



**Metropolitan Washington Council of Governments
Second Half FY06 Marketing Campaign Summary
Preliminary Draft Report**

Background

Since 2002 Commuter Connections has implemented a continuing and extensive integrated communications program aimed at the Washington metropolitan region to develop awareness and understanding of Commuter Connections' services and the various alternatives to commuting alone by car, including public transit, telework and carpools. Additional focus was also given to marketing the Guaranteed Ride Home program. By most accounts, overall awareness levels are high.

According to the 2004 State of the Commute survey results:

- 66% of all regional commuters said they had heard of Commuter Connections
- 40% knew that Commuter Connections sponsored the Guaranteed Ride Home program
- 28% knew the organization offered general rideshare information
- 16% knew the organization offered help finding a carpool or vanpool partner

Based on these findings the 2006 regional TDM marketing program was developed to convert high awareness levels into increased action. Specific tactics for accomplishing this include:

- Solidifying the base by continuing to drive awareness levels through high reach and frequency marketing such as radio, for the overall benefits of alternative commuting, Guaranteed Ride Home and Ridematching Programs. This tactic is supported by the following State of the Commute findings:
 - 69% of respondents who had taken some action said the advertising they saw or heard encouraged the action*
 - 70% of respondents who took an action* were driving alone at the time
 - 61% of respondents who sought information but had not made a commute mode change were likely to try using an alternative mode within the next year

*Action may include seeking a carpool/vanpool partner, starting an alternative mode, seeking out commuter service information via Internet or contacting a commuter organization.

- Focusing on an undercapitalized opportunity through increased promotional emphasis on ridesharing. According to the State of the Commute, 47% of area workers did not carpool because they did not know anyone with whom to carpool. Additionally, only 16% of respondents knew Commuter Connections offered help finding a carpool or vanpool partner. We intend to capitalize on this opportunity by communicating that finding a potential rideshare partner is Free, Quick and Easy through Commuter Connections.
- Leveraging partnerships with area employers to implement a more focused “community based” program. Social science research indicates that we are most likely to change our behavior in response to direct appeals from others. The community in this instance is the work community – a significant and influential community in terms of commuter behavior. This has also been validated by the State of the Commute which reported that respondents were more likely to know about Commuter Connections if they worked for a large employer and if their employer offered commuter benefit programs at the worksite.

Highlights

Radio was again selected as the primary communication vehicle for the spring 2006 campaign, since it is the most efficient way to target SOV commuters, specifically during “drive times” when they are feeling the most frustration. Radio provides consistency for the Commuter Connections brand, as well as the foundation for maintaining awareness levels. Supporting this communications strategy is a combination of outdoor advertising and a direct marketing campaign targeting those having the highest propensity to carpool or vanpool. The target audience was selected based on a PRIZM analysis of the Commuter Connections Rideshare database (inclusive of records containing carpool and vanpool commuters).

General Marketing

1. To reinforce awareness of alternative commuting options in order to change commuting behavior through spot radio
2. The 60 second and 30 second spots created in the fall were used for the spring campaign. The spots emphasized the frustration of traffic and the benefits of participating in the commuting solutions offered through Commuter Connections
 - a. **Super Commuter (General Marketing Message)** – a commuter informs listeners of how using Commuter Connections helped him find an alternative commuting method, making him feel like a super hero. He then lists all the services that are backed by the GRH program.
 - b. **Satisfaction Guaranteed (GRH)** – uses real testimonials to talk about the benefits of the GRH program. The voice over announcer then tells the listeners how they too can take advantage of the GRH program.
 - c. **Men, Women and Sharing (Ridematching)** – opens with a man and women talking about the different things that men and women like to share with their own gender but they find a common ground when it comes to ridesharing.

Marketing Media Schedule

The total radio outlay for the second half of FY06 is \$410,000.

The radio spots airing during three two-week flights and two three-week flights between February 6, 2006 and June 25, 2006 achieve a 75% reach and 24 frequency. The radio campaign airs on 18 mainstream stations in 11 main and seven outer markets. The flights skew slightly for morning drive time for both the local key counties and outlying counties (Daypart Mix for Spots: 60% am drive, 30% pm drive, 10% M-F 6a-7p, Daypart Mix on Outlying Stations: 45% am drive, 40% pm drive, 15%Sa/Su 10a-7p).

