

HANDOUTS

from previous meeting



March 20, 2007

Best Transit Options to Preakness

From Towson-Lutherville-Timonium-Hunt Valley-Southern PA

- Take Light Rail to Cold Spring Lane Stop. Take connecting Shuttle Bus to Pimlico (\$3.50 Day Pass required).

From Glen Burnie-BWI Marshall Airport-Linthicum-Severna Park-Annapolis

- Take Light Rail to Cold Spring Lane Stop. Take connecting Shuttle Bus to Pimlico (\$3.50 Day Pass required).
- Or, take Park & Ride Express Bus from MVA Glen Burnie (\$10.00 round trip).

From Downtown Baltimore

- Take Metro Subway from Charles Center or Lexington Market to Rogers Avenue Station. Take connecting Shuttle Bus to Pimlico (\$3.50 Day Pass required).
- Or, take Light Rail to Cold Spring Lane Stop. Take connecting Shuttle Bus to Pimlico. (\$3.50 Day Pass required).

From Owings Mills-Reisterstown-Glyndon-Old Court-Milford Mill

- Take Metro Subway to Rogers Avenue Station. Take connecting Shuttle Bus to Pimlico. (\$3.50 Day Pass required).

From Mt. Washington-Falls Road-Cold Spring-Northern Parkway-Cross Keys

- Take Park & Ride Express Bus from Poly-Western High School to Pimlico (\$10.00 round trip).



Pimlico Race Course Information

- Ticket Sales: www.preakness.com or 410-542-9400 ext. 300 or www.ticketmaster.com or 410-547-1200
- Preakness Security Policies and Track Restrictions: www.preakness.com or 410-542-9400 ext. 300

Important Telephone Numbers

MTA Bus, Metro Subway and Light Rail Info	410-539-5000
Toll-free	866-RIDE-MTA (743-3682)
TTY for people who are deaf or hard of hearing	410-539-3497
Pimlico Race Course	410-542-9400
Toll-free	877-206-8042 ext. 300

www.mtmaryland.com

Martin O'Malley, Governor
Anthony G. Brown, Lt. Governor
John D. Porcari, MDOT Secretary
Paul J. Wiedefeld, MTA Administrator



 Maryland Department of Transportation



Cover Photo by Middleton Evans

MTA  ITEM #3
Maryland

2007 MTA-Preakness Transit Service

Park & Ride Express Bus
Metro Subway
Local Bus
Light Rail

Pimlico Race Course
Baltimore, Maryland
Saturday, May 19, 2007

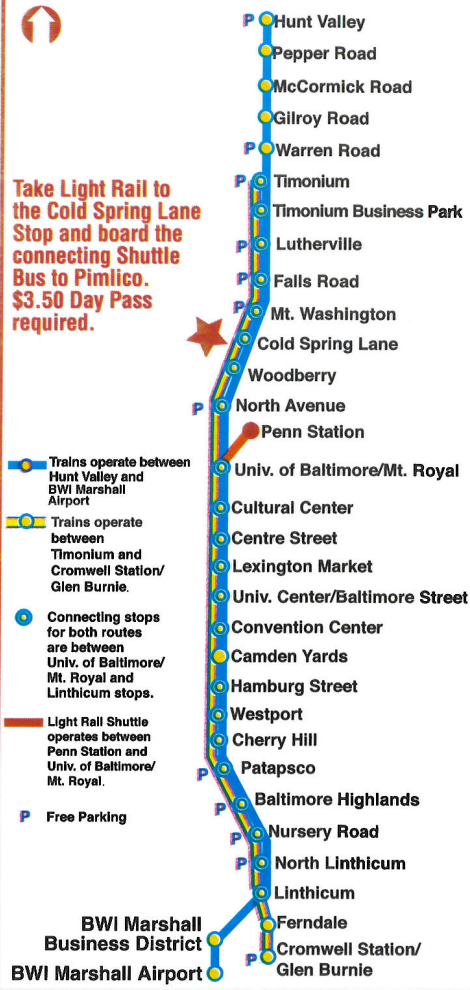




Light Rail Service

- Take Light Rail to the Cold Spring Lane Stop. Take the connecting Shuttle Bus to the track. Shuttle service ends at 2:00 p.m.
- Return Shuttle Bus service begins at approximately 6:15 p.m. and ends at 7:30 p.m.
- \$3.50 Day Pass required.

LIGHT RAIL SERVICE TO PIMLICO



Preakness Transit Service Operating Hours

- Special Bus Services to Pimlico Race Course begins at 8 a.m. on Saturday, May 19 and will end at 2:00 p.m.
- Return Bus service begins after the Preakness Race at approximately 6:15 p.m. and ends at 7:30 p.m.

Metro Subway Service

- Take Metro Subway to the Rogers Avenue Station.
- Take the connecting Shuttle Bus to the track. Shuttle Service ends at 2:00 p.m.
- Return Shuttle Bus service to Rogers Avenue Metro Subway Station begins at approximately 6:15 p.m. and ends at 7:30 p.m.
- \$3.50 Day Pass required.

