

BACKGROUND

The Washington metropolitan region initiated its first formal transportation demand management efforts in the early 1970s with *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. 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 information and computer matching services to area residents seeking to join car or vanpools or locate appropriate transit arrangements. In 1996, the regional network was renamed *Commuter Connections*.

The current Commuter Connections network is formed between the counties, cities, federal government agencies, and Transportation Management Associations who provide ridesharing programs. The following agencies share the regional commuter database, provide ridematching services and share information and resources: Alexandria Rideshare, Annapolis Regional Transportation Management Association, Baltimore Metropolitan Council, City of Baltimore, Bethesda Transportation Solutions, Department of Defense-Pentagon, Fairfax County Ridesources, Frederick County TransIT Services, Harford County, Howard County, LINK/Reston Transportation Management Association, Loudoun County, Metropolitan Washington Council of Governments, Montgomery County Commuter Services, Maryland Transit Administration, National Institutes of Health-Bethesda, North Bethesda Transportation Center, Northern Neck Planning District Commission, Northern Shenandoah Valley Regional Commission, Prince George's County, Potomac and Rappahannock Transportation Commission, RADCO Rideshare, Rappahannock-Rapidan Rideshare, Tri-County Council for Southern Maryland, and U.S. Department of Energy - L'Enfant Plaza.

Commuter Connections is funded through grants from the D.C. Department of Transportation, the Maryland Department of Transportation, the Virginia Department of Transportation, and the Federal Highway Administration of the U.S. Department of Transportation. State transportation and transit agencies, local governments, business partnerships, bicycle associations, and transportation management associations also play a major role in the delivery of TDM products, services, and messages.

The partnership between agencies and jurisdictions has been encouraged in order to develop and promote a seamless intermodal transportation system and a coherent message to commuters that will motivate the trial of alternative commute modes. In some instances, interagency Transportation Demand Management (TDM) marketing will assist the region in achieving its air quality conformity goals through implementation of regional transportation emission reduction measures, which in turn will help increase regional mobility, realize efficiencies in the use of the existing transportation infrastructure, conserve energy, and improve public health by reducing air pollution.

The purpose of the Washington Metropolitan Region Resource Guide and TDM Strategic Marketing Plan is to anchor the major TDM activities that are occurring in the region. It will contribute to offering commute choices to Washington area residents through a mixture of products and services, which focus on moving people, goods, services, and information in a seamless commuter transportation system.

Resources to accomplish this goal are limited and marketing activities must be carefully planned and executed. Regional TDM campaigns will have to offer quality products and services to commuters and have a specific call-to-action. The messages will need to be tailored and targeted to audiences who are most inclined to sample the product being promoted. Evaluation methodologies will need to be validated in order to measure levels of change in travel behavior.

The Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan has been developed as a guide to the regional agencies and jurisdictions in developing regional marketing campaigns and budgets that will aid in the effective promotion of TDM education, and travel behavior changes for the region's commuters.

EXECUTIVE SUMMARY

The regional marketing partnership reviews regional data and marketing research that was previously collected and applies it to planning and marketing communication programs for the current commuter system by targeting specific audiences and promoting existing TDM products and services.

This regional resource guide and marketing plan is designed to focus on impacted activity centers/corridors. It was prepared by Pathways Strategic Communications on behalf of Commuter Connections with data compiled from research previously collected and interviews with over 37 members of the Commuter Connections Sub-Committee and Regional TDM Marketing Group. A survey was distributed and interviews taken in May 1997, and later updated in May 1998, May 1999, July 2000, July 2001, July 2002, and recently in July 2003 in order to provide input into this document. It is the intention of the Regional TDM Marketing Group to update this document with the changes, which occur in underlying trends due to demographic shifts, and behavioral changes of the target audience on an annual basis.

The 2000 Census figures indicates that the number of Washington area residents who drive alone to work each day increased by a quarter-million during the 1990s. And as the region's employment sprawled outward with its population, the number of people who carpooled, took transit or walked to work decreased. However, it should be noted that the Washington D.C. region still boasts one of the highest pool rates in the country, but also some of the worst congestion in the country. This decline in commuters using public transportation has occurred while transit ridership in the area is at record highs. Experts believe tourists have contributed to the higher ridership, as have residents who use public transportation for errands and social events. About 40 percent of trips on the Metro system are not work related. The Census also indicates that a growing number of Washington area residents work at home, up to 105,000 people, but it is a small fraction of the 2.7 million commuters in the region. The new figures indicated the 1990s brought a decade of growth and job gains, mostly in the suburbs. The number of suburban residents who commute by transit increased, but not enough to offset a decline among District commuters. In fact, the District's population decreased in the past decade and more of its residents began commuting to jobs in the suburbs.

Over 70 percent of the region's commuters drive alone to work. The growing reliance on drive alone commuting mainly reflects the movement of jobs away from the city in recent decades. Suburban jobs are difficult to reach by public transit and are not located on roads reachable by the HOV lanes that give carpools the significant time advantage found throughout the region. The region's average one-way commute is now 32 minutes, an increase of over 10 percent from a decade ago. The three-minute increase in commute time adds up to about two hours a month, or one full day year, according to the Washington Post. The time increase is due to more congestion and longer distances from home to work for many commuters, as they move out of the Beltway to find inexpensive housing. However, nearly half the region's jobs are 10 miles or more from downtown, according to a Brookings Institution report.

A cohesive marketing plan that leverages the experience and marketing budgets from individual partners who pursue promoting alternative commuting positively serves this region. The formation of rideshare arrangements is still primarily supported through employer programs, and secondarily by word of mouth. Regional advertising and public relations campaigns magnify the work done at employer sites, supports the message currently being provided by the Commuter Connections partnership, and increases awareness for the further expansion of word of mouth marketing.

The messages that appear to be the underlying cause for commuters' interest in commute alternatives have been cost, time savings, altruism and stress reduction as the State of the Commute 2001 published in July 2002, suggests. The State of the Commute also indicates that commuters reject transit options due to the time involved, or the lack of availability. These findings were confirmed by focus groups conducted for the Mass Marketing TERM by Dudnyk Advertising and Public Relations, in conjunction with Pathways Strategic Communications. Dudnyk's research found that commuters are looking for a solution to the frustration resulting from their commute, and the morning commute to work appears to be more of a stressor than the evening commute home. Additionally, commuters need flexibility in their choice of commute options, therefore the advertising message should underscore the fact that commuters can make ridesharing a part-time option, rather

than a full-time commitment. Carpooling is not attractive for many due to the need to have an automobile available for work responsibilities and personal errands. Additionally, commuters stated that they did not know anyone with whom they could carpool or vanpool.

For employers, commute alternatives must demonstrate economic benefits, either by reducing their employees' health care claims, or reducing the cost of goods sold due to improvements in freight movement or other productivity gains, as suggested in the *Study of Resident and Employer Attitudes and Awareness Concerning Air Quality*, 1996. Another interesting observation from this study revealed that businesses and residents feel a personal responsibility to reduce air pollution, as opposed to a feeling that it is a governmental responsibility to reduce air pollution. The State of the Commute 2001 reveals that worksite commuter assistance services appear to encourage use of alternative modes, and respondents who did not receive employer sponsored parking were most likely to use alternative modes to driving alone.

Although the economy is showing moderate signs of improvement in 2003 and these signs are predicted to improve in 2004, unemployment is still an issue. The recruitment and retention message points that have been used in the past to market transportation alternatives and Guaranteed Ride Home to employers, still may not have the same resonance with our target audience as it has in the past years. The economic problems associated with congestion will most likely be a more valuable message point this year to employers.

