



# Commuter Connections FY 2006 Work Program

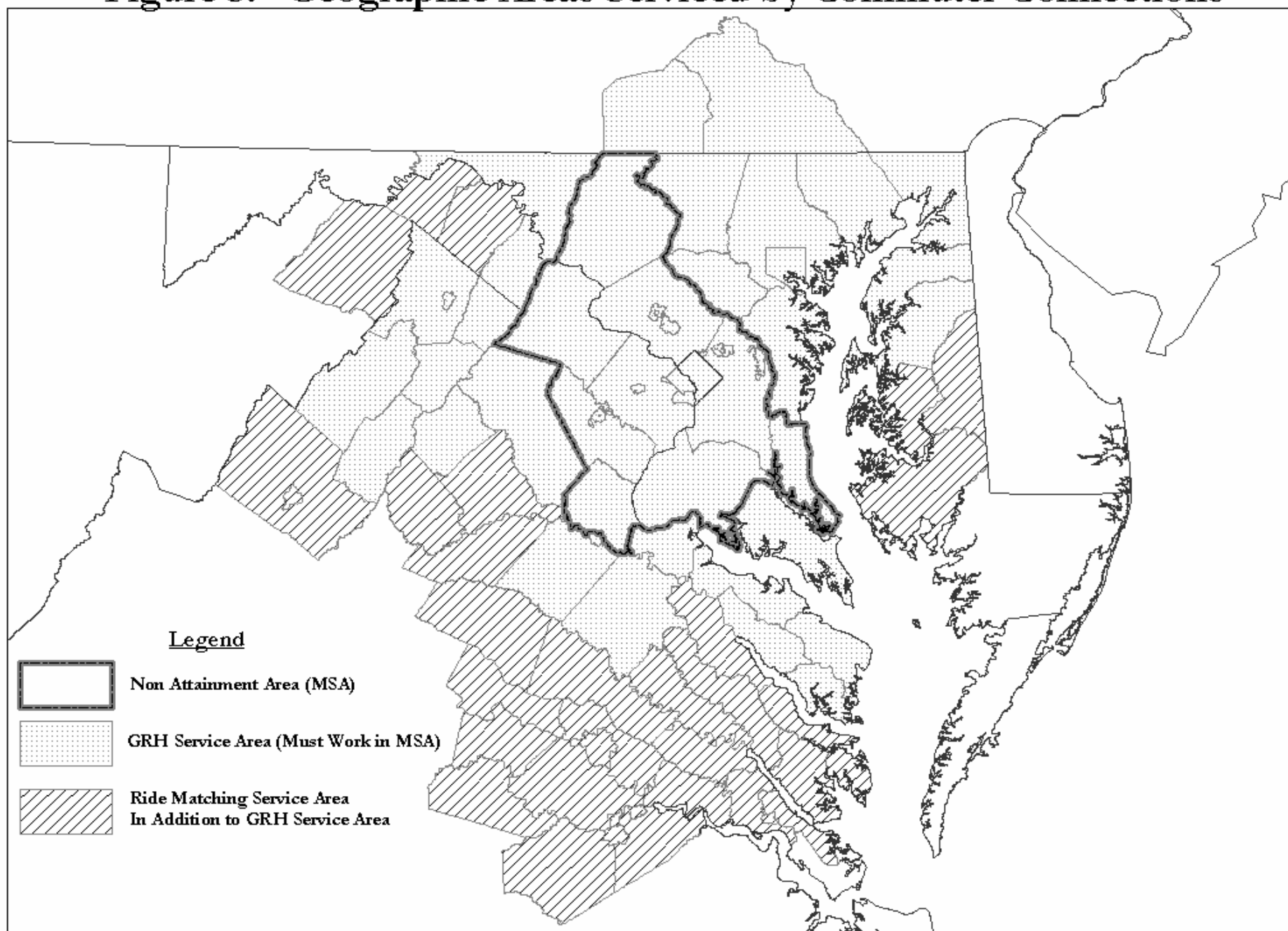
Commuter Connections Subcommittee  
May 17, 2005

# History of Commuter Connections

- Began as Commuter Club in 1974, offering computerized carpool/vanpool matching.
- By mid 1980's local rideshare agencies joined the Commuter Club and changed its name to Ridefinders Network.
- In mid 1990's Ridefinders changed it's name to Commuter Connections to incorporate TERMS adopted by TPB to meet regional air quality conformity.