Due to the overcrowded conditions of transit, increased emphasis has been given to marketing to potential carpoolers. Hence, the three radio spots were rotated at 50% Ridematching, 25% GRH and 25% Marketing for the entire flight.

Stations:

WTOP-AM	All News
WJFK-FM	Talk
WBIG-FM	Oldies
WARW-FM	Classic Rock
WROX-FM	Adult Contemporary
WMMJ-FM	Urban Oldies
WJZW-FM	Smooth Jazz
WASH-FM	Soft Rock
WMZQ-FM	Country
WHUR-FM	Adult Urban
WWDC-FM	Album Rock

Stations in Outer Markets:

WKIK-FM	Country	Calvert & Charles Counties
WSMD-FM	Classic Rock, Oldies	Calvert & Charles Counties
WFRE-FM	Country	Frederick County
WAFY-FM	Adult Contemporary	Frederick County
WFMD-FM	News/Talk	Frederick County
WBQB-FM	Adult Contemporary	Spotsylvania & Stafford Counties
WFLS-FM	Country	Spotsylvania & Stafford Counties

Mass Marketing FY05 2nd Half Radio Campaign

MEDIA	2006																									
	JANUARY					FEBURARY				MARCH				APRIL				MAY				JUNE				
	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19
Radio :60 Spots																										
Includes spots in outlying markets																										
Total Traffic Net :15 Traffic Spots.																										
Outdoor (Includes Production)																										
30-Sheet Posters																										
Frederick County																										
Prince William																										
Rotary Bulletins																										
Prince Georges																										
Radio Target Audience																										
Adults 35-54																										
Drive to Work Alone																										
\$75k HH Income																										

Added-Value Opportunities

WASH-FM

97.1 - Adult Contemporary

A morning drive promotion is scheduled for the week of April 3. Each day, Monday through Friday, the nth caller will win a "Commuter Care Package" courtesy of Commuter Connections/Council of Governments. The package will contain things such as oil changes, car wash certificates, CDs, gas cards, etc. (specific items TBD). COG will receive a total of 20 on-air promotional mentions; 10 of these being live and airing Monday through Friday 8-10 AM and 10 being prerecorded and airing Monday through Friday 9 AM to 5 PM. Contest details will also be included on the WASH website with a link to MWCOG's website.

WGMS-FM

104.1 Classical

To coincide with the Winter Olympics, WGMS hosted "The Classical Olympics". Listeners went to wgms.com and selected their own "Olympic Team" from a list of composers. Each daypart on the station featured a different "Olympic event" with various classical composers participating. During that daypart, pre-selected "Medal Winners" were announced. If a listener had all the correct composers on their team, they earned points for their medals—5 points for gold, 3 for silver, and 1 for bronze. The games continued until February 24 and on February 27 the overall gold, silver, and bronze winners (based on accumulated points throughout the 2-week period) were announced. COG received a minimum of 40 promotional announcements, logo and link on the Classical Olympics page of wgms.com, and logo inclusion in 2 Classical Eletters.

WJFK-FM

106.7 - Talk/Personality

"Time Out" vignettes air throughout the day and highlight community events and current happenings. Commuter Connections will receive a minimum of 10, 10-second promos for each week scheduled on the station. In addition, WJFK hands out Commuter Connections brochures at various station events throughout the campaign period.

Outdoor Advertising

Radio advertising was supplemented with billboards in Frederick, Prince William and Prince George's counties. The budget for the outdoor advertising was \$47,900. The billboards carried a similar look and feel to that of the direct mailer.



Ridematching Direct Marketing Campaign

The direct marketing campaign was developed to increase top-of-mind awareness that it's "Free, Quick and Easy" to find a potential rideshare partner through the ridematch service available through Commuter Connections.

