



TDM RESOURCE GUIDE  
AND STRATEGIC  
MARKETING PLAN

WASHINGTON, DC  
METROPOLITAN  
REGION

FY 2023  
DRAFT REPORT  
VERSION 25

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## **FY 2023 TDM Resource Guide and SMP**

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## BACKGROUND

The first formal transportation demand management efforts for the Washington D.C. region began in the early 1970s, under the name 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 alternative transportation 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 (GRH) 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. Initially started as a DC-centric event by the Washington Area Bicyclist Association, in 2001, Bike to Work Day was rolled out as a regional entity by Commuter Connections.

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 region and to subsequently increase the use of alternative forms of commuting. In 2008, Commuter Connections began coordinating Car Free Day as a regional event. In 2009, Commuter Connections introduced a carpool incentive project, '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.

In 2016, Commuter Connections introduced CarpoolNow, a real-time ridesharing mobile app. In 2017, Commuter Connections launched Flextime Rewards, developed in conjunction with the University of Maryland. The system sends notifications to commuters when heavier than normal traffic congestion is detected along their route, during peak travel periods. In 2019, Commuter Connections and the Maryland Transportation Institute at the University of Maryland launched incenTrip, a mobile app with personalized and real-time features to guide commuters to individually adjust their travel choices in exchange for rewards via the accumulation of points that can be redeemed for cash.

Today, the Washington, DC region has some of the worst traffic congestion in the country, however, boasts one of the highest rideshare, transit, and bicycling rates. The Commuter Connections regional network provides commute services and information to area residents and employers in the Washington metropolitan region to reduce traffic congestion and emissions caused by single occupant vehicles (SOVs). The outreach mission is to create awareness and benefits of alternatives to driving alone; to position Commuter Connections as an umbrella resource that provides support services to network organizations, employers, and the general public to facilitate those who are seeking to change SOV travel, primarily for commuting purposes. Travel methods promoted by the Commuter Connections network include ridesharing, transit, bicycling, walking, scootering, and teleworking.

The following agencies share the regional commuter database, provide Ridematching services and share information and resources: Alexandria Go Alex , Anne Arundel County, Baltimore City

Department of Transportation, Baltimore Metropolitan Council, Bethesda Transportation Solutions, Dulles Area Transportation Association, Fairfax County Commuter Services, U.S. Food & Drug Administration, Frederick County TransIT Services, George Washington Regional Commission, Harford Commute Services, Howard County Go Howard, Loudoun County Commuter Services, Maryland Department of Transportation, Maryland Transit Administration, Metropolitan Washington Council of Governments, Montgomery County Commuter Services, National Institutes of Health-Bethesda, North Bethesda Transportation Center, Northern Shenandoah Valley Regional Commission, Potomac and Rappahannock Transportation Commission OmniRide, Prince George's County Department of Public Works & Transportation, Rappahannock Rapidan Regional Commission, Tri-County Council for Southern Maryland, and Washington Headquarters Services - DOD. COG provides Ridematching services directly for Arlington County, the District of Columbia, and 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, Virginia, and U.S. Departments of Transportation. Other entities that play a major role in the delivery of Transportation Demand Management (TDM) products, services, and messages in the Washington, DC region include transit agencies, local governments, business partnerships, bicycling associations, and transportation management associations.

The partnership between agencies and jurisdictions has been encouraged to develop and promote a seamless multi-modal transportation system, and a coherent message to commuters that will accelerate the trial and adoption of alternative commute modes. TDM mass marketing assists the region in supporting air quality goals through the implementation of regional transportation demand management measures, which in turn will help increase regional mobility and efficiencies in the use of the existing transportation infrastructure, 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 (SMP) is to coordinate TDM marketing campaigns to maximize regional effectiveness in increasing awareness and use of alternative transportation modes. It also provides background on TDM products and services, which offer multi-modal options to Washington, DC area residents and businesses, which assist commuters in finding and adopting alternative transportation methods.

Regional TDM marketing activities are strategically planned and executed to make best use of available resources. Messages are tailored and targeted to audiences who are most inclined to try and adopt alternative methods of commuting. Evaluation methodologies measure levels of change in travel behavior.

Furthermore, the SMP 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 commute data and market research. Findings and results are applied to planning and marketing communication programs by targeting specific audience groups likely to adopt alternative commute practices, and through the most cost-effective media and messaging that resonates.

This SMP focuses on key activity centers/clusters and Equity Emphasis Areas within the Washington, DC metropolitan region. It includes data from previously conducted research, together with new information gathered from members of the Regional TDM Marketing Group. A research appendix includes executive summaries of recent Commuter Connections studies from approximately the past five years, in addition to other relevant TDM research. An initial survey and interview process occurred in May 1997 for the inaugural SMP report, and the Regional TDM Marketing Group updates this document on an annual basis through collaborative input.

The Washington, DC region continues to be among the fastest growing areas in the country. With jobs and population growth occurring at a steady pace, the stress on the region's highway and public transportation systems remain a challenge to manage.

## 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.

While Atlanta has Livable Centers, and San Francisco has Priority Development Areas, the DC region has Activity Centers. Different terms similar concepts: places or hubs in large metropolitan areas where future growth is designated, encouraged, and concentrated.

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 at COG through the Region Forward initiative to collaborate on fostering an 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 Activity 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 a concept 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 Activity 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. Activity 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, Activity Centers with common characteristics can benefit from similar strategies and investments.

To help make progress toward the TPB's transportation and land-use goals and get more out of the investments made in existing transportation infrastructure, the TPB calls upon regional leaders to promote policies that bring jobs and housing closer together. A TPB priority is focusing new development to support

population growth in Activity Centers and near high-capacity transit station areas (HCTs). Doing so can expand travel options and make for shorter trips in vibrant walkable communities.

Currently, 29% of the region's population lives within Activity Centers, and 66% of jobs are located within them. Based on the performance analysis of the financially constrained element of Visualize 2045, by 2045, 35% of the region's population will live in Activity Centers, and 67% of the region's jobs will be located in Activity Centers. By pushing the pace on implementing policies that encourage development in Activity Centers, promoting housing affordability in Activity Centers, and by continuing to invest in good public transit, the region can reap even greater benefits from this type of land-use planning.

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.



<b>Employment by Activity Center/Cluster</b>			
<b>Metropolitan Washington Council of</b>			
<b>Round 9.1 Cooperative Forecasts</b>			
<b>Sorted by Number of Jobs</b>			
<b>Jurisdiction</b>	<b>Cluster</b>	<b>Activity Centers</b>	<b>Total Jobs 9.1</b>
DC	Downtown DC	Capitol Hill, Downtown DC, Dupont Circle, Farragut Square, H St, Monumental Core, NoMa, U/14th Corridor, Westend	565,545
Fairfax	Herndon-Reston	Fairfax Innovation Center, Herndon, Reston Town Center, Wiehle-Reston East	93,324
Arlington	Rosslyn-Ballston	Ballston, Clarendon, Court House, Rosslyn, Virginia Square	91,052
Fairfax	Tysons	Tysons Central 123, Tysons Central 7, Tysons East, Tysons West	88,305
Fairfax	Dulles South	Dulles South	68,701
Arlington	Crystal City/Pentagon/Pentagon City	Crystal City, Pentagon, Pentagon City	67,741
Frederick	Frederick	East Frederick Rising, Fort Detrick, Francis Scott Key Mall, Golden Mile, Jefferson Tech Park Downtown Frederick	61,084
Montgomery	NIH/Bethesda	Bethesda, NIH/Walter Reed National Military Medical Center	58,952
Montgomery	Rockville	King Farm/Rockville Research Center, Rockville - Montgomery College, Rockville-South/Twinbrook, Rockville-Town Center	53,788
Loudoun	East Loudoun	Ashburn, Ashburn Station, Dulles Town Center, Loudoun Gateway Station, One Loudoun, RT 28 Central, RT 28 North, RT	47,629
Montgomery	Gaithersburg	Gaithersburg-Central, Gaithersburg-Kentlands, Gaithersburg-Metropolitan Grove, Life Sciences	47,443
Fairfax	Merrifield Dunn Loring	Merrifield Dunn Loring	43,533
DC	Capitol Riverfront/Southwest Waterfront	Capitol Riverfront, Southwest Waterfront	43,099
Alexandria	Potomac Yard/King Street/Old Town/ Braddock-Carlyle	Braddock Road Metro Area, Carlyle/Eisenhower East, King Street/Old	40,103
Fairfax	Fairfax Center	Fairfax Center	37,370
Prince William	City of Manassas/Manassas Park/Innovation	City of Manassas, City of Manassas Regional Airport, Innovation, Manassas	37,097
Prince George's	Landover/New Carrollton/Largo	Landover Mall, Landover Metro, Largo Town Center/Morgan Blvd, New Carrollton	36,310
Fairfax	Fort Belvoir	Fort Belvoir	32,995
DC	Brookland/McMillan/Old Soldiers Home/Rhode Island Ave.	Brookland, McMillan/Old Soldiers Home, Rhode Island Ave	30,592
Montgomery	Silver Spring/Takoma Park	Silver Spring, Takoma Park	29,704

<b>Employment by Activity Center/Cluster</b>			<i>continued</i>
<b>Metropolitan Washington Council of</b>			
<b>Round 9.1 Cooperative Forecasts</b>			
<b>Sorted by Number of Jobs</b>			
<b>Jurisdiction</b>	<b>Cluster</b>	<b>Activity Centers</b>	<b>Total Jobs 9.1</b>
Fairfax	City of Fairfax/GMU	Fairfax City, GMU	29,497
Fairfax	Fort Belvoir North Area	Fort Belvoir North Area	25,623
Montgomery	Grosvenor/White Flint	Grosvenor, White Flint	24,662
Prince George's	Prince George's Plaza/College Park/ West Hyattsville/Langley Park/Port Towns	College Park, Langley Park, Port Towns, Prince George's Plaza, West Hyattsville	22,889
Alexandria	Landmark / Van Dorn	Landmark/Van Dorn	22,294
Montgomery	Germantown	Clarksburg, Germantown	21,047
Montgomery	Rock Spring	Rock Spring	19,732
DC	Georgetown	Georgetown	19,439
Fairfax	Columbia Pike	Bailey's Crossroads/Western Gateway, Columbia Pike Town Center, Columbia Pike	18,760
Fairfax	City of Falls Church / Seven Corners	City of Falls Church, Seven Corners	17,370
Montgomery	Friendship Heights	Friendship Heights	17,209
Fairfax	Dulles East	Dulles East	16,579
Alexandria	Beauregard	Beauregard	16,470
Charles	Waldorf	Waldorf	14,781
Prince William	Potomac Town Center/Potomac Mills	Potomac Town Center/Potomac Mills	13,741
Prince George's	Branch Ave/Suitland Metro/Naylor/Southern Metros	Branch Ave, Naylor/Southern Metros, Suitland Metro	13,325
Loudoun	Leesburg	Leesburg	12,674
Montgomery	White Oak/FDA	White Oak/FDA	12,271
Fairfax	Springfield	Springfield	11,072
Fairfax	Beltway South	Beltway South	10,789

## Metropolitan Washington Equity Emphasis Areas

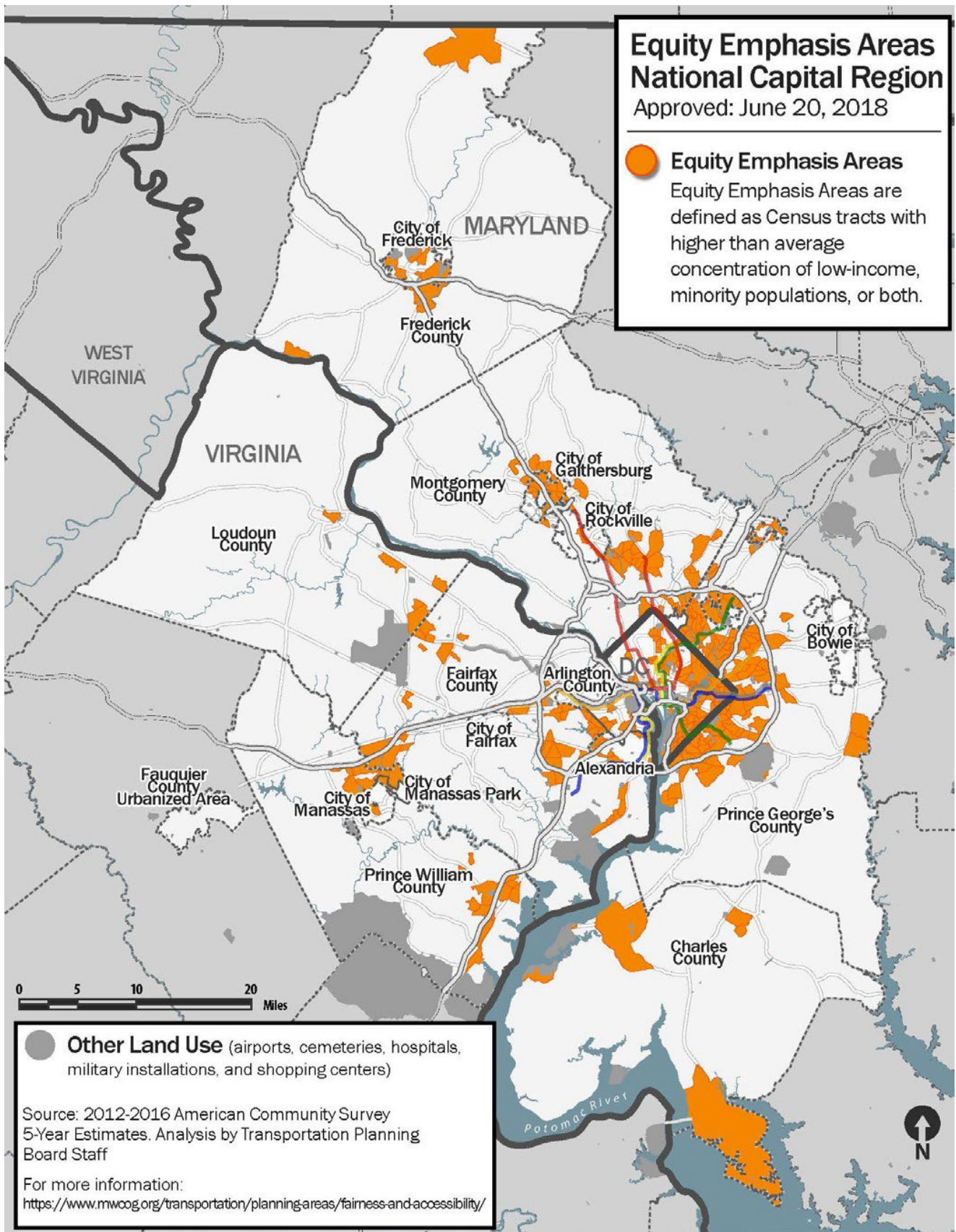
Equity Emphasis Areas which are small geographic areas that have significant concentrations of low-income, minority populations, or both. The methodology for the Equity Emphasis Areas was adopted by the TPB in March 2017. Tract-level Census data is used to identify communities that have significant concentrations of low-income and / or minority populations (African American, Asian, and Hispanic or Latino). Data from the American Community Survey for each of the minority population groups is used:

To identify concentration, the tract percent for each group was divided against its respective regional average. This resulted in a tract-level Ratio of Concentration, or the number of times the regional average, for each population group. To identify tracts with significant concentrations of low-income or minority population groups, as well as to normalize and compare results across the four groups and region, an Index Score is calculated based on each groups' Ratio of Concentration for every tract in the region. Index Scores for each population group is aggregated to reach an uncapped Total Index Score. Total Index Scores greater than or equal to 4.00 are considered Equity Emphasis Areas.

Tract are identified as Equity Emphasis Areas if one of two criterions are met: Tracts must have a concentration of individuals identified as low-income more than one-and-a-half times the regional average or high concentrations of two or more minority population groups and/or high concentrations of one or more minority population groups together with low income concentrations at or above the regional average. Index scores are used to ensure that these conditions are met. A person is considered low-income if their household income is less than one-and-a-half times the federal government's official poverty threshold which varies by household size.

The TPB is required to analyze the long-range transportation plan for disproportionately high and adverse impacts on low-income and minority populations. The TPB's primary purpose for the Equity Emphasis Areas map is as an analytical tool to identify regional impacts of the planned transportation projects as whole by comparing accessibility and mobility measures for the Equity Emphasis Areas compared to the rest of the region.

Additionally, the Equity Emphasis Areas will be used in other planning activities and will be made available to local jurisdictions to assist with considering equity in initiatives such as education, health, and green space.



## MISSION STATEMENT

*To provide a cooperative regional transportation document designed to serve as a marketing resource plan to reduce drive alone behavior by maximizing use of commuter transportation alternatives in the Washington-Baltimore Metropolitan regions:*

More specifically, 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.
- Outlines a strategy for a regionally coordinated TDM marketing campaign to maximize the campaign's effectiveness in increasing awareness regarding TDM, by targeting employment activity centers for the promotion of alternative transportation modes, and to create measurable results.
- Focuses on primary impacted Activity Centers/corridors and Equity Emphasis Areas in the Washington, DC region, and profiles TDM products available within those areas.

## ACKNOWLEDGEMENTS

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## GUIDING PRINCIPLES OF STRATEGIC MARKETING PLAN

Through previously conducted research within the Washington, DC region, we know that the general population is aware of the negative outcomes of both traffic congestion, and clean air challenges. The majority of the population have not translated this awareness into action. For some, SOV alternatives lack most of the conveniences of driving alone and they are not receptive to change. For others however, so-called inconveniences are only perception. Marketing campaigns initiated within the region must champion key attributes of sustainable transportation (lowering stress, cost savings, time savings) and demonstrate that such options are flexible to match the commuters' daily needs.

The SMP document:

- Summarizes key findings of the most relevant research related to the products and demographics associated with TDM issued over the last five years.
- Addresses strategic marketing activities related to persuading the alternatives to single occupant driving.
- Focuses on key messaging that have proven effective in past campaigns.
- Conveys opportunities within specified impacted activity centers/clusters for marketing and promotions, based on ample capacity and demand for alternative commuting.
- Focuses on providing outreach to disproportionately high and adversely impacted low-income and minority populations within Equity Emphasis Areas.
- Outlines a marketing strategy to efficiently and effectively maximize coverage within the region and increase awareness of the benefits of alternative commuting.
- Evaluates the promotions and advertising strategy by reviewing the quantity of phone calls to 800-745-RIDE, visits to the Commuter Connections web site, the number of GRH and Ridematch applications, and the number of incentive program participants.
- Evaluates awareness and performance of Commuter Connections programs and identifies commuting trends based on TDM Analysis and State of the Commute (SOC) Survey reports.



## KEY FINDINGS AND STRATEGIC IMPLICATIONS

Below are key findings and resulting implications noted after review of TDM research. Ongoing research provides Commuter Connections with a better understanding of commuter trends and changing demographics, preferences, and behaviors of our regional audience.

### *2019 State of the Commute Survey*

The Washington, DC region's workforce is getting younger. Respondents ages 25–34 made up 16 percent of the regional workforce in 2007 and has increased to 29 percent by 2019. Conversely, the percentage of workers within the next three age brackets (35–44, 45–54, 55–64), each decreased by several percentage points. Collectively the three older age brackets dropped from 76 percent of the workforce in 2007 to 61 percent in 2019.

Commuters who identify as minority races are growing exponentially in the Washington, DC region, while commuters identifying as white, while still the largest racial group by a significant margin, are on the decline. In 2007, the white worker population made up 62 percent and in 2019 the percentage decreased to 43 percent. Most of the minority population increases fall into the Asian group, growing from 4 to 15 percent, followed by Hispanic/Latino from 9 to 14 percent, and a slight uptick in black/African American workers, from 22 to 24 percent.

The average commute in the Washington, DC region is taking longer but has not grown much farther of a distance. The average one-way commute distance has increased slightly, from 16.3 miles in 2007 to 17.1 miles in 2019; about 5 percent farther. The average one-way commute travel time in the region between 2007 and 2019 has increased from 35 minutes to 43 minutes; about 23 percent longer.

The practice of teleworking has grown exponentially over the past decade-plus within Washington, DC metropolitan region, nearly tripling between 2004 and 2019, from 13 to 35 percent, equating to more than one million commuters working remotely, an average of 1.2 days per week. Furthermore, almost half (48%) of commuters who did not telework at the time of the survey said they had telework-appropriate job responsibilities, and eight in ten of those respondents said they would be interested in teleworking. If these commuters who could and would telework, if given the opportunity, it would add another 771,000 teleworkers in the region. Employees with formal telework programs rose dramatically over a dozen years, from 19 percent in 2007 to 34 percent in 2019.

Employers are offering more flexible work schedule alternatives. More than half (54%) of commuters said their employers offered at least some degree of work schedule flexibility in which they can choose their work start and end times, so long as they meet a minimum number of weekly or daily work hours. Of respondents who were offered such flexibility, 81% had used it. Compressed work schedules (4/40 hrs/wk or 9/80 hrs/ per two wks) are on the increase, growing from 4 percent of the workforce in 2007 to 12 percent in 2019.

Drive alone commuting is shrinking and use of transit is increasing. Factoring the growth of telework and compressed work schedules, the percentage of commuters who drove alone in the region has decreased significantly since 2004, from 71 percent to 58 percent in 2019. During that same time period, usage of transit increased from 17 percent in 2004 to 24 percent in 2019.

Employers are becoming less willing to pay 100 percent of employee's parking expenses, while becoming more in favor of assisting towards the cost of transit. The percentage of employers paying the full cost of parking gradually decreased from 28 percent in 2007 to 21 percent in 2019. Employers offering partially or fully subsidized transit increased from 33 percent in 2007 to 45 percent in 2019.

### *2019 Washington, DC Region Guaranteed Ride Home Program Survey*

GRH members have far longer commutes. The average one-way commute distance for GRH respondents was 34.4 miles, and the average number of one-way commute minutes was 67. This is twice the distance of the average commute in the region and 24 minutes longer.

The most frequent reason (71%) for using the GRH program was illness, the overwhelming majority of GRH members (95%) said they were satisfied, and respondents waited an average of 14 minutes for a trip.

Nearly 8 out of 10 (79%) respondents who drove alone prior to switching to alternative transportation modes said GRH was at least “somewhat important” to the decision to make the change. One in five respondents (20%) who started using alternative modes said they were not likely to have made the change if GRH had not been available.

### *2019 Employer Satisfaction Survey Report*

Most respondents are relatively smaller private-sector employers. Almost 60 percent of the respondents said their company employed fewer than 100 employees in the Washington, DC region. The vast majority (78%) of respondents worked for a private company.

More than half of the employers (57%) said they offered SmartBenefits. Eleven percent said they currently offered bike or walk incentives. The most common onsite alternative transportation support facility made available by employers at the worksite was bike racks/showers/personal lockers, at least six in ten respondents.

Over half, (68%) said employees at their worksite were permitted some flexibility in their work start and stop times. More than seventy percent said employees at their location were permitted to telework and over 40 percent said compressed work schedules were available.

Commuter Connections network employer outreach representatives are providing top service. At least 8.5 in ten respondents rated their Commuter Connections network representative a 4 or 5 (excellent) on a 1 to 5 point scale for professionalism (93%), willingness to help (93%), timeliness of service delivery (90%), responsiveness to their requests/questions (91%), enthusiasm about Commuter Connections and its products and programs (92%), knowledge of Commuter Connections and/or local ridesharing and transit products (93%), their ability to provide information that is helpful to the company and employees (90%), and their knowledge of local transportation and air quality issues (87%).

## SUMMARY OF ADOPTED STRATEGY FOR FY23

As part of the Regional Mass Marketing program element, the Commuter Connections Marketing campaigns will provide frequent promotion of Ridematching services, Guaranteed Ride Home, 'Pool Rewards, CarpoolNow Mobile Application, Flextime Rewards, and incenTrip. In addition, the program promotes the following special events: Bike to Work Day, Car Free Day and the Employer Recognition Awards.

These services and special events promote alternative commute options including: ridesharing, teleworking, bicycling, walking, and mass transit. The FY 2023 marketing program will raise awareness of commuting choices available in the Washington, DC metropolitan region through paid and earned media and other marketing and outreach techniques. The program will support Commuter Connections network members in educating area employers, commuters and the general public on how to find and use alternatives to driving alone, primarily for work trips but also for non-work trips while promoting the CarpoolNow and incenTrip apps, the 'Pool Rewards and Flextime Rewards incentive programs, and the Bike to Work Day and Car Free Day events.

### Marketing Input

The background for this marketing brief was derived from the following sources:

- [FY 2021 Commuter Connections Applicant Database Annual Placement Survey Report](#)
- [FY2018 – FY2020 Commuter Connections TDM Analysis Report](#)
- [State of the Commute 2019 Survey Report](#)
- [2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington DC Region](#)
- [2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region](#)
- [2019 Bike to Work Day Survey Analysis Report](#)

The findings of these reports and surveys are the basis for the FY 2023 Marketing Communications Plan. They provide quantitative and qualitative measurement of commute behavior by employees, Commuter Connections program applicants, and event participants throughout the Washington, DC metropolitan region, and indicate the impact of this behavior on air quality and congestion.

In addition to the data provided by these reports, the marketing team will send out a Regional TDM Marketing Creative Input Survey in August 2022 to members of the Regional TDM Marketing Group to gather feedback to help guide the design of the FY 2023 spring creative. Furthermore, research to garner the general public's attitudes will be conducted along with input from stakeholders. Other important inputs include performance data from past campaigns, information gathered through industry reports, surveys, and trends and how they might be applied to the Commuter Connections marketing campaign.

### Current Environment

The last couple of years have taught us that having a flexible and adaptable approach is key to navigating forward.

Changes in when, where and how we work, such as remote and hybrid, were essential to business continuity and economic recovery during the pandemic and are here to stay, with many employers including such options in their benefits package to attract and retain employees. The rapid uptake of flexible work as a result of COVID is impacting nearly 50 years of shared ride culture and growth in the region.

For those commuters who have returned to the office, most are commuting to work two or three days a week, and most are choosing to drive alone. Metrorail reported a ridership level of just 30% in April. Office buildings in the region are operating at 35% to 50% occupancy, while parking garages are at 70% capacity. With more commuters choosing to drive alone instead of opting to take transit or rideshare, traffic volume is returning. DDOT reports a 9% increase in traffic between February and March on major arteries leading to DC.

During the pandemic, many who could work remotely moved farther from the city's inner core where the cost of living is lower. This trend is also having an impact on traffic. The 2019 State of the Commute Survey finds that alternative mode use is much higher for respondents who live and/or work in the central portion of the region than for those who lived/ worked outside the regional core. The survey finds that less than four in 10 (37%) commuters who live in the Inner Core area (Alexandria, Arlington, and DC) drive alone. This is much lower than the 64% drive alone rate for the Middle Ring (Fairfax, Montgomery, and Prince George's counties) and the 75% rate for the Outer Ring (Calvert, Charles, Frederick, Loudoun, and Prince William counties).

Digital ads, direct mail, and social media are good examples of how Commuter Connections targets various segments within the region, including equity emphasis areas as well. Radio is also used in this fashion as there are urban vs. suburban stations and Hispanic stations that allow focus toward certain geographic areas of the region and/or under-served areas within the region.

The case for ridesharing is a compelling one and its economic benefit remains a strong, simple message that resonates with commuters. Inflation rose at the fastest pace in about 40 years. Prices at the pump continue to be an important issue as the cost to fill up a tank remains influential in commuters' willingness and availability to use alternative modes of transportation. According to AAA, in the Washington, DC metropolitan region, gas prices reached a record all-time high in summer 2022, peaking at \$5.06 per gallon (average - regular gas). Although prices have dropped steadily, as of September 8, 2022 the regional average for regular gasoline stood at \$3.73, which is still far above the same time in 2021, when prices were \$3.09.

In addition to the economy and gas prices, other regional dynamics will impact this year's messaging and promotional strategy including the openings of the I-66 Express Lanes Outside the Beltway project in Virginia, known as the I-495 Express Lanes Northern Extension (NEXT), and the anticipated opening of Metro's Silver Line phase II to Dulles International Airport and further into Loudoun County. Another Metro project includes major tunnel and bridge repair work and for the future Potomac Yard Station. The Purple Line in Maryland will continue to be an ongoing project for several years going forward. Commuter Connections has an opportunity to team up with VDOT and WMATA to provide commuters with project updates and commute alternatives, such as ridesharing, along with benefits and incentives, including Guaranteed Ride Home, incenTrip, CarpoolNow, and 'Pool Rewards.

The Commuter Connections 2021 Annual Placement Survey which estimates transportation and air quality impacts using survey data from program registrants indicates that the average one-way commute distance is 39.2 miles and takes 54 minutes by car each way. Commuter Connections survey respondents have longer commutes (time and distance) than the regional average. Understanding this data allows Commuter Connections campaigns to target such individuals. The Placement Survey also noted that respondents who were traveling to a workplace outside their homes drove alone for 43% of their commute trips. They used transit for about one quarter (26%) of weekly trips, vanpooled for 21% of trips, and carooled for 7%. Respondents made about 4% of weekly commute trips by bike or walk.

Metro's Platform Improvement project that impacted stations on the Orange Line in Prince George's County for the duration of summer 2022 is near completion. The station shutdowns due to the platform work has impacted commuters and additional rehabilitation projects on the Yellow Line Potomac River tunnel and bridge project along with the addition of the Potomac Yard station will continue to do so through 2022 in Virginia, affecting all stations south of the Reagan National Airport station through

October. Outreach to affected commuters will be needed through various communications and marketing channels.

There are approximately 300 project records in the approved FY 2021-2024 Transportation Improvement Program (TIP) for the National Capital Region. The construction impacts of these projects and others will make FY23 and years beyond challenging for the region's commuters; even more important is the need to promote TDM options to provide multi-modal solutions for those affected by the construction. The following are some of the big-ticket projects across the region in the TIP:

District of Columbia: South Capitol Street Corridor, Benning Road Reconstruction/Streetcar Extension, H Street Bridge over Railroad.

Suburban Maryland: I-495 and I-270 Traffic Relief Plan, Purple Line, Nice/Middleton Bridge Project.

Northern Virginia: I-395 Express Lanes Northern Extension, Transform I-66 Outside the Beltway, Alexandria Potomac Yard Metro Station, and Washington Metropolitan Area Transit Authority Rail Line Segment Rehabilitation.

Two new toll lanes in each direction of I-66 will be added between the three general purpose lanes and a shoulder along the 22-mile corridor between the Beltway and U.S. 29 Gainesville as part of the Transform I-66 Outside the Beltway project. The plan calls for these toll lanes to be free for vehicles with three or more total occupants and for E-ZPass Flex to be switched to HOV mode. Drivers with fewer than three passengers in their vehicle can pay a variable toll to use the lanes, which will rise and fall to encourage or discourage more drivers from using the lanes. In addition to new express lanes, the overall project includes thousands of new Park & Ride Lot spaces, new and improved bus service, and more than 10 miles of new bike and pedestrian trails. Construction is scheduled for completion in late 2022. During the construction phase there are many options available to incentivize commuters to try alternatives to driving alone, from half-price fares on OmniRide I-66 bus routes from Gainesville and Manassas to a \$236 bonus for starting or joining new carpools and vanpools using 'Pool Rewards and northern Virginia's Vanpool Alliance program.

Carpooling continues to receive 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. We can continue to increase interaction with the use of hashtags, video, and social media postings geared toward target audiences. Users are excited to use our hashtags, particularly during special regional events like Bike to Work Day. Since the postings reach their own followers, even more people will become aware of the Commuter Connections mission. Millennials, generally regarded as individuals born between 1981 and 1996 (ages 26-41 in 2022), make up 22 percent of the population and are causing a decline in car usage and ownership. This newfound interest in shared mobility is positive news for Commuter Connections.<sup>1</sup> Increasing awareness provides an opportunity to address the advantages Commuter Connections has offered to the region for more than 40 years. Commuter Connections has an established, trusted brand across the region and has a database of over 17,000 commuter ridesharing accounts that are verified every year.<sup>2</sup>

The Ridematching service offered by Commuter Connections allows commuters to easily establish carpools. A lasting carpool starts from a trusted source and is reinforced through cost savings and support of backup transportation (Guaranteed Ride Home). These messages will continue to be promoted in this year's regional TDM marketing campaign. Additionally, regional commuters have access to the Ridematching system through a mobile platform. Commuter Connections' real-time Ridematching app, CarpoolNow, gives commuters easy access to finding carpool partners in real time

<sup>1</sup> <https://knowledge.wharton.upenn.edu/article/demographic-shifts-shaping-future-car-ownership/>

<sup>2</sup> <https://www.commuterconnections.org/wp-content/uploads/SMP-FY19-Final-Report-January-2019.pdf>

and locating park-and-ride lots. The app increases interest in carpooling by providing a non-commercial way to find a shared ride compared to other Ridematching apps, and drivers receive a \$10 cash payment per trip, up to \$600 per year. We will promote CarpoolNow's ease of use and the driver incentive in this year's Ridematching outreach effort. Marketing campaigns for these programs and offerings are reviewed each fiscal year within the context of the current environment at the time and adaptable based on external forces; for example, commuter drive-alone pattern changes due to post-pandemic drive-alone conditions, gas prices etc. Marketing efforts are adapted based on such needs and are modified accordingly to help spur adoption (re-adoption) of alternative modes of travel.

Among the most popular personal benefits of ridesharing are saving time and money, which inevitably impact commuters' transportation choices. Commuter demographics are changing as well, shifting from baby boomers to millennials. Today, millennials make up the largest single portion of the U.S. labor force. According to a Pew Research Center analysis of U.S. Census Bureau data, more than one-in-three American labor force participants (35%) are millennials.<sup>3</sup> By 2030, millennials will make up 75 % of the workforce.<sup>4</sup> More than half of those studied between the ages of 22 and 37 by Arity, a Chicago-based transportation company created by Allstate Corporation, believe that a car is not worth the money spent on maintenance, and they would rather be doing something other than driving.<sup>5</sup>

Societal benefits, like saving energy and reducing pollution and congestion, are among the top motivators for those who use commute alternatives. Many people are increasingly aware of their own impact on the planet and are familiar with ways to positively impact the current environment including the use of alternative transportation. The connection between health and transportation will be considered as part of the message.

For commuters who rideshare, the Guaranteed Ride Home (GRH) program provides a free and reliable ride home in case of an unexpected personal or family illness, an emergency or unscheduled overtime. GRH also covers transit and all alternative modes which helps to prompt commuters to take advantage of using them in order to qualify for the program. This year's campaign will continue to promote the value of GRH registration for those already using or considering transit, bicycling and walking to and from work.

For commuters in the middle, outer and exurb rings, including the Baltimore Metropolitan region and St. Mary's County, the campaign will focus on positioning GRH as a service for those who already use alternative modes, such as ridesharing and public transportation, as well as to help prompt conversion from SOV driving to other alternative modes. The overall message will remain focused on registering for the program and positioning it as a safety net to ease the transition for those switching from driving alone to using commute alternatives to and from work. Messages will also remind consumers to call or visit the Commuter Connections website to re-register annually.

In addition to paid and earned media, the regional effort will include the Car Free Day and Bike to Work Day events. The mission of these events is to encourage SOV drivers to try alternative travel modes at the time of the event. By providing an opportunity to use transportation alternatives through regionally focused events, and by providing a chance at winning raffle prizes; after a positive experience, individuals may choose to incorporate alternatives as part of their regular, or at least occasional, commute or lifestyle.

Incentive programs provide financial incentives to get commuters to try shared modes of travel. Cash incentives are offered to CarpoolNow drivers and 'Pool Rewards participants, while incenTrip users can apply earned points toward cash, EZPass, SmarTrip etc. After commuters get comfortable using a new mode of travel, they are eventually weaned off the incentives.

<sup>3</sup> <https://www.pewresearch.org/fact-tank/2018/04/11/millennials-largest-generation-us-labor-force/>

<sup>4</sup> <https://www.wired.com/insights/2013/08/the-rise-of-the-millennial-workforce/>

<sup>5</sup> <https://www.chicagotribune.com/business/ct-biz-young-adults-cars-attitudes-20181106-story.html>

## Marketing Strategies

- Emphasize the cost savings of ridesharing specifically through the use of simple, direct messages that communicate how sharing a ride saves money.
- Capitalize on Commuter Connections' mobile Ridematching capabilities to position Commuter Connections as the trusted, convenient regional provider of Ridematching services for over 40 years.
- Draw on the additional savings of 'Pool Rewards as another incentive within rideshare ads.
- Drive inner core, Baltimore City commuters who use public transportation, bicycling, or walking to register for GRH.
- For middle, outer, and exurb ring commuters in both the Washington, DC and Baltimore regions, leverage carpooling and vanpooling by positioning GRH as a safety net for ridesharing and public transportation users, available to commuters in case of unscheduled overtime or an unexpected personal or family emergency or illness.
- Increase the number of participants in the Car Free Day and Bike to Work Day events 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 the number of commuter downloads and usage of the CarpoolNow mobile application in the Washington, DC region through the use of creative materials in traditional and digital media outlets.
- Leverage umbrella campaign value add to support incenTrip messaging to increase use of this updated mobile app.
- Increase commuter participation in the Flextime Rewards program.
- Increase reach to millennials, Spanish-speaking, and African American audiences in radio, digital and print messages as well as commuters in the equity emphasis areas of the region.
- Explore opportunities to advertise with transit and/or bus wraps.

For FY 2023, radio and digital media will be leveraged as the anchor mediums for the program to effectively reach most of the Commuter Connections target markets.

### Digital Media

Digital media, such as Google, YouTube, Twitter, Instagram, TikTok and other social media, will complement the overall campaign. Online advertising with visuals and video (where applicable) will aim to drive target audiences searching for commuter options, such as carpool/vanpool, etc., to the Commuter Connections website. Recently, the use of social media influencers to reach new prospects provides an opportunity to promote Commuter Connections in new and interesting ways. Utilizing such tactics at key decision-making moments will increase the reach to the target audiences and increase the likelihood of click-throughs and ultimately a request for Ridematching, GRH, or other programs and services offered. Facebook continues to be the most popular social network and Twitter is an ideal platform for real-time marketing and responses within minutes of an event.

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 and mobile apps targeted to jurisdiction, 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 and re-registration.

The marketing team will continue to expand the use of social media, mobile apps, smart phones, and tablets. Building upon Commuter Connections' existing pages on Facebook and Instagram (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 few years, the marketing team will investigate additional strategies to increase engagement and integrate social media activities

with other marketing approaches.

The team will continue to provide improved mobile access to Commuter Connections resources and commute option information and benefits and explore new possibilities to better reach new audiences. Augmented reality (enhancing reality with digital content) may be used to enhance marketing creative and make more appealing and engaging for smartphone users for more immediate access to Commuter Connections' information. As a relatively new concept, augmented reality could also improve Commuter Connections' digital presence and help reach and increase engagement with a younger demographic.

### **Traditional Media**

Media buying strategies will be selected based on Scarborough Research reports for the specific target audiences for Ridesharing, Guaranteed Ride Home, GRH Baltimore, Employer Recognition Awards, Car Free Day, Bike to Work Day, 'Pool Rewards, CarpoolNow App, Flextime Rewards, incenTrip 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.

The marketing effort 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.

Visual creative is important to provide reinforcement of messages delivered through radio spots, as well as brand awareness. FY 2023's marketing strategy will include well-placed visuals across the geographical region. Outdoor print such as bus signage and shelters will be evaluated as potential visual elements for the campaign.

### **Sponsorships**

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 more sustainable, healthy transportation and benefiting from the patronage of those commuters. Retailers could provide sponsorship through giveaways or discounts for Car Free Day or could be involved in co-promotional opportunities such as GRH Rewards.

### **Creative**

New creative will be developed for the FY 2023 campaigns. Results from prior year campaigns will be studied and best practices will be carried forward to new campaigns. The marketing team will investigate format and layout options for print pieces including the Commuter Connections newsletter, direct mail, and the Employer Recognition Awards nomination brochure. New formats or layouts will look to one or more of the following objectives: increase usability and response rates, and provide a fresh, new look.



The information within this section of the SMP are excerpts from Visualize 2045: the federally mandated Long-Range Transportation Plan for the National Capital Region, approved by the National Capital Region Transportation Planning Board (TPB) in October 2018.

The federal government requires that this plan is updated every four years. The National Capital Region Transportation Planning Board (TPB) approved the update to Visualize 2045, the Fiscal Year (FY) 2023-2026 Transportation Improvement Program (TIP), and the accompanying air quality conformity analysis on June 15, 2022.

Visualize 2045 represents a new kind of long-range planning effort in the region. For the first time, in addition to projects that the region's transportation agencies expected to be able to afford between 2018 and 2045, the plan included aspirational projects, programs, and policies that go beyond financial constraints.

The National Capital Region comprises approximately 3,500 square miles and spans the spectrum of settlement patterns: urban, suburban, exurban, and rural. The region is one of the most affluent in the country, with an annual median household income of nearly \$106,000 and a gross regional product of over \$561 billion per year.

This economic strength is due in large part to a consistently strong job market that, even during the COVID-19 pandemic, is driven by the federal government and the robust service sector that recovered much of its job losses or could shift to telework. The difference in laws, government structures, and financial resources of Maryland, Virginia, and the District of Columbia creates a complex policy environment. The region's large size and range of development patterns lead to diverse transportation needs. For these reasons, regional transportation planning and decision-making must balance a wide array of needs and priorities.