# Benefits of Commuter Connections

- Jurisdictions
  - Reduction in traffic congestion due to commuters, easing goods movement and tourist travel
  - Reduction in emissions
  - Support of local efforts to attract and retain employers
- Employers
  - Recruitment/Retention
- Workers
  - More commute options
  - Reduced stress/costs/time
  - Improved quality of life

**Figure 3: Geographic Areas Serviced by Commuter Connections**

## Benchmarking TDM -- Census Rankings for Carpools

	Workers Carpooled	Total Workers	% Carpool
LA/Long Beach	582,000	3,859,000	15.1%
Chicago	421,000	3,705,000	11.4%
Washington Region	343,000	2,555,000	13.9%
New York, NY	314,000	3,683,000	8.5%
Atlanta	281,000	2,061,000	13.6%
Houston	268,000	1,864,000	14.4%
Dallas	244,000	1,707,000	14.3%
Phoenix-Mesa	225,000	1,466,000	15.3%
Riverside-San Bern.	220,000	1,249,000	17.6%
Orange County, CA	174,000	1,314,000	13.3%

# Total Daily Impacts of Commuter Connections Programs

## Measure

- Vehicle Trips
- Vehicle Miles of Travel
- Nitrogen Oxides (NOx)
- Volatile Organic  
Compounds (VOC)

## Reductions

111,413

1,959,263

2.3 Tons

1.22 Tons

# Cost Effectiveness of Commuter Connections

- |  |          |
|--|----------|
| ■ Cost per Vehicle Trip<br>Reduced           | \$0.15   |
| ■ Cost per Vehicle Mile of<br>Travel Reduced | \$0.01   |
| ■ Cost per ton of NOx<br>Reduced             | \$ 6,000 |
| ■ Cost per ton of VOC<br>Reduced             | \$12,000 |

# Why Restructure?

- Funding shares need to be revisited
- States need flexibility in implementing certain program components based on policy
- COG/TPB staff needs to streamline administration of the program



# Restructuring Proposal

- Work Program will be similar to UPWP
  - Regional/Jurisdictional (e.g. Kiosks can be implemented by one state and not the others)
- Program Areas redefined/streamlined
- State TDM Work Group
- Revised funding shares
- New Programs

# Proposed FY 2006 CCWP Budget

<b>Program Element</b>	<b>Cost</b>
Commuter Operations	\$322,026
GRH	\$509,308
Mass Marketing	\$2,100,564
Program Evaluation	\$407,468
Employer Outreach	\$739,340
Telework	\$173,840
Kiosks	\$155,154
<b>TOTAL</b>	<b>\$4,407,700</b>

# Original Program Element Descriptions & Use

- **Employer Outreach** – Provides assistance to employers of 100 or more employees to voluntarily implement work based TDM programs.

Participation Shares:

	DC	MD	VA
	10%	69%	21%
<b><i>(3,698 total Employers )</i></b>	354	2,554	790

# Original Program Element Descriptions & Use (con't)

- **Guaranteed Ride Home Program** – Provides alternative mode users with a free ride home in an unexpected emergency.

## Participation Shares

	DC	MD	VA	OTH
<b><i>Program Registrants by Home Jurisdiction</i></b>	2.7%	32.5%	63.0%	1.8%
<i>(Other column includes DE, PA, and WV)</i>	858	10,333	20,135	447
<b><i>Program Registrants by Work Jurisdiction</i></b>	61.0%	10.0%	29.1%	0.0%
	19,367	3,168	9,238	0%

# Original Program Element Descriptions & Use (con't)

- **Commuter Operations Center** – Provides information (carpool/vanpool matching, transit, bicycle, park & ride and HOV lane information)

Participation Shares:

	DC	MD	VA	OTH
<b><i>Program Registrants by Home Jurisdiction</i></b>	3.1%	47.5%	48.1%	1.3%
<i>(Other column includes DE, PA, and WV)</i>	771	11,864	12,028	329
<b><i>Program Registrants by Work Jurisdiction</i></b>	37.2%	35.5%	27.3%	0.0%
<i>(Other column includes DE, PA, and WV)</i>	9,295	8,865	6,829	3

# Original Program Element Descriptions & Use (con't)

- **Telework Resource Center** – Provides assistance to employers to either start or expand telecommuting programs.