HOV Mailer

The image displays three pieces of direct marketing material for Commuter Connections:

- Business Reply Mail Envelope:** Features a return address in Washington, DC, and a "BUSINESS REPLY MAIL" label. It includes a barcode and a postage-paid stamp.
- Ridematching Flyer:** Titled "WHEN YOU RIDESHARE, IT JUST TAKES TWO TO REDUCE YOUR COMMUTING FRUSTRATION." It features two smiley face icons and text promoting the carpool ridematch service as a free and easy way to find a perfect match.
- Registration Form:** A detailed form titled "REGISTER FOR CARPOOL RIDESHARING OR GUARANTEED RIDE HOME TODAY!" It includes sections for personal information, contact details, and preferences for carpooling or guaranteed ride home services. It also features a "We'll get you home. Guaranteed." logo.

Metropolitan Washington Council of Governments
Commuter Connections
777 North Capitol Street NE Suite 300
Washington DC 20077-0637

Postage Will Be Paid By Addressee
FIRST CLASS MAIL PERMIT NO. 10532 WASHINGTON, DC


BUSINESS REPLY MAIL

NO POSTAGE
NECESSARY IF
MAILED IN THE
UNITED STATES

COMMUTER CONNECTIONS
A REALISTIC WAY TO WORK

**WHEN YOU RIDESHARE,
IT JUST TAKES TWO TO REDUCE
THE COSTS OF COMMUTING.**


With the carpool ridematch service from
Commuter Connections, find your perfect match
the free and easy way.



COMMUTER CONNECTIONS
A REALISTIC WAY TO WORK

RIDESHARE.
Save Money. Reduce Commuting Frustration.

FINDING THE PERFECT MATCH FOR YOUR COMMUTE COULD SAVE YOU SOME GREEN.



A FREE SERVICE BY **COMMUTER CONNECTIONS**
A REALISTIC WAY TO WORK

COMMUTER CONNECTIONS
A REALISTIC WAY TO WORK

We'll get you home. Guaranteed.

**FIND YOUR PERFECT RIDESHARING MATCH,
AND SAVE YOURSELF SOME SERIOUS GREEN.**

Consider a carpool or vanpool and reduce the frustration of your commute. Save money by sharing some of the costs of your commute, from gasoline to tolls and parking. And if you take turns driving, you'll enjoy lower mileage and your car will experience less wear and tear going to and from work.

Register today. It's FREE and finding rideshare partners is as easy as 1-2-3.

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 suitable as gathering points throughout the Washington metropolitan area, and the vast majority offer free parking.

To register for ridesharing:

Step 1 Return the attached application, apply online at www.commuterconnections.org, or call 1-800-745-RIDE.

Step 2 We'll send you a matchlist with names and phone numbers of people with commutes similar to yours. Conversely, your name and phone number will be made available to others who have compatible commutes with you. *Other 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.*

Step 3 Call commuters on the list to either join an existing carpool/vanpool or start a new one.

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.

When you carpool, vanpool, bicycle, walk or take public transit at least twice a week, you're eligible for our FREE 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 even a rental car — whatever it takes to get you home — up to four times each year! Register today to take control of your commute, then enjoy the benefits of our free Guaranteed Ride Home program.

Register for Ridesharing and/or Guaranteed Ride Home TODAY by completing and returning the application below, visiting www.commuterconnections.org, or calling 1-800-745-RIDE. You may also try to locate carpool/vanpool partners through our online bulletin board.

*Some restrictions apply to the Guaranteed Ride Home program. Visit www.commuterconnections.org for full participation guidelines.

Save money. Reduce frustration. It's free and easy.

REGISTER FOR CARPOOL RIDEMATCHING OR GUARANTEED RIDE HOME TODAY!
Here's where you start... Please complete the form below, including sections A and/or B and return it today!

Name _____	Employer/Agency _____
Home Address _____	Work Address _____
City _____ State _____ ZIP _____	City _____ State _____ ZIP _____
County of Residence _____	County of Workplace _____
Home Phone Number _____	Work Phone Number _____
E-mail (optional) _____	I start work at _____ a.m. and stop work at _____ p.m.