#### Recent Trends

Over the past few decades, the National Capital Region's healthy economy has fueled consistently strong population and job growth, and that trend is expected to continue well into the future. Since 1970, the region's population has nearly doubled, and the total number of jobs in the region has grown at an even faster rate.

According to the U.S. Census, from 2000 to 2020 the region steadily gained over one million residents from 4.4 to 5.6 million people. Total regional employment has grown by almost 284 thousand jobs from 2000 to 2020, although the recession of the late-2000s slowed the growth and resulted in reductions in regional employment for a few years. More recently, the COVID-19 pandemic contributed to a loss of 371,000 jobs from March to April 2020, followed by a recovery of 318,000 jobs by October 2021.

#### Forecast Growth

Where and how the region grows impacts the transportation options, congestion levels, and quality of life for the people in the region. According to the latest data from COG's Cooperative Forecasts, there are 5.7 million people living in the National Capital Region and, by 2045, that number is expected to increase to over 7 million, an increase of 23 percent. Fairfax County (including City of Fairfax and City of Falls Church) and the District of Columbia will gain the most residents, by 252 thousand and 258 thousand, respectively.

The number of jobs in the region will grow from 3.4 million today to 4.3 million by 2045, an increase of 26 percent. Fairfax County (including City of Fairfax and City of Falls Church) and the District of Columbia, the jurisdictions with the most forecasted job growth, are expected to gain 196 thousand and 199 thousand jobs, respectively.

Housing availability and affordability is a growing problem in the region. As noted in the COG report *The Future of Housing in Greater Washington*, "There is an imbalance between the number of jobs and the amount of housing available to the workforce. This situation affects the area's affordability,

potentially undercuts its appeal to new companies and talent, strains the transportation system, and impacts the environment and quality of life for the region's residents. For some, this means not only long commutes to work, but also difficult choices between paying rent or affording other basic necessities such as food or medicine." With employment expected to grow at a faster rate than the population, if housing growth cannot keep up with the rate of employment growth, more and more people will have to commute into the region from outside. This type of commuting pattern puts a heavy load on the region's roads and transit systems as trips become longer and more congested.

Working closely to align regional transportation policy and land-use policies, the TPB and regional leaders are committed to finding solutions to the regional housing and job imbalance. One approach is to encourage greater concentration, circulation, and connection of residential and commercial developments in mixed-use Activity Centers and near high-capacity transit, places optimal for future growth.

### Demographics

The National Capital Region is a dynamic and diverse metropolitan area. According to data from the U.S. Census, it is a highly diverse region, less than half (42 percent) non-Hispanic white, followed by 26 percent African American, 17 percent Hispanic/Latino/a/x, and 11 percent Asian. In terms of age distribution, the largest age groups are between 25-34 and 35-44 (15.5 percent and 14.7 percent, respectively). There is slightly larger proportion of females (51.3 percent) compared with males (48.7 percent). Nearly one-quarter (23 percent) of the region's households earn less than \$50,000 a year.

Analysis of regional household travel data collected in 2017-2018 identifies important findings in household size, type and tenure, and vehicles. These figures have important implications for land use and transportation plans, programs, and policies as the region determines the needs of residents.

There are currently 2.1 million households in the TPB region. The largest household size group in the region are two-person households (30 percent), followed by households with four or more persons (27 percent), one-person (26 percent) households, and three-person households (17 percent). About 70 percent of households live in single-family housing (51 percent single family detached, 20 percent single family attached homes, such as row houses) and 30 percent live in multifamily housing, such as apartment buildings. Over two-thirds of households own their home (71 percent) while just over one-quarter of households live in rental housing (27 percent), the remaining 1.7 percent is categorized as other. In terms of vehicle availability, 34 percent of households have one vehicle, 39 percent have two vehicles, and 19 percent have three or more vehicles. About eight percent of households do not have a vehicle.

### The Regional Transportation System

Planning for the future transportation system is built on the patterns of past growth, development, and infrastructure investment. When considering the total job and residential locations expected in 2045, about 80 percent of those are already in place in the region. Visualize 2045 adds to and enhances the region's already extensive transportation network but to preserve past investments about 28 percent of funds go to system maintenance.

An integrated and extensive rail and bus transit system and a connected system of highways and priced toll lanes comprise the high-capacity backbone of the transportation system. In addition, extensive infrastructure for bicyclists and pedestrians, as well as provisions for bike sharing, ridehailing, and car-sharing services, allow for a wide range of options throughout the region.

The region is served by:

- More than 17,000 lane miles of highways and major roads, more than 500 miles of which are tolled lanes.
- 129 miles of Metrorail and 91 Metrorail stations.
- 173 miles of MARC and VRE commuter rail and 39 commuter rail stations.

- 37 miles of bus rapid transit, light rail, and streetcars, with more to come.
- 800+ of miles of off-street paved trails and paths for walking and biking.
- 400+ miles of bike lanes.
- More than 19,000 directional miles of important freight corridors within the TPB's planning area carrying more than 300 million tons of goods annually.
- Two Class I railroads—CSX Transportation and the Norfolk Southern Corporation which operate 250+ miles of mainline track and carrying more than 47 million tons of local freight annually.
- 852 EV Charging Stations 2,424 and EV plugs.
- 15+ local and commuter bus systems and about 10 paratransit service providers.
- Nine intercity train stations and an estimated 14 intercity bus stations.
- Three major airports with extensive domestic and international connections, Ronald Reagan Washington National Airport (DCA), Baltimore/Washington International Thurgood Marshall Airport (BWI), and Washington Dulles International Airport (IAD) that also carry significant levels of freight cargo.

#### Transportation Emissions and Air Quality

Transportation planning in the region is heavily influenced by air quality planning, which is a federal requirement. Once the financially constrained element (project list) of the plan is approved by the board, it is tested to ensure that the plan's projects collectively contribute to the air quality improvement goals embodied in the Clean Air Act Amendments of 1990. Using models, TPB staff perform a series of tests to forecast how much air pollution will be generated between now and 2045, and how much the air will be improved by cleaner gasoline standards and other factors.

If the TPB's analysis demonstrates that the plan meets regional air quality goals, federal agencies certify that the plan is "in conformity." In other words, the TPB ensures that the constrained element "conforms" to air quality improvement goals. Results of the most recent analysis show that, with respect to ozone season pollutants, specifically, Volatile Organic Compounds (VOC) and, Nitrogen Oxides (NOx), the TPB is in attainment for all criteria but ozone, and the TPB is making plans to be in attainment for that criteria. While not federally required, the TPB also forecasts GHG emissions and takes strides to contribute to achieving the COG 2030 climate mitigation goals (see Chapter 3).

Data analysis provides important context to the experiences of residents of the region. Traffic and the number of vehicles passing near or through communities can lead to prolonged exposure to transportation-related emissions (see Figure 2.20). Increased exposure to certain forms of air pollution can lead to significant health risks. Communities' proximity to congested

or high-volume roadways increases the likelihood of localized impacts, especially if elements aimed at mitigating the impacts are not present. Further, national studies and reporting have concluded that communities of color are more likely to bear a greater burden of emissions related exposure.<sup>26</sup>

Like other large metropolitan regions, proximity to congested roadways and high levels of vehicle volume in the National Capital Region are not felt equally. Communities closer to the region's core, interstates, or major highways experience greater exposure than in outer suburban or rural parts. In Activity Centers, proximity and level of traffic is 150 percent higher than in non-Activity Centers. This is likely reflective of high traffic counts on highways and major roads near Activity Centers. From an equity perspective, EEs in the region experience 57 percent greater traffic volume than non-EEs. The proximity of many EEs near the region's core and along major roadways leads to the uneven experience.<sup>27</sup> See Chapter 6 to learn more about considering EEs in planning.

#### TPB's Aspirational Initiatives

In 2018, the TPB adopted seven transportation initiatives. Each initiative incorporates policies and transportation solutions that the TPB has championed for years as documented in the CMP. These strategies are most effective when working together by providing more options on a well-integrated

and reliable transportation network. As the TPB members prioritize funding and enact these strategies, the region has the potential to significantly improve its transportation system performance. With the update to Visualize 2045, the region will make progress on these initiatives that improve mobility, accessibility, and air quality in the region while contributing to the region's GHG reduction and climate resiliency goals.

The TPB led a study that engaged a long-range plan task force to establish consensus on regional policy priorities, which led to the 2018 endorsement of the Aspirational Initiatives, listed below:

- Bring Jobs and Housing Closer Together by concentrating more housing and jobs in central locations such as Activity Centers and near high-capacity transit station areas to make it possible for more people of all incomes to live near employment and other frequent destinations. This can enable trips to be shorter and reduce auto trips as people will be able to choose from a range of travel options.
- Expand Bus Rapid Transit and Transitways throughout the region to provide people not only more transit options but also a reliable and fast bus service for work and non-work trips.
- Move More People on Metrorail, by providing more frequent services with longer trains and expanded stations that are accessible by nonmotorized modes.
- Provide More Telecommuting and Other Options for Commuting to take advantage of the many jobs suitable for teleworking and to provide employees with transit and nonmotorized travel benefits and disincentivize commute parking.
- Expand Express Highway Network strategically, in an environmentally sensitive manner, to create a network that connects much of the region, featuring express bus systems and allowing carpools and vanpools to be exempt from tolls.
- Improve Walk and Bike Access to Transit, as investments that remove barriers to walking and biking to transit stations to reduce auto travel and help fully utilize the investments already made in high-capacity transit.
- Complete the National Capital Trail Network to create an extensive network of trails that provides walk and bicycle access to jobs and other activities by connecting communities across the region to Activity Centers.

### Equity Considerations

Where and how the Aspirational Initiatives are implemented can have an impact on equity outcomes in our region. To assist implementing agencies consider equity in the planning process, the TPB makes the Equity Emphasis Areas (EEAs) available as a planning tool to examine demographic patterns in the region. For example, EEA locations can be used to plan and prioritize areas to improve walk and bicycles access, transit movements, and routing. The TPB also conducts studies and outreach that consider equity across

a range of subjects and encourages the findings to be considered when planning for investments that promote the initiatives. The following pages describe the initiatives and offer data and perspectives from the TPB's focus groups and Aspiration to Implementation activity to provide insights on how the initiatives relate to equity concerns. The benefits of the initiatives, when implemented together regionwide, can address some of the top equity concerns raised during the focus groups, such as safe walk and bike access to transit, housing affordability near a range of transportation options, transportation access, travel time, and reliability.

### Transportation Options

As a growing and diverse region, metropolitan Washington needs a transportation system that provides a wide range of ways to get around. Through the TPB, transportation agencies in the region work together to provide more convenient and affordable transportation options, allowing each person to choose what works best for them. This update to Visualize 2045 emphasizes the need for transportation options, programs, and policies that will help the region work together to address climate change, improve safety,

and advance equity in the region. Strategies include the integration of the transportation system and access to more transportation choices, such as riding transit, walking, or biking, so that everyone can connect more easily to activities, services, and opportunities.

### Transportation Demand Management

Many of the strategies in this section represent Transportation Demand Management (TDM) approaches intended to help people find and use alternatives to driving alone. TDM uses marketing, incentives, and employer-based programs to reduce congestion and improve air quality. Commuter Connections is the TPB's TDM program. The Commuter Connections regional network provides commuter services and information to area residents and employers to reduce traffic congestion and emissions caused by single occupant vehicles

(SOVs). The outreach mission creates 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 providing information about commute alternatives. The Commuter Connections network primarily promotes activities including ridesharing, using transit, bicycling, walking, teleworking, and employer services.

### Equity Considerations

Providing travel demand management means increasing access to travel options and telework that can expand the number of jobs that a person might be able to access within the region and help employer or government TDM incentive programs to reduce travel costs. Shorter and non-SOV commutes can reduce emissions and provide health benefits to commuters. While many lower-paying jobs do not have telework as an option, promoting telework in the region helps reduce congestion for those that need to drive or take transit to go to and from work.

### TPB's Role

Commuter Connections is the major demand management component of the TPB's congestion management process (CMP) that helps support regional air quality goals. Its products and services are provided to member agencies through central program administration, implementation, and monitoring of tasks outlined in the annual Commuter Connections Work Program. Approximately 30 independently run programs are members of the Commuter Connections network. Each has its own funding sources, budgets, goals, staff, and operational strategies. Many of the operational logistics are carried out at the local level and coordinated regionally through subcommittees and ad-hoc groups, which meet regularly and as needed. Commuter Connections network members also assist employers to start or expand commuter benefit programs. The TPB staff provides regional resources such as telework and "flexwork" policy templates that employers can use to tailor their worksite programs. Regionwide incentive programs such as Guaranteed Ride Home, CarpoolNow, Flextime Rewards, 'Pool Rewards program, and incenTrip can help nudge commuters out of their SOV mode into ridesharing, transit, and active transportation modes of travel. This allows for each jurisdictional program to have its own strategic TDM plan based on local resources and needs. The Commuter Connections Subcommittee provides overall technical review and input into program services. More information about Commuter Connections can be found at [commuterconnections.org](http://commuterconnections.org).

### Visualize the Future

The Commuter Connections program is generally regarded as among the most effective commuter assistance programs in the nation in terms of reducing vehicle trips and vehicle miles traveled. During the COVID-19 pandemic, surveys show there was a significant increase in telework, walking, and biking, while there was a decrease in transit and driving. While short-term impacts of the pandemic were significant, the long-term impacts on travel behavior are unknown. The TPB will continue to monitor system usage through its various programs, including the 2022 State of the Commute Survey and will forecast transportation system usage based on objective information and sound planning assumptions. Looking to 2045, when another 1.3 million people and nearly one million jobs will be added to the region, the importance of managing transportation demand will only increase. Enabling people to not drive alone

in the future will make the region's air cleaner and will help meet the 2030 GHG reduction goals of the COG Climate and Energy Action plan (endorsed by the TPB in 2020) and will help reduce congestion on the roads.

The sponsors for the projects in the constrained element identified 42 projects as implementing the Aspirational Initiative that focuses on transportation demand management: Provide More Telecommuting and Other Options for Commuting. The sponsors also identified hundreds of other projects that improve or expand alternatives to driving, a key feature of transportation demand management. Project examples in the constrained element that promote TDM and descriptions of benefits from project sponsors include the White Flint District East and West (CE5985 and CE5986) in Montgomery County that supports expanding BRT and providing access to BRT and Metrorail.

### Ongoing Challenges

TDM faces many challenges in influencing commuters to choose other ways to get to work. Concerns related to public health following the COVID-19 pandemic might impact people's attitudes when choosing to drive or take transit. Commuters may not understand the value of carpools or vanpools because they may have trouble quantifying how much time they spend commuting. As commuters seek housing that they can afford, they may not find sufficient affordable housing near high quality transit options. Employer policies may also encourage driving by offering free parking and low gas prices may encourage more people to continue to drive alone.

### Bicycles, Pedestrians, and Micromobility

The metropolitan Washington region is a national leader in bicycle and pedestrian-oriented community design. Bike sharing, protected bike lanes, bike trails, and bike parking have been critical to the success of new developments such as the Wharf in the District of Columbia and Potomac Yard in Alexandria. Projects like the National Capital Trail Network, a 1,400-mile trail network, which is one of the TPB priority initiatives, are knitting existing disconnected trails across the region into a true network. Projects such as the Washington Boulevard Trail, the Bethesda Trolley Trail, and the Rhode Island Avenue Trolley Trail are linking residential and commercial areas to nearby parks, transit and other community assets. As of 2019, about 3.3 percent of work trips in the region were on foot, scooter, or bike. Currently, there are over 800 miles of bike paths and over 400 miles of bike lanes in the region. Since 2014, the region has added roughly 350 miles of paved bike paths and bike lanes to the network, or roughly 60 miles per year. Walking and biking are forecast to increase at much higher rates than any other mode of travel. Where trails can be added alongside rail and utilities, further expansion is possible. See the performance analysis summary in Chapter 8, Planning for Performance. An additional 2,445 miles of bicycle and pedestrian facilities are planned through 2045, including over 1,200 miles of shared use paths, 600 miles of standard bike lanes, and 190 miles of protected bike lanes.

### Transit

The region boasts one of the premier public transit systems in the country. Metro moves hundreds of thousands of people—commuters, students, and tourists each workday on rail, bus, and paratransit. See Chapter 2, "Where are We Today?" for usage statistics. Commuter rail services in Maryland (MARC) and Virginia (VRE) and dozens of local bus and other transit providers move many thousands more. Together, these transit services play a critical role in providing affordable transportation options, sustaining economic vitality, providing high-quality alternatives to driving, building communities, and reducing environmental impacts. Transit ridership has been significantly impacted by the pandemic, with changing travel patterns and services, and the rise of telework, long-term impacts are not yet known. Learn more in Chapter 2.

Transit planning in the region involves all transit agencies and jurisdictions as well as various regional organizations. WMATA operates Metrorail, Metrobus, and MetroAccess, which together carry close to 85 percent of all public transportation trips in the region. WMATA has its own planning documents, and in 2020 concluded a regional effort to reimagine bus service in the region, the "Bus Transformation Project." DDOT, the MDOT MTA, and the Virginia DRPT also engage in transit planning, such as MDOT MTA's 2020 MARC Cornerstone Plan. Local jurisdictions and operators develop more detailed plans for transit

service, typically published as Transit Development Plans or Transit Strategic Plans. A summary of these plans is included in Appendix J. Other regional organizations plan for transit, including the NVTC, which is leading development of the proposed VA-7 BRT line and providing transit operating funds, and the NVT, which conducts multimodal planning and funds transit capital projects.

#### Intercity Travel: Buses and Rail

Intercity buses connect the metropolitan Washington area to New York City, Philadelphia, and other major cities or destinations. These buses serve thousands of person trips daily. In addition to privately operated bus services offered by companies such as Greyhound, Megabus, and Peter Pan. Virginia funds The Breeze intercity buses, with the initial 2017 route serving Blacksburg, Staunton, and Front Royal. New routes from Dansville via Lynchburg and Charlottesville and from Martinsburg via Richmond were added in 2021—all connecting into Union Station in downtown DC. The region also benefits from multiple commuter bus options that provide car-free travel to and from major employment centers.

The region has a major terminal for intercity Amtrak passenger rail traveling up and down the East Coast as well as west to Pittsburgh and Chicago, southwest to Atlanta, and south to the Carolinas and Florida. While many travelers are heading north, Lorton, VA, is the northern terminus for Amtrak's Auto-Train service to Sanford, FL (Orlando). In addition, Virginia is investing significantly in improving rail service in the state, both leading the new Long Bridge project across the Potomac River as well as purchasing the right-of-way for construction of additional tracks on the DC-Richmond corridor and expanding service to other parts of the state and onwards to North Carolina.

#### Driving and Riding in a Vehicle

The region's extensive highway and road network provides connectivity for people and goods to destinations across the region. Every day, millions of people travel on our region's roads to access jobs, schools, and medical care, as well as shopping, entertainment, and recreational opportunities. Roads also carry most goods delivered to homes, schools, businesses, and stores in the region. The TPB encourages people who travel in vehicles to share the ride through carpooling when possible. In the last decade, rideshare and ridehail services have grown creating new opportunities for people to share rides, or use a vehicle as-needed rather than investing in a vehicle, but these services could also encourage more trips in cars. The 2017-2018 Regional Travel Survey reports nearly three times the amount of taxi and ridehail travel in 2017-2018 compared to the 2007-2008 survey. The TPB continues to monitor the impact of these services on transportation demand and travel choice, especially given recent short-term disruptions to travel trends due to the COVID-19 pandemic. Long-term impacts of the pandemic remain uncertain.

The responsibility for planning and investing in the region's roadways is shared by state, county, and local transportation planning agencies. Generally, each road has an owner that is responsible for how that roadway functions, including roadway performance and congestion, maintenance, safety, and alignment with Complete Streets policies. Maintaining facilities in a state of good repair is a critical, if unsung, emphasis of transportation agencies' future investments, whether bridge or pavement conditions, traffic signals, lighting, signage, or other infrastructure. While all roads in the region form the network that connects our communities, only those projects of regional significance that are required for inclusion in the region's air quality analysis or that use federal funding are included in the constrained element.

## PRODUCT PROFILES

1. Carpools and Vanpools
2. Transit
  - a. Summary of Bus Activity
  - b. Summary of Rail Activity
3. Telework
4. Bicycling/Walking
5. Bike Sharing
6. E-Scooters
7. Car Sharing

## SUPPORT INFRASTRUCTURE AND PROGRAMS

1. Managed Laned (HOV/Express Lanes)
2. Park and Ride Lots
3. Guaranteed Ride Home
4. Commuter Benefit Programs
5. Clean Air Partners
6. Incentives Programs



## CARPOOLS AND VANPOOLS

### Product Profile

Relative to other major U.S. markets, carpools and vanpools are a highly used form of alternative commuting in the Washington, DC region. Beyond the shared cost savings of maintaining and operating a vehicle, another tremendous benefit is the time savings of HOV/Express lanes, for those who have access. An additional personal benefit is reduced stress from not driving every day.

Commuter Connections assists commuters in finding suitable ridesharing arrangements through online Ridematching. Commuters who set up a free account with Commuter Connections may sign up for free Ridematching. This process provides an instant list of matches of possible rideshare partners. The tool indicates potential carpool/vanpool partners as drivers or passengers, with the same or similar route and schedule.

Many of the vanpool operators, including 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.

In FY2017, Commuter Connections introduced CarpoolNow, a free mobile app for commuters in the Washington, D.C. region providing on-demand carpooling, connecting drivers offering a ride with passengers seeking a ride. The mobile app displays routes, estimated pick-up times, and confirms pick-up and drop-off locations. During FY2018, Commuter Connections worked with Howard County, MD through a Federal Transit Administration (FTA) grant to promote the CarpoolNow mobile app. In FY2019, the CarpoolNow app was offered to carpools in the Washington, DC metropolitan region, including a \$10 driver incentive per trip. In FY2021, improvements were made to make CarpoolNow easier for drivers to connect with other commuters through real-time location data to suggest popular carpool pickup points throughout the region, for example, popular Park & Ride Lots. When using the app, these hot spots are signified by a “plus” icon on the map. CarpoolNow’s benefits and ease of use will be promoted as part of Commuter Connections marketing outreach.

### 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 Commuter Connections’ Ridematching software and CarpoolNow app through social media, direct mail, and value-added media in order to achieve a critical mass of applicants that will allow for effective matching.
- Increase commuter awareness on the ‘Pool Rewards carpool/vanpool incentive program, particularly during the I-66 (outside the Beltway) construction period.
- 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 that allows for direct account access.
- Educate commuters that there are vanpool incentive programs available through 'Pool Rewards and Vanpool Alliance.
- Greater Richmond Transit Company (GRTC) partners with RideFinders, a division of GRTC and a regional non-profit agency, to provide R-VAN service, which helps start vanpools by matching at least seven people to share the ride and commuting cost to and from work.
- Promote hybrid vanpools.

### Strengths

- Cost savings from volatile gas prices, and lower maintenance costs due to less wear and tear on personal vehicles.
- It is free and easy to set-up an account with Commuter Connections for Ridematching services and to use the mobile app.
- If using HOV and Express lanes, substantial time and cost-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 \$270 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.
- Through the 'Pool Rewards program, new carpoolers receive a cash incentive of \$130 over a 90-day period, and newly formed vanpools for receive \$200 a month through 'Pool Rewards.
- Vanpool Alliance introduced an incentive for new qualifying vanpool applications. Vanpools traveling along I-66 can receive up to \$200 towards demonstrated parking costs. Vanpools traveling along I-395 can receive up to \$200 towards demonstrated parking costs and an additional \$400 over the base payment.
- An extra \$100 bonus of is being offered through 'Pool Rewards for carpoolers travelling the I-66 corridor, outside the Beltway.
- CarpoolNow offers a \$10 per trip driver incentive to drivers giving carpool rides to and from work in the Washington, DC metropolitan region.
- The Tri-County Council for Southern Maryland has a vanpool benefit of \$300 for FY23.

### Deficiencies

- Perceived as an option that takes away freedom and personal space from commuters.
- Some SOVs do not feel the cost savings are worth the effort of picking up a commute partner or vanpool.

- Some feel they need their vehicle for use during the workday.
- Difficult to recruit vanpool drivers.
- Schedule inflexibility.
- Lingering apprehensions about COVID-19 may continue to deter commuters from carpooling or vanpooling with people they are unfamiliar with.

### Promotional Strategy

- Promote Commuter Connections' Ridematching capabilities.
- 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 or within suburbs from an area that was well served by transit. Encourage these commuters to maintain their alternative commute with ridesharing options.
- Focus on employer-based vanpool promotions in the federal and defense contractor sector.
- Promote ridesharing opportunities in HOV/Express Lane corridors with regard to time savings, particularly with the new Express Lanes being built on I-66 (outside the Beltway).
- 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 free use of the Express Lanes in Virginia.
- Promote CarpoolNow mobile app.
- During the pandemic commuters were encouraged to carpool with a trusted circle of family, neighbors, or co-workers.

### Challenges

- Violation rates in all HOV/Express lane corridors.
- "Empty lane syndrome".
- Congested HOV lanes will diminish advantage of time savings.
- Beyond the cost of gas, SOV commuters may not understand the real depreciation costs of driving alone such as the increased mileage and wear and tear on the vehicle.
- 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.
- Getting more drivers to use the CarpoolNow mobile app.
- COVID aftereffects. Pre-pandemic carpoolers/vanpoolers may still find ridesharing in a post-COVID environment to be too close for comfort, and may instead opt to drive alone, particularly if offered free parking.
- Perception that one must carpool or vanpool five workday a week or not at all.
- Conversion of HOV Lanes from HOV-2 to HOV-3 along I-66.

## 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 159 bus lines.

Metro's Phase 2 Silver Line construction extending from Wiehle Ave. - Reston through Dulles Airport to Loudoun County is in the testing stages and is expected to open during fiscal year 2023.

In June 2022, WMATA completed the installation of new faregates in all Metrorail Stations and phased out first-generation SmarTrip cards, which no longer work on the new faregates.

The Maryland Transit Administration is constructing a light rail transit line between New Carrollton in Prince George's County and Bethesda in Montgomery County. The line will include 11 stops in Prince George's County and connect to major transit hubs and Metrorail Stations on the Green and Orange Line. Project completion is being anticipated in 2024.

### Product Profile

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

- Alexandria Transit Company (DASH)
- 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
- MDOT MTA Local Bus, Light Rail, Metro Subway, MARC Train and Commuter Bus
- Prince George's County *TheBus*, and PGC Link microtransit
- OmniRide Express, OmniRide Metro Express, OmniRide Local and OmniRide East-West Express
- Transit Services of Frederick County
- Virginia Railway Express (VRE)
- WMATA- Metrobus and Metrorail

The factors influencing transit use

include: Automobile-Related

- Cultural dominance of the automobile
- Auto availability/reliability
- Daily travel costs (gasoline, tolls) and mileage depreciation
- Repairs and wear and tear maintenance
- Parking availability and cost
- Environment impact of emissions

### 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
- Employer subsidies or assistance with pre-tax fare purchasing
- Travel time to destination using transit
- Safety
- Real-time travel and tracking information

#### Human-Related

- Knowledge of transit system (i.e. schedule and routes)
- Perception/image of transit to public
- Personal preference
- Family schedules and obligations
- Environmental considerations
- Access to multilingual information. (i.e. schedules and routes)

#### Transit System-Related

- Connectivity with other modes including shuttles, bikesharing, carsharing, 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 employment sites, services, facilities
- Proximity to retail and/or tourist attractions
- Security/safety
- Ability of transit's access to reach nearby medical, shopping, recreational and other opportunities
- Cost-effectiveness of transit
- 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 track in real time, transit location whereabouts and estimated arrival.
- Ability to obtain transit information (routes, stops, schedules, fares and other policies) in varying media (paper, electronic signage)
- 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.
- 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).
- Ability to safely cross major intersections or parking lots along path of travel between transit stops and trip origins or destination.

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.

### Bus Assets

- Least expensive commute mode (other than bike/walk)
- Reduced fares may be available for riders of certain ages, income, and disabilities
- Practical alternative to commuters without vehicles
- Private commuter bus services supplement publicly owned transit
- Convenient to many home destinations, shopping centers and business centers
- Eligible for the Guaranteed Ride Home program
- Permitted on HOV/Express or bus-only lanes
- Allows seated 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.
- Bike racks are on all Metro and local bus systems
- Availability of real-time bus arrival information systems
- SmarTrip® accepted on all local bus systems.
- WMATA now offers monthly passes that include unlimited bus rides, as well as a 7-day regional bus pass for \$15.
- In 2019 DC Circulator began offering free rides on all buses
- MTA CharmPass app allows riders to purchase fares for commuter bus service using mobile devices.
- In 2020, Prince George's County *TheBus* added on-demand microtransit service to a geographically- defined region and Saturday service to 13 routes
- The SmarTrip® app allows the ease to tap-and-go on iPhones, Apple Watches, and Android device using Google Pay wherever SmarTrip is accepted.
- In 2021 DASH (City of Alexandria) became fare-free to all passengers

### Bus Deficiencies

- Commuter still has to get to the bus stop and final destination
- More parking required at some bus stops
- SOV's perceived as nuisance and source of pollution (idling)
- Slow with multiple stops; typically travel in same congested lanes as other traffic
- Considered as an inferior mode of transportation by SOV's; negative stigma
- 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 for Beltway users and less densely populated areas
- Continuity of service not guaranteed: low ridership routes can be reduced or discontinued
- Lack of suitable sidewalk access to/and amenities at some bus stops

### Bus Prospects

- Conversion to alternative energy sources will have positive environmental impacts
- Ability to multitask, i.e. work/study, network and listen to music on the bus
- Prime mode of travel for DC residents
- SmarTrip® card and SmartBenefits® subsidies, and pre-tax benefits
- Use of queue-jumpers and other prioritization methods, including some Bus Rapid Transit in the region
- Use of smaller buses for increased flexibility in routes for residential areas
- Mobile ticketing app for Frederick County TransIT and DASH Bus
- Introduction of Flash BRT in Montgomery County

### Bus 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)
- Limited funding for operations and expansion
- Limited parking for commuter buses Park & Ride Lots
- Limited routes or lack of routes in some areas.
- Lack of available and appropriately zoned land for maintenance and parking facilities
- Lack of funding to right-of-way (ROW) to create dedicated bus-only lanes
- Insufficient enforcement of existing bus lanes.
- Impacts on existing developed areas where additional ROW is acquired for dedicated lanes
- Decreased ridership to other commuting options such as telework, TNC's bikesharing and e-scooters.
- Pre-pandemic bus passengers may find buses in the post-COVID environment to be a perceived breeding ground for the viruses, and may instead continue to drive alone, particularly if offered free parking.
- Metro's efforts to lure back riders have been hampered by more than half of its rail cars being sidelined for a safety defect since 2021.

<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 Company (DASH)	12	Standard: 28-40 seats; Articulated: 60 seats	Fixed-route, Peak and non-peak HOV: Lines 35, 103 & 104	Lines 30 & 35, King Street Trolley	Lines 34, 102 & 104
Arlington Transit (ART)	16	Seated: 19-30 Seated and Standing: 28-45	Fixed Route	41, 42, 43, 45, 87 (peaks)	51, 52, 53, 55, 61, 62, 72, 74, 75, 77, 87 (off-peak)
DC Circulator	6	Seated: 27-42 Standing : 37-54	Fixed route; 149 stop locations	Crowded during peak commuter rush hours; National Mall route crowded during Cherry Blossom season	Eastern Market – L’Enfant Plaza  National Mall
Fairfax Connector	91	29-39	Fixed Route	151, 159, 171, 394, 395, 401, 402, 551, 599, 634, 698, 699, 950	340, 422, 432, 461, 467, 507, 552, 554, 556, 557, 558, 559, 585, 624, 721, 724, 926, 927, 952, RIBS4
Fairfax CUE	4	31-32 seated and 25-30 standing	Peak and non-peak (7 days a week)		All routes
Loudoun County Transit	38 (as of August 2022)	Equipment varies: 11, 18, 26, 40, 55 seated	Fixed route Local, Metro-connect, Commuter, and ADA		All routes



MTA Commuter Buses	36 routes in Maryland	55 seats per trip	Total trips – 306 (am) 315 (pm) 13 (midday) am & pm peak service, with a couple off peak trips, and midday trips	None	210, 215
MTA Commuter Buses by					
Baltimore	7 routes	50-55 seats, 74 daily trips			
Central Maryland	5 routes	50-55 seats, 100 daily trips			
Washington (East, South and North)	24 routes	50-55 seats, 460 daily trips			
MTA BaltimoreLink Bus Network	65	40-66 seats, 5,862 trips per weekday	See breakout by service type below	N/A	N/A
MTA CityLink	12	40-66 seats, 2,156 trips per weekday	24 hours/7 days a week	N/A	N/A
MTA Express BusLink	9	40-66 seats, 192 trips per weekday	Peak hours, weekdays only except for 163	N/A	N/A

MTA LocalLink	44	40-66 seats, 3,514 trips per weekday	Spans from approximately 16 hours to 24 hours depending on ridership demand	N/A	N/A
Montgomery County Ride On	78 fixed routes A micro transit service called Flex in two areas, Wheaton/ Glenmont and Rockville; a high-frequency, limited stop service in the MD355 corridor called Ride On extRa; a rapid transit service called the Flash along the US Route 20	19-43 (seated) 28-64 (standing); pandemic capacity 15- 20	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	All routes
OmniRide Express/ OmniRide Metro Express	15 routes from Prince William County/Manassas area/Stafford to DC/ Pentagon/ Arlington/Tysons /Mark Center. 3 routes to	43-57	Commuter Service  Service to Metrorail Stations	Most commuter routes	Tysons Corner Mark Center Manassas- Pentagon
OmniRide Local/ OmniRide East- West Express	6 OmniRide Local routes 1 cross county Route between	29-45	Local		Most Local routes

<p>Prince George's <i>TheBus</i> and PGC Link</p>	<p>TheBus (fixed route) 28 TheBus Routes</p> <p>PGC Link on- demand microtransit in Fort Washington/ Oxon Hill introduced in Fall 2020 and expanded to Accokeek in Summer 2021; Expansion to Bowie</p>	<p>26-32</p> <p>10-12</p>	<p>Peak and Non- peak service (Mon-Sat)</p> <p>On-demand (Mon-Fri)</p>	<p>16, 18, 20, 21, 21X, 24, 30, 32, 35 are over capacity</p> <p>N/A</p>	<p>13, 19, 22, 23,25, 27, 36, 51A/B</p>
<p>TransIT Services of Frederick County</p>	<p>10 Connector Routes 7 Commuter Shuttle Routes</p>	<p>16-29</p>	<p>Local, commuter</p>	<p>10, 20, 40, &amp; 65 Connectors are crowded during peak rush hours</p>	<p>Rt. 85 shuttle &amp; 80 Connector</p>

SUMMARY OF BUS ACTIVITY	BUS LINES	CAPACITY	TYPE OF SERVICE	ROUTES CLOSE TO CAPACITY	ROUTES IN NEED OF RIDERSHIP INCREASES
WMATA System Total	159 Lines	Range of seats per bus between 27-66 (assumes 39.5 avg seats /bus) 14, 739 Wkdy Trips 582, 190 Wkdy	Peak and Non-peak	46 Lines	42 Lines
WMATA DC Service	67	Range of seats per bus between 27-66  7,780 Wkdy Trips 307, 310 Wkdy Seats	Peak and Non-peak	30N,30S; 32,36; 33; 39; 42,43; 52, 54; 63; 70; 79; 80; 90,92; 96; B2; H1; H3, L1; S1; S4; U5,6; V2,V4; W3; W4; X1; X2; X9 [25 lines]	37; 60; 62; 74; B8,9; D2; E2; E6; G2; G9; H6; K2; M4; U4; U7; W5; X8
WMATA MD Service	53	Range of seats per bus between 27-62  3,826 Wkdy Trips 151, 127 Wkdy Seats	Peak and Non-peak	86; C2,4; C8; D12,14; F4; F14; G14; K6; P12; R1,2; T18; Y2,7,8; Q2,4; Z6,8 [14 lines]	B21,22; B27; B29,31; B30; C12,14; C11,13; C26,28; F12; H13; NH2 [12 lines]
WMATA VA Service	39	Range of seats per bus between 27-40  3, 133 Wkdy Trips 123, 753 Wkdy Seats	Peak and Non-peak	3Y; 7Y; 7W; 11Y; 16A,C 16Y; 28A  7 lines]	3T; 4A,B; Metroway; 10N; 15K; 17B,M; 22A,F; 28F; 29C; 29W; S80,91  [12 lines]

## Rail

### Rail Assets

- Commuter Stores provide an excellent sales vehicle for merchandise and tickets
- Bi-level coaches on VRE and MARC Train systems
- Clean
- Quiet cars and bathroom facilities available on commuter trains
- Food and beverages allowed on commuter trains
- Free parking at most commuter rail stations
- Convenient: leave the driving to someone else
- Favorable cost when compared to SOV driving long distances and parking
- GRH program makes more accessible during non-rush hour
- In many cases, rail is faster than driving alone
- Reliable (not affected by traffic congestion on roads/highways)
- Transit Link Card between Metro, MARC and VRE makes it easier and economical to combine trips
- Weekend service on MARC on the Penn line between DC and Baltimore
- In 2021, VRE updated the VRE Mobile app, which accepts credit cards and SmartBenefits, to allow riders to purchase and validate tickets more easily from their smartphones
- MTA's CharmPass mobile app allows riders to purchase fares for MARC using mobile devices
- In 2019 the Washington Metrorail Safety Commission formed to provide enforceable oversight to repair safety concerns proactively
- WMATA launched a SelectPass program for packaged/unlimited trips, which became an official Metro Unlimited Pass product in 2019.
- The SmarTrip® app allows the ease to tap-and-go on iPhones, Apple Watches, and Android device using Google Pay wherever SmarTrip is accepted.

### Rail Deficiencies

- Commuter rail has limited schedule (including some limited off-peak service)
- Limited or lack of free parking
- MARC's Brunswick and Camden lines and VRE's Fredericksburg line are frequently susceptible to heat orders during summer months; reduces maximum speed by 20 mph. Occurs when temperatures are 85° or greater, or a 25-degree temperature swing within a 24-hr period.
- Commuter rail is susceptible to weather-related speed restrictions due to flash flooding and high winds
- MTA CharmPass app allows riders to purchase fares for MARC service using mobile devices
- Delays due to freight/Amtrak breakdowns

### Rail Prospects

- Provides attractive transportation option to commuters of various income ranges
- Provides transit subsidies for those working for participating employers and the federal government
- Provides an opportunity for riders to relax during the commute
- Full size bikes on specific railcars on certain trains; collapsible bikes allowed on all trains

### Rail Challenges

- Fare increases
- First mile/last mile
- System delays and bad press has beleaguered transit in recent years
- Safety concerns

- Loss of transit ridership due to Metro's summer-long station shutdowns needed to reconstruct outdoor platforms
- Commuter rail was susceptible to flash flooding during exceedingly stormy summer of 2018
- Returning to pre-COVID ridership levels
- Pre-pandemic passengers may find rail in the post-COVID environment to be a perceived breeding ground for the viruses, and may instead continue to drive alone, particularly if offered free parking.

SUMMARY OF RAIL ACTIVITY

PROVIDER	RAIL TYPE	ROUTES	CAPACITY	ROUTES TO MARKET
VRE	Commuter	Manassas Fredericksburg	Trains run between 2 and 35 percent capacity, as	Ample parking available at all 15 morning origination/afternoon destination stations
MARC (MTA)	Commuter	Brunswick Line Camden Line Penn Line	At current ridership levels, all MARC stations have excess parking available.  Daily Capacity: Brunswick Line 10,928 seats Camden Line 10,979 seats Penn	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 Station	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

## TELEWORK

COG/TPB began helping businesses start or expand telework programs in 1996 through the Commuter Connections program which 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. Over the years, Commuter Connections has provided telework brochures, videos, seminars, demonstration projects, sample telework policies and agreements, and other information to employers. Telework is supported by COG/TPB through Commuter Connections' network members in Maryland who provide telework outreach activities and support service to employers.

According to the Commuter Connections State of the Commute (SOC) Survey 2019, teleworking has nearly tripled since 2004. More than one-third (35 percent) of regional commuters said they teleworked at least occasionally. In 2019, more than one million regional workers teleworked. Almost half (48%) of commuters who did not telework at the time of the survey said they had telework-appropriate job responsibilities, at least occasionally. Eight in ten of these respondents said they would be interested in teleworking on a regular or occasional basis. These interested respondents equaled another 771,000 commuters or 25% of all commuters region-wide. In a period of a dozen years, employees with formal telework programs increased from 19 percent in 2007 to 34 percent in 2019.

In a survey conducted by Commuter Connections during the COVID pandemic of 180 employers who participate in its Employer Outreach program, two in ten (20%) respondents said after the pandemic they would most likely continue teleworking at the same level as during the pandemic. Thirty-seven percent said they anticipate teleworking at a higher than pre-pandemic level, either allowing more employees to telework and/or allowing more days or hours of telework per week. Twelve percent of employer respondents anticipate reverting back to a pre-pandemic telework level, and 23% expect to reduce telework to a level lower than before the pandemic.