The compilation of data from previous research and the interviews with key regional transportation decision makers on behalf of the Mass Marketing TERM reveal a solid opportunity to increase the level of commuters trying alternative commuting by continuing a stable campaign of advertising, promotions and public relations. In fact, the State of the Commute 2001 study reveals that 55 percent of the respondents recalled advertising about alternative commute modes, and a quarter of the respondents who had seen advertising, said they were more likely to consider ridesharing, using public transportation, using HOV lanes, or telecommuting after seeing or hearing the advertising. The most persuasive messages appeared to be those that appealed to respondents' personal needs (e.g. saves money, saves time) or to an altruistic motivation (e.g. it would help the environment, it would reduce traffic).

Therefore, this document includes a promotional strategy that will utilize these message points in various mediums such as direct mail, television, radio, and Internet, which will target impacted activity centers/corridors as described in COG's Regional Activity Centers published in 2002. These activity centers have large populations and/or employment centers and provide commuters with a variety of alternative modes to single occupant vehicle commuting, such as HOV lanes, rail, buses, bike paths or telework centers. The plan will rely on a partnership between the regional partners, who compose Commuter Connections, to share in the production of the marketing plan, its costs, and finally, its benefits.

REGIONAL ACTIVITY CENTERS

These activity centers are noted below in descending order of job population, per Metropolitan Washington Regional Activity Centers, MWCOG, July 2002:

Activity Centers / Clusters	Jobs 2000*	Households 2000*
Downtown Washington	355,804	20,938
Dulles Corridor (incl. Reston, Herndon, North, South Areas)	129,875	4,367
Federal Center/Southwest Metro	92,714	1,849
Tysons Corner	89,448	6,989
Bethesda/Friendship Heights	80,822	11,841
Rosslyn/Ballston Corridor	75,826	20,722
Rockville/North Bethesda	75,681	1,634
Crystal City/Pentagon	73,758	8,219
Greenbelt/College Park/White Oak Area	66,450	15,300
Fairfax Center/ City of Fairfax/GMU	52,514	8,024
Gaithersburg/Life Sciences Center	46,551	3,144
1-95/Springfield Area	46,480	2,616
Downtown Alexandria	36,090	11,052
Merrifield/Dunn Loring	36,069	2,235
Silver Spring/Takoma Park/Wheaton	31,509	5,136
Frederick Area	29,190	4,435
Bailey's Crossroads Area	28,481	14,677
New Carrollton/Largo Area	26,588	8,930
Manassas Area	14,758	5,543
Leesburg Area	10,900	4,200

*Bolded numbers represents the target audience.

Central: District of Columbia - D.C. core, Federal Center/Southwest D.C.
Arlington County - Rosslyn/Ballston and Crystal City/Pentagon
City of Alexandria - Old Town and Landmark

Northern Virginia: Fairfax County – Merrifield/Dunn Loring, Tysons Corner, Fairfax Center/GMU, Dulles Corridor, and I-95/Springfield, Bailey's Crossroads Area
Loudoun County – Downtown Leesburg
Prince William County - Manassas

Suburban Maryland: Frederick - Frederick
Montgomery County – Bethesda/Friendship Heights, Gaithersburg, Rockville/North Bethesda, and Silver Spring/Takoma Park/Wheaton
Prince George's County – Greenbelt/College Park/White Oak, New Carrollton/Largo

MISSION STATEMENT

To provide a cooperative regional transportation marketing approach designed to reduce driving alone while maximizing use of commuter transportation alternatives in the Washington-Baltimore Metropolitan Commute Area:

- **This document serves as a resource directory of current products, research, and marketing activities that have been conducted within the Washington metropolitan region and Baltimore region. It will be maintained with the most current information available from notable sources.**
- **This document's goals are to outline a strategy for a regionally coordinated TDM marketing campaign in order to maximize the campaign's effectiveness in increasing awareness regarding TDM, by targeting specific employment activity centers for the promotion of specific modes and to create promotional events with trackable results.**
- **This document focuses on primary impacted activity centers/corridors in this region, and targets products along those employment activity centers that are competitive with driving alone for the audience who is most likely to try alternative transportation products.**

ACKNOWLEDGEMENTS

Special thanks to the following individuals who devoted time and resources to the development of this plan as marketing partners:

City of Alexandria

Shauna Miller and Stephanie Oppenheimer

Arlington Transportation Partners

Lois DeMeester, Chris Hamilton, Christina Gordon and Katie Sihler

Bethesda Transportation Solutions

Francine Waters

Commuter Store

Laura Maddox

County of Loudoun

Sharon Affinito

DASH

Mary Jane Desonia Dye

District of Columbia Department of Transportation

Rick Rybeck

Dudnyk Advertising and Public Relations

Mike Dennis, Gauri Kapoor and Tom Magnus

Dulles Area Transportation Association

Jim Larson and Sara Straub

Fairfax County Office of Transportation

Dottie Cousineau and Arlene Vargas

General Services Administration

Michael Jones

LINK

Sue Bethke and Karl Ingebritsehn

Maryland State Highway Administration

Terence Hancock

Mass Transit Administration, Maryland

Debra Adams, Buddy Alves, and Richard Solli

Metropolitan Washington Council of Governments

Christopher Arabia, Danette Campbell, Douglas Franklin, Ryan Marshall, Nicholas Ramfos, Joan Rohlfs, and Patrick Zilliacus

Montgomery County Commuter Services

Muriel Bowser, Jim Carlson, Laura Chin, Beverly LeMasters, Carolyn Jones, Linda Provost

National Institutes of Health

Gary Freeman

NVTC

Jana Lynott

Pathways Strategic Communications

Sheila Lewin

Prince George's County Dept. of Public Works and Transportation

Frank Bell and Rhoda Washington

PRTC

Althea Evans and Sheila Larson

RADCO Rideshare

Diana Utz

RRPDC Commuter Services

Terry Snead

Transportation Action Partnership/North Bethesda TMD

Peggy Schwartz

TransIT, Frederick County

Sherry Burford and Nancy Norris

Tri-County Council for Southern Maryland

Robin Briscoe

TYTRAN

Kathleen Jackson

U.S. Department of Defense

Delilah Young

VDOT

Brian King, Gerald Morrison, Valerie Pardo, Kanathur Srikanth and Maria White

Virginia Department for Rail and Public Transportation

Richard Clawson and Charlene (Gus) Robey

VRE

Ann King and Wendy Lemieux

Washington Area Bicyclist Association

Eric Gilliland, Ellen Jones and Allen Muchnich

WMATA

Kathleen Donodeo, Shawn Muhammad, Richard Siskind, Lorraine Taylor, Brett Tyler and Jane Taylor

GUIDING PRINCIPLES OF STRATEGIC MARKETING PLAN

Through the research previously conducted within the region, it is clear that the general population is aware of the clean air and congestion problems. Unfortunately, many have not translated this awareness into action, although they state intent to do so. The alternatives to SOV behavior are perceived to lack the key characteristics of *convenience, reliability, and time efficiency*. Therefore the marketing campaign initiated within the Washington region must possess these attributes while promoting genuine alternatives to driving alone. In addition, it must show that the options are flexible to match the commuters' daily needs, and that it will solve the stress and frustration commuters are experiencing.