Which of the following do you use to get to work? (check all that apply)

Drive Alone Carpool Vanpool Bicycle Walk

Metrorail (circle line) Blue Green Orange Red Yellow

VRE (circle line) Manassas Fredericksburg

Other (specify) _____

Bus (specify bus system & route # — or Metrobus Route 50)

MARC (circle line) Brunswick Camden Penn

How many days per week do you use the above mode(s) to travel to work? _____

Information and Schedules — Please send me information about:

Metrorail/Bus Information Telework/Telecommute Commuter Rail (VRE/MARC) Local Bus Transit MTA Transit Metrochek Bicycling

Section A Carpool/Vanpool Ridematch Service

Fill out the information below and we'll send you a matchlist of potential carpool or vanpool partners who live and work near you that have similar schedules. We'll also let you know where the closest Park & Ride Lots are to your home.

If interested in a carpool, would you prefer to:

Drive Only Ride Only Share Driving

If interested in a vanpool, would you prefer to:

Drive Only Ride Only Share Driving

I can arrive _____ minutes before or _____ minutes after my normal work time.

I can leave _____ minutes before or _____ minutes after my normal work time.

Section B Guaranteed Ride Home* **We'll get you home. Guaranteed.**

This program is only for commuters already using a carpool, vanpool, bicycling, walking or taking public transit to work at least twice a week. Once you sign up you'll receive an official Commuter Connections ID card with your Guaranteed Ride Home registration number.

Supervisor's Name** _____

Supervisor's Phone Number** _____

How many miles is it from home to work one way? _____

QUESTIONS? Visit www.commuterconnections.org or call 1-800-745-RIDE.

COMMUTER CONNECTIONS
A REALISTIC WAY TO WORK

*Some restrictions apply to the Guaranteed Ride Home program. Visit our web site for full participation guidelines. **Necessary for verification of uncheduled overtime. N0620V

The mailer will be released in waves over ten consecutive weeks beginning late February. The coverage area for the direct mail campaign is listed below:

Alexandria	Arlington	Calvert
Charles	DC	Fairfax
Frederick	Loudoun	Montgomery
Prince Georges	Prince William	Stafford

Maryland households within close proximity of HOV lanes will receive a mailer which incorporates an HOV message.

The mailing will be targeted based upon the use of a PRIZM analysis of the Commuter Connections rideshare database. The mailer distribution will identify and pinpoint target neighborhoods that are prone to having a higher propensity to carpool/vanpool based on lifestyle segments. The chart below indicates the neighborhood segments targeted for the direct mailer distribution. 85% of the segments have indexes of 190 or higher, meaning these households are at least 90% more likely to use a ridematching service than the “average household”. Using this model, an average household would index at 100, and households less likely to use a ridematching service would index below 100.

Segment	Index	Percentage
Fast Track Families	296	2%
Country Casuals	286	2%
Upward Bound	260	13%
Country Squires	226	16%
New Homesteaders	224	9%
White Picket Fences	216	6%
Big Sky Families	207	4%
Kid Country, USA	198	2%
Brite Lites, Li'l City	191	21%
God's Country	190	11%
Other	51-125 Various	14%

Bike to Work Day

This year's sponsorship drive resulted our most successful year yet. A total of \$16,200 was raised through ten cash sponsors. Major sponsors included Preferred offices, and goDCgo.com, a new traveler information system by DDOT. The sponsorship funds will be used to print ,color T-shirts for the event.

Radio advertising promoting the event, consisting of approximately 75 spots will air during the weeks of May 1st and May 8th.

BTWD 8.5" x 11" Poster

FRIDAY MAY 19

Bike to Work Day 2006

Fun, Food and Prizes!

PRE-REGISTER BY MAY 12

WIN A FREE BIKE! Register online and you'll automatically be entered into a drawing to win one of several bicycles valued up to \$1,000, donated by City Bikes.

REGISTER TODAY for this free event at www.waba.org or 202-518-0524

Pick up your FREE T-Shirt, complimentary snack, free giveaways and more at one of the convenient pit stops on your way to work.

Visit www.waba.org for specific pit stop locations and times.