### Employer-Based Promotions

- *TELEWORK!VA – The Telework!VA program is an initiative of the Virginia Department of Rail and Public Transportation (VDRPT) that began in 2001. The program provides technical assistance for companies interested in implementing or expanding a telework program. VDRPT began partnering with the Virginia Department of Transportation (VDOT) on marketing and funding efforts in FY2011. The program is now focused on assisting organizations in the Northern Virginia area. Technical assistance includes policy development, manager and employee training, budget development and assistance with technology plans. Employers in Virginia offering telework options to their employees may also qualify for the Virginia Telework tax credit. For more information, visit [www.teleworkva.org](http://www.teleworkva.org) or call 571-418-8135 Ext. 700.*

### Federal Employers

Telework resources for federal employees: [www.gsa.gov/governmentwide-initiatives/telework](http://www.gsa.gov/governmentwide-initiatives/telework)

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 co-working entities such as WeWork and MakeOffices. 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.
- Significant numbers of companies shifted from informal to formal telework policies due to the pandemic.
- Significant numbers of companies invested in online communications systems as a result of the pandemic.
- Has made it more possible for companies to maintain continuity of operations during the pandemic.

### Weaknesses

- Concern with how to select employees with telework appropriate positions
- Concern with the effect telework has on customer service.
- Accountability issues for work performed out of the office
- Distractions at home i.e. children, pets etc.
- 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 technology for teleworking.

### Opportunities

Private co-working centers or spaces are on the rise; there are even niches within the co-working space industry. Some of the new centers are tailoring themselves exclusively to working women, while others include child daycare services.

A positive outlook exists for teleworking, 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.

Census Bureau's American Community Survey showed that nationwide in 2017 for the first time the number of people who regularly work from home (7.9 million) exceeded riders of public transit systems (7.6 million).

The pandemic saw many employers create telework programs that were non-existent previously, while other employers formalized previously informal telework programs.

Much of telework growth is technology related. The pandemic provided impetus for employers to invest in remote-work technology.

As a result of the COVID-19 pandemic, telework has emerged as a larger player after more jobs have been defined as "teleworkable" and a higher frequency of telework is occurring for those who were already teleworking prior to the pandemic. It is still unclear where telework will end up in the post pandemic landscape as employers are still assessing the ideal balance of hybrid teleworking.

### Challenges

For new hybrid workers who previously used shared commute modes prior to the pandemic; getting them back into shared modes rather than driving alone on the days they commute to the physical workplace.

## BICYCLING/WALKING

Bicycling to work is an important aspect of commuting. Employers can encourage cycling to work by installing secure bike parking, changing rooms, showers, 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 2019 State of the Commute Survey

Report:

- The average bike commute is 4.2 miles each way.
- The average number of days per week for bicycle commuting is 3.3.
- Biking/scooter/walking maintained the 3.3% mode share in 2019. Weekly commute trips made by biking/scooter/walking were evenly divided between the two modes (1.7% walk and 1.6% bike/scooter). More than eight in ten (85%) respondents who biked or rode scooters to work used a personal bike for the trip, but nearly one in four used a rented bike, either a Capital Bikeshare bicycle (16%) or a dockless bike (7%) on some days.
- Bicycling or walking commuters also mentioned avoiding stress to the same degree as transit users. Biking/walking commuters overwhelmingly reported the benefit of getting exercise (80%) and a standout mention of the “always available” option for travel flexibility.
- Respondents who biked to work gave the highest ratings for commute satisfaction, 54 percent, compared to only 29 percent of drive-alone respondents who were satisfied with their commutes.
- Commuters who reported using a bike or scooter overwhelmingly rode personal bikes for some or all of their bike/scooter commute days (85%). Nearly one in four used a rented bike, either a Capital Bikeshare bicycle (16%) or a dockless bike (7%). About one in ten bike/ scooter commuters typically used a scooter, either a personal scooter (6%) or a rented scooter (5%).
- More than two in ten respondents whose employers offered bicycling or walking services (22%) had used these services, and bikeshare membership was (18%).

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 more than 100 pit stop rally points for the cyclists through the region that included snacks, prize drawings, T- shirts, promotional items, and elected officials.

Bike to Work Day 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 Communications and WABA). For the first time-ever, Spanish television station, Telemundo covered the Bike to Work Day event. Collateral produced for the event and distributed throughout the region includes rack postcards, posters, street banners, and 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 randomly selected among the top five employers with the greatest number of registrants for the event. The employer challenge resumed in 2022, after not taking place in 2020 or 2021 due to the COVID pandemic.

The 2010 U.S. Census estimated that bicyclists represent 0.3 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 2016 US Census American Community Survey also shows the highest rates of bicycling, and the fastest growth, in the urban core jurisdictions. Bike commute share is 4.6% in the District of Columbia, 2.4% in Arlington, and 1.0% in Alexandria.

Pedestrian and bicycle trip data is captured by a regional network of automatic counters located in Arlington County, City of Alexandria, District of Columbia, and Montgomery and Prince George's Counties. There are 80 counters at 44 key points, including trails, bike lanes, bridges, and a few other select locations. Data for some months/locations were not available. Figures from calendar year 2018 indicated that systemwide, there were 5,697,328 trips during the year. The top three months were May, June, and July, each with more than 700,000 trips. The three months with the fewest counts were November, December, and January, each with less than 300,000.

Arlington County, Alexandria, the District of Columbia, and Montgomery County have automated counters that gather bicycle and pedestrian counts at numerous locations, 24 hours a day, seven days a week. Count data is posted on the BikeArlington web site.

The Bike to Work Day Washington Region 2019 Survey indicated that it was the first BTWD event for 23% of participants, 94% of respondents said they were very likely to participate in another BTWD event, and 88% of respondents said they were very likely to recommend BTWD events to others. Seven percent of participants started riding to work after their first BTWD event – these were new riders. An additional 16% of participants rode before BTWD but increased how often they rode to work. BTWD participants traveled an average of 8.4 miles one-way to work.

The Bicycle and Pedestrian Plan for the National Capital Region, adopted in January 2015, 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 2010 Bicycle and Pedestrian Plan for the National Capital Region.

The plan includes 659 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 800 miles of bicycle lanes, 800 miles of shared-use paths, hundreds of miles of signed bicycle routes (signage without additional construction), more than 31 pedestrian intersection improvements, and 15 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, 27 major streetscaping projects would improve pedestrian and bicycle access and amenities in Atlantic Boulevard, Michigan Avenue NE, Tysons downtown Bethesda, and other locations. If it implements the projects in this plan, by 2040 the region will have over 2,300 miles of bike lanes and multi-use paths, more than three times the current total.

## Prospects

The Washington Area Bicyclist Association (WABA) and Commuter Connections 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-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.

Dockless bikesharing which was introduced to the District and Silver Spring in 2017 helps provide a solution to first and last mile challenges. As a pilot project, eighty electric-assist bikes were added to the Capital Bikeshare fleet in 2018. The e-bikes are black in color to distinguish them apart from the familiar red bikes.

In 2019, VeoRide was introduced in College Park with a fleet of 150 electric bikes (e-bikes) and 70 standard bikes at 24 different locations on the University of Maryland campus, and around the City of College Park and the Town of University Park. Bikes will be available from 5:00 a.m. to 9:00 p.m.

In 2019, WMATA removed its long-standing policy of not allowing full-sized bikes during peak periods. When boarding Metrorail, bicyclists are required to use the end doors of the railcar. Metro still reserves the right to disallow bicycles during special events or other where crowding is an issue.

The Bike to Work Day event returned in 2021 for its 20<sup>th</sup> anniversary after a one-year hiatus. Despite COVID restrictions and limits on the number of bicyclists permitted to register (no more than 30 per half hour), the event welcomed a registration of 8,800 bicyclists.

## 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.

A federal tax benefit available for bicycle commuters enacted in 2009 which allowed bicycle commuters to deduct \$20 per month, pre-tax, from their paychecks to cover bicycling related expenses was discontinued in 2017.

Demand for bicycles was already high prior to the COVID pandemic as sales were strong. High demand coupled with a global supply-chain shortage of bicycles, all at a time when the pandemic spiked the popularity of bicycling for both mental and physical well-being, caused a massive shortage of new bicycles and bicycle parts. Supply may not resume completely to pre-pandemic levels until 2023.

The Bike to Work Day 2020 event was cancelled due to the COVID pandemic. The event resumed in 2021, however only about half the pre-pandemic registrants returned. In 2022, registration began to bounce back reaching about three-fourths of pre-pandemic numbers. Returning to pre-pandemic numbers remains a challenge for the 2023 event.

The pandemic may have caused a permanent loss of commuters post-pandemic who are now working from home on Friday and who don't have a pit stop near their residence to allow them to cycle to the pit stop and back home to work for the day.

## BIKE SHARING

Bikesharing is an automated, public bicycle service first introduced by the District in 2008 under the moniker of SmartBikeDC. 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 with 1,100 bikes and 114 stations throughout the District and Arlington County.

In 2022, the Capital Bikeshare system has approximately 5,000 bicycles at more than 600 stations in Washington, DC; Montgomery County, MD; Prince George's County, MD; Arlington County, VA; the City of Alexandria, VA; the City of Falls Church, VA and Fairfax County, VA. Capital Bikeshare reached 30 million trips in 2021.

The Capital Bikeshare system is operated by Motivate International, Inc, a subsidiary of Lyft acquired in 2018. Motivate also operates Citi Bike in New York City, Bluebikes in Boston, Bay Wheels in San Francisco, and Divvy Bikes in Chicago.

Capital Bikeshare launched a pilot project in 2018 adding 80 e-bikes to the fleet. The new e-bikes, known as Capital Bikeshare Plus, are battery operated pedal-assist bicycles that offers another affordable solution to get around quickly and easily. The e-bikes are charged at the same fee as other manual Capital Bikeshare vehicles, and can be unlocked using the key fob, or from the app. Capital Bikeshare received a small number of reports from riders who experienced stronger than expected braking force on the front wheel. Out of an abundance of caution, the e-bikes were removed from service. In July 2020 a new model of ebike, developed by Lyft, was added to the Capital Bikeshare fleet. 1,000 of these ebikes now supplement the classic pedal bikes. Unlike the piloted ebikes, these ebikes have integrated cable locks so may be parked at bike racks instead of docked in stations. A service area for these bikes extends half a mile from every Bikeshare station in the entire network.

Capital Bikeshare provides residents and visitors with convenient, fun, and affordable bicycle rentals for its members. Single trip, 24-hr pass, 3-day pass, and 30-day and annual memberships are available. Members can ride pedal bikes for free for 45 minutes. Otherwise pedal bikes are \$0.05 per minute of use, and ebikes are either \$0.10 per minute for members or \$0.15 for non-members. 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; Capital Bikeshare sells bargain priced helmets on the website. Bikes are available 24 hours a day, 365 days a year. Severe weather may close the system if conditions are unsafe to resume service. Daily, monthly and annual memberships can be purchased on the website at [www.CapitalBikeshare.com](http://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 station kiosk.

The Capital Bikeshare program has become a key transportation option for residents, commuters and visitors to 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. Employers can join as Corporate Partners of Capital Bikeshare, subsidizing their employees' memberships through the Capital Bikeshare Corporate Membership or purchasing their own station.

In 2013, for the first time, bike sharing was measured as part of the Commuter Connections State of the Commute survey. The survey indicated that 3 percent of employers offer bike sharing to their employees. Three years later, in the 2019 State of the Commute survey, that figure has tripled to 9 percent.

The Capital Bikeshare app connects riders to the growing bike system in real time. The app gives casual riders the option to buy passes. It also allows customers who forget their access key, or are still waiting to receive one, to check for available bikes and unlock one at a docking station using an access code.

Bikeshare members can also keep track of their travel statistics, and get docking notification, providing confirmation that the trip is closed.

In 2016 the City of College Park Maryland announced the introduction of a new bikesharing system, called mBike. The system was operated by Zagster, Inc. and offered 135 bikes at 15 stations across College Park, the University of Maryland campus, and surrounding areas. The Zagster mBike program came to a close in 2019 and was replaced by VeoRide with a fleet of 150 electric bikes (e-bikes) and 70 standard bikes at 24 different locations.

Dockless bikeshare is different from fixed-station systems such as Capital Bikeshare. Users typically find the GPS-equipped vehicles with a smartphone app and use the app to unlock the bike. Text-to-unlock services are offered for those without smartphones. Fees are charged per minute and there is typically a \$1 to start fee. Dockless vehicles allow for short-term point-to-point transportation options that take the rider directly to their destination and the location is not restricted by fixed station locations. Although dockless bikes are owned and managed by private companies, they can be picked up and dropped off in the public right of way. Each jurisdiction regulates and manages their own dockless programs. Currently the District of Columbia, Arlington, Alexandria, and Montgomery County have dockless programs.

Montgomery County's debuted a pilot dockless bike program in 2017 and announced expansion in 2019 to a broader portion of the County through Lime. The Montgomery County Department of Transportation offers free Capital Bikeshare annual memberships to county residents or workers who qualify, based on income requirements.

To support the growth of dockless vehicles, DDOT began installation of off-sidewalk parking corrals in 2020, within all eight wards of the District. The parking corrals are available for both private vehicles and shared dockless vehicles. To date there are more than 120 corrals in the District.

### *Challenges*

- Dockless vehicles do not respect jurisdictional lines and therefore inter-jurisdictional coordination and cooperation is essential.
- Theft and damage continues to be an issue for operators.
- Dockless vehicles can sometimes be parked incorrectly and can block narrow sidewalks.
- The public is often confused about whom to call when a bicycle is parked improperly even though the contact information is located on the vehicles.
- Dockless vehicles create more demand for micromobility parking, and some of the management and public relations burdens inevitably falls upon the owners of the right of way.



## E-SCOOTERS

In 2017, electric or e-scooters seemingly appeared on sidewalks out of nowhere in the District of Columbia. In 2018, the latest app-driven transportation mode also emerged in Arlington County, and the City of Alexandria. E-scooters were rolled out in Montgomery County in 2019. Startup companies such as Bird, Lime, Skip, and Spin entered the market generally about the same time. Heavyweights in the ridehailing business have joined in on the e-scooter investment gamble, hoping to turn a profit on the emerging trend. Uber introduced “Jump” e-scooters, and Lyft has brought its own e-scooters into the fray.

Users travel on e-scooters while standing and reach speeds of up to 15 mph. Since their introduction however, the District of Columbia and Arlington have mandated speed governors for e-scooters at 10 mph as a measure to improve safety. The battery-powered scooters allow riders to locate and unlock them using an app, as was done in a similar fashion with dockless bikes. With booming usage within the region in 2019 and generating more revenue than dockless pedal bikes, e-scooters have largely replaced dockless bike sharing. The cost of using e-scooters is \$1 a trip, plus a fee ranging between .15 to .29 cents per minute and are typically used for distances between .5 to 1.5 miles. Although crashes are a legitimate concern, injuries rates are expected to decline as users become more experienced and as motorists become more familiar with their presence.

To support the growing e-scooter transit option, DDOT began installation of off-sidewalk parking corrals in 2020, within all eight wards of the District. The parking corrals are available for both private vehicles and shared dockless vehicles. Six private companies operate dockless electric scooters within the District: Bird, Lime, Lyft, Razor, Skip, and Spin.

### Advantages:

- Affordable.
- Helps the first-mile last-mile gap between fixed transit and final destinations.
- Expands access for low-income users and neighborhoods.
- Sometimes quicker than cars for traveling short distances in areas with a heavy concentration of traffic lights and traffic congestion.
- Fewer carbon emissions compared to fossil fuel driven transportation modes.
- Abundance of private-sector start-up capital investment.
- Privately-owned scooters are also picking up in popularity.
- Brings new jobs into the local community; without docks, workers need to re-charge scooter batteries.
- Unlike pedal bikes or walking, e-scooters allow arrival at work etc. without being drenched in sweat.
- Companies have the ability to “geo-fence” scooters by remotely locking the devices within restricted boundaries.
- Abundance of valuable data is collected through the GPS-tracked devices and could be a treasure trove for city planners (who are able to get it from the private companies).

### Disadvantages:

- Scooters are susceptible to accidents, including severe bodily injury, even fatalities.
- Dangerous tripping hazard impediment to pedestrians, often left laying down instead of upright.
- Provides mobility challenges on public shared space to those with disabilities, sometimes blocking vital access to ramps.
- Due to over-saturation and safety concerns, some jurisdictions have placed caps on the number of scooters permitted.
- Clutter-blemished landscape.
- Theft and vandalism.

## CAR SHARING

Carsharing is a viable alternative to individual car ownership, with positive economic and environmental benefits for communities. Carsharing companies have positioned hundreds of vehicles in neighborhoods of the greater Washington, DC area. With a fully automated online reservation and vehicle locating system, anyone with a membership can reserve and drive any available vehicle. Once reserved by a member, vehicles can be unlocked through a mobile app or a personal access card.

Carsharing can, especially when used in conjunction with public transportation, walking, or bicycling, reduce or eliminate the need for owning a personal vehicle. By reducing car ownership, carsharing reduces the total number of cars parked on the street. This creates less congestion, especially in residential areas, as many neighbors can share a single car rather than each having a car of their own.

Carshare members are less likely to own a personal vehicle and one carsharing vehicle serves between 9 and 15 people. Carshare members are more likely to choose transit than those with a vehicle, and carsharing reduces parking congestion and circling the block to hunt for a free parking space. The average Zipcar member drives 2,500 fewer miles per year, saving 219 gallons of gasoline over that period.

Reserved-space (two-way or traditional) carsharing allows customers to borrow from and return vehicles to the same reserved carsharing space. Currently, Zipcar is available in the District, the City of Alexandria, and Arlington, Fairfax, Montgomery, and Prince George's Counties. Thousands of individual Zipcar members, as well as businesses, universities and government agencies, take advantage of the convenience of carsharing. Zipcars have been available in the Washington, D.C. area since 2001.

Point-to-point (one-way) carsharing allows customers to pick up a vehicle at one location and drop it off at another. Users can end their trip on any legal parking space in the District. Car2Go was a point-to-point carsharing service until they pulled out of the North American market in 2020.

Free2Move Carsharing has operated a point-to-point carsharing service in the District since 2018. They currently have around 600 vehicles available for use. There are a number of peer-to-peer carsharing services in the DC area, like Turo and Getaround. Peer-to-peer carsharing platforms allow individuals to make their privately-owned vehicles available for sharing with other individuals. These services occasionally host small fleets of vehicles. In the District, peer-to-peer carsharing services do not operate with a point-to-point or reserved-space carsharing permit, and their vehicles are subject to the same regulations and enforcement as personal vehicles (users must pay the meter, vehicles not eligible for carsharing vehicle sticker, etc).

### Strengths/Advantages

- Maintenance, insurance, fuel and parking costs are generally included in rate.
- Less expensive than car ownership, especially if used occasionally.
- Easy online reservation system quickly allows users to locate and reserve a vehicle in minutes.
- Providing service to areas with transportation needs and connecting users to transit
- Ideal for those who don't own a car or who occasionally need access to a second car.
- Carsharing vehicles can be more fuel efficient than personally owned vehicles.
- Can be less expensive for businesses than maintaining a fleet of vehicles.
- Can assist employers in augmented company-owned vehicle fleets (or help eliminate them altogether).

- Provides increased transparency and employee accountability of vehicle use.
- Can serve as a Guaranteed Ride Home (GRH) alternative or augmentation for some companies.

#### Prospects

- Carsharing services offer a good opportunity to partner with local jurisdictions to achieve shared transportation, equity, and sustainability goals.
- Carsharing vehicles can be strategically placed to prime areas, such as Metro stops.

## MANAGED LANES

HIGH OCCUPANCY VEHICLE  
(HOV) HIGH OCCUPANCY  
TOLL (HOT) EXPRESS LANES

### Product Profile

The first High Occupancy Vehicle (HOV) lanes in the U.S. opened in 1969 as bus-only lanes along the Shirley Highway (I-395) in Virginia. The barrier-separated lanes are known as the I-95 “Busway”. 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 an HOV lane over a considerable distance. The Shirley Highway HOV requirement 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), and in December 2017, I-66 inside the Beltway (Exit 64 to Exit 73) and including the Dulles Connector Road between VA-123 and I-66 was changed from an HOV facility during peak flow and peak direction conditions to High Occupancy Toll (HOT) “Express” lanes (tolled eastbound 5:30 AM to 9:30 AM and westbound 3:00 PM to 7:00 PM) – all vehicles must have an E-ZPass® transponder, and those with an E-ZPass Flex transponder and two or more persons in the vehicle drive toll free. 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 lanes in Prince George’s County, Maryland opened in 2002 – the only 24/7 HOV in the region.

Today in the Washington area all HOV/Express lanes include carpools, vanpools, buses, and motorcycles. There are six managed facilities that provide free access to high-occupancy vehicles (HOV) on highways functionally classified as freeways. Some of these managed lane facilities are classified as Express Lanes that provide free access to minimum qualified passenger occupancies, using an EZPass Flex transponder. 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 sections in Stafford, Prince William and Fairfax Counties are now the 95 Express Lanes, which function as reversible HOT lanes that HOV-3+ vehicles may use for free with an E-ZPass Flex transponder. The HOT lane concept was extended north along I-395 to the Virginia side of the Potomac River in November 2019 and was styled as the 395 Express Lanes. A project to extend the 95 Express Lanes about 10 miles south of their current terminus at VA-610 (Garrisonville) to U.S. 17 near Fredericksburg is under construction and is planned for completion in Fall 2022.
- 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) (as described above, I-66 inside the Beltway and the Dulles Connector Road were converted to a HOT 2+ lane facility in December 2017 on which tolls are assessed on single-occupant vehicles in peak-flow direction in both peak periods). The portion of I-66 between University Boulevard in Gainesville and I-495 (commonly called the “outside the Beltway” part of I-66 currently has one concurrent-flow HOV lane that operates in peak-flow direction only (open to all traffic at all other times). The Transform 66 Outside the Beltway project will convert the existing HOV lane to a HOT lane and add one additional HOT lane in each direction to this part of the corridor for about 22 miles – construction started in 2017 and is planned to be completed in December 2022. As with the 95 Express lanes, time-of-day tolling will apply to these lanes, and free passage will be granted to vehicles with three or more persons and using an E-ZPass Flex transponder.

- I-270 and the I-270 Spur in Montgomery County, Maryland – At this time, HOV-2 lanes operate between the Spurs and I-370 (approximately) in peak-flow direction in both peak periods. Maryland is currently studying managed lanes along the I-270 and I-495 (Capital Beltway) Corridors in Frederick and Montgomery Counties – the Capital Beltway portion of this project is planned to link to the I-495 Express lanes in Virginia via new managed lanes on the American Legion Bridge.
- Virginia Route 267 (Dulles Toll Road), connecting to I-66 via the Dulles Connector (HOV2+ facility in peak-flow direction in both peak periods, where carpools are required to pay tolls).
- U.S. 50 (John Hanson Highway) in Prince George’s County, Maryland (24-hour HOV2+ facility between I-95/I-495 in the west and U.S. 301/MD-3 in the east).
- The I-495 (Capital Beltway) Express Lanes (24-hour HOT lanes) in Fairfax County, which allow HOV-3 vehicles free passage with an E-ZPass Flex transponder.

In Northern Virginia, there are approximately 84 miles of HOV and HOT lanes, including a 38-mile two-lane reversible HOT lane facility located on Interstate I-95 and I-395 between VA- 610 (Garrisonville) in Stafford County and the Pentagon/Pentagon City area of Arlington County. These lanes are northbound between 11:00 PM and 11:00 AM and southbound between about 12 Noon and 10:00 PM. It is restricted to users of E-ZPass transponders vehicles with 3 or more persons and an E-ZPass Flex transponder may use the lanes at no charge, buses, and taxicabs. Motorcycles may use the 95 Express facility at no charge regardless of occupancy.

Interstate 66 has 11 miles of HOV inside I-495 and 21 miles outside I-495 for a total of over 30 miles. I-66 inside the Beltway is operated as a HOT lane (HOV-2 no charge with E-ZPass Flex Transponder) eastbound in the AM hours and westbound in the PM hours. The HOV-2 lanes outside I-495 are concurrent flow HOV but will be converted to a HOT 3+ lanes facility in the future as part of the Transform 66 Outside the Beltway project in Fairfax and Prince William Counties. The Virginia Department of Transportation re-striped 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. The 495 Express Lanes in Fairfax County provide four lanes for vehicles with E-ZPass transponders. Carpools with three passengers and vanpools 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.

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 Department of Transportation’s 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, are 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 2022.

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.

E-ZPass customers traveling on the Express Lanes with their transponder set at the HOV ON mode and without three people could face fines of up \$1,000 if stopped by a trooper. E-Z Pass customers are given "First-Time Forgiveness".

Customers traveling without an E-ZPass will be sent a toll invoice plus administrative fees along with an explanation of the correct way to use the Express Lanes. Failure to pay this invoice may result in escalated administrative fees, civil penalties and referral to debt collection or court; and a hold may be placed on the vehicle owner's Department of Motor Vehicles account that must be satisfied prior to vehicle re-registration.

MANAGED LANES IN NORTHERN VIRGINIA:

LOCATION	TYPE	MILES	USERS	HOURS OF OPERATION	COMMENTS
I-395 Shirley Hwy (395Express lanes)	I-395 Three lanes reversible	8	HOV-3, motorcycles, buses, taxis with 3 or more people, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. All vehicles must have an 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	Northbound (NB) weekdays* 11:00 p.m. - 11:00 a.m.  Southbound (SB) weekdays 12:00 p.m. – 10:00 p.m.  * Operating times on weekends and holidays may vary.	<ul style="list-style-type: none"> <li><input type="checkbox"/> I-395 AM: 2.8 Average Vehicle Occupancy (AVO) 49 MPH, 12 minutes</li> <li><input type="checkbox"/> I-395 PM: 2.38 AVO 68 MPH, 9 minutes</li> <li>• Non HOV AM: 1.1 AVO, 20 MPH, 30 minutes</li> <li>• Non HOV PM: 1.11 AVO 49 MPH 12 minutes</li> </ul>
I-95 Shirley Hwy (95Express toll lanes)	I-95 Three lanes reversible (2 lanes south of VA- 294)	31	HOV-3, motorcycles, buses, taxis with 3 or more people, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. All vehicles must have an E-Zpass transponder. To use lanes for free, vehicles must have an	NB weekdays* 11:00 p.m. - 11:00 a.m.  SB weekdays 12 Noon - 10:00 p.m.  * Operating times on weekends and holidays may vary.	<ul style="list-style-type: none"> <li><input type="checkbox"/> I-95 AM: 2.6 AVO 62 MPH, 18 minutes</li> <li><input type="checkbox"/> I-95 PM: 2.60 AVO 67 MPH, 16 minutes</li> <li>• Non HOV AM: 1.1 AVO, 22 MPH, 51 minutes</li> <li>• Non HOV PM: 1.16 AVO 28 MPH 41 minutes</li> </ul>

LOCATION	TYPE	MILES	USERS	HOURS OF OPERATION	COMMENTS
			Public utility vehicles are permitted to use HOV lanes when responding to		
Capital Beltway (not including Wilson Bridge) 495 Express lanes	Express Lanes	14 miles (each way) between I-95 and north of VA-267 (Dulles)	HOV-3 travels free with E-ZPass Flex, SOV pays a variable toll. All vehicles must have an E-ZPass transponder	Normally open 24/7	Express Toll Lanes (no HOV provision) under study on the Maryland portion of the Beltway
I-95/I-495 Capital Beltway at Woodrow Wilson Bridge	Concurrent-flow HOV or transit lanes on bridge and approaches to bridge	About 6 miles in each direction. The lanes are not currently	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 - 6:00 p.m.	
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, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when	Eastbound (EB) 5:30 - 9:30 a.m.  Westbound (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



LOCATION	TYPE	MILES	USERS	HOURS OF OPERATION	COMMENTS
			responding to emergency calls.		
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 VA-123 and I-66.	14.8	HOV-2, buses, taxis with 2 or more people, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when emergency calls.	EB 6:30 - 9:00 a.m.  WB 4:00 - 6:30 p.m.	<ul style="list-style-type: none"> <li>• Opened December 1998</li> <li>• HOV AM 1.9 AVO, 58 mph, 12 min</li> <li>• HOV PM 1.7 AVO, 58 mph, 16 min</li> <li>• Non-HOV AM 1.1 AVO, 46 mph, 15 min</li> <li>• Non-HOV PM 1.05 AVO</li> </ul>
I-66 Express Lanes (inside the Beltway)	Between I-495 and Rt. 29 in Rosslyn.	9	HOV-2, on-duty emergency and law enforcement vehicles. Public utility vehicles responding to emergency calls. HOV-2 Plus is free with E-ZPass Flex. can use by paying dynamic toll rate.	EB weekdays 5:30 a.m. - 9:30 a.m.  WB weekdays 3:00 p.m. - 7:00 p.m.	<ul style="list-style-type: none"> <li>• Opened December 2017</li> <li>• Trucks prohibited</li> <li>• Will change to HOV-3 in 2022 when express lanes open on I-66 outside the Beltway.</li> <li>• Third travel lane under</li> </ul>

LOCATION	TYPE	MILES	USERS	HOURS OF OPERATION	COMMENTS
					<p>eastbound between Sycamore Street and Fairfax Drive.</p> <ul style="list-style-type: none"> <li>• Off-peak directions can be severely congested, but there is no tolling or HOV requirement</li> </ul>

MANAGED LANES IN MARYLAND:

LOCATION	TYPE	MILES	USERS	HOURS OF OPERATION	COMMENTS
I-270 (includes 2 miles each direction on I-270 Spur)	Concurrent-flow (1 lane)	SB: 11 miles from I-370 to I-495  NB: 20 miles from I-495 to MD 121	HOV-2, motorcycles, buses, and plug-in electric vehicles, titled and registered in Maryland. Electric vehicles must display state-issued sticker on the rear.	SB: 6:00-9:00 a.m. NB: 3:30-6:30 p.m.	<ul style="list-style-type: none"> <li>• HOV AM: 1.9 AVO</li> <li>• HOV PM: 2.54 AVO</li> <li>• Non HOV AM: 1.0</li> <li>• Non HOV PM: 1.10 AVO,</li> </ul>
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.	24 hours/day 7 days/week	<ul style="list-style-type: none"> <li>• HOV AM: 1.6 AVO;</li> <li>• HOV PM: 2.66;</li> <li>• Non HOV AM: 1.0 AVO</li> <li>• Non</li> </ul>

FUTURE HOV PLANS:

Visualize 2045's financially constrained element includes High-Occupancy Toll (HOT) lanes on the northern portion of I-495 in Virginia. This project includes express toll lanes with toll-free travel for high-occupancy vehicles. Express bus service will also run on the express lanes. The financially constrained element also includes adding dynamically-priced toll lanes along I-495 in Maryland and I-270.

Maryland

Maryland plans to add four new express toll lanes to I-270, the Capital Beltway (I-495) across the American Legion Bridge and north of the bridge. The Traffic Relief Plan for these major state highways will reduce congestion for millions of drivers and mark the beginning of a transformative effort to significantly improve traffic conditions of some of Maryland's most traveled roads and highways for years to come. The P3 portion, to add four new lanes on both I-495 (Virginia boundary north of the G.W. Memorial Parkway and I-270 Spur), along I-270 Spur and I-270 will seek private developers to design, build, finance, operate and maintain the new lanes.

## Virginia

Express lanes opened in December 2017 during rush hours on I-66 Inside the Beltway between Interstate 495 and Route 29 in Rosslyn. Those who drive alone may use the lanes during morning and evening rush hours, by paying a toll. Those traveling with two or more people will continue to ride free with an E-ZPass Flex, switched to the High Occupancy Vehicle (HOV) mode.

Work is underway to transform Northern Virginia's I-66 Outside the Beltway into a multimodal corridor that moves more people, provides reliable trips and offers new travel options. The \$2.3 billion project is a public-private partnership between the Virginia Department of Transportation (VDOT), the Department of Rail and Public Transportation (DRPT) and private partner, I-66 Express Mobility Partners, a consortium of Cintra, Meridiam, Ferrovial Agroman US, and Allan Myers VA Inc. The I-66 Outside the Beltway Project will include

22.5 miles of new express lanes alongside three regular lanes from I-495 to University Boulevard in Gainesville. Express lanes will be dynamically tolled to manage demand for the lanes and provide a reliable, faster trip available to drivers who choose to pay a toll, and for free to vehicles with three or more people. Part of the project will include new and improved bus service, and new and expanded park and ride lots with more than 4,000 parking spaces.

The I-395 Express Lanes Project between Turkeycock Run and the Virginia end of the 14<sup>th</sup> Street Bridge is complete and open to traffic.

HOV and HOT lanes increase 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 HOV-3 users in VA.

## Prospects

- Construction is slated to begin in 2022 for the I-495 Express Lanes Northern Extension Project (495 NEXT), a 3-mile extension of the 495 Express Lanes, south of Old Dominion Drive to the American Legion Bridge. The project will comprise of two new dynamic lanes in each direction with improved connections for the Dulles Toll Road (Greenway) and George Washington Memorial Parkway. The project is scheduled for completion in 2025.

## Deficiencies

- These lanes are, for the most part, single lanes (along I-270, I-66 outside the Capital Beltway, and VA- 267). They do not allow for passing.
- Hours of operation are tailored to each corridor; they are not consistent throughout the region.
- 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.
- SOV violations are more prevalent on HOV Lanes that lack barrier separation.
- Perception of enforced HOV rules is lax; penalties may be too low to discourage violators in MD.
- 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 apply from I-495 north to MD-121 (Clarksburg).

- 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/Express Lanes marketing campaigns.

### Threats

- Crashes/overuse that will reduce time savings.
- Construction of the new managed lanes on I-66 between I-495 and Gainesville has disrupted operation of the existing HOV lanes in places – this will no longer be an issue when the new managed lanes open to traffic.
- A fraction 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.

## 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 cost effectively used as sites for commuter related promotions, i.e. GRH, Flextime Rewards, and other TDM programs and services beneficial to existing alternative mode commuters.
- 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
- As part of VDOT's Transform 66 Outside the Beltway project, new Park and Ride lots were added along the corridor.

### 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 (DC & MD)

St	Jurisdiction	# Lots	# of Parking	Avg # Parking	Free Parking	\$ Parking	Transit	Bike Facilities
DC	District of Columbia	6	2,857	476.2	-	6	6	6
MD	Anne Arundel	23	8,888	386.4	21	2	16	6
MD	Baltimore	27	10,011	370.8	27	-	17	12
MD	Baltimore City	13	5,008	385.2	11	2	12	7
MD	Calvert	10	1,482	148.2	10	-	6	2
MD	Carroll	7	445	63.6	7	-	-	3
MD	Cecil	2	146	73.0	2	-	1	-
MD	Charles	10	3,666	366.6	10	-	9	1
MD	Dorchester	1	12	12.0	1	-	-	-
MD	Frederick	15	3,132	208.8	15	-	8	6
MD	Harford	16	1,775	110.9	16	-	16	6
MD	Howard	13	3,308	254.5	13	-	9	7
MD	Kent	1	27	27.0	1	-	-	-
MD	Montgomery	37	20,913	565.2	27	10	37	13
MD	Prince George's	37	36,876	996.6	19	18	35	18
MD	Queen Anne's	6	449	74.8	6	-	-	-
MD	St Mary's	7	1,318	188.3	7	-	5	-
MD	Talbot	1	9	9.0	1	-	-	-
MD	Washington	10	890	89.0	10	-	1	4

Park & Ride Lots contained in the above list are either owned by states, local jurisdictions or private entities. Data was gathered from state and local transportation agencies, web sites, and GIS services.

Park & Ride Lot Table (VA & WV)

St	Jurisdiction	# Lots	# of Parking	Avg # Parking	Free Parking	\$ Parking	Transit	Bike Facilities
VA	Alexandria	2	537	268.5	1	1	2	1
VA	Arlington	4	3,637	909.3	2	2	4	1
VA	Caroline	1	43	43.0	1	-	-	-
VA	Clarke	2	198	99.0	2	-	-	-
VA	Culpeper	3	77	25.7	3	-	-	-
VA	Essex	1	15	15.0	1	-	-	-
VA	Fairfax	41	36,333	886.2	34	7	38	23
VA	Fairfax City	1	35	35.0	1	-	-	-
VA	Fauquier	8	463	57.9	8	-	1	-
VA	Fredericksburg	1	700	700.0	1	-	1	1
VA	King George	1	50	50.0	1	-	-	-
VA	Loudoun	23	5,102	221.8	23	-	17	14
VA	Prince William	42	14,864	353.9	42	-	32	19
VA	Rappahannock	2	30	15.0	2	-	-	-
VA	Spotsylvania	3	2,541	847.0	3	-	2	1
VA	Stafford	9	4,705	522.8	9	-	5	-
VA	Warren	3	478	159.3	3	-	2	-
VA	Westmoreland	2	111	55.5	2	-	-	-
WV	Berkeley	1	81	81.0	-	1	1	-
WV	Jefferson	2	298	149.0	2	-	2	-

Park & Ride Lots contained in the above list are either owned by states, local jurisdictions or private entities. Data was gathered from state and local transportation agencies, web sites, and GIS services.



## GUARANTEED RIDE HOME

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.

In FY11, the GRH program was expanded to include the Baltimore Metropolitan region and St. Mary’s County. The total number of GRH trips provided in FY20 within the Washington metropolitan area were 1,707. The number of trips in the Baltimore region in FY20 were 68.

According to the Commuter Connections 2019 State of the Commute Survey, GRH members have far longer commutes than their regional counterparts. The average one-way commute distance for GRH respondents was 34.4 miles, and the average number of one-way commute minutes was 67. This is twice the distance of the average commute in the region and 24 minutes longer. The most frequent reason (71%) for using the GRH program was illness, the overwhelming majority of GRH members (95%) said they were satisfied, and respondents waited an average of 14 minutes for a trip.

### 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.

### Deficiencies

- Commuters are allowed to use one GRH trip without registering with Commuter Connections, known as a onetime exception. Some commuters may not register knowing they can receive a first-time exception trip.

### 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.
- Uber is now being offered as a supplemental ride option where needed.
- In 2022, the Commuter Connections Subcommittee will consider increasing the number of rides given per year from four to six.

### 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 BENEFIT PROGRAMS

### 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](http://wmata.com) under the SmartBenefits® tab and select from a variety of easy payment methods.

The SmartBenefits® Autoload program implemented a new process for employee transit and parking benefits. Metro's 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 addition, SmartBenefits® allow employee participants to purchase passes on their SmarTrip® card using SmartBenefits® funds. 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.

#### 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, and TRiPS stores in Montgomery County 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.

### 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.

In the Baltimore/Washington region, the Maryland Department of Transportation 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 2022, the IRS tax-free employee transportation fringe benefit amount for transit, vanpools, and parking is \$280 per month. 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 Maryland can join the Commuter Choice Maryland commuter benefits program offered by the Maryland Department of Transportation. 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 \$280 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 \$100 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.

In 2019, the Maryland Transit Administration launched CharmPass, a mobile app that allows riders to purchase fares for MARC and Commuter Bus service using their smartphones, which can be shown to the train conductor or bus driver. Once activated, the secure mobile tickets appear in color, and turn gray once expired. CharmPass works with SmartBenefits and allows employees to bypass the purchase of paper tickets through a third-party service and then wait for them to arrive in the mail. For more information, visit [www.mta.maryland.gov/charmpass/smartbenefits](http://www.mta.maryland.gov/charmpass/smartbenefits).

CLEAN AIR PARTNERS  
[www.cleanairpartners.net](http://www.cleanairpartners.net)

The 2021 season included extended day forecasts and real-time data for ozone and particle pollution for the Washington Metro Region, the Baltimore Metro Region, Western Maryland, and Eastern Shore.

Available for both the iPhone and Android systems, Clean Air Partners provides a free air quality app that includes forecast and current air quality information.

Clean Air Partners launched the summer campaign with Air Quality Awareness Week (May 3-7, 2021) giving a platform to engage the news media, meteorologists, and online audiences with timely air quality messages. Clean Air Partners highlighted the week with a series of social media engagement posts and fun social media challenges. Each day featured a theme including air quality and trees, health, citizen science and the air quality index, hiking and biking, and food choices.

Clean Air Partners increased their success from 2020's inaugural Ozone Action Week by expanding the concept to Ozone Action Month (August 2021) – a month all about the small steps everyone can take to help improve air quality during the hottest time of year when ground-level ozone is greatest. Clean Air Partners pushed clean air messages out through social media, digital ambassadors, media tour, meteorologists, and partner outreach.

Clean Air Partners supported Car Free Day through a sponsorship from Commuter Connections, educating people about the impact of everyday actions on air quality, with special emphasis around cleaner transportation and Car Free Day. Clean Air Partners leveraged their network of local digital ambassadors to build engagement around Car Free Day and promote the Commuter Connections pledge.

Washington Gas sponsored a winter home energy efficiency promotion to help residents get their homes ready for cold weather while improving air quality. For Energy Efficiency Day on October 6th, Clean Air Partners cobranded a social media post on Facebook and Facebook channels, reaching 4500 followers. In November, Clean Air Partners promoted tips for residents to make homes more energy efficient leading up to winter and home heating season.

Gas-powered vehicles are the #1-way individuals contribute to poor air quality, so Clean Air Partners promoted money-saving tips to reduce mobile source pollution in December to encourage people to make new clean air habits for the new year. Pepco sponsored digital content for the effort, which garnered 4,506 impressions.

