$200 million including funds from the Motor Vehicle Fuel Sales Tax.)

Serves Arlington, Fairfax and Loudoun counties and the cities of Alexandria, Fairfax, and Falls Church, with a population of over 2.2 million covering 1,000 square miles. NVTC's 20 commissioners are locally elected officials and members of Virginia's General Assembly, plus the director of the Virginia Department of Rail and Public Transportation. The commission coordinates public transit policies within Northern Virginia and exercises leadership on issues relating to governance of the Virginia Railway Express (VRE), which the commission co-owns with the Potomac and Rappahannock Transportation Commission (PRTC), and the Washington Metropolitan Area Transit Authority (WMATA). NVTC co-owns VRE (with assets of approximately \$400 million) and appoints Virginia's members of the WMATA Board of Directors.

- Prepares the *Annual Transit Performance Update* series, which includes a compendium of performance data from the region's transit systems.
- Maintains a key word searchable web site that includes information about NVTC, on-line library of research and studies, historical transportation information, and detailed kits for monthly meetings and agendas at www.thinkoutsidethecar.org.
- NVTC continues to work with DRPT, PRTC and GWRC to establish a startup Vanpool data collection program that will capture 5307 funds for the region, generating several million dollars within two years of being established.
- Assists local Northern Virginia transit systems with National Transit Database reporting enabling the region to receive an additional \$7 million per year in federal transit assistance.
- Provides leadership for the Virginia Transit Association (VTA) legislative and marketing committees and the annual conference for transit properties throughout the commonwealth.
- Serving as the Northern Virginia contract manager for WMATA's New Electronic Payments Program (NEPP), the next generation of regional transit fare payment system. NEPP will allow transit users to use smart phones, existing ID's and credit cards to pay for fares.
- Manages/conducts studies on such topics as air quality, improved transit service, transit performance measures, mode shares, telework and transit technologies.
- Promotes legislative agenda that is favorable to transportation, seeking a stable and reliable source of funding for public transportation providers such as WMATA and VRE. While the General Assembly is in session, electronically distributes legislative updates on developments in Richmond.
- Testifies periodically before the Commonwealth Transportation Board regarding allocation of transit funds.
- Provides staff support (Public Outreach, Accounting, Technical Assistance and Planning) for the Northern Virginia Transportation Authority (NVTA) on an as needed basis.
- Work with the Virginia Department of Taxation and the Department of Motor Vehicles to ensure accurate collection of a 2.1 percent motor fuels tax assessed at the distributor level used to support WMATA. NVTC assists jurisdictions in coordinating responses to major corridor studies (e.g. BRAC and I-95/395 HOT lanes).
- *Annual Transit Performance Updates* - NVTC has collected, analyzed, and published annual performance data for Northern Virginia transit providers on an annual basis for over 10 years. NVTC works with representatives to ensure complete, accurate, and consistent reporting of data. Fiscal Year 2014 data will be available in winter 2014/2015.
- Metropolitan Washington Council of Governments Liaison - An NVTC staff representative serves on MWCOG's Transportation Planning Board (TPB) Technical Committee offering

technical support to TPB staff and Northern Virginia's TPB members. NVTC also monitors a number of subject-area subcommittees including the Regional Bus Subcommittee, Commuter Connections Subcommittee, and Management, Operations and Intelligent Transportation Systems (MOITS) Technical Subcommittee.

- Washington Metropolitan Area Transit Authority (WMATA) Liaison - An NVTC staff representative serves on MWCOC's Jurisdictional Coordinating Committee (JCC), a committee comprised of representatives of WMATA's jurisdictions, and which reports to the WMATA Board. NVTC provides monthly financial and quarterly performance reports for the NVTC Board.
- Regional/State Liaison - An NVTC staff representative serves on virtually every regional or statewide advisory and technical committee concerning transportation planning in Northern Virginia. For example, NVTC participated in multiple regional and state initiatives including the Columbia Pike Transit Initiative, Fairfax County's Countywide Transit Network Study, Virginia Statewide Transit/TDM Plan, VTrans2040 Update, SuperNova Transit Study, I-66 Multimodal Outside the Beltway Study, and SJ292 Route 1 and Route 7 Transit Studies.
- National Transit Database Data Collection- Contract executed to collect ride-check data on selected routes on most of the Northern Virginia bus systems including the Fairfax Connector, Loudoun County Transit, DASH, Cue and Trolley. The data collection includes recording of passengers boarding and alighting at each stop along the route and number of passengers.
- Grants Management – NVTC is managing FTA grants and matching funds for the City of Alexandria, City of Falls Church and Arlington County for a total of \$20 million. The grant management services are provided with no overhead charges.
- Alternatives Analysis Study of the Route 7 Corridor - NVTC is working with the jurisdictions of Arlington, City of Falls Church, City of Alexandria and Fairfax County to conduct an Alternative Analysis Study of the Route 7 Corridor.

PRINCE GEORGE'S COUNTY
www.princegeorgescountymd.gov

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

Several large employers such as Gaylord National Resort, Giant Foods, Safeway, UPS, Kaiser Permanente and FedEx are located in Prince George's County. Domain7 Solutions has been contracted by Prince George's County to provide direct assistance to employers in their respective service area 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 Metrochek, telecommuting, The Guaranteed Ride Home Program, 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.
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 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.

POTOMAC AND RAPPAHANNOCK TRANSPORTATION COMMISSION

www.PRTCtransit.org

Marketing Budget: \$750,000

PRTC is a multi-jurisdictional agency representing Prince William, Stafford and Spotsylvania Counties and the Cities of Manassas, Manassas Park and Fredericksburg. 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. As a result of the BRAC initiative, many employers have opened new offices near the Quantico Marine Base within PRTC's service area, with more expected in the near future.

PRTC's Omni SmartCommute 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.

The PRTC 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 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 four distinct bus services that provide options to both commuters and local travelers, PRTC also co-sponsors the Virginia Railway Express. Additionally, PRTC performs essential ride matching and vanpool subsidy initiatives and offers a travel training program.

PRTC'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 web site, Facebook page, transportation fairs, a wide variety of community outreach activities, and a Welcome Aboard program for new residents. In addition, PRTC has a comprehensive youth program with targeted activities by age groups. PRTC has established location-specific transit information displays in all bus shelters and at other key stops. Customers can subscribe to 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.

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

Marketing Budget: \$37,000

- Primarily a rural, residential area with a population of 170,000.
- RRRC uses referrals, highway signs, radio ads, newsletters and local newspapers for advertising their rideshare services as well as piggybacking off of COG promotions such as GRH. The program also has a Facebook page from which periodic promotions will be made available. Advertising has just begun at the local movie theater, and a high school outreach program to driver's education students is being piloted.
- The region uses various regional events and hosts an annual Commuter Fair to promote ridesharing.
- RRRC has approximately twenty five vanpools with a round-trip range of 80 to 140 miles.
- They have twelve official and three unofficial park and ride lots with some capacity available.
- Vanpools can get a startup subsidy from the Vanpool Assistance Program.

TRI-COUNTY COUNCIL FOR SOUTHERN MARYLAND - Commuter Assistance Program

www.tccsmd.org

Marketing Budget: \$26,252 non-telework related task and \$5,554 for telework related task for a total of \$31,806 .

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 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 eleven commuter bus routes between Southern Maryland and Washington. These eleven commuter bus routes are MTA commuter bus # 610, 620, 630, 640 and 650 in Charles County, 705, 715, 725 and 735 in St Mary's County, Routes #902 and 904 in Calvert County. Southern Maryland has recently benefited from increased roundtrip runs. It is important to keep in mind that about 73 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 MTA sponsored routes.
12. Revitalize partnership with Clean Air Partnership, 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.

TyTran

www.tytran.org

Marketing Budget: \$50,000

The Tysons Partnership's Transportation Council, "TyTran," is a TMA that serves Tysons, the largest employment center in Fairfax County. TyTran is a division of the Tysons Partnership - a dynamic association of engaged citizens and business organizations working with local government to transform Tysons into America's next great city. We are working to achieve a coordinated transportation system that enhances traffic flow, economic prosperity and the quality of life. TyTran represents employers, employees, property owners, and residents within the area bounded by Routes 7 and 123, I-495, and the Dulles Toll Road. Transit service is provided by the Fairfax County Connector and Metrobus routes as well as four new metro stations along Metro's Silver Line in Tysons. Bike paths and park-and-ride lots are currently under construction in Tysons.

Most of TyTran's efforts during recent years focused on helping businesses in Tysons understand the impacts that the construction of the Silver Line extension and the 495 Express Lanes would have on their employees' commute. As the Express Lanes and Metro's Silver Line have become operational, TyTran has shifted its marketing focus to implement strategies that ease traffic congestion in Tysons to allow for successful future development. TyTran's goal is to reduce the number of peak hour single occupant vehicle trips on the roads in Tysons by helping increase the number of commuters that utilize rail, bus, bikes, pedestrian paths, carpools and vanpools as well as telecommuting and flextime.

TyTran offers Tysons employer and property managers a One-Stop Shop for transportation information and assistance designed to change travel behavior for their commuters by:

- Understanding their current behavior
- Identifying and educating employees/tenants about convenient and realistic commuting choices
- Providing tailored communication to survey respondents
- Generating materials to promote commuting choices
- Monitoring their behavior change

TyTran maintains a website www.tytran.org to promote these and other services it offers Tysons stakeholders.

VIRGINIA RAILWAY EXPRESS

www.VRE.org

Marketing Budget: \$350,000

Profile:

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

WABA - Washington Area Bicyclist Association
www.waba.org

WABA has been serving the needs of cycling commuters since 1972. The mission of the Washington Area Bicyclist Association is to create a healthy, more livable region by promoting bicycling for fun, fitness, and affordable transportation; advocating for better bicycling conditions and transportation choices for a healthier environment, and educating children, adults, and motorists about safe bicycling.

WABA's goal is to have a fully integrated transportation system, one that links transit, trails, bicycling, and walking facilities to connect the places to live, work, and play where one can ride anywhere safely.

Current Priorities

Rock Creek Park Multi-Use Trail Rehabilitation

WABA will work to ensure that the District Department of Transportation and the National Park Service finish the design and construction of a complete repaving of the trail and improve access to it, as outlined in the Rock Creek Park Multi-Use Trail Rehabilitation Environmental Assessment.

Capital Crescent Trail

WABA will work to ensure that a complete off-road paved multi-use trail is built in conjunction with the Purple Line from Bethesda to Silver Spring. WABA will advocate for improved trail access to the existing facility.

Washington, Baltimore, & Annapolis Trail

WABA will work to extend this rail-trail southeast from its current terminus in Glenn Dale, Md., through Maryland's suburbs into D.C. and connect it to the area's existing trail network.

Finish the Metropolitan Branch Trail

WABA will work with D.C. and Montgomery County to ensure that those jurisdictions design and construct the Met Branch Trail segment from Brookland to Downtown Silver Spring, and that that segment includes the Prince George's Connector Trail.

Northern Virginia U.S. Route 50

WABA will work with Fairfax County to improve bicycle access along the U.S. Route 50 corridor from Fairfax to D.C. with a new, separated bicycle facility.

Protected Bike Lanes

WABA will work with regional governments to increase the mileage of on-road, physically separated bike lanes and cycletracks.

Southeastern Trail Corridor

WABA will work to increase access for bicycling in the southeastern area of the region, including trails like the Suitland Parkway Trail.

Safe Passages to School

WABA will work with regional governments to implement Safe Routes to School policies and provide bicycle safety training to ensure kids have safe modes of transit between their home and education center.

Increased Bike Parking and Commuter Amenities

WABA will ensure that all local jurisdictions have a comprehensive bicycle parking and commuter amenities policy.

Police Enforcement and Education

WABA will encourage police to enforce existing traffic laws that affect cyclists such as right turn on red, passing too close, and speeding. WABA will advocate for better education of police officers on bicycle-specific laws and how to properly enforce them.

TDM Calendar of Events for 2015-2016

September 2015	50 States and 13 Colonies Ride Car Free Day PARK(ing) Day Telework Exchange Fall Town Hall Meeting Walk & Ride Challenge Walking Town DC
October 2015	Commuter Connections FY16 Fall Campaign Launch Walk to School Day
Feb 2016	Commuter Connections FY16 Spring Campaign Launch National Telework Week
April 2016	Clean Air Partners Campaign Launch Earth Day Street Smart Pedestrian and Bicycle Safety Media Campaign Telework Exchange Spring Town Hall Meeting
May 2016	Bike to Work Day Clean Commute Day Virginia
June 2016	Commuter Connections Employer Recognition Awards Bike to Work Day Employer Challenge Luncheon Dump the Pump Day End of COG fiscal year

CURRENT PROFILE OF REGIONAL ACTIVITY CENTERS/CLUSTERS

Inner Core	District of Columbia	Arlington County	City of Alexandria
Top Regional Activity Centers	<ul style="list-style-type: none"> • Capitol Hill • Downtown DC • Dupont Circle • Farragut Square • H St • Monumental Core • NoMa • U/14th Corridor • Westend • Brookland • McMillan/Old Soldiers Home • Rhode Island Ave Metro • Capitol Riverfront • Southwest Waterfront 	<ul style="list-style-type: none"> • Ballston • Clarendon • Court House • Rosslyn • Virginia Square • Crystal City • Pentagon • Pentagon City 	<ul style="list-style-type: none"> • Braddock Road Metro Area • Carlyle/Eisenhower East • King Street/Old Town • Potomac Yard
Other Areas of Interest		<ul style="list-style-type: none"> • Columbia Pike Town Center • Columbia Pike Village Center 	
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 - Hertz - OnDemand - 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 • Live Near Your Work • 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 	<ul style="list-style-type: none"> • Commuter Stores <ul style="list-style-type: none"> - Ballston - Crystal City - Rosslyn - Shirlington - Mobile • Arlington Metrobus • Arlington Transportation Partners employer, residential, developer, and hotelier services • ART- Arlington Transit • Capital Bikeshare • Bike/Walk Paths • Bike Racks/Lockers • CommuterDirect.com • CommuterPage.com • CarFreeDiet.com • Carpools • Carshare – Zipcar, car2go • HOV lanes • Metrorail • Slug lines • Co-working offices • Vanpools • VRE • ‘Pool Rewards • Mobile Apps • Advertising in local retail and business directories • Transportation fairs • Arlington cable TV • Arlington Metrobus collateral • ART promotion • ATP collateral • Direct Mail Program • Email alerts • E-newsletters • Blogs and websites • Internet co-ops and sponsorships 	<ul style="list-style-type: none"> • Local Motion program • Web site: www.alexandriava.gov/localmotion • Alexandria Transit Store • AMTRAK • Bike Paths • Bike Racks/Lockers • Capital Bikeshare • Carpools/Vanpools • 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 • Local Motion collateral materials • Bus interior ads • Chamber of Commerce networking • Community outreach at local events • <i>Local Motion and eNews</i> newsletters • Local government access cable channel • Transportation fairs

Inner Core	District of Columbia	Arlington County	City of Alexandria
	<ul style="list-style-type: none"> installed - 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"> • Newspaper ads • On –Board bus interiors • Quarterly newsletter and packages for top 900 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 & Google ads • Street Team events 	<ul style="list-style-type: none"> • Literature Display campaign • Grass Roots Marketing Campaign • Facebook Ads and post boosting • Commuter Challenge using MWCOG trip tracking dashboard

**RECOMMENDED MARKETING STRATEGIES
PER TOP REGIONAL ACTIVITY CENTERS/CLUSTERS**

<p>Washington D.C.</p> <p>Top Regional Activity Centers</p>	<ul style="list-style-type: none"> • Capitol Hill • Downtown DC • Dupont Circle • Farragut Square • H St • Monumental Core NoMa • U/14th Corridor • Westend • Brookland • McMillan/Old Soldiers Home • Rhode Island Ave Metro • Capitol Riverfront • Southwest Waterfront
<p>Products</p>	<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
<p>Target Audiences</p>	<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
<p>Objective</p>	<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
<p>Recommended Marketing Strategy</p>	<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

	<p>on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH and Transit</p> <ul style="list-style-type: none"> ➤ Web Banners on several sites ➤ ‘Pool Rewards outreach to employers and residents <p>Commuter Connections Mass Marketing TERM</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ 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 PER TOP REGIONAL ACTIVITY CENTER/CLUSTERS	
Arlington	
Top Regional Activity Centers	<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
Products	<ul style="list-style-type: none"> • ART Bus/Metrobus/Metrorail/VRE • Bicycling and walking • Capital Bikeshare • The Commuter Stores in Crystal City, Rosslyn, Shirlington and Ballston • Mobile Commuter Store at Pentagon, Pentagon City, Courthouse • Carshare vehicles – Zipcar & car2go • Slug-lines • Vanpools/Carpools/HOV • ‘Pool Rewards
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 ➤ Social Media Postings

	<ul style="list-style-type: none"> ➤ 'Pool Rewards outreach to employers and residents <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 Local Business Groups including Rosslyn BID, Clarendon Alliance, Ballston BID and Columbia Pike Revitalization Organization COG NVTC, WMATA and all local transit and commuter bus providers Slug-Lines.com VDRPT WABA Capital Bikeshare
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate web hits for commuterconnections.org

**RECOMMENDED MARKETING STRATEGIES
PER TOP REGIONAL ACTIVITY CENTERS/CLUSTERS**

Alexandria	
Top Regional Activity Centers	<ul style="list-style-type: none"> • Braddock Road Metro Area • Carlyle/Eisenhower East • King Street/Old Town • Potomac Yard
Products	<ul style="list-style-type: none"> • Local Motion program • www.alexandriava.gov/localmotion • Old Town Transit Shop • AMTRAK • Bike Paths • Bike Racks/Lockers • Capital Bikeshare • Carpools/vanpools • DASH • Fairfax Connector • HOV lanes • Literature displays at community facilities • Metrobus/Metrorail • VRE • Walking paths • Carshare Alexandria! • Local Motion Ambassadors • Display campaign • RSS feed • eNews • Biannual newsletter • Trip planning
Target Audiences	<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>
Objective	<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.
Recommended Marketing Strategy	<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 ➤ 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.
Language(s)	English, Spanish
Partners	DASH Commuter Connections Jurisdictional TDM representatives COG NVTC VDOT VDRPT VRE WMATA WABA NVRC Association for Commuter Transportation (ACT) Numerous business and civic representatives
Partner Contributions	
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate web visits for commutercconnections.org Evaluate web visits on Local Motion 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

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"> • Tyson Central 7 • Tysons Central 123 • Tysons East • Tysons West • Merrifield Dunn Loring • Fairfax Innovation Center • Herndon • Reston Town Center • Wiehle-Reston East • Dulles East • Dulles South • Fairfax Center • City of Fairfax, George Mason University • Fort Belvoir • Fort Belvoir North Area 	<ul style="list-style-type: none"> • Dulles Town Center • One Loudoun • Rt 28 Central • Rt 28 North • Rt 28 South • Rt 606 Transit Area • Rt 772 Transit Area 	<ul style="list-style-type: none"> • Innovation • City of Manassas • City of Manassas Regional Airport • Manassas Park • Yorkshire
Other Important Areas	<ul style="list-style-type: none"> • McLean Station Area • Greensboro Station Area • Springhill Station Area 		<ul style="list-style-type: none"> • Gainesville
Impacted Corridors	<ul style="list-style-type: none"> • Braddock Road • Columbia Pike • Dulles Toll Road • Fairfax County Parkway • I-395 	<ul style="list-style-type: none"> • Rt. 7 • Rt. 9 • Rt. 15 • Rt. 28 • Rt. 50 • Dulles Greenway 	<ul style="list-style-type: none"> • Rt. 234 • Rt. 294 • Rt. 1 • I-95 • I-66 • Rt. 28

