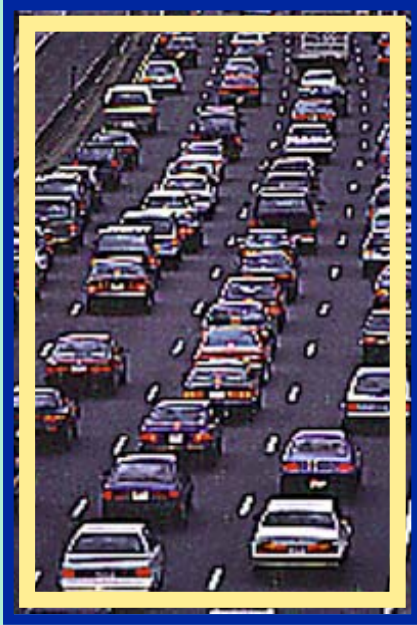


# FACING THE CONGESTION IMPACT

How Commuter Connections Can Help

*Clean Air Partners Ozone Action Days Kickoff  
May 5th, 2004*

# Congestion in the Washington Area



- Worst congestion cost in the nation
- 3rd longest mean commuting time
- Dominates our quality of life
- Worsens our air pollution
- Costs employers money

**2000 Census Bureau and 2001 T.T.I. Study**

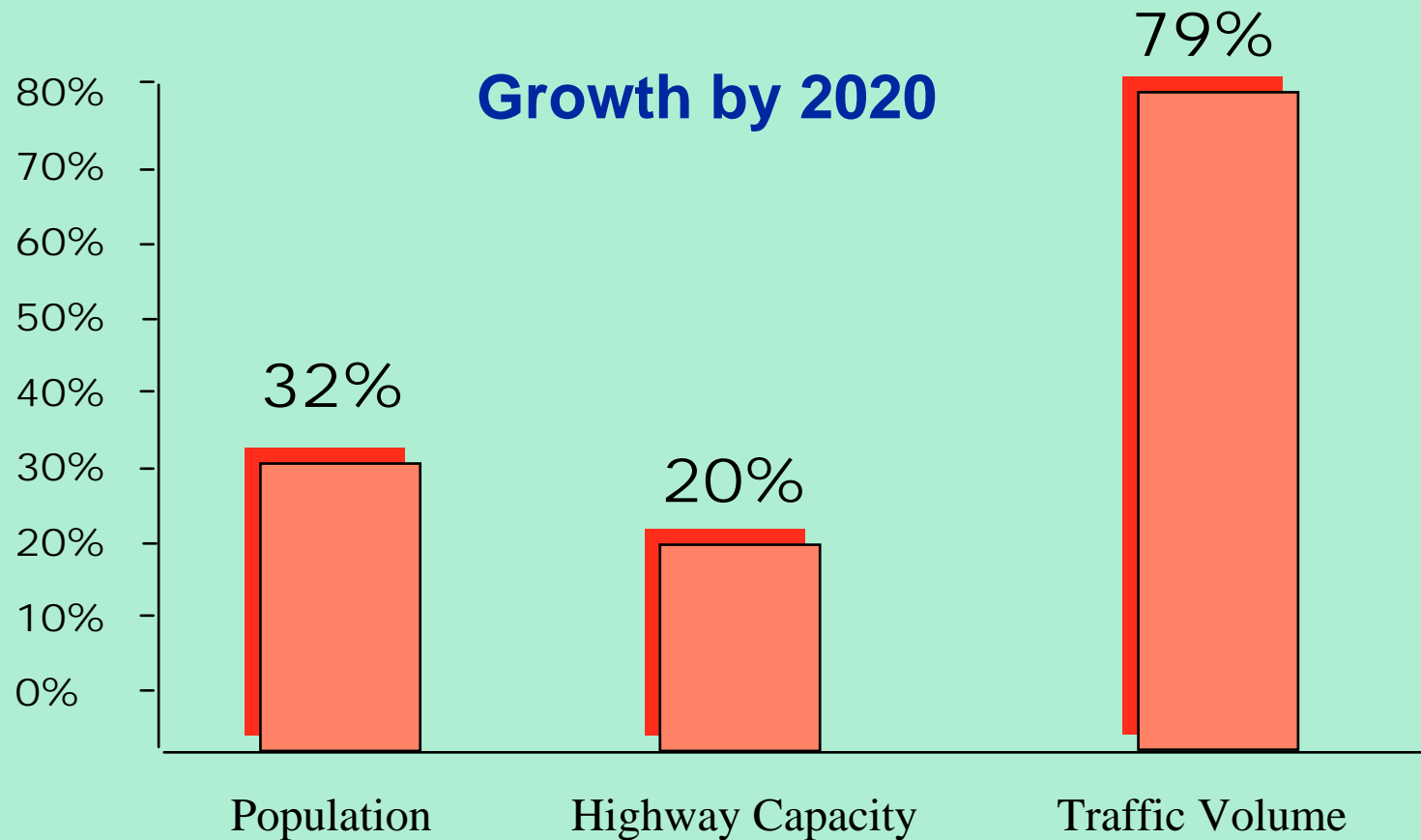
“When I get to work, I feel like I’ve already been at work... Fighting traffic all the way.”