In order to realize the mission of Commuter Connections, the following will be pursued:

- The document will summarize key findings of the most relevant research related to the products and demographics associated with TDM issued over the last five years.
- The document will address the full range of strategic marketing activities related to selling the alternatives to single occupant drivers.
- The document will focus on specific messages that have proven effective in past campaigns and modify them, if necessary, for impacted activity center promotions.
- The document will convey to the audience, the opportunities presented within specified impacted activity centers/corridors for marketing and promotions based on ample capacity and demand for alternative commuting.
- The document will outline impacted activity centers/corridors where alternative commuting will be promoted to maximize conversion from single occupant vehicles.
- The document will outline the marketing strategy that should be utilized to maximize penetration within the region and increase awareness of the benefits of alternative commuting.
- Supplements to this document will evaluate the promotions and advertising strategy by reviewing phone volumes for the 800-745-RIDE number, hits to the Web site for Commuter Connections home page and the Guaranteed Ride home pages, and number of internet applications for Matchlists.

KEY FINDINGS AND STRATEGIC IMPLICATIONS

After careful review of the research summarized at the end of this strategic marketing plan, several key findings were made, and the corresponding strategic implications were noted below. These implications are the foundation for the strategic marketing plan for the current fiscal year.

FINDING: The top counties where commuters live and request information from COG include, in descending order, Fairfax, Prince George's, Prince William, and Montgomery County. Top months when applications are received occur between May through October. Guaranteed Ride Home benefits are cited as the reason for over 50% of the applicants registering in the database. *Commuter Connections Database, COG, 2003.*

STRATEGIC IMPLICATION: Home end marketing is essential to the promotion of GRH. Timing of promotions should occur between May through October, and the impacted corridors/activity centers within the counties listed above should be targeted.

FINDINGS: More than half of the commuter applicants who registered with Commuter Connections are female (59%). The average respondent is white, 42 years old, and with a household income of \$81,000. The average one-way commute distance is 30.2 miles with an average commute time of 57 minutes.

Nearly half (45.7%) of respondents indicated that they made some type of travel pattern change or tried another method of transportation after receiving assistance from Commuter Connections. The continued placement rate was 28% and for almost 18% of the respondents, the placement rate was "temporary." About 35% of respondents made a continued mode change, shifted from driving alone. The remaining 65% shifted from one alternative mode to another. About 28% of respondents indicated that information they received from Commuter Connections, their employers, or commute assistance organization had influenced their decision to make a commute change. About two-thirds (63%) of respondents said their employers offer some commute services at the worksite, with the most common service being a free or discounted transit pass, such as Metrochek.

About a quarter (23%) of commuters who requested GRH information, said they were unlikely to have made a commute change if GRH had not been available.

Commuter Connections TDM Analysis Report, FY 2003 Placement Survey, May 2003

FINDINGS: Almost half of the respondents (46%) made the change to save time, save money, because they were tired of driving, or because they wanted to reduce congestion or pollution, typical reasons to begin using an alternative mode. Commuter program strategies or facilities, such as HOV lanes, high parking charges, new commute options, or financial incentives, influenced 21% of the respondents to make the change. More than half of the respondents (57%) mentioned an outside factor, such as changing jobs, moving, or other circumstances as influencing the decision to make a commute mode change. This emphasizes the potential for Commuter Connections, its regional partners, and its employer clients to market alternative modes through new employee orientation and through direct mail to new residents.

More than half of the respondents reported that their employer offered some commuter services. The drive alone percentage was lower for respondents whose employers offered commuter services (21%) than for respondents without services (42%). Respondents with employer services were much more likely to use transit (41% compared to 26%) and more likely to vanpool (16% compared to 8%). The absence of a substantial impact of employer services on carpooling may reflect the generally modest level of employer services, other than transit passes. *Commuter Connections TDM Evaluation Project, 2000-2002*

STRATEGIC IMPLICATION: The above description of the average applicant is the demographic look that should be included, and has been included in media campaigns. Also employers are still a primary source of conveying information to commuters on the benefits of ridesharing, especially regarding Guaranteed Ride Home. Therefore, Employer Outreach Representatives will be depended upon to communicate information about GRH.

The placement rate of 46% (temporary and continued) situates Commuter Connections with one of the highest placement rates in the nation, and reveals that almost one of every two commuters who request services from Commuter Connections is using it to alter their commute mode. GRH should be cited in most ads to promote ridesharing because it counters the negative perception of being stranded when you rideshare if an emergency arises, and appears to play an important role in the adoption of ridesharing by commuters.

FINDING: Employers from the focus groups state that telemarketing and e-mail marketing are the best mediums for keeping them informed about employee commute assistance programs. *Focus Group Findings, Commuter Connections, 2000.*

STRATEGIC IMPLICATION: Information to employers should be communicated directly through the employer outreach representatives through a methodical telemarketing campaign, combined with advertisements, and direct mail/e-mail marketing directly to HR executives.

FINDING: The message points that appear to attract SOV commuters to consider HOV commuting include an environmental message, specific time savings related to corridors, and stress relief. The message should be presented in a clear, and straightforward manner. The complexity of the message can be lost if the ad contains too much humor. It is also important to note that the services are free and provided as a public service. *Focus Group Findings, Commuter Connections, 2000.*

STRATEGIC IMPLICATION: New radio ads and direct mail pieces were produced to include the above copy points.

FINDING: Commuters are likely to increase their use of alternative modes when they are participants in the GRH program. When compared to the experience of alternative mode users in the general population, it is clear that GRH participants stay in alternative modes longer. GRH participants have higher incomes; tend have a larger Caucasian majority and longer commutes than the average Commuter Connections applicant. *Guaranteed Ride Home Survey, 2001.*

STRATEGIC IMPLICATION: GRH ad placement should focus on radio stations that attract the audience defined above.

FINDING: In general the psychographic profile of the SOV and HOV commuter is very similar, with both being frustrated with their commutes. The SOV commuter is attracted to finding a solution that is convenient and will assist in improving their quality of life, and reduce stress. *DUDNYK research, 2003.*

STRATEGIC IMPLICATION: Develop a mass marketing campaign designed to position Commuter Connections as a source for a myriad of solutions for all kinds of commuters. Use media that targets commuters during the time when their frustration is at its peak, which would be drive-time radio, predominantly during the morning. The creative will deal with “testimonials” lauding the personal benefits reaped from ridesharing, in a realistic, and compelling manner.

SUMMARY OF ADOPTED STRATEGY FOR FY 2004

The proposed marketing strategy adopted by the Regional Marketing Committee for FY 2004 includes the following activities:

GUARANTEED RIDE HOME – The GRH media campaign will target the commuting audience in their cars during peak drive times, predominantly in the morning rush hour. This year the media budget will be spent solely on radio, and some on the Internet with Web banners on sites such as WashingtonPost.com. The fall media campaign for GRH will begin late October 2003 and continue five weeks through most of November. The spring media campaign will run for a total of eight weeks primarily in March and April 2004. PSAs will be placed and promotional opportunities will be pursued with public relations.

Commuter Connections will continue to reinforce the benefits of GRH using home-end direct mail with large postcards sent to zip codes chosen through a PRIZM analysis. An opt-in email campaign to employers is under consideration, however, direct mail to employers will not be a part of FY 2004 campaign, since in the last four years, it has not produced the return on investment desired. Employer based marketing must rely heavily on outreach by the sales representatives contracted by Commuter Connections. The opt-in email campaign would help introduce Commuter Connections' services to employers, but it would be fruitless without follow-up by the Commuter Connections' representatives.

TELEWORK - A portion of the Telework media dollars will go toward a new radio spot to run in November 2003 and in 2004 to promote the Telework Centers. If a 60-day free trial is made available in 2004, a spot will be edited to work-in a mention this special offer. The spring seminar campaign will utilize radio ads (six weeks between January – April 2004), direct mail, and e-mail to notify employers of seminars. With Telework!VA, Maryland's TPE program, and the initiative to increase the number of federal agency teleworkers to 15 percent, it is expected that teleworking will be the most popular TDM benefit adopted by employers in FY 2004.