	Fairfax County	Loudoun County	Prince William County
	<ul style="list-style-type: none"> • I-495 • 495 Express Lanes • I-66 (HOV) • I-95 (HOV) • Rt. 1 • Rt. 123 • Rt. 236 • Rt. 28 • Rt. 29 • Rt. 50 • Rt. 7 		<ul style="list-style-type: none"> • Rt. 29 • Rt. 15
Available Products	<ul style="list-style-type: none"> • Bike racks/Cycling • Carpool • Fairfax Connector • ShuttlePools • GIS density plots • HOV lanes • Metrorail & Metrobus • SmartBenefits Match Program • NuRide • DATA E³Calc • ‘Pool Rewards • Bike Benefit Match Program • Park-n-Rides • REX bus • Ridematching • Reserved parking for car & vanpools • Smart Tag • SmarTrip bus fareboxes • TAGS bus • Telework Centers • TMAs (4) • Four Connector Stores • Telework!VA Tax Credit • Regional GRH • Vanpools (50) • VanSave/Start • VRE • Commuter Friendly Communities Program 	<ul style="list-style-type: none"> • Carpool • NuRide • Cycling – W&OD Trail to Route 7 • Employer Services • Flextime • Grant Program • GRH • Loudoun County Transit • Park & Ride Lots • TMA Services-DATA • Vanpool with VANSAVE and VANSTART • Silver Line Metroconnection • Green Business Challenge 	<ul style="list-style-type: none"> • Carpool • Casual carpooling – “Slugs” • Cycling to Park & Ride; PW Parkway Trail • Employer Outreach • GRH • HOV lanes • SmartBenefits • NuRide • OmniRide, Metro Direct, OmniMatch, OmniLink, Cross County Connector • Park & Ride • ‘Pool Rewards • Vanpool Property Tax Relief • Vanpool • Vanpool Alliance • VanSave/VanStart • VRE • On-The-Go travel training program

	Fairfax County	Loudoun County	Prince William County
	<ul style="list-style-type: none"> • Best Workplaces for Commuters 		
Current Marketing Conducted Locally	<ul style="list-style-type: none"> • New set of brochures • Bus interiors • Exterior bus Advertising • Cable TV ads • Datalerts • Vanpool formation presentations • E-mail newsletter: • Fairfax Fair/Reston and Herndon festivals/fall for Fairfax • Social media/web • HOV model display • Membership meetings • News releases • Print ads in local newspapers • Direct mail to households near park & rides, bus routes • Promotions to Chambers of Commerce and business groups • Transportation fairs • Open houses /Supervisor’s town meetings/public mtgs • Transit booklet • News releases • Direct mail to community organizations • DATA Live More Commute Less SM website • DATA employer Council and EC Blog • DATA bilingual Rideharing coordinator scheduled 	<ul style="list-style-type: none"> • Datalerts • Direct mail to residents • Membership meetings • Email alerts to bus passengers • Print ads in Local Newspapers • News releases • Transportation fairs • Web site • Updated informational packets to real estate agents and HOAs • Quarterly newsletter for employers • Various displays at employer sites, government facilities, and private business and retail establishments • Earth Day activities • Car Free Day • Special holiday schedules for commuter buses during winter holidays • Green Business Challenge presentations • DATA Employer Council • DATA bilingual ridesharing coordinator scheduled in business • Web advertisements targeted to Loudoun residents 	<ul style="list-style-type: none"> • Community papers • Hispanic church bulletins • Direct mail • Employer outreach • Highway signage • Newsletter (OmniNews) • 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 • Posters and seat drops on all buses • 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

	Fairfax County	Loudoun County	Prince William County
	<p>in business</p> <ul style="list-style-type: none"> • DATA monthly and quarterly e-publications • DATA Facebook • TyTran website • TyTran Advocacy Council. • TyTran employer based outreach campaigns. • TyTran individualized marketing campaigns. 		<p>children</p> <ul style="list-style-type: none"> • Web site • Rider Express eAlert system • Facebook

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

Top Regional Activity Centers	<ul style="list-style-type: none"> • Tyson Central 7 • Tysons Central 123 • Tysons East • Tysons West • Merrifield Dunn Loring
Products	<ul style="list-style-type: none"> • Carpools and vanpools • Fairfax Connector • Metrobus/Metrorail • Teleworking • Telework!VA Tax Credit • TyTran's services • Commuter Connections GRH program • Bike Benefit programs
Target Audiences	<p><i>Work End:</i></p> <ul style="list-style-type: none"> • Private sector employees with 100+ employees <ul style="list-style-type: none"> • TYTRAN members <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 the productivity gains from adopting Commuter Connections' "benefit package" including GRH, Commuter Benefit Program, and teleworking. • Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion

Recommended Marketing Strategy	<ul style="list-style-type: none"> ➤ Virginia Mega Projects ➤ Bike to Work Day event ➤ Car Free Day ➤ Earth Day ➤ Try Transit Week ➤ Dump the Pump Day ➤ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH ➤ 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 ➤ 'Pool Rewards outreach to employers
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	<p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to employers and federal agencies ➤ Strategic plan update in fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Telework</p> <ul style="list-style-type: none"> ➤ Support via newsletter
Language(s)	English
Partners	<p>COG DATA Health fair schedulers/coordinators LINK VDOT NVTC TAGS TyTran VDRPT VRide ENTERPRISE VANS WMATA Best Workplaces for Commuters (NCTR)</p>
Partner Contributions	<p>Commuter Benefit program (FCDOT) Coordination of marketing activity with TyTran for employer outreach VanSave VanStart VRide, ENTERPRISE and ABS vanpooling sales effort</p>
Evaluation	<p>Evaluate call reports for 800-745-RIDE Evaluate web hits for commuterconnections.org</p>

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

Top Regional Activity Centers	<ul style="list-style-type: none"> ▪ Fairfax Innovation Center ▪ Herndon ▪ Reston Town Center ▪ Wiehle-Reston East ▪ Dulles East ▪ Dulles South ▪ Fairfax Center ▪ City of Fairfax, George Mason University
Products	<ul style="list-style-type: none"> • Bicycling • DATA's services • GRH • 'Pool Rewards • Telecommuting/Teleworking • Telework!VA tax credit • Transit • Vanpools/Carools to support Dulles Toll Road HOV Lane
Target Audiences	<p><i>Work End:</i> Airport Chamber/trade organizations Private sector employees with 100+ employees University Center Westfield's International Center</p> <p><i>Home End:</i> Residents in high SOV zip codes in Fairfax Center/GMU</p>
Objective	<ul style="list-style-type: none"> • 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

<p>Recommended Marketing Strategy</p>	<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 ➤ 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 ➤ ‘Pool Rewards outreach to employers ➤ Car Free Day ➤ DATA Live More Commute LessSM community activities – 5K and golf tournament <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to employers and federal agencies ➤ Strategic plan update in fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing
<p>Language(s)</p>	<p>English and Spanish</p>
<p>Partners</p>	<p>Fairfax CUE DATA Fairfax County Employer Services LINK COG VDRPT VDOT MEGA PROJECTS VRide ENTERPRISE VANS VRE WMATA WABA</p>
<p>Partner Contributions</p>	<p>GRH promotional materials on board Fairfax Connector & Cue buses Match Program. VanStart</p>
<p>Evaluation</p>	<p>Evaluate call reports for 800-745-RIDE Evaluate web visits on commuterconnections.org</p>

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

Top Regional Activity Centers	<ul style="list-style-type: none"> • Fort Belvoir • Fort Belvoir North Area
Products	<ul style="list-style-type: none"> • Vanpools • Carpools • ShuttlePools • ‘Pool Rewards • Teleworking • Telework!VA tax credit • Transit - VRE, Metrobus, Fairfax Connector, Metrorail, Medical Center Shuttle to Metrorail Station
Target Audiences	<p><i>Work End:</i></p> <ul style="list-style-type: none"> • New businesses located in the region • Private sector employers with 100+ employees
Objective	<ul style="list-style-type: none"> • 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
Recommended Marketing Strategy	<ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Car Free Day ➤ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH ➤ 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 ➤ ‘Pool Rewards outreach to employers <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ 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	American Legion Post 176 Fairfax County COG

	NVTC TAGS Springfield Mall VDRPT MEGA PROJECTS VRE WMATA
Partner Contributions	GRH promotional materials on board VRE and Fairfax buses Match Program VanSave VanStart
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate web visits on commuterconnections.org

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

Top Regional Activity Centers	<p>Loudoun County</p> <ul style="list-style-type: none"> • Dulles Town Center • One Loudoun • Rt. 28 Central • Rt. 28 North • Rt. 28 South • Rt. 606 Transit Area • Rt. 772 Transit Area
Products	<ul style="list-style-type: none"> • Carpool • DATA • Loudoun County Transit • NuRide Rewards • Teleworking • Vanpool • Green Business Challenge
	<p><i>Home End:</i> Residences in high SOV zip codes</p>
Objective	Increase awareness of benefits of GRH, time savings from HOV lanes and convenience of transit
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 ➤ 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 <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ 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	<p>Loudoun County Commuter Services DATA Fairfax Connector Loudoun County Transit COG vRide Enterprise Rideshare</p>

	VDRPT
Partner Contributions	GRH promotional materials on board Loudoun County buses
Evaluation	Evaluate monthly call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org

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

Top Regional Activity Centers	<p>Prince William County</p> <ul style="list-style-type: none"> • Innovation • City of Manassas • City of Manassas Regional Airport • Manassas Park • Yorkshire
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 • Rider Express e-mail service • Ridesharing, vanpools, carpools: PRTC OmniMatch
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	<p>Increase brand recognition, awareness of ridesharing, benefits of GRH, time savings of I-495 Express lanes and I-95 HOV lanes and promote the OmniRide's Tysons Express service</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 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 ➤ 'Pool Rewards outreach to employers ➤ NuRide outreach to Tysons commuters <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ 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 OmniLink OmniRide PRTC 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 IMPACTED ACTIVITY CENTERS/CORRIDORS

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 • Golden Mile • Jefferson Tech Park 	<ul style="list-style-type: none"> • Bethesda • NIH/Walter Reed National Military Medical Center • King Farm/Rockville Research Center/Shady Grove, • Rockville Montgomery College • Rockville South/Twinbrook (includes portion of North Bethesda) • Rockville Town Center • Silver Spring Takoma Park • Life Sciences Center/Gaithersburg Crown Farm • Rock Spring Park 	<ul style="list-style-type: none"> • Landover Mall • Landover Metro • Largo Town Center/Morgan Blvd • New Carrollton
Other Important Areas			<ul style="list-style-type: none"> • Friendship Heights • White Flint/Executive Blvd. • White Oak/FDA • Wheaton • Germantown/Clarksburg 	<ul style="list-style-type: none"> • White Oak • National Harbor
Impacted Corridors	<ul style="list-style-type: none"> • US-301 • MD-228 • MD-5 	<ul style="list-style-type: none"> • I-270 • I-70 • Rt. 15 • Rt. 340 	<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-29 • MD-200 	<ul style="list-style-type: none"> • I-495 • I-95 • MD 5 • Rt. 50 • B-W Parkway • US Route 1 • MD Route 210 • MD 458 • MD 202 • MD 4 • MD 450 • MD 193 • MD 214

	Charles County	Frederick County	Montgomery County	Prince George's County
Available Products	<ul style="list-style-type: none"> • MTA Commuter Buses • Guaranteed Ride Home Program • Vanpools • Carpools • Teleworking • 'Pool Rewards • School Pool • Park and Ride Lots • VanGO 	<ul style="list-style-type: none"> • TransIT Connector Services • TransIT-plus Services • TransIT Meet-the-MARC Shuttles • Brunswick MARC line • Point of Rocks MARC line • Park and Ride lots • Personalized ride matching • 'Pool Rewards • School Pool • Carpool and Vanpool • Vanpool Incentive Program • Cycling • Four Frederick County MARC Stations • MTA 515 Bus to Shady Grove Metro • Transportation Fairs & On-Site Ridematching Services • MD Commuter Choice Tax Credit • Trip Planning Services • Guaranteed Ride Home Program 	<ul style="list-style-type: none"> • Five Transportation Management Districts (TMDs): Silver Spring, N. Bethesda, Bethesda, Friendship Heights, Greater Shady Grove (including Life Sciences Center) • Annual employee surveys • Bike Paths • Bike Racks • Capital BikeShare Stations • MARC stations • Carpool parking & discounts in County-operated facilities in Silver Spring & Bethesda • <i>TRiPS</i> Commuter Stores • Express Buses • GRH • HOV lane on I-270 • Metrorail • Park & Ride Lots • Personalized ride matching, trip planning, & follow-up • 'Pool Rewards • Ride On local bus service • Downtown Circulators in Silver Spring and Bethesda • Free use of professional telework consultants for employers • MD Commuter Tax Credit for Employers • 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"> • Bike Trails • Carpools • Vanpools • Express Buses • GRH • MARC (Camden & Penn Line) • Metrorail, Metrobus • Park and Ride Lots • Personal Ride Match • 'Pool Rewards • Telework Centers • TPE Program • <i>TheBus</i>-County Local Bus Service

	Charles County	Frederick County	Montgomery County	Prince George's County
Current Marketing Conducted Locally	<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><i>September - November</i></p> <ul style="list-style-type: none"> • Local Radio Stations 103.1 & 106.9 morning and afternoon traffic sponsorship <p><i>September</i></p> <ul style="list-style-type: none"> • Business Appreciation Week • Free TRANSIT rides to support Car Free Day • Frederick County Chamber Expo • In the Street Community Fair • Frederick County Fair • Frederick Community College table display • Google trip-planning sessions (3) <p><i>October</i></p> <ul style="list-style-type: none"> • Elder Expo <p><i>January</i></p> <ul style="list-style-type: none"> • State Legislative Reception-Annapolis <p><i>February</i></p> <ul style="list-style-type: none"> • Design-An-Ad campaign with middle school students from Frederick County Public Schools <p><i>April</i></p> <ul style="list-style-type: none"> • Ft. Detrick's Earth Day 	<p><i>August</i></p> <ul style="list-style-type: none"> • County Fair • Ethnic Heritage Event <p><i>September</i></p> <ul style="list-style-type: none"> • CarFree Day • Outdoor Ad Campaign • Walk & Ride • Bike 2 College Day <p><i>October</i></p> <ul style="list-style-type: none"> • Annual Commuter Survey (At times may be conducted in Spring vs. Fall) • Ride On Rodeo • Radio Ads on GRH <p><i>April</i></p> <ul style="list-style-type: none"> • Earth Day/Week/Month <p><i>May</i></p> <ul style="list-style-type: none"> • Public Works Week • Bike to Work Day • Bike 2 College Day <p><i>June</i></p> <ul style="list-style-type: none"> • Clean Air Partners • Dump the Pump <p><i>Throughout the year:</i></p> <ul style="list-style-type: none"> • Print/Radio/Website-Ads • 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 	<ul style="list-style-type: none"> • April Earth Day Community Partner's Event • May Bike to Work Day • June-Summer Youth Employees' Orientation • August National Night Out • September County Fair Hispanic Festival Senior Picnic & Fitness Day October, November, December Transforming Neighborhood Initiative (TNI) Fairs <p>Throughout the Year</p> <ul style="list-style-type: none"> • Commuter Fairs • The Bus route marketing • Employer Outreach Events • E-News letters • Print/ Radio Ads • Movie Theater Commercials • Comcast RideShare

	Charles County	Frederick County	Montgomery County	Prince George's County
		<p>Celebration</p> <ul style="list-style-type: none"> Frederick Community College Transitioning Fair Free TransIT rides for Earth Day celebration <p>May</p> <ul style="list-style-type: none"> Bike to Work Day Ft. Detrick's Safety Awareness Day Event <p>June</p> <ul style="list-style-type: none"> Dump The Pump Day <p>Throughout the year:</p> <ul style="list-style-type: none"> Television Ads on county's public access channel for transit Daily On-Line ads in Frederick News-Post and Comcast.net for TransIT and Rideshare Print/Radio Ads Community Outreach Events <p>TransIT bus interior cards for Commuter Connections and Clean Air Partners</p>	<ul style="list-style-type: none"> Advisory Committee Meetings Car sharing parking spaces 	<p>Transit Commercials</p> <ul style="list-style-type: none"> TPE Program Community Transportation Fairs The Bus interior Cards & Bus Shelter ads Capitol Heights Community Outreach EDC Employer Outreach Brunch and Other EDC events Housing Expo Vendors Fair for Seniors City of Bowie Fair Congressional Black Caucus Employer Fair Mel Franklin Annual District 9 Day Event Federal Spring Estates' Fall Community Fair Military Base Transportation Fairs

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

Top Regional Activity Centers	Frederick County <ul style="list-style-type: none"> • Downtown Frederick • East Frederick Rising • Fort Detrick • Francis Scott Key Mall • Golden Mile • Jefferson Tech Park
Products	<ul style="list-style-type: none"> • Carpool • Public Transit - TransIT • Telecommuting/Teleworking • Maryland Telework Partnership for Employers (MD) • 'Pool Rewards • School Pool • Vanpools • MTA Commuter Buses: #505 & #515 • MARC Train – Brunswick Line
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 ➤ 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, Telework and Transit ➤ Web Banners on several sites ➤ 'Pool Rewards outreach to residents <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to employers and Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Telework</p> <ul style="list-style-type: none"> ➤ Support via Newsletter

Language(s)	English, some materials in Spanish
Partners	COG Frederick County MARC VPSI
Partner Contributions	GRH promotional materials on TransIT

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

<p>Top Regional Activity Centers</p>	<p>Montgomery County Bethesda, NIH/Walter Reed National Military Medical Center, King Farm/Rockville Research Center/Shady Grove, Rockville Montgomery College, Rockville South/Twinbrook, Rockville Town Center, Silver Spring, Takoma Park, Life Sciences Center/Gaithersburg Crown Farm, Rock Spring Park</p>
<p>Products</p>	<ul style="list-style-type: none"> • Bicycling • Bikesharing • Carpools/Vanpools • Commuter Services Section • TRiPS Commuter Stores near Silver Spring and Friendship Heights Metro Stations • HOV lanes • Public Transit - Metrorail, Metrobus, Ride On , MARC rail, VanGo Shuttle, Bethesda Circulator • Silver Spring TMD • Friendship Heights TMD • Greater Shady Grove TMD (GSGTMD) • North Bethesda TMD (NBTMD) operated by TAP under contract to County • Bethesda TMD operated by BUP under contract to County • Maryland Commuter Tax Credit • Smart Benefits Programs • ‘Pool Rewards • Telework/telecommuting
<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, Wheaton, North Bethesda, Shady Grove/Life Sciences Center; I-270 & Rt. 29 Corridors • Residents in multi-family residences in NBTMD, GSGTMD and in transit/activity centers.
<p>Objective</p>	<ul style="list-style-type: none"> • To improve traffic congestion and air quality in Montgomery County