Metro Subway Service to Pimlico



Park & Ride Express Bus Service

- Poly-Western High School Cold Spring Lane at Falls Road
- \$10.00 round trip (per person . . . exact fare required)
- MVA Glen Burnie Ritchie Highway, 1/2 mile south of I-695 ramp (parking lot behind MVA Building)
- \$10.00 round trip (per person . . . exact fare required)

Local Bus Service

- Nos. 27, 91, 44 lines, plus No. M-3 via Park Heights Avenue all stop near the track.
- \$3.20 round trip or \$3.50 Day Pass



Metropolitan Washington Council of Governments

Commuter Connections

FY2007 Marketing Activities Update

Presented by:
Dan O'Donnell
Bus Design Co.

March 20, 2007

Umbrella Campaign - Radio

A small change can make a big difference

- Saving money 📢
- Saving time 📢
- Ridematching 📢
- Guaranteed Ride Home 📢

Web Site Activity

FY 2006 vs. FY 2007

Month	FY06	Month	FY07	+/-	+/- %
Jul-05	6,766	Jul-06	7,037	271	+4.01%
Aug-05	7,978	Aug-06	n/a	n/a	n/a
Sep-05	8,820	Sep-06	6,150	-2,670	-30.27%
Oct-05	7,801	Oct-06	7,758	-43	-0.55%
Nov-05	7,229	Nov-06	6,324	-905	-12.52%
Dec-05	6,350	Dec-06	5,619	-731	-11.51%
Jan-06	6,988	Jan-07	6,935	-53	-0.76%
Feb-06	6,669	Feb-07	7,455	786	+11.79%

Radio Supported by

Outdoor / Transit Advertising

- Bus backs
- Shelter posters
- Transit Super Kings

Web Banners

Direct Mail

- Ridematching
- Guaranteed Ride Home

Bus Backs



www.commuterconnections.org
1-800-745-RIDE

MADE IT THERE WHEN IT MATTERED

OUR GUARANTEED RIDE HOME PROGRAM* IS EASY AND FREE
* SOME RESTRICTIONS APPLY

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK



www.commuterconnections.org
1-800-745-RIDE

SAVED ENOUGH TIME TO SHARE SOME

A SMALL CHANGE CAN MAKE A BIG DIFFERENCE IN YOUR COMMUTE

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Shelter Posters



SAVED ENOUGH MONEY TO SPEND SOME

Don't let your daily commute do a job on your finances. With a simple phone call or a few clicks online, you can register to find a more cost efficient commute—and save your hard-earned cash for the things you really want.

Call or visit our web site
www.commuterconnections.org
 1-800-745-RIDE

A SMALL CHANGE CAN MAKE A BIG DIFFERENCE IN YOUR COMMUTE

Commuter Connections® is a network of organizations providing free ride-sharing and commuter information in the District of Columbia, Maryland, and Virginia.

COMMUTER CONNECTIONS
A SHARED WAY TO WORK



SAVE

MADE IT THERE WHEN IT MATTERED

If you share a ride to work, you can still get home in the event of an unanticipated overtime or an unexpected emergency. With a simple phone call or a few clicks online, you can register for our free Guaranteed Ride Home Program* and make it home when it matters.

Call or visit our web site
www.commuterconnections.org
 1-800-745-RIDE

A SMALL CHANGE CAN MAKE A BIG DIFFERENCE IN YOUR COMMUTE

Commuter Connections® is a network of organizations providing free ride-sharing and commuter information in the District of Columbia, Maryland, and Virginia.

* SOME RESTRICTIONS APPLY

COMMUTER CONNECTIONS
A SHARED WAY TO WORK

Super Kings

A SMALL CHANGE CAN MAKE A BIG DIFFERENCE IN YOUR COMMUTE

FOUND FRIENDS TO
SHARE THE RIDE



www.commuterconnections.org
1-800-745-RIDE

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

A SMALL CHANGE CAN MAKE A BIG DIFFERENCE IN YOUR COMMUTE

SAVED ENOUGH MONEY
TO SPEND SOME



www.commuterconnections.org
1-800-745-RIDE

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Web Banners and Landing Page

IT'S EASY TO FIND FREE RIDE SHARE MATCHES!

COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

Commuter Connections can help you find friends to share the ride to work with in a carpool or vanpool. We can also find bus, train, and other options that may save you time and money on your ride to work.



LEARN MORE [about Commuter Connections](#) ▶

REGISTER [for carpool, vanpool, and transit information](#) ▶

REGISTER [for c](#)

REGISTER FOR CARPOOL RIDEMATCHING OR GUARANTEED RIDE HOME TODAY!

Commuter Connections[®] is a network of organizations providing free ridematching and commuter information in the District of Columbia, Maryland, and Virginia.

* SOME RESTRICTIONS APPLY

A SMALL CHANGE CAN MAKE A BIG DIFFERENCE

SAVE MONEY & SANITY BY SHARING A RIDE TO WORK



Direct Mail - Ridematching



A SMALL CHANGE CAN MAKE A BIG DIFFERENCE IN YOUR COMMUTE

IT'S EASY TO FIND FREE RIDESHARE MATCHES!

A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Commuter Connections. Save money by sharing some of the costs of your commute, from gasoline to tolls and parking.