INTEGRATED RIDESHARING - The number of applications received through the kiosks at regional shopping malls increased from 75 in FY 2002 year to 88 in FY 2003, mainly due to offering a financial incentive to the Ambassadors for ridesharing applications received during the promotions administered at the kiosk sites. Currently, interviews are being conducted for new ambassadors to be stationed at one mall each month from October through June, excluding January and February. Pathways will be working with the malls to become an event sponsor for each site at least once in FY 2004. The Ambassadors will try to survey shoppers on their opinion of the information found on the kiosks and encourage them to use the kiosks to get ridesharing information.

WEB SITE – In FY 2003, almost 10,000 applications for Matchlists were received through the Web site, and the number of hits increased 21% over FY 2002, (12% in calendar year), primarily due to Commuter Connections' advertising and PSAs on television, as well as the Found Time promotion. Correspondingly, the Guaranteed Ride Home Page remained the most frequently accessed page for Commuter Connections, and increased by 22.5% over FY 2002. GRH applications increased by 62% over FY 2002. The total accesses to Commuter Connections home page in FY 2003 were 70,008. The page showing the greatest activity increase in FY 2003 was the Employer Recognition Awards at 553%, from 85 accesses in 2002 to 522 accesses in 2003. MWCOG's website activity rose 89% from FY 2002, with almost 17 million hits. With this increased activity, and the fact that Commuter Connections has recently updated the design of its Web site, the marketing of the Web site will play an even more important role in the ad campaign for GRH and the Mass Marketing TERM for FY 2004.

MASS MARKETING TERM: In May 2003, Metropolitan Washington Council of Governments awarded the contract for the Mass Marketing TERM. The specific TERM requirements for FY03 were:

1. Analyze all past marketing programs for COG and constituent rideshare programs;
2. Analyze all existing marketing research;
3. Conduct research among all constituent stakeholders necessary to develop the communications strategy;

4. Create the integrated marketing communications plan;
5. Recommend an evaluation plan to assess the impact of the plan.

The Contractor, Dudnyk Advertising and Public Relations has completed the FY03 TERM deliverables, as follows:

- A summary of 17 market research studies conducted on behalf of COG, its constituents, and other public entities;
- A summary and analysis of the past six years of activity by COG;
- A report of over 30 individual interviews conducted with district, state and municipal constituents and independent agencies in the region;
- A report of 30 individual interviews conducted with employers throughout the region;
- A report of primary market research among more than 70 commuters throughout the region, including focus group and individual depth interviews.
- A plan strategy comprised of quantitative assessment of the target audience and a qualitative “commuter insight” that informed and directed the creative messaging. This insight came from research that focused on commuters’ cognitive constructs, the way they file and associate experiences and points of view within their own minds.
 - Most commuters, regardless of how they commute, have very similar attitudes and use the same language to express their positive and negative experiences.
 - The most compelling emotional association with commuting is *frustration*. Commuters appear to be in a common state of anxiety that is often directed at whoever is in their proximity.
 - Drivers express anger at other drivers.
 - Mass transit riders express it at other riders.
 - This level of frustration is much more associated with the commute to work than the commute home.

In accordance with these findings, work was created following the message strategy: **Commuter Connections is the solution to the frustration of commuting**. A comprehensive research plan was devised to screen the creative options and develop the campaign for production in FY04.

With the core message direction established, various elements of the campaign were planned. Highlights of each of these elements are noted below.

- Broadcast Media:** Drive time radio – on the drive to work – will dominate the schedule with late night and early morning TV adding awareness impact.
- Urban/ethnic:** Recognizing the distinct perspectives of different ethnic and language groups in the region, we are tailoring messages, tactics, and media buys to specifically address frustrations of Hispanic and urban commuters. Media reaching Limited English Proficiency (LEP) and urban groups may include radio and direct mailings of post cards. Other collateral materials may be translated as part of the overall outreach effort to LEP audiences.
- Direct/Database:** The existing database of inquirers provides a foundation for modeling and identifying likely targets for direct marketing to acquire new alternative commuters and maintain or increase frequency of participation from current alternative commuters. Analyzing these databases can lend itself to identifying specific geo-demographic groups that are prone to alternative transportation solutions. The information can assist with direct mailings to these audiences and may also reveal highway corridors where additional highway signage may be useful.
- Interactive:** More than a medium, this has become the preferred means of communication for commuters. We are creating a user experience that delivers relief from frustration.

Public Relations: The strategy lends itself to far more than the stories traditionally associated with TDM. We will be pitching stories of much broader human interest, which will also enroll the elected officials.

As an umbrella campaign over the other regional TERMS such as GRH and Telework, the advertising campaigns for the Mass Marketing TERM will be coordinated and developed simultaneously to insure seamless delivery, and consistency in the message.

REGIONAL PROFILE

In the Washington region the current transportation system includes a network of highways, many of which have HOV lanes, rail lines, several bus systems, bike paths, and a growing number of telework centers. Available transportation products for the Washington region include:

Mode	Daily Person Trips ¹	Home Based Work (HBW) Trips	HBW % By Mode	Top Three Jurisdictions
Drive alone	8,746,700	2,062,200	71.9%	Fairfax, Montgomery, Prince George's
Carpools/Vanpools	2,481,700	239,600	8.4%	Montgomery, Fairfax, Prince George's
Transit	748,000	423,800	14.8%	From D.C. non-core, Montgomery and Fairfax to core & D.C. non-core to non-core
Commuter Rail	18,700	12,300	.4%	Montgomery, Fairfax, D.C. Core
Telecommuting	238,400 ²	N/A	N/A	N/A
Bicycling	72,100	19,900	.7%	D.C. non core, Fairfax and Prince William
Walking	1,071,300	87,600	3.1%	D.C. Core, Fairfax, D.C. non core

1. 1994 COG/TPB Household Travel Survey for the Metropolitan Washington Region, April 1997.

2. 400,000 teleworkers, 50% telework 1 or more days/week based on COG's 2001 State of the Commute Survey.

From the Intermediate Employment Forecasts (Round 6.2), prepared by COG and its member local governments, it appears that the District of Columbia followed by Fairfax County, Montgomery County, and Prince George's County is forecasted to maintain their healthy lead as the top jurisdictions for employment for 2005. It is anticipated that employment within the inner suburbs which includes Montgomery County, Prince George's County, Fairfax County, as well as the Cities of Fairfax and Falls Church will increase from 1.428 million in 2000 to 1.852 million in 2020. The Central Jurisdiction will increase only from 977.8 to 1.2 million between 2000 and 2020. The outer suburbs, which include the counties of Calvert, Charles, Loudoun, Prince William, Frederick, Stafford, Anne Arundel, and Howard Counties, will experience a 64% growth in employment between 2000 and 2020, growing from 391,000 employees to 641,500. The highest growth rate for population, households, and employment is estimated to occur in Loudoun County.

From the Intermediate Population Forecasts (Round 6.2), also conducted by COG, the population of the Central Jurisdictions will only increase from 837,200 in 2000 to 972,400 in 2020, whereas the inner suburbs will increase from 2.64 million in 2000 to 3.134 million residents in 2020. The outer suburbs will have the strongest growth rate of 44.76%, growing from 973,100 residents in 2000 to 1.41 million in 2020.