	<p>by encouraging employers to adopt high-level commuting benefits and complete a Traffic Mitigation Plan, and by encouraging alternative transportation use among SOV commuters.</p> <ul style="list-style-type: none"> • Generate interest by employers in the 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
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 • Ads in phone book • Print and digital media ads • Strategic Plan update in Fall • Updating all collateral with changes throughout year • Web site marketing • Radio spot • Updated collateral • Bi-monthly Better Ways To Work e-newsletter to employers and Federal agencies • Walk & Ride • Car Free Day 'Pool Rewards outreach to employers and residents
Partners	<p>MARC MDOT M-NCPPC MTA City of Rockville City of Gaithersburg City of Takoma Park City of Rockville Ride On Vanpool companies Car sharing companies WMATA WABA Chambers of Commerce</p>
Language(s)	English, Spanish, Chinese; other languages to be considered
Partner Contributions	<p>SmartBenefits Promotion of Commuter Connections Ridematching System by outreach</p>

	teams GRH promotional materials on Ride On & MARC, plus by outreach teams Ride On bus exteriors, interior cards, bus shelters
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**RECOMMENDED MARKETING STRATEGIES
FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS**

Top Regional Activity Centers	Prince George's County <ul style="list-style-type: none"> • Landover Mall • Landover Metro • Largo Town Center/Morgan Blvd • New Carrollton
Products	<ul style="list-style-type: none"> • Carpools • 'Pool Rewards • Public Transit • Telecommuting/Teleworking • Vanpools
Target Audiences	<i>Work End:</i> <ul style="list-style-type: none"> • Employers with 100+ employees <i>Home End:</i> <ul style="list-style-type: none"> • Residences by free shuttle for <i>TheBus</i> • Residents relocating to Impacted Activity Center Areas • Residents in high SOV zip codes
Objective	Increase awareness of benefits such as GRH and convenience of transit
Recommended Marketing Strategy	<ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ 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 ➤ 'Pool Rewards outreach to employers and residents Operations Center <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to employers and Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing Telework <ul style="list-style-type: none"> ➤ Support via Newsletter
Language(s)	English, with Spanish in Langley Park area
Partners	WMATA Prince George's County Rideshare Division <i>TheBus</i> COG
Partner Contributions	GRH write up in schedules for <i>TheBus</i>
Evaluation	Evaluate call and web reports

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

Top Regional Activity Center	Charles County <ul style="list-style-type: none"> • Waldorf
Products	<ul style="list-style-type: none"> • MTA Commuter Buses • Guaranteed Ride Home Program • Vanpools • Carpools • Teleworking • ‘Pool Rewards • School Pool • Park and Ride Lots • VanGO
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 • Residents who have recently moved to area • Residents in high SOV zip codes
Objective	Increase awareness of benefits of GRH, vanpool subsidy, and convenience of transit
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, Telework and Transit ➢ Web Banners on several sites ➢ ‘Pool Rewards outreach to residents <p>Operations Center</p> <ul style="list-style-type: none"> ➢ Ads in phone book ➢ Quarterly newsletter to employers and Federal agencies ➢ Strategic Plan update in Fall ➢ Updating all collateral with changes throughout year ➢ Web site marketing <p>Telework</p> <ul style="list-style-type: none"> ➢ Support via Newsletter
Language(s)	English
Partners	COG MTA MDOT

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 2008 to 2013.

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:

- CREATIVE CAMPAIGN QUALITATIVE RESEARCH FINDINGS FOR MARKETING TERM NOVEMBER 2010
- PERFORMANCE OF HOV FACILITIES ON FREEWAYS IN THE WASHINGTON REGION 2010 (MAY 2011)
- TRANSPORTATION EMISSION REDUCTION MEASURE (TERM) ANALYSIS REPORT FY 2009-2011 (JANUARY 2012)
- ANNUAL PLACEMENT SURVEY REPORT OF APPLICANT DATABASE FY12 (MAY 2012)
- METRORAIL STATION ACCESS ALTERNATIVES STUDY JULY 2012
- CONGESTION MANAGEMENT PROCESS (CMP) TECHNICAL REPORT NOVEMBER 2012
- WASHINGTON REGION GRH PROGRAM SURVEY NOVEMBER 2013
- BALTIMORE REGION GRH PROGRAM SURVEY NOVEMBER 2013
- STATE-OF-THE-COMMUTE SURVEY REPORT NOVEMBER 2013
- GRH CUSTOMER SATISFACTION SURVEY REPORT FY 2013 (MARCH 2014)
- BIKE TO WORK SURVEY REPORT 2013 (MARCH 2014)
- CENTRAL EMPLOYMENT CORE CORDON COUNT OF VEHICULAR AND PASSENGER VOLUMES 2013 (APRIL 2014)
- EMPLOYER SATISFACTION SURVEY JULY 2014

NOVEMBER 2010

CREATIVE CAMPAIGN QUALITATIVE RESEARCH FINDINGS FOR MARKETING TERM

Background

An online survey was fielded for Commuter Connections November 2–7, 2010, to test ad concepts and awareness for rideshare and guaranteed ride home campaigns, and to profile the demographics, behavior and attitudes of the Commuter Connections audience. The completed survey included data from 591 respondents (selected for geography, employment and age). All respondents received the demographic, behavioral and attitudinal profiling questions; however, respondents were randomly assigned to one of five ad concept and awareness groups. Note that the research was qualitative, not quantitative, in nature.

Audience Profile Highlights

- **Demographic:** Respondents were 59% female, 41% male; 71 % had a bachelor's or higher degree; 80% were aged 25–54; 67% were white; 57% were married/partnered; 90% were employed full time; and 37% had an annual household income of \$100,000 or more.
- **Geographic:** The District captures a higher proportion of workers relative to its resident population than Maryland or Virginia. Among those that work and reside in Maryland, Montgomery County captures the highest incidence of the work population. For Virginia, Fairfax County captures the highest incidence of the work population. Arlington had a higher ratio of workers to residents with nearly twice as many respondents working in Arlington as living there.
- **Travel Patterns:** 41% live under 10 miles from work, while 88% live within 30 miles; 21% take under 15 minutes to travel to work, and 91% take under an hour; 53% report available public transportation as “somewhat (37%) or very (16%) reliable;” 64% primarily drive alone to work, but 52% always drive alone.
- **Travel Choice Factors:** Respondents' most common travel mode motivation was saving money/affordability. Carpooling was the most likely choice if driving alone was not an option. Respondents were most *likely* to stop driving alone if the prospective carpool partner was a family member or friend, but they were most *unlikely* to carpool if the prospective partner was someone previously unknown. Among respondents who used to drive alone, their top reasons for changing were: avoid congestion; save money; changed job/work hours.

Ad Concept Response Highlights

Each of the five groups read radio scripts, viewed visual advertising, or saw video/listened to radio ads before being asked for their feedback. Respondents were asked to rate the three ads in their group in terms of 10 attributes: “interesting,” “good,” “informative,” “easy to understand,” “funny,” “pertinent,” “entertaining,” “thought provoking,” “persuasive,” and “memorable.” They were also asked to indicate the degree to which they agreed with certain statements about the ad (e.g., “The ad made me interested in getting more information about commuting alternatives.”).

- **Guaranteed Ride Home (Scripts):** “Freebies” and “Don't Flip” consistently drew the highest scores across the attributes. “Don't Flip” got particularly high responses for being informative and easy to understand. “Don't Flip” also scored best on key opinion statements.
- **Guaranteed Ride Home (Visuals):** “Don't Flip” consistently drew the highest scores across the attributes, and had particularly strong responses as funny, entertaining and memorable. Opinion statement responses were mixed among the three ads.

- Ride Share (Scripts): “Half Full” drew the highest scores across the attributes, followed closely by “Share Alike.” “Half Full” rated notably high as easy to understand and informative, while “Share Alike” was seen as most entertaining and thought provoking.
- Ride Share (Visuals): “Save Half” drew the highest scores across the attributes, although it virtually tied with “Match” and “Share” as easy to understand. “Share” drew notably higher responses as funny and entertaining.
- Legacy Ads (TV & Radio): Respondents provided an interesting mix of feedback on these pieces. While TV received notably higher scores across most of the attributes than the “Cash Cushion” and “What If” radio spots, “What If” tied on memorable and was seen as more funny and entertaining. Between the two radio spots, “What If” drew higher responses across the attributes.

MAY 2011
2010 PERFORMANCE OF HOV FACILITIES ON FREEWAYS IN THE WASHINGTON REGION

Presented in this report is information developed from data collected in spring 2010 along five operational high occupancy vehicle (HOV) corridors in the Washington region. Data were collected from 5 A.M. to 10 A.M. during the inbound peak flow direction and 3 P.M. to 8 P.M. during the outbound peak flow direction.

HOV lanes are operational in the following corridors as of spring 2010:

- I-95/I-395 (Shirley Highway) in Arlington County, the City of Alexandria, Fairfax County, and Prince William County (fully barrier separated HOV lanes)
- I-66 inside I-495 (the Capital Beltway) in Fairfax and Arlington Counties (exclusive HOV facility in the peak commute direction during the peak commute period)
- I-66 outside the Beltway in Fairfax and Prince William Counties (concurrent flow HOV lanes)
- I-270 (and the I-270 Spur) in Montgomery County, Maryland (concurrent flow HOV lanes)
- VA 267 (Dulles Toll Road), in Fairfax County which has a concurrent flow HOV lane
- U.S. 50 (John Hanson Highway) in Prince George's County, Maryland (concurrent flow HOV lane)

Most comparisons are made with results obtained from the previous Regional HOV Facilities Monitoring reports for 1997, 1998, 1999, 2004, and 2007.

Trends and changes are emphasized for the HOV restricted periods both inbound and outbound. The following major trends were observed:

- During Spring 2010, all of the HOV lanes required fewer cars to carry more persons per lane during the HOV restricted periods than adjacent non-HOV lanes making the HOV lanes more efficient at moving people to their destinations.
- Most of the HOV lanes provide travel time savings when compared to non-HOV alternatives, especially the barrier separated HOV lanes in the I-95/I-395 corridor in Northern Virginia.
- Most time savings on I-270 North.
- US-50 has little congestion at peak periods.
- Time savings on I-66 outside the Beltway is minimal.
- Average auto occupancy in 2010 was little changed from 2004 and 2007, even though the HOV lanes in Northern Virginia continue to exempt vehicles with "Clean Special Fuel Vehicle" registration plates from the HOV requirement.

JANUARY 2012

TRANSPORTATION EMISSION REDUCTION MEASURE (TERM) ANALYSIS REPORT FY 2009-2011

This report presents the results of an evaluation of four Transportation Emission Reduction Measures (TERMs), voluntary Transportation Demand Management (TDM) measures implemented by the National Capital Region Transportation Planning Board's (TPB) Commuter Connections program at the Metropolitan Washington Council of Governments (COG) to support the Washington, DC metropolitan region's air quality conformity determination and congestion management process. This evaluation documents transportation and air quality impacts for the three-year evaluation period between July 1, 2008 and June 30, 2011, for the following TERMS:

- Maryland and Virginia Telework – Provides information and assistance to commuters and employers to further in-home and telecenter-based telework programs.
- Guaranteed Ride Home – Eliminates a barrier to use of alternative modes by providing free rides home in the event of an unexpected personal emergency or unscheduled overtime to commuters who use alternative modes.
- Employer Outreach – Provides regional outreach services to encourage large, private-sector and non-profit employers voluntarily to implement commuter assistance strategies that will contribute to reducing vehicle trips to worksites, including the efforts of jurisdiction sales representatives to foster new and expanded trip reduction programs.
- Mass Marketing – Involves a large-scale, comprehensive media campaign to inform the region's commuters of services available from Commuter Connections as one way to address commuters' frustration about the commute.

COG's National Capital Transportation Planning Board (TPB), the designated Metropolitan Planning Organization (MPO) for the Washington, DC metropolitan region, adopted and continues to support these TERMS, among others, as part of the regional Transportation Improvement Program (TIP) to help the region reach emission reduction targets that would maintain a positive air quality conformity determination for the region and to meet federal requirements for the congestion management process. It is also important to note that the regional travel demand model was calibrated and validated against the year 2000 traffic counts and regional emission credits are only taken for TERM benefits that occurred after the year 2000 in the regional TERM tracking sheet and might not be consistent with results in this report.

COG/TPB's Commuter Connections program, which also operates an ongoing regional rideshare program, is the central administrator of the TERMS noted above. Commuter Connections elected to include a vigorous evaluation element in the implementation plan for each of the adopted TERMS to develop information to be used to guide sound decision-making about the TERMS. This report summarizes the results of the TERM evaluation activities and presents the transportation and air quality impacts of the TERMS and the Commuter Operations Center (COC).

This evaluation represents a quite comprehensive evaluation for these programs. It should be noted that the evaluation still remains conservative in the sense that it includes credit only for impacts that can be reasonably documented with accepted measurement methods and tools. However, we also note that many of the calculations used survey data from surveys that are subject to statistical error rates.

A primary purpose of this evaluation was to develop useful and meaningful information for regional transportation and air quality decision-makers, COG/TPB staff, COG/TPB program funding agencies, and state and local commute assistance program managers to guide sound decision-making about the TERMS. The results of this evaluation will provide valuable information for regional air quality conformity and the region's congestion management process, improve the structure and implementation procedures of the TERMS themselves, and to refine future data collection methodologies and tools.

SUMMARY OF RESULTS

The objective of the evaluation is to estimate reductions in vehicle trips (VT), vehicle miles traveled (VMT), and tons of vehicle pollutants (Nitrogen Oxides [NO_x], Volatile Organic Compounds [VOC], Particulate Matter [PM_{2.5}], Particulate Matter NO_x precursors [PM NO_x], and Carbon Dioxide [CO₂]) resulting from implementation of each TERM and compare the impacts against the goals established for the TERMS. The impact results for these measures are shown in Table A for each TERM individually. Results for all TERMS collectively and for the Commuter Operations Center (COC) are presented in Table B.

As shown in Table A, the TERMS combined exceeded the collective goals for both vehicle trips reduced and VMT reduced by about 21%. The TERMS did not reach the emission goals; the impact for NO_x was about 15% under the goal and VOC impact was 12% under the goal, but this was due entirely to a change in the emission factors. The goals were set in 2006, using 2006 emission factors, but the 2011 factors used in the 2011 evaluation were considerably lower.

When the COC results are added to the TERM impacts, as presented in Table B, the combined impacts again met both the vehicle trip and VMT reduction goals, in this case by 15% and 12% respectively. The combined TERM – COC programs fell about 21% short of the NO_x goal and 18% under the VOC goal. Again, the change in the emission factors affected the emission results.

Two TERMS, Telework and Employer Outreach, met their individual participation and travel impact goals. Telework exceeded its vehicle trip reduction goal by about five% and just met the VMT goal. Employer Outreach, both the overall program and the New/Expanded component, exceeded its vehicle trip and VMT goals by a margin substantial enough to overcome the difference between the 2006 and 2011 emission rates; Employer Outreach met all the emission goals as well as the travel goals. Employer Outreach for Bicycling also met its goals.

The Mass Marketing (MM) TERM came within 10% of its vehicle trip reduction goals, but was substantially under the goal for VMT reduction, primarily because 2011 MM program participants traveled much shorter distances to work (9.6 miles one-way) than did 2008 MM participants (31 miles). In 2011, MM influenced a greater share of commuters to shift to bicycle and transit, both of which have short-distance travel profiles. Thus, even with robust participation and vehicle trip reduction, the TERM missed the VMT goal.

Finally, impacts for Guaranteed Ride Home were well below the goals for this program. The Commuter Operations Center and the Software Upgrades TERM also missed their goals. The reasons for the shortfalls from the goals vary by TERM and are discussed in individual report sections on each TERM.

Table A
Summary of Daily Impact Results for Individual TERMS (7/08– 06/11) and Comparison to Goals

TERM	Participation ¹⁾	Daily Vehicle Trips Reduced	Daily VMT Reduced	Daily Tons NOx Reduced	Daily Tons VOC Reduced
Maryland and Virginia Telework ²⁾					
2011 Goal	31,854	11,830	241,208	0.122	0.072
Impacts (7/08 – 6/11)	35,237	12,499	241,834	0.099	0.062
Net Credit or (Deficit)	3,383	669	626	(0.023)	(0.011)
Guaranteed Ride Home					
2011 Goal	36,992	12,593	355,136	0.177	0.097
Impacts (7/08 – 6/11)	22,984	7,983	208,346	0.076	0.042
Net Credit or (Deficit)	(14,008)	(4,610)	(146,790)	(0.101)	(0.055)
Employer Outreach – all employers participating ³⁾					
2011 Goal	581	64,644	1,065,851	0.549	0.343
Impacts (7/08 – 6/11)	1,119	90,350	1,657,809	0.578	0.367
Net Credit or (Deficit)	538	25,706	591,958	0.029	0.024
Employer Outreach – new / expanded employer services since July 2008 ³⁾					
2011 Goal	96	8,618	140,622	0.072	0.046
Impacts (7/08 – 6/11)	551	28,098	461,250	0.177	0.108
Net Credit or (Deficit)	455	19,480	320,628	0.105	0.062
Employer Outreach for Bicycling ³⁾					
2011 Goal	61	130	567	0.001	0.001
Impacts (7/08 – 6/11)	274	180	1,083	0.001	0.001
Net Credit or (Deficit)	213	50	516	0.000	0.000
Mass Marketing					
2011 Goal	11,023	7,758	141,231	0.072	0.044
Impacts (7/08 – 6/11)	10,438	6,922	78,297	0.031	0.021
Net Credit or (Deficit)	(585)	(836)	(62,934)	(0.041)	(0.023)
TERMS (all TERMS collectively)					
2011 Goal		96,825	1,803,426	0.920	0.556
Impacts (7/08 – 6/11)		117,754	2,186,286	0.784	0.492
Net Credit or (Deficit)		20,929	382,860	(0.136)	(0.064)

- 1) Participation refers to number of commuters participating, except for the Employer Outreach TERM. For this TERM, participation equals the number of employers participating.
- 2) Impact represents portion of regional telework attributable to TERM-related activities. Total telework credited for conformity is higher than reported for the TERM.
- 3) Impacts for Employer Outreach - all employers participating includes impacts for Employer Outreach – new / expanded employer services since July 2008 and for Employer Outreach for Bicycling.

Table B
Summary of TERM and COC Results (7/08 – 6/11) and Comparison to Goals

TERM	Participation ¹⁾	Daily Vehicle Trips Reduced	Daily VMT Reduced	Daily Tons NOx Reduced	Daily Tons VOC Reduced
TERMS (all TERMS collectively)					
2011 Goal		96,825	1,803,426	0.920	0.556
Impacts (7/08 – 6/11)		117,754	2,186,286	0.784	0.492
Net Credit or (Deficit)		20,929	382,860	(0.136)	(0.064)
Commuter Operations Center – Basic Services ²⁾					
2011 Goal	152,356	10,399	296,635	0.147	0.081
Impacts (7/08 – 6/11)	81,675	6,190	180,409	0.066	0.036
Net Credit or (Deficit)	(70,681)	(4,209)	(116,226)	(0.081)	(0.045)
Commuter Operations Center – Software Upgrades ²⁾					
2011 Goal		2,370	62,339	0.031	0.017
Impacts (7/08 – 6/11)	3,373	1,717	51,569	0.020	0.010
Net Credit or (Deficit)		(653)	(10,770)	(0.012)	(0.007)
All TERMS plus COC					
2011 Goal		109,594	2,162,400	1.098	0.654
Impacts (7/08 – 6/11)		125,661	2,418,264	0.870	0.538
Net Credit or (Deficit)		16,067	255,864	(0.228)	(0.116)

- 1) Participation refers to number of commuters participating, except for the Employer Outreach TERM. For this TERM, participation equals the number of employers participating.
- 2) Impacts for Commuter Operations Center – software Upgrades are in addition to the impacts for the Commuter Operations Center – Basic Services. This project was part of the Integrated Rideshare TERM.