*Drive-alone Commuter December 16, 1997*

“Driving just wears you out. When you get to work and when you get home, you’re too tired.”

*Drive-alone Commuter November 20, 2001*

# What's Ahead...



**2000 Update to the Financially Constrained Long-Range  
Transportation Plan for the National Capitol Region**

# Congestion: Employer's Cost



## **INCREASED**

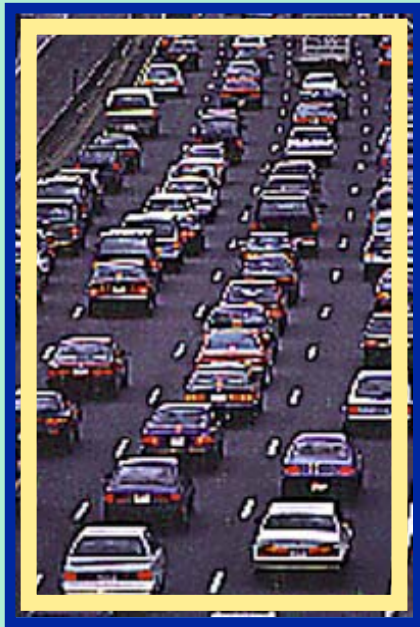
- employee stress
- tardiness & absenteeism
- difficulty in recruiting & retention
- health care costs
- costs & inconvenience for moving goods & people



## **DECREASED**

- employee productivity

# Congestion: Community's Cost



## **Reduced quality of life**

- Stress, long commutes, less leisure/family time

## **Reduced economic vitality**

- Fewer job applicants

## **Decreased environmental quality**

- Not in attainment of Clean Air Health Standard

# Illustration

## From the Washington Post, May 31, 2002

"Nearly Seven of Ten Commuters are Hooked on Getting to Work by Themselves"

<b>Factors</b>	<b>Carpool/Vanpool Commuter</b>	<b>Individual Commuter</b>
Car Insurance	\$300-\$400/year	\$1,000-\$1,400/year
Gas	\$400/year (Vanpool = \$35/mo.)	\$1,000/year
Car Maintenance	Decreases	<i>Increases</i>
Environment Air Quality	Improves	<i>Deteriorates</i>
Stress	Decreases	<i>Increases</i>
Productivity	Increases	<i>Decreases</i>
Commute Time	Improves (HOV saves 30-60 mins.)	<i>Congestion</i>
Family Time	Increases	<i>Decreases</i>

# Practical, Near-Term Solution

## **Increase efficiency. Reduce trips.**

- HOV
- Carpooling
- Vanpooling
- Transit: rail and bus
- Telecommuting
- Alternative work schedules
- Bicycle racks/showers/lockers





# Valued Asset - Valued Benefits

- Decreased commuting stress
- Save time in the HOV
- Save money
- Less vehicle maintenance
- More productive
- More time with family