PIT STOPS
 ALEXANDRIA
 ARLINGTON
 BETHESDA
 BOWIE
 COLLEGE PARK
 DOWNTOWN DC
 DULLES
 FAIRFAX
 FAIRFAX CITY
 FREDERICK
 LEESBURG
 NORTH BETHESDA
 RESTON
 ROCKVILLE
 SILVER SPRING
 STERLING
 VIENNA
 WALDORF

COMMUTER CONNECTIONS
 A SMARTER WAY TO WORK

Sponsors: Preferred Offices, goDCgo.com, Washington Area Bicyclist Association, CAPITAL CRESCENT TRAIL, bikes@vienna, VPSI Inc., Computer Page, opens doors, CARIBOU COFFEE, TIMBUK2, D.C. Lottery, KREI, TOPEAK, BREEZA, PEDRO'S, BELL, RESTON TOWN CENTER, JAMIS BICYCLES, JANDD, cannondale, HONEST TEA, WHOLE FOODS, SERFAS.

FRIDAY MAY 19



Bike to Work Day 2006

PIT STOPS
 ALEXANDRIA
 ARLINGTON
 BETHESDA
 BOWIE
 COLLEGE PARK
 DOWNTOWN DC
 DULLES
 FAIRFAX
 FAIRFAX CITY
 FREDERICK
 LEESBURG
 NORTH BETHESDA
 RESTON
 ROCKVILLE
 SILVER SPRING
 STERLING
 VIENNA
 WALDORF

PRE-REGISTER BY MAY 12

For specific pit stop locations and times visit www.waba.org.

WIN A FREE BIKE!
 Register online and you'll automatically be entered into a drawing to win one of several bicycles valued up to \$1,000, donated by City Bikes.

FUN, FOOD AND PRIZES!
 Pick up your FREE T-Shirt, complimentary snack, free giveaways and more at one of the convenient pit stops on your way to work.

REGISTER TODAY for this free event at www.waba.org or 202-518-0524



FRIDAY MAY 19

Bike to Work Day 2006

GEAR UP FOR BIKE TO WORK DAY
 Join thousands of area commuters by showing your support for bicycling and take part in a clean, fun and healthy way to get to work.



JOIN A COMMUTER CONVOY
 Participants are welcome to ride with experienced bicyclists in "commuter convoys" organized by WABA volunteers. For more details visit www.waba.org.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK



BTWD Bus Poster, 78" x 14"

Three posters will appear on each of six Circular buses in downtown DC in April and May in support of the Bike to Work Day event. This interior bus signage is being given to the event at no cost through the Downtown BID as part of their Gold level sponsorship package along with a cash donation on behalf of goDCgo.com

FRIDAY MAY 19
Bike to Work Day 2006

WIN A FREE BIKE!
 Register online and you'll automatically be entered into a drawing to win one of several bicycles valued up to \$1,000, donated by Coy Bikes.

GEAR UP FOR BIKE TO WORK DAY
 Join thousands of area commuters by showing your support for bicycling and take part in a clean, fun and healthy way to get to work.

REGISTER TODAY for this free event at
www.waba.org or 202-518-0524

PET STOPS

ALICEVILLE	COLLEGE PARK	PROGRESS	STONY BROOK
ARLINGTON	ROBERTSON IS	LEESBURG	STONELAKE
BEVERLY	ROSELLE	WATERBURY	STONEY
BETHESDA	ROXBORO	WILSON	WILSON
BETHESDA EAST	ROXBORO	WILSON	WILSON

For specific pet stop locations and times visit www.waba.org

FUN, FOOD AND PRIZES!
 Pick up your FREE T-Shirt, complimentary snack, free giveaway and more at one of the convenient pet stops on your way to work.

JOIN A COMMUTER CONVOY
 Participants are welcome to ride with experienced bicyclists in "commuter convoys" organized by WABA volunteers. For more details visit www.waba.org.

GRAB A BIKE TO WORK INFORMATION CARD AS YOU LEAVE THE BUS!

Sponsors: COMMUTER CONNECTIONS, Preferred Offices, goDCgo.com, CAPITAL CREST TRAIL, bikes@vienna, VPSI Inc., Computer Page!, M opens doors, REI, CAR/BW, CWTCC, Inezzer, BOSTON, cannondale, HONEST TEA, JAMIE BICYCLES, TIMBUK2, WHOLE FOODS, CERFAS, PEDROS, D.C. lottery, JANDD, TOPEAK, BELL.