Table C, on the following page, presents annual emission reduction results for PM 2.5, PM 2.5 pre-cursor NOx, and CO2 emissions (Greenhouse Gas Emissions - GHG) for each TERM and for the COC. COG/TPB did not establish specific targets for these impacts for the Commuter Connections TERMS. But COG has begun to measure these impacts for other TERMS, thus these results are provided.

As shown, the TERMS collectively reduce 6.43 annual tons of PM 2.5, 223.1 annual tons of PM 2.5 pre-cursor NOx, and 254,277 annual tons of CO2 (greenhouse gas emissions). When the Commuter Operations Center is included, these emissions impacts rise to 7.1 annual tons of PM 2.5, 246.4 annual tons of PM 2.5 pre-cursor NOx, and 282,001 annual tons of CO2 (greenhouse gas emissions).

Table C
Summary of Annual PM 2.5 and CO2 (Greenhouse Gas) Emission Results for Individual TERMS

TERM	Annual Tons PM 2.5 Reduced	Annual Tons PM 2.5 Precursor NOx Reduced	Annual Tons CO2 Reduced
Maryland and Virginia Telework ¹⁾	0.8	27.0	30,770
Guaranteed Ride Home	0.7	22.2	26,272
Employer Outreach – all employers ²⁾	4.7	165.5	189,976
Employer Outreach – new / expanded Employers ²⁾	1.4	48.5	55,584
Employer Outreach for Bicycling	0.0	0.1	138
Mass Marketing	0.2	8.4	9,259
TERMS (all TERMS collectively)	6.4	223.1	254,277
Commuter Operations Center – basic services (not including Software Upgrades)	0.5	18.0	21,393
Commuter Operations Ctr – Software Upgrades	0.2	5.3	6,331
All TERMS plus Commuter Operations Center	7.1	246.4	282,001

- 1) Impact represents portion of regional telecommuting attributable to TERM-related activities. Total telecommuting credited for conformity is higher than reported for the TERM.
- 2) Impacts for new / expanded employer programs and Employer Outreach for Bicycling are included in the Employer Outreach – all employers.

Finally, Table D shows comparisons of daily reductions in vehicle trips, VMT, NOx, and VOC from the 2008 TERM analysis to results of the 2011 results. Note that, as described in the footnotes to the table, the emission factors declined between 2008 and 2011, resulting in decreased emission reductions, even though the TERMS achieved greater vehicle trip and VMT reductions in 2011.

Table D Summary of Results for Individual TERMS 7/08– 6/11 Compared to 7/05 – 6/08

TERM	DAILY VEHICLE TRIPS REDUCED	DAILY VMT REDUCED	DAILY TONS NOX REDUCED	DAILY TONS VOC REDUCED
Maryland and Virginia Telework				
July 2008 – June 2011	12,499	241,834	0.099	0.062
July 2005 – June 2008	21,866	413,703	0.211	0.126
Change ¹⁾	(9,367)	(171,869)	(0.112)	(0.064)
Guaranteed Ride Home				
July 2008 – June 2011	7,983	208,346	0.076	0.042
July 2005 – June 2008	8,680	227,428	0.106	0.056
Change ¹⁾	(697)	(19,082)	(0.030)	(0.014)
Employer Outreach – All services except Employer Outreach for Bicycling				
July 2008 – June 2011	90,170	1,656,727	0.577	0.366
July 2005 – June 2008	59,163	969,174	0.443	0.266
Change ¹⁾	31,007	687,553	0.134	0.100
Employer Outreach for Bicycling				
July 2008 – June 2011	180	1,083	0.001	0.001
July 2005 – June 2008	188	1,127	0.001	0.001
Change ¹⁾	(8)	(44)	0.000	0.000
Mass Marketing				
July 2008 – June 2011	6,922	78,297	0.031	0.021
July 2005 – June 2008	2,577	69,274	0.032	0.017
Change ¹⁾	4,345	9,023	(0.001)	0.004
InfoExpress Kiosks ²⁾				
July 2008 – June 2011	Deleted	Deleted	Deleted	Deleted
July 2005 – June 2008	2,840	52,638	0.027	0.016
Change ¹⁾	N/A	N/A	N/A	N/A
All TERMS				
July 2008 – June 2011	117,754	2,186,287	0.784	0.492
July 2005 – June 2008	95,314	1,733,344	0.820	0.482
Change ¹⁾	22,440	452,943	(0.036)	0.010
Commuter Operations Center (Basic Services + Software Upgrades)				
July 2008 – June 2011	7,907	231,978	0.086	0.046
July 2005 – June 2008	22,473	721,678	0.320	0.158
Change ¹⁾	(14,566)	(489,700)	(0.234)	(0.112)

1) Change in emissions is due in part to reduction in emission factors from 2008 to 2011.

2) InfoExpress Kiosks TERM eliminated prior to July 2008 – no longer in TERM calculation.

MAY 2012

FY 2012 ANNUAL PLACEMENT SURVEY REPORT OF APPLICANT DATABASE

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

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

This report estimates transportation and air quality impacts of Commuter Connections' services. Data for this analysis were collected in December 2011 through a combination Internet and telephone survey of 892 respondents randomly selected from the applicant database. The surveys collected data for applicants who received information or assistance between July 1 and September 30, 2011.

Commuter Connections Program Activity Summary and Overall Participation, Utilization, and Satisfaction Performance Measures Placement Survey, July-September 2011

• Commuter applicants		8,483
• Applicant placement rates		52.6%
○ Continued placement rate	35.4%	
○ Occasional placement rate	6.1%	
○ Temporary placement rate	5.1%	
○ One-time placement rate	6.0%	
• Applicants placed in alternative modes		4,458
○ Continued placements	2,997	
○ Occasional placements	517	
○ Temporary placements	435	
○ One-time placements	509	
• Applicants who received matchlist		27%
• Applicants who received vanpool assistance		5%
• Applicants who received Park & Ride information		10%
• Applicants who received transit information		31%
• Applicants who received GRH information/registration		71%

**Commuter Connections Program
Program Impact Performance Measures
Placement Survey, July-September 2011**

- Daily vehicle trips (VT) reduced **1,677 trips**
 - Continued placements 1,638 trips
 - Temporary placements (prorated credit) 39 trips

- Daily VMT reduced **45,967 VMT**
 - Continued placements 45,038 VMT
 - Temporary placements (prorated credit) 929 VMT

- Daily tons of Emissions reduced
 - NOx **0.017 tons**
 - VOC **0.009 tons**
 - PM 2.5 **0.001 tons**
 - PM 2.5 NOx precursors **0.019 tons**

- Annual tons of Emissions reduced
 - CO2/Greenhouse gas **5,612 tons**

- Gallons of gasoline saved **1,853 daily gallons of gas**

- Commuter costs reduced
 - Annual cost saving per placement **\$610 per year**

OTHER KEY SURVEY RESULTS

Demographics

- Slightly over half of the applicants were female (52%). Seven in ten (69%) applicants were white and 82% were between 35 and 64 years old.

Commute Travel Patterns

- Six in ten (61%) applicants said they use transit at least one day per week. Transit trips accounted for more than half (53.4%) of applicants' weekly commute trips; a quarter (24.7%) were made by bus and 20.5% were made by commuter rail. Applicants made 8.5% of weekly trips by Metrorail.
- About a third (33%) of applicants carpooled or vanpooled at least one day per week, but this was a secondary mode for half of these applicants; drive alone was used for just 9.7% of weekly commute trips.
- The average one-way commute distance was 36.2 miles. The average one-way commute time was 63 minutes.

Commute Changes

- More than half (52.6%) of survey respondents made a commute pattern change or tried another method of transportation after receiving assistance from Commuter Connections.
- More than a third (35.4%) of applicants made a change to an alternative mode that they had continued to use at least one day per week. This 35.4% was the "continued placement rate."

- Temporary placement rate (percent of applicants who made a change but returned to their original modes) was 5.1%.
- Six% of applicants tried using a new alternative mode a few days (one-time placement rate) and 6.1% made a change to a mode they use occasionally, but less than once per week on average (occasional placement rate).
- About 38% of applicants who made a mode change shifted from driving alone. The remaining 62% shifted from one alternative mode to another.
- The primary reasons that applicants made commute changes were to save money (17%) or save time (13%), because they changed jobs or work hours (16%), or were tired of driving (11%). About one in ten cited convenience (9%), gas prices too high (9%), or because a new option became available (8%).
- About four in ten (38%) applicants who made a commute change indicated that information they received from Commuter Connections influenced or assisted their decision to make the change. The top two Commuter Connections services named were matchlist/map showing home and work locations of potential rideshare partners and Guaranteed Ride Home, each named by about 14% of applicants who made a change. Transit information and other carpool/vanpool information were each named by about 7 percent of applicants who made a change. Two in ten (21%) said a service provided by their employer or another commute assistance organization had influenced their decision.

Information and Assistance Requested and Received

- The top service received overall, by a large majority, was Guaranteed Ride Home; seven in ten (71%) applicants said they received or accessed this service, which is open to any commuter who uses an alternative mode to commute.
- Four in ten (39%) applicants said they received or accessed a service to help with carpooling or vanpooling; 27% received a matchlist with names of potential carpool/vanpool partners, 12% used the carpool rider bulletin board, and nine% received a map showing home and work locations of potential carpool/vanpool partners. One in ten applicants (12%) accessed Park & Ride lot information and 10% received general information about carpooling or vanpooling.
- Over two-thirds (68%) of applicants who received a matchlist or map with potential rideshare partners tried to contact someone named on the list and 77% who tried to make contact reached someone on the list.
- Three in ten (31%) of applicants recalled receiving transit route, schedule, or fare information. 40% of these applicants said they used the information provided to contact a transit agency and 81% who contacted a transit agency said they used information they received from the transit agency to try transit.
- Nearly all (95%) of applicants said their employers offer some commute services at the worksite. The most common employer services were telework or compressed work schedule, offered by 40% of employers and transit pass discounts, noted by 30% of applicants. One in ten (11%) said their employers offer assistance with finding carpool or vanpool partners (matchlist).

JULY 2012

METRO RAIL STATION ACCESS ALTERNATIVES STUDY

EXECUTIVE SUMMARY

Metrorail ridership is projected to continue to grow over the next two decades, reaching nearly a million daily rail riders by 2040. A key aspect of accommodating this growth will be simply getting the passengers to the stations and onto the trains. In an atmosphere of competing priorities, state-of-good repair investments will receive the bulk of funding, making the estimated 30,000 spaces required if the current Park & Ride arrival mode of 30% remains constant all the more difficult to fund. In addition, WMATA has a strategic objective in using its station areas for transit-oriented development, rather than for additional parking resources.

BACKGROUND

The Metrorail Station Access Alternatives Study sought to evaluate strategies for maximizing passenger access at Metrorail stations that have existing parking facilities by evaluating the costs and benefits of several possible scenarios of future station access. To do so, five case study stations were chosen. Each of these case-study stations represented one of the types identified in Metro's 2010 Bicycle and Pedestrian Access Improvements Study. By measuring the actual costs and benefits of additional riders by each access mode, WMATA can form a future access strategy that prioritizes improvements that provide the most "bang for the buck" in terms of increased station access and enhanced livability for the region and for the immediate station environs.

The five case study stations were:

- Fort Totten
- Vienna-Fairfax/GMU
- Naylor Road
- Huntington
- Shady Grove

Access during the AM Peak period was selected as the focus of the analysis as it is the time when the availability of parking resources are a potential limiting factor on ridership. While overall access numbers in the PM Peak period may be symmetrical to the AM Peak, a much larger percentage of passengers access the system as pedestrians at stations in the region's core.

The Station Access Alternatives Study consisted of a peer review of like transit agencies with similar operating profiles to Metrorail, followed by the development of multiple station access scenarios for each of the five stations listed above. Sixteen preliminary scenarios were pared down to ten scenarios (two per station) to be included in the benefit-cost analysis (BCA). Scenarios were selected for the BCA based upon feasibility of concepts, input from stakeholders, and degree of contrast to other scenarios to be analyzed.

PEER REVIEW FINDINGS

The study team carefully selected several peer systems for the review that share some key general characteristics and specific station access challenges with WMATA, including geographic reach, overall system size, suburban stations with parking, and high projected ridership growth. The final list of peer review agencies included:

- Bay Area Rapid Transit (BART) – San Francisco, CA
- Chicago Transit Authority (CTA) – Chicago, IL
- Metropolitan Atlanta Rapid Transit Authority (MARTA) – Atlanta, GA
- Massachusetts Bay transit Authority (MBTA) – Boston, MA
- Metra – Chicago, IL

- Orange County Transit Authority (OCTA) – Orange County, CA
- Sound Transit – Seattle, WA
- TriMet – Portland, OR

The peer review uncovered no truly cutting-edge station access strategies such as dynamic parking pricing, neighborhood ridesharing or non-fixed route demand response service, that have been implemented. The majority of WMATA’s peers have a wide variety of station types ranging from urban, urban residential, to suburban residential; and the primary access modes and challenges consequently varies significantly as well. Many agencies are experiencing parking capacity issues at urban and suburban residential stations that they are addressing with parking management approaches, while only the OCTA is increasing parking capacity in response to demand.

How each agency is meeting these access challenges or is planning to meet them varied significantly, but several recurring strategies and themes that rose to the top in terms of frequency of application, including:

- Single Occupancy Vehicle (SOV) Access is the Lowest Priority in Most Cases. Systems are generally looking to maximize access to their stations by non-motorized modes in general, and are not adding significant amounts of new parking (with the exception of OCTA).
- Remote/Satellite Parking Lots Can Work. Several peer systems have successfully implemented shared parking agreements or remote parking lots with dedicated feeder bus or shuttle service
- Increased Facilities for Bicycle Access are Popular. The peer review documented several bicycle parking initiatives being undertaken by agencies, including TriMet, MBTA, and Metra.
- Few Systems Have Ridesharing Accommodations. Only OCTA and Metra had accommodations targeted at carpoolers.
- Feeder Bus Connections and Frequency are Critical to Attracting Riders. The agencies interviewed have found that these connections must be far reaching (many routes), be frequent (short headways), and be convenient (dropping passengers at or very close to rail station entrances).
- Targeted Reverse Commute Shuttles Are Feasible. BART, Metra, and OCTA have all implemented successful reverse commute shuttles with local partners that focus on improving station egress by improving connections between stations and user destinations.
- Land Use Policies Are Often Seen as a Solution for Improving Station Access. Many agencies are working cooperatively with local municipalities to increase density around their stations, including working with private developers and converting surface parking lots into TOD.
- Bicycle and Pedestrian Access Improvements Extend Beyond the Station Site. Sound Transit has found that missing bicycle and pedestrian linkages between its stations and the surrounding communities impede the growth of bicycle and pedestrian access mode shares.

STATION ACCESS SCENARIOS

The study team first collected a toolbox of strategies that could potentially be employed as part of station access scenarios for one or more of the case study stations (for details, see full report). Multiple scenarios were then developed for each case study station by combining sets of these strategies that were felt to be mutually supportive. Ten scenarios were evaluated through the BCA. Not every strategy in the toolbox was included in each of the station scenarios.

The strategies focus on increasing the utilization of existing parking facilities and providing alternative modes of access. However, in order to provide analysis for a comprehensive list of options, constructing a new parking garage was included in scenario V3.

BENEFITS-COST ANALYSIS FINDINGS

The following two common benefit-cost evaluation measures were included in the benefit-cost analysis, each tailored to compare benefits and costs from different perspectives.

Net Present Value (NPV): NPV compares the net benefits (benefits minus costs) after being discounted to present values using the real discount rate assumption. The NPV provides a perspective on the overall dollar magnitude of cash flows over time in today's dollar terms.

Benefit Cost (B/C) Ratio: The evaluation also estimates the benefit-cost ratio; where the present value of incremental benefits divided by the present value of incremental costs yields the benefit-cost ratio. The B/C Ratio expresses the relation of discounted benefits to discounted costs as a measure of the extent to which a project's benefits either exceed or fall short of their associated costs.

The BCA showed that the anticipated quantifiable benefits from the WMATA Station Access Study projects exceed their anticipated costs. The two shady grove alternatives (S2 and S4) exhibited the highest B/C ratios, largely due to the long travel distances exhibited by Shady Grove passengers. (for complete B/C ratios, see full report)

RECOMMENDATIONS

Possibilities for Pilot Programs

A key objective of the study was to identify specific recommendations and explain how these recommendations might be implemented. The benefit-cost analysis showed that the anticipated quantifiable benefits exceed the anticipated costs for each scenario.

Implementation of the strategies would initially take place via a pilot program model, where strategies would be implemented in a systematic and gradual manner and subsequently evaluated. Implementing strategies via pilot programs will allow WMATA to better understand the impact of individual strategies in shifting modes of access to WMATA stations, and thus further invest in the most effective toolbox strategies. Some strategies that are already in use at certain stations may still be considered for pilot programs if they could be implemented on a broader scale (e.g. real-time parking information) or in a more comprehensive manner (e.g. improving pedestrian links). Table 32 delineates the toolbox strategies by those that could work at individual stations.

The study team selected seven strategies for additional study as potential pilot programs or policies:

- Real-Time Parking Information
- Shared Satellite Parking
- Shared Parking with Joint or Adjacent Development
- Neighborhood-Focused Bus Service
- Shuttle Management
- Preferred Carpool Spaces and Discounts
- Dynamic Ridesharing.

Though some elements of the strategies have a longer-term focus, such as the use of specialized technology in enforcing carpooling rules, each pilot program could be implemented in the near-term.

NOVEMBER 2012
CONGESTION MANAGEMENT PROCESS (CMP) TECHNICAL REPORT
NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

BACKGROUND

A Congestion Management Process (CMP) is a requirement in metropolitan transportation planning from both the 2005 federal SAFETEA-LU transportation legislation and its supporting metropolitan planning regulations. These regulations were a basis for the CMP components that are wholly incorporated in the region's Constrained Long-Range Plan (CLRP) for transportation. The CMP component of the CLRP constitutes the region's official CMP, and serve to satisfy the SAFETEA-LU requirement of having a regional CMP.

This CMP Technical Report serves as a background document to the official CLRP/CMP, providing detailed information on data, strategies, and regional programs involved in congestion management. This 2012 CMP Technical Report is an updated version of the previously published CMP Technical Reports (2010 and 2008, respectively).

COMPONENTS OF THE CMP

The National Capital Region's Congestion Management Process has four components as described in the CLRP:

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

This report documents and provides technical details of the four components of the CMP. It compiles information from a wide range of metropolitan transportation planning activities, as well as providing some additional CMP specific analyses, particularly travel time reliability and non-recurring congestion analyses.