Register today. It's FREE and finding rideshare partners just takes a few easy steps.

Commuter Connections can provide you with a list of potential carpool partners who live near you, work near you, and share similar schedules. For your convenience, there are over 300 Park & Ride lots available in walking parks throughout the Washington metropolitan area, and the cost is only what you pay for parking.

Register for ridesharing:

- 1 Return the attached application or apply online at www.commuterconnections.org. Have questions? Call 1-800-743-8338.
- 2 We'll send you a list with names and phone numbers of people with commutes similar to yours. Generally, your name and phone number will be made available to others who have compatible commutes with you. After that your name and phone number, or other personal information will remain confidential at all times. You can request to be removed from the database at any time. There is no commitment.
- 3 Call commuters on the list to either join an existing carpool/vanpool or start a new one.
- 4 **Added Bonus:** Get a Guaranteed Ride Home. Once you're in a carpool, vanpool or taking public transit, sign up for the Commuter Connections Guaranteed Ride Home Program. It's free!

When you carpool, vanpool, bikecar, walk or take public transit at least twice a week, you're eligible for our Guaranteed Ride Home program! So, in the event of an unexpected personal or family emergency or unanticipated overtime, you don't have to worry about being stranded at work. We'll arrange for you to take a free taxi or taxi van to your home or to your transit station. Make a small change by registering today, then enjoy a big difference in your commute and the added benefit of our free Guaranteed Ride Home program.

Register for Ridesharing and/or Guaranteed Ride Home today by completing and returning the application below or visiting www.commuterconnections.org. For questions, call 1-800-743-8338. You may also try to locate carpool/vanpool partners through our online bulletin board.

Please note: this application is for the Guaranteed Ride Home program and not for the Guaranteed Ride Home program. It is not a guarantee.

JOIN THE THOUSANDS OF COMMUTERS WHO HAVE ALREADY REGISTERED!

Please note: this application is for the Guaranteed Ride Home program and not for the Guaranteed Ride Home program. It is not a guarantee.

REGISTER FOR CARPOOL RIDESHARING OR GUARANTEED RIDE HOME TODAY!

Complete the form below, including sections 1 and 2, and return it today!

Name _____ Street Address _____
 Home Address _____
 City _____ State _____ Zip _____
 County of Residence _____ County of Workplace _____
 Home Phone Number _____ Work Home Number _____
 Email (optional) _____ I work at _____ am and stop work at _____ pm

What do you do for a living? (Please check all that apply.)
 Sales Computer Consultant Clerk Other
 Managerial Executive Professional Other Self-employed Student Retired Other

How many days per week do you need to travel to work?
 1-2 days 3-4 days 5 days Other

Information and Schedule: (Please print information about your commute.)
 Carpool Vanpool Guaranteed Ride Home Other
 I don't know I don't know I don't know I don't know

Section 1 - Carpool/Vanpool/Rideshare Service
 Will you be the driver or the passenger?
 Driver Passenger
 How many people will be in the car?
 2 3 4 5 6 7 8 9 10 Other

Section 2 - Guaranteed Ride Home
 This program is only for commuters already using a carpool, vanpool, bikecar, walk or taking public transit to work at least twice a week. Please sign up for this service at an official Commuter Connections office with your Guaranteed Ride Home registration number.
 Supervisor's Name: _____
 Supervisor's Phone Number: _____
 How many miles do you have to travel to work?
 0-10 11-20 21-30 31-40 41-50 51-60 61-70 71-80 81-90 91-100 Other

More questions or need more information?
 Visit www.commuterconnections.org or call 1-800-743-8338.

COMMUTER CONNECTIONS
 A SMARTER WAY TO WORK

Please note: this application is for the Guaranteed Ride Home program and not for the Guaranteed Ride Home program. It is not a guarantee.

Direct Mail - GRH



A SMALL CHANGE CAN MAKE A BIG DIFFERENCE IN YOUR COMMUTE

IT'S EASY TO FIND FREE RIDESHARE MATCHES!

A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Commuter Connections. Save money by sharing some of the costs of your commute, from gasoline to tolls and parking.

Register today. It's FREE and finding rideshare partners just takes a few easy steps.

Commuter Connections can provide you with a list of potential carpool partners who live near you, work near you, and share similar schedules. For your convenience, there are over 300 Park & Ride lots available in willing areas throughout the Washington metropolitan area, and the cost is only what you pay for parking.

Register for ridesharing:

- 1 Return the attached application or apply online at www.commuterconnections.org. Have questions? Call 1-800-743-8336.
- 2 We'll send you a list of potential carpool partners with names and phone numbers of people with commutes similar to yours. Commonly, your name and phone number will be made available to others who have compatible commutes with you. Better than your name and phone number, all other personal information will remain confidential at all times. You can request to be removed from the database at any time. There is no commitment.
- 3 Call commuters on the list to either join an existing carpool/vanpool or start a new one.
- 4 **Added Bonus:** Get a Guaranteed Ride Home. Once you're in a carpool, vanpool or taking public transit, sign up for the Commuter Connections Guaranteed Ride Home Program. It's free!