BTWD :60 Draft Radio Script

Put a positive on your commute, burn calories instead of gas. Commuter Connections invites you to get in gear on Friday, May 19th for Bike to Work Day! Join thousands of area commuters and show your support for bicycling by taking part in a clean, fun, healthy way to get to work. Get a free T-shirt, lots of food, fun, and other free giveaways at one of 20 convenient pit stops located throughout Maryland and Virginia. The main rally will be in downtown DC at Freedom Plaza. Ride with a friend or join an organized commuter convoy with experienced cyclists. Register by May 15th to claim your free T-shirt and to be automatically entered for a chance to win one of several bicycles valued at up to \$1,000. Bike to Work Day is a FREE event and it's on Friday, May 19th, so get in gear and pre-register today! For details and to register, visit WABA.org or call 202.518.0524. That's W-A-B-A.O-R-G. Bike to Work Day is sponsored by Commuter Connections, City Bikes, Preferred Offices, goDCgo.com, and the Washington Area Bicyclist Association.

*BTWD Pit Stop Banner
To be developed.*

*BTWD T-Shirt
To be developed.*

Operations Center Update

Newsletter

The Commuter Connections newsletter is targeted to approximately 5,200 employer contacts on the COG Employer Outreach ACT! database as well as TDM Stakeholders, both regionally and nationally.

In the second half of FY06, the winter issue of the Commuter Connections Newsletter was completed. The Spring will be completed by the end of May.

Winter Issue and ETC Insert

The cover story touched upon the double taxation of telecommuters and the efforts to pass the Telecommuter Tax Fairness Act. Other stories included the *Bike to Work 2006*, *Changes on Metro Aimed to Improve Movement of Passengers on Transportation* and *VA Governor Kaine Holds Public Forums on Transportation*.

Issue 1, Volume 10, Winter 2006

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

WHAT'S INSIDE

The Commuter Connections Update for Maryland, Virginia and the District of Columbia

DOUBLE TAXATION OF TELECOMMUTERS

—Will it Hurt Telecommuting?

Currently, a number of states have rules that allow them to tax nonresident telecommuters at 100 percent of their income, even though the telecommuters earn part of that income while working from home, outside the state applying the tax. This rule is commonly known as the "convenience of the employer" rule. The effect of the rule is that telecommuters across the country are frustrated with having to pay state income tax twice on the income they earn at home: once to their home state and again to their employer's state. This double taxation places a burden on telecommuters and essentially provides a financial disincentive for out of state workers considering telecommuting. Even when telecommuters live in states that have no income tax of their own or in states that offer a credit for taxes paid elsewhere, these workers are penalized by the convenience rule. They may have to pay taxes at a higher rate than their home states impose, and they are forced to subsidize the public services in states where they do not live and do not vote.

Telecommuter Tax Fairness Act of 2006

Experts on telecommuting from across the country are working together to help secure passage of the "Telecommuter Tax Fairness Act." Federal legislation that would abolish a state general tax on telecommuters who live in one state and work for employers located in other states. The organizational members of the new alliance include the Association for Commuter Transportation (ACT), the Telework Coalition, the Telework Advisory Group for WorldWork (ITWC), and the Telework Exchange.

The Telecommuter Tax Fairness Act (S. 1091, HR. 2558) is a bipartisan measure introduced by Senator Chris Dodd (D-CT) and Representative Christopher Shays (R-CT). The bill would eliminate a state income tax rule, which is on the books in a number of states and has been applied approximately by New York. The Telecommuter Tax Fairness Act would prohibit states from taxing non-residents on the income they earn at home.

That offer a credit for taxes paid elsewhere these workers are penalized by the convenience rule. They may have to pay taxes at a higher rate than their home states impose, and they are forced to subsidize the public services in states where they do not live and do not vote.

The U.S. Supreme Court's October 11 decision not to hear the case of *Thalacka v. New York State Division of Tax Appeals* has triggered much activity on the Telecommuter Tax Fairness Act. The case concerned a freelance telecommuter who was taxed by New York on 100 percent of his income, even though he earned only 25 percent of it in New York. Less than two years earlier, the Supreme Court turned away a similar case brought by a Connecticut telecommuter. "Given teleworking's positive impact on productivity, overall savings, employee morale, disaster recovery and decreased use of fuel, it would be counterproductive to penalize remote teleworkers. We need to stop New York and others from following such an approach. We should support the Telecommuter Tax Fairness Act," stated Eben Stine of ACT.