# Reasons for using Alternative Modes

Saving Money 21%

Saving Time 20%

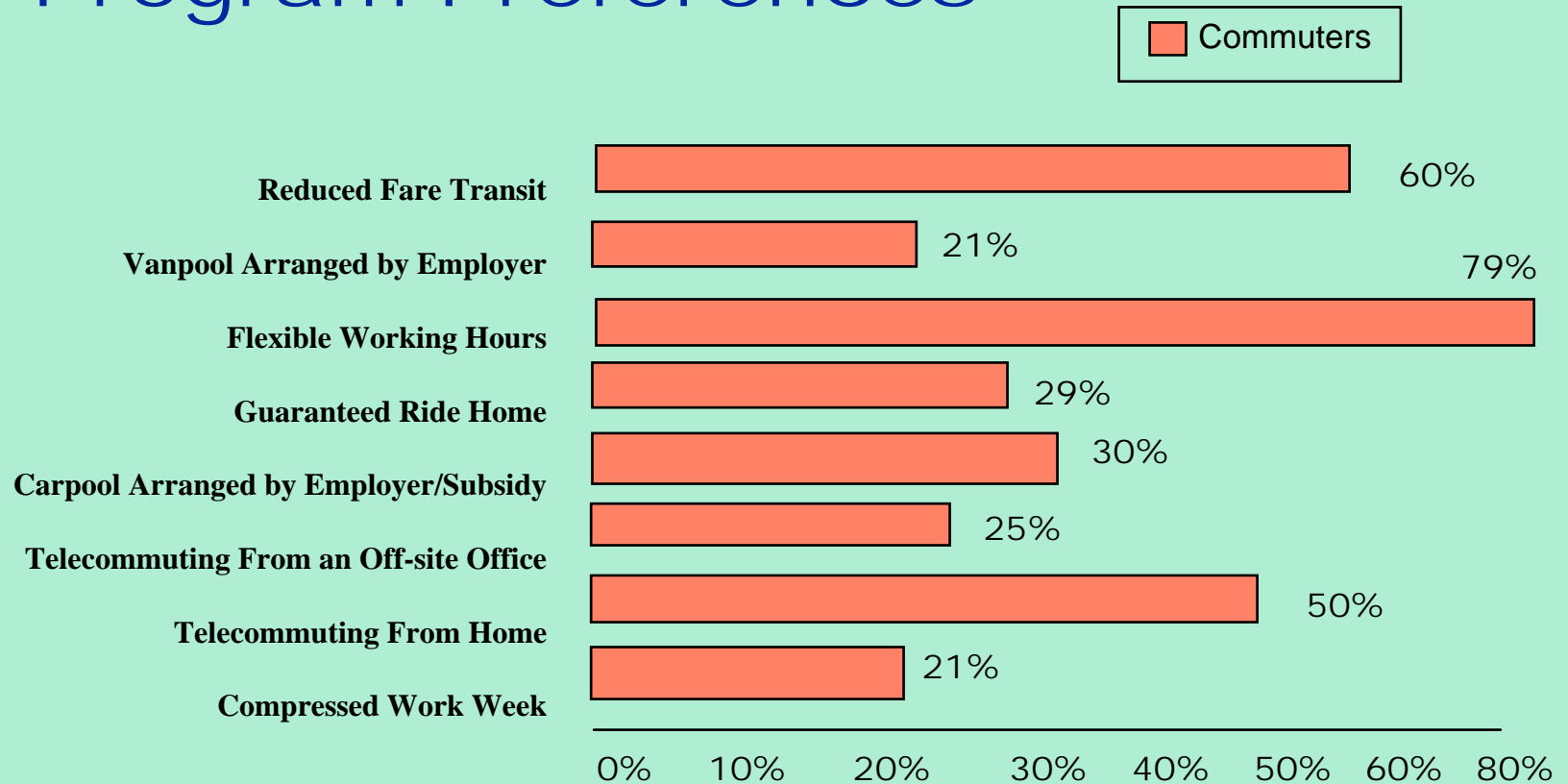
Avoiding Congestion 10%

**2001 State of the Commute Survey Report  
Commuter Connections**

# Employees Need and Want Employer Transportation Programs

- Offering such programs can be a highly-valued, low cost, tax-deductible fringe benefit for employees
- Percent of employees desiring specific alternative commute assistance...

# Transportation Program Preferences



Source: 2001 State of the Commute Survey Report  
Commuter Connections

# Government's Contributions

Free Employer Services program

Free Guaranteed Ride Home program

Vanpool Subsidy program and incentives

Subsidize public transportation

Subsidize highway construction and maintenance

Provide Park and Ride facilities

HOV system

Intelligent Transportation Systems

Commuter information kiosks

Telework program

# Employer's Contributions

- Offer commute assistance program
- Create a culture that encourages alternative transportation
- Provide incentives



# Commuter Connections Employer Services Program

The free customized commuter assistance plan:

- Parking plan
- Employee needs analysis
- Alternative work schedule
- Telecommute
- Guaranteed Ride Home
- Marketing
- Bicycle Rack installation

# A Partnership to Ensure

- **Economic Vitality**
- **Quality of Life**
- **Your Bottom Line**
- **Employee Morale**



# Commuter Connections Representatives

1. **District of Columbia, Prince William County, Frederick County  
Strategic Transportation Initiatives 703-222-9373**
2. **City of Alexandria – Alexandria Rideshare 703-519-3400 x179**
3. **Arlington County – Arlington Transportation Partners 703-247-9290**
4. **Prince George's County – Joint Venture Creative – 301-577-0887**
5. **Loudoun County – Office of Transportation 703-777-0289**
6. **Fairfax County – Transportation Outreach 703-324-1168**  
**Dulles Area Transportation Association (DATA) 703-817-1307**  
**Tyson's Corner Transportation Association (TYTRAN) 703-799-5394**
7. **Montgomery County – Commuter Services Section – 301-565-5870**  
**Bethesda Transportation Solutions – 301-656-0868**  
**North Bethesda Transportation Center – 301-770-8108**
8. **Calvert, St. Mary's, Charles Counties – Tri-County Council  
301-870-2777**

# THE SMARTER WAY TO WORK



**1-800-745-RIDE**

Join The Partnership

[www.commuterconnections.com](http://www.commuterconnections.com)

Mark Hersey – Employer Outreach

202-962-3383 [mhersey@mwkog.org](mailto:mhersey@mwkog.org)