Clean Air Partners pushed out organic content on both Facebook and Twitter throughout the year to keep audiences engaged and up to date on the latest air quality tips and news.

To gain attention of news reporters, the Clean Air Partners team kept a constant pulse on the media landscape and adjusted messaging to be as timely and relevant as possible during the pandemic. Media materials included news releases, fact sheets, and b-roll video footage distributed to 385+ news reporters and media outlets region wide.

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 and climate.

Clean Air Partners continued to reach students through the slogan contest promoting interdisciplinary learning. Students were challenged to develop themes relative to air quality.

Clean Air Partners' sponsored its fourteenth annual poster contest for students in grades 4 through 8

residing in the Baltimore-Washington metropolitan area. Students from across the Baltimore-Washington region integrated science and art and submitted posters on air climate and climate change.

This year Clean Air Partners conferred awards for best science fair project addressing air quality and climate change in Fairfax, Alexandria, Falls Church and Arlington, Montgomery, Prince George's, and Prince William County.

Commuter Connections supports Clean Air Partners through an annual sponsorship.

### Strengths

The Clean Air Partners program appears to be accepted by the business community. Actions 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 available through a variety of platforms so that checking air quality during the summer is akin to checking the weather report. Therefore, air quality forecasts and alerts are a part of the region's meteorological vernacular. Marketing efforts have raised awareness and positively affected behavior changes on simple easy actions anyone can take to improve the air, such as:

- Combining errands by vehicles
- Refueling the car before dawn or after dusk
- Ridesharing
- Taking transit
- Telecommuting
- 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 outreach programs. Other activities include transit and digital ads, social media campaigns, media relations, and distribution of Clean Air Partners materials through events, members, and participants (virtual and in-person).

- Ozone and Particle Pollution displays are provided on [www.cleanairpartners.net](http://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, such as social media partner toolkits and print materials, to promote clean air are provided to members and partners 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 are notified each weekend on the status of the air quality and on all unhealthy air days.
- Daily air quality forecasts, real-time and historical data, EnviroFlash registration, air quality app and current 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

- According to the most recent Clean Air Partners survey, people believe the metropolitan Washington- Baltimore region's air quality has gotten worse even though data shows great

improvements.

- Most of the population does not understand that problems from air pollution can be contained by their actions. Few have made changes to reduce pollution, with the exception of actions to save money like conserving energy.
- Much of the ozone problem is perceived as weather dependent, and not dependent on behavior.
- Most of the public is more likely to change their activities on Code Orange and Red Days to protect their health not to reduce air pollution.
- With the increased importance of climate change and equity, public messaging and calls-to-action have not kept pace with these emerging priorities.
- There is need to develop partnerships to serve communities disproportionately impacted by air quality as well as develop new partnerships across sectors such as public health and like-minded environmental organizations.

### Opportunities

Clean Air Partners should commitment to environmental justice to support residents regardless of race, ethnicity, income, or zip code. Board membership could be opened to include representatives from communities that are disproportionately impacted by poor air quality, and outreach could be conducted in these neighborhoods.

With stronger partnerships with groups such as, health and environmental experts, transit providers, like-minded organizations, and schools, the year-round messaging should continue to be enhanced with a strong level of outreach and community relations.

Clean Air Partners has the opportunity to play a more significant and relevant role in climate issues considering the local and national attention climate change is receiving.

### Challenges

Despite improvements in the region's air quality, challenges lie ahead. The metropolitan Washington region does not meet the current federal standard for ground-level ozone, issued in 2015. As a result, Clean Air Partners still faces some challenges in its purpose to encourage employers and individuals to take voluntary actions to improve the air. Climate change continues to be a major focus in the region with many organizations utilizing their resources to develop and implement climate plans and goals. The importance of climate issues has shifted focus away from regional air quality.

There are many organizations doing similar work and competing for the same funding. A lack of employer/private sector funding for Clean Air Partners through sponsorship donations and grants will prohibit Clean Air Partners' growth and the development and launch of new initiatives.

## INCENTIVES PROGRAMS

Commuter Connections offers a host of programs that provide cash and other incentives to commuters to encourage the formation of carpools and vanpools, the use of public transit, and other forms of more sustainable travel. All programs are free and each have specific rules and restrictions and require setting up a free Commuter Connections account. Maximum calendar year total payout per person is \$600 a year for all programs combined.

### '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 and into carpools, to and from work. In October 2010, encouraging results led to the continued use of the incentive project. New participants were also surveyed in FY12, FY13, FY14, FY17, and FY20. Results from the FY2020 survey showed that 80% of all 'Pool Rewards past participants continued to use an alternative mode to commute at least three years after the incentive ended. Between July 2017 and June 2020, 92 commuters had completed the 'Pool Rewards carpool program. When this participation number was multiplied by the placement rates, the calculation resulted in 80 continued carpool placements and 12 temporary placements. Applying the VTR factors and one-way travel distance resulted in 86 daily vehicle trips reduced and 2,425 daily VMT reduced from 'Pool Rewards carpool component.

In 2012 the program was expanded to include vanpools. 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."

Between FY 2018 and FY 2020, fifteen vans with 131 total passengers participated in the program. These vanpools were first defined as either continued, meaning they were still in operation during FY 2020, or temporary, meaning they had operated in FY 2018 or FY 2019, but had ceased operation prior to FY 2020.



This step indicated that 11 vans, carrying 97 total riders, or 74% of the total 131 riders, had continued operation. The remaining four vans, with 34 riders (26%) were defined as temporary.

The continued and temporary Vehicle Trips Reduced (VTR) factors for vanpool were derived using the average number of riders in continued vanpools (10.2 riders) and temporary vanpools (8.3 riders) and assuming that vanpool riders rode in the van nine of ten work days (per two weeks) and drove to work all work days prior to joining the vanpool.<sup>4</sup> These calculations resulted in VTR factors of 1.72 daily vehicle trips reduced for continued placements and 1.32 daily vehicle trips reduced for temporary placements. The revenue miles data per vanpool were used to derive one-way travel distances for continued placements (39.5 miles) and temporary placements (38.9 miles). When these factors were applied to the 131 total vanpool riders, the calculation resulted in 97 continued vanpool placements and 34 temporary placements. Applying the VTR factors and one-way travel distance resulted in 190 daily vehicle trips reduced and 7,491 daily VMT reduced from 'Pool Rewards vanpool component.

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. Enterprise Rideshare works with Commuter Connections to offer monthly van leases to vanpool groups of 7, 11, and 15 passengers. 'Pool Rewards placed its first vanpool on the road, June 2012.

### CarpoolNow

In 2016, Commuter Connections launched CarpoolNow, a rideshare app that gives commuters in the metropolitan Washington region the ability to carpool on-demand and in real-time, immediately connecting users who are offering a ride with those seeking a ride. It also displays routes, estimates pickup times, and confirms pick-up and drop-off locations. Unlike apps such as Uber and Lyft, Commuter Connections' CarpoolNow is free to use at no cost to the driver or passenger. In fact, drivers picking up commuters for their carpool receive a \$10 cash payment per trip. The CarpoolNow app uses real-time location data to suggest popular carpool pickup points throughout the region, via map display.

### Flextime Rewards

Commuter Connections developed Flextime Rewards in conjunction with the University of Maryland and launched a pilot program in December of 2017. The Flextime Rewards system sends notifications to commuters when heavier than normal traffic congestion is detected along their route, during peak travel periods. Employers who already offer some form of work schedule alternatives are ideal to help promote Flextime Rewards.

Eligible commuters who register for the Flextime Rewards program will receive notification on days when higher-than-average traffic congestion occurs along the corridor they travel for work. In 2019, a new geolocation service on the Commuter Connections mobile app allowed for the detection of real time flexing of hours by participants. Requirements include signing up for Flextime Rewards and based on received notifications, delaying work departure time to avoid significant congestion and logging their trip. Commuters who delay departure using Flextime Rewards receive an \$8 payment per trip when their commute takes them through the four designated bottleneck corridors below:

- I-495 IL between VA-267 and I270 Spur
- I-495 OL between I-95 and MD-193
- I-66 EB at VA-267
- DC-295 SB at Benning Rd.

### incentrip

In 2019, Commuter Connections and the Maryland Transportation Institute at the University of Maryland launched incentrip, a new mobile app that allows commuters in the Washington D.C. region to save time, money, and fuel, while earning rewards for planning trips. The app recommends the best travel mode, departure time, and route based on real-time traffic prediction data and user personal preferences to help commuters avoid both day-to-day congestion and traffic jams caused by accidents, work zones, special events, and adverse weather conditions.

With the app, commuters can earn rewards points every time they plan trips to and from work, avoid traffic, or use alternatives to drive-alone commuting. Commuters who use the app during rush hours (weekdays between 6:30 and 9:30 am and between 4:00 and 7:00 pm) can redeem rewards points for cash payments of \$10 to \$50 from Commuter Connections.

Commuter Connections was awarded a grant from the Federal Highway Administration totaling \$5.95 million for the Advanced Transportation and Congestion Management Technologies Deployment program (ATCMTD) in June 2020. The ATCMTD project vision is to leverage the best available technology to integrate and expand existing TDM programs with a shared platform among all public and private-sector partners; provide personalized, timely, and accurate travel information to residents and visitors; and enhance multimodal transportation access and system performance for all user groups with rewards and gamification.

The FY2022 Commuter Connections Work Program was amended for the incentrip mobile app for commuters traveling to worksites in Maryland outside of the Washington, DC non-attainment region as part of the expanded Mega-Region project.

## MARKETING STRATEGIES AND BUDGETS FOR REGIONAL PARTNERS

### GO ALEX – CITY OF ALEXANDRIA

[www.alexandriava.gov/GOAlex](http://www.alexandriava.gov/GOAlex)

Marketing Budget: \$145,000

Go Alex 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. GO Alex promotes, plans and supports mobility options to benefit quality of life, economic development and the experience of people travelling in Alexandria.

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.
- **Grass Roots Marketing:** Grassroots Outreach Marketing Program supports Go Alex's initiatives by targeting both local businesses and City residents to create awareness, inform, educate, and ultimately build advocacy and effect positive behavior change.
- **Go Alex Web site:** [www.alexandriava.gov/GOAlex](http://www.alexandriava.gov/GOAlex) 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, Guaranteed Ride Home, upcoming meetings and events, Capital Bikeshare, 'Pool Rewards, The Mobile Transit Store, and other information.
- **Promotional Events:** Conduct outreach at worksites and residential communities. Go Alex also participates in health and benefits fairs, and events coordinated by TMP representatives, other TDM organizations, and government agencies. Go Alex organizes and markets the Alexandria Bike to Work Day pit stop, Try Transit Week promotions, and other events as needed
- **Other Marketing initiatives:** Includes newspaper and online ads, new homeowner mailings, bi annual print newsletter, monthly electronic eNews Newsletter, and interactive Facebook page.
- **Alexandria Mobile Transit Store:** The City's Mobile Transit Store provides one-stop shopping for Metro, VRE, MARC, and EZ Pass Flex with the convenience of flexible but consistent locations and times all around the entire City. You can also purchase and load funds onto the standard SmarTrip cards in addition to the popular Senior SmarTrip. The Store's calendar can be found at [www.alexandriava.gov/TransitStore](http://www.alexandriava.gov/TransitStore).

## **ARLINGTON COUNTY**

[www.arlingtonva.us](http://www.arlingtonva.us)

Marketing Budget \$800,000 for Commuter Services broken down as follows: Arlington Transportation Partners - \$50,000.00  
Umbrella campaign - \$540,000.00  
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, Facebook and Instagram advertising
- Sponsorships of local community events
- Retail kiosks and point-of-purchase displays
- Street team outreach at events
- Packages for top 400 employers
- E-mail alerts and e-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
- Transit displays

## COMMUTER CONNECTIONS

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

The overall media budget from the Commuter Connections FY23 Work Program is \$1,593,125.

<u>Campaign</u>	<u>Media Buy</u>
Bike to Work Day	\$65,000
Car Free Day	\$45,000
CarpoolNow	\$15,000
Employer Recognition Awards	\$7,500
Flextime Rewards	\$15,000
incentTrip	\$50,000
incentTrip (MDOT)	\$50,000
'Pool Rewards regional	\$20,000
'Pool Rewards (I-66)	\$60,000
Rideshare/GRH	<u>\$1,265,625</u>
Total	\$1,593,125

The fall media plan will include Car Free Day 2022 in September; the “Look Again” message for Rideshare and “Take A Look” for Guaranteed Ride Home (October through December 2022), which will focus on workers returning to the workplace; and campaigns for two incentives programs, 'Pool Rewards (October 2022 to Jan 2023), and CarpoolNow from (November 2022 to January 2023).

Also during fall 2022, Commuter Connections will conduct research to gather input for the FY 2023 spring creative development. Regional TDM Marketing Group members will participate in a Creative Input Survey and the general public and stakeholders will be surveyed to garner their attitudes and opinions. This research will help to develop the creative to be designed for use in the second half of FY23 for the spring marketing campaign.

Below are objectives, targets, and tactics for the various marketing components for FY23:

### Guaranteed Ride Home Washington, DC Region

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

**Target market** (indicated from 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Washington, DC Region):

- Ages 25-34 (7%), 35-44 (20%), 45-54 (33%), 55-64 (34%)
- Non-Hispanic White (61%), Non-Hispanic Black (22%), Asian (8%), Hispanic (6%)
- Male (54%) and Female (46%)
- Annual Household Income \$60,000+ (95%), \$100,000+ (75%), \$120,000+ (60%), \$160,000+ (35%)
- One-way commute more than 30 miles (59%)/more than 45 minutes (72%)
- Lives in Virginia (55%) or Maryland (41%) or DC (2%), another state (2%) with emphasis on Prince William (17%) and Fairfax counties (12%)
- Works in DC (63%), Virginia (21%) and Maryland (16%).

### **Tactics:**

- Target commuters in the Washington, DC metropolitan statistical area and its exurbs, encouraging them to register for GRH.
- Incorporate new and existing digital media – Google, Facebook, social media, streaming TV, influencers, and YouTube pre-roll–into the media mix, both paid media and value add.

- Use district radio stations serving the inner core. A tag will be added to the radio ad reminding people to call or visit the website to re-register annually. Radio may also be used to reach the region's Hispanic and African American commuters.
- Use TV to visually present the message that's conveyed in radio spots.
- Evaluate web advertisement (banner ads) and interactive ads geared directly toward generating registrations.
- Incorporate web with print media through interactive media such as augmented reality, 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 brief video to be used on the Commuter Connections website.
- Update website images to integrate with the campaign.
- Use direct mail (allocation equals 5% of Work Program budget); explore new ideas for direct mail pieces.

**GRH Washington, DC Region Media Allocation:** Approximately 26.75% of media budget.

## **Guaranteed Ride Home Baltimore Region**

**Target market for Baltimore Metropolitan region** (from 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region):

- Ages 25-34 (11%), 35-44 (22%), 45-54 (29%), 55-64 (32%)
- Non-Hispanic White (57%), Non-Hispanic Black (27%), Asian (11%) and Hispanic (4%).
- Female (59%), Male (41%)
- Annual household income \$80,000+ (59%), \$120,000+ (36%), \$160,000+ (14%)
- One-way commute 30+ miles (53%)/more than 45 minutes (55%)
- Lives in Maryland (85%), Virginia (4%), or Pennsylvania (7%), New Jersey (1%), DC (2%), Delaware (0%)
- Top home jurisdictions are Harford (23%), Baltimore City (17%), Baltimore County (17%)
- Works in Maryland (96%), DC (3%), Virginia (<1%)

### **Tactics:**

- Target commuters in the Baltimore metropolitan statistical area and St. Mary's County in Southern Maryland and exurbs, encouraging them to register for GRH.
- Use new and existing digital media – Google, Social Media, YouTube pre-roll –as part of the media mix and as value add.
- Focus radio advertising on stations serving the Baltimore market. A tag will be added to the radio ad reminding people to call or visit the website to re-register annually. 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 towards generating registrations.
- Incorporate web with print media through interactive media, such as augmented reality, 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., short video shown on website and pages.
- Update website images to integrate with campaign.

**GRH Baltimore Media Allocation:** Approximately 3% of media budget.

## **Ridematching**

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

**Target market** (from FY2021 Commuter Connections Applicant Database Annual Placement Survey Report):

- 35-64 years old (80%): <35 (12%), 35-44 (26%), 45-54 (25%), 55-64 (29%),
- Female (49%) and Male (51%)
- Non-Hispanic White (67%), Non-Hispanic Black (19%), Asian/Pacific Islander (9%), Hispanic (4%)
- \$100,000+ annual household income (79%)
- One-way commute of more than 30+ miles (67%)/more than 45 minutes (55%)
- Lives in Virginia (62%) or Maryland (29%); work in DC (47%), Virginia (25%), Maryland (18%)
- Works for employers with more than 100 employees (86%), works for employers with 1,000 or more employees (61%)
- Works for federal agencies (69%), private sector (20%)

### **Tactics:**

- Increase awareness of benefits and ease of ridesharing through radio advertising.
- Consider using a Spanish-speaking radio station to reach out to the region's Hispanic population.
- Consider TV as an opportunity to visually present the message that's conveyed in radio spots.
- Use social media and influencers for real-time engagement with commuters.
- Use optimized online banner ads on select websites to drive users to the Commuter Connections website and/or mobile Ridematching service for registration.
- Use out-of-home components that make a direct connection between commuting options and saving money will be considered.
- Provide testimonials of ridesharing success stories and broaden awareness and registrations through public relations/media communications.
- Update website images to integrate with the campaign.
- Use direct mail (allocation equals 5% of Work Program budget); explore new ideas for direct mail pieces.

**Rideshare Media Allocation:** Approximately 49.5% of media budget.



## **CarpoolNow Mobile App**

**Objectives:** Increase knowledge and activity of app use, in turn easing consumer access to ridesharing.

### **Target Market**

- Rideshare demographics.
- Target audience will skew slightly younger than our transit average as younger individuals use mobile apps to a greater extent.

### **Tactics:**

- Use media and public outreach to build awareness of mobile app.
- Reach commuters at carpool pick-up points with public outreach at park-and-rides.
- Focus messaging on promoting driving and the driver incentive.
- Leverage Commuter Connections brand equity in the Washington, DC Region; “another great Commuter Connections program...”
- Promote awareness with influencers and a heavy digital presence to reach many potential commuters.
- Evaluate radio for use as a secondary media.
- Tie CarpoolNow App to Rideshare messages to Car Free Day. For example, “...interested in Ridesharing? Check out the CarpoolNow App...”
- Investigate TV and live radio reads to generate additional interest in the program and drive people to the website for more information.
- Explore a video tutorial and optimize the features of the app such as the driver’s incentive. Value add from the mass marketing campaign may be used to expand the reach of the CarpoolNow Mobile App.
- Promote the fact that the trip is free to passengers.

**CarpoolNow Mobile App Media Allocation:** Approximately 1% of media budget.

## **'Pool Rewards**

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

### **Target Market**

- Rideshare demographics.
- Target audience will skew slightly younger than our transit average as younger individuals use mobile apps to a greater extent.

### **Tactics:**

- Use media and public outreach to build awareness of the program and incentives.
- Use the cash incentive as the primary message. Additional messaging will promote environmental/health benefits of ridesharing, such as tons of CO<sub>2</sub> emissions reduced, gallons of gas saved, miles of commutes logged, vehicle trips saved, social responsibility of reducing traffic congestion, and improving quality of life through better health.
- Focus on Facebook and Instagram ads that promote awareness. Optimized online banner ads may also be used.
- Evaluate radio for use as a secondary media.
- Tie 'Pool Rewards eligibility to Rideshare messages. For example, "...interested in Ridesharing? You may be eligible for 'Pool Rewards..."
- Investigate TV and live radio reads to generate additional interest in the program and drive people to the website for more information.
- Use value add from the mass marketing campaign to expand the reach of 'Pool Rewards.
- Consider opportunities to expand into Spanish radio.
- Promote the conversion of HOV 2 to HOV 3 on I-66 outside and inside the Beltway for new Express Lanes outside the Beltway which will open in late 2022 and on the existing Express Lanes inside the Beltway. The new incentive will allow for \$236 in 'Pool Rewards incentives above the standard \$130 for each carpool participant for a total of \$366 (# carpools on I-66).

**'Pool Rewards Media Allocation:** Approximately 5.25% of media budget.

## **Flextime Rewards**

**Objectives:** Increase knowledge and participation in the program; help reduce peak traffic congestion by alerting commuters of flextime options.

### **Target Market**

- Workers with Flextime and Telework availability.
- Younger demographics, 35 years old and younger.

### **Tactics:**

- Use media and public outreach to build awareness of the program.
- Promote awareness by leveraging social media.
- Evaluate radio for use as a secondary media with a focus on radio talent to help personalize the promotions.
- Include Flextime Rewards messaging in existing campaigns with a call to action to download and participate in Flextime Rewards.
- Produce a YouTube tutorial exploring the benefits of the program as well as a tutorial of the program.
- Create a sell sheet to give to employers and hand out at events.
- Integrate Flextime marketing into the Commuter Connections website.
- Integration and launch of Flextime Rewards into incenTrip.

**Flextime Rewards Media Allocation:** Approximately 1% of media budget.

## **incentTrip Mobile App – Commuter Connections Program**

**Objectives:** incentTrip will address congestion, reduce energy use, and reduce emissions while improving multimodal transportation system performance along congested corridors. A key benefit of incentTrip is the development of personalized and dynamic incentives that vary based on individual preferences and real-time traffic conditions, which significantly improve the cost-effectiveness of traveler incentives.

### **Target Market**

- Commuters working in the Washington, DC metropolitan region, including those from the Richmond region who commute one-way an average of 17.1 miles and an average of 43 minutes.
- General public, employers and media.

### **Tactics:**

- Implement a marketing initiative for the launch that will ask commuters to download and use the incentTrip app.
- The marketing initiative will include, but not be limited to radio, internet, newsprint, educational video, SEO blog posts, venue, mobile, social media and text ads.
- Update the website and social media pages to feature promotional activities and point-based incentive. Use media placements, including value-added placements, to reach the target markets.
- Design and coordinate the marketing effort with the input of COG/TPB staff, and the Commuter Connections Subcommittee.
- Promote earning points for cash, gift card, Nift, SmartBenefits, and E-ZPass incentives to travelers who use incentTrip.

**incentTrip (Commuter Connections) Media Allocation:** Approximately 3% of media budget.

## **incenTrip Mobile App – MDOT Program**

**Objectives:** incenTrip will address congestion, reduce energy use, and reduce emissions while improving multimodal transportation system performance along congested corridors. A key benefit of incenTrip is the development of personalized and dynamic incentives that vary based on individual preferences and real-time traffic conditions, which significantly improve the cost-effectiveness of traveler incentives.

### **Target Market**

- Commuters working in Maryland outside of the Washington, DC metropolitan region (i.e., all counties/cities in Maryland except for Prince George's, Montgomery, Charles, and Calvert counties).
- Small-urban areas throughout the state such as Cumberland, Hagerstown, Salisbury, and the outskirts of Wilmington.
- General public, employers, and media.

### **Tactics:**

- Implement a marketing initiative for the launch that will ask commuters to download and use the incenTrip app.
- The marketing initiative will include, but not be limited to, radio, internet, newsprint, educational video, SEO blog posts, mobile, social media, and text ads.
- Update the website and social media pages to feature promotional activities and point-based incentives. Use media placements, including value-added placements, to reach the target markets.
- Design and coordinate the marketing effort with the input of COG/TPB staff and MDOT staff.
- Promote earning points for cash, gift cards, Nift Gifts, SmartBenefits, and E-ZPass incentives to travelers who use incenTrip.

**incenTrip (MDOT) Media Allocation:** Approximately 3% of media budget.

## **Special Events**

**Objectives:** Use Bike to Work Day, Car Free Day, and the Employer Recognition Awards events to highlight existing programs and encourage other employers and commuters to become involved, increase their ridership, or enhance their on-site programs. Increase participation in Bike to Work Day and Car Free Day, and also in employer nominations for the awards program.

### **Target Markets:**

- Car Free Day 2022:
  - SOV drivers; car-heavy families and individuals; students
  - Ages 16-65
  - Lives/works in the Washington, DC metropolitan area
  - Bike to Work Day 2023 (from 2019 Bike To Work Survey Analysis Report): Ages 25-55 (65%), 25-34 (20%), 35-44 (22%), 45-54 (23%), 55-64 (25%)
  - Male 67% and Female 33%.
  - Caucasian 82%, Hispanic (7%), Asian (5%), African American (4%)
  - Annual household income \$80,000+ (83%), \$100,000+ (73%), \$120,000+ (62%), \$160,000+ (44%)
  - Works for federal agency (33%), private sector (36%), nonprofit (21%)
  - Lives in VA (42%), DC (32%), and MD (26%)
  - Lives in Montgomery (19%), Fairfax (18%), Arlington (12%)
  - Works in DC (50%), VA (31%), and MD (19%)
  - Works for employer size of more than 100 employees (67%), 1,000+ (34%)
- Employer Recognition Awards 2023:
  - Level 3 & 4 employers in Commuter Connections Network area.

### **Tactics:**

- Car Free Day (CFD) September 22, 2022:
  - Secure corporate, retailers, and other sponsorships for CFD, with a focus on consumer retailers.
  - Tie-in the introduction of the incenTrip mobile app and promote the bonus points that can be realized if using the app to go car free or car-lite on CFD.
  - Promote CarpoolNow mobile app
  - Focus on teleworking and vanpool in addition to family-friendly messaging.
  - Explore teaming with media channels to promote and cover local events.
  - Expand digital and social media, explore video ads, digital radio, digital video and YouTube as primary media.
  - Evaluate using radio personalities and key influencers through on-air and online/social media communications to increase awareness of CFD and drive listeners to [carfreemetrodc.org](http://carfreemetrodc.org) to take the free pledge.
  - Provide marketing collateral such as posters.
  - Use transit/outdoor signage (bus exterior and bus shelter ads).
  - Use text messaging.
  - Send email blasts and mailings to employers and past participants.
  - Engage Transportation Planning Board members through Proclamation and encourage jurisdictional partners to do the same.
  - Increase University Challenge participation through campus commuter programs, green groups, clubs, media, and RA Directors. Create challenges between universities and workplaces for most pledges.
  - Compliment paid digital and social media with a strong earned media plan as well as outreach to employers, schools, and key influencers like bloggers and podcasters.
  - Send an email after the event to all of those who took the pledge, offering congratulations, appreciation, and a list of the benefits of going Car Free or Car Lite,

along with a link to the Commuter Connections website for more information on programs to sustain a car free lifestyle.

- Produce newsletter articles.
  - Reach 10,000 pledges.
  - Include a daily pledge leaderboard by mode on the website.
- Bike to Work Day (BTWD) May 2023:
    - Secure corporate and other sponsorships.
    - Use an integrated mix of radio, social media, and display ad 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 items).
    - Send email blasts and mailings to employers and past participants.
    - Use earned media to reach minorities and women.
    - Engage Transportation Planning Board members through Proclamation and encourage jurisdictional partners to do the same.
    - Meet goal set by Committee (approximately 5% above previous year's number).
  - Employer Recognition Awards
    - Coordinate the Employer Recognition Awards ceremony, June 2023.
    - Provide brochure/online nomination form in support of the nomination process; send email blast to potential nominees.
    - Include marketing collateral for the event such as invitations, program brochure, podium sign, and promotional giveaways.
    - Place print advertisement in major business publication(s) highlighting winning employers.
    - Secure earned media for the event and winners.

**Special Events Media Allocation:** Approximately 7.5% of media budget: 4% for BTWD, 3% for CFD, and 0.5% for the 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 commuter benefits 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 2021 Commuter Connections Applicant Database Annual Placement Survey Report):

- Employers with more than 250 employees (75%).
- Private sector employers (20%).

### **Tactics:**

- Update web content as required.
- Update social media applications (e.g., Facebook) for telework.
- Produce quarterly employer newsletter.
- Produce a quarterly Federal Employee Transportation Coordinator (ETC) newsletter insert.
- Provide images and logos to support Commuter Connections programs for use in Network Member newsletters and correspondence.
- Send email marketing and mailings.
- Continuously update Federal ETC website information.
- Develop Employer Case Studies.

**Employer Outreach Media Allocation:** 0% of media budget.



## **DISTRICT OF COLUMBIA**

[www.ddot.dc.gov](http://www.ddot.dc.gov)

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

DDOT's transportation demand management program operates as goDCgo which became a full service TDM program in March 2010 and encourages the use of sustainable transportation including walking, biking, and taking public transit. As the leading resource for transportation information, goDCgo provides commuters, residents, and visitors with the education and assistance they need to make more informed choices about their daily travel. The program reduces single-occupancy vehicle travel, decreases traffic congestion, and improves air quality to create a better quality of life in the District.

goDCgo works with employers, schools, and multi-family buildings in the District to promote sustainable transportation by providing assistance with the development and implementation of commuter benefits programs and transportation amenities. These programs are strategically designed to mutually benefit the organization and its employees or residents. goDCgo's trained outreach specialists work one-on-one with clients to evaluate transportation challenges and identify solutions to decrease the drive-alone rate, help the organization reduce their carbon footprint, and create a commuter-friendly environment.

Complimentary client services include:

- Employee commute surveys
- Customized marketing materials
- Step-by-step guidance with implementing the DC Commuter Benefits Law
- Step-by-step guidance with complying with DC's Parking Cashout Law
- Seminars, workshops, and webinars
- Discounted Capital Bikeshare Corporate memberships
- Assistance with office relocation
- On-site tabling for transportation or health and wellness fairs

## **DULLES AREA TRANSPORTATION ASSOCIATION (DATA)**

[www.datatrans.org](http://www.datatrans.org)

Marketing/Publication Budget - approximately \$20,000

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 eastern Loudoun County, western Fairfax County, and northern Prince William County. As a public-private partnership, DATA is able to undertake innovative approaches to congestion mitigation impractical for agencies dependent only on public funding. DATA's business connection sets this TMA apart from other like-minded, mostly government-based operations.

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 four full-time and two part-time staff members.

DATA aggressively employs social media to encourage commuters to adopt alternative modes and to promote its programs to employers and employees alike. Corollary applications include a Twitter account and Facebook page as well community events to engage commuters in seeking information on commuting options.

DATA publishes a quarterly DATA Details, which is electronically distributed to over 1500 employers and elected officials, providing comprehensive information on DATA activities as well as general developments in the transportation field. On a more regular basis, DATA issues DATAAlerts that highlight issues, topics and subjects of immediate attention. In late 2021 DATA is in the process of developing a monthly publication that will inform recipients of important topics that have occurred in the previous three/four weeks.

DATA is spearheading an inclusive vanpool formation effort through a grant from the Virginia Department of Rail and Public Transportation that subsidizes the first three months of the vanpool to encourage and incentivize riders to rideshare through vanpools. Additionally, DATA participates in Transportation and Employee Benefit Fairs at employment sites – pre-pandemic these events were held annually at the Aerospace Corporation, the National Reconnaissance Office, Oracle, Reston Hospital Center and Northwest Federal Credit Union - to spotlight transportation alternatives and encourage employee use of commuting modes other than the single occupancy vehicle. It is hoped that such activities will resume in 2022.

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.

DATA continues to maintain an active seminar schedule in cooperation with peer organizations and major employers. Topics range from teleworking to the continuing monitoring of the opening of the Silver Line, Phase II. Partner organizations include WMATA, Committee for Dulles, and Transform 66 Outside the Beltway. DATA events like seminars and its Anniversary Celebration continue to afford DATA members and the Dulles business/citizen community access to transportation information and stakeholders.

In FY22, DATA will provide bilingual ride matching services to seniors, veterans, and persons with differing abilities under a Federal Transit Administration Enhanced Mobility grant. DATA will partner with organizations in its service area to recruit volunteer drivers to enable the seniors, veterans and

the disabled to make doctor's appointments, shopping trips, and other commitments.

## **FAIRFAX COUNTY COMMUTER SERVICES**

[www.fairfaxcounty.gov/transportation/commuter-services](http://www.fairfaxcounty.gov/transportation/commuter-services)

Total Budget: \$1,097,607

With a population over 1.2 million and the region's largest employment center outside of the Metropolitan Washington D.C. core, Fairfax County is committed to improving mobility for all who live, work or travel in and out of the county. The Fairfax County Commuter Services (FCCS) promotes and implements transportation demand management (TDM) strategies throughout the county to reduce traffic congestion, greenhouse gas emissions, and provide transportation alternatives to single-occupant vehicle travel. FCCS focuses its marketing and trip reduction efforts on employers with 100 or more employees, but also responds to requests from smaller employers. FCCS has implemented high-level TDM programs at 404 Fairfax County employers.

The Commuter Friendly Community Recognition Program has partnered with over 308 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.

FCCS ridematching program assists more than 15,000 commuters each year. Some of the programs and services offered include customized commuter programs design and implementation support, SmartBenefits Plus50 Program, commuter connection ridematching and guaranteed ride home programs, as well as planning for telework programs, incentives, and flexible schedules implementation.

FCCS 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. For special promotions, such as Try Transit Week or Bike to Work Day, email blasts, posters, banners and other materials are provided to employers, for internal promotion efforts.

The Fairfax County Board of Supervisors, in partnership with the University of South Florida's Center for Urban Transportation Research, has designated more than 100 Fairfax County employers as "Best Workplaces for Commuters" (BWC) since the inception of the county program in 2010. The BWC designation acknowledges employers who have excelled in implementing green commuter programs. These types of TDM programs improve mobility by reducing the number of single-occupant vehicles on the roads. By meeting CUTR's National Standard of Excellence and offering high-level commuter benefits, qualifying employers are recognized annually at a Fairfax County Board of Supervisors ceremony for the range of transportation options offered to employees.

The BWC program is a win program for all:

- Employers benefit from the recognition as a "green" workplace, and are better able to attract and keep employees;
- Fairfax County benefits from having "green" employers whose efforts reduce traffic congestion;
- Employees benefit by having commute options like transit subsidies, reserved parking for carpools, teleworking and flexible work hours.

FCCS Outreach Activities include:

- Employer/Commuter Benefit Fairs
- Large scale DOD Outreach Events
- Chambers of Commerce partnerships and events
- Special promotions around themed days/weeks:
  - Telework Week
  - Bike to Work Day
  - Dump the Pump Day
  - Car Free (or Lite) Day
  - Try Transit Week
  - Countywide Earth day Events
- Large-scale community events such as 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 Other marketing and advertising activities include:

- The SmartBenefits Plus 50 incentive program
- In-and out-of-home (multi-pronged, scalable and geo-targeted) advertising campaigns:
  - Radio on-air and online ads, including digital providers
  - Videos on cable TV, YouTube and on our web pages
  - Social media posts and tweets, and paid social media advertising
  - Ads in local news media (traditional and new), Human Resources industry publications, military base directories, etc.
  - Direct mail to residents and employers
  - Movie theater and digital extension ads
  - Interior and exterior bus ads
  - Bus shelter ads
  - Counter-top displays, banners and posters
  - Other platforms as they become available

## **FAIRFAX CITY/CUE BUS**

[www.fairfaxva.gov/transportation](http://www.fairfaxva.gov/transportation)

[www.cuebus.org](http://www.cuebus.org)

Marketing budget for CUE Bus: \$14,100

The City of Fairfax promotes the local bus service (CUE) and other commuting options. The CUE bus marketing budget supports the purchase and distribution of bus system brochures (schedules and maps) and the purchase of promotional items (such as pens, tote bags, and lights) which are given away at events. The budget also supports CUE staff presence at select events. City staff also participate in several events such as Bike to Work Day, pop-up events to promote Try Transit and other transit-related events throughout the year, and community meetings as appropriate. CUE and other city staff collaborate with George Mason University to promote transportation options between the City and campus. CUE also participates in the free student bus pass program for middle and high school students in partnership with Fairfax County.

CUE staff maintain an active presence on Twitter to promote CUE as a transportation option and to promote tools that make transit more attractive such as real-time passenger information. Staff also coordinate with the City communications department to promote CUE and other commuting options on the City's social media channels (including Twitter, Facebook, and YouTube) as well as other communication channels (City newsletter, City calendar and website, and alerts). The City will continue to promote transit, including direct connections to Metrorail and regional bus routes, as well as cross-promoting regional transportation options such as Commuter Connections ride matching and guaranteed ride home programs, regional events such as Car Free Day, and other regional transportation projects and programs.

After a ridership drop of over 50% and a slow recovery due to the pandemic, CUE is focusing on a new ad campaign to revive ridership and inform the public about daily cleaning practices. CUE also has funding this year for a brand update project which will have the goal of reinvigorating the system's image and attracting new ridership.

## **FREDERICK COUNTY, TRANSIT SERVICES OF**

[www.FrederickCountyMD.gov/transit](http://www.FrederickCountyMD.gov/transit)

Marketing Budget: \$54,753

To promote transit and ridesharing Frederick County will:

- Place advertisements in various local magazines, newspapers, and event programs.
- Place online ads advertising Rideshare programs and local TransIT services.
- Produce a quarterly newsletter pertaining to rideshare issues, events, and incentives.
- 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, reflectors, and pens for certain campaigns.
- Participate in Chamber events, including business card exchanges and other membership events.
- Attend Elder Expo, The Great Frederick Fair, In the Street, and other community events to spread the word about transit and transportation alternatives for commuters.
- Issue press releases regarding TransIT and commuter news.
- Maintain Twitter and Facebook accounts to widen reach of publicity regarding TransIT and commuter services.
- Produce schedule brochures and informational brochures for public distribution.
- Contact employers via mailings and in person to promote rideshare alternatives and assist with implementation of transit benefits.
- Work with local media outlets to air PSAs on pertinent issues.
- Create partnerships with established businesses to co-market services
- Market mobile applications for simplified ridematching, ticket purchasing, trip planning, bus arrival time and location, etc.
- Survey employers and employees to determine route changes, event success, and suggested changes.
- Promote mobile ticketing/trip planning options with Token Transit's mobile app.

## LOUDOUN COUNTY

[www.loudoun.gov/commute](http://www.loudoun.gov/commute)

Combined Advertising & Promotion Media and professional services budget: \$114,936

Loudoun County educates and assists the public with alternatives to driving alone through its web pages, customer service phone lines, social media, news releases, advertising, signage, community outreach and events. Activities support the mission of engaging individuals and businesses regarding travel options, information, advice, and solutions.

During FY2023, Loudoun County will leverage new “Let’s Go” collateral while striving to increase enrollment in the Commuter Connections Ridematching System and Guaranteed Ride Home program. Marketing efforts, which will be approved by the Virginia Department of Rail and Public Transportation (DRPT), include:

- 1) Amplifying Commuter Connections, DRPT, and Virginia Department of Transportation campaigns.
- 2) Promoting new commuting options surrounding the Silver Line Metrorail stations in Loudoun County.
- 3) Conveying the flexibility and ease of commute alternatives regardless of how frequently one travels to work.
- 4) Attracting new residents and those who move within Loudoun County to share rides or take transit.

The Loudoun County Employer Outreach program promotes commuting alternatives to businesses and nonprofit organizations in an effort to increase employer participation levels. During FY2023 promotional efforts include:

- 1) *Commuter Shortcuts* e-newsletter – Newsletter frequency was adjusted to quarterly and reformatted to offer workplace resources for employee transportation coordinators and ready-to-share commuter news for employees.
- 2) Promote SmartBenefits Plu\$50 to encourage employers to offer transit benefits programs.
- 3) Support employer recognition for outstanding commuting programs through the 2023 Employer Recognition Awards and Best Workplaces for Commuters.
  - A. Conduct outreach, maintain partnerships, and pursue sponsorships with local chapters of Society for Human Resource Management, Loudoun County Chamber of Commerce, Loudoun Workforce Resource Center, and Loudoun County Department of Economic Development.



**MARYLAND DEPARTMENT OF  
TRANSPORTATION MARYLAND TRANSIT  
ADMINISTRATION**

[www.mta.maryland.gov](http://www.mta.maryland.gov)

Total Marketing Budget: \$900,000 - 1,500,000

MTA participates in a variety of community events and projects each year including:

- Sports events – Orioles baseball, Ravens football, and Preakness (horse racing), Susan G. Komen Race for the Cure.
- Local Cultural Activities – Artscape Music and Art Festival, Maryland State Fair, Bike to

Work Day, MDOT's MTA offers the following products and services:

- Local Bus including CityLink, LocalLink, and Express BusLink
- Commuter Bus
- Light RailLink
- Metro SubwayLink
- MARC Train
- Mobility (Paratransit)
- Taxi Access
- 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
- Transit Advertising through current contractor Vector Media USA
- WTTZ Radio Station featuring Transit Team Reports
- MDOT MTA Commuter Connections TV Show
- CharmCard® fare payment smart card
- CharmPass mobile fare payment app
- Transit app – bus tracker
- Rider newsletters
- E-mail Service Notification system
- Online Pass Sales
- Local Pass Sale Outlets
- MDOT MTA Transit Store
- Transit Information Contact Center - 410-539-5000 or 1-866-743-3682
- MDOT MTA website – [www.mta.maryland.gov](http://www.mta.maryland.gov)

MTA Ongoing Marketing Activities:

- Ongoing BaltimoreLink marketing and branding campaigns
- Collateral materials distribution including Orioles, Ravens and Preakness information brochures
- Transit System Maps at bus shelters, Light Rail Stops, Metro Subway Stations and MARC Train stations
- Business and Community Outreach
- Smart benefits employer/employee outreach campaign
- All Access College Transit Pass campaign
- Rider newsletters Community Events Special Events: Artscape, State Fair,
- Guaranteed Ride Home marketing campaign
- Safety campaign

- MDOT MTA Commuter Connections TV Show
- I-83 Outdoor Sign
- Transportation and Benefits Fairs
- Transit app Bus Tracker campaign
- Social Media
- MDOT MTA Radio Station WTTZ

## COMMUTER CHOICE MARYLAND PROGRAM

Commuter Choice Maryland is the Maryland Department of Transportation Travel Demand Management Program that promotes and encourages alternatives to driving alone such as taking transit, carpool/ridesharing, vanpool, walking, biking, teleworking, Maryland Commuter Tax Credit and Guaranteed Ride Home. Commuter Choice Maryland can provide options to maximize travel choices and deliver solutions that can reduce congestion, conserve energy, facilitate economic opportunity, and enhance the life of all Marylanders.