Currently, the population of Suburban Maryland exceeds that of Northern Virginia, however, by 2020 it is expected that Northern Virginia's population will surpass and continue to exceed that of Suburban Maryland.

The top Regional Activity Centers grouped below and detailed on pages 4 & 61, identify specific targeted geographies to address growth occurring within the various jurisdictions outlined in the Employment and Population Forecasts.

Central: District of Columbia - D.C. core, Federal Center/ Southwest D.C.
 Arlington County - Rosslyn/Ballston and Crystal City/Pentagon
 City of Alexandria - Old Town and Landmark

Northern Virginia: Fairfax County –Merrifield/Dunn Loring, Tysons Corner, Fairfax Center/GMU, Dulles Corridor and I-95/Springfield, Bailey’s Crossroads,
Loudoun County – Downtown Leesburg
Prince William County - Manassas

Suburban Maryland: Frederick - Frederick
Montgomery County – Bethesda/Friendship Heights, Gaithersburg, Rockville/North Bethesda, and Silver Spring/Takoma Park/Wheaton
Prince George's County – Greenbelt/College Park/White Oak, New Carrollton/Largo

PRODUCT PROFILES

In the Washington metropolitan region there are several products being offered to commuters as alternative transportation methods to driving alone to work:

1. Carpools and Vanpools
2. HOV Lanes
3. Transit
 - a. Buses - Both Fixed Route and Express
 - b. Commuter rail (VRE, Amtrak, MARC)
 - c. Metrorail
4. Park and Ride Lots
5. Telework Centers and Home Based Teleworking
6. Bicycling/Walking

Also included in the following analysis are support services or promotions for alternative commuting:

1. Guaranteed Ride Home
2. Commuter Benefit Programs (Commuter Choice, Metrochek / SmarTrip)
3. Ozone Action Days (Clean Air Partners)
4. Car Sharing

CARPOOLS AND VANPOOLS

Product Profile

Carpools are a highly used form of alternative commuting. HOV lanes provide an additional benefit for carpools and vanpools – time savings. In areas not served by HOV lanes, cost savings and reduced stress (from not driving everyday) are the most important benefits.

Many of the vanpool operators, including VPSI and ABS vanpools, accept Metrochek as fare payment. Vanpools typically travel greater distances than car pools.

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.

The number of vanpools had been increasing until 1992 when there were over 1,000 vans regionally. Since 1992, the region has experienced a steady decrease. Over the past few years, the number of vanpools has stabilized. The decrease is attributed to several factors:

- Government downsizing
- Washington, D.C. lost businesses to the suburbs.
- Federal government increasing use of flex-time and alternate work schedules
- HOV on I-66 decreased from 3 to 2 inside the beltway and made it easier to form carpools
- Opening of Virginia Railway Express

Current Strategies

- Prince William County, through PRTC, offers a 91% personal property tax relief for vans used for ridesharing purposes.
- 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.
- Fairfax County offers a personal property tax reduction for large vanpools that are "privately owned," and the VanSave/Start subsidy for vanpool support.
- RADCO Rideshare redeems Metrocheks for all vanpools in the Fredericksburg region.
- Prince George's County offers 100% subsidy for first month, 50% for second month and 25% for third month of newly formed vanpools with a minimum of eight passengers in a 12-15 passenger van, or with five passengers in a 9 passenger vans.
- Frederick County provides start-up funds for new vanpools for the first year of operation.

Strengths

- Cost savings from lower maintenance and operation of personal vehicles.
- Up to 60% timesavings, if using HOV lanes.
- Addresses the suburb-to-suburb commute better than public transit.
- Reduces maintenance of parking lots or leasing costs for employers.
- Employers can give \$100 tax-free subsidy to vanpoolers each month via Metrochek or other Transit Voucher.
- Reduces the stress of daily driving.
- Allows commuters to relax, read, reduce stress and try other activities 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.

Deficiencies

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

- Many employees believe they need their vehicle for use during the day.
- Difficult to recruit vanpool drivers.

Promotional Strategy

- Promote GRH more to encourage greater number of carpools and vanpools.
- Target large employers, especially government agencies and defense contractors with zip code parties, table tents in cafeterias, and trial vanpooling weeks.
- Promote the timesavings and Commuter Connections phone number with vanpool or carpools with advertising wraps and magnetic ads on the sides of the vehicles that are using HOV lanes during peak periods.
- Focus on suburban employers to fill the commute needs of the suburb-to-suburb commuters.
- Work with employers moving to suburbs from an area that was well served by transit. Encourage these commuters to retain their HOV commute with vanpooling as an alternative if transit is not available.
- Promote “Rideshare Week” activity during spring to encourage ridesharing for the Ozone Action Day season at employer worksites.
- Promote vanpools to park and ride lots that are at capacity.
- Focus on employer-based vanpool promotions in the federal and defense contractor sector.
- Worksite promotion at designated employer sites with demonstrated interest from employees. Promotions include zip code party, a \$100 subsidy per employee per month, and free trial week.
- Review opportunities to increase highways signs, particularly on National Park Services facilities.

Threats

- Congested HOV lanes will diminish advantage of timesavings.
- Commuters do not understand the value of carpools and vanpools, because they do not realize how much they spend commuting.
- Lack of marketing and advertising to commuters.
- Difficulty of recruiting new vanpool drivers
- Limited HOV hours.
- Rising Insurance Costs

HOV LANES

Product Profile

All HOV lanes include car and vanpools, buses and motorcycles.

In Northern Virginia, there are approximately 70 miles of HOV lanes, including a 28-mile two-lane reversible HOV facility located on Interstate 95 and 395 between Quantico Creek and the District of Columbia. These lanes are northbound between 6:00 a.m. and 9:00 a.m. and restricted southbound between 3:30 p.m. and 6:00 p.m. It is restricted to 3-person carpools, vanpools, buses, motorcycles, and taxicabs.

Interstate 66 has 11 miles of HOV inside 495 and 18.5 miles outside 495 for a total 29.5 miles. Inside 495 is for the exclusive use of eastbound HOV-2 in the AM hours and westbound HOV in the PM hours. The remaining lanes outside 495 are concurrent flow HOV.

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.

FUTURE HOV PLANS:

Interstate 95: Extend reversible lanes from Route 234 south to Stafford County. (Feasibility studies in progress).

Md. 210 (Indian Head Highway): Maryland. Planned feasibility study to construct HOV lanes south of the Capital Beltway south to Fort Washington or beyond. These HOV lanes are planned to connect to the Woodrow Wilson Bridge HOV lanes, and will be under construction until 2008.

I-95: Maryland and Virginia. New HOV lanes to open when Woodrow Wilson Bridge reconstruction project is completed in 2008 (Alexandria to Oxon Hill).

Interstate 66: Plans are to extend concurrent-flow HOV west to VA 234 Bypass (Prince William Parkway) - approximately 2 miles. This project is in preliminary engineering.