When you carpool, vanpool, bicycle, walk or take public transit at least twice a week, you're eligible for our Guaranteed Ride Home program*. So, in the event of an unexpected personal or family emergency or unscheduled overtime, you don't have to worry about being stranded at work. We'll arrange for you to take a free taxi or vanpool car, whatever it takes to get you home, up to four times each year! Make a small change by registering today, then enjoy a big difference in your commute and the added benefit of our free Guaranteed Ride Home program.

Register for Ridesharing and/or Guaranteed Ride Home today by completing and returning the application below or visiting www.commuterconnections.org. For questions, call 1-800-743-8336. We may also try to locate carpool/vanpool partners through our online bulletin board.

*Not available in the Guaranteed Ride Home program. See www.commuterconnections.org for details.

FOR THOUSANDS OF COMMUTERS WHO HAVE ALREADY REGISTERED!

REGISTER FOR CARPOOL, RIDESHARING OR GUARANTEED RIDE HOME TODAY!

Register your first trip. Complete the form below, including sections 1 and 2, and return it today!

Work Address _____

 City _____ State _____ Zip _____
 County of Work Address _____
 Work Home Address _____
 I will work at _____ am and stop work at _____ pm

What is the primary reason you're getting in work? (check one)
 Drive Home Carpool Vanpool Bicycle Walk
 Mixed Use (e.g. car + bicycle) Bike Scooter Dog Other _____
 Other _____

How many days per week do you need the above service? (check one)
 1 day/week 2 days/week 3 days/week 4 days/week 5 days/week

Information and Schedule: Please send information about:
 Personal info Personal info Personal info Personal info Personal info Personal info
 Personal info Personal info Personal info Personal info Personal info Personal info

Section 1 - Carpool/Vanpool/Rideshare Service

We'll send the information below and we'll send you a list of potential carpool or vanpool partners who live and work near you that have similar schedules. Be sure to put your home address that is close to work in your form.

If interested in carpool/vanpool, would you prefer to:
 Drive only Ride only Share driving
 Drive only Ride only Share driving

Can we be _____ minutes before or _____ minutes after my normal work time?
 I can be _____ minutes before or _____ minutes after my normal work time.

Section 2 - Guaranteed Ride Home*

This program is only for commuters already using a carpool, vanpool, bicycle, walking or taking public transit to work at least twice a week. There are only four (4) free taxis to work and one (1) vanpool. Commuters do not use their Guaranteed Ride Home registration number.

Supervisor's Name: _____
 Supervisor's Phone Number: _____
 How many other trips have you used to work and home?

Have questions or need more information?
 Visit www.commuterconnections.org or call 1-800-743-8336.

COMMUTER CONNECTIONS
 A SMARTER WAY TO WORK

*Not available in the Guaranteed Ride Home program. See www.commuterconnections.org for details. *Maximum of 4 free taxi rides.

Bike to Work Day Materials

Bike to Work Day 2007 FRIDAY MAY 18

Pre-Register by May 11 for Free T-Shirt and Bike Raffle!

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

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

Pit Stops:

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

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

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

Free food, beverages and giveaways available at each location.

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

funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

Winter Newsletter

Issue 3, Volume 11 | Winter 2007

WHAT'S INSIDE

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

The Commuter Information Forum for Maryland, Virginia, and the District of Columbia

'LIVE NEAR YOUR WORK' INITIATIVE BRIDGING THE GAP BETWEEN WORKPLACE AND HOME

A recent study of transportation patterns and population growth by the Metropolitan Washington Council of Governments (MCOG) shows that the area's traffic congestion could more than double by 2030. By 2030, the Washington region will have added 1.2 million new jobs and more than 1.6 million new people. Employment growth is anticipated to be greatest during the 2005 to 2010 time period, with an average of 140,000 new jobs per year expected. Two-thirds of all new jobs are anticipated in service industries such as engineering, computer and data processing, business services and medical research.

At the same time, an increasing number of residents are choosing to live in far-reaching suburbs where housing tends to be more affordable. This trend is causing longer commutes and is adding to the traffic congestion in the region. With this come fundamental challenges to our quality of life, related to the time it takes to get to and from work. *(Continued on page 7)*



DDOT AND COMMUTER CONNECTIONS HOST LIVE NEAR YOUR WORK KICK-OFF

Commuter Connections along with the District Department of Transportation (DDOT) launched the Live Near Your Work initiative at the National Press Club in Washington, DC, on January 31, 2007. The panel briefing was hosted by Washington County Supervisor and Chair of the Washington Area Housing Partnership, Barbara Hendriks. Other participants included District Department of Transportation (DDOT) Deputy Associate Director, Rob Ryback and Michelle Rosen, Director of the Howard University Community Association.

The panelists discussed issues such as local home buying assistance programs and commuting options, as well as services like to-rent incentives employers can provide their staff who choose to live near their workplaces. Ms. Hendriks explained the relationship between employment and housing in the Washington region. "Housing and job creation are very closely tied. There is a need to provide mixed income housing because housing is so expensive in the region. The hope is that some employers will live where they work." One of the available programs is Home Works! (<http://www.howorksmw.org/>) (MCM) which helps some moderate income borrowers with flexible terms and options. MCM is ideal for borrowers with limited funds for down payment and closing costs and those needing extra flexibility on credit, income sources, or access to special options. MCM requires no

down-payment from the borrower's own funds, often up to a 40-year term, and provides options for an initial interest-only period.