Ongoing employer & commuter outreach marketing and promotional activities include:

- Commuter Choice Maryland website & Social Media: [www.CommuterChoiceMaryland.com](http://www.CommuterChoiceMaryland.com) is the program web site that offers resources for businesses and commuters traveling throughout the state of Maryland. This site is promoted to businesses and commuters via partner websites, MDOT & partner social media such as LinkedIn and Twitter, brochures, displays, webinars, toolkits, promotional items. This site provides information about public Transportation options, Ridesharing/Carpoools, Vanpools, Park and Ride's, Guaranteed Ride Home, Bicycling & Walking, Telework/Co-work, Parking Cash Out, Road Traffic & Toll Information, High Occupancy Vehicle (HOV) Lanes, Guaranteed Ride Home Program, Contact information for TDM Specialists in the State of Maryland, Maryland Commuter Tax Credit, Business Webinars on various transportation topics, and additional business and commuter resources. Website visits have also increased since the inception in 2018 with over 50,000 visits. Commuter Choice Maryland also has a strong social media presence on LinkedIn with over 700 Connections.
- Promotional Events: Conduct outreach to businesses and commuters. Commuter Choice Maryland also participates in various business events coordinated by Maryland TDM Specialists, government agencies, and partners. Commuter Choice Maryland organizes and/or markets the Get on Board Pop-up Event, Earth Day, Bike to Work Day, Car Free Day, Parking Day, and various Office of Minority Business events throughout the state and other events as opportunities arise. Commuter Choice Maryland also participates and/or is promoted at City and County events such as Artscape, The Maryland State Fair, Maryland Association of Counties Summer Conference, and the Transportation Association of MD Conference.
- Business Webinars: The business webinars are administered quarterly and have included the following topics: "Learn How to Expand Your Commuter Benefits Program", "Alternative approaches to traditional work hours and expanding employee transportation options such as telework, alternative work, schedules, and vanpool, and "The Benefits of Bike and Walk Friendly Workplaces". There are over 7,000 businesses throughout the state of Maryland that Commuter Choice Maryland reaches out to for these webinars.
- Business & TDM Specialist Resources: Commuter Choice Maryland understands the need for businesses to have ready access to information that can help them expand or start a commuter benefits program, vanpool, and telework program. Toolkits have been developed by Commuter

Choice Maryland and are available for download on our website, made available at various outreach events, hard copies available by request, and available through our Maryland State TDM Specialists.

**Business Highlights:** We also highlights businesses who have implemented a smarter commute and are actively looking for more businesses throughout the state of Maryland to highlight.

## **MONTGOMERY COUNTY**

[www.montgomerycountymd.gov/commute](http://www.montgomerycountymd.gov/commute)

[www.twitter.com/mococommuter](https://www.twitter.com/mococommuter)

<https://www.instagram.com/mococommuter/>

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

[www.twitter.com/RideOnMCT](https://www.twitter.com/RideOnMCT)

[www.facebook.com/RideOnMCT](https://www.facebook.com/RideOnMCT)

[www.youtube.com/RideOnMCT](https://www.youtube.com/RideOnMCT)

[www.instagram.com/RideOnMCT](https://www.instagram.com/RideOnMCT)

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

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

Marketing Budget for FY 2022 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, the Transportation Management Districts (TMDs): Silver Spring, Friendship Heights, Bethesda, Greater Shady Grove, North Bethesda, and White Oak, which recently began operations as the sixth TMD. Marketing activities related 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, micromobility, 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 six TMDs: Silver Spring, Bethesda, Greater Shady Grove (which includes the Life Sciences Center), North Bethesda, Friendship Heights and White Oak. Wheaton, a Transportation Policy Planning Area, is also part of the urban network. Employer, commuter, and transit services outreach efforts are concentrated in these areas of high employment and urban development. Efforts are targeted at achieving the County's Non-Auto Driver Mode Share (NADMS) goals for employees (and in some cases, employees and residents) commuting to work from their homes in 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 webinars 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. A number of these webinars were conducted during the COVID-19 pandemic to assist both employers and employees in getting set up for and managing remote work. Additional Incentive Programs: MC gives subsidies to employers that provide a transit benefit to their employees, up to \$270 per employee, per month, under the FareShare program as long as the employer contributes at least \$25. The County also 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 and virtual 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, in which staff set-up large lobby displays and hold commuter information sessions at work sites throughout the county. Due to the pandemic, some of these outreach events have been held virtually. 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-unit projects.
- Commuter Survey: MC conducts a periodic commuter survey of employees that work in the County. 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. Residential surveys are also conducted on Bethesda, North Bethesda and Shady Grove.
- 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, Friendship Heights, Silver Spring and Shady Grove 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 businesspeople. 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: This database is 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: Traffic Mitigation Plans are now called Transportation Demand Management Plans for Employers (Employer TDM Plans) in recently adopted changes to the County's TDM laws. The online system for submitting plans and annual reports continues to be refined and improved. This system is periodically upgraded to adapt to changes in the law that address sizes of employers and locations that qualify them as needing to submit Employer TDM Plans, upgrades with enhanced features.
- 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 & Ride Challenge. With approximately 1,000 registered participants, this program encourages walking and taking transit to work. Walk & Ride Challenge is hosted on its own County Web site, [www.walkandride.net](http://www.walkandride.net)
- Bicycle Swag Bag Contest during Bike Month and leading up to Bike To Work Day and Car Free Day: MCDOT Commuter Services promotes Bike To Work Day by featuring a different bike path/trail in Montgomery County each week. MC asks bike riders to submit a favorite picture of themselves enjoying their ride along the featured trail or any trail on the County to be entered into a weekly drawing. The pictures are posted and tagged on @mococommuter (on Twitter or Instagram) along with the hashtag #MoCoBikes to be entered into that week's drawing for a Bicycle Swag Bag prize

#### 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 has been updated for 2021.
- “Montgomery County Bikeways Map,” and “Shifting Gears” maps are created and printed. All are available in hard copy and portable document format (PDF). “Biking to Bethesda” map/brochure also available. (MCDOT’s Shifting Gears bike map is also available online in an interactive format)
- 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, <https://www.montgomerycountymd.gov/bikeshare/index.html>.
- 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.
- A Ride On User Guide has been published and distributed to help riders new to our transit system. It discusses riding the bus, accessibility, trip planning fare media transfers and Title VI.

#### 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.
- Promotions on Twitter and Instagram and Next Door
- Ride On also uses Facebook, Twitter and NextDoor.com to promote services, public forums, service changes, etc.

#### Commuter Outreach/Programs/Services:

- Promote Bike Transit: grants from TPB using FTA funds, and the Maryland Department of Transportation, coupled with County, City of Rockville and private sector funding, enabled MCDOT 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. There are now 90 bikeshare stations in the County.
- A special program for low income bikeshare participants has been developed. CaBi For All provides a free one-year membership, free bike helmet, and free bicycle safety classes for those who qualify. *TRiPS* Commuter Store: The Silver Spring as *TRiPS* store – “*Transportation Resources, Information and Places to See*” – sells Metro and Ride On fare media, Peter Pan bus tickets, 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.
- Mobile Commuter Store: MC operates a Mobile Commuter Store that has scheduled stops throughout the County. The store is full-service, offering SmarTrip® cards and reloads, MARC rail tickets, Metro and Ride On bus passes, transit related items and extensive travel/commute information. Its weekly schedule is posted at <https://www.montgomerycountymd.gov/dot-dir/commuter/trips/mobile-commuter-store-sched.html>

- BikeMatchMoCo: BikeMatchMoCo program is a free online service sponsored by the Montgomery County Department of Transportation; BikeMatchMoCo collects donated bicycles and distributes them to residents in Montgomery County who need bikes to travel but cannot afford to purchase one. BikeMatchMoCo allows people with extra, unused bicycles to register their bikes using a simple online form. The same would be done by people who need a bike for commuting to work. The program was created in 2019. As of November 2021, 195 bikes have been distributed to County residents through BikeMatchMoCo.
- 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, Germantown and Takoma Park campuses 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, GreenFest, 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., Latina Heath). Capital Bikeshare promoted as a 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 Ca Bi For All (Montgomery County Low Income 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. In June 2019, MCDOT introduced the dockless e-scooter program to geographically defined areas in the east and west portions of the County. MCDOT conducted a demonstration project with three selected companies that deployed dockless e-scooters at no cost to the County. The initial demonstration project ran for six months and was extended in January 2020. MC currently has three vendors that deploy e scooters and e bikes in the approved areas of the County. They are also required to offer free training classes from Spring to Fall to encourage people to learn how to ride the e scooters and e bikes and to learn the correct way to operated them and park them safely.

#### Transit Services:

- Promote Real –Time information project to provide riders the status of their bus

- Continue to support Montgomery College student program. With valid Student ID, Montgomery College students can ride Ride On anytime on any route.
- Promote Ride On 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 Senior SmarTrip® card now sold at MC Public Libraries.
- Promotion of Seniors and People with Disabilities Ride Free on Ride On and select Metro buses in MC at all times
- Promote Kids Ride Free program: effective July 1, 2019 with extended hours. Kids can ride free all day every day. Campaign to increase number of riders 5 to 18 years of age; recruited Montgomery County Libraries as a partner to distribute Youth Cruiser SmarTrip® Cards which increases the number of locations from 3 to 24; recruited schools to distribute Youth Cruiser SmarTrip® Cards which has increased from 21 to 71 schools; flyers distributed to all County schools (400+), home schools (600+), libraries, recreation centers, and community centers; advertisements on 60 buses and 60 bus shelters
- Continue to promote feeder service to MARC and Metrorail.
- Promote free transfers for MTA commuters with weekly and monthly passes
- Promotion of new clean diesel, hybrid electric-diesel and compressed natural gas (CNG) buses with low floors.
- Promotion of our new all electric buses
- Promotion of our new rapid transit service called the Flash
- Additional new buses with ramps now means Ride On is 100 percent accessible to persons with disabilities on the fixed route services.
- 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: Montgomery County Fair booth, Montgomery County Public Schools Back-To-School Fair booth, Customer Appreciation Days at Transit Centers and Metro Stations
- Continuing Twitter, Facebook, Instagram, and YouTube social media sites to keep riders better informed
- Use GovDelivery (Granicus) email blasts and text alerts for notices and current events
- Post regularly on NextDoor.com electronic bulletin board system for all MC neighborhoods and 242,000+ residents



- Partner with other agencies within Montgomery County Government, including Libraries, Regional Service Centers, Public Information Office to disseminate information about transit services programs operated in the County.
- Radio and cable TV ads to promote the new Ride On, Ride On extra, Flex and Flash services
- Promote Flash rapid transit - limited stop service along US 29
- Promote new Ride On Flex on-demand bus service in Rockville and Wheaton/Glenmont via social media, websites, newspaper ads, bus ads, bus shelter ads, mobile ads, online news digital ads, regional service centers, transportation management districts, etc.

## **NATIONAL INSTITUTES OF HEALTH**

<https://www.nih.gov>

Since its inception, the National Institutes of Health (NIH) has been considered the steward of medical and behavioral research for the nation and reports to the U.S. Department of Health and Human Services. The NIH headquarters, along with most of its workforce, is in Bethesda, Maryland, and the surrounding area. In addition to performing research, the NIH also funds myriad 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), supports the NIH mission by providing employee transportation services to the entire NIH community. The ETSO is a centralized office where employees can obtain information about parking and alternative commuting options. The office provides information about Commuter Connections, carpooling, vanpooling, the Guaranteed Ride Home Program, and public transportation services (Metrorail, Metrobus, Ride On, MTA, MARC, VRE, etc.), as well as the NIH Transhare Program which provides a commuter subsidy up to the maximum benefit allowed by Title 26, U.S.C., § 132(f). The NIH Transhare Program is a mandated program by Executive Order 13150 that relieves traffic congestion and reduces energy and environmental concerns in the National Capital Region. The NIH Transhare Program is a key element of the NIH Transportation Management Plan and is used by approximately 30 percent of eligible employees.

The ETSO employs technology to improve, educate, and track employees who use 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 to match employees with alternative commuting options. Employees, regardless of their commuting method, 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 in the same area. The system also allows ETSO staff to search for employees by work locations and home zip codes to strategically reach employees by email for vanpool and carpool creation.

The NIH encourages the use of public transportation as a proactive means to reduce the parking demands on the NIH campus. Transhare, with over 5,500 participants (pre-pandemic), has been the single most effective tool in promoting and expanding the use of public transportation and vanpools

Strategically placing carpool spaces around the NIH is another method used to limit single-occupancy vehicle trips. Spaces reserved for carpools are restricted until 11:00 a.m. when they are opened to all commuters. Vanpools may also request a reserved space in their lot of choice, which is reserved 24 hours a day.

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. The 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 support DATS by promoting bicycling as a healthy commuter option. The NIH has led the region many times over the last ten years as the employer with the most Bike-to-Work Day participants. The NIH has also received several prestigious awards from the Metropolitan Washington Council of Governments for Bike-to-Work Day. Also, the NIH has made dramatic improvements in recent years to offer a pedestrian-friendly campus by investing in well-lit pathways and large safety crosswalks for its walking commuters.

To promote a cordial relationship within the community, the NIH partners with the North Bethesda and Bethesda Transportation Management Districts. Our partnership goals are to: improve transit services in the area, increase ridership on public transportation, provide transit-friendly amenities, cut traffic congestion,

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

The DATS Campus Shuttle Service comprises 13 shuttle routes providing 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 by using a phone app, the DATS website, or multiple transportation kiosks on campus. DATS offers an e-mail Listserv that currently has over 1,400 employee subscribers who receive up-to-date parking and transportation information. The NIH has a program for electric vehicle charging stations with eight spaces around the campus.

To promote the NIH's employee transportation options, DATS sponsors and leads webinars and employee-targeted e-mails and contributes to the campus newsletters (NIH Record). The NIH also participates in external, monthly parking/transportation working groups 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 and/or participates in various promotional events designed to provide commuting alternatives to employees.

The NIH, DATS, and ETSO have 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
- "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 2019 Bike to Work Day Award" for the highest employee Bike to Work Day Participation presented by Commuter Connections

Further information regarding the DATS/ETSO can be found at [https://www.ors.od.nih.gov/pes/dats/parking/Pages/parking\\_info.aspx](https://www.ors.od.nih.gov/pes/dats/parking/Pages/parking_info.aspx)

## **NORTHERN VIRGINIA TRANSPORTATION COMMISSION**

[www.novatransit.org](http://www.novatransit.org)

[www.novarides.org](http://www.novarides.org)

<https://twitter.com/NoVaTransit>

<https://www.facebook.com/NoVaTransit>

[https://www.instagram.com/novatransit\\_ig/](https://www.instagram.com/novatransit_ig/)

NVTC serves as a regional forum for discussion and analysis of transit issues that are critical to our economy and quality of life. Founded in 1964, in part to represent the interests of the Commonwealth of Virginia during the establishment of the Washington Metropolitan Area Transit Agency (WMATA), NVTC is charged with the funding and stewardship of Metro and the Virginia Railway Express (VRE), which it co-owns.

Because Northern Virginia is home to six bus systems, NVTC works across jurisdictional boundaries to facilitate improved transit service, leverage joint procurements, and coordinate emergency response to transit incidents. NVTC also is the lead agency in the administration of the Commuter Choice program, a multi-decade effort that uses toll revenues to support transit and TDM activities.

### *Programs and Initiatives*

#### **FINANCIAL MANAGEMENT**

NVTC manages over \$300 million annually for Metro, VRE and five bus systems. NVTC administers the regional motor fuels tax, totaling \$17.7 million in FY 2021. NVTC has awarded \$108 million to date through the Commuter Choice program.

#### **FINANCIAL & POLICY ANALYSIS**

NVTC performs financial analyses, documents funding needs and works with the Commonwealth to develop new funding sources to sustain federal, state and local funding for high-quality, high-capacity public transit that serves Northern Virginia.

#### **METRO POLICY & GOVERNANCE**

NVTC serves as Virginia's voice on the Metro Board of Directors and publishes an annual policy and data report on the performance and condition of Metro.

#### **METRO REGIONAL RESPONSE COORDINATION**

NVTC brings together jurisdictions and transit agencies to coordinate responses and develop alternate transit plans for service disruptions such as Metrorail station closures.

#### **TRANSIT TECHNOLOGY**

NVTC brings together regional partners and local transit agencies to explore and procure the latest technologies. NVTC is coordinating the maintenance enhancements to the regional fare-collection system that meets current needs and adapts to changing technologies.

#### **TRANSIT RESOURCE CENTER**

NVTC provides technical assistance to member jurisdictions, analyzes transit performance data from across NVTC jurisdictions, manages the Envision Route 7 Bus Rapid Transit project and collaborates on regional transit planning efforts.

#### **COMMUTER CHOICE**

NVTC manages this innovative program that uses toll revenues from I-66 and I-395/95 to fund transit and roadway enhancement projects that move more people more efficiently.

## **OMNIRIDE**

<https://omniride.com/>

Marketing Budget: \$800,000

OmniRide is a multi-jurisdictional agency representing Prince William, Stafford and Spotsylvania counties and the cities of Manassas, Manassas Park and Fredericksburg. Formerly known as PRTC, the agency has rebranded itself under the OmniRide name. Transit services that serve Eastern Prince William County and operate along the I-95 corridor are headquartered in Woodbridge, VA. The Western Maintenance Facility in Manassas, opened in August 2021, is the headquarters for services that operate in Western Prince William County, the Manassas area and along the I-66 corridor. OmniRide's local service area remains largely residential but there 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.

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 County, Manassas and Manassas Park residents. In addition to co-sponsoring the Virginia Railway Express, PRTC operates the OmniRide family of transit services in Prince William County, Manassas, and Manassas Park. OmniRide also provides commuter bus service to Stafford County.

OmniRide Express buses transport commuters between Prince William/Stafford/Manassas and Washington DC, the Pentagon, Arlington, Mark Center and Tysons Corner. OmniRide Metro Express buses connect Woodbridge, Manassas and Gainesville/Haymarket with nearby Metrorail stations. OmniRide Local buses travel throughout eastern Prince William County, Manassas and Manassas Park, and are great for local activities like shopping and medical appointments. OmniRide's East-West Express buses run between Woodbridge and Manassas. The OmniRide Transit Center is the main hub and transfer center for bus services that operate in eastern Prince William County. The Prince William County Courthouse stop serves as the transfer center for buses that serve Manassas, Manassas Park and western Prince William County. OmniRide Access paratransit service operates in western Prince William and the Manassas area. In eastern Prince William OmniRide's Local buses operate on flex-routing to pick up residents at locations other than designated bus stops, within  $\frac{3}{4}$  mile off the standard route, so there is no paratransit service. The Wheels-to-Wellness program provides medical transportation to senior and disabled residents.

The OmniRide Ridesharing Program helps match commuters with carpools and vanpools that fit their needs. Through its regional database, this free, personalized ridematching service links commuters with similar work hours, origination and destination points. OmniRide also administers the Vanpool Alliance program, providing a monthly stipend to vanpools for ridership data. The program is a public-private partnership between OmniRide, the Northern Virginia Transportation Commission and the George Washington Regional Commission.

OmniRide Employer Services 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.

OmniRide'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 website, Facebook and LinkedIn pages, transportation fairs, a wide variety of community outreach activities, and a Welcome Aboard program for new residents. In addition, OmniRide has a comprehensive youth program with targeted activities

by age groups. OmniRide has established location-specific transit information displays in all bus shelters and at other key stops.

Customers can subscribe to the 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.

**PRINCE GEORGE'S COUNTY  
DEPARTMENT OF PUBLIC WORKS & TRANSPORTATION**

[www.princegeorgescountymd.gov](http://www.princegeorgescountymd.gov)

Marketing Budget for RideSmart Marketing Contract:  
\$102,000 Marketing Budget for TheBus - \$100,000

Several large employers such as Gaylord National Resort, MGM Casino, NASA Goddard, Joint Base Andrews Naval Air Facility, US Census Bureau, University of Maryland – College Park, University of Maryland Medical System, IKEA, Giant Foods, Target, UPS, Kaiser Permanente and FedEx Field are located in Prince George's County. Prince George's County provides direct assistance to employers throughout the county 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 SmartBenefits, telecommuting, The Guaranteed Ride Home Program, Capital Bikeshare, ridematching and carpool/vanpool formation, 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 and other economic development data sources.
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 Commuter 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.
1. Formalize more telework, carpooling, vanpooling, transit, active commuting programs and commuting benefits offered by employers.

## **RAPPAHANNOCK RAPIDAN REGIONAL COMMISSION - Commuter Services**

[www.rrcommute.org](http://www.rrcommute.org)

### *Marketing Budget:*

**\$35,800**

- Primarily a rural, residential area with a population of 170,000.
- RRRC uses regional advertising strategies via radio, digital, and print methods to promote their commuter services. They participate, support, and promote COG promotions throughout their region such as GRH. The program also uses social media to advertise promotions/contests and get feedback via their Facebook page. There are various targeted advertisements that run annually including at a local movie theater and during community college registration days.
- The region has twelve official and three unofficial park and ride lots; outreach at lots occur annually and vanpools are offered participation in startup and/or support subsidies from their Vanpool Assistance Program.
- Marketing efforts have switched gears over the past few years to become more focused initiatives that target specific audiences, capitalize on particular event theming, and provide measurable outcomes.



**TRI-COUNTY COUNCIL FOR SOUTHERN MARYLAND - Commuter Assistance Program**  
[www.tccsmd.org](http://www.tccsmd.org)

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 MDOT/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 thirteen commuter bus routes between Southern Maryland and Washington. These eleven commuter bus routes are MDOT/MTA commuter bus # 610, 620, 630, 640 and 650 in Charles County, 705, 715, 725 and 735 in St Mary's County, Routes #820, 830,840 and 850 in Calvert County. Southern Maryland has recently benefited from increased roundtrip runs. It is important to keep in mind that about 71 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. 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 MDOT/MTA sponsored routes.
12. Revitalize partnership with Clean Air Partners, 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.
16. Promote MDOT's new Commuter Choice program.
17. Promote and help write policies for Telework/Flextime and Alternative work schedules. Promote Commuter Connections new mobile app, incenTrip.

## VIRGINIA DEPARTMENT OF TRANSPORTATION

Northern Virginia District

[www.virginiadot.org/](http://www.virginiadot.org/)

[https://www.virginiadot.org/travel/parkride/resources\\_commuter\\_resource\\_agencies.asp](https://www.virginiadot.org/travel/parkride/resources_commuter_resource_agencies.asp)

Many of VDOT's TDM and multimodal promotion activities are coordinated through our Northern Virginia District, in coordination with VDOT Central Office and other agencies and partners, to meet the diverse needs of this region's travelers and reduce congestion on roadways.

While the following programs are often coordinated through Transportation Planning section(s), VDOT's various divisions are all continually focused on multimodal needs and the benefits of demand management strategies.

### Main TDM and Multimodal Marketing Activities Include:

- Funding of and active participation in the following programs: Commuter Connections, Clean Air Partners, Telework!VA for Northern Virginia, and locality Employer Outreach (all programs include marketing).
- Megaproject Transportation Management Plans (TMPs) aimed at reducing SOV travel in construction corridors through marketing and incentives. Strategies include TDM/transit incentives, marketing campaigns and employer outreach – throughout the lifetime of construction.
- Park & Ride Program: VDOT builds and/or maintains many P&R lots in the region with amenities for transit and ridesharing. Planning also inventories usage and demand for lots and associated multimodal amenities. See interactive map for lots statewide. Marketing occurs through signage, ribbon cuttings, and promotion from transit/rideshare agencies.
- Bicycle & Pedestrian Program: planning and promotion of non-motorized amenities and travel (including maps and constructing new bike/pedestrian facilities) as well as a focus on safety/crash reductions and participation in regional Street Smart marketing campaign.
- HOV and Express Lanes: VDOT and partners operate HOV and high-occupancy toll lanes in Virginia complete with marketing campaigns – to promote free HOV travel on lanes and fast, reliable trips for transit and ridesharing.
- Commuter Parking Information System (CPIS): the CPIS system, a program element of the Regional Multi-Modal Mobility Program (RM3P), will entail static, historical, real-time, and predicted data to support app-based parking availability information dissemination, including at WMATA, VRE, and other P&R lots in the Northern Virginia and the metropolitan Fredericksburg areas. Marketing efforts will include promotion of third-party apps receiving and disseminating CPIS parking information to commuters.
- Dynamic Incentivization: Dynamic Incentivization, another program element of RM3P, will offer incentives to the public for changing mode, route, or departure time in ways that lessen the overall impact of congestion and incidents via an app. The program includes a marketing component; additional outreach to employers and commuters will also occur.

VDOT planning and construction projects have various advertised meetings and public outreach initiatives throughout project development and implementation where citizens and stakeholders are engaged and invited to provide feedback. VDOT shares project details and plans with the public via websites, online surveys, social media, news agencies, and regional partners, among others.

## **VIRGINIA RAILWAY EXPRESS**

[www.VRE.org](http://www.VRE.org)

Marketing Budget:

\$347,000 Profile:

- Commuter rail system running on railroad tracks hosted by CSX, Norfolk Southern and Amtrak.
- Two system lines, Fredericksburg and Manassas, carry long-distance commuters between Central and Northern Virginia and Washington, D.C.
- Top AM destinations are L'Enfant Plaza, Crystal City, and Union Station.
- Average daily ridership, pre-COVID, was 19,000, effectively removing those commuters from I-95/I-395 and I-66. Average daily ridership at the end of October 2021 was 3,000.
- Nearly \$817 million in capital improvement projects will increase system efficiency and capacity, and includes a Broad Run Yard expansion, Crystal City station improvements, multi-station platform lengthening.
- New storage tracks at L'Enfant will allow for additional cars on select train sets.
- An \$81 million purchase of 21 new multilevel passenger railcars, each with 148 seats, will allow for additional and/or longer train sets.

## **WABA - WASHINGTON AREA BICYCLIST ASSOCIATION**

[www.waba.org](http://www.waba.org)

The Washington Area Bicyclist Association (WABA) empowers people to ride bikes, build connections and transform places. Our vision is a just and sustainable transportation system where biking, walking, and transit are the best ways to get around.

WABA's programs, from youth and adult education to grassroots community organizing, engage residents in Prince George's County, Montgomery County, Alexandria, Arlington County, Fairfax County, and Washington, DC. More than seven thousand dues-paying members have helped WABA transform bicycling in the region again and again over its 50-year history.

### **Key Goals & Strategies Needed to Pursue the Mission & Vision**

We have identified four strategic goals and related strategies and objectives to guide progress toward our Vision and Mission over the next five years (2021-2025)

#### **Goal 1: Empower People to Engage & Take Action**

- Expand WABA's role as a thought leader in the region
- Develop and grow volunteer leadership
- Deepen engagement through creativity and innovation
- Provide additional opportunities for people to shape WABA's direction
- Invest in community-led initiatives

#### **Goal 2: Generate Broad Public Support for Bicycling**

- Normalize bicycling and actively promote a more inclusive bicycling community
- Serve as the stewards of bicycling education in the region
- Expand our engagement in existing coalitions
- Embrace issues aligned with our work

#### **Goal 3: Build Political Power**

- Encourage supporters to run for and win elections
- Elected officials champion our issues
- Train and support volunteer advocates to plan, lead, and win campaigns

#### **Goal 4: Strengthen and Sustain WABA**

- Membership and Fundraising strategy
- Make WABA a great place to work

## TDM Calendar of Events for FY 2023

September 2022	50 States Ride DC Bike Ride Park(ing) Day Car Free Day Walkingtown DC
October 2022	Commuter Connections Regional TDM Fall Campaign Open Streets DC – Ward 1 Virginia Rideshare Month Walk & Ride Challenge Walk & Bike to School Day
November 2022	Open Streets DC – Ward 3
February 2023	Commuter Connections Regional TDM Spring Campaign
April 2023	Earth Day
May 2023	Bike to Work Day
June 2023	Employer Recognition Awards Ceremony Dump the Pump Day

**CURRENT PROFILE OF  
TOP REGIONAL ACTIVITY  
CENTERS/CLUSTERS**

Inner Core	District of Columbia	Arlington County	City of Alexandria
<p align="center">Inner Core</p> <p>Top Regional Activity Centers</p>	<ul style="list-style-type: none"> <li>• Brookland</li> <li>• Capitol Hill</li> <li>• Capitol Riverfront</li> <li>• Downtown DC</li> <li>• Dupont Circle</li> <li>• Farragut Square</li> <li>• Georgetown</li> <li>• H St</li> <li>• McMillan/Old Soldiers Home</li> <li>• Monumental Core</li> <li>• NoMa</li> <li>• Rhode Island Ave</li> <li>• Southwest Waterfront</li> </ul>	<ul style="list-style-type: none"> <li>• Ballston</li> <li>• Clarendon</li> <li>• Court House</li> <li>• Crystal City</li> <li>• Pentagon</li> <li>• Pentagon City</li> <li>• Rosslyn</li> <li>• Virginia Square</li> </ul>	<ul style="list-style-type: none"> <li>• Beaugard</li> <li>• Braddock Road Metro Area</li> <li>• Carlyle/Eisenhower East</li> <li>• King Street/Old Town</li> <li>• Landmark/Van Dorn</li> <li>• Potomac Yard</li> </ul>
Other Areas of Interest	<ul style="list-style-type: none"> <li>• Benning Road</li> <li>• Congress Heights</li> </ul>	<ul style="list-style-type: none"> <li>• Columbia Pike Town Center</li> <li>• Columbia Pike Village Center</li> <li>• National Landing</li> </ul>	
Impacted Corridors	<ul style="list-style-type: none"> <li>• I-395/I-295</li> <li>• I-66 (Roosevelt Bridge)</li> <li>• Rt. 50 (New York Ave)</li> <li>• Rt 1 (Rhode Island Ave &amp; 14<sup>th</sup> St)</li> <li>• Woodrow</li> </ul>	<ul style="list-style-type: none"> <li>• I-66</li> <li>• U.S. Rt. 1</li> <li>• I-395</li> <li>• Rt. 29</li> <li>• Rt. 50</li> <li>• Columbia Pike</li> </ul>	<ul style="list-style-type: none"> <li>• Rt. 1</li> <li>• George Wash Pkwy</li> <li>• I-95/I-395/I-495</li> <li>• Duke Street</li> <li>• King Street</li> <li>• Seminary Rd.</li> <li>• Woodrow Wilson Bridge</li> </ul>



<p>Available Products</p>	<ul style="list-style-type: none"> <li>• Carpools</li> <li>• Car Sharing <ul style="list-style-type: none"> <li>- Zipcar</li> <li>- Free2Move</li> </ul> </li> <li>• Commuter Rail- <ul style="list-style-type: none"> <li>- VRE</li> <li>- MARC</li> </ul> </li> <li>• Amtrak</li> <li>• Cycling <ul style="list-style-type: none"> <li>- Capital Bikeshare</li> <li>- Bike racks on sidewalks</li> <li>- Bike racks on buses</li> <li>- Bike on rail</li> <li>- Bike lanes &amp; trails</li> <li>- ADA bike ramps</li> </ul> </li> <li>• Bike Map</li> <li>• Micromobility <ul style="list-style-type: none"> <li>- Shared dockless e-scooters</li> <li>- Shared dockless e-bikes</li> </ul> </li> <li>• Telework/Hybrid</li> <li>• Flextime Rewards</li> <li>• HOV lanes</li> <li>• Rental cars</li> <li>• Transit</li> <li>• Bus-only lanes</li> <li>• Local and express buses</li> <li>• Metrobus</li> <li>• Metrorail</li> <li>• Vanpools</li> <li>• Taxicabs</li> <li>• Union Station – Region’s premier intermodal transportation center</li> <li>• Pool Rewards</li> </ul>	<ul style="list-style-type: none"> <li>• Commuter Stores <ul style="list-style-type: none"> <li>- Ballston</li> <li>- Crystal City</li> <li>- Rosslyn</li> <li>- Shirlington</li> <li>- Mobile Commuter Stores</li> </ul> </li> <li>• Metrobus</li> <li>• Arlington Transportation Partners employer, residential, developer, and hotelier services</li> <li>• ART- Arlington Transit</li> <li>• Capital Bikeshare</li> <li>• Scooters/ bikeshare</li> <li>• Bike/Walk Paths</li> <li>• Bike Racks/Lockers</li> <li>• CommuterDirect.com</li> <li>• CommuterPage.com</li> <li>• CarFreeDiet.com</li> <li>• CarFreeNearMe.com</li> <li>• Carpools</li> <li>• CarpoolNow</li> <li>• Carshare – Zipcar</li> <li>• HOV lanes</li> <li>• Metrorail</li> <li>• Slug lines</li> <li>• Vanpools</li> <li>• VRE</li> <li>• Pool Rewards</li> <li>• Mobile Apps</li> <li>• Telework</li> <li>• Transportation fairs</li> <li>• Arlington cable TV</li> <li>• Metrobus collateral</li> <li>• ART promotion</li> <li>• ATP collateral</li> <li>• Direct Mail Program</li> <li>• Email alerts</li> <li>• E-newsletters</li> </ul>	<ul style="list-style-type: none"> <li>• GOAlex program</li> <li>• Web site: <a href="http://www.alexandriava.gov/GoAlex">www.alexandriava.gov/GoAlex</a></li> <li>• Alexandria Transit Store</li> <li>• AMTRAK</li> <li>• Bike Paths</li> <li>• Bike Racks/Lockers</li> <li>• Capital Bikeshare</li> <li>• Carpools/Vanpools</li> <li>• DASH</li> <li>• Fairfax Connector</li> <li>• HOV lanes</li> <li>• Literature displays at community facilities</li> <li>• Metrobus/Metrorail</li> <li>• Telework assistance</li> <li>• VRE</li> <li>• Walking paths</li> <li>• Carshare Alexandria!</li> <li>• Literature Display campaign</li> <li>• eNews</li> <li>• Trip planning</li> <li>• Free King Street Trolley</li> <li>• Facebook page</li> <li>• GOAlex collateral materials</li> <li>• Bus interior ads</li> <li>• Chamber of Commerce networking</li> <li>• Community outreach at local events</li> <li>• GOAlex and eNews newsletters</li> <li>• Local government access cable channel</li> <li>• Transportation fairs</li> <li>• Literature Display campaign</li> </ul>
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Inner Core	District of Columbia	Arlington County	City of Alexandria
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Available Products (con't)	<ul style="list-style-type: none"> <li>• Walking <ul style="list-style-type: none"> <li>• Wide, tree-lined sidewalks</li> <li>• Count-down pedestrian signals being installed</li> </ul> </li> <li>• ADA-Bike Ramps</li> <li>• Employer Email Blasts Promoting goDCgo Services</li> <li>• Employer webinars by goDCgo</li> <li>• goDCgo Transportation Ambassador program</li> <li>• Try Transit and Bike Incentives</li> <li>• Bicycle friendly businesses</li> <li>• WMATA Cooperative Marketing for Special Events</li> <li>• Car Free Day</li> <li>• Bike to Work Day</li> <li>• goDCgo.com</li> <li>• Marketing collateral disseminated through direct mail &amp; events</li> <li>• Social Media</li> <li>• Monthly Newsletter</li> <li>• Mobile Commuter Stores</li> </ul>	<ul style="list-style-type: none"> <li>• Blogs and websites</li> <li>• Videos</li> <li>• Newspaper ads</li> <li>• On –Board bus interiors</li> <li>• Quarterly newsletter and packages for employers</li> <li>• Retail kiosks and point-of-purchase displays</li> <li>• Sponsorship of local community events</li> <li>• Subway tunnel 2- sheets advertising</li> <li>• Postings on Facebook, YouTube, Instagram and Twitter</li> <li>• Car Free Day</li> <li>• Bike to Work Day</li> <li>• Facebook, YouTube, Instagram &amp; Google ads</li> <li>• Street Team events</li> <li>• Transit Displays</li> </ul>	<ul style="list-style-type: none"> <li>• Grass Roots Marketing Campaign</li> <li>• Facebook Ads and post boosting</li> </ul>
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**RECOMMENDED MARKETING STRATEGIES  
FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS**

<p>Top Regional Activity Center Clusters</p>	<p>Washington, DC</p> <ul style="list-style-type: none"> <li>• Brookland, McMillan/Old Soldiers Home, Rhode Island Ave</li> <li>• Capitol Hill, Downtown DC, Dupont Circle, Farragut Square, H St, Monumental Core, NoMa, U/14th Corridor, Westend</li> </ul>
<p>Other Activity Center Clusters</p>	<ul style="list-style-type: none"> <li>• Benning Road</li> <li>• Congress Heights</li> </ul>
<p>Products</p>	<ul style="list-style-type: none"> <li>• Bicycling</li> <li>• Micromobility (ebikes and scooters)</li> <li>• Capital Bikeshare</li> <li>• Carpools</li> <li>• Mass Transit: bus, commuter rail, Metrorail, commuter bus</li> <li>• DC Circulator</li> <li>• <a href="http://goDCgo.Com">goDCgo.Com</a></li> <li>• goDCgo Employer Services</li> <li>• SmartBenefits</li> <li>• Vanpools</li> </ul>
<p>Target Audiences</p>	<ul style="list-style-type: none"> <li>• Building Owners/Managers</li> <li>• Chamber/Trade Organizations</li> <li>• Schools</li> <li>• Private Sector Employers with 100+ employees</li> <li>• Residents in high SOV zip codes</li> </ul>
<p>Objective</p>	<ul style="list-style-type: none"> <li>• Generate interest by employers for the productivity gains from adopting various transportation benefits in their organization</li> <li>• Generate interest in the wide variety of transportation options in the District and</li> </ul>

<p>Recommended Marketing Strategy</p>	<ul style="list-style-type: none"> <li>• Support Commuter Connections with Bike to Work Day event</li> <li>• Advertising programs will focus on goDCgo.com, Capital Bikeshare, and other sharing (carsharing, sharing the road).</li> <li>• Regular marketing to employers in the District through eblasts and direct mail.</li> <li>• Monthly e-newsletter to employers and general public</li> <li>• Direct work with partner organizations to market program.</li> <li>• Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>• 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</li> <li>• Web Banners on several sites</li> </ul>
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	<p>Commuter Connections Mass Marketing TERM</p> <ul style="list-style-type: none"> <li>• Directory listings in print and online phonebooks</li> <li>• Quarterly newsletter to employers and Federal agencies</li> <li>• Strategic Plan update in Fall</li> <li>• Updating all collateral with changes throughout year</li> <li>• Web site marketing</li> </ul>
Language(s)	English and Spanish
Partners	<p>BIDs  COG  DDOT  MARC  VRE  WABA  WMAT</p>
Partner Contributions	MARC & VRE donate space for GRH promotional materials
Evaluation	<p>Evaluate call reports for 800-745-RIDE  Evaluate Web hits for  commuterconnections.org Evaluate Web hits  for goDCgo.com</p>

<b>RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS</b>	
Top Regional Activity Center Clusters	<p>Alexandria City</p> <ul style="list-style-type: none"> <li>• Beaugard</li> <li>• Braddock Road Metro Area, Carlyle/Eisenhower East, King Street/Old Town, Potomac Yard</li> <li>• Landmark/Van Dorn</li> </ul>
Products	<ul style="list-style-type: none"> <li>• Go Alex program</li> <li>• <a href="http://www.alexandriava.gov/GOAlex">www.alexandriava.gov/GOAlex</a></li> <li>• Old Town Transit Shop</li> <li>• AMTRAK</li> <li>• Bike Paths</li> <li>• Bike Racks/Lockers</li> <li>• Capital Bikeshare</li> <li>• Carpools/vanpools</li> <li>• CarpoolNow</li> <li>• DASH</li> <li>• Fairfax Connector</li> <li>• HOV lanes</li> <li>• Literature displays at community facilities</li> <li>• Metrobus/Metrorail</li> <li>• VRE</li> <li>• Walking paths</li> <li>• Carshare Alexandria!</li> <li>• GO Alex Ambassadors</li> <li>• Display campaign</li> <li>• RSS feed</li> <li>• eNews</li> <li>• Biannual newsletter</li> <li>• Trip planning</li> <li>• incenTrip</li> </ul>
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"> <li>• Work with employers on implementing or expanding a transportation benefits program to decrease the number of SOV commuters to worksite.</li> </ul>
Recommended Marketing Strategy	<ul style="list-style-type: none"> <li>• Bike to Work Day event</li> <li>• Advertising programs will focus on multiple modes including telework, transit, walking/bicycling, vanpooling and carpooling and the time-saving</li> </ul>