KEY FINDINGS OF THE 2012 CMP TECHNICAL REPORT

- Freeway travelers in the Washington region on average experienced decreasing delays from 2009 to 2011. The total hours of delay of a typical traveler who commuted on freeways was 133 hours (at a cost of \$2,558) in 2011, decreased by 15% and 33% compared to 2010 and 2009, respectively. Consistent with the decrease of delay, the intensity, spatial extent of freeway congestion during AM and PM peak periods, and the vehicle miles traveled (VMT) on freeways also decreased in the same time period; travel time reliability on freeways improved.
- Congestion varies seasonally on freeways in the region: June usually experienced the longest delay in a year, while the winter months and August had only moderate delays, except when adverse weather conditions were in presence, such as the winter storms occurred in December 2009 and February 2010.
- About 4,600 directional route miles of arterials were scanned for the first time in the region, thanks to the procurement of INRIX 2010 historical traffic data. Initial analysis revealed that there were always more than a quarter of the 4,600 route miles of arterials congested from 7:00 AM to 6:30 PM on a workday in 2010 (not necessarily the same set of arterials always congested).

- Arterial congestion unevenly distributed in the region, with more congestion in dense urban areas where there is an emphasis on streets as accessibility in addition to mobility.
- The TPB's Regional Transportation Priorities Plan (RTPP) has taken a performance-based transportation planning approach to identify those transportation strategies that offer the greatest potential contributions to addressing continuing regional challenges, and to provide support for efforts to incorporate those strategies into future updates of the CLRP in the form of specific programs and projects. The CMP supports the RTPP by monitoring congestion and providing strategies that could improve the mobility of the transportation systems.
- 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.
- This region has enhanced efforts in regional transportation operations coordination. The Metropolitan Area Transportation Operations Coordination (MATOC) program was recently enhanced with more staff covering longer time period, and a dedicated MATOC public website (www.matoc.org) providing real-time traffic and incidents information. A Regional Incident Coordination (RIC) program was newly created to facilitate regional coordination upon a variety of emergent incidents. A dedicated website (www.capitalregionupdates.gov) was also launched to provide the general public one-stop shop for emergency alerts, weather, traffic, and utilities information.
- Variably Priced Lanes (VPLs) provide options to travelers. Maryland Route 200 (Intercounty Connector (ICC)) was fully opened in November 2011 for the section between I-270 and I-95; some positive effects in reducing congestion and providing more options have already been observed. The 495 Express Lanes will be open on the Virginia side of the Capital Beltway in 2013.
- Bike Sharing and Car Sharing programs are growing. The number of bicycle and pedestrian facilities in the region has increased in recent years. The Capital Bikeshare now covers Washington, D.C. and Arlington, VA, and will be expanded to Alexandria, VA and possibly Montgomery County, MD. Car sharing has taken off in the Washington region, with over 800 shared Zipcar® cars in the District of Columbia alone with plans for that number to continue growing. In addition to Zipcar®, Car2Go and Hertz On Demand have moved into the Washington region car sharing market.
- Congestion management strategies of Management, Operations, and Intelligent Transportation Systems (MOITS) provide essential ways to make most of the existing transportation facilities.

RECOMMENDATIONS FOR THE CONGESTION MANAGEMENT PROCESS

The 2012 CMP Technical Report documents the updates of the Congestion Management Process in the Washington region from mid 2010 to mid 2012. Looking forward, the report leads to several important recommendations for future improvements.

- **Continue to enhance the Congestion Management Process to help support the** Regional Transportation Priorities Plan (RTPP), and other performance-based planning and programming processes.
- **Continue the Commuter Connections program.** The Commuter Connections program is a primary key strategy for demand management in the National Capital Region and it is beneficial to have a regional approach. Meanwhile, this program reduces transportation emissions and improves air quality, as identified by the TERMS evaluations.
- **Continue and enhance the MATOC program and support agency/jurisdictional transportation management activities including the Regional Incident Coordination (RIC) Program.** The MATOC program/activities are key strategies of operational management in the National Capital Region. Future enhancements of the MATOC program should be considered when appropriate to expand the function and participation of the program.
- **Capacity increasing projects should consider variable pricing and other management strategies.** Variably priced lanes (VPLs) provide a new option to avoid congestion for travelers and an effective way to manage congestion for agencies.
- **Encourage implementation of congestion management for major construction projects.** The construction project-related congestion management has been very successful in the past such as the Woodrow Wilson Bridge and Springfield Interchange projects.
- **Continue to encourage transit in the Washington region and explore transit priority strategies.** The transit system in the Washington region serves as a major alternative to driving alone, and it is an important means of getting more out of existing infrastructure. Local jurisdictions are encouraged to work closely with transit agencies to explore appropriate transit priority strategies that could have positive impacts on travelers by all modes.
- **Continue to encourage access to non-auto travel modes.** The success of the Capital Bikeshare program and the decrease in automobile registrations in the District of Columbia indicate that there is a shift, at least in the urban areas, to non-automobile transportation.
- **Continue to explore Integrated Corridor Management (ICM) systems and Active Traffic Management (ATM) strategies.** State DOTs are encouraged to explore ATM strategies along congested freeways and actively manage arterials along freeways. Transportation agencies (including transit agencies) and stakeholders are encouraged to work collaboratively along a congested corridor to explore the feasibility of an ICM system.
- **Continue and enhance providing real-time, historical, and multimodal traveler information.** Providing travelers with information before and during their trips can help them to make decisions to avoid congestion and delays and better utilize the existing road and transit infrastructure. Website such as MATOC's www.trafficview.org, www.CapitalRegionUpdates.gov, state DOTs' 511 systems, and real-time transit information allow travelers to make more informed decisions for their trips. The value of real-time traveler information can be largely enriched by integrating historical travel information which can provide valuable travel time reliability measures. Agencies are encouraged to coordinate on providing multimodal information along a corridor (e.g., the outcome envisioned in the I-95/I-395 Integrated Corridor Management Initiative).

- **Continue and enhance the arterial congestion monitoring program.** The TPB's traditional arterial floating car travel time studies ended in FY 2011 in view of that emergent private sector probe-based monitoring can provide unprecedented spatial and temporal coverage on arterials. There are needs to study the cost effectiveness and further verify the quality of data provided by different sources, and to formalize the arterial monitoring program for the future.
- **Continue and enhance frequently updated congestion reporting with a standardized procedure in calculating performance measures and more trip-based assessments.** This CMP report and the [National Capital Region Congestion Report](#) established a hierarchical performance measurement structure for highway mobility/congestion assessments. There are needs to standardize the performance measures calculation procedure since different variations in the calculation could yield to different results, and to provide more customized information with trip-based travel time analysis.
- **Continue to conduct Geographically-focused Household Travel Surveys to collect mode choice information.** These studies can collect data to allow planners to see local level travel patterns and behaviors impacting mode shifts. In areas with major transportation improvements planned, these studies can provide a baseline for a before and after analysis.

NOVEMBER 2013

2013 WASHINGTON REGION GRH PROGRAM SURVEY

COMMUTER CONNECTIONS

This report presents the results of a Guaranteed Ride Home (GRH) survey of 2,374 commuters who currently participate or who have participated in the Commuter Connections regional GRH Program operated by the Metropolitan Washington Council of Governments (MWCOG) for commuters who work in the metropolitan Washington region. MWCOG, through the National Capitol 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 2013 GRH survey is the fifth such survey; previous GRH surveys were conducted in 2001, 2004, 2007, and 2010.

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:

- About seven in ten (71%) of all respondents participated or have been participating for two or more years. Not surprisingly, the comparison of GRH duration for current and past registrants shows that a larger percentage of current registrants are new to the program – 32% have been registered for one year or less, compared to 20% of past registrants.
- 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 reason was respondents “did not know I had to re-register” (23%), this percentage was about the same as in 2010 but almost double that of 2007 and “Forgot to re-register” was cited by 22% of respondents, both common reasons cited in 2010 and 2007. The most frequently mentioned personal reason was “Changed jobs” cited by 18% of respondents.

SURVEY RESULTS

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

- Demographics of the sample.
- GRH participation characteristics.

- 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 other, non-GRH services provided by Commuter Connections and other organizations.
- Use of and satisfaction with GRH trips and the GRH Program.

CHARACTERISTICS AND DEMOGRAPHICS OF THE SAMPLE

Home and Work Location

- In the 2013 survey, the majority of respondents lived in Virginia (60%).
- Slightly more than a third (36%) 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 (61%) and almost three in ten 28% worked in Virginia.
- The remaining 11% worked in Maryland.
- These home and work distribution percentages were essentially the same as in the 2007 and 2010 surveys.

Demographics

- The survey asked respondents four demographic questions: gender, income, age, and ethnic group.
- A higher proportion of GRH participants were male (52%) than female (48%).
- More than eight in ten respondents (84%) had household incomes of \$80,000 or more and 53% had incomes of \$120,000 or more.
- About six in ten (59%) were between the ages of 35 and 54 years old. Approximately one in ten (9%) was under 35 and one-third (32%) were 55 years or older.
- Caucasians/Whites and African-Americans represent the two largest ethnic group categories of GRH survey respondents, 73% (up from 68% in 2010) and 16% (down from 20% in 2010) respectively. Asians account for about 6% and Hispanics account for about 5%.

GRH PARTICIPATION CHARACTERISTICS

- Almost three-quarters (72%) of respondents said they were currently registered for GRH. About three in ten said they had been registered, but were not currently participating (28%). Less than 1% said they never registered as they participated as one-time exceptions.
- About six in ten respondents (61%) said they first registered before 2010, 11% registered in 2010, 13% registered in 2011, and 12% registered in 2012. A small percentage said they registered in 2013, but because the GRH survey interviews were conducted in May and June 2013, registration figures for 2013 include only registrants who joined GRH in January 1 through March 15.
- Less than 2% said they had participated previously in another GRH program.
- About seven in ten (71%) of all respondents participated or have been participating for two or more years. 32% have been registered for one year or less, compared to 20% of past registrants.

GRH INFORMATION SOURCES

- Almost a third (31%) mentioned word of mouth/referrals as their source of information, similar to the 35% who gave this response in 2010 and 34% who gave this response in 2007, but an increase over the 26% who gave this as their source in the 2004 survey.
- In 2013, the Internet was mentioned as a source by a lower proportion of respondents (9%) than in 2010 (14%).
- Smaller percentages of respondents noted radio (12%), their employer (9%), a sign on the bus or train (5%), direct mail postcard sent to them directly by Commuter Connections (2%), or another rideshare or transit organization (5%).
- Respondents were more likely to have seen or heard GRH advertising if they had registered before 2008, compared to a more recent registration.

CURRENT COMMUTE PATTERNS FOR GRH PARTICIPANTS

- The overwhelming majority (98%) of respondents worked full-time, but 21% worked a compressed schedule.
- Bus was used by three in ten (31%) respondents and commuter rail was used by 23% of current registrants. Carpool and vanpool each were used by 15% of current registrants. Metrorail was the primary mode for 11% of current registrants. Only 1% of current registrants said they primarily drove alone to work. Two percent said they primarily telecommuted or bicycled or walked to work.
- Past registrants were more likely than current registrants to drive alone (31%). But nearly seven in ten (69%) 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 (19%) ride a bus, 14% ride commuter rail, 12% ride Metrorail, and 18% carpool or vanpool. Smaller percentages used telecommute (4%), and bicycle or walk (2%).
- The average one- way distance for GRH respondents was 35.4 miles. This is considerably longer than the distance of 16 miles traveled by the average commuter in the Washington metro region, as defined by the 2013 regional State of the Commute survey. More than six in ten (61%) GRH respondents commute 30 or more miles to work, compared to just 17% of all regional commuters.
- GRH participants commute, on average, about 66 minutes one way. This is also much longer than the commute time for all regional commuters, who commute an average of 36 minutes.

COMMUTE PATTERNS BEFORE AND DURING PARTICIPATION IN GRH

- 24% of respondents primarily drove alone Pre-GRH.
- Primary use of carpool/vanpool use increased from 23% Pre-GRH to 30% During-GRH, bus use rose from 19% to 30%, and the share of respondents using commuter rail as their primary mode grew from 18% to 22%. 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 (58%), rode a bus (60%), or used commuter rail (54%) stayed in these modes. The Metrorail retention was noticeably lower at 39%.
- The average number of days all GRH participants used alternative modes increased, from 3.4 days per week to 4.4 days per week. But the majority of the increase came from respondents who did not use alternatives at all Pre-GRH.
- Nearly half (46%) of GRH participants said they had used their current alternative mode for five years or longer and more than three-quarters (77%) had used this mode for two years or more. On average they had used these modes for 68 months; however, this was considerably shorter duration than the 90-months average for all regional commuters, based on data from the 2013

State of the Commute survey. The share of regional commuters who said they have used their current alternative mode for less than two years is about the same (26%) as for the GRH respondents. But 31% of regional commuters have been using their alternative mode ten years or more, compared with only 18% of GRH respondents.

INFLUENCE OF GRH ON COMMUTE PATTERN DECISIONS

- About two in ten (22%) 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 (2004, 2007, and 2010). The largest share of respondents (74%) 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 much higher in 2013 as was observed in 2010 (67%).
- Half (50%) 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 (30%) said GRH was “somewhat important” to the decision. The remaining 20% said GRH was “not at all important.”
- About 75% of respondents who maintained use of an alternative mode or who started using alternative modes said GRH was “very important” or “somewhat important” to their decision.
- GRH appeared to be slightly less important for respondents who increased their use of alternative modes as for decisions to start or maintain use of alternatives. Three-quarters (75%) respondents said it was “very important” or “somewhat important” to this decision, compared with 80% of respondents who started an alternative mode and 75% who maintained alternative modes. About 25% said it was “not at all important” to the decision. But the sample for this group is small, relative to the start alternative mode group.
- Nearly nine in ten (88%) respondents who were vanpooling Pre-GRH said GRH had been somewhat or very important to their decision to continue using this mode. Among carpoolers, bus riders, and commuter rail riders, the share who rated GRH as important is between 74% and 80%. But only about six in ten Metrorail riders rate 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.
- Despite the high percentage of respondents who rated GRH as “very important” or “somewhat important” to their decisions to use alternative modes, most respondents said they were likely to have made these decisions anyway, implying that GRH was not essential to their decision. These results are consistent with other GRH program evaluations.

USE OF AND SATISFACTION WITH GRH

- Nearly one in three (31%) respondents said they had taken a GRH trip. This was about the same as the 33% reported in 2010, but significantly higher than the result in 2007 (23%). Current registrants used GRH trips at a significantly higher rate than did past registrants. This could be because current registrants have been participating in GRH for a longer time period than past registrants. Thus, they have had a longer time in which to encounter a situation in which they would need a GRH trip.
- The average one-way distance of a respondent who used a GRH trip was 38.0 miles one-way, compared to 34.7 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 (23% and 22%, respectively). About three in ten (29%) respondents who travel between 20 and 29 miles have taken a trip. Among respondents who travel 30 or more miles, GRH use is

even higher. This suggests that registrants with shorter commutes find another travel option in the case of an emergency, such as a being driven by a co-worker or taking public transportation or a taxi, for which they pay themselves.

- The overwhelming reason (73%) for using the GRH program was “illness,” either of the respondent (33%), another family member (21%), or a child (19%). “Unscheduled overtime” (15%) and “other personal emergency” (9%) were the two other common reasons.
- The primary reasons given by the unsatisfied respondents include: waited too long (25 respondents), didn’t like the taxi driver (9 respondents), and hard to get approval (5 respondents).
- Respondents waited an average of 16 minutes for a taxi. This was one minute less than the average calculated for the 2010 GRH survey. In 2013, more than half (51%) said the taxi arrived within 10 minutes and more than four in five (84%) respondents waited 20 minutes or less.
- Participants appear to be generally quite satisfied with the GRH Program. Twelve percent of respondents said no improvement is necessary for the GRH program. An additional 58% of participants did not provide any suggestions for improvements.

NOVEMBER 2013
2013 BALTIMORE REGION GRH PROGRAM SURVEY
COMMUTER CONNECTIONS

This report presents the results of a Guaranteed Ride Home (GRH) survey of 543 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.
- Encourages commuters who use alternative modes to use them for a longer period of time.

PROGRAM PARTICIPATION FINDINGS

Several survey results relate to program marketing. These conclusions are summarized below:

- Program marketing seems to be an effective source of information for GRH. Nearly half of respondents said they had heard or seen some form of GRH advertising, one-quarter of total survey respondents said they had not registered before hearing or seeing the ads, and that the ads had encouraged them to register.
- The results also showed the need for multiple outreach channels. Word of mouth continues to be the predominant method by which respondents learned of GRH, but employer/employee survey, Internet, bus/train signs, and other rideshare/transit organizations all were noted by at least five percent of respondents as their first information source about GRH.

SURVEY RESULTS

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

- Demographics of the sample.
- GRH participation characteristics.
- 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 other, non-GRH services provided by Commuter Connections and other organizations.
- Use of and satisfaction with GRH trips and the GRH Program.

CHARACTERISTICS AND DEMOGRAPHICS OF THE SAMPLE

Home and Work Location

- For the 2013 survey, the majority of respondents live in Maryland (72%).
- Top home locations are Baltimore City (21%), Baltimore County (15%), and Hartford County (13%).
- About 14% live in Virginia.
- A few (2%) live in the District of Columbia.
- The remaining 11% live north of Baltimore in Pennsylvania (6%), New Jersey (3%), or Delaware (2%).
- Essentially all (99.7%) work in Maryland.

Demographics

- The survey asked respondents four demographic questions: gender, income, age, and ethnic group.
- A higher proportion of GRH participants are male (54%) than female (46%).
- More than six in ten respondents (64%) have household incomes of \$80,000 or more and 32% have incomes of \$120,000 or more.
- More than half (56%) are between the ages of 35 and 54 years old. Approximately two in ten (19%) are under 35 and one-quarter (25%) are 55 years or older.
- Caucasians/Whites and African-Americans represent the two largest ethnic group categories of GRH survey respondents, 64% and 21%, respectively. Asians account for about 8% and Hispanics account for about 4% of respondents.

GRH PARTICIPATION CHARACTERISTICS

- Almost three-quarters (73%) of respondents said they were currently registered for GRH. Sixteen percent of respondents said they had been registered, but were not currently participating.
- About twelve percent of respondents said they first registered before 2010, 20% registered in 2010, 40% registered in 2011, and 24% registered in 2012. A small percentage said they registered in 2013, but because the GRH survey interviews were conducted in May and June 2013, registration figures for 2013 include only registrants who joined GRH in January 1 through March 31.
- Seven percent said they had participated previously in another GRH program.
- About one in three (32%) of all respondents participated or have been participating for two or more years. 33% have been registered for one year or less, compared to 19% of past registrants.

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.

- 88% of respondents whose database status is current correctly identified their status as current.

- The remaining 12% said they were no longer registered for the program, although their registration is actually current.
- A more significant issue is the 48% of respondents whose registration has expired, but who think they are still registered.
- Twenty percent said they registered in 2010, 40% registered in 2011, and 24% registered in 2012.
- Four percent said they registered in 2013, but the survey population included only 2013 registrants who joined GRH between January 1 through March 15.
- Fifty-eight respondents (11% of the total surveyed) could not remember when they registered.
- About one-third (32%) of all respondents participated or had been participating for two or more years.

GRH INFORMATION SOURCES

- More than one-quarter (27%) 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.
- About one in ten (11%) cited the Internet or a bus/train sign (11%) as their source.
- Eight percent learned about GRH from another rideshare or transit organization.
- 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.
- Half (51%) who registered in 2010 and 48% who registered in 2011 said they had heard or seen advertising, compared to 44% who registered in 2013 or 2013.
- Only 30% who said they registered before 2010 reported seeing or hearing GRH advertising.