<b>Participation Shares:</b>	<b>DC</b>	<b>MD</b>	<b>VA</b>
<i>Teleworkers by Home jurisdiction</i>	8.8%	45.7%	45.5%
<i>Total Teleworkers = 318,130</i>	28,093	145,440	144,597
<i>Number of Employers receiving assistance from the TRC based on the Commuter Connections TRC database.</i>	13.6%	27.9%	53.3%
	156	318	665

*(1,139 total employers have received assistance)*

# Original Program Element Descriptions & Use (con't)

- **Integrated Rideshare** – Provides state of the art ridematching software and transit information and includes support of the InfoExpress kiosks.

<b>Participation Shares:</b>	<b>DC</b>	<b>MD</b>	<b>VA</b>
<i>Use of Commuter Connections Kiosks by home jurisdiction.</i>	8%	38%	54%
<i>Total Users (34,894)</i>	2,681	13,266	18,947

# Original Program Element Descriptions & Use (con't)

Int. Rideshare (con't)	DC	MD	VA	OTH
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***CC Ridematching Database Applicants who said that they received transit info on their matchlist from FY05 Placement Rate Survey.***

1%	40%	58%	1%
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***Factored up to 6,460 CCRS database registrants out of a total of 24,992 in the CCRS (Other column includes DE, PA, and WV)***

39	2,610	3,729	82
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# Original Program Element Descriptions & Use (con't)

- **Employer Outreach for Bicycling** – Provides assistance to employers to either start or expand a work based bicycling program and supports special events such as Bike To Work Day.

<b>Participation Shares:</b>	<b>DC</b>	<b>MD</b>	<b>VA</b>	<b>OTH</b>
<i>Percentage of cyclists participating in the 2004 Bike To Work Day Event by Home Jurisdiction (4,466 total participants) (Other includes participants from PA and WV)</i>	20%	26%	53%	<1%
	931	1,165	2,360	10

# Original Program Element Descriptions & Use (con't)

- **Mass Marketing** – Provides continual alternative mode marketing and advertising to the general public.

<b>Participation Shares:</b>	<b>DC</b>	<b>MD</b>	<b>VA</b>
<i>% of respondents to 2004 SOC survey who indicated Awareness of Commuter Connections by jurisdiction of residence. (1,497,771 respondents, which is 60% of the total respondents)</i>	8.7%	43.8%	47.4%
	130,906	656,759	710,106

# Proposed Redefinition/Streamlining of Original Program Areas

- Employer Outreach for Bicycling incorporated into Employer Outreach program.
- Software Upgrades from Integrated Ridesharing incorporated into Commuter Operations Center.
- Marketing components from the Commuter Operations Center, Guaranteed Ride Home, Telework Resource Center, and Bike To Work Day consolidated under Mass Marketing.

# Proposed Redefinition/Streamlining of Original Program Areas

(con't)

- Evaluation components from the Commuter Operations Center, Guaranteed Ride Home, Employer Outreach, Telework Resource Center, and Mass Marketing consolidated under Program Monitoring and Evaluation.
- Kiosks redefined as a stand-alone program.

# Proposed Restructuring of Commuter Connections

- **Regional Program Areas**
  - Commuter Operations Center
  - Guaranteed Ride Home
  - Mass Marketing
  - Program Monitoring and Evaluation
- **Regional and Jurisdictional Program Areas**
  - Employer Outreach
- **Jurisdictional Program Areas**
  - Telework
  - Regional InfoExpress Kiosks

# Conclusions and Next Steps

- Tech Committee will receive draft of the Work Program for approval at its June 3<sup>rd</sup> meeting.
- Commuter Connections Subcommittee will review draft Work Program at its May 17<sup>th</sup> meeting.
- TPB will receive draft of the FY 2006 CCWP at its May 18<sup>th</sup> meeting, final for approval at its June 15<sup>th</sup> meeting.
- Restructured program begins July 1.