Another financing program available to Maryland commuters includes a program called First Mortgage Program in Maryland that provides borrowers who are purchasing a home within 25 miles of their place of employment with a 3 percent closing cost assistance grant.

Employers throughout the country who provide assistance by way of housing incentives and programs are finding that it's a useful tool to help boost employee recruitment and retention. "Encouraging employees to live near work has concrete benefits for employers, as it rewards them with higher productivity, better morale and lower turnover," said Mr. Ryback of DDOT.

Howard University encourages employees to purchase homes in nearby neighborhoods, and provides financial assistance for home buyers as well as support to rehabilitate old homes and build new ones. Other employers who provide housing assistance in order to help employees live closer to work include companies as diverse as AFAC, George Washington University, Harley Davidson, and General's Transportation (Bully's, Cater's, and Wilson-Carmel).

For more information about the Live Near Your Work initiative and about available financing programs and incentives for your employees, visit www.livingnearthework.com



GENERAL ETC UPDATES

THE CITY SHUTTLE



transportation and sustainable building technologies. The project's interior bicycle storage and shower and changing facilities also encourage occupants to use bicycling as an alternative means of transportation.

As part of a range of current and planned transit improvements along the Crystal City/Pentagon Yard corridor, Metrobus' 93 shuttle runs every six minutes during peak hours (3:30-9:00 am and 3:30-6:00 pm) and every twelve minutes during mid-day and evening hours.

A separate 26-foot wide busway is expected to be built along Potomac Avenue, East Glebe Road and Crystal Drive, with construction expected to begin in early 2007. General station platforms, real time passenger information, signage, benches and security features will be included as part of the busway project. Plans under consideration by Arlington County may extend the busway to Crystal City, Pentagon City, and the Pentagon.

For a complete schedule of the Crystal City - Potomac Yard Shuttle visit <http://www.wmata.com/commuterinfo/93.asp>

Promotional Giveaway



Free Promotional Opportunities

Use promo opportunities to promote network member activities?

- 60, 30, 15, 10 and 6 second spots
- Banner ad placement on radio station sites
- Email blast to radio fans
- Weblinks on station sites

Contact Doug Franklin by April 3

- Remainder will be used to promote GRH

Partners in Transportation

- ✓ Transit marketing
- ✓ Vanpool –rural and urban marketing/operation
- ✓ Carpool marketing/ridematching
- ✓ Telework consulting
- ✓ Affinity/awards programs
- ✓ IT solutions
- ✓ Funding and budgeting
- ✓ Inbound/outbound call center
- ✓ Online reporting
- ✓ Branding system integration
- ✓ Alternate fuel options, services, and products
- ✓ Employer-based outreach and support
- ✓ Ridematching systems, support and marketing

**2Plus wants to be your
'transportation partner'**

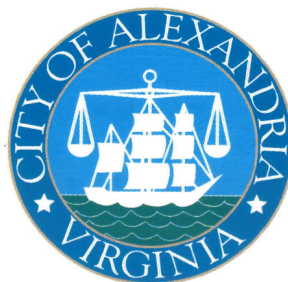


Partners in Transportation

The Facts - City of Alexandria, VA

- ◆ Square miles ---- 15.75
- ◆ Total population ---133,500
- ◆ Percent of population between the ages of 25 – 54 ---- 55%
- ◆ Occupied housing units ---- 64,000
- ◆ Approximately 60% of residents commute to work alone
- ◆ Served by Amtrak, VRE, Metrorail, Metrobus, DASH bus, and Fairfax Connector bus; HOV lanes; bicycle paths

Sources: U.S. Census, 2005 American Community Survey; City of Alexandria



CONTACTS

Donna Norfleet
City of Alexandria, VA
301 King Street #5100
Alexandria, VA 22314
703-838-3800

David K. LeSuer
2Plus, Inc.
1009 Bracken Ct.
Wake Forest, NC 27587
919-647-4051

Donna.norfleet@alexandriava.gov
dlesuer@2plus.com

2PLUS, INC.

Partners In Transportation

ed • Transit • Vanpool • Carpool • Telework • IT Solutions •
ptions, Services, Products • Regional, Statewide, Rural •
unding & Budgeting • Inbound/Outbound Call Center • C

The Project

In 2006, the City of Alexandria's Office of Transit Services and Programs, in partnership with consulting firm 2Plus, conducted a residential marketing study.

The goals:

- Gather data to measure awareness and usage of transportation options
- Test different marketing techniques and incentives
- Determine cost-effectiveness of marketing techniques

Phase I – Data Collection

Outbound calls were made to 4800 residents; completion rate of the 33-question survey was 13%, with 690 City residents completing the survey.

- 89% of respondents are aware of DASH services; 17% rode DASH over the past month.
- DASH stops are within a 10-minute walk for 85% of respondents.
- 58% drive alone to work.
- 48% of outbound call participants were over the age of 55 years.