The benefits of telecommuting are unquestioned. Specifically, telecommuting can:

- Sustain government and business operations during emergencies;
- Reduce our dependence on foreign oil;
- Maximize the operations of U.S. job offshore;
- Reduce traffic and air pollution;
- Improve an employer's bottom line; and
- Help Americans balance the demands of work and family.

To get more information please visit ACT's website at www.actinc.org.

Employee Transportation Coordinator

FEDERAL ETC UPDATES

EMPLOYEE TRANSPORTATION COORDINATOR CASE STUDY—
U.S. DEPARTMENT OF JUSTICE,
EXECUTIVE OFFICE FOR
IMMIGRATION REVIEW, BOARD
OF IMMIGRATION APPEALS

The Flexiplace (telework) program for the DOJ Board of Immigration Appeals was initiated in January 2001. Currently 80 out of 140 eligible employees (57 percent) participate. Attorneys can work at a remote location up to two consecutive days at a time. Support staff must return after one day at a remote location, but may telework every other day. Of the 250 employees at this branch of the DOJ, 110 are in non-portable jobs and cannot participate in telework. Currently, 100 percent of portable positions can participate. New hires are eligible for the Flexiplace benefits after 12 months and a good review. The DOJ does not supply hardware (e.g., laptop) or reimbursement of phone calls made from home, but they do provide software for remote access.

In 2002, 60 employees participated. Since then the Board of Immigration Appeals has experienced a 33 percent growth rate in two years. They anticipate a 10 to 15 percent growth rate in 2005, and they are investing in technology to make more jobs portable by converting more tasks to electronic formats.

Because so many of their employees telework, word of mouth has been the best method to market the program.

As a secondary method, information on the Flexiplace program is available on the Agency's intranet site.

Results of Telework at DOJ:

- Increase in productivity by 15 percent
- Enhanced recruitment tool: the DOJ has received 100 percent more job applications for job openings since implementing Flexiplace
- The participants have eliminated about 159 hours spent commuting each week, or about 7,925 hours in total for the year
- Reduction of 247,500 in vehicle miles traveled (VMT)
- Reduction of 20 to 35 parking spaces
- Employees have teleworked when the DOJ was closed due to inclement weather or security risks, which has helped reduce disruptions to work flow

To find out more about the DOJ's program, please contact Mr. Lockhart Nimick, Flexiplace Program Coordinator, at (703) 605-0333.

2006 Employer Recognition Awards Efforts

This year we had more nominees than ever before. Three nominations were submitted in the Marketing group, two nominations in Telework, and twelve nominations in the Incentives group. Summaries were written up for each nominee and judging will take place March 22 by a Selection Committee. The event will be held on **June 28th at the National Press Club in Washington, DC.**

Employer Outreach

A qualitative phone survey was conducted among Level 2 and Level 3 employer partners. The survey was intended to heighten the impact of employer outreach efforts by achieving the following research objectives:

Level 2 Employer Partners:

- Determine why they do not offer more in the way of Employee Transportation Programs
- Learn what Commuter Connections and its member organizations can do to help them increase their efforts
- Understand what resources, products and services offered by Commuter Connections and its member organizations would be of greatest value to them

Level 3 Employer Partners:

- Determine the biggest challenges Employee Transportation Programs face in gaining support
- Discover how Commuter Connections and its member organizations can help them overcome these challenges
- Understand what resources, products and services offered by Commuter Connections and its member organizations would be of greatest value to them

A total of 15 employer partners participated in the in-depth one-on-one phone interview (14 Level 2 employer partners and 11 Level 3 employer partners).

Third Quarter FY06 Performance Results

Web Visits www.commuterconnections.org	
January	6,812
February	6,515
March	
Total	

GRH Applications Received	
January	532
February	
March	
Total	

Rideshare Applications Received	
January	587
February	
March	
Total	