CURRENT COMMUTE PATTERNS FOR GRH PARTICIPANTS

- The overwhelming majority (97%) of respondents work full-time, but 9% work a compressed schedule.
- Bus was used by one-third (33%) of respondents and Vanpool was used by 29%.
- Commuter rail, carpool, and subway/light rail each are used by about one in ten registrants.
- Seven percent primarily bike or walk to work and 1% telework.
- Only 1% said they primarily drive alone.
- Past registrants were more likely than current registrants to drive alone (41%). But nearly six in ten (59%) said they still used an alternative mode most of the time, even though they were no longer in the GRH Program.
- Almost one-quarter (24%) of past registrants ride a bus, 13% vanpool, 8% bike/walk, and 6% ride the subway or light rail. Small percentages carpool, ride a commuter train, or telework as their primary mode.
- The average one-way distance for GRH respondents was 29.9 miles. More than six in ten (63%) GRH respondents commute 20 or more miles to work and 47% commute 30 miles or more.
- GRH participants commute, on average, about 53 minutes one way. Half (51%) commute more than 45 minutes and 26% commute more than one hour.

COMMUTE PATTERNS BEFORE AND DURING PARTICIPATION IN GRH

- 34% of respondents primarily drove alone Pre-GRH.
- Primary use of carpool/vanpool use increased from 16% Pre-GRH to 34% During-GRH, bus use rose from 28% to 33%, and the share of respondents using commuter rail as their primary mode grew from 7% to 11%. Use of Metrorail/Light rail/Baltimore Subway and bike/walk appear to have remained 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 (87%) continued to use these modes and 13% shifted to other modes.
- Three in ten (55%) drive alone respondents shifted to carpooling or vanpooling and 32% shifted to transit. About 11% 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 3.1 days per week to 4.4 days per week. But the majority of the increase came from respondents who did not use alternatives at all Pre-GRH.
- More than four in ten (44%) GRH participants said they have used their current alternative mode for five years or longer and three-quarters (76%) have used this mode for two years or more. On average they have used these modes for 58 months.

INFLUENCE OF GRH ON COMMUTE PATTERN DECISIONS

- About three in ten (29%) respondents said they started using a new alternative mode at the time or since they joined GRH. A small number of respondents (3%) increased the number of days they use alternative modes. The largest share of respondents (63%) said they maintained but did not increase use of an alternative mode that they were using before GRH.
- Half (54%) of 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 (30%) said GRH was “somewhat important” to the decision. The remaining 16% said GRH was “not at all important.”
- Two-thirds of respondents who maintained alternative mode use said GRH was “very important” (34%) or “somewhat important” (32%) to their decision.
- Eight in ten (81%) respondents who were riding a subway or light rail Pre-GRH and 74% who rode a commuter train said GRH had been “somewhat” or “very important” to their decision to continue using this mode. About seven in ten bus riders (71%) and vanpoolers (69%) rated GRH as “important.” Carpoolers and respondents who biked or walked to work rated GRH as less influential. One-quarter (27%) of carpoolers said GRH was “very important” and 27% said it was “somewhat important.” The service was considerably less important for bikers and walkers; none of these respondents rated GRH as “very important” and only 27% rated it as “somewhat important.”
- Nearly half (46%) of respondents who started using alternative modes said they were only “somewhat likely” or “not at all likely” to have made the change if GRH had not been available. The remaining 54% said they were “very likely” to have made the change even if they did not have access to 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); 70% said they were “very likely” to have continued in this mode if GRH had not been available. One-quarter (21%) said they were “somewhat likely” to have continued that mode and only 9% were “not likely” to have continued that mode without GRH.
- Among respondents who maintained alternative mode use, the overall likelihood to continue their commute mode was about the same for both current (26%) and past (25%) registrants. But a significantly higher share of past registrants (13%) than current registrants (5%) reported they were “not at all likely” to have continued using alternative modes.
- Despite the high percentage of respondents who rate GRH as “very important” or “somewhat important” to their decisions to use alternative modes, most respondents said they were likely to have made these decisions anyway, implying that GRH was not essential to their decision.

USE OF AND SATISFACTION WITH GRH

- Ten percent of respondents said they had taken a GRH trip. Current registrants used GRH trips at a significantly higher rate than did past registrants. This could be because current registrants have been participating in GRH for a longer time period than past registrants. Thus, they have had a longer time in which to encounter a situation in which they would need a GRH trip.
- The average one-way distance of a respondent who used a GRH trip is 38.6 miles one-way, compared to 31.9 miles for all GRH respondents overall. Respondents who have short commutes, less than 10 miles or between 10 and 19.9 miles one-way, are less likely to use a trip (5% and 4%, respectively) than are respondents in longer-distance groups. About two in ten (20%) respondents who travel between 20 and 29 miles and one in ten respondents who travel 30 or more miles to work have taken a GRH trip. This suggests that registrants with shorter commutes find another travel option in the case of an emergency, such as a being driven by a co-worker or taking public transportation or a taxi, for which they pay themselves.
- Half (51%) of all GRH trips were taken to address an illness: respondent (40%), another family member (8%), or a child (3%). Unscheduled overtime (26%) and other personal emergency (18%) were the two other common reasons.
- The overwhelming majority (92%) said they were satisfied.
- Respondents waited an average of 27 minutes for a taxi. Seventeen percent said the taxi arrived within 10 minutes and more than six in ten (61%) respondents waited 20 minutes or less. But 18% reported that they waited more than 45 minutes.
- Participants appear to be generally quite satisfied with the GRH Program. Ten 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 is more advertising or more program information, named by 15% of respondents.

NOVEMBER 2013
STATE-OF-THE-COMMUTE SURVEY
COMMUTER CONNECTIONS

The State of the Commute survey is a random sample telephone survey of 6,335 randomly selected employed persons in the Washington metropolitan region and serves several purposes. First, it documents trends in commuting behavior, such as commute mode shares and distance traveled, and attitudes about specific commuter transportation services available in the region.

The SOC survey is also used to help estimate the impacts of some Transportation Emission Reduction Measures (TERMs), such as Commuter Connections' Telecommute Assistance and Mass Marketing, two TERMS that might influence the population-at-large as well as commuters who directly participate in Commuter Connections' programs. By asking commuters about sources of information on alternative modes and their reasons for choosing alternative modes for commuting, the survey examines how other commute alternative programs and marketing efforts might influence commuting behavior in the region.

The 2013 SOC questionnaire was based on the questionnaire used in 2010, with modifications and additions as needed. Wherever possible, the study team retained the 2010 SOC questions to allow trend analysis, but changes were made when the revisions were expected to add substantially to the accuracy of the data.

Key highlights of the data collected from the 2013 SOC data include:

- Demographics
- Commute patterns
- Telecommuting
- Awareness and attitudes toward transportation options
- Awareness of commute advertising
- Awareness of commute assistance resources
- Commuter assistance services provided by employers

DEMOGRAPHICS

- More than half of respondents are between 35 and 54 years of age. About 17% are younger than 35 and 30% are older than 55 years old.
- 50% of respondents are white/Caucasian, 25% are African-American, 13% are Hispanic/Latino, and 10% are Asian.
- Most respondents are female (55%), essentially the same percentage as in the 2010, 2007, 2004, and 2001 SOC surveys.
- More than seven in ten reported household incomes of \$80,000 or greater and 49% have incomes of \$120,000 or more.
- 44% of respondents live in Maryland and Virginia, the remaining 12% live in the District of Columbia.

- 37% of respondents work in Virginia, 31% work in the District of Columbia, and 29% work in Maryland.

COMMUTE PATTERNS

The share of commute trips made by telework continues to rise, but the share of trips made by transit fell slightly between 2010 and 2013.

- Drive alone continued to be the most popular commute mode in the Washington metropolitan region, but the share of work days on which commuters drive alone to worksites declined from 71.0% in 2001 to 65.8% in 2013. This represents a drop of nearly five percentage points over the twelve year period.
- The percentage of weekly trips made by transit modes declined from 2010 to 2013, but the 2013 transit share of 17.3% was approximately the same as the transit share for 2001 (17.0%), 2004 (16.8%), and 2007 (17.7%), so transit use has largely been maintained since 2001. The shares of weekly commute trips made by carpool/vanpool and bike/walk remained essentially constant.
- About 68% of regional workers drive alone as their primary mode, that is, the mode they used most days in a typical week. The remaining 32% primarily use an alternative mode (carpool, vanpool, bus, Metrorail, commuter rail, bicycle, walk, or telework). An additional four percent of commuters used an alternative mode one or two days per week. The 68% percentage of respondents who primarily drive alone to work is higher than the percentage of total work days on which commuters actually drive alone (65.8%). The difference is largely due to the incidence of telework and compressed work schedule as secondary schedules.
- The most popular alternative mode is train, which is used by about 13% of respondents as their primary mode. An additional one percent of commuters use the train one or two days per week.
- Bus is the primary commute mode for about five percent of respondents. An additional one percent of respondents occasionally ride the bus to work.
- Carpooling/vanpooling is used by about seven percent of commuters most days during the week and one percent use these modes one or two days per week. The majority of carpoolers use a “traditional” form of carpooling, with the same partner(s) all the time. Less than one in ten carpoolers/vanpool trips is made by “casual” carpooled (slug).

Regional commuters continue to try new alternative modes.

- Almost a quarter (22%) of respondents had used or tried an alternative mode, other than one they were currently using, within the three years prior to the survey. This represented an decrease from the 23% of respondents who said in the 2010 survey that they tried another mode and about the same percentage as reported trial use of alternative modes in the 2004 (22%) and 2001 (24%) SOC surveys.
- Four in 10 train riders, a quarter of bike/walk commuters, and two in ten bus riders and carpoolers have used these modes for 10 years or more.
- Carpoolers are most likely to have started using this mode recently; 46% of commuters who carpool started using this mode within the past three years. A third of respondents who ride a bus and four in ten bike/walk commuters started these modes within the past three years.

Many commuters are long-time users of their mode, but commuters continue to shift among modes.

- On average, commuters who drive alone to work have used this mode an average of 10.6 years and only 22% of drive alone commuters started using this mode within the past three years. By contrast, 34% of bus riders, 39% of bike/walk commuters, and 46% of carpoolers started using these modes within the past three years.

- Among commuters who started using a new alternative mode within the past three years, about one-third shifted from driving alone and half shifted from another alternative mode.

A sizeable portion of commuters who use alternative modes drive alone part of the trip.

- Nearly three in ten (29%) respondents who used an alternative mode drive alone to the alternative mode meeting spot (park & ride lot, train station, carpool driver’s home, etc.) and leave their cars at those places. Respondents travel an average of 2.9 miles to these meeting points. A third (34%) of respondents walk to the meeting point and the remaining respondents who use an alternative mode ride transit, are dropped off, or are picked up at home by a carpool partners.

Commute distances fell slightly, but the commute time has remained the same since 2004.

- The average commute distance fell during the past three years, from 16.3 miles in 2010 to 16.0 miles in 2013. But the average travel time has remained stable since 2004. In 2013, commuters traveled on average of 36 minutes, the same time as in 2010, one minute longer than the 35 minutes measured in 2007 and just two minutes longer than the 34 minutes observed in 2004

Primary roadways used to get to work.

- This is a new category for 2013.
- Overall, the top road used is the Capital Beltway; 13% of commuters who drive alone travel on the Maryland portion of this road and 11% drive on the Virginia portion. Sizeable shares of carpoolers and vanpoolers use this road as well; 11% of carpoolers/vanpoolers travel on the Maryland portion and 8% travel on the Virginia portion.
- Nearly one in ten commuters who drive alone to work use I-270 in Maryland and about one in twenty drive alone commuters uses I-395 in Virginia (7%), I-95 in Virginia (6%) or in Maryland (5%), I-295 in Maryland or the District of Columbia (5%), or I-66 in Virginia either outside the Capital Beltway (6%) or Inside the Beltway (5%).
- Nearly two (17%) in ten carpoolers / vanpoolers in the entire Metropolitan region use I-395 an I-95 in Virginia.

TELECOMMUTING

The percentage of workers who telework continued to grow between 2010 and 2013, continuing a steady upward trend observed since 2001. But even with this growth, potential exists for additional teleworking.

- More than a quarter (27%) of regional commuters said they telework at least occasionally. “Commuters” are defined as workers who are not self-employed and would otherwise travel to a worksite outside their homes if not teleworking. These teleworkers represent 675,000 regional workers.
- The percentage of regional telework has more than doubled since 2001 and telework incidence grew in nearly every demographic and occupational segment in which telework is feasible.
- The average frequency of teleworking also has grown since 2010, from 1.3 days per week on average, to 1.4 days per week.
- The 2013 survey showed that an additional 18% of all commuters do not telework today, but “could and would” telework if given the opportunity. These respondents said their job responsibilities would allow them to telework and they would like to telework. Of these interested respondents, about two-thirds would like to telework “occasionally;” the remaining one-third would like to telework “regularly.” These potential teleworkers total 470,000 regional workers.
- Telework continues to be concentrated in certain demographic and employment groups, but the percentage of all regional commuters who said their jobs are incompatible with telework dropped, from 65% in 2004 to 44% in 2013. Because it seems unlikely that the composition of jobs changed

substantially in the region, these results suggest a shift in commuters' perception of their ability to perform work away from their primary work location. This could be related to increasing availability of communication and computer technology or perhaps from a broader definition of what work responsibilities are "telework-compatible."

The percentage of teleworkers who work under "formal" telework arrangements now exceeds the percentage who telework under informal arrangements with supervisors.

- About 30% of all respondents (both teleworkers and non-teleworkers) said their employer has a formal telework program and 21% said telework is permitted under informal arrangements between a supervisor and employee. Formal programs are most common at Federal agencies and among respondents who work for employers with more than 1,000 employees.
- Nearly six in ten (58%) current teleworkers telework under a formal arrangement. This represents a shift from 2004, when only 32% of teleworkers had a formal agreement. This appears to signal a greater acceptance of formal telework.

Teleworkers get information on telework from a variety of sources.

- The largest source of telework information, by far, is "special program at work/employer," named by 73% of respondents. This percentage is statistically the same as the 2010 percentage (71%), but considerably higher than the percentage reported in the 2007 survey, in which only 55% of teleworkers cited their employer as the source of information.
- Ten percent of teleworkers said they received telework information directly from Commuter Connections or MWCOG. This is an increase from the percentages who mentioned Commuter Connections/MWCOG in each of the previous four SOC surveys: 2010 (6%), 2007 (7%), 2004 (5%), and 2001 (4%).

The percentage of regional telecommuting has more than doubled since 2001.

AWARENESS AND ATTITUDES TOWARD TRANSPORTATION OPTIONS

Most respondents report access to some transit service in their home area.

- Respondents were asked if bus and/or train service operated in the area where they live and where they work. More than eight in ten (83%) said that some transit service serves their home area. A similar percentage (85%) said service operates in the area where they work.
- Half (50%) of all respondents said they live less than ½ mile from a bus stop and 65% said they live less than one mile away. Train station access is less convenient; only 17% live less than one mile from a train station. The average distances are 1.6 miles to the nearest bus stop and 7.1 miles to the nearest train station. Respondents who live in the Inner Core jurisdictions of the District of Columbia, Alexandria, and Arlington said the closest bus stop is an average of 0.4 miles away and a train station is 1.9 miles away on average. Eighty-four percent of commuters in this area live less than ½ mile from a bus stop.

Three in ten respondents have access to HOV / express lanes for their commutes and HOV availability influences mode choice.

- Three in ten (29%) respondents said there is an HOV / express lane along their route to work. A third (34%) of these commuters said they use the lanes. This equates to about nine percent of commuters region-wide, essentially the same percentages as reported HOV availability and HOV use in 2010 and 2007.
- More than half (54%) of the respondents who used the lanes for commuting said availability of the HOV / express lane influenced their decision to carpool, vanpool, or ride transit for their commute. This is borne out by a comparison of rideshare mode use with and without HOV. The carpool/vanpool mode share is 11% for commuters who have access to an HOV / express lane for

commuting, compared with five percent carpool/vanpool use for commuters who do not have access.

- Respondents who use the HOV / express lane for commuting estimate that they save an average of 24 minutes for each one-way trip on the days they use the lanes. But HOV / express lane users who live in the outer jurisdictions of the region save an average of 29 minutes one-way. They also are more likely to say the HOV lane influenced their mode choice. Nearly five in ten (48%) of Middle Ring respondents (Fairfax, Montgomery, Prince George's) and 59% of Outer Ring respondents (Calvert, Charles, Frederick, Loudoun, and Prince William) who use HOV / express lanes said the availability of the lanes influenced their commute mode choice.

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

- About a quarter (23%) of respondents said their commute is more difficult than it was a year ago, but 17% of respondents said their commute is easier than last year.
- Commuters who travel more than 30 minutes to work are particularly likely to report a more difficult commute than last year.

Respondents considered commuting factors when making job or home change decisions.

- About 17% of respondents said they made a job or home change in the past year. One-quarter of these respondents said they considered a commuting factor, such as the ease or cost of commuting to the new location, when making their location decision and nearly three in ten (28%) said commute ease was more important than other factors in the decision.
- Four groups of respondents are more likely than are others to cite commute factors as important to their decision: 1) respondents who live in a Middle Ring jurisdiction, 2) respondents who work in a Middle Ring jurisdiction, 3) respondents who moved from another location in the Washington region, and 4) respondents who are between 25 and 34 years old. Presumably, these groups expected to encounter a more difficult commute with their move or wanted to improve their commute through the move.

Six in ten commuters are satisfied with their current commute, but not all commuters are equally satisfied. Commuters are less satisfied overall, with regional transportation services.

- Six in ten (64%) commuters rated their commute satisfaction as a "4" or "5" on a 5-point scale, where "5" meant "very satisfied. But 16% rated their satisfaction as either a "1 – not at all satisfied" or "2."
- Respondents' commute satisfaction is influenced by the ease of the commute. Three quarters (76%) of respondents who said they have an easier commute than last year and 72% who said their commute has not changed are satisfied with their commute, compared to only 34% who said their commute has become more difficult.
- Commute satisfaction also differed by where the respondent lived and work. Respondents who live in the Inner Core are notably more satisfied with their commute (73% satisfied) than are respondents who live in the Middle Ring (63%) or Outer Ring (57%). But respondents who work in the Outer Ring (70%) are more satisfied than are respondents who work in the Inner Core (65%) and Middle Ring (60%).
- Commute satisfaction declines dramatically as commute length increases. More than nine in ten commuters who have very short commutes – 10 minutes or less – give a 4 or 5 rating for satisfaction. When the commute is between 21 to 30 minutes, satisfaction drops to 68%. Only 51% of commuters who travel 31 to 45 minutes are satisfied and when travel time exceeds 60 minutes, only 35% rate their commute a 4 or 5.
- Commuters generally are less satisfied with transportation in the region than they are with their particular commute. Only 44% said they are satisfied (rating of 4 or 5 on a 5-point scale) and 25% said they are not satisfied. Commuters appear, however, to be slightly more satisfied than they were

in 2010; in the 2010 SOC, only 40% of regional commuters rated their transportation satisfaction as a 4 or 5.

Commuters recognize both personal and societal benefits of ridesharing.