Phase II – Marketing Tests

I. Outbound calling

Goal - encourage DASH ridership through a free pass offer; do a follow-up evaluation with those who took advantage of the DASH free-ride offer.

- Offered first 500 residents who had not ridden DASH in the past three months, and expressed interest in riding DASH, two free-ride tickets.
- Approximately 50 people rode DASH as a result of the offer.
- Most participants rated DASH highly on cleanliness, driver friendliness, timeliness, and ease-of-use; 100% said they will ride again.

II. Direct Mail

Goal - educate people about the City's Web site and transportation options program; test two different incentives; and gather information.

- 5,000 postcards were mailed to households; each offering a separate incentive to complete an online survey.
- There was a 2.9% response rate – above average for a direct mail piece.
- 13% of respondents were more than 55 years old.

III. Onsite Promotion

Goal - to see if people of Somali/Ethiopian ethnicity who had not ridden DASH in the past two weeks would ride DASH by taking advantage of two free-ride passes.

- Over four days 78 pairs of tickets were distributed to patrons of a local Ethiopian restaurant/market.
- DASH retrieved 40 free-ride passes from fare boxes.

Transportation Benefits Match Program Follow-Up

2Plus was asked to contact businesses that had participated in a City-funded subsidy program to create a Metrochek/SmartBenefits program for employees.

- 59% would not have implemented a program without the City's match.
- 61% continue to offer Metrochek/SmartBenefits.



2007 Street Smart Pedestrian, Driver & Bicyclist Safety Campaign

March 20, 2007

Regional TDM Marketing Group



The “Street Smart” Campaign

- Annual, month-long wave of Radio, Transit, Print and Internet advertising designed to change driver and pedestrian behavior
- One quarter of traffic deaths in the region are pedestrians or bicyclists
- Supported by federal funds through the states plus local funds, sponsorship by Honda North America
- In English and Spanish
- Kick off event today at 10:30 a.m. at Thomas Circle
- \$430,000 budget for March-April 2007
- Four previous waves: October 2002, April 2004, June 2005, March-April 2006
- Estimated \$197,000 free media placement in 2006

Strategy March 18 - April 14, 2007

Enforce

Radio
DC Metro

Outdoor

Internet

Website

Earned
Media

Evaluation



DRIVERS 18-34: 3-8 pm; wed-sun; 60% reach; 7.5x; :30 & :15 spots will be used

PEDESTRIANS: bus sides; transit shelters; bus interior cards

PED/DRIVERS/CYCLISTS: 24/7 Real Media Network; video style ads

COG hosted Street Smart Ped, Driver, Cyclist info

Kickoff and ongoing local support highlighting enforcement

Campaign Core Message

Risky and distracted behaviors by pedestrians, drivers and bicyclists have grave consequences.

Area police are enforcing traffic safety laws.

Campaign Theme:
Flesh vs. Steel,
It's NO Contest.

Tactic:

Highlight the eighth of a
second before a pedestrian
collision.

Radio

- **Audience:**

- DRIVERS -18 to 34 year olds, majority male

- **Radio Core Message:**

- There are emotional and physical consequences for risky and distracted behaviors around pedestrians.
- Slow down and pay attention.
- Area police are enforcing traffic safety laws.

_StreetSmart_60. |

Flesh vs Steel :30 Radio

Approved concept - Adjustments may be required to fit in :30 including possible additional sponsor. English & Spanish versions.

Ring Announcer: "Ladies and gentlemen. In this corner, wearing jeans and a sweater and weighing in at 172 pounds... Joe Ped-es-tri-an! (cheers, some boos). In this corner, wearing a steel reinforced frame... 280 horsepower... weighing in at over 3,000 pounds, Au-To-Mo-Bile! (some cheers, boos, hisses)."