Current HOV Lanes in Northern Virginia:

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
I-395, I-95 Shirley Hwy	I-395/I-95 Two lanes reversible	28	HOV-3, motorcycles, buses, taxis	SB: 3:30-6:00 p.m. NB: 6:00-9:00 a.m.	<ul style="list-style-type: none"> I-395 AM: 2.9 AVO 61 MPH, 27 minutes I-395 PM: 3.2 AVO 60 MPH, 27.5 minutes Non HOV AM: 1.2 AVO, 29 MPH, 58 minutes Non HOV PM: 1.2 AVO 26 MPH 64 minutes
Beltway	N/A	N/A	N/A	N/A	Feasibility Study underway
Rt. 1	Single lane each way	2	HOV-2	SB: 3:00 - 7:00 p.m. NB: 6:00 - 9:00 a.m.	
I-66 (Outside 495)	Single lane from Capital Beltway outbound. Times and speeds are for entire HOV facility, both inside and outside the Beltway.	18.5	HOV-2 motorcycles buses	EB: 5:30-9:30 a.m. WB: 3:00 -7:00 p.m.	<ul style="list-style-type: none"> HOV AM: 1.9 AVO. 40 MPH, 41 minutes HOV PM: 1.9 AVO. 51 MPH, 32 minutes Non HOV AM: 1.1 AVO, 25 MPH, 69 minutes Non-HOV PM: 1.1 AVO, 31 MPH, 57 minutes
VA 267/ Dulles Toll Road	Travel from Virginia Route 28 to I-66. Speeds and travel times are for entire facility, including I-66 inside the Beltway.	14.8	HOV-2	EB: 6:30-9:00 a.m. WB: 4:00 -6:30 p.m.	<ul style="list-style-type: none"> Opened December 1998 HOV AM 1.8 AVO, 45 mph, 31 min HOV PM 1.8 AVO, 54 mph, 27 min NonHOV AM 1.0 AVO, 29 mph, 51 min

					<ul style="list-style-type: none"> • Non-HOV PM 1.1 AVO, 43 mph, 36 min
I-66 (inside 495)	Two lanes in peak commute directions inside the Beltway to Rosslyn	10	HOV-2	EB: 6:30-9:00 a.m. WB: 4:00 –6:30 p.m.	<ul style="list-style-type: none"> • HOV: 1.8 AVO in AM • 1.9 AVO in PM SOV to and from Dulles Airport via Dulles Access Road is allowed.

Maryland has 19 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. Maryland State Highway Administration conducted an extensive monitoring program and has usage data. Currently, carpoolers using the current I-270 HOV lane save as much as 20 seconds per mile. The Maryland State Police have a dedicated enforcement program in place. The fine for HOV violations is up to \$500.00 and one point against the violator's license. In Virginia, the fines for HOV violations are up to \$500.00.

Current HOV Lanes in Maryland:

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
I-270	Concurrent-flow (1 lane)	SB: 12 miles from I-370 to I-495 NB: 19 miles from I-495 to MD 121	HOV-2, motorcycles, buses	SB: 6:00-9:00 a.m. NB: 3:30-6:30 p.m.	<ul style="list-style-type: none"> • HOV AM: 1.90 AVO, 50 MPH, 11 minutes • HOV PM: 2.07 AVO, 63 MPH, 17 minutes • Non HOV AM: 1.05 AVO, 34 MPH, 16 minutes • Non HOV PM: 1.03 AVO, 44 MPH, 26 minutes
US 50 (west of I-95 to east of US 301)	Concurrent flow Single lane each way	7.5	HOV 2+, motorcycles	24 hours/day 7 days/week	

Assets

- A dedicated lane that offers time savings
- No cost to the user
- Convenient
- Reliable

Deficiencies

- These lanes are, for the most part, single lanes (along I-270, I-66, I-95, Route 1 and Washington Street in Alexandria). They do not allow for passing.
- Hours of operation are not consistent even on one route. (See I-66 inside and outside 495 hours).
- HOV enforcement is partly dependent on supplemental overtime grants from state DOTs.
- HOV lanes do not enjoy universal political support and have been used as election issues.
- Misuse by SOVers using HOV lanes is prevalent since many of the lanes are not barrier separated.
- Perception of enforcement of HOV rules is lax, penalties too low to discourage HOV violators.

Advertising/Promotional Strategy

- Promote time savings that result from use of HOV lanes through direct mail, print ads, and cable TV to residential areas surrounding HOV lanes, by providing specific time savings information for as many commuters as possible.
- Working with traffic reporters from radio and television to advise commuters of the time savings resulting from the use of HOV lanes.

Threats

- Accidents/overuse that will reduce time savings.
- 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.
- Empty Lane Syndrome occurs due to apparent under-utilization of HOV lanes.
- Public doesn't know how to evaluate success of lanes.
- Performance of concurrent flow HOV lanes on I-270 and I-66 (outside Beltway) are impacted by severe congestion in non-HOV lanes.

TRANSIT

Product Profile

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

- Alexandria's DASH service
- Arlington Trolley/ART
- City of Fairfax CUE bus
- Fairfax County's Connector
- Falls Church George Bus
- Loudoun County Transit
- Montgomery County Ride On
- MTA Local Bus, Light Rail, Metro Subway and MARC Train
- Prince George's County - The Bus
- PRTC's OmniRide and OmniLink
- TransIT Services of Frederick County
- VRE rail
- WMATA- Metrobus and Metrorail

The factors influencing transit use include:

Automobile-Related

- Availability of auto
- Operation and Maintenance Costs of auto, including gasoline costs & availability
- Parking Availability and Costs for parking of auto

Travel-Related

- Connectivity with other Transit Modes
- Convenience and comfort of transit
- Distance from origin and destination to Transit Station
- 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
- Travel time to destination using transit

Human-Related

- Knowledge of transit system (i.e. schedule and routes)
- Location within urban area
- Perception/Image of transit to public

Transit System-Related

- Connectivity with other modes
- 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 retail and/or tourist attractions
- Security/Safety

- Transit fares

Considering the above factors, commuters may choose public transit if it is convenient, cost effective, and they have sufficient comfort level with understanding how to use transit to get to and from their destination safely and in a timely manner. Therefore to promote public transit, a targeted approach of focusing on residential neighborhoods and employment centers that are close to bus stops and rail stations with a Metrochek 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.

Summary of Transit Activity

TRANSIT AGENCY	BUS ROUTES	CAPACITY	TYPE OF SERVICE	ROUTES CLOSE TO CAPACITY¹	ROUTES IN NEED OF RIDERSHIP INCREASES
WMATA	147 (46 in DC, 58 in MD, 43 in VA)	29-70	Peak and Non peak service		
WMATA	DC	29-70	Peak and Non peak service	X2, 70, 71, X8, 42, 52, 54, 60, 62, 64, 90, 92, S2-5, A2, A3, A6, A7, A8, 30, 32, 34, 36, 80, H8, H9, A4, A5, P1-6, 67, D2, D4, V6-9, B2, H2, H4, L1, L2, N2-6, M6, S1, G8, W4, M20, X1, M4, W6, W8, A9, 73, B8, B9,	U8, 9, 94, E2-4, U5, 6, G2, U4, 96, 97, D8, W1, W2, V5, K2, D5, E6, W9
WMATA	MD	29-70	Peak and Non peak service Buses traveling on HOV lanes: J9	T18, P12, C2, C4, Q1, Q2, J1, J2, J3, 84, 85, K6, D12, S12, M11, C12, C14, V12, A12, A15, C11, K12, K19, J11-15, Y6, Y7, Y8, Y9, F4, F6, C8, C21, C22, W11, W12, W15, W17, P17, P19, T2, T15, T16, T17, Z11, W13,	R4, R1, R2, 82, 83, 86, Y4, F2, H11, H12, H14, Z8, C23, C24, C25, C26, F14, L8, R12, F8, V14, Z2, 89, C6, Z4, R3, C7, F13, Y3, P12, P13, Z7, Z9, Z17, Z19, B23, B24, B21, B22, Z1, Z3, Z5, Z13, 87, 88, C28, Z29, Y1, B25