	<ul style="list-style-type: none"> <li>• Public relations effort and promotions to increase awareness of transportation options and supplemental programs, such as GRH and Carshare Alexandria!</li> <li>• Collect testimonials from those using alternative transportation and supplemental programs for use in marketing material, web sites, and media campaigns.</li> <li>• Promote CarpoolNow, Flextime Rewards, incenTrip, and 'Pool Rewards incentive programs</li> <li>• Create strategies for measuring impact, including</li> </ul>
Language(s)	English, Spanish, Amharic
Partners	Association for Commuter Transportation (ACT) COG Commuter Connections DASH Jurisdictional TDM representatives Numerous business and civic representatives NVTC VDOT VDRP T VRE WABA WMAT
Partner Contributions	
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate web visits for commuterconnections.org Evaluate web visits on Go Alex Web site Survey commuters who register with Commuter Connections Survey residents that enroll in Carshare Alexandria Annual Survey of Transportation Management Plan sites Brochure tracking Pledge tracking Customer Engagements at



<b>RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS</b>	
Top Regional Activity Center Clusters	<p>Arlington County</p> <ul style="list-style-type: none"> <li>• Ballston, Clarendon, Court House, Rosslyn, Virginia Square</li> <li>• Crystal City, Pentagon, Pentagon City</li> </ul>
Other Areas of Interest	<ul style="list-style-type: none"> <li>• Columbia Pike Town Center</li> <li>• Columbia Pike Village Center</li> <li>• National Landing</li> </ul>
Products	<ul style="list-style-type: none"> <li>• ART Bus/Metrobus/Metrorail/VRE</li> <li>• Bicycling and walking</li> <li>• Capital Bikeshare</li> <li>• Scooters and Bikeshare</li> <li>• The Commuter Stores in Ballston, Crystal City, Rosslyn, and Shirlington</li> <li>• Mobile Commuter Stores at Courthouse, Pentagon, Pentagon City, Clarendon, Walter Reed Drive, and Ashton Heights</li> <li>• Carshare vehicles – Zipcar</li> <li>• Slug-lines</li> <li>• Vanpools/Carpools/HOV</li> <li>• ‘Pool Rewards</li> <li>• CarpoolNow</li> <li>• Flextime Rewards</li> <li>• incenTrip</li> </ul>
Target Audiences	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Employers and their employees</li> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residents in high SOV zip codes</li> </ul>
Objective	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Inform residents, employees and visitors about transit and TDM options.</li> </ul>
Recommended Marketing Strategy	<ul style="list-style-type: none"> <li>• Use ATP’s web site, CommuterDirect.com Corporate Services and Brochure Service to supplement sales force to work with employers</li> <li>• Champions program</li> <li>• Bike to Work Day event</li> <li>• Walk at Lunch Day event</li> <li>• Advertising programs will focus on multiple modes including telework, using transit, bicycling, walking, carsharing, vanpooling and carpooling and the time-saving benefits of HOV</li> <li>• Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>• Web banners on several sites</li> </ul>

	<ul style="list-style-type: none"> <li>• Social Media Postings</li> <li>• Promote CarpoolNow, Flextime Rewards, incenTrip, and 'Pool Rewards incentive programs</li> </ul> <p>Commuter Connections Mass Marketing TERM</p> <ul style="list-style-type: none"> <li>• Quarterly newsletter to employers and federal agencies</li> <li>• Strategic plan update in fall</li> <li>• Updating all collateral with changes throughout year</li> <li>• Web site marketing</li> </ul>
Language(s)	English
Partners	<p>Arlington County Department of Economic Development  ART - Arlington Transit  Capital  Bikeshare COG  Local Business Groups including Rosslyn BID, Clarendon Alliance, Ballston BID, Crystal City BID, National Landing BID and Columbia Pike Partnership  NVTC, NVTA, WMATA and all local transit and commuter bus providers  VDOT  VDRP</p>
Evaluation	<p>Evaluate call reports for 800-745-RIDE  Evaluate web hits for <a href="http://commuterconnections.org">commuterconnections.org</a></p>

**CURRENT PROFILE OF TOP REGIONAL  
ACTIVITY CENTERS/CLUSTERS**

Northern Virginia	Fairfax County	Loudoun County	Prince William County
<p>Top Regional Activity Centers</p>	<ul style="list-style-type: none"> <li>• Bailey's Crossroads/Western Gateway</li> <li>• Beltway South</li> <li>• Columbia Pike Town Center</li> <li>• Columbia Pike Village Center</li> <li>• Dulles East</li> <li>• Dulles South</li> <li>• Fairfax Center</li> <li>• Fairfax City</li> <li>• Fairfax Innovation Center</li> <li>• Falls Church City</li> <li>• Fort Belvoir</li> <li>• Fort Belvoir North Area</li> <li>• GMU</li> <li>• Herndon</li> <li>• Merrifield Dunn Loring</li> <li>• Reston Town Center</li> <li>• Seven Corners</li> <li>• Springfield</li> <li>• Tysons Central 123</li> <li>• Tysons Central 7</li> <li>• Tysons East</li> <li>• Tysons West</li> </ul>	<ul style="list-style-type: none"> <li>• Ashburn</li> <li>• Ashburn Metro</li> <li>• Dulles Town Center</li> <li>• Leesburg</li> <li>• Loudoun Gateway Metro</li> <li>• One Loudoun</li> </ul>	<ul style="list-style-type: none"> <li>• City of Manassas</li> <li>• City of Manassas Regional Airport</li> <li>• Innovation</li> <li>• Manassas Park</li> <li>• Potomac Town Center/Potomac Mills</li> <li>• Yorkshire</li> </ul>
<p>Other Important Areas</p>	<ul style="list-style-type: none"> <li>• Annandale</li> <li>• Burke</li> <li>• Centreville</li> <li>• Chantilly</li> <li>• Dulles/Route 28</li> <li>• Fair Oaks</li> <li>• Greensboro Station Area</li> <li>• Lorton</li> <li>• McLean</li> <li>• McLean Station Area</li> </ul>	<ul style="list-style-type: none"> <li>• Dulles South</li> <li>• North of Dulles Airport</li> <li>• Sterling</li> </ul>	<ul style="list-style-type: none"> <li>• Gainesville</li> <li>• Haymarket</li> <li>• Manassas Mall</li> <li>• Local Hospitals</li> <li>• Quantico Marine Corps Base</li> <li>• Route 1 Corridor</li> <li>• Old Town Manassas</li> <li>• George Mason University Prince William Campus</li> </ul>

Northern Virginia	Fairfax County	Loudoun County	Prince William County
	<ul style="list-style-type: none"> <li>• Mount Vernon</li> <li>• Springhill Station Area</li> <li>• Vienna</li> </ul>		
Impacted Corridors	<ul style="list-style-type: none"> <li>• Braddock Road</li> <li>• Columbia Pike</li> <li>• Dulles Toll Road</li> <li>• Fairfax County Parkway</li> <li>• I-66</li> <li>• I-66 Express Lanes</li> <li>• I-395</li> <li>• I-495</li> <li>• 495 Express Lanes</li> <li>• I-95 (HOV)</li> <li>• 95 Express Lanes</li> <li>• Rt. 1/Richmond Highway</li> <li>• Rt. 123</li> <li>• Rt. 236/Little River Turnpike</li> <li>• Rt. 28</li> <li>• Rt. 29/Lee Rt. 50</li> <li>• Rt. 7/Leesburg Pike Highway</li> </ul>	<ul style="list-style-type: none"> <li>• Rt. 7</li> <li>• Rt. 9</li> <li>• Rt. 15</li> <li>• Rt. 28</li> <li>• Rt. 50</li> <li>• Dulles Greenway</li> <li>• Loudoun County Pkwy</li> </ul>	<ul style="list-style-type: none"> <li>• Rt. 234</li> <li>• Rt. 294</li> <li>• Rt. 1</li> <li>• I-95</li> <li>• I-66</li> <li>• Rt. 28</li> <li>• Rt. 29</li> <li>• Rt. 15</li> </ul>
Available Products	<ul style="list-style-type: none"> <li>• Bike Fairfax Program</li> <li>• Capital Bikeshare</li> <li>• Carpools</li> <li>• CarpoolNow</li> <li>• Casual Carpools (slugs)</li> <li>• Fairfax City CUE Bus</li> <li>• Fairfax Connector</li> <li>• Metrobus</li> <li>• REX bus</li> <li>• TAGS bus</li> <li>• Metrorail</li> <li>• VRE</li> <li>• ShuttlePools</li> <li>• GIS density plots</li> </ul>	<ul style="list-style-type: none"> <li>• Carpool</li> <li>• Commuter Connections Incentive programs</li> <li>• Employer Services</li> <li>• GRH</li> <li>• Loudoun County Transit</li> <li>• Park &amp; Ride Lots</li> <li>• Silver Line Metro</li> <li>• Bike to Work Day</li> <li>• Best Workplaces for Commuters</li> <li>• Employee Density Maps</li> <li>• Bicycle locker rental program</li> </ul>	<ul style="list-style-type: none"> <li>• Carpool</li> <li>• CarpoolNow</li> <li>• Casual carpooling – “Slugs”</li> <li>• Cycling to Park &amp; Ride; PW Parkway Trail</li> <li>• OmniRide Employer Services</li> <li>• GRH</li> <li>• HOV lanes</li> <li>• SmartBenefits</li> <li>• OmniRide Express</li> <li>• OmniRide Metro Express</li> </ul>

Northern Virginia	Fairfax County	Loudoun County	Prince William County
	<ul style="list-style-type: none"> <li>• SmartBenefits Plus50 Program</li> <li>• Commuter Friendly Communities Program</li> <li>• Best Workplaces for Commuters Program</li> <li>• DATA E<sup>3</sup>Calc</li> <li>• 'Pool Rewards</li> <li>• Flextime Rewards</li> <li>• Park and Rides</li> <li>• Bike and Ride</li> <li>• Kiss and Rides</li> <li>• Bike &amp; Pedestrian trails</li> <li>• Casual carpooling (slug lines)</li> <li>• Ridematching</li> <li>• Reserved parking for car &amp; vanpools</li> <li>• Telework/Co-working Centers</li> <li>• TMA partners (DATA, LINK, TAGS, TYTRAN)</li> <li>• Six Connector Transit Stores</li> <li>• Free Student Bus Pass</li> <li>• Telework!VA Tax Credit</li> </ul>	<ul style="list-style-type: none"> <li>• SmartBenefits Plu\$50 (for employers)</li> <li>• Telework!VA</li> <li>• TransitApp</li> <li>• SmarTrip®</li> </ul>	<ul style="list-style-type: none"> <li>• OmniRide Local</li> <li>• OmniRide East-West Express</li> <li>• OmniRide Access Paratransit</li> <li>• OmniRide's Ridesharing Service</li> <li>• On-The-Go travel training program</li> <li>• Wheel-to-Wellness medical transportation program</li> <li>• Park &amp; Ride</li> <li>• 'Pool Rewards</li> <li>• Flextime Rewards</li> <li>• Vanpool Property Tax Relief</li> <li>• Vanpool</li> <li>• Vanpool Alliance</li> <li>• VanSave/VanStart</li> <li>• VRE</li> </ul>
Current Marketing Conducted Locally	<ul style="list-style-type: none"> <li>• Distribution of suite of program brochures</li> <li>• Subscription TDM alerts/announcements</li> <li>• Bus interior and exteriors</li> <li>• Cable TV ads</li> <li>• Radio ads</li> </ul>	<ul style="list-style-type: none"> <li>• Email alerts to bus passengers</li> <li>• News releases</li> <li>• Transportation fairs</li> <li>• Web site</li> <li>• Transportation displays</li> <li>• Posters at park and ride lot bus shelters</li> <li>• Facebook page</li> </ul>	<ul style="list-style-type: none"> <li>• Community papers</li> <li>• Hispanic church bulletins</li> <li>• Hispanic newspaper</li> <li>• Direct mail</li> <li>• Employer outreach</li> <li>• Highway signage</li> <li>• Newsletter (OmniNew</li> </ul>

Northern Virginia	Fairfax County	Loudoun County	Prince William County
	<ul style="list-style-type: none"> <li>• Videos online &amp; on county cable</li> <li>• Social media advertising</li> <li>• Digital advertising (i.e. Google partner/pay per click)</li> <li>• Text/email alerts</li> <li>• Vanpool formation presentations</li> <li>• E-mail newsletter</li> <li>• Local community fairs &amp; events</li> <li>• Special promotions for Try Transit Week, Car Free Day, Dump the Pump, Bike to Work Day, etc.</li> <li>• Social media posts/tweets</li> <li>• Website pages</li> <li>• HOV model display</li> <li>• Membership meetings</li> <li>• News releases/Media pitches</li> <li>• Print ads in local newspapers</li> <li>• Direct mail to households near park &amp; rides, bus routes</li> <li>• Posters and Tri-fold Tabletop posters</li> <li>• Distribution of bus schedules</li> <li>• Presentations</li> </ul>	<ul style="list-style-type: none"> <li>• Best Workplaces for Commuters</li> <li>• <i>Commuter Shortcuts</i> e-newsletter</li> <li>• Individual employer events</li> <li>• Workforce Development Month presentations</li> </ul>	<ul style="list-style-type: none"> <li>• News media – print and online</li> <li>• Poster in employer sites</li> <li>• Press release</li> <li>• New Rider kits to new homeowners</li> <li>• Messages on phone hold service</li> <li>• Articles/ in jurisdictional and HOA newsletters</li> <li>• Hispanic radio ads</li> <li>• Online ads on hyper local websites</li> <li>• On-board Notices</li> <li>• 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 children</li> <li>• Web site</li> <li>• Rider Express eAlert system</li> <li>• Facebook and LinkedIn</li> </ul>

Northern Virginia	Fairfax County	Loudoun County	Prince William County
	<ul style="list-style-type: none"> <li>• Ads in Fort Belvoir directory</li> <li>• DATA Live More Commute Less <sup>SM</sup> website &amp; publications</li> <li>• DATA employer Council and EC Blog</li> </ul>		

**RECOMMENDED MARKETING  
STRATEGIES FOR TOP REGIONAL**

<p>Top Regional Activity Centers Clusters</p>	<p>Fairfax County</p> <ul style="list-style-type: none"> <li>• Bailey's Crossroads/Western Gateway, Columbia Pike Town Center, Columbia Pike Village Center</li> <li>• Beltway South</li> <li>• City of Falls Church, Seven Corners</li> <li>• Dulles East</li> <li>• Dulles South</li> <li>• Fairfax Center</li> <li>• Fairfax City, GMU</li> <li>• Fairfax Innovation Center, Herndon, Reston Town Center, Wiehle-Reston East</li> <li>• Fort Belvoir</li> <li>• Fort Belvoir North Area</li> <li>• Merrifield Dunn Loring</li> <li>• Springfield</li> <li>• Tysons Central 123, Tysons Central 7, Tysons East, Tysons West</li> </ul>
<p>Products</p>	<ul style="list-style-type: none"> <li>• Carpools and vanpools</li> <li>• Best Workplaces for Commuters</li> <li>• Bicycling, Bike Fairfax, Capital Bikeshare</li> <li>• CarpoolNow</li> <li>• DATA and Fairfax County services</li> <li>• Flextime Rewards</li> <li>• Guaranteed Ride Home</li> <li>• HOV Lanes</li> <li>• Pool Rewards</li> <li>• ShuttlePools</li> <li>• SmartBenefits Plus50</li> <li>• Teleworking</li> <li>• Telework!VA tax credit</li> <li>• Transit - VRE, Metrobus, Fairfax Connector, Metrorail, Medical</li> <li>• Center Shuttle to Metrorail Station</li> <li>• incenTrip</li> </ul>
<p>Target Audiences</p>	<p><i>Work End:</i>            Chamber/trade organizations Dulles International Airport            New businesses located in the region            Private sector employees with 100+ employees University Center            Westfield's International Center</p> <p><i>Home End:</i>            Residents in high SOV zip codes</p>



Objectives	<ul style="list-style-type: none"> <li>• Generate interest from employers for benefits of offering TDM strategies to employees</li> <li>• Entice SOV residents/employees to try alternative modes</li> <li>• Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, SmartBenefits, and teleworking.</li> <li>• Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion</li> <li>• Increase awareness of benefits of HOV lanes</li> </ul>
Recommended Marketing Strategy	<ul style="list-style-type: none"> <li>• Leverage partner organizations/cross-marketing opportunities</li> <li>• GRH targeted employer promotion</li> <li>• SmartBenefits Plus50 Incentive Program</li> <li>• Multi-pronged, scalable in-and out-of-home advertising campaigns: <ul style="list-style-type: none"> <li>○ Movie theater and digital extension ads</li> <li>○ Geo-targeted social media ads, posts and engagement</li> <li>○ Traditional media advertising including print, radio (on-air), TV</li> <li>○ Digital advertising including Google, pay-per-click</li> <li>○ Outdoor advertising including bus ads, bus shelter ads, digital displays, etc.</li> <li>○ Other platforms as they become available</li> </ul> </li> <li>• Recognition by Fairfax County Board of Supervisors to employers who qualify for Best Workplaces for Commuters</li> <li>• Bike to Work Day events</li> <li>• Promotions for Try Transit Week, Car Free Day, Dump the Pump Day, Earth Day</li> <li>• Participation in community and business fairs and events</li> <li>• Promote CarpoolNow, Flextime Rewards, incenTrip, and 'Pool Rewards incentive programs</li> </ul> <p>Operations Center:</p> <ul style="list-style-type: none"> <li>• Quarterly newsletter to employers and federal agencies</li> <li>• Strategic plan update in fall</li> <li>• Updating all collateral with changes throughout year</li> <li>• Web site marketing</li> </ul>
Language(s)	English, Spanish
Partners	American Legion Best Workplaces for Commuters (NCTR) COG DATA ENTERPRISE VANS FABB Fairfax County Commuter Services Fairfax CUE Fairfax County Employer Services

	<p>Health fair  schedulers/coordinators LINK  MEGA PROJECTS  MWAA/Dulles Rail  Partners NVTC  TAGS  Tysons  Partnership  Springfield Mall  VDOT  VDRP  T  VRE  VRide</p>
Partner Contributions	<p>Commuter Benefit  Programs Vanpooling  Efforts  GRH service  Local Transit  Services Match  Program Incentive  Programs</p>
Evaluation	<p>Evaluate call reports for 800-745-RIDE  Evaluate web hits for  commuterconnections.org  Evaluate web hits for</p>

<b>RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL</b>	
Top Regional Activity Center Clusters	<p>Loudoun County</p> <ul style="list-style-type: none"> <li>Ashburn, Ashburn Station, Dulles Town Center, Loudoun Gateway Station, One Loudoun, Leesburg</li> </ul>
Other Important Areas	<ul style="list-style-type: none"> <li>Sterling, North of Dulles International Airport, Atlantic Blvd, Pacific Blvd, Aldie, South Riding</li> </ul>
Products	<ul style="list-style-type: none"> <li>Carpool</li> <li>Loudoun County Transit</li> <li>Vanpool</li> <li>Bicycle commuting</li> <li>Silver Line Metro</li> <li>Guaranteed Ride Home</li> <li>Commuter Connections Ridematching Service</li> <li>Best Workplaces for Commuters</li> <li>SmartBenefits®</li> </ul>
Objective	<ul style="list-style-type: none"> <li>Increase enrollment in Commuter Connections and GRH</li> <li>Increase transit ridership. GRH</li> <li>Reduce drive-alone commuting to and from Loudoun County</li> </ul>
Recommended Marketing Strategy	Marketing strategy to be determined during FY2023, a full-time transit marketing specialist and anticipates engaging the services of a media buyer.
Language(s)	English/Spanish
Partners	<p>COG  Loudoun Workforce Resource Center  Loudoun County Economic Development VDOT  VDRP  T</p>
Partner Contributions	TBD
Evaluation	<p>LCCS will quantify the number of new Commuter Connections accounts and new Guaranteed Ride Home registrations in Loudoun County.</p> <p>LCCS will track the number of customer calls and emails regarding transit and shared rides.</p> <p>Loudoun County Transit ridership and park and ride lot use will be evaluated.</p>

<b>RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL</b>	
Top Regional Activity Center Clusters	<p>Prince William County</p> <ul style="list-style-type: none"> <li>• City of Manassas, City of Manassas Regional Airport, Innovation, Manassas Park, Yorkshire</li> <li>• Potomac Town Center/Potomac Mills</li> </ul>
Products	<ul style="list-style-type: none"> <li>• Casual Carpools (Slugs)</li> <li>• GRH</li> <li>• HOV I-95 and I-66</li> <li>• NuRide</li> <li>• OmniRide Local &amp; OmniRide East-West Express for local bus travel</li> <li>• OmniRide Express &amp; OmniRide Metro Express for commuters</li> <li>• OmniRide Access paratransit</li> <li>• Wheels-to-Wellness medical transportation program</li> <li>• Park &amp; Ride lots</li> <li>• 'Pool Rewards</li> <li>• CarpoolNow</li> <li>• Flextime Rewards</li> <li>• Rider Express e-mail service</li> </ul>
Target Audiences	<p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residents in high SOV zip codes</li> </ul> <p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Employers of 100 or more employees</li> </ul>
Objective	<p>Increase brand recognition, awareness of ridesharing, benefits of GRH, time savings of I-495 Express lanes and I-95</p>
Recommended Marketing Strategy	<ul style="list-style-type: none"> <li>• Bike To Work Day event</li> <li>• 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.</li> <li>• Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>• 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</li> <li>• Web banners on several sites</li> <li>• Outreach to Hispanic community</li> <li>• Interaction through social media -- Facebook</li> <li>• Promote CarpoolNow, Flextime Rewards, incenTrip, and 'Pool Rewards incentive programs</li> </ul> <p>Operations Center</p> <ul style="list-style-type: none"> <li>• Directory listings in print and online phonebooks</li> <li>• Quarterly newsletter to employers and federal agencies</li> <li>• Strategic Plan update in fall</li> <li>• Updating all collateral with changes throughout year</li> </ul>

	<ul style="list-style-type: none"> <li>• Web site marketing</li> </ul>
Language(s)	English and Spanish
Partners	COG NVT C OmniRide Local OmniRide Express PRTC VDOT VDRP T
Partner Contributions	Free rides on OmniRide services 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 OmniRide Ridesharing programs. Evaluate activity of Customer Service call center. Area residents participate in the State of Commuter

CURRENT PROFILE OF TOP REGIONAL ACTIVITY CENTERS/CLUSTERS				
Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
Top Regional Activity Centers	<ul style="list-style-type: none"> <li>Waldorf</li> </ul>	<ul style="list-style-type: none"> <li>Downtown Frederick</li> <li>East Frederick Rising</li> <li>Fort Detrick</li> <li>Francis Scott Key Mall (Rt 85 &amp; Rt 355 Corridor)</li> <li>Golden Mile</li> </ul>	<ul style="list-style-type: none"> <li>Bethesda</li> <li>Clarksburg</li> <li>Friendship Heights</li> <li>Gaithersburg-Central</li> <li>Gaithersburg-Kentlands</li> <li>Gaithersburg-Metropolitan Grove</li> <li>Germantown</li> <li>Grosvenor</li> <li>King Farm/Rockville Research Center</li> <li>Life Sciences Center/Gaithersburg-Crown</li> <li>NIH/Walter Reed National Military Medical Center</li> <li>Rock Spring</li> <li>Rockville-Montgomery College</li> <li>Rockville-South/Twinbrook</li> <li>Rockville-Town Center</li> <li>Silver Spring</li> <li>Takoma Park</li> <li>White Flint</li> <li>White Oak/FDA</li> </ul>	<ul style="list-style-type: none"> <li>Branch Ave</li> <li>Naylor/Southern Metros</li> <li>Suitland Metro</li> <li>Largo Town Center/UM Largo Hospital</li> <li>New Carrollton</li> <li>College Park</li> <li>Langleys Park</li> <li>Greenbelt</li> <li>Port Towns</li> <li>Prince George's Plaza</li> <li>West Hyattsville Metro</li> </ul>
Other Important Areas		<ul style="list-style-type: none"> <li>Northern Frederick City (Rt 26 Corridor)</li> <li>Brunswick</li> <li>Walkersville</li> <li>New Market/Oakdale area</li> </ul>	<ul style="list-style-type: none"> <li>Wheaton</li> <li>Route 29 Corridor</li> </ul>	<ul style="list-style-type: none"> <li>Accokeek</li> <li>Andrews Airforce Base</li> <li>Bowie Town Center</li> <li>Bowie State University</li> <li>Downtown Hyattsville</li> <li>Riverdal</li> </ul>

Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
				<ul style="list-style-type: none"> <li>• Science Center</li> <li>• Konterra</li> <li>• NASA/ Goddard</li> <li>• National Harbor</li> <li>• Prince George's Community College</li> <li>• Prince George's County Sports and Learning Complex</li> <li>• Upper Marlboro</li> <li>• Watkins Regional Park</li> <li>• Woodmore Towne Center</li> </ul>
Impacted Corridors	<ul style="list-style-type: none"> <li>• US 301</li> <li>• MD 228</li> <li>• MD 5</li> </ul>	<ul style="list-style-type: none"> <li>• I-270</li> <li>• I-70</li> <li>• U.S. 15</li> <li>• U.S. 340</li> <li>• MD 26</li> </ul>	<ul style="list-style-type: none"> <li>• I-270</li> <li>• I-495</li> <li>• US-29</li> <li>• MD 117</li> <li>• MD 118</li> <li>• MD 124</li> <li>• MD 185</li> <li>• MD 193</li> <li>• MD 355</li> <li>• MD 410</li> <li>• MD 650</li> <li>• MD 97</li> <li>• MD 200</li> </ul>	<ul style="list-style-type: none"> <li>• I-495</li> <li>• I-95</li> <li>• MD 5</li> <li>• U.S. 50</li> <li>• U.S. 301</li> <li>• BW Parkway</li> <li>• US Route 1</li> <li>• MD Route 210</li> <li>• MD 458</li> <li>• MD 202</li> <li>• MD 4</li> <li>• MD 450</li> <li>• MD 193</li> <li>• MD 214</li> </ul>

Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
Available Products	<ul style="list-style-type: none"> <li>• MTA Commuter Buses</li> <li>• Guaranteed Ride Home (GRH) Program</li> <li>• Vanpools</li> <li>• Carpools</li> <li>• Teleworking</li> <li>• 'Pool Rewards</li> <li>• CarpoolNow</li> <li>• Flextime Rewards</li> <li>• School Pool</li> <li>• Park and Ride Lots</li> <li>• VanGO</li> <li>• incenTrip</li> </ul>	<ul style="list-style-type: none"> <li>• TransIT Connector Services</li> <li>• TransIT-plus Paratransit Services</li> <li>• Medical Assistance Transportation through the Frederick County Health Department</li> <li>• TAP-Taxi Access Program</li> <li>• TransIT Meet-the- MARC Shuttles (Point of Rocks and Walkersville)</li> <li>• Brunswick MARC line</li> <li>• Park &amp; Ride lots</li> <li>• Personalized ride matching</li> <li>• 'Pool Rewards</li> <li>• CarpoolNow</li> <li>• Flextime Rewards</li> <li>• School Pool</li> <li>• Carpool and Vanpool</li> <li>• Vanpool Incentive Program</li> <li>• Bicycling</li> <li>• Four Frederick County MARC Stations</li> <li>• MTA 505 &amp; 515 Bus to Shady</li> </ul>	<ul style="list-style-type: none"> <li>• Information regarding five Transportation Management Districts (TMDs): Silver Spring, N. Bethesda, Bethesda, Friendship Heights, Greater Shady Grove (including Life Sciences Center)</li> <li>• Biennial employee surveys</li> <li>• Bike Trails</li> <li>• Bike Racks</li> <li>• Capital BikeShare Stations</li> <li>• Dockless Bikeshare pilot project in defined areas of the County</li> <li>• MARC stations</li> <li>• Carpool parking and discounts in County-operated facilities in Silver Spring, Wheaton &amp; Bethesda</li> <li>• <i>TRIPS</i> Commuter Store at Silver Spring Metro Station</li> <li>• <i>TRIPS</i> Mobile Commuter Store (circulates to various locations around the County daily)</li> <li>• Express Buses</li> <li>• Flash rapid transit service</li> <li>• Flex Microtransit – On-Call serving two areas: Wheaton/Glenmont &amp; Rockville using booking app</li> <li>• GRH Program</li> <li>• HOV lane on I-270</li> <li>• Metrorail</li> <li>• Park &amp; Ride Lots</li> <li>• Personalized ride matching, trip planning, &amp; follow-up</li> <li>• 'Pool Rewards</li> <li>• Ride On local bus service</li> </ul>	<ul style="list-style-type: none"> <li>• Bike Trails and paths</li> <li>• Carpools</li> <li>• Capital Bikeshare</li> <li>• Vanpools</li> <li>• Express Buses</li> <li>• GRH</li> <li>• MARC (Camden &amp; Penn Line)</li> <li>• Metrorail, Metrobus</li> <li>• Park and Ride Lots</li> <li>• Personalized Ride Matching</li> <li>• 'Pool Rewards</li> <li>• CarpoolNow</li> <li>• incenTrip</li> <li>• Flextime Rewards</li> <li>• Telework Centers</li> <li>• <i>TheBus</i>-County Local Bus Service with free or reduced fares for youth, seniors, and people with disabilities</li> <li>• <i>Real</i>-time bus tracking (PGC Connect)</li> <li>• MTA 640 &amp; 650 Bus to Washington DC</li> </ul>



Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
		<ul style="list-style-type: none"> <li>• MD Commuter Choice Tax Credit</li> <li>• Trip Planning Services</li> <li>• Guaranteed Ride Home Program</li> <li>• Mobile Ticketing App</li> <li>• Automated Vehicle Location App</li> <li>• Summer Freedom Pass</li> <li>• Voiance phone call translation service</li> <li>• Velocity credit card system</li> </ul>	<ul style="list-style-type: none"> <li>• Downtown Circulators in Silver Spring and Bethesda</li> <li>• Telework Consulting: Free use of professional telework consultants for employers</li> <li>• MD Commuter Tax Credit for Employers: 50% tax credit for cost of transit/vanpool subsidies to employees</li> <li>• MC Home Telecommuting Tax Credit</li> <li>• Transportation Fairs &amp; Commuter Information Days</li> <li>• Traffic Mitigation Agreements with Developers for New Projects</li> <li>• Employer TDM Plans for Employers in TMDs</li> </ul>	<p>409, 502, 503</p> <ul style="list-style-type: none"> <li>• Call-A-Bus and Call-A- Cab paratransit programs</li> <li>• PGC Link on-demand microtransit and TransLoc real-time tracking</li> <li>• Transportati on fairs and on-site commuter events</li> <li>• MD Commuter Tax Credit</li> <li>• PGC Trip app</li> </ul>

Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
<p>Current Marketing Conducted Locally</p>	<ul style="list-style-type: none"> <li>• Web site</li> <li>• Bike to Work Day</li> <li>• Car Free Day</li> <li>• Clean Commute Month</li> <li>• Employer Outreach</li> <li>• Maryland Commuter Tax Alternative</li> <li>• Smart Benefits</li> <li>• Seminars</li> <li>• Local fairs and events</li> <li>• Mail/email campaigns</li> <li>• Local radio advertising</li> <li>• Local cable TV ads</li> <li>• Air Quality Action Days and Bike To Work Day</li> <li>• Clean Air Partnership school outreach</li> <li>• BRAC focus</li> </ul>	<p><i>August - May</i></p> <ul style="list-style-type: none"> <li>• Local Radio Stations 99.9 &amp; 103.1 morning and afternoon traffic sponsorship</li> </ul> <p><i>September</i></p> <ul style="list-style-type: none"> <li>• Free TransIT rides to support Car Free Day</li> <li>• In the Street Community Fair</li> <li>• Frederick County Fair</li> <li>• Frederick Community College table display</li> <li>• Hood College Graduate Fair</li> </ul> <p><i>October</i></p> <ul style="list-style-type: none"> <li>• Elder Expo</li> <li>• Business Appreciation Week</li> <li>• Try TransIT Week</li> </ul> <p><i>November</i></p> <ul style="list-style-type: none"> <li>• Free TransIT rides for Veterans</li> </ul> <p><i>December</i></p> <ul style="list-style-type: none"> <li>• Annual holiday bus</li> </ul>	<p><i>August</i></p> <ul style="list-style-type: none"> <li>• County Fair</li> <li>• Ethnic Heritage Event</li> <li>• Customer Appreciation Day at Metro station or transit center</li> <li>• Germantown Community Day</li> </ul> <p><i>September</i></p> <ul style="list-style-type: none"> <li>• Car Free Day</li> <li>• Outdoor Ad Campaign</li> <li>• Walk &amp; Ride</li> <li>• Bike 2 College Day</li> <li>• Customer Appreciation Day at Metro station or transit center</li> <li>• Park-ING Day</li> </ul> <p><i>October</i></p> <ul style="list-style-type: none"> <li>• Biennial Commuter Survey (At times may be conducted in Spring vs. Fall)</li> <li>• Ride On Rodeo</li> <li>• Radio Ads on GRH</li> <li>• Customer Appreciation Day at Metro station or transit center</li> </ul> <p><i>April</i></p> <ul style="list-style-type: none"> <li>• Earth Day, Earth Week, Earth Month</li> </ul> <p><i>May</i></p> <ul style="list-style-type: none"> <li>• Public Works Week</li> <li>• Bike to Work Day</li> <li>• Bike 2 College Day</li> <li>• GreenFest</li> </ul> <p><i>June</i></p> <ul style="list-style-type: none"> <li>• Clean Air Partners</li> <li>• Customer Appreciation Day at Metro station or transit center</li> </ul>	<ul style="list-style-type: none"> <li>• January-June: radio commercials digital ads in apps, gas station and retail advertising</li> <li>• February: Love your commute / International Winter Bike to Work Day (new for 2023)</li> <li>• April Earth Day Community Partner's Event, Distracted Driving Awareness, Get on Board for Transit</li> <li>• May Bike to Work Day / Bike Month, National Public Works Week</li> <li>• June-Summer Youth Employee's Orientations</li> <li>• June-August: Community Outreach events</li> </ul>

Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
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		<ul style="list-style-type: none"> <li>Design-An-Ad campaign with middle/high school students from Frederick County Public Schools</li> </ul> <p><i>April</i></p> <ul style="list-style-type: none"> <li>Ft. Detrick's Earth Day Celebration</li> <li>ThermoFisher Scientific Earth Day Celebration</li> <li>AstraZeneca Earth Day Celebration</li> <li>Frederick County Commuter Appreciation Event</li> <li>Frederick Community College Transitioning Fair</li> <li>Get On Board Day</li> <li>Free Transit rides for Earth Day celebration</li> </ul> <p><i>May</i></p> <ul style="list-style-type: none"> <li>Bike to Work Day – Bicycle riders ride free</li> </ul> <p><i>June</i></p> <ul style="list-style-type: none"> <li>Community Block parties</li> <li>Summer Passes for Youth</li> </ul>	<ul style="list-style-type: none"> <li>Ride On bus interior cards, bus exteriors, bus shelter ads</li> <li>Chamber ads</li> <li>Chamber events: Business Expos and networking events;</li> <li>Street Banners, Posters</li> <li>Employer worksite events, including Commuter Information Days, benefit fairs, special theme events</li> <li>Community Outreach Events</li> <li>Capital Bikeshare promotional events</li> <li>Social media</li> <li>Advisory Committee Meetings – for all TMDs</li> <li>Carsharing parking spaces (55)</li> <li>Social Media Postings</li> <li>Website – changing features</li> <li>E-Newsletter – issued monthly for commuter services and bi-monthly for Ride On</li> <li>Events in multi-unit residential complexes</li> <li>Bike training classes</li> <li>E-scooter training classes</li> <li>FareShare transit/vanpool subsidy matching</li> </ul>	<ul style="list-style-type: none"> <li>National Night Out, Back-to-School Events</li> <li>September County/State Fair, Hispanic Festival, Senior Picnic &amp; Fitness Day, PARK(ing) Day, Car Free Day</li> <li>October: Walktober</li> <li>October/November: Employer Benefits Fairs, Try the Bus fall promotion</li> </ul> <p>Throughout the Year</p> <ul style="list-style-type: none"> <li>Quarterly incentives for new Commuter Connections/Incentrip/CarpoolNow accounts</li> <li>Capital Bikeshare promotional events</li> <li>Website</li> <li>SmartBenefits</li> <li>Community Partner Meetings</li> <li>Rider Advisory</li> </ul>
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Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
		<p><i>Throughout the year:</i></p> <ul style="list-style-type: none"> <li>• Television ads on county's public access channel for transit</li> <li>• Daily online ads on social media and other online platforms for TransIT and Rideshare</li> <li>• Print/Radio Ads</li> <li>• Community Outreach Events</li> <li>• Online ads promoting GRH, rideshare and vanpooling</li> <li>• Digital advertising at Frederick's MVA</li> <li>• Mobile ad scroll ads focused on events and programs</li> <li>• TransIT bus interior cards for Guaranteed Ride Home</li> </ul>		<ul style="list-style-type: none"> <li>• TheBus route marketing</li> <li>• Employer Outreach Events</li> <li>• E-News letters</li> <li>• Print/Radio Ads</li> <li>• Social media</li> <li>• Community Transportation Fairs</li> <li>• The Bus interior cards and digital screens &amp; Bus Shelter ads</li> <li>• EDC/Chambers of Commerce Employer Outreach events</li> <li>• Housing Expo</li> <li>• Vendor's Fair for Seniors</li> <li>• County Council Town Hall Meetings</li> </ul>

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

Top Regional Activity	Charles County <ul style="list-style-type: none"> <li>• Waldorf</li> </ul>
Other Key Areas of Interest	<ul style="list-style-type: none"> <li>• Calvert County</li> </ul>
Products	<ul style="list-style-type: none"> <li>• MDOT/MTA Commuter Buses</li> <li>• Guaranteed Ride Home Program</li> <li>• Vanpools</li> <li>• Carpools</li> <li>• Teleworking</li> <li>• ‘Pool Rewards</li> <li>• CarpoolNow</li> <li>• Flextime Rewards</li> <li>• School Pool</li> <li>• Park and Ride Lots</li> <li>• VanGO</li> <li>• incenTrip</li> </ul>
Target Audiences	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Employers with 50 or more employees</li> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residences along service routes</li> <li>• Residents who have recently moved to area</li> <li>• Residents in high SOV zip codes</li> </ul>
Objective	Increase awareness of benefits of GRH, vanpool subsidy, and convenience of transit
Recommended Marketing Strategy	<ul style="list-style-type: none"> <li>• Bike to Work Day event</li> <li>• 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.</li> <li>• Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>• Rotate Comcast TV ads for fall and spring campaign that focus on the overall services of Commuter Connections and specific services including ridesharing, GRH, Telework and Transit</li> <li>• Web Banners on several sites</li> <li>• Promote CarpoolNow, Flextime Rewards, incenTrip, and ‘Pool Rewards incentive programs</li> </ul> <p>Operations Center</p> <ul style="list-style-type: none"> <li>• Quarterly newsletter to employers and Federal agencies</li> <li>• Strategic Plan update in Fall</li> <li>• Updating all collateral with changes throughout year</li> <li>• Web site marketing</li> </ul>

	Telework <ul style="list-style-type: none"> <li>• Support via Newsletter</li> </ul>
Language(s)	English
Partners	MWCOG, MDOT, MTA, SHA, MDTA, MVA, RMC, MDOC, MDP, Calvert,

RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS	
Top Regional Activity Center Clusters	<p>Frederick County</p> <ul style="list-style-type: none"> <li>• East Frederick Rising, Fort Detrick, Francis Scott Key Mall, Golden Mile, Downtown Frederick</li> </ul>
Other Areas of Interest	<ul style="list-style-type: none"> <li>• Northern Frederick City – Rt 26 Corridor, Brunswick, Walkersville, New Market/Oakdale</li> </ul>
Products	<ul style="list-style-type: none"> <li>• Carpool</li> <li>• Public Transit - TransIT</li> <li>• Telecommuting/Teleworking</li> <li>• ‘Pool Rewards</li> <li>• CarpoolNow</li> <li>• Flextime Rewards</li> <li>• School Pool</li> <li>• Vanpools with an Incentive Program</li> <li>• MTA Commuter Buses: #204, #505 &amp; #515</li> <li>• MARC Train – Brunswick Line</li> <li>• incenTrip</li> </ul>
Target Audiences	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Employers with 100 or more employees</li> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residences along service routes for TransIT</li> <li>• Residents who have recently moved to area</li> <li>• Residents in high SOV zip codes</li> </ul>
Objective	Increase awareness of benefits of GRH, vanpool subsidy, and convenience of transit
Recommended Marketing Strategy	<ul style="list-style-type: none"> <li>• Bike To Work Day event</li> <li>• Online advertising and digital ads in fall and spring will focus on Commuter Connections’ overall services with an emphasis on ridesharing with GRH support. Program will target specific zip codes and demographics.</li> <li>• Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>• 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</li> <li>• Web Banners on several sites</li> <li>• Promote CarpoolNow, Flextime Rewards, incenTrip, and ‘Pool Rewards incentive programs</li> </ul> <p>Operations Center</p> <ul style="list-style-type: none"> <li>• Quarterly newsletter to employers and Federal agencies</li> <li>• Updating all collateral with changes throughout year</li> <li>• Web site</li> </ul> <p>marketing Telework</p> <ul style="list-style-type: none"> <li>• Support via Newsletter</li> <li>• Lunch and learn event for HR coordinators and benefits representatives</li> </ul>