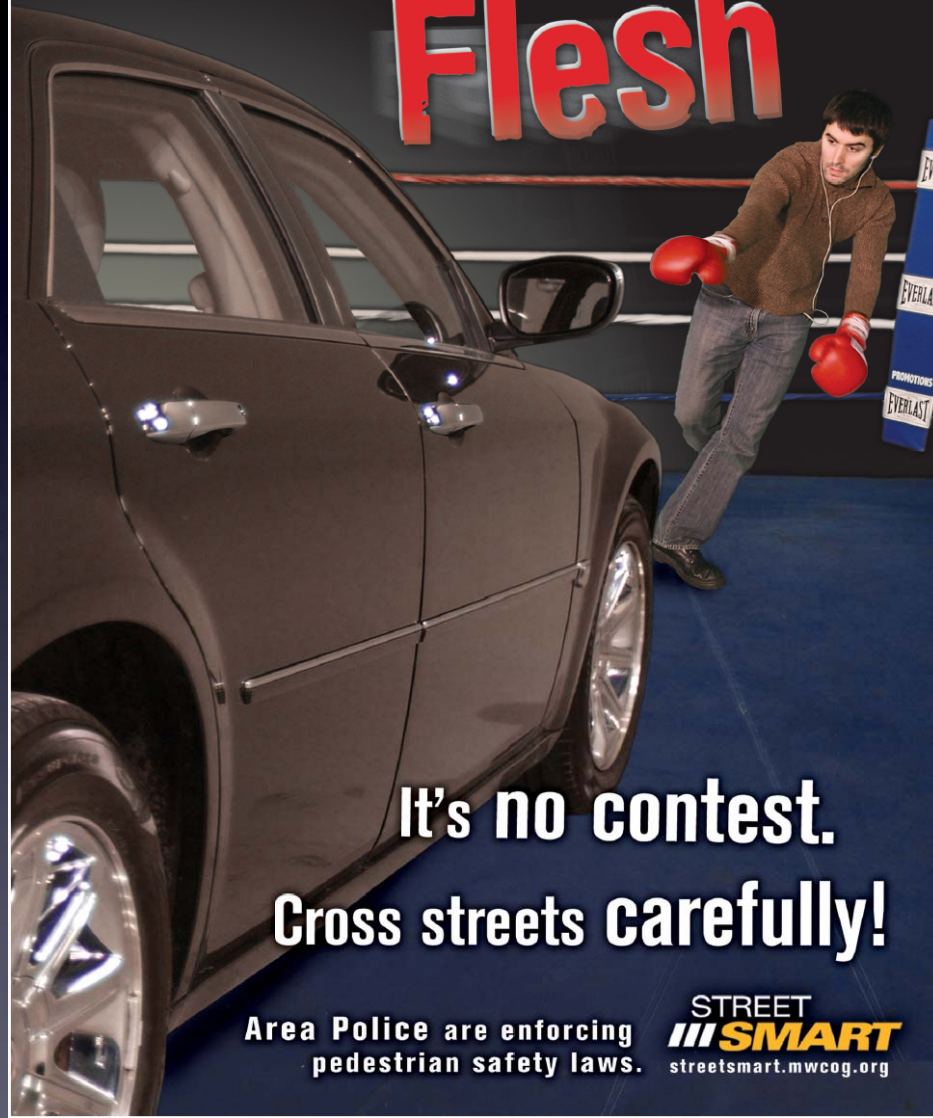
SFX: "Flesh vs Steel (w/echo)" Ding Ding // Vroom // Thump (car hitting person)

Announcer: "It's no contest. When you hit a pedestrian with your vehicle, their life and YOURS will never be the same. Slow down. Pay attention to pedestrians and cyclists. Area police are out enforcing traffic safety laws. Visit <http://streetsmart.mwcog.org>, Street Smart of DC, MD and VA."

Outdoor

- **Audience:**
- PEDESTRIANS
- **Outdoor Core Message:**
- There are physical consequences for crossing streets carelessly. Cross streets carefully.
- Area police are enforcing pedestrian safety laws.

Steel vs Flesh



It's no contest.
Cross streets carefully!

Area Police are enforcing
pedestrian safety laws.

STREET
/// SMART
streetsmart.mwcog.org

Internet Advertising

- **Audience:**
 - PEDESTRIANS, DRIVERS
- **Internet Core Message:**
 - Risky and distracted behaviors by pedestrians, drivers and bicyclists have grave consequences
 - Area police are enforcing traffic safety laws.

Website

- **Audience:**
- PEDESTRIANS, DRIVERS & BICYCLISTS
- **Website Core Message:**
- Enhance the Street Smart message with detailed information on safety and solutions.
- <http://streetsmart.mwcog.org>

Earned Media

- **Audience:**
 - All adults who consume news on TV, radio and newspapers.
- **Core Message:**
 - - Risky and distracted behaviors by pedestrians, drivers and bicyclists have grave consequences.
 - - Area police are enforcing traffic safety laws.
 - - Additional actions by jurisdictions & agencies

Collateral Materials

- Posters
- Safety Tips Cards
- Crosswalks card
- 15 Law enforcement agencies are distributing 50,000 cards

SAFETY TIPS

For Drivers, Pedestrians, and Bicyclists

ITEM #7

FOR DRIVERS:



/// Stop for pedestrians at crosswalks.



/// Slow down and obey the posted speed limit.



/// Look before opening your door.



/// Be careful when passing stopped vehicles.



/// Allow 3 feet when passing bicyclists.

FOR PEDESTRIANS:



/// Cross the street at marked crosswalks and intersections.



/// Before crossing, look left, right, then left again.



/// Use pedestrian pushbuttons.



/// Begin crossing the street on "Walk" signal.



/// Stay visible after dark and in bad weather.



/// Watch out for trucks and buses backing out of parking spaces and driveways.

FOR BICYCLISTS:



/// Obey all regulatory signs and traffic lights.



/// Never ride against traffic. Ride with traffic to avoid potential accidents.



/// Use hand signals to tell motorists what you intend to do.



/// Ride in a straight line to the right of traffic and about a car door width away from parked cars.



/// Always wear a helmet. Helmets dramatically reduce the risk of head injury in a bicycle accident.



/// Use lights at night and when visibility is poor.