- When asked what personal benefits users of alternative modes receive from using alternative modes, 81% of respondents named at least one benefit. Nearly six in ten (59%) respondents said that use of alternative modes could reduce traffic congestion.
- Respondents noted three benefits related to environmental concerns. Four in ten (39%) said commuters who use alternative modes help the environment, indicating some recognition that use of alternative modes has an impact on environmental quality. Fifteen percent reported saving energy as a benefit and eight percent noted reducing greenhouse gases, benefits related to sustainability.
- When respondents who use alternative modes for their commute were asked what personal benefits they receive from using these modes, 90% named at least one benefit. Saving money on gas topped the list of personal benefits; 39% of alternative mode users mentioned this benefit. Respondents also cited benefits that have a connection to quality of life. One-quarter of respondents said they avoid stress/share driving/avoid traffic. And 17% said using an alternative mode enables them to use their travel time productively. About one in ten said they arrive on time (11%) or get exercise or health benefits (10%).
- Nearly four in ten commuters who carpool, vanpool, or ride transit to work said they perform work-related tasks during the commute; 28% perform work-related tasks “most days” and 12% perform work-related tasks “some days.” Conducting work-related business during the commute is most common among transit riders; 47% of train riders and 41% of bus riders said they perform work-related tasks during their commute.

AWARENESS OF COMMUTE ADVERTISING

Awareness of commute information advertising remained high.

- More than half (55%) of all respondents said they had seen, heard, or read advertising for commuting in the six months prior to the survey and 67% of these respondents could cite a specific advertising message. Both the general recall and specific message recall are approximately the same as was observed in the 2010 survey (58% general recall and 70% message recall).
- Almost half (47%) of respondents who had heard ads could name the sponsor. WMATA was named by 17% as the advertising sponsor. Commuter Connections was named by 12%, about the same percentage as named Commuter Connections in 2010 (13%).

Commute advertising appears to influence commuters’ consideration of travel options.

- Almost a quarter (25%) of respondents who saw or heard advertising said they are more likely to consider ridesharing or public transportation after seeing or hearing the advertising. This is essentially the same rate as was noted in the 2010 SOC (24%), but higher than the 18% who noted this willingness in 2007.
- Respondents who are using alternative modes are more likely to be influenced by the advertising. More than four in ten bus riders, 25% of train riders, and 34% of bike/walk commuters said they were likely to consider alternative modes after hearing the ads, compared with 22% of commuters who drive alone and the same share of carpoolers/vanpoolers.
- About nine percent of respondents who could recall an advertising message said they took some action after hearing the ad to try to change their commute. Most commuters said the action they took was to see more information, but two percent of all respondents tried or started using a new alternative mode. While these respondents equal only about one percent of the total commuter population, they represent more than 20,000 commuters. Half (53%) of the respondents who started using a new alternative mode drove alone before making the switch. The other half had been using a different alternative mode.

Awareness of Commute Assistance Resources

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

- Six in ten (62%) respondents said they knew of a telephone number or web site they could use to obtain commute information. Awareness of regional commute information resources fell from the 66% rate measured in the 2010 SOC survey, but the current level of 62% awareness is still substantially higher than the rates in 2001 (33%), 2004 (46%), and 2007 (51%).
- About 25% of respondents could name a specific number or web site; 15% named a Metro/Wmata phone number or website and one percent mentioned Metro/Wmata, but did not specify the number or website. Three percent named a phone number or website administered by Commuter Connections.

Awareness of Commuter Connections continues to be high.

- In 2013, 62% of all regional commuters said they have heard of an organization in the Washington region called Commuter Connections. This is just slightly lower than the 64% rate in 2010, but still considerably higher than the 53% who knew of Commuters Connections in 2007.
- Respondents who know of Commuter Connections also were asked if they contacted the program or visited a Commuter Connections or MWCOG website in the past year. Ten percent of respondents who knew of Commuter Connections had contacted the program, representing about six percent of all employed residents of the region.

Nearly four in ten commuters region-wide express interest in an “instant carpooling” service to facilitate ridematching for a single trip on short notice.

- More than a third of commuters said they would be expressed interest in using the service as a driver; nine percent said they would be “very likely” to use the service and 25% said they would be “somewhat likely” to use it. Commuters are slightly more interested in using the service as a passenger; 12% are “very likely” and 25% are somewhat likely” to use it.
- Respondents who live in the Middle Ring and Outer Ring areas of the region express greater interest in the service, The lower interest among Inner Core respondents could reflect their greater overall access to transportation services; they might feel they don’t need the service, given the wide range of instant transportation options (transit, bikeshare, carshare, taxi) that are readily available to them.

Most local jurisdiction services are known to at least a quarter of their target populations.

- Respondents were asked about local commute assistance services provided in the counties where they live and work. Awareness of these programs ranges from 11% to 56% of respondents who were asked the questions. Five of the ten programs examined are known to at least a third of their target area respondents.
- Use of the services ranged from one percent to 18% of the target audience. Use is generally higher for programs in outer jurisdictions and for programs associated with transit agencies or with a strong transit component. The relationship to the location in region is likely because outer jurisdiction commuters encounter more congestion in their travel and have longer commute times and distances, which could encourage them to seek options for travel to work.

COMMUTER ASSISTANCE SERVICES PROVIDED BY EMPLOYERS

Availability of worksite commute assistance services has fallen slightly since 2010.

- Fifty-seven percent of respondents said their employers offer one or more alternative mode incentives or support services to employees at their worksites. This represents a drop of 4% from the 61% noted in the 2010 survey, suggesting some employers might have eliminated services they offered to employees, possibly due to recessionary cost-cutting. But the overall percentage remains above the 54% rate observed in the 2007 SOC survey.

- The most commonly offered services are SmarTrip/other subsidies for transit/vanpool, available to 38% of respondents, and information on commuter transportation options, available to 28% of respondents. Nearly a quarter (24%) of respondents said their employer offers services for bikers and walkers and 21% said their employers offer preferential parking.
- Respondents who work for federal agencies are most likely to have incentive/support services available (88%), compared with 44% to 63% of respondents who work for other types of employers. Respondents who work for large firms reported greater access to incentive/support services than did respondents who work for small firms. And incentives and support services are far more common among respondents who work in the Inner Core jurisdictions (Alexandria, Arlington, and District of Columbia); 73% of these respondents have access to services compared to 47% who work in the Middle Ring (Fairfax, Montgomery, and Prince George's Counties) and 36% of those in Outer Ring jurisdictions.
- Commute information and SmartBenefit/transit/vanpool subsidies are the most widely used commuter assistance services, used, respectively, by 57% and 34% of respondents who have access to these incentives.

Most commuters continue to have free worksite parking.

- The majority of respondents (63%) said their employers offered free, on-site or off-site parking, about the same percentage as that reported in 2010 (63%), 2007 (65%), and 2004 (66%).
- Respondents who work for federal agencies and those who work for non-profit organizations are least likely to have free parking; only half of these respondents said they have free parking, compared with 70% who work for private firms and 79% who work for state/local governments. Free parking also is much less common in the Inner Core area of the region. Only a third of respondents who work in these areas have free parking, compared with 84% of respondents who work in the Middle Ring and 90% of respondents who work in the Outer Ring.

Worksite commuter assistance services appear to encourage use of alternative modes.

- Driving alone is less common for respondents who have access to incentive/support services. Only 60% of respondents with these services drive alone to work, compared with 82% of respondents whose employers did not provide these services.
- Respondents whose employers do not offer free parking also use alternative modes at much higher rates. Fewer than half (45%) of respondents who do not have free parking drive alone, compared with 82% of respondents who do have free parking.

MARCH 2014
FY 2013 WASHINGTON REGION GRH CUSTOMER SATISFACTION SURVEY REPORT
COMMUTER CONNECTIONS

GUARANTEED RIDE HOME PROGRAM DESCRIPTION

The Metropolitan Washington Council of Governments (MWCOC) through its Commuter Connections program, under the auspices of its funders, has operated the Guaranteed Ride Home program (GRH) in the Washington DC Metropolitan region since January 1997. A “commuter insurance” program, GRH is designed to encourage ridesharing and transit usage by providing a way home for qualifying commuters in the case of an unexpected personal/family emergency or unscheduled overtime, when their normal alternative commute mode is not available. Many area workers who consider switching commute modes from Single Occupancy Vehicles to carpools, vanpools, and transit are concerned about being stranded at work if they unexpectedly have to leave before or after standard work hours. GRH eliminates this concern, and encourages carpooling/vanpooling, taking transit, bicycling and walking to work. Commuters who use these transportation modes twice a week are provided with four free GRH rides home per year. Alternative mode commute practices reduce the number of automobiles on the road and help the region toward air quality goals.

CUSTOMER SATISFACTION SURVEY AND METHODOLOGY

The Customer Satisfaction Survey for GRH is conducted as an ongoing study each month throughout the fiscal year. All customers who obtained a free ride home through the program during FY2013 were provided the opportunity to participate in the survey.

Midway through FY2009, Commuter Connections began to administer the GRH survey online. Online surveys were employed as they are more expeditious and efficient from an administrative standpoint and reduce printing and postage costs. Emails are sent on the day following the GRH trip, along with a link to the survey. Customers who have not provided Commuter Connections with an email address, roughly 17%, continue to receive the survey through the U.S. Postal Service. For each ride taken, those who had not supplied an email address are mailed a postage-paid response card survey along with a cover letter. The letter informs the GRH customer of the purpose and voluntary nature of the survey. The online survey email contains a similar message. Both the hard copy and online surveys allow respondents to rate the GRH service and provide comments and suggestions. Some respondents voluntarily provide their name, and with their consent, may be featured in news articles and/or the Commuter Connections web site as testimonials.

SURVEY DESIGN

The FY 2013 survey consisted of five multiple-choice questions, one fill in the blank, and an area for comments. Four questions provide insight into customer opinions regarding various operational functions of GRH and asks respondents to rate aspects of the service by circling one of four responses—“Poor,” “Fair,” “Good,” or “Excellent.” Another multiple-choice question asks the reason for the trip and a fill in the blank question asks respondents to indicate their wait time. The comments area provides an open-ended forum to offer specific or general feedback, whether positive or negative.

The performance areas of GRH were addressed by four multiple-choice questions pertaining to reservations staff, transportation service, response time, and overall service. “Reservations staff” refers to the operators who answer telephone calls from commuters requesting GRH service, verify the request in accordance with the official GRH participation guidelines, and arrange the ride for the commuter. These

operators are employees of Diamond Transportation Services, Inc., which provides such services under a contractual arrangement with MWCOG. “Transportation service” refers to the modes of transportation (e.g., taxi, rental car service) and the affiliated organizations (e.g., xyz cab company, Enterprise Rent-a-Car) that provide the trips from the workplace to the final destination. The types of transportation modes used for the GRH trips were selected by Diamond Transportation based on the type and severity of the emergency, distance traveled, and customer preferences.

RESPONSE RATES

The response rate for FY2013 was 22% and has remained fairly steady for the past three fiscal years. The precipitous nine-point drop from FY2009 to FY2010 occurred when the survey changed to an online system. Online surveys are easier to ignore and may be tied up in spam/junk filters. Physical survey cards tend to have more impact. In many households, the volume of emails received has surpassed traditional postal delivery mail. Another plausible reason why there are significantly fewer online responses may be due to the fact that many GRH customers realize that online surveys no longer provide anonymity.

SURVEY RESULTS

Of the 2,521 surveys distributed in fiscal year 2013, 549 or nearly 22 percent of surveys were completed.

- The vast majority (91%) of the survey respondents were satisfied with the overall GRH service.
- Written responses were entered on more than two-thirds (71%) of the returned surveys, the overwhelming majority of which (81%) contained compliments. Compliments outweighed criticism nearly 5 to 1.
- For every category, good or above ratings were given by 88% or more of the respondents.
- Average response wait was 16 minutes and 91% waited 30 minutes or less.
- Reasons for utilizing the GRH service were primarily “Personal Illness” (35%), “Sick Child” (23%), “Overtime” (12%), and “Other Emergency” (30%)

Compliments

With 316 survey respondents who provided compliments, positive feedback was overwhelmingly (81 percent) the most prevalent type out of the total 388 written responses received; this measured nearly 5 times the rate of complaints. Many were expressions of gratitude for the GRH service. Some commuters explicitly listed GRH as the main reason which allows them to utilize an alternative commute mode. Many of the respondents provided personal stories about how GRH helped them during a crisis situation. Respondents were permitted to (and frequently did) compliment more than one area of service, therefore the combined response numbers for each area will be more the total number of surveys with compliments.

For example a respondent in the same survey may compliment both the reservations staff and the taxi cab driver, this is counted as one respondent out of 316 who gave a compliment. The vast majority compliments were about Overall Service, followed by the Transportation Service. The breakdown of compliments by category are as follows: 271 of 316 compliments were made about the Overall Service, 86 percent; 165 of 316 compliments were made about the Transportation Service, 52 percent; 131 were made about the Reservations Staff, 41 percent; and 126 were made about Response Time, 40 percent. It should also be noted that compliments received regarding the Transportation Service almost exclusively pertained to taxi trips, as only a small percentage of the trips used the rental car service.

Complaints

A total of 66 survey respondents provided complaints about the GRH service; 17% out of the 388 written responses. Of respondents who cited a complaint, six also gave a compliment.

Respondents were permitted to (and often did) complain about more than one area of service, therefore the combined response numbers for each area will be more than the total number of surveys with complaints.

For example a respondent in the same survey may complain about both the reservations staff and the taxi cab driver, this is counted as one respondent out of 66 who lodged a complaint.

Most complaints were about the Transportation Service, followed by Overall Service. Complaints received under the Transportation Service category almost exclusively pertained to taxi trips, as a small percentage of trips used the rental car service. The breakdowns of complaints by category are: 35 Taxi/Rental Service, 53 percent; 33 Overall Service, 50 percent; 27 Reservations Staff, 41 percent; and 25 Response Time, 38 percent.

Due to budgetary reasons, beginning in the final quarter of FY 2012 and into FY13, commuters were asked to augment their GRH trip by using transit if available. For example, they may have been asked to take Metrorail to the end of the line and get a taxi from that point. This reduced the distance of the taxi ride and consequently, the cost of the taxi service. Of those who lodged a complaint, this topic was widely unpopular and resulted in having a negative impact on customer satisfaction. This is evident based on the multitude of comments received on the subject.

The table below provides detail on the percentage ratings for each survey question and a favorability mark, a measure of the combined “Good” or “Excellent” responses.

Survey Questions	Responses	FY2013	FY2013 Favorability <i>(excellent & good)</i>		
How would you rate the service you received from our GRH trip reservations staff?	Excellent	71%	91%		
	Good	20%			
	Fair	6%			
	Poor	3%			
How would you rate the taxi or rental car service?	Excellent	70%	90%		
	Good	20%			
	Fair	7%			
	Poor	3%			
How would you rate our response time?	Excellent	70%	88%		
	Good	18%			
	Fair	7%			
	Poor	5%			
Overall, how would you rate our GRH service?	Excellent	73%	91%		
	Good	18%			
	Fair	5%			
	Poor	4%			

MAY 2014

2013 BIKE TO WORK SURVEY COMMUTER CONNECTIONS

PURPOSE OF THE SURVEY

This update presents results of a survey of commuters who participated in the 2013 regional Bike-to-Work Day event, held in May 2013. This survey was conducted by the Metropolitan Washington Council of Governments (MWCOG) to identify the experience of the participants with the Bike-to-Work Day (BTWD) event and to assess participants' use of bike for commute travel before and after the event. The results of the survey described in this summary will be used in the July 2011 - June 2014 Transportation Emission Reduction Measure (TERM) evaluation of the Mass Marketing TERM.

SURVEY METHODOLOGY

The survey presented in this report was conducted by MWCOG in November 2013, with assistance from LDA Consulting and CIC Research, Inc. The questionnaire was based on that used in the 2010 BTWD survey, with a few minor modifications to update the survey for 2013. MWCOG emailed copies of the survey to 14,643 commuters who participated in the event. All event participants registered through the Washington Area Bicyclist Association's web site, thus this email list included all event participants. Participants were asked to complete the questionnaire and return it to MWCOG by e-mail. A copy of the questionnaire is provided in Appendix A. MWCOG received 4,255 completed questionnaires, for a response rate of 29%.

HIGHLIGHTS OF FINDINGS

- 2013 was the first BTWD event for 26% of participants.
- Most common BTWD information sources were Internet (34%) and referrals (22%).
- 83% of participants rode to work at least occasionally before BTWD; 91% rode to work in the summer after BTWD, 84% were still riding during the late fall (November).
- 10% of participants started riding to work after their first BTWD event, these were new riders, and 21% of participants increased the number of days they ride to work.
- Respondents who rode to work before BTWD rode an average of 2.5 days per week. The average frequency increased during the summer after BTWD to 2.7 days/week. In late fall, the average frequency dropped back to 2.5 days per week.

DEMOGRAPHICS OF PARTICIPANTS

- About four in ten (44%) respondents live in Virginia, 28% live in the District of Columbia, and 28% live in Maryland.
- Nearly half (48%) of respondents work in the District of Columbia, 31% work in Virginia, and 21% work in Maryland.
- Two thirds (66%) of respondents are male and 43% are female.
- 74% have household incomes of \$80,000 or more and 63% have income of \$100,000 or more.
- 29% of respondents are younger than 35 years old, 22% are between 35 and 44 years old, 28% are between 45 and 54 years old, and 21% are over 55 years old.
- 86% of participants are of White/Caucasian racial/ethnic background.

PAST PARTICIPATION IN BTWD

- About a quarter (26%) of respondents said this was their first BTWD event. This was less than the results of the 2010 BTWD survey, in which 32% reported that year as their first event. The remaining 74% said they had participated in a BTWD before 2013.
- More than six in ten (62%) of the respondents said they also participated in the 2012 BTWD and 49% participated in 2011. Nearly four in ten (38%) participated in the 2010 event and three in ten (30%) participated in 2009.

BIKE COMMUTING BEFORE PARTICIPATING IN BTWD

- Eighty-three percent of respondents rode to work at least occasionally before they participated in a BTWD event. Nearly six in ten (58%) were frequent riders, riding at least one day per week,

12% rode one to three days per month, and 13% rode less than one day per month. The remaining 17% of respondents said they did not commute by bike before they participated in a BTWD event.

- First-time BTWD participants were more likely to be non-riders before the event than were past participants; 26% of first-time participants were non-riders compared with 14% of past participants.

BIKE COMMUTING AFTER PARTICIPATING IN BTWD

- Between May and September 2013, after the 2013 BTWD event, 91% of respondents biked to work at least occasionally, an increase of eight percent compared to before BTWD. About seven in ten (69%) rode at least one day per week and 13% rode one to three days per week. One in ten (9%) rode less than once per month, essentially just one or two times during the summer. The remaining 9% of respondents said they did not ride at all during the summer.
- Thirty-one percent of respondents either started biking or increased biking. Ten percent of respondents were new riders; they did not commute by bike before their first BTWD event. Twenty-one percent biked to work before, but started biking more often after BTWD.
- About half (55%) of respondents said they biked to work before BTWD and continued to bike the same number of days per week after the event. Seven percent of respondents previously rode to work but decreased their riding during the summer of 2013. The remaining seven percent said they did not bike to work before BTWD and still did not bike to work after the event.