TRANSIT AGENCY	BUS ROUTES	CAPACITY	TYPE OF SERVICE	ROUTES CLOSE TO CAPACITY¹	ROUTES IN NEED OF RIDERSHIP INCREASES
WMATA	VA	29-70	Peak and Non peak service Buses traveling on HOV lanes: 7A, 7C, 7E, 7F, 7G, 7H, 7P, 7N, 7W, 7X, 8X, 8Z, 12C, 12E, 12L, 12S, 17G, 17K, 17L, 17M, 18F, 18J, 21A, 21B, 21D, 25A, 25F, 25G	7A-X, 38B, 10B, 10C, 9A-G, 22A-F, 3A-F, 3W, 3Z	16A-J, 28A, 28B, 10A, 10E, 23A-T, 16S-X, 25B, 25A, 25F, 25G, 25J, 25P, 25R, 8S-Z, 2A-G, 4A-S, 24M, 24P, 29K, 29N, 28F, 28G, 21A-F, 1B-Z, 13A-M, 2W, 29C, 29E, 29G, 29H, 29X, 18L-R, 17G, 17H, 17K, 17L, 12E, 12F, 24T, 18G-K, 12C, 12D, 17A, 17B, 17F, 17M, 12L, 12M, 18A-F, 20F-Z, 15K, 15L, 12R, 12S, 11Y, 11P
Alexandria DASH	7 routes Plus, Dash About free weekend shuttle	50	Local peak and non peak, peak to Pentagon	#2 # 8	#7 #6 # ¾ loop
Fairfax Connector	58 routes	29-55	Peak and Non-peak service. HOV: 989, 383, 384,385	980, 989, 105,107	922, 924, 926, 927, 929
Fairfax City Cue Bus	2 Routes –Green and Gold	40	Loop - City only		Green and Gold routes
Loudoun County Transit	3 Routes-- Loudoun County to DC, Cascades to West Falls Church Metro and WFC to Loudoun Co.	47-60	Peak service	75-76% capacity	Some routes. Normally don't advertise other than locally and generally, residents are aware of the service.
Montgomery County Ride On	81 routes	40-55	Peak and Non peak service	2, 11, 12, 13, 15, 16, 17, 20, 26, 35, 43, 46, 54, 55, 56, 57, 59	3, 7, 22, 27, 31, 33, 39, 52, 53, 67, 68, 69, 70, 72, 74, 75, 76, 79, 91
Prince George's The Bus	21 routes	25-30	Peak and Non peak service	Some <u>trips</u> are full but not all	11, 12, 13, 22, 24, 51, 52

TRANSIT AGENCY	BUS ROUTES	CAPACITY	TYPE OF SERVICE	ROUTES CLOSE TO CAPACITY¹	ROUTES IN NEED OF RIDERSHIP INCREASES
PRTC Omni Ride	10 routes : 5 areas in Prince William County 4 routings in Washington DC/Pentagon/Arlington. 2 single trips (C1, RT1). 2 routes to Metrorail stations. 1 route within Prince William County	43-49	Commuter Service	Some trips Crowded during peak rush hours	West Falls Church and Vienna Shuttles, Navy Yard, and PW MetroDirect service to Franconia/Springfield Metro from Woodbridge
PRTC Omni Link	5 routes	20-24	Local	Dumfries, Dale City, Woodbridge, and LakeRidge	Manassas Park and Manassas
TransIT Services of Frederick County	7 Routes 4 Commuter Shuttles	16-29	Local, Commuter	Some trips crowded during peak rush hours	10,20,30,40,50,60, 70, Commuter Shuttles

¹. Routes close to capacity are defined as 80% occupied during peak periods.

Assets (for bus only)

- Bus is the least expensive commute mode
- Attractive alternative to commuters without vehicles
- In addition to publicly-owned transit, there are a number of private commuter bus services
- Convenient to many home destinations, shopping centers and business centers
- Benefits from the GRH program
- Faster than SOVs when their route includes HOV lanes
- Allows passengers to relax
- Commuter Stores, plus on-line ability to purchase bus fares via CommuterPage.com

Deficiencies

- Commuter still has to get to the bus stop and final destination
- More parking required at some bus stops
- SOVs perceive as nuisance and source of pollution
- Slow with multiple stops
- Considered as an inferior mode of transportation by SOVs
- Serves few suburban destinations. Public Transit is oriented to downtown commute pattern.
- Little service to Beltway users

Prospects

- Conversion to alternative fuels to increase its environmentally friendly image
- Prime mode of travel for DC residents
- Smart Card fares and Metrochek subsidies
- Use of queue-jumpers and other prioritization methods, including Bus Rapid Transit

- Use of smaller buses for increased flexibility in routes for residential areas

Threats

- Fare increases
- Lack of funding for operations and expansion
- Limited Parking
- Limited routes
- Peak Period Capacity

RAIL

<i>PROVIDER</i>	<i>HEAVY RAIL</i>	<i>COMMUTER</i>	<i>ROUTES</i>	<i>CAPACITY</i>	<i>ROUTES TO MARKET</i>
VRE		√	Manassas Fredericksburg	Close to capacity Close to capacity	Broad Run Airport, Rolling Rd, Backlick Rd. Franconia Springfield Lorton , Brook, Quantico, Leeland, Rippon & Woodbridge (bolded are stations with avbl pkg).
MTA MARC Train		√	Brunswick Line Camden Line Penn Line	None at capacity	<ul style="list-style-type: none"> • #1 Brunswick Line • #2 Camden Line • #3 Penn Line
Metro Subway			Owings Mills to Johns Hopkins	Not at capacity	Owings Mills, Downtown. Johns Hopkins Hospital
Light Rail		#	Hunt Valley to Glen Burnie Penn Station to BWI Airport	Not at capacity	Hunt Valley to Downtown to Camden Yards to Glen Burnie. Penn Station to Downtown to Camden Yards to BWI Airport.
AMTRAK		√	No. Virginia DC So. Maryland Baltimore Airport (BWI)		
WMATA	√		Yellow, green, red, orange, blue lines		All during off peak periods, not during rush hours.

Assets (for Rail only)

- Although Commuter Stores are not run by WMATA, they provide an excellent sales vehicle for merchandise and tickets
- Bi-level coaches on VRE and MARC Train systems
- Clean
- Convenient: Leave the driving to someone else
- Favorable cost when compared to driving alone long distances
- Food and beverages allowed (except Metro)
- GRH program makes more accessible during non-rush hour
- In some cases, rail is faster than driving alone
- Parking at commuter rail stations is free
- Reliable (not affected by congestion)
- Safe stations
- Transit Link Card between Metro, MARC and VRE makes it easier and economical to combine trips
- Work areas on trains (except Metro)

Deficiencies

- Commuter rail has limited schedule and is not as flexible in its routes as Metrorail or buses
- Lack of parking at some park and ride lots
- Limited off peak service (train service by VRE and MARC)
- Limited Parking
- No weekend service to suburbs (train service by VRE and MARC)

Prospects

- Provides attractive transportation option to commuters of all income ranges
- Provides an opportunity to its riders to relax during the commute

Threats

- Fare increases
- Limited use of track time from CSX Railroad (VRE)