Language(s)	English, some materials in Spanish
Partners	COG Commute with Enterprise Frederick County and the City of Frederick MARC & Commuter Bus MTA Association of Commuter Transportation TAM
Partner Contributions	GRH promotional materials on TransIT
Evaluation	Evaluate calls, impressions, CTR, and web page view reports

<b>RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS</b>	
Top Regional Activity Center Clusters	<p>Montgomery County</p> <ul style="list-style-type: none"> <li>• Friendship Heights</li> <li>• Gaithersburg-Central, Gaithersburg-Kentlands, Gaithersburg- Metropolitan Grove, Life Sciences Center/Gaithersburg-Crown</li> <li>• Clarksburg, Germantown</li> <li>• Grosvenor, White Flint</li> <li>• Bethesda, NIH/Walter Reed National Military Medical Center</li> <li>• Rock Spring</li> <li>• King Farm/Rockville Research Center, Rockville - Montgomery College, Rockville-South/Twinbrook, Rockville-Town Center</li> </ul>
Products	<ul style="list-style-type: none"> <li>• Bicycling</li> <li>• Bikesharing</li> <li>• Carpools/Vanpools</li> <li>• Commuter Services Section</li> <li>• TRiPS Commuter Store in Silver Spring Metro Station and Mobile Commuter Store at various locations around the County daily</li> <li>• HOV lanes</li> <li>• Public Transit - Metrorail, Metrobus, Ride On , MARC rail, VanGo Shuttle, Bethesda Circulator</li> <li>• Silver Spring TMD (SSTMD)</li> <li>• Friendship Heights TMD (FHTMD)</li> <li>• Greater Shady Grove TMD (GSGTMD)</li> <li>• North Bethesda TMD (NBTMD) operated by TAP under contract to County</li> <li>• Bethesda TMD (BTMD) operated by BUP under contract to County</li> <li>• Maryland Commuter Tax Credit</li> <li>• Smart Benefits Programs</li> <li>• 'Pool Rewards</li> <li>• Telework/telecommuting</li> <li>• FareShare</li> <li>• incenTrip</li> </ul>
Target Audiences	<p>Work End:</p> <ul style="list-style-type: none"> <li>• Chamber/Trade Organizations</li> <li>• Private employers with 100+ employees; Private employers with 25+ employees</li> <li>• Real Estate and relocation companies</li> <li>• Office building management/leasing agents</li> <li>• Major retailers</li> <li>• Human Resources departments &amp; associations</li> <li>• Commuters at CIDs and other events.</li> </ul>

	<p>Home End:</p> <ul style="list-style-type: none"> <li>• 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 &amp; Rt. 29 Corridors</li> <li>• Residents in multi-family residences in NBTMD, BTMD, GSGTMD (where residential as well as employee goals have been set) and in transit/activity centers.</li> </ul>
Objective	<ul style="list-style-type: none"> <li>• To improve traffic congestion and address climate change, air quality and other environmental concerns in Montgomery County by encouraging employers to adopt high-level commuting benefits and complete an Employer Transportation Demand Management (TDM) Plan, and by encouraging alternative transportation use among SOV commuters.</li> <li>• Generate interest by employers in the recruitment/retention/productivity gains from adopting County/Commuter Connections' "benefit packages" including GRH, transit subsidies, ridematching, and teleworking.</li> <li>• Generate interest in surveying and subsidies to save on parking costs and assist employees with solutions to traffic congestion</li> </ul>
Recommended Marketing Strategy	<ul style="list-style-type: none"> <li>• Bike to Work Day event</li> <li>• Bikesharing Promotions</li> <li>• Bike 2 College Day</li> <li>• Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH, and success stories achieved by enrolled users</li> <li>• 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</li> <li>• Ride On bus exterior ads, interior cards and bus shelters</li> <li>• Monthly WMAL 30 second Ride On radio spots</li> <li>• Web Banners on several sites</li> <li>• Social media postings</li> <li>• Print and digital media ads</li> <li>• Strategic Plan update in fall</li> <li>• Updating all collateral with changes throughout year</li> <li>• Web site marketing</li> <li>• Radio spots</li> <li>• Updated collaterals</li> <li>• Bi-monthly <i>Better Ways To Work</i> e-newsletter to employers and federal agencies</li> <li>• Walk &amp; Ride</li> <li>• Car Free Day</li> <li>• Promote CarpoolNow, Flextime Rewards, incenTrip, and</li> </ul>
Partners	Car sharing companies

	<p>City of Gaithersburg City of Rockville City of Takoma Park Glenstone Museum MARC MDOT M- NCPPC MTA Ride On Vanpool companies WABA</p>
Language(s)	English, Spanish, Chinese; other languages to be considered
Partner Contributions	<p>SmartBenefits Promotion of Commuter Connections Ridematching system by outreach teams GRH promotional materials on Ride On &amp; MARC, plus by outreach teams Ride On bus exteriors, interior cards, bus shelters</p>
Evaluation	Evaluate web, email and call reports – Direct & 311 Commuter surveys – Results & comments

RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS	
Top Regional Activity Center Clusters	<p>Prince George's County</p> <ul style="list-style-type: none"> <li>• Branch Ave, Naylor/Southern Metros, Suitland Metro</li> <li>• National Harbor</li> <li>• Landover Mall, Landover Metro, Largo Town Center/Morgan Blvd, New Carrollton</li> <li>• College Park, Langley Park, Port Towns, Prince</li> </ul>
Products	<ul style="list-style-type: none"> <li>• Carpools</li> <li>• 'Pool Rewards</li> <li>• CarpoolNow</li> <li>• Flextime Rewards</li> <li>• Public Transit/pre-tax/subsidy/SmartBenefits</li> <li>• Telecommuting/Teleworking</li> <li>• Vanpools</li> <li>• incenTrip</li> <li>• Guaranteed Ride Home</li> <li>• Maryland Commuter Tax Credit</li> </ul>
Target Audiences	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Employers with 100+ employees</li> <li>• Multi-tenant/business park employer centers</li> <li>• Employers located near transit centers and bike facilities</li> <li>• Employment supporting groups (e.g., Chamber of Commerce, Economic Development, Employ Prince George's)</li> <li>• Municipalities</li> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residents living in proximity of <i>TheBus</i> and Metro bus routes, transit stations, and Capital Bikeshare</li> <li>• Residents in or relocating to Impacted Activity Center Areas</li> <li>• Residents in high SOV and low <i>TheBus</i> ridership zip codes</li> </ul>
Objective	Increase awareness of commuting options, increase use of non-SOV modes, and increase awareness of and participation in GRH, ridesharing, and incentives by commuters and employers
Recommended Marketing Strategy	<ul style="list-style-type: none"> <li>• Events: Bike to Work Day, Car Free Day, Earth Day, Dump the Pump, Walktober, Distracted Driving Awareness Month, National Public Works Week, Clean Air/Ozone Action Days, Bike Rodeos and community bike events, Community Walks</li> <li>• Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved</li> </ul>

	<ul style="list-style-type: none"> <li>• Spring and summer advertising campaigns on radio, digital media (web banners and banner ads in apps), and print ads at gas stations and retail food locations to promote Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>• Web Banners on several sites</li> <li>• Social media posts (occasional promoted posts)</li> <li>• Promote CarpoolNow, Flextime Rewards, incenTrip, and 'Pool Rewards incentive programs</li> <li>• Direct marketing to employers through calls and mail campaigns</li> <li>• Occasional promotions to encourage transit use, ridesharing, and Commuter Connections app use</li> <li>• Presentations to and participation in community/public events</li> <li>• Hosting employer-focused roundtables Operations Center</li> <li>• Quarterly e-newsletter to employers</li> <li>• Monthly e-newsletter to DPW&amp;T <i>The Dispatch</i> subscribers</li> <li>• Strategic Plan update in Fall</li> <li>• Updating all collateral with changes throughout year</li> <li>• Website marketing</li> <li>• Print and digital ads on bus shelters and TheBus onboard digital screens and interior car cards</li> </ul> <p>Telework</p>
Language(s)	English, Spanish, French
Partners	MwCOG Commuter Choice Maryland WMATA Capital Bikeshare Economic Development Groups PGC Departments (HR, Health Department, Housing and Community Development, Dept. of Environment) and M- NCPPC Employ Prince George's Municipalities and HOA/Civic Associations Universities Property Managers
Partner Contributions	Co-present at commuter information sessions Share RideSmart program information through digital and print platforms Host events and offer opportunities to share RideSmart information

Evaluation	Phone calls and email inquiries Website traffic Click-through rates on ads Click-through rates on e-newsletter links Number of program enrollments and re-enrollments Number of Capital Bikeshare members
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## 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 2016 to current.

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:

- Capital Bikeshare Member Survey 2016 Report (February 2017)
- State of Public Transportation Report 2018
- GRH Applicant Survey Report 2019 Baltimore Reg and St. Mary's Co. (September 2019)
- GRH Applicant Survey Report 2019 Washington, DC Region (September 2019)
- Employer Satisfaction Survey 2019 (October 2019)
- Bike to Work Survey Report 2019 (March 2020)
- State of the Commute Survey Report 2019 (June 2020)
- Congestion Management Process Technical Report (July 2020)
- Vanpool Drivers Survey Report 2020 (July 2020)
- TDM Analysis Report FY 2018-2020 (November 2020)
- GRH Customer Satisfaction Survey Report Baltimore Region FY20 (March 2021)
- GRH Customer Satisfaction Survey Report Washington, DC Region FY20 (March 2021)
- Applicant Database Annual Placement Survey Report FY21 (May 2021)
- Retention Rate Survey 2021 Report (July 2021)



CAPITAL BIKESHARE MEMBER SURVEY REPORT  
SUMMARY 2016 FEBRUARY 2017  
CAPITAL BIKESHARE

This report presents the results of the November 2016 Capital Bikeshare Customer Use and Satisfaction Survey conducted for the Capital Bikeshare service, a service jointly owned and sponsored by the District of Columbia, Arlington County, VA, the City of Alexandria, VA, Montgomery County, MD, and Fairfax County, VA. The service, which is operated by Motivate International, Inc., offers short-term use of more than 3,500 bicycles to registered members and day-pass users at over 400 stations in the District of Columbia, Arlington County (VA), the City of Alexandria (VA), Fairfax County (VA), and Montgomery County (MD).

Users register for an annual or 30-day membership and receive a Capital Bikeshare key that allows them to unlock a bike at any station. Users can return the bike to the same station or to any other station in the network, facilitating both return and one-way trips.

### SURVEY GOALS

The survey was conducted to explore:

- Demographic characteristics of Capital Bikeshare users
- Characteristics of Capital Bikeshare trips
- Travel changes made in response to Capital Bikeshare availability
- Users' satisfaction with Capital Bikeshare

features SURVEY METHODOLOGY

Capital Bikeshare staff announced the survey through the monthly newsletter and sent an email to the approximately 31,700 current annual/30-day members and 35,100 former members. The email informed them of the online survey and provided the link to the survey website. To increase the response rate, Capital Bikeshare sent a reminder email to all members. During the approximately one-month period that the survey website was active, 5,564 current and 544 former members completed the survey. An additional 287 current members completed a sufficient portion of the survey that their partial surveys were retained. These interviews represented response rates of 18% for current members and 2% for former members.

### SURVEY RESULTS

#### SUMMARY KEY

#### CONCLUSIONS

- Capital Bikeshare members benefit through easier, faster access to destinations, and access to a wider range of destinations – Nine in ten respondents said they joined to get around more easily and quickly. 56% of respondents chose bikeshare because it was a faster or easier way to reach their destination.
- Capital Bikeshare makes travel fun and more flexible – More than half of bikeshare members joined to have access to a one-way travel option (57%) or to have access to another form of transportation (54%). And 69% joined simply because biking is a fun way to travel.
- The “transit access” role that bikeshare offers expands travel range even further – Seven in ten (71%) respondents used Capital Bikeshare at least occasionally to access a bus, Metrorail, or commuter rail.

- Bikeshare serves both work-related and personal travel needs – Two-thirds (65%) of respondents used bikeshare to get to work. 55% of respondents reported that social/entertainment was a primary bikeshare trip purpose and about four in ten used bikeshare for personal appointments (42%) and shopping/errands (40%). One-third (33%) used bikeshare to go to a restaurant/out for a meal.
- Bikeshare allows members to get around without the cost and hassle of car ownership and driving – More than four in ten (44%) members didn't have access to a car or other personal vehicle and 20% of respondents said they reduced their driving miles since joining. 31,700 bikeshare members (in November 2016) reduced an average of 1,565 annual driving miles, equating to about 9.9 million fewer driving miles.
- Bikeshare members shift some trips to bicycle from other travel modes – Eighty-two percent of respondents increased their use of bicycling since joining and 49% said they ride a bike much more often. Respondents reduced use of all other transportation modes; 54% drove a personal motor vehicle less often, 65% used a taxi less often, and 60% reduced their use of Uber/Lyft ride-hailing services. Nearly six in ten (58%) rode Metrorail less often, 55% rode a bus less often, and 35% decreased their use of walking, suggesting some shifts from each of these modes to biking.
- Bikeshare members who used Capital Bikeshare frequently reported the greatest reduction in use of non-bicycle modes – 73% of respondents who made 11 or more bikeshare trips in the past month reduced their use of Metrorail, compared with 46% of respondents who made between one and five trips in the past month, a net additional reduction of 27 percentage points for frequent riders. The results were similar for other non-bike mode groups.
- Capital Bikeshare members save on personal travel cost – Respondents reported saving an average of \$631 per year (\$12.13 per week) on personal transportation costs as a result of their bikeshare use. For the estimated 31,700 bikeshare members in November 2016, the collective annual saving was nearly \$20 million.
- Respondents give high marks to most bikeshare features – At least half of all respondents gave ratings of 4 or 5 (Excellent) to each of 15 bikeshare features. At least eight in ten respondents gave high ratings for online registration, key activation, Spotcycle app, and the online station map. They also rated several station and bike features highly; 85% gave a 4 or 5 rating for condition of stations and appearance of bikes.
- Nine in ten members would increase their bikeshare use if bikeshare service was expanded and/or other service enhancements were made – Fifty-five percent of respondents said they would ride more often if more docks/bikes were added to existing stations, indicating unmet demand for rides even within the current service area. Almost four in ten (39%) respondents would use bikeshare more if new stations were installed in residential neighborhoods, perhaps indicating a desire for greater access to bikeshare for short trips within a home neighborhood.

## DEMOGRAPHIC AND MEMBERSHIP CHARACTERISTICS

- Bikeshare users did not mirror the adult population of the Washington metropolitan region – More than nine in ten survey respondents were employed, while the U.S. Census reports that only about seven in ten adults in the Washington region are employed.
- Employment
  - Nearly all (95%) of respondents were employed
  - 90% were employed full-time and 5% were employed part-time
  - 5% said they were unemployed
- Home and Work Location
  - More than two-thirds (68%) of respondents said they lived in the District of Columbia
  - 11% of respondents said they lived in Arlington County, VA and 11% lived in Montgomery County, MD

- Smaller percentages of respondents said they lived in Fairfax County, VA, Prince George's County, MD, or the City of Alexandria, VA.
- The majority (74%) of respondents worked in the District of Columbia, 10% worked in Arlington County, and 7% worked in Montgomery County.
- Sex
  - 58% of respondents were male/42% female
- Age
  - Half (51%) of respondents were under 35 years old
  - Only 34% of the regional employee population were under 35 years old
- Race
  - 80% of respondents were Caucasian
  - 7% of respondents were Hispanic
  - 7% of respondents were Asian
  - 4% of respondents were African-American
- Income
  - 52% of respondents reported household incomes of more than \$100,000
  - 31% of respondents reported household incomes between \$50,000 to \$99,999
  - 15% of respondents reported household incomes below \$50,000
- Bikeshare visibility and referrals were important marketing tools for Capital Bikeshare – Respondents were most likely to have learned about Capital Bikeshare by seeing a bikeshare station or bike (47%) or through a referral from a friend or family member (25%).
- The primary motivations for joining Capital Bikeshare were for greater ease of travel, enjoyment of biking, and one-way travel flexibility – Eighty-nine percent of respondents said they were motivated by the ability to get around more easily or more quickly.

## BIKESHARE USE CHARACTERISTICS

- Capital Bikeshare use was distributed evenly across frequency categories, showing demand for the service at many use levels – About 21% of respondents had made fewer than three bikeshare trips in the month before the survey, 21% made between three and five trips, and 19% made between six and ten trips.
- Nearly all members said they used bikeshare for personal/non-commute trips – Ninety-three percent of respondents said their top three bikeshare uses included non-commute trips and one-third of members used bikeshare solely for non-commute purposes.
- Commuting was an important bikeshare purpose - 65% of respondents said commuting to or from work was a top bikeshare trip purpose. One in twenty members used bikeshare to get to or from school.
- Capital Bikeshare also served as a feeder service to reach transit stops – 71% of respondents said they use bikeshare to, at least “occasionally”, to access a bus stop, Metrorail station, or a commuter rail station.
- Bikeshare was the choice for most recent trips because it was the fastest and easier way to travel – Fifty-six percent of respondents chose bikeshare for the recent trip because it was a fastest or easiest way to reach their destination.
- One-third (35%) of respondents would have ridden a bus or train if Capital Bikeshare had not been available for the most recent trip.
- Nearly all respondents walked to where they picked up the bike for their most recent trip – Eighty- nine percent of respondents said they walked to the bikeshare station.

## USE OF CAPITAL BIKESHARE TO “INDUCE” TRIPS

- In the past month, 44% of respondents used bikeshare to make a least on trip that they would not have made if bikeshare had not been available.
- Capital Bikeshare access made establishments more attractive to Bikeshare members – More than eight in ten respondents said they were more likely to patronize an establishment that was accessible by Capital Bikeshare.
- Respondents who gave high ratings for the value of bikeshare access made induced trips at a much higher rate than did those who gave lower ratings.

## CHANGE IN MODE USE SINCE JOINING CAPITAL BIKESHARE

- Bikeshare members substantially increased their bicycle use since they joined Capital Bikeshare.
- Bikeshare members substantially reduced their car, ride-hailing, and taxi use since they joined Capital Bikeshare.
- Bikeshare members who used Capital Bikeshare frequently reported the greatest reduction in use of non-bicycle modes.
- Two in ten respondents reduced their annual driving miles.
- Capital Bikeshare members reduced 9.9 million driving miles annually.
- On average, each Capital Bikeshare member saved \$631 per year on personal travel cost. More than three-quarters (77%) of respondents said they saved money on weekly travel costs by using Capital Bikeshare.

## BIKESHARE MEMBERS' COMMUTE TRAVEL PATTERNS

- Bikeshare members traveled an average of 6.4 miles to work one-way, well under the average 17.3 miles distance of commuters region-wide.
- Capital Bikeshare members drove alone to work much less than did commuters region-wide – The overwhelming majority of employed respondents used a non-drive-alone mode of travel to get to work: 40% of Capital Bikeshare members primarily used public transit to get to work, 29% primarily biked to work, and 13% commuted by walking. Only 13% primarily drove alone to work.

## SATISFACTION WITH CAPITAL BIKESHARE

- Respondents gave generally high marks to bikeshare features – At least half of respondent gave ratings of 4 or 5 (Excellent) to each of the 15 features presented in the survey.
- Some groups of respondents gave higher ratings for service features – Respondents who joined early in the service (2010-2012) generally gave higher ratings for service features. Older respondents (45 years or older) and white respondents also gave higher ratings for some features.
- Nine in ten members would increase their bikeshare use if bikeshare service was expanded and/or other service enhancements were made – Fifty-five percent of respondents said they would ride more often if more docks/bikes were added to existing stations, indicating unmet demand for rides even within the current service area.
- Both frequent and infrequent riders cited service improvements that would increase their bikeshare use. Frequent riders were much more likely to be motivated by more docks/bikes at existing stations.

STATE OF PUBLIC TRANSPORTATION 2018  
NATIONAL CAPITAL REGION TRANSPORTATION  
PLANNING BOARD REGIONAL PUBLIC  
TRANSPORTATION SUBCOMMITTEE

In 2018, the TPB researched and wrote a report that provides an overview of the state of regional public transportation in the National Capital Region and presents the relationship that public transportation has with the region.

The State of Public Transportation 2018 study checked in with 34 of the region's transit providers to get an up-to-date look at their services.

Report Highlights

- % Of all public transportation rides delivered by WMATA: 85%; a majority of these rides were on Metrorail, followed by Metrobus
- % Of all public transportation rides delivered by local bus operators: 10%
- % Of all public transportation rides delivered by commuter rail and commuter bus: 5%
- Metrobus is the sixth busiest bus agency in the United States, with a fleet of more than 1,500 buses operating on 325 routes in DC, Maryland, and Virginia
- Most of Arlington Transit's buses operate on clean-burning natural gas
- The City of Fairfax City-University Energysaver (CUE) bus system provides regularly scheduled service to George Mason University, shopping centers and other locations within the City of Fairfax, as well as the Vienna/Fairfax-GMU Metrorail Station
- The DC Streetcar runs one 2-mile route in the city's Northeast quadrant; the free service is designed to reduce inner-city auto trips and parking demand, among other benefits
- Fairfax Connector is the largest local bus system in the Northern Virginia region with 89 daily routes
- "The Bus" is Prince George's County transit system network, with 28 bus lines covering over 10,000 miles throughout the County
- The Virginia Railway Express (VRE) provides commuter rail service from the Northern Virginia suburbs to Alexandria, Crystal City and downtown Washington, D.C
- WMATA's MetroAccess service is the 5<sup>th</sup> largest paratransit service in the country, transporting 2.1 million passengers each year
- Maryland Transit Administration (MTA) Commuter Bus connects Maryland's suburbs to jobs in in Baltimore and Washington D.C., operating during the weekday morning and evening rush hours
- The Regional Transportation Agency of Central Maryland (RTA) operates an efficient public transportation system across Central Maryland, covering 4 separate jurisdictions
- Visualize 2045 is the federally mandated, long-range transportation plan for the National Capital Region. In addition to projects that the region's transportation agencies expect to be able to afford between now and 2045, the plan includes aspirational projects, programs, and policies that go beyond financial constraints

## GUARANTEED RIDE HOME APPLICANT SURVEY REPORT BALTIMORE REGION AND ST. MARY'S COUNTY 2019 SEPTEMBER 2019 COMMUTER CONNECTIONS

This report presents a summary of the results of a Guaranteed Ride Home (GRH) survey of 241 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.

### PROGRAM PARTICIPATION FINDINGS

- The GRH program has continued to attract participants but also retained many participants. One-quarter (26%) of current registrants had been registered for one year or less, but more than six in ten (63%) had been participating for three or more years.
- Almost one-half (45%) of all respondents were no longer registered for the GRH program (past registrants); however, 53% of respondents whose registration had expired and were listed as past registrants in the database thought they were still registered. Responses to a later question suggest many of these respondents did not realize they needed to re-register each year, so assumed they were still eligible for the program.
- 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 reasons were that the respondents hadn't gotten around to it/forgot, mentioned by 23% of past registrants, didn't know they had to re-register (14%), or did not know the registration had expired. These also were common reasons noted in 2016 and 2013, indicating it is still important to remind registrants that re-registration is required.
- Seven percent said it was too much effort to use the program, 7% had a problem with re-registering, and 6% were "dissatisfied with the program/had a bad experience."

### SURVEY RESULTS

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

- Characteristics and demographics of the sample
- Registration Information
- GRH information sources
- Current commute patterns for GRH participants
- Commute patterns before and during participation in GRH
- Influence of GRH on commute pattern decisions
- Use of and satisfaction with GRH trips and the GRH Program

- Social networking and travel/trip information applications

## CHARACTERISTICS AND DEMOGRAPHICS OF THE SAMPLE

### Home and Work Location

- For the 2019 survey, the majority of respondents lived in Maryland (85%).
- Top home locations are Hartford County (23%), Baltimore City (17%), and Baltimore County (17%).
- About 4% lived in Virginia.
- A few (2%) lived in the District of Columbia.
- The remaining 13% lived north of Baltimore in Pennsylvania (7%), New Jersey (1%).
- Essentially all (96%) worked in Maryland.

### Demographics

- A higher proportion of GRH participants are female (59%) than male (41%).
- Three quarters of respondents (59%) had household incomes of \$80,000 or more and 14% had incomes of \$160,000 or more.
- About half (51%) were between the ages of 35 and 54 years old, 12% were under 35, and 37% were 55 years or older.
- Non-Hispanic Whites and Non-Hispanic Blacks represented the two largest ethnic group categories of GRH survey respondents, 57% and 27%, respectively. Hispanics accounted for about 4% and Asians accounted for about 11% and of respondents.

## GRH 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.

- More than eight in ten (85%) of respondents whose database status was current correctly identified their status as current.
- The remaining 15% said they were no longer registered for the program, although their registration was actually current.
- A more significant issue is the 53% of respondents whose registration had expired, but who thought they were still registered.
- More than seven in ten (71%) of respondents said they were currently registered for GRH. Sixteen percent said they had been registered but were not currently participating. The remaining 13% said they were not sure of their GRH status.
- About six in ten respondents (61%) said they first registered before 2016, 12% registered in 2016, 14% registered in 2017, and 10% registered in 2018. A small percentage (3%) said they registered in 2019, but because the GRH survey interviews were conducted in April and May 2019, registration figures for 2019 include only registrants who joined GRH in January 1 through March 15. Seven percent could not remember when they registered.
- About 5% said they had participated previously in another GRH program.
- Over seven in ten (74%) of all respondents participated or had been participating for two or more years, and 44% had been participating for more than three years.
- Twenty-six percent of current registrants and 28% of past registrants had been registered for less than two years. But a much larger share of current registrants had been long-time users; 49% of current registrants had been participating for more than three years, compared with 34% of past registrants.



- Twenty-three percent of past registrants forgot to re-register or had not gotten around to it. 14% did not know they had to re-register, and 12% did not know their registration had expired.

## GRH INFORMATION SOURCES

- More than one-third (36%) 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.
- Fifteen percent cited the Internet/social media, 9% cited a bus/train sign, 3% cited radio, 3% cited a brochure or other promotional material, and 3% cited an on-site fair or worksite event.
- 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.
- Word of mouth was an important referral source for all respondents, regardless of the mode they used before they joined GRH but was a slightly less common source for subway/light rail riders (32%) than for other respondents.
- Employer also was noted as a common source across modes but was particularly named by carpoolers and vanpoolers; 49% of these respondents mentioned this source, compared with about two in ten of other mode users. Not surprisingly, bus riders and subway/light rail riders mentioned learning about GRH from a sign at a bus stop or on a transit vehicle more than did drive alone and ridesharing respondents.
- About 45% of respondents said they recalled GRH advertising. This was slightly higher than the percentage who recalled advertising in the 2016 survey (41%).
- The 45% of respondents who said they had seen or heard GRH advertising were asked if they had registered for GRH before they encountered the ads and if the ads had influenced them to register for GRH.
- Six in ten (55%) respondents did not see or hear the ads at all. About two in ten (18%) saw or heard ads but had already registered for GRH. And 3% said they saw or heard the ads before they registered but said the ads had not influenced them. These groups, in total, represented registrants who were not influenced by the advertising (76%).
- The remaining 24% of respondents said they saw or heard the ads before they registered and that the advertising had encouraged them to register. This indicates the advertising was instrumental in both informing and persuading a substantial portion of registrants to join the program.

## CURRENT COMMUTE PATTERNS FOR GRH PARTICIPANTS

- The overwhelming majority (96%) of respondents worked full-time, but 11% worked a compressed schedule, 7% worked a 9/80 compressed schedule, and 2% worked a 4/40 schedule.
- Bus was used by 35% of current registrants and vanpool was used by 30% of respondents. Six percent primarily carpooled.
- Baltimore subway or Metrorail/light rail were used by 15% and 9% of respondents, respectively.
- Two percent primarily biked or walked to work and 1% teleworked.
- Only 2% said they primarily drove alone.
- Past registrants were more likely than current registrants to drive alone (38%). But nearly six in ten (56%) said they still used an alternative mode most of the time, even though they were no longer in the GRH Program.
- More than two in ten (22%) of past registrants rode a bus, 4% vanpooled, 9% rode the subway or light rail, 10% carpooled, and 4% biked/walked. Six percent telework as their primary mode.
- The share of current registrants who used carpool/vanpool as their primary mode decreased from 49% of all registrants in 2016 to 36% in 2019. The share of current registrants who rode a bus increased, from 28% to 35%. Use of bike/walk also increased, from 1% of respondents in 2016 to 2% in 2019. Use of commuter rail and light rail increased from 20% in 2016 to 24% in 2019. Use of other modes was similar in 2016 and 2019.

- The average one-way distance for GRH respondents was 32.5 miles. More than half (53%) respondents commute 30 or more miles to work and 35% commute 40 miles or more.
- GRH participants commute, on average, about 54 minutes one way. More than half (55%) commute more than 45 minutes and 29% commute more than one hour.

#### COMMUTE PATTERNS BEFORE AND DURING PARTICIPATION IN GRH

- Forty-five percent of respondents primarily drove alone Pre-GRH.
- Primary use of carpool/vanpool use increased from 12% Pre-GRH to 31% During-GRH, bus use rose from 25% to 35%, and the share of respondents using commuter rail as their primary mode grew from 6% to 14%. Use of Metrorail/Light rail/Baltimore Subway and bike/walk remained essentially 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 (88%) or rode a bus (92%) continued to use these modes.
- Train riders made somewhat more mode shifts; 68% continued using a train, but 14% started riding a bus, 12% shifted to carpool/vanpool, and 6% shifted to driving alone as their primary mode.
- Four in ten (41%) drive alone respondents shifted to carpooling or vanpooling and 43% shifted to transit. About 13% 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 2.6 days per week to 4.2 days per week. But the majority of the increase came from respondents who did not use alternatives at all Pre-GRH.

#### INFLUENCE OF GRH ON COMMUTE PATTERN DECISIONS

- More than a third (38%) of respondents said they started using a new alternative mode at the time or since they joined GRH. A small number of respondents (2%) increased the number of days they use alternative modes. The largest share of respondents (55%) said they maintained but did not increase use of an alternative mode that they were using before GRH.
- Eight in ten (79%) of the respondents who drove alone Pre-GRH and started using alternative modes During-GRH said GRH was important to the decision to make the change. Half (52%) said GRH was “very important” and almost three in ten (27%) said GRH was “somewhat important” to the decision. The remaining 21% said GRH was “not at all important.”
- Eight in ten respondents who maintained alternative mode use said GRH was “very important” (53%) or “somewhat important” (31%) to their decision.
- Nearly all (95%) of respondents who were carpooling or vanpooling pre-GRH said GRH had been important to their decision to continue using these modes. Smaller shares of bus (79%) and train (80%) riders rated GRH as important, but a large majority of bus riders who said GRH was important said it was very important (65% very important and 14% somewhat important). Respondents who rode a train were more likely to consider GRH as “somewhat important.”
- Among participants who started using an alternative mode, 88% of current registrants rated GRH as either important or very important. The share of past registrants who gave these high ratings was essentially the same (87%), but the sample of past registrants who started a new mode was small (19 respondents).
- Respondents who maintained alternative mode use during-GRH also gave similar overall importance; 84% of current registrants and 79% of past registrants said GRH had been at least somewhat important to their decision. But current registrants were more likely to consider GRH as “very important;” 57% of current registrants who maintained alternative mode use said GRH was very important, compared with 42% of past respondents.

- Nearly half of respondents who started using alternative modes said they were not likely (9%) or only somewhat likely (38%) to have made the change if GRH had not been available. The remaining 53% said they were very likely to have made the change even if they did not have access to GRH; in other words, GRH had little to no influence on these respondents.
- GRH seemed to be less valuable to registrants who were using alternative modes and did not make any changes during GRH (maintained alternative mode); 65% said they were very likely to have continued in this mode if GRH had not been available. Eight percent said they were not at all likely to have continued that mode and 27% were somewhat likely to have continued that mode without GRH.
- There was no statistical difference between current and past registrants for their likelihood to start alternative modes
- About two-thirds (64%) of respondents said GRH was the only service they received from Commuter Connections. The other 36% noted one or more other services.
- 54% of respondents who started a new alternative mode and 70% who maintained alternative mode use said GRH was the only Commuter Connections service they received
- Only 12% of respondents who started an alternative mode and the same percentage of respondents who maintained alternative mode use said another Commuter Connections service was more important to their commute decision.
- More than half (55%) said no other factors or circumstances influenced their decision, but 45% mentioned one or more other factors. The most common factors were a desire to save money (16%) or avoid driving (16%).

#### USE OF AND SATISFACTION WITH GRH

- Thirty percent of respondents said they had taken a GRH trip; higher than the 21% reported in 2016. Current registrants (33%) used GRH trips at a significantly higher rate than did past registrants (24%).
- Vanpoolers were most likely to have used a GRH trip; 42% of respondents who vanpooled while they were registered for GRH had taken a GRH trip. About one-third of carpoolers, bus riders, and commuter rail riders took a trip. Subway/light rail riders had the lowest usage; no respondents in this category had taken a GRH trip.
- The average one-way distance to work of a respondent who used a GRH trip was 39.9 miles one-way, considerably longer than the 30.2 miles for GRH respondents who had not taken a trip. GRH trips were less often used by respondents who traveled fewer than 20 miles to work. But GRH use was not statistically different for respondents who traveled 20 or more miles.
- Six in ten GRH trips were taken to address an illness: respondent (27%), another family member (19%), a child (9%), or a carpool partner (3%). Unscheduled overtime (20%) was another common reason.
- The overwhelming majority (88%) said they were satisfied.
- Respondents waited an average of 27 minutes for a taxi, about the same as the 28-minute average in 2016. In 2019, about half (47%) said the taxi arrived within 20 minutes, but almost one-quarter of respondents waited more than 30 minutes.
- Participants appear to be generally quite satisfied with the GRH Program. Sixteen percent of respondents said no improvement is necessary for the GRH program. An additional 33% of participants did not provide any suggestions for improvements.
- The most frequently mentioned improvement is more advertising or more program information, named by 19% of respondents.

#### SOCIAL NETWORKING AND TRAVEL/TRIP INFORMATION APPLICATIONS

- About eight in ten (79%) GRH respondents said they had an account with at least one of the six most common social networking applications. The most common application was Facebook, used by 69% of respondents. LinkedIn, used primarily for work-related/professional interactions, was noted by 44% of respondents. About one-quarter had accounts with Instagram (26%) and Twitter (24%). Two in ten (18%) mentioned having a Nextdoor account and 15% said they had a Snapchat account.
- More than eight in ten (85%) GRH respondents had used at least one traveler information via mobile applications.
- The most common application, used by nearly seven in ten respondents was wayfinding or trip mapping apps, such as Google maps and Waze. About half (49%) of respondents had used traffic alerts delivered via text message or other means.
- More than four in ten (43%) GRH registrants had used an application that tracked transit schedules or provided “next bus/train” information on arrival time and 40% had used an application for a ride-hailing service such as Uber, Lyft, or Via. One-quarter had used a traveler information display or screen located in a public location and 15% had used a trip or fitness tracking app. Smaller shares of respondents had used applications for carshare (7%), bikeshare (6%), and e-scooter (5%) services.

GUARANTEED RIDE HOME APPLICANT SURVEY REPORT WASHINGTON, DC  
REGION 2019 SEPTEMBER 2019  
COMMUTER CONNECTIONS

This report presents the results of a Guaranteed Ride Home (GRH) survey of 2,066 commuters who currently participate or who have participated in the Commuter Connections regional GRH Program operated by the Metropolitan Washington Council of Governments (MWCOC) for commuters who work in the metropolitan Washington region. MWCOC, through the National Capital 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 2019 GRH survey is the 7<sup>th</sup> such survey; previous GRH surveys were conducted in 2001, 2004, 2007, 2010, 2013, and 2016.

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:

- The GRH program continued to attract new participants but also retained many current participants. About one-quarter (23%) of current registrants had been registered for one year or less, but nearly six in ten (59%) had been participating for more than three years.
- About half (54%) of all respondents who had participated in the last three years were no longer registered for the GRH program (past registrants); however, 60% of respondents whose registration had expired and were listed as past registrants in the database thought they were still registered. Responses to a later question indicated that two in ten (21%) of these respondents did not realize they needed to re-register each year, so assumed they were still eligible for the program.
- 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 reasons were that the respondents forgot to re-register or hadn't gotten around to it (29%) and that they "did not know I had to re-register" (21%), this percentage was about the same as in 2013 and 2016.
- Eight percent said they "had problems/difficulties re-registering." This could be related to the use of the online system, which requires respondents to recall a password to make changes to their accounts. Only 4% were "dissatisfied with the program/had a bad experience."

## SURVEY RESULTS

Where relevant, survey results are compared for the following sub-groups of respondents and with corresponding data for the 2001, 2004, 2007, 2010, 2013, and 2016 Washington region GRH surveys, when these data are available.

- Characteristics and demographics of the sample.
- Registration information.
- 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 and satisfaction with GRH trips and the GRH Program.

### CHARACTERISTICS AND DEMOGRAPHICS OF THE SAMPLE

#### Home and Work Location

- In the 2019 survey, the majority of respondents lived in Virginia (55%).
- Four in ten (41%) 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 (63%) and more than two in ten (21%) worked in Virginia.
- The remaining 16% worked in Maryland.
- These home and work distribution percentages were essentially the same as in the 2013 and 2016 surveys, with the exception that the share of Maryland respondents had increased, and the share of Virginia respondents declined over the past six years.

#### Demographics

The survey asked respondents four demographic questions: gender, income, age, and ethnic group.

- A higher proportion of GRH participants were male (54%) than female (46%).
- More than half of respondents (60%) had household incomes of \$120,000 or more and 19% had incomes of \$200,000 or more.
- About half (53%) were between the ages of 35 and 54 years old, four in ten (40%) were 55 years or older, and 7% were under 35 years old.
- Non-Hispanic White and Non-Hispanic Black represent the two largest ethnic group categories of GRH survey respondents, 61% and 22% respectively. Asians account for about 8% and Hispanics account for about 6%.

### GRH PARTICIPATION CHARACTERISTICS

- Three-quarters (75%) of respondents said they were currently registered for GRH. The remaining quarter (25%) said they had been registered in the past but were not currently participating. Only four respondents (0.2%) self-identified as a one-time exception user.
- About seven in ten respondents (68%) said they first registered before 2016, 10% registered in 2016, 11% registered in 2017, and 9% registered in 2018. A small percentage (2%) said they registered in 2019, but because the GRH survey interviews were conducted in April and May 2019, registration figures for 2019 include only registrants who joined GRH in January 1 through March 15.
- 14% of the total respondents surveyed could not remember when they registered.

- ❑ About 1.7% said they had participated previously in another GRH program.
- ❑ Almost eight in ten (78%) of all respondents participated or have been participating for two or more years and 59% had been participating for more than three years. 23% have been registered for one year or less, compared to about the same share of past registrants.
- ❑ And in both groups, nearly six in ten participated for more than three years (current – 59%, past – 55%).
- ❑ On average, current/active respondents had been registered for 41 months and past registrants participated for an average of 40 months.

## GRH INFORMATION SOURCES

- ❑ Almost a third (30%) mentioned word of mouth/referrals as their source of information, similar to the 30% who gave this response in 2016 and 31% who gave this response in 2013. Other sources were similar in 2019 as in 2016.
- ❑ In 2019, the Internet was mentioned as a source by a slightly lower proportion of respondents (8%) than in 2016 (11%).
- ❑ Smaller percentages of respondents noted radio (9%), their employer (12%), a sign on the bus or train (5%), direct mail postcard sent to them directly by Commuter Connections (3%), or another rideshare or transit organization (4%).
- ❑ Nearly four in ten (37%) respondents who carpooled/ vanpooled to work pre-GRH mentioned word of mouth as their source, compared with about three in ten respondents who drove alone (28%), rode a bus (29%), or rode commuter rail (32%), and only 25% of respondents who rode Metrorail before joining GRH.
- ❑ 58% of respondents said they recalled GRH advertising, the same percentage as recalled advertising in the 2016 (58%) and 2013 (57%) GRH surveys
- ❑ Respondents were more likely to have seen or heard GRH advertising if they had registered before 2014, compared to a more recent registration.

## CURRENT COMMUTE PATTERNS FOR GRH PARTICIPANTS

- ❑ The overwhelming majority (99%) of respondents worked full-time, but 19% worked a compressed schedule in which they worked a full-time schedule in fewer than five days; 16% worked a 9/80 compressed schedule, with one weekday off in alternate weeks and 3% worked a 4/40 schedule, with one weekday off each week.
- ❑ Bus was used by almost three in ten (29%) respondents and commuter rail was used by 25% of current registrants. Vanpool and carpool were used by 14% and 15%, respectively, of current registrants. Metrorail was the primary mode for 10% of current registrants. Only 1% of current registrants said they primarily drove alone to work. Five percent said they primarily telecommuted and 1% bicycled or walked to work.
- ❑ Past registrants were more likely than current registrants to drive alone (30%). But nearly two-thirds (63%) 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 (17%) rode a bus, 13% rode commuter rail, 13% rode Metrorail, 9% carpooled, 8% vanpooled, 7% teleworked, and 3% bicycled or walked.
- ❑ The share of current registrants who used carpool/vanpool as their primary mode has declined from 36% of all registrants in 2007 to 29% in 2019. Use of Metrorail also has fallen, from 17% to 10%. Conversely, use of bus and commuter rail has increased. In 2007, only 22% of GRH registrants primarily rode a bus to work; in 2019, 29% of registrants primarily rode the bus. And the use of commuter rail has increased from 18% in 2007 to 25% in 2019.
- ❑ The average number of occupants in GRH carpools and vanpools was 3.1 and 8.6 people, respectively. The carpool occupancy was similar to that found in the 2016 (3.2 occupants) and 2013

(3.0 occupants) GRH surveys. Vanpool occupancy continued to fall; the average vanpool carried 10.4 occupants in 2013 and 9.5 occupants in 2016.