STREET
/// SMART

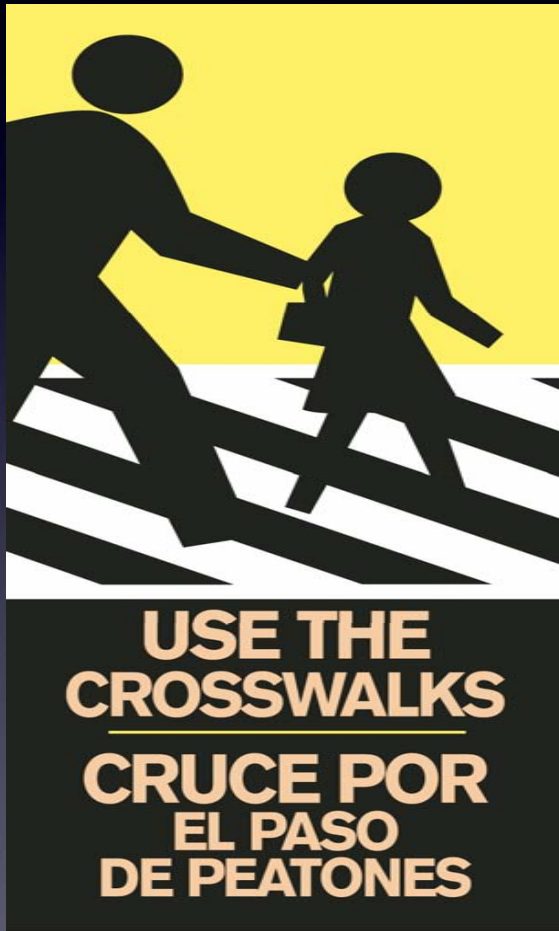
www.streetsmart.mwco.gov

HONDA

A public safety program of the District of Columbia, Maryland and Virginia.

**PEDESTRIANS and CYCLISTS should WATCH for TURNING vehicles.
MOTORISTS MUST YIELD to CYCLISTS and PEDESTRIANS when TURNING.**

Crosswalks Card



**DON'T GAMBLE WITH YOUR LIFE
LOOK BEFORE CROSSING**

**NO JUEGUE CON SU VIDA
MIRE ANTES DE CRUZAR**

LOOK LEFT, RIGHT, LEFT.

PRIMERO MIRE
A LA IZQUIERDA

DEPUÉS A LA
DERECHA

Y OTRA VEZ
A LA IZQUIERDA

**STREET
SMART**
www.streetsmart.mwco.org

HONDA

A public safety program of the District of Columbia, Maryland and Virginia.

2007 Street Smart Pedestrian, Driver & Bicyclist Safety Campaign

STREET
/// SMART



Communication with Committees and Work Groups

A summary of 2007 Commuter Connections proposed marketing activities was distributed at the December 19, 2006 Regional TDM Marketing group meeting. In addition, a presentation was made by the marketing contractor, Bus Design. The materials and presentation outlined the following areas:

Marketing Activities

- Stakeholder Interviews
- Live Near Your Work print and electronic collateral
- Employer Newsletter
- Integrated Marketing Campaign
- Employer Sales Portfolio Re-design
- Bike to Work Day print collateral and earned media
- Employer Recognition Awards
- Website Redesign

Key Dates

- Stakeholder Interviews: Dec 2006-Jan 2007
- Bike to Work Day sponsorships due: Dec 31, 2006
- Live Near Your Work kickoff event: January 10, 2007
- Employer Recognition Awards nominations due: Feb 2, 2007
- Marketing Campaign: February-June 2007
- Winter Employer Newsletter: end of February 2007
- Employer Recognition Awards Steering Committee Meeting: mid-March, 2007
- Employer Sales Portfolio Re-design: Spring 2007
- Bike to Work Day event: May 18, 2007
- Spring Employer Newsletter: end of May 2007
- New Website launch: June 2007
- Employer Recognition Awards event: June 26, 2007

Note: Items above were also posted online as previous meeting handouts as part of the March 20, 2007 Regional TDM Marketing Group meeting announcement. The documents were also distributed at the March 20th meeting in the previous meeting handouts packet.

Commuter Connections Extranet

Marketing items posted to the Extranet for feedback include:

November 2006

Employer Recognition Awards application form
Live Near Your Work resource guide content outline
Live Near Your Work resource guide creative concepts

December 2006

Radio scripts for Commuter Connections spring 2007 campaign

February 2007

Various creative executions which support the radio buy, that will be modified to fit Bus backs, direct mail, web banners and bus shelters for the spring 2007 campaign

March 2007

Bike to Work Day radio script (event May 2007)

FY07 Marketing Workgroup Members:

Christopher Arabia – Virginia Department of Rail and Public Transportation
Donna Murray – Washington Metropolitan Area Transit Authority
Donna Norfleet – City of Alexandria
Mirza Donegan – North Bethesda
Robin Briscoe – Tri County Council for Southern Maryland
Rich Solli – Maryland Transit Administration

FY07 Employer Recognition Awards Workgroup Members:

Judy Galen – Loudoun County Transit
Mark Sofman – Montgomery County Commuter Services
Anna McLaughlin – District of Columbia Department of Transportation

A draft of the FY 2007 Marketing Campaign Summary report was distributed at the March 20, 2007 Regional TDM Marketing Group meeting. A presentation was also made by the marketing contractor, Bus Design.