BIKE COMMUTE FREQUENCY BEFORE BTWD AND DURING SUMMER 2013

- Respondents who biked to work before the BTWD event biked an average of 2.5 days per week. Respondents who biked to work during summer 2013 biked an average of 2.7 days per week, an increase of 0.2 days per week. The increase in average frequency between the before BTWD period and the summer of 2013 was generated by a combination of frequency changes: new riders starting to bike, previous riders increasing their biking frequency, offset by previous riders who decreased their riding frequency after BTWD.
- Respondents who were new riders rode less frequently after BTWD (1.4 days per week) than did all riders (2.7 days per week). But their summer frequency represented an increase of 1.4 days per week from not riding at all.
- Respondents who were riding before BTWD, and increased their riding, rode an average of 2.8 days per week during the summer, an increase of 1.6 days per week over their riding frequency of 1.2 days before BTWD.
- Some respondents decreased or stopped riding after BTWD. Their average frequency decreased from 2.3 biking days per week to 0.8 days, a drop of 1.5 days per week.
- Finally, a large share of respondents who rode to work before BTWD continued riding during the summer at the same frequency. These respondents had the highest riding frequency during both the before BTWD period (3.0 days) and during the summer after BTWD (3.0 days).

BIKE COMMUTING DURING FALL 2010 AFTER PARTICIPATING IN BTWD

- Eighty-four percent of all respondents were still biking to work at least occasionally during the late fall (early-mid November) after the 2013 BTWD event. This was a drop-off from summer and early fall, when 92% of respondents were riding, but was essentially equal to the percentage (83%) who biked to work before BTWD.
- Just over half (54%) of respondents were regular riders, biking to work at least one day per week.
- About one in ten (11%) said they rode one to three days per week and 16% rode less than once per month. The remaining 19% said they did not ride to work at all in the fall.
- Not surprisingly, the average biking frequency fell from the summertime frequency of 2.7 days per week to 2.5 days per week during the late fall.
- Respondents who were new riders after BTWD rode less often during the late fall (1.4 days per week) than did respondents who had been riding before BTWD (2.7 days per week).

COMMUTE MODE ON NON-BIKE DAYS

- All respondents who biked after BTWD, even if only occasionally, were asked how they traveled to work on days they did not bike to work. 40% said they drive alone to work on days they don't bicycle. This is a considerable drop from the 48% of respondents who used this mode in 2010.
- The remaining respondents (60%) said they use another commute alternative on non-bike days. 45% used a bus or train, seven percent walk or run, four percent carpool or vanpool, and four percent primarily work at home (telecommute).

TRAVEL DISTANCE

- Respondents traveled an average of 9.2 miles one-way to work.
- Three in ten (31%) of respondents traveled fewer than four miles to work and 61% traveled fewer than 10 miles one-way.
- Fifteen percent of respondents commuted more than 15 miles to work.

USE OF BIKE FOR NON-WORK TRIPS AFTER PARTICIPATING IN BTWD

- Although the primary focus of the survey was on commuting patterns, respondents also were asked about their use of biking for non-work trips. First, they were asked how many times in the past month they had ridden a bicycle for a non-work trip, such as an errand or shopping trip. Then they were asked how this frequency compared with their use of bike for non-work trips before their first BTWD.
- Three in ten respondents rode a bike at least six times during the past month for a non-work trip. Almost half (46%) of respondents infrequently made a non-work trip by bike five times a month or less. Twenty-three percent said they did not ride a bike for a non-work trip at all during the past month.
- 23% of respondents said they biked more often for non-work trips after BTWD than they did before the event. Seven percent said they ride less often than they did before BTWD. The majority of respondents (70%) said they did not make any changes in their use of biking for non-commute trips.

COMMUTE ASSISTANCE SERVICES

- A sizeable majority (79%) of respondents said their employers offered some type of commute assistance information, services, or facilities for employees who biked to work.
- The most common service was bike racks, offered by 65% of employers. Twenty percent said the employer offered a secure form of bicycle storage such as lockers or a locked bicycle cage or permitted employees to store their bicycles in their offices or workstations.
- A large share of respondents also noted that their employers offered personal convenience services including showers (62%) and personal lockers or a locker room (34%).
- Twelve percent of respondents said their employers offered bike route information and 12% percent said the employer provided a financial incentive for employees who bike.
- The percentage of employers who offer each service is identical or nearly the same as was observed in the 2010 BTWD survey, with one notable exception. In 2013, 4% of respondents said their employer provides free or discounted Capital Bikeshare memberships to employees. Capital Bikeshare did not begin operation until the end of 2010, so this service is new to the 2013 BTWD survey.
- Respondents who did not ride during the summer after BTWD or who rode very infrequently (less than one time per month) were less likely to report that their employers offered bicycle support strategies. Six in ten (59%) non-riders/infrequent riders said their employers offered bike racks, compared with 69% of respondents who rode at least one day per month. Non-riders and infrequent riders also were less likely than were more frequent riders to report access to bike lockers (16% infrequent riders vs. 22% for frequent riders), personal lockers (29% vs. 36%), or showers (56% vs. 65%) than were more frequent riders.

APRIL 2014
2013 CENTRAL EMPLOYMENT CORE CORDON COUNT OF VEHICULAR AND PASSENGER VOLUMES
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

PURPOSE OF THE SURVEY

The National Capital Region Transportation Planning Board of the Metropolitan Washington Council of Governments conducts counts of vehicles and persons entering the downtown employment area of Washington, D.C., including the Pentagon, Pentagon City, Crystal City and Rosslyn areas of Arlington County, Virginia. The combined area is the Central Employment Core. The counts were performed yearly each spring from 1974 to 1981, on a two-year cycle from 1981 to 1987, and on a three-year cycle up to 2002 and on a three or four year cycle after 2002. This report documents data collected in spring of 2013, and most comparisons are with data collected in 2009, though some are with 2006 data. Data were collected in the peak direction during the five peak commute hours, from 5 A.M. to 10 A.M. An expanded cordon was developed, and data were collected at both cordon boundaries for this report. No afternoon data collection was performed.

The Central Employment Core Cordon Count quantifies travel on highway and transit facilities serving the region's largest activity center. This is done to measure, by time of day, key commuter-related transportation characteristics such as traffic volumes, auto occupancies, and transit patronage. The data collected and presented in this report may be used to evaluate trends and impacts on major transportation capital improvements such as Metrorail and commuter rail systems, and implementation of transportation management policies, such as the operation of high occupancy vehicle (HOV) lanes. The focus of analysis is on the 6:30 - 9:30 A.M. peak period, since these are the periods of maximum travel demand, however, data collected during the full A.M. five-hour commute period analyzed in some sections of this document.

DEMOGRAPHIC AND TRANSPORTATION SYSTEM CHANGES SINCE THE 2009 REPORT

From 2009 through 2013, total nonfarm employment in the District of Columbia increased from about 677,000, to about 718,000, an increase of approximately 41,000 jobs. Employment in Arlington County, Virginia increased from about 157,000 in 2009 to 165,000 in 2013, an increase of about 7,000 jobs. The percentage of jobs located inside the original cordon line in the District of Columbia is estimated at about 68% of all jobs. For Arlington County, about 52% of the county's jobs are located inside the cordon.

Applying these percentages, jobs in the District inside the cordon line increased from about 461,000 in 2009 to about 488,000 in 2013; and jobs in Arlington inside the cordon line increased from about 82,000 in 2009 to about 86,000 in 2013. Thus, total employment inside the cordon line increased from about 543,000 in 2009 to about 574,000 in 2013, an increase of about 31,000 jobs. Using the revised cordon line, about 74% of D.C. jobs are within the cordon; and in Arlington County, about 88% of employment falls within. In 2013, that means that there were about 536,000 jobs inside the revised cordon in D.C., and about 145,000 jobs inside the revised cordon in Arlington, for a total of about 681,000.

CENTRAL EMPLOYMENT CORE CORDON TRENDS

Person Travel

A.M. Inbound

- Travel to the core has increased by about 17,000 since 2009.
- Inbound travel in 1996, 1999, 2002, 2006 and 2009 remained below their all-time high of about 473,000 trips in 1993.
- Total inbound trips (by all modes) to the Central Employment Core decreased from 463,000 in 2009 to about 446,000 in 2013, a decrease of about 4%.
- The modal share of transit increased slightly from 45% of all trips in 2009 to about 47% of all trips in 2013, with most of the increase in transit's share due to an increase in trips by transit bus.

- Person trips in multiple-occupant vehicles (MOV) decreased by over 17,000 trips, and modal share decreased from about 19% in 2009 to 16% in 2013.
- Person trips by private automobile crossing the cordon line in the D.C. sectors decreased by over 11,000.
- Person trips crossing the cordon line's Virginia sectors in multiple-occupant vehicles decreased by almost 13,000.
- Total inbound person movements decreased from about 588,000 in 2009 to about 571,000 in 2013, with much of the decline due to a decrease in trips by multiple-occupant vehicles.

Modal Shares of Trips Crossing the Potomac River

Counts of travel crossing the Potomac River were not conducted in 2009, so 2013 data are compared with 2006 data instead.

- In the peak-flow direction (Virginia to D.C.), about 140,000 person trips crossed in the 6:30 to 9:30 A.M. peak period. This is an increase of about 10,000 trips from 2006.
- Shifts between modes were small.
- In the reverse-flow direction (D.C. to Virginia), about 50,500 trips crossed in 2013, down from 59,500 trips in 2006.
- In the full five-hour (5:00 to 10:00 A.M.) monitoring period, about 179,000 trips crossed from Virginia to D.C., an increase of about 12,500 from 2006, and most of the increase was on person trips by transit.
- In the reverse-flow direction, travel declined from about 78,000 in 2006 to about 66,000 in 2013, and most of that decrease was a mostly due to a decline of 10,500 in person trips by automobile.

Modal Shares of Travel to D.C. and Virginia Sectors

Comparisons are between 2006 and 2013, since there were no counts performed at the bridge crossings in 2009.

- In the D.C. sectors, travel by single-occupant vehicle appears to have decreased from 2006 to 2013 in the three-hour peak period, by about 14,000 trips.
- During the same period, trips by transit increased by about 17,000 trips.
- In the Virginia sectors, person trips were nearly unchanged from 2006 to 2013, but a decrease in travel by private auto appears to have been offset by an increase in transit patronage.
- For the full five-hour monitoring period, trips to the D.C. sectors increased from 498,000 in 2006 to 511,000 in 2013.
- Trips by private auto decreased by about 13,000, and nearly all of the increase appears to be due to an increase in transit patronage of about 27,000.
- In the Virginia sectors, total trips were little changed from 2006 to 2013, but a decrease in trips by private autos was offset by an increase in trips by transit.

Changes in Temporal Distribution of Trips Crossing the Central Employment Core Cordon

- Peaks for inbound A.M. person trips by all modes have generally declined, except for transit modes other than Metrorail, which have increased in aggregate.
- Trips by SOV declined in half-hour intervals after 7:00 A.M.
- Trips by multiple-occupant vehicles (HOV-2+) have declined in each half-hour interval after 6:30 A.M.
- The peak for Metrorail has shifted slightly, and ridership has declined in the half-hour intervals before 8:00 A.M., but has increased somewhat between 8:00 A.M. and 10:00 A.M.
- Inbound motor vehicle trips have declined slightly between 7:30 A.M. and 9:30 A.M.

Traffic

A.M. Inbound (6:30 to 9:30)

- In 2009, about 212,000 vehicles (including bicycles) entered the Central Employment Area Core during the 6:30-9:30 A.M. peak period.
- In 2013, about 203,000 vehicles, including about 3,500 bicycles, crossed the cordon line inbound, a decrease of about 9,000.
- At the revised cordon, about 207,000 vehicles were counted.
- There were minor changes in traffic volumes in the D.C. and Virginia sectors.
- About 95%, or about 193,000 of the entering vehicles were automobiles.
- Other categories of vehicles observed were bicycles, trucks, motorcycles, transit buses and other buses (the latter category includes commuter buses and all other buses).

A.M. Inbound (5:00 to 10:00)

- During Spring 2013, about 278,500 vehicles crossed the cordon line inbound, little changed from 2009.
- Auto traffic declined from about 273,000 in 2009 to about 263,000 in 2013.
- At the revised cordon line, about 283,500 vehicles were counted crossing the cordon line.
- Inbound traffic in the D.C. and Virginia sectors did not change significantly.

Automobile Occupancy

- In 2013, the average auto occupancy in the A.M. peak period (6:30 – 9:30 A.M.) was measured at about 1.22, a decline from 2009.
- Person trips in automobiles declined from about 256,000 in 2009 to about 235,00 in 2013, while automobile trips declined from 203,000 in 2009 to 192,500 in 2013.
- Occupancies at the revised cordon line were observed to be about the same.
- In the D.C. sectors, average occupancy declined very slightly from 1.18 in 2009 to 1.17 in 2013.
- In the Virginia sectors, average auto occupancy declined from 1.36 in 2009 to 1.28 in 2013 (average auto occupancy has historically been higher in the Virginia sectors because of the HOV lanes along I-395 and the HOV restriction on I-66 in the peak flow direction).
- Average auto occupancies at the revised cordon line were very close to the occupancies observed at the traditional cordon line.

MAJOR FINDINGS

A comparison of traffic and person counts across the Central Employment Core Cordon from 2013 with 2009 reveals the following:

- In the three-hour A.M. (6:30-9:30) peak period, inbound person movements decreased between 2009 and 2013 by about 17,000 trips. Most of the reduction was due to a decline in person trips by multiple-occupant vehicles. A similar decline in person trips was observed during the five-hour A.M. (5:00-10:00) monitoring period.
- Single-occupant vehicle traffic crossing the cordon line declined slightly, but the decline was not statistically significant and single-occupant vehicles command the largest share of inbound travel by mode.
- Automobile traffic crossing the cordon line declined by about 10,000.
- The modal share of inbound A.M. trips by transit did not change from 2009 to 2013.
- Inbound average auto occupancy declined slightly.

JULY 2014 EMPLOYER SATISFACTION SURVEY REPORT COMMUTER CONNECTIONS

This report presents results of an employer satisfaction survey of a random sample of employers that participate in the Employer Outreach program administered by the Commuter Connections Program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG).

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. To allow comparison with previous survey, the 2014 questionnaire was based on the 2009 questionnaire.

At the conclusion of the survey administration period, a total of 79 interviews were completed by telephone, 398 surveys were completed by email, postal mail and fax. Overall, the total response rate was 29.3%.

The survey collected data in several primary topic areas. Results for these topics are presented below:

- Company background
- Worksite commute program services offered
- Awareness of and satisfaction with Commuter Connections representative
- Level and form of communication with Commuter Connections
- Use of and value of Commuter Connections employer assistance services
- Use of Commuter Connections employee survey
- Interest in Commuter Connections training opportunities

COMPANY BACKGROUND

- 50% of the survey respondents worked in Montgomery County, MD, 15% worked in the District of Columbia, and 13% said their work location was in Arlington County, VA.
- About 60% of the respondents said their company employed fewer than 100 employees in the Washington region; 36% said the firm employed between one and 25 employees and 29% employed between 26 and 99 employees. About a quarter had between 100 and 250 employees and 17% employed 251 or more employees.
- The overwhelming majority of respondents worked either for a private company (63%) or a non-profit organization or association (30%). Only seven percent worked for a government agency. The very small share of government employers reflects the focus of the Employer Outreach program on non-governmental employers.
- Over half (57%) said they had only one site in the region. Almost a quarter (22%) had between two and four sites. Only 21% had five or more sites.

WORKSITE COMMUTER SERVICES OFFERED

- Almost five in ten (46%) respondents said employees had access to general commute info, 37% said transit schedules were available, and a 20% cited Guaranteed Ride Home. About a fifth named Air Quality Action information (17%) and 12% for ridematching.
- Almost half of the employers (45%) said they currently offered SmartBenefits. Other services that were commonly available now were SmarTrip cards, offered by (31%) employers, and pre-tax accounts, offered by three in ten (30%). About 4% of respondents said carpool and vanpool

subsidies were available to their employees now. Six percent said they currently offered bike or walk incentives and two percent said they provided assistance with vanpooling.

- An additional 11% said they might consider offering SmartBenefits service to employees, 14% said they would consider offering SmarTrip cards, 15% would consider allowing employees to set-aside a portion of their salary in a pre-tax transportation account, and 13% would consider providing a carpool/vanpool subsidy. Interest in a bike/walk incentive was relatively the same as with the last survey.
- The most common onsite facility was free parking, available at 55% of the worksites. Bike racks and showers/personal lockers were named by at least four in ten respondents.
- Just over half, (53%) said employees at their worksite were permitted some flexibility in their work start and stop times. More than half said employees at their location were permitted to telework and over a quarter said compressed work schedules were available.
- 81% of respondents' companies had offered commute services three years or longer and 94% offered them for at least two years.
- Sixty-five percent had been involved with Commuter Connections for three years or more and 15% had participated for at least 2 years.

AWARENESS AND SATISFACTION WITH COMMUTER CONNECTIONS' NETWORK REPRESENTATIVE

- 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.
- Only 27% could name their Commuter Connections network representative.
- Almost 50% of the respondents said they had some form of communication with their CC representative in the past year, including telephone, postal mail, email, or personal visit. A surprising number (44%) said they had never had any contact with their representative.
- The large majority (72%) 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 four percent said the number of contacts was either somewhat or much more than they wanted. Only 10% said they wanted a higher level or greater frequency of contact.
- 90% of respondents who had at least one contact per month and 85% of those with at least one contact during the year said they thought the level of contact was "about right." By contrast, 25% 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 69% 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.
- Over 80 % of respondents said they would prefer email for communications with/from their Commuter Connections network representative. The remaining employers were divided between postal mail (12%), and phone (5%).
- At least eight in ten respondents rated their representative a 4 or 5 (excellent) on a 1 to 5 point scale for professionalism (87%), willingness to help (87%), timeliness of service delivery (84%), responsiveness to their requests/questions (86%), enthusiasm about commuter Connections and its products and programs (87%), knowledge of Commuter Connections and/or local ridesharing and transit products (85%), and their ability to provide information that is helpful to the company and employees (85%). Representatives also received high scores for knowledge of local transportation and air quality issues (84% rating of 4 or 5).

USE OF AND SATISFACTION WITH COMMUTER CONNECTIONS SERVICES

- Six in ten respondents said they were satisfied overall with the services they received from Commuter Connections; 37% gave an overall rating of “5” on a 5-point scale (very satisfied) and 21% gave a rating of “4.”
- About three in ten (34%) rated the service a “3.” Only eight percent said they were unsatisfied with Commuter Connections’ services (rating of 1 or 2).
- 35% said they were very likely to recommend the service and 26% said they were somewhat likely to recommend.
- More than half of the employers said Commuter Connections’ services had been either useful (21%) or very useful (37%).
- Six services had been used by at least 60% of the organizations: info brochures (64%), website (64%), personal assistance from a representative (64%), special events, such as Bike to Work events (64%), posters (64%) and, carpool/vanpool match plot maps.
- About one in ten (8%) respondents said their organizations had used a Commuter Connections employee survey in the past year.

INTEREST IN TRAINING OPPORTUNITIES SPONSORED BY COMMUTER CONNECTIONS

- At least a quarter of employers expressed substantial interest (rating of 4 or 5) in training on: general information on commute program management (26%), information on Commuter Connections services that were available to employers and commuters (28%), legislative and tax issues related to travel and commuting (27%), and transit financial incentives (28%). About two in ten respondents said they had moderate interest (rating of 3) on each of these services.
- A second tier of services garnered substantial support from about two in ten respondents. These topics included telework (18%), Air Quality Action days (20%), Carsharing (19%), General Commuter Information (19%), Telework (18%), and Vanpool formation (17%). Another two in ten respondents reported moderate interest in these topics.