- The average one-way commute distance for GRH respondents was 34.4 miles. This is considerably longer than the distance of 17.1 miles traveled by the average commuter in the Washington metro region, as defined by the 2019 regional State of the Commute survey. Nearly six in ten (59%) GRH respondents commuted 30 or more miles to work, compared to just 18% of all regional commuters.
- GRH participants commute, on average, about 67 minutes one way. This is also much longer than the commute time for all regional commuters, who commute an average of 43 minutes.

## COMMUTE PATTERNS BEFORE AND DURING PARTICIPATION IN GRH

- 27% of respondents primarily drove alone Pre-GRH.
- The drive alone mode share dropped to just 3% for the “during-GRH” time period and the share of respondents primarily using bus, commuter rail, and carpool/vanpool increased.
- Primary use of carpool/vanpool use increased from 19% Pre-GRH to 27% During-GRH, bus use rose from 19% to 28%, and the share of respondents using commuter rail as their primary mode grew from 18% to 24%. 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 (72%), rode a bus (78%), or used commuter rail (80%) stayed in these modes. The Metrorail retention was noticeably lower at 56%. But some switching occurred among all alternative modes.
- Before joining GRH, 23% of these respondents were using alternative modes four days per week and 38% were using alternative modes three days per week. About four in ten (39%) used alternative modes one or two days per week before joining GRH.
- During their GRH registration period, nearly half (46%) were full-time users of alternative modes, while another 33% used alternative modes four days per week. Only two in ten (21%) used alternative modes less often than four days per week. This is consistent with the change in the overall increase in average alternative mode days from 2.8 days to 4.3 days, or about 1.5 days per week increase per respondent.
- The average number of days all GRH participants used alternative modes increased, from 3.3 days per week to 4.1 days per week. But the majority of the increase came from respondents who did not use alternatives at all Pre-GRH.

## INFLUENCE OF GRH ON COMMUTE PATTERN DECISIONS

- About one-quarter (24%) of 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 (2010, 2013, and 2016). The largest share of respondents (71%) 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 about the same in 2019 as was observed in 2010, 2013, and 2016.
- Half (52%) 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 (27%) said GRH was “somewhat important” to the decision. The remaining 21% said GRH was “not at all important.”



- About 81% of respondents who maintained use of an alternative mode or who started using alternative modes said GRH was “very important” (47%) or “somewhat important” (34%) to their decision.
- GRH appeared to be slightly less important to respondents who increased their use of alternative modes as for decisions to start or maintain use of alternatives. Three-quarters (74%) of respondents said it was “very important” (48%) or “somewhat important” (26%) to this decision.
- More than nine in ten (93%) respondents who were vanpooling Pre-GRH said GRH had been at least somewhat important to their decision to continue using this mode and 67% said it was very important.
- Carpoolers and bus riders also rated GRH as quite important, with 87% of carpoolers and 84% of bus riders saying it was at least somewhat important and at least half rating it as very important.
- About eight in ten (79%) of commuter rail riders said GRH was important. A slightly lower share of Metrorail riders (74%) rated 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.
- Among participants who started using an alternative mode, 80% of current registrants rated GRH as either important or very important, but only 64% of past registrants gave these high ratings. A smaller difference was noted between current and past registrants who continued using an alternative; 81% of continued registrants said it was important, compared with 74% of past registrants.
- Nearly six in ten respondents who started using alternative modes said they were not likely (20%) or only somewhat likely (39%) to have made the change if GRH had not been available. The remaining 41% said they were very likely to have made the change even if they did not have access to GRH
- A small number of respondents used alternative modes pre-GRH but increased their use of these modes while participating in GRH. GRH seemed to be of similar value to these respondents as to those who started using alternative modes. More than one-quarter (27%) were not at all likely to have made this change without GRH and 40% were somewhat likely to have made this change. One third (33%) of respondents who increased alternative mode use were very likely to have made the change without 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); 60% said they were very likely to have continued in this mode even if GRH had not been available. One in ten (11%) said they were not at all likely to have continued that mode and 29% were somewhat likely to have continued that mode without GRH.
- And among respondents who maintained alternative mode use, similar shares of current registrants (41%) and past registrants (37%) said they were not likely or only somewhat likely to take this action without GRH.

## OTHER INFLUENCES MOTIVATING COMMUTE PATTERN DECISION

- Half (50%) said GRH was the only service they received from Commuter Connections. The other 50% noted one or more other services.
- About two in ten (17%) received a matchlist with names of potential carpool/vanpool partners, 8% received a rideshare matching map, and 16% received “other” carpool or vanpool information.
- Fourteen percent of respondents received information on Park & Ride lots from Commuter Connections, 10% received HOV/Express lane information, and 5% obtained information on the ‘Pool Rewards carpool and vanpool incentive program. Three percent of respondents said they had used the new CarpoolNow mobile application for real-time ridematching. The percentages of 2019 respondents who received each of these services was not statistically different than the

percentages for the 2016 and 2013 GRH surveys.

- Commuters who started using alternative modes were slightly more likely to have received carpool/vanpool information and Park & Ride lot information than were other respondents. Commuters who started alternative modes also used transit information at a high rate, but respondents who maintained alternative mode use also reported higher use of this service. Respondents who increased alternative modes appeared slightly more likely to have received HOV/Express lane information and telework information.
- Respondents who also had received non-GRH services from Commuter Connections were asked if any of these services had been more important than GRH in influencing their use of alternative modes. As noted earlier, 50% said GRH was the only Commuter Connections service they used. Another 29% had used a non-GRH Commuter Connections service but said that GRH was the most important of the services they received. The remaining 21% said a non-GRH service from Commuter Connections had been more important than GRH to their decision.
- For other factors, nearly two-thirds (66%) said that no other factors or circumstances influenced their decision; 34% mentioned one or more other factors. The most common factors were a desire to save money (8%), have an easier or more convenient commute (5%), avoid driving (5%), save time (4%), or help the environment or reduce traffic (4%).

## USE OF AND SATISFACTION WITH GRH

- More than one-third (37%) of respondents said they had taken a GRH trip. This was slightly higher as the 33% reported in 2016 and the 31% reported in 2013, but significantly higher than the result in 2007 (23%). Current registrants (39%) used GRH trips at a significantly higher rate than did past registrants (30%). Current and past registrants had been participating in GRH for about the same average amount of time (current – 41 months, past – 40 months), so program time does not seem to have been a determining factor in GRH trip-making. Rather, it is more likely that current registrants have simply encountered situations in which they would need a GRH trip, illustrating the value of the program and making them more likely to renew their registration.
- The average one-way distance of a respondent who used a GRH trip was 37 miles one-way, compared to 34.4 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 (17% and 28%, respectively). By contrast, about four in ten respondents with commute distances of 20 miles or more had made a GRH trip.
- The overwhelming reason (71%) for using the GRH program was “illness,” either of the respondent (35%), another family member (21%), or a child (15%). “Unscheduled overtime” (14%) and “other personal emergency” (11%) were the two other common reasons.
- The overwhelming majority (95%) said they were satisfied. The primary reasons given by the 35 unsatisfied respondents include: waited too long (12 respondents), difficult to get approval (12 respondents), trip took too long (9%), customer service not satisfactory during the request (6 respondents) or didn’t like the taxi driver (5 respondents).
- Respondents waited an average of 14 minutes for a taxi. This was about the same as the average calculated for the 2016 GRH survey. In 2019, more than half (57%) said the taxi arrived within 10 minutes and more than four in five (85%) respondents waited 20 minutes or less.
- Participants appear to be generally quite satisfied with the GRH Program. Nineteen 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 was more advertising or more program information, named by 9% of respondents, about the same percentage as mentioned it in 2013 (11%) and 2016 (10%).
- Two responses - relax conditions for supervisor approval and send annual email

reminder for renewal, each was named by 5% of respondents in terms of improvements for the program.

## SOCIAL NETWORKING AND TRAVEL INFORMATION APPLICATIONS

- Two new questions were added to the 2019 survey to examine the growing use of social networking and traveler information mobile applications.
- About eight in ten (78%) GRH respondents said they had an account with at least one of the six applications.
- The most common application was Facebook, used by 65% of respondents. LinkedIn used primarily for work-related/professional interactions, was noted by 51% of respondents. About one-third (32%) had an account with Instagram and 30% had a Twitter account. Two in ten (20%) mentioned having a Nextdoor account and 10% had a Snapchat account.
- More than nine in ten (93%) respondents who were younger than 35 years had accounts, compared with about 85% of respondents who were between 35 and 54 years, 77% who were between 55 and 64 years, and only 69% of respondents who were 65 years or older.
- Survey respondents were shown a list of nine traveler information applications and asked to indicate those they had used.
- Among GRH respondents, the most common application was for traffic alerts delivered via text message or other means; 61% of GRH respondents had used this type of app. Wayfinding or mapping applications, such as Google maps and Waze also were common among GRH respondents; 58% had used this type of application.
- Nearly half (46%) of GRH registrants had used an application that tracked transit schedules or provided “next bus/train” information on arrival time and 39% had used an application for a ride-hailing service such as Uber, Lyft, or Via. Two in ten (20%) used a traveler information display or screen located in a public location and 16% had used a trip or fitness tracking app. Smaller shares of respondents had used applications for bikeshare (5%), carshare (4%), and e-scooter (3%) services.
- Overall use of travel/trip information applications was similar among GRH registrants (88%) and all commuters region-wide (85%). But GRH respondents were notably higher users of some types of travel information.
- Six in ten GRH registrants used traffic alerts, compared with only half (50%) of all regional commuters. GRH respondents also were much higher users of transit schedule/transit arrival applications (GRH 46%, SOC 33%) and traveler information displays (GRH 20%, SOC 11%).
- Use of individual applications varied substantially by age, with younger respondents nearly always using the apps more than did older respondents.
- Use of individual applications, however, did vary substantially by commute mode. GRH respondents who primarily used Metrorail to commute were the highest users of the apps, with particularly high use of transit schedule arrival apps, and apps for ride-hailing, bikeshare, and carshare services. Metrorail and commuter rail riders also reported greater use of traveler information displays than did respondents who used other modes.
- Vanpoolers were least likely to use the apps; only 81% said they had used any of the apps and they had the lowest use of most individual applications.

EMPLOYER SATISFACTION SURVEY  
2019 OCTOBER 2019  
COMMUTER CONNECTIONS

The employer satisfaction survey is a random sample of employers that participate in the Employer Outreach program whose organizations were included in Commuter Connections' regional Employer Outreach ACT! Customer Relationship Management database. 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. The primary focus of the Employer Outreach program is on non-governmental employers. There were 3,844 employers selected for the survey; a total of 105 interviews were completed by telephone and 199 surveys were completed online.

### Company Background

Work Location - The greatest number of respondent worksites were in Montgomery County, MD (37%), Arlington County, VA (24%), and the District of Columbia (13%).

Employer Size - Almost 60 percent of the respondents said their company employed fewer than 100 employees in the Washington region; 28 percent said the firm employed between one and 25 employees and 31 percent employed between 26 and 99 employees. About a fifth had between 100 and 250 employees and 20 percent employed 251 or more employees.

Employer Type - The vast majority (78%) of respondents worked for a private company, while 14 percent worked for or a non-profit organization or association. Only eight percent worked for a government agency.

Primary Business - Four industry types accounted for about half of the employers in the sample: non-profit or advocacy firms (14%); business services / consulting (11%); financial, insurance (9%); government/public administration (8%); and legal/accounting, architecture/engineering (10%).

Number of Worksites - Over half (51%) said they had only one site in the Washington, DC metropolitan region. Almost a quarter (22%) had between two and four sites. Only 23% had five or more sites.

Number of Commute Programs Managed - Eighty percent of respondents who had more than one worksite in the Washington, DC region said they managed the commuter program only for the site where they worked, and the remaining one-fifth said they managed commuter services for multiple sites.

Roles or Functions in the Organization - Respondents designated as the representative to contact about commuter services at the worksite held varied organizational roles. The most common roles were within human resources, cited by about four in ten respondents and general management or office management, named by 26 percent of respondents. Fourteen percent said they were senior managers and 10 percent said their role was facilities management.

### Worksite Commute Services Offered

Information and Support - The services that were most commonly made available by the employer were primarily in the information and support category. Five in ten (59%) respondents said employees had access to general commute info, 53% said train schedules were available, and 28 percent cited Guaranteed Ride Home. Over a fifth named Air Quality Action information (22%) and

20 percent indicated ridematching.

There also is substantial additional potential for these services. In almost all selections for information and support there was at least 20 percent interest in providing some type of service for their employees.

Financial Incentives - More than half of the employers (57%) said they currently offered SmartBenefits. Other services that were commonly available now were SmarTrip cards, offered by (42%) employers, and pre-tax accounts, offered by four in ten (41%). About 21 percent of respondents said carpool and vanpool subsidies were available to their employees now. Eleven percent said they currently offered bike or walk incentives and two percent said they provided assistance with vanpooling.

Nearly all of these services exhibited significant potential for greater application. An additional 17 percent said they might consider offering SmartBenefits service to employees, 19 percent said they would consider offering SmarTrip cards, 25 percent would consider allowing employees to set-aside a portion of their salary in a pre-tax transportation account, and 13 percent would consider providing a carpool/vanpool subsidy. Interest in a bike/walk incentive was relatively the same as with the last survey.

Onsite Facilities - The most common onsite facility made available by employers at the worksite was free parking, at 70 percent. Two other on-site facilities, bike racks and showers/personal lockers, were named by at least six in ten respondents. The remaining facilities on the list, preferential parking for carpools and vanpools, promotion of carsharing, and shuttle to transit stop or station, were available to at least 20 percent of respondents. Additional potential was modest for most of these services. But 37 percent of respondents said they might consider promoting carsharing and 25 percent said they might consider offering preferential parking.

Work Schedule Options - Finally, respondents were asked if they made any of three work schedule options available. Over half, (68%) said employees at their worksite were permitted some flexibility in their work start and stop times. More than seventy percent said employees at their location were permitted to telework and over 40 percent said compressed work schedules were available. These schedules, however, might not be made available to all employees at the location.

About 20 percent of respondents said they might consider implementing a compressed work schedule, but fewer than 9 percent of respondents said they would consider either flextime or telework.

Duration of Commute Service Involvement - Companies or respondents were typically long-time participants in both offering commute services to employees and their involvement with the Commuter Connections Employer Outreach. A great majority, 87 percent of respondents' companies had offered commute services three years or longer, and 7 percent offered commute services for at least two years. Only two percent said they started offering commuter services within the past year.

Respondents personally had a long-term history with the Commuter Connections Employer Outreach network; 69 percent had been involved with Commuter Connections for three years or more and 16 percent had participated for at least 2 years.

Awareness and Satisfaction with Commuter Connections' Network Representative

Respondents' Involvement with Worksite Commuter Services - 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.

Respondents' Awareness of Commuter Connections Representative - Despite respondents' relatively long association with commuter services, only 28 percent could name their Commuter Connections network representative. The remaining 72 percent said they did not know the name of their representative.

Level of Contact with Commuter Connections Representative - Over 50 percent of respondents said they had some form of communication with their Commuter Connections representative in the past year, including telephone, postal mail, email, or personal visit. A surprising number (41%) said they had never had any contact with their representative.

The large majority (71%) 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 five percent said the number of contacts was either somewhat or much more than they wanted. Twenty three percent said they wanted a higher level or greater frequency of contact.

Respondents' ratings on their satisfaction with the level of contact differed by how much contact they had with the representative. For example, 88 percent of respondents who had at least one contact per month and 71 percent of those with at least one contact during the year said they thought the level of contact was "about right." By contrast, 5 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 71 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.

Preferred Form of Contact with Commuter Connections Representative - Respondents were asked the form of communication they would "most prefer" for contacts with their representative. Over 80 percent of respondents said they would prefer email for communications with/from their Commuter Connections network representative. The remaining employers were divided between postal mail (8%), and phone (4%).

Ratings for Customer Service Features - When asked to rate their Commuter Connections network representative on a variety of features, respondents gave uniformly high marks for all customer service features. At least eight in ten respondents rated their representative a 4 or 5 (excellent) on a 1 to 5 point scale for professionalism (93%), willingness to help (93%), timeliness of service delivery (90%), responsiveness to their requests/questions (91%), enthusiasm about commuter Connections and its products and programs (92%), knowledge of Commuter Connections and/or local ridesharing and transit products (93%), their ability to provide information that is helpful to the company and employees (90%), and their knowledge of local transportation and air quality issues (87%).

### Use of and Satisfaction with Commuter Connections Services

Overall Satisfaction - At least seven in ten respondents said they were satisfied overall with the services they received from Commuter Connections; 51% gave an overall rating of "5" on a 5-point scale (very satisfied) and 24 percent gave a rating of "4." About two in ten (19%) rated the service a "3." Only six percent said they were unsatisfied with Commuter Connections' services (rating of 1 or 2). When asked why they gave the ratings they did, respondents reported reasons pertaining to little or no contact with the program and/or its representatives. A small percentage of respondents reported neutral or negative reasons, as listed below:

### Positive Reasons

- Representative is prompt, responsive, available 8%
- Representative is helpful, knowledgeable 5%
- Representative is pleasant, enthusiastic, professional 6%
- Representative keeps me informed, up to date 7%
- Generally good program, good service 8%
- Program offers useful information, informative service 42%
- Program offers information for employees, employees like it 4%

Neutral/Negative Reasons

- Have little contact with program / just get newsletter 17%
- No contact with representative 21%
- Service is okay or just adequate 6%
- Few employees can use alternative modes 3%

Most of the reasons focused on customer service features exhibited by the Commuter Connections network representative, such as being helpful, prompt, responsive, enthusiastic, and professional. Respondents also noted that the service was useful to their company or to their employees.

Likely to Recommend - More than half of respondents were likely to recommend Commuter Connections services to Another Employer; 30 percent said they were very likely, and 27 percent said they were somewhat likely. Only five percent said they were unlikely or very unlikely.

Desired Improvements – Below are a few specific suggestions cited by respondents for program improvements they believed would enhance Commuter Connections’ effectiveness in promoting commuter programs and in assisting organizations to develop commuter programs:

- No suggestions 83%
- More communication with employers 4%
- Transit improvements 10%
- Conduct more marketing 3%
- Use email more for contacts 3%
- Offer more materials, tool kits 2%
- Provide commute subsidy enhancements 4%

Use and Usefulness of Individual Services - Respondents were asked to indicate which of seven Commuter Connections services and how useful the services they had used had been to their worksite commuter program. Three services had been used by at least 40 percent of the organizations: info brochures (53%), website (49%), and special events (53%).

Employee Commute Survey - One service offered by Commuter Connections is the employee travel survey that employers can use to identify how employees travel to work. Commuter Connections assists the employer by summarizing the survey data and assisting employers to interpret the data and apply the results to develop worksite commuter services.

About one in ten (8%) respondents said their organizations had used a Commuter Connections employee survey in the past year. Employers in Fairfax, Montgomery, Arlington, Frederick, and Prince William Counties were the respondents who stated they had conducted an employee commute survey. Over 25 percent related that they received a copy of their statistical summary of the employee travel survey, and 30 percent mentioned that they used the survey as a means of implementing worksite commuting alternatives.

## Interest in Training Opportunities Sponsored by Commuter Connections

Respondents were asked how interested they would be in workshops, seminars, or other training opportunities offered by Commuter Connections, by rating each topic on a scale of 1 to 5, with 1 meaning “not at all interested” and 5 meaning “very interested.”

Around a third of employers expressed substantial interest (rating of 4 or 5) in training on: general information on commute program management (35%), information on Commuter Connections services that were available to employers and commuters (42%), legislative and tax issues related to travel and commuting (36%), and transit financial incentives (34%). About two in ten respondents said they had moderate interest (rating of 3) on each of these services.

A second tier of services garnered varying levels of support from respondents. These topics included telework (26%), Air Quality Action days (28%), Carsharing (20%), Bicycling/Bikesharing (33%), Monitoring/Evaluation (17%), Marketing (20%), Parking Management (16%), and Vanpool formation (21%). Another two in ten respondents reported moderate interest in these topics.

Usefulness of Services - Over 72 percent of employers who used Commuter Connections’ services found them to be useful in developing or implementing commuter services at their worksites. Eighteen percent said they had not been useful.

When asked what features about the services made them useful, respondents cited the following factors listed below. Several focused on individual services provided by the program (materials, brochures) while others focused on the results the employer was able to achieve (saved money, keeps me informed).

- Good information 17%
- Employees can use or benefit from the information 11%
- Offered new ideas, tips, suggestions 8%
- Keeps me informed 7%
- Offers bus schedules 5%
- Saved us money 5%
- Offers information materials / brochures 3%
- Provides information on Smart Benefits 8%
- Provided assistance on pre-tax 9%
- Answered my questions 4%



BIKE TO WORK DAY SURVEY  
2019 MARCH 2020  
COMMUTER CONNECTIONS

Biking to work is an increasingly popular commute choice. Commuter Connections produces an annual Bike to Work Day that covers the region with festive pit stops, giveaways, bike tune-ups, snacks and other elements to make the Day fun.

The 2019 Bike to Work Day (BTWD) survey was conducted to identify how participants are experiencing the event and assess participants' use of a bike for commuting before and after the event. The survey also captured demographics, employer bike commute assistance, and bike use for non-commute trips.

COG emailed a survey invitation to 16,063 2019 Bike to Work Day participants and received 2,285 completed surveys (a 14.2% response rate).

Demographics:

- Gender: Female (%), Male (%).
- Age: 18 - 24 (2%), 25 - 34 (20%), 35 - 44 years (22%), 45 - 54 years (23%), 55 - 64 years (25%), 65+ years (8%).
- Income: <\$60K (8%), \$60K-\$79,999 (9%), \$80K-\$99,999 (10%), \$100K-\$119,999 (11%), \$120K-\$139,999 (9%), \$140K-\$159,999 (9%), \$160K-\$199,999 (15%), \$200K or more (29%).
- Race/Ethnicity: White (82%), Hispanic (7%), Asian (5%), Black (4%), and Multi-racial/other (2%).

Key Findings:

- % Respondents riding in BTWD for the first time in 2019: 23%%
- % Respondents likely to participate in a future BTWD: 94%; 88% were likely to recommend the event to others
- % Respondents riding a pedal-powered bike: 97%
- % Respondents riding an electric/electric assist bike: 3%
- % Respondents who rode from home to work: 88%
- % Respondents rode from a Park & Ride lot: 5%
- % Respondents riding from a train or bus stop: 5%
- % Respondents who starting biking to work after their first BTWD: 7%; 16% increased the number of days that they rode
- % Of respondents who were biking to work before BTWD: 87%
- % Of respondents who were biking to work after BTWD: 91%
- % Of respondents who ride transit on their non-bike days: 45%
- % Of respondents who drive alone on their non-bike days: 38%
- Barriers noted by respondents to bicycle commuting: inclement/cold weather (47%); perceived unsafe route (24%); lengthy commute (22%)
- Respondent demographics: 52% women, 48% men (vs 67% men and 33% women among regional participants); 73% have incomes of \$100,000 or more; age roughly split equally between age groups
- Favorite part of the event: sharing the ride with other cyclists (35%); pitstop activities (23%)
- Respondents' average one-way bicycle trip to work: 8.4 miles

## STATE OF THE COMMUTE SURVEY 2019 JUNE 2020 COMMUTER CONNECTIONS

Every three years, Commuter Connections undertakes an effort to document regional trends in commuting. Data is collected through the State of the Commute (SOC) Survey on commute mode shares, distance traveled, and prevalent attitudes about transportation services. The resulting data is used, in part, to estimate the impacts of services including Guaranteed Ride Home (GRH), commuter incentive programs, marketing, commute assistance numbers/websites, local commuter assistance programs and parking.

Commuter Connections is a program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG).

The scope of the survey includes the 11 independent cities and counties in the Washington, DC metropolitan non-attainment region, a federal designation that indicates that the area has not attained targeted vehicle emissions reductions established by the Environmental Protection Agency (EPA). All employed residents in this region were eligible to take the survey.

The survey had two components. The first and largest component used an Internet survey. The second component used telephone follow-up interviews of residents who were sent a postcard announcing the Internet survey but did not take the survey. A total of 317,000 survey announcement postcards were mailed for an overall response rate of 2.60% for the phone interviews and 2.47% for the Internet survey. A total of 8,246 Internet and phone interviews were completed in January and February of 2019.

### Demographics

- Gender: Female (52%), Male (48%).
- Age: 18 - 24 (5%), 25 - 34 (29%), 35 - 44 years (24%), 45 - 54 years (22%), 55 - 64 years (15%), and 65+ years (5%).
- Race/Ethnicity: White (43%), Black (24%), Hispanic (14%), Asian/Pacific Islander (15%), and Other/Mixed (4%).
- Income: <\$40K (6%), \$40K-\$79,999 (21%), \$80K-\$119,999 (23%), \$120K-\$159,999 (20%), \$160K-\$199,999 (13%), \$200K or more (17%).

### Key Findings:

- % Commute trips made by driving alone: 58.3%, a drop of 9 percentage points since the 2007 SOC
- % Commute trips made on transit: 24.1%; an increase of 6 percentage points since the 2007 SOC; includes 16.6% Metrorail, 1.6% commuter rail and 5.9% bus
- % Commute trips made by carpool/vanpool: 4.6%, a decline from the 7.7% share in the 2007 SOC
- % Teleworking: 35%, an increase from the 19% teleworking in the 2007 SOC
- % Commute trips made by ride-hail services (Uber, Lyft, Via): 1.0%; if ride-hail services were not available, 59% said they would have used transit; ride-hailing decreases drive alone trips, but it is also taking people off transit
- % Respondents who had seen, heard, or read advertising for commuting in the six months prior to the survey: 45%; 59% of these respondents could cite a specific advertising message

- % Of respondents who said their commute was easier than last year: 21%  
train riders, 30% bike/walk
- % Respondents who are satisfied with their commute: 50%, down from 64% in 2013;  
92% of those who commuted by bike or walk were satisfied with their commute
- % Aware of regional commute information resource: 32%, down from 43% in 2016;  
awareness of Commuter Connections 48%, down from 61% in 2016
- % Of respondents who see no/not sure of benefits of driverless cars: 72%
- The average commute: 17.1 miles; 43 minutes one-way

CONGESTION MANAGEMENT PROCESS TECHNICAL  
REPORT 2020 JULY 2020  
NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD

The CMP Technical Report provides details and documents on the CMP in the National Capital Region. The CMP feeds into Visualize2045 (the region's long-range plan) and is set up to:

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

information Trends Identified in the CMP

- "Congestion intensity," measured from a traveler's perspective, decreased 6.7% between 2010 and 2012 and then increased by 1.9% from 2012 to 2019
- "Percent of congested miles," measured from a system perspective, fell from 21% in 2010 to 9% in 2013 and 14% in 2019
- Travelers in the Washington region typically need to budget two times the free flow travel time during peak periods to ensure on-time arrivals
- Region is forecast to add 23% more residents and 29% more jobs by 2045, to meet that growth, 8% more lane miles of roadway and 42% more high-capacity transit miles are planned
- Travel time reliability in the region improved between 2010 and 2012, worsened in 2014, then decreased (improved) by 3% between 2014 and 2019

Recommendations for the CMP

- Continue the Commuter Connections program
- Continue to integrate congestion management and travel demand management to use the existing transportation system more efficiently
- Pursue sufficient investment in the existing transportation system
- Consider variable pricing and other management strategies
- Work closely with transit agencies to explore transit priority strategies
- Continue to encourage access to non-auto travel modes
- Encourage connectivity within and between Regional Activity Centers
- Participate in a collaborative planning connected and autonomous vehicle readiness
- Monitor and enhance impacts of and interactions with Transportation Network Companies (TNCs)

VANPOOL DRIVERS SURVEY TECHNICAL  
REPORT 2020 JULY 2020  
COMMUTER CONNECTIONS

The 2020 Vanpool Drivers Survey was conducted to collect data on current vanpool operations for the Metropolitan Washington Council of Government's Transportation Demand Management planning purposes. The findings of the survey also assisted Commuter Connections and their network partners in program and service development.

Commuter Connections is a program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG).

The survey sample was derived from the vanpool databases of Commuter Connections, GWRideConnect, and OmniRide/Vanpool Alliance. Commute With Enterprise, which leases a large number of area vans, coordinated recruitment of survey respondents in its program. Emails with a survey link were sent to 1,636 vanpool drivers/coordinators and 361 surveys were completed for a response rate of 22%

Key Findings:

- Average duration of vanpools: 6.0 years
- Average time driving the vanpool: 4.9 years
- Average number of riders in the vanpool: 6.7 riders; 5.7
- % Surveyed vanpools that leased from a leasing company: 81%
- % Surveyed vanpools originating in Virginia: 72%
- % Surveyed vanpools originating in Maryland: 26%
- % Surveyed vanpools that make 1 pickup stop: 75%
- % Surveyed vanpools with riders who work at 1 location: 66%
- % Surveyed vanpool drivers who leave home before 6:00AM: 76%
- % Surveyed vanpools that use an HOV lane or Express Lane: 79%
- % Surveyed vanpools who received vanpool assistance from their employer: 48%; 10% received assistance from another organization
- % Respondents who received one or more commute services or benefits: 97%; 72% received a vanpool subsidy
- % Surveyed vanpools that paid insurance through their van lease: 79%
- % Surveyed vanpools with free parking at work in D.C.: 80%; 42%; 26% reported paying \$200+ per month
- % Surveyed drivers interested in using a self-driving van: 52%
- % Surveyed drivers interested in an electric/hybrid van: 78%
- The top three issues that concern vanpool drivers: finding new riders, congestion in HOV/Express lanes and finding back up drivers

TRANSPORTATION DEMAND MANAGEMENT ANALYSIS FY 2018  
– FY 2020 NOVEMBER 2020  
COMMUTER CONNECTIONS

The FY 2018 – FY 2020 Transportation Demand Management Analysis measures the impact of Commuter Connections' TDM program elements against their set goals for participation and the reduction of vehicle emissions, vehicle trips and vehicle miles traveled.

Commuter Connections is a program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG).

The program results in the analysis were affected by the pandemic, as many commuters were working remotely leaving fewer commuters to seek travel assistance services from Commuter Connections during the four-month period covered by this analysis.

The TDM program elements that were analyzed included Maryland Telework Assistance, Virginia Telework Assistance (Telework! VA), Guaranteed Ride Home, Employer Outreach, Employer Outreach for Bicycling, and Mass Marketing. The Commuter Operations Basic Services and Software Upgrades were also measured against the 2020 goals. The first four program elements exceeded the collective 2020 goal for Vehicle Miles Travelled (VMT) reduced and very narrowly missed the goal for Vehicle Trips (VT). The 2020 vehicle emissions goals were not met on any of the program elements.

Maryland Telework Assistance exceeded their 2020 participation goal, going 14,400 over the 2020 goal with 46,254 participants. Telework! VA's participation goal of 1,500 was exceeded by 418. Guaranteed Ride Home, Employer Outreach (all employers), and Employer Outreach (bicycling) did not meet the participation goals, though the Employer Outreach for Bicycling missed the goal by just 20 participants. Commuter Operations Center—Software Upgrades and Commuter Operations Center—Basic Services were also under the 2020 goal. Mass Marketing exceeded the 2020 participation goal by 15,105.

Mass Marketing and telework assistance in Virginia and Maryland exceeded the 2020 goals for VT and VMT. Guaranteed Ride Home, Employer Outreach and the Commuter Operations Center were under the goal in vehicle emissions reduced; reductions are driven by participation results.

The analysis included an estimate of the regional cost savings for various societal benefits that the TDM program elements and the Commuter Operations Center give to the community. The societal benefits include reductions in vehicle emissions, noise pollution, traffic congestion and gasoline usage and also includes health and safety (based on accidents avoided).

A total of \$686,050 in daily societal benefit cost savings were identified as a result of the TDM program elements. The highest cost saving was in gallons of fuel saved, totaling \$401,545.

GUARANTEED RIDE HOME CUSTOMER SATISFACTION SURVEY BALTIMORE  
REGION FY20 MARCH 2021  
COMMUTER CONNECTIONS

Commuter Connections' Guaranteed Ride Home (GRH) provides a free ride home in the event of an emergency, sickness, or unexpected overtime. GRH serves commuters who use transit, carpooling, vanpooling, or bicycling to get to work at least 2X per week. Four free rides are available to qualifying commuters each year.

Commuter Connections is a program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG). In FY20, the 273 commuters registered for GRH in the Baltimore region took 68 trips, with an average of 1.4 trips per unique user of the service. A survey link was emailed the day after each GRH trip; the 7 surveys received back contributed the survey data.

Pre-pandemic, the average number of FY20 monthly GRH trips (July 2019 to February 2020) was 195. During the pandemic (March to June 2020), the average number of monthly GRH trips was 144.

GRH received high marks from riders. One hundred percent of the survey respondents rated the service as excellent/good. The GRH trip reservation staff also received an "excellent" grade from 100% of the riders.

Other highlights include:

- 86% of riders gave the taxi or rental car service an "excellent" grade
- Response time was rated "excellent" by 100%; 57% waited for their ride for less than 15 minutes
- Overall service rating was rated an "excellent" by 100%
- 43% of riders took the GRH trip for a personal illness; 29% used it to get to a sick child; 21% cited a sick child as the reason for the ride

All 7 of the respondents gave a written comment, 7 gave a compliment:

- "It was a very pleasant experience"
- "The Reservation staff was so helpful in calling back and letting me know when my ride would be arriving. I thank her for her excellent customer service"
- " Staff was excellent. took care of me and setup everything. called me back if there were any issues and called me Fri afternoon to ensure my safe arrival at home."

There were no complaints.

GUARANTEED RIDE HOME CUSTOMER SATISFACTION SURVEY FY20  
WASHINGTON, DC REGION MARCH 2021  
COMMUTER CONNECTIONS

Commuter Connections' Guaranteed Ride Home (GRH) provides a free ride home in the event of an emergency, sickness, or unexpected overtime. GRH serves commuters who use transit, carpooling, vanpooling, or bicycling to get to work at least 2X per week. Four free rides are available to qualifying commuters each year.

Commuter Connections is a program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG).

In FY20, the 6,296 commuters registered for GRH took 1,707 trips, with an average of 1.3 trips per unique user of the service.

A survey link was emailed the day after each GRH trip; the 165 surveys received contributed the survey data. Pre-pandemic, the average number of FY20 monthly GRH trips (July 2019 to February 2020) was 195.

During the pandemic (March to June 2020), the average number of monthly GRH trips was 144. GRH received high marks from riders. Ninety-seven percent of the survey respondents rated the service as excellent/good. The GRH trip reservation staff received an "excellent" grade from 91% of the riders.

Other highlights include:

- 165 surveys were returned (10% response)
- 81% of riders gave the taxi or rental car service an "excellent" grade
- Response time was rated "excellent" by 88%; 81% waited for their ride for less than 15 minutes
- Overall service rating was rated an "excellent" by 86%
- 42% of riders took the GRH trip for a personal illness; 21% cited a sick child as the reason for the ride
- GRH has received an excellent/good grade on GRH since FY11

Of the 127 riders who gave a written comment, 85 gave a compliment:

- "What an amazing service; I couldn't be happier with the service provided
- One-word comments were also provided: Responsive, Quick, Kind, Outstanding, Reliable
- "My daughter was in a car accident and air lifted to a hospital. I was in a panic. You guys were awesome. Thank you for being there"

And 11 had complaints:

- "The address provided to the driver was incorrect. Otherwise, it was an excellent experience and I'm very appreciative of this service."



## **APPLICANT DATABASE ANNUAL PLACEMENT SURVEY FY 2021 MAY 2021 COMMUTER CONNECTIONS**

The FY 2021 Applicant Database Annual Placement Survey highlighted Commuter Connections' commuter transportation assistance services and their impact on the DC metro area's commutes. Commuter Connections is a program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG).

The July-September 2020 commuter applicants were divided into two groups: Recent applicants and Incentive applicants. Recent applicants were those who used Commuter Connections' services between July 1 and September 30, 2020. Incentive applicants participated in one of Commuter Connections' incentive programs" CarpoolNow, Flextime Rewards, and IncenTrip, regardless of when they had registered or used the programs. Some of the applicants fell into both groups. The survey was conducted via phone interviews.

### **Demographics Characteristics**

- Female (49%) and Male (51%).
- <35 (12%), 35-44 (26%), 45-54 (25%), 55-64 (29%).
- Caucasian (67%) and African American (19%), Asian (9%), Hispanic (4%).
- \$100,000+ annual household income (79%).
- Average one-way commute distance 39.2 miles. Avg one-way commute time 54 minutes.
- One-way commute 30+ miles (67%) / >45 minutes (55%).
- Lives in Virginia (62%) or Maryland (29%); work in D.C. (47%), Maryland (21%), or Virginia (25%).
- Works for employers with more than 100 employees (86%), work for employers with 1,000 or more employees (61%).
- Works for federal agencies (41%) and private sector (33%).

Commuter Connections' applications were dramatically impacted by the pandemic: 5,000+ applicants in a normal 3-month period pre-pandemic, falling to 2,166 between July and September in 2020. Phone interviews were completed with 282 Recent applicants and 145 Incentive applicants.

### **Key Findings (surveyed November-December 2020):**

- Applicants placed in alternative modes: 1,344
- Applicant placement rate: 62%
- Continued placements: 44%
- Daily vehicle trips reduced: 264
- Continued placements: 228
- Daily tons of emissions reduced: 0.0020 tons
- Daily gallons of gasoline saved: 326 gallons
- Annual commuter cost savings per placement: \$301.00
- Average one-way commute distance: 39.2 miles
- % Of respondents who said they were teleworking three or more days per week: 77%
- Respondents who said they were teleworking full-time: 65%
- % Of respondents who shifted to an alternative mode from driving alone: 24%
- % Of respondents who made a commute change who indicated that information they received from Commuter Connections influenced or assisted their decision to make the change: 15%
- % Contacted Commuter Connections via 28% employer/employee commute survey; 27% word of mouth referrals; 17% Internet

- % Who receive commute services from their employer at the worksite: 90%
- % Of respondents who work at a federal agency: 69%
- % Of respondents who worked in the private sector: 20%

## RETENTION RATE SURVEY TECHNICAL REPORT 2021 JULY 2021 COMMUTER CONNECTIONS

Each of the 1,316 DC metro commuter customers surveyed used a service from Commuter Connections between July 1, 2012, and June 30, 2018. Commuter Connections is a program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG).

### Demographics Characteristics

- Gender: Female (62%), Male (38%).
- Annual Household Income: <\$60K (8%), \$60K -\$99,999 (21%), \$100K -\$139,999 (24%), \$140K-\$179,999 (21%), \$180K or more (26%).
- Age: 25-34 years (9%), 35-44 years (23%), 45-54 years (31%), 55-64 years (31%), 65+ years (6%).
- Race/Ethnicity: White (58%), Black (22%), Asian (11%), Hispanic (7%), Other/Mixed (2%).

The survey measured the share of these commuters who shifted to an alternative mode, and the share of *these* commuters who continued to use an alternative mode years later.

The survey participants all used one or more Commuter Connections services, including:

- carpool/vanpool services—used by 51% of respondents
- regional Guaranteed Ride Home (GRH) program, a commuter incentive program—used by 67% of respondents
- commute information and assistance from the Commuter Connections website or mobile application

Thirty-five percent of respondents identified themselves as essential workers. Others said they worked in government (20%), healthcare (5%), or transportation (2%).

The survey was done in February 2021. A majority of the commuters who participated in the survey were teleworking/working remotely for 80% of their weekly commute trips. Their remaining work trips were made by driving alone (12%), transit (5%), or carpool or vanpool (3%).

In February 2020, 23% of respondents' weekly commute trips were eliminated by telework. The remaining commute trips were made by another alternative mode: 32% by bus or train, 14% by carpool or vanpool, and 1% by walking or bicycling. Respondents drove alone for 30% of weekly commute trips.

Once the pandemic ends and they return to the office, 53% of those surveyed planned to drive alone one or more days per week. Thirty-eight percent expect to telework one or more days each week. Sixty-six percent of respondents revealed that they would use another alternative mode: 49% transit, 19% carpool or vanpool, and 8% bike or walk. Sixty-six percent exceeds the 59% who reported using these alternative modes before the pandemic.

Twenty-eight percent of pre-pandemic alternative mode users named “the alternative mode I was using was the easier or most convenient mode” as the reason for sticking with their commute choice. Other reasons given included saving money, reducing wear on their vehicle, enjoying the transit ride/ bike ride/ or walk, avoiding traffic congestion; speed; and wanting to help the environment.

Across all 2021 Commuter Connections Retention Rate survey respondents, the overall alternative mode retention rate was 47%.