PARK & RIDE

<i>LOCATION</i>	<i>NUMBER</i>	<i>PAY</i>	<i>TYPE</i>	<i>CAPACITY</i>	<i>USED</i>	<i>% Available</i>
District of Columbia	2	No	Official	1,148	140	88%
	5	Yes	WMATA	2,083	2,083	0%
Frederick	4	No	SHA	531	185	65%
	2	No	Private	189	157	16%
	2		MARC	728	745	-
Montgomery County	14	No	Official	3,524	1,558	55%
	1	Yes	SHA	653	411	63%
	11	No	MARC	2,125	1,381	35%
	7	Yes	WMATA	9,560	9,560	0%
Prince George's	8	No	Official	3,296	1,250	62%
	4		SHA	550	283	49%
	5		Private	450	53	88%
	7	No	MARC	7,973	6,938	13%
	9	Yes	WMATA	18,779	18,779	0%
Arlington	3	2 No 1 Yes	County	880	136	84.5%
	1	Yes	WMATA	422	422	0%
Alexandria	1	No	Official	272	107	39%
	1	Yes	WMATA	361	357	1%
Fairfax (City)	4	2 Yes 2 No	2 Private 2 City	129	14	89.1%
Fairfax County	11	No	County	3872	2179	44%
	8	Yes	WMATA	14,657	14,657	0%
	5	No	VRE	1,348	904	33%
	17		Other Private	2,200	742	66%
Loudoun County	3	No	Official	873	350	60%
	1	No	Private	55	26	53%
	7	No	Unofficial	480	312	65%
Prince William	14	No	Official	5,482	3,607	66%
PWC, Manassas, Manassas Park	6	YES	VRE	2,190	1,985	9%
	16	No	Other Private	2,610	1,640	63%
	2	No	Unofficial	457	261	43%

Park and Ride lots support mass transit, carpools, and vanpools. The Washington metropolitan region has a combination of predominantly free park and rides for bus, car, and vanpools. However, most of rail parking for MARC and VRE in the region is free but some have fees ranging from \$1.75 to \$3.00 per day. Metrorail parking lots have fees ranging from \$1.75 to \$3.00, with the majority costing about \$2.75 a day. Metered spaces are also offered at most of the Metrorail parking lots. At three of WMATA's park and ride lots, there are specially designed parking spaces for pool vehicles. These include the Huntington lot, Shady Grove lot and the New Carrollton lots. The Huntington and Shady Grove lots have random monitoring to insure that pool vehicles exclusively use the designated spaces. 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. Northern Virginia District park and ride lot demand is projected to increase by approximately 50% by the year 2020. The 2020 forecasts show a growth in demand of approximately 45% in the I-66 and I-95 corridors, while the Route 7 and Route 1 corridors are projected to exhibit higher percentages of demand growth.

Assets

- Allows for more commuters to use transit
- Safe and convenient
- Used as a meeting point for car and vanpools

Deficiencies

- Increases the cost of commuting on Metrorail
- Congested lots
- Confusion as to type of facility (fear of being towed)

Prospects

- Lots can be used as a site to communicate promotions to users, cost effectively
- 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

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

TELEWORK

Product Profile

One of the few alternative modes that has experienced increased use is telecommuting or teleworking; either home based or teleworking from specific centers. Regional household surveys conducted by COG show that the number of teleworkers in the region grew from 151,000 in 1996, or 7% of the region's workforce, to 250,000 in 1998, or 12% of the region's workforce and then to 400,000 in 2001, or 15% of the workforce. This represents a dramatic increase in the number of teleworkers in the region. Given the rapid advancements in technology in recent years, many employers feel teleworking will become more common in the future. Recent technology development is allowing workers to work "without walls" in virtual offices or from home, and therefore telecommuting is gaining a newfound momentum. In April 2000, the COG Board of Directors unanimously adopted a goal for 20% of the region's workforce to telework by 2005. It is assumed that even more commuters will telework as a result of the legislation (Public Law 106-346, Section 359) signed by President Bill Clinton on October 23, 2000.

COG created the Telework Resource Center to help businesses start implementing or expand telework programs. COG provides information packets, videos, seminars, demonstration projects, sample telework policies and agreements and information on regional telework centers. Other resources available in the area include:

- Office of Workplace Initiatives for Federal Employees, managed by GSA
- Mid Atlantic Telecommuting Advisory Council
- www.telecommute.org
- WMTC.org

In the Washington metropolitan region, there are 16 regional telework centers in Maryland, Virginia, and West Virginia and in the District of Columbia. In FY 1999, COG began working with center directors on marketing the network of centers in the region. Since that time, average utilization has increased by 8%. In addition, the Washington Metropolitan Telework Centers, (WMTC) were established to be a streamlined resource for employers to address the needs of employees unable or unwilling to work at home.

Promotions

- **Telework Demonstration Project** - COG has provided professional consulting services to select employment sites in exchange for being able to use the organizations as local case study examples. COG documented the effects of telework within these organizations in regards to travel behavior and costs/benefits to the organizations.
- **TPE**-In October, 1998, the Metropolitan Washington Council of Governments received a grant from the Maryland Department of Transportation for the purposes of developing, promoting, and implementing specific projects to assist employers in the public and private sectors with implementing telework programs for their employees. MDOT provided a similar grant to the Baltimore Metropolitan Council to implement the TPE program in the Baltimore region. This grant became known as the Telework Partnership with Employers (TPE) program.
- **Telework!VA**- The Telework!VA program is an initiative designed to reduce traffic congestion in Northern Virginia. The program provides financial incentives to companies to help them start or expand a telework program for their employees. This pilot is administered by the Commonwealth of Virginia Department of Rail and Public Transportation (DRPT) and contracted through the Metropolitan Washington Council of Governments (MWCOCG). Funding is appropriated for a two-year period. Telework!VA is limited to reimbursement of lease costs and consultant/technical assistance expenses. Marketing outreach for this program included brochure and web site development, press releases to announce a kick-off event. Various media (print, radio, and television) were utilized to create awareness for this pilot program.

- **Training** - COG will be providing seminars throughout the region in FY 2004 to assist employers with understanding the benefits of telework. 40 employer representatives attended the seminars conducted in May 2003. The average attendance rate for these seminars equaled 71%. This decrease in attendance from FY 2002 is partially due to the fact that the target market in the metropolitan Washington region is now ready for more advanced Telework training, which will be addressed in the FY 2004 seminars.
- **Marketing** – In FY 2003, an email campaign was conducted to assist in marketing the seminars. This email was distributed to 17,406 Human Resource Directors, CEOs and CFOs in the Washington metropolitan region and generated a 1.8% click-through (130 responses). Additionally in FY 2003 \$67,291 was spent on radio ads. In FY2004, COG will purchase \$130,000 in radio advertising for the telework seminars, while the Mass Marketing Campaign will feature a testimonial radio spot of a telecommuter.

Assets

- Strengthens employee recruitment and retention
- 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
- Enhances public recognition as an innovative business and a good corporate citizen

Deficiencies

- Management's concern with how to select the appropriate employee who will retain or increase productivity by teleworking
- Concern with the effect telework has on customer service, especially by federal contractors
- The issue of accountability for work performed out of the office is a concern for management
- 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 equipment

Prospects

A highly positive outlook exists for this mode, 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. Approximately 21% of non-teleworkers indicated in the 2001 State of the Commute Survey that they would be interested in teleworking and that parts of their job could be done at a location other than the office. That is approximately 475,000 potential new teleworkers in the region.

Needless to say, teleworking is one of the most cost-effective ways to reduce congestion and pollution. It's certainly worth significant attention to future marketing efforts.

Threats

COG research has shown that most teleworking starts from the bottom up. Most employers reported that telework started within their organizations in response to a specific employees need or a particular problem in a department or location. Bottom-up style marketing generally takes longer to motivate action when compared to the top-down approach. Much of the growth is technology related, therefore there may be significant up front expense for employers or employees who wish to participate in teleworking.

BICYCLING

Bicycling to work is an important aspect of alternative commuting. Employers can encourage cycling to work by installing secure bike parking, changing rooms, showers and lockers, and by including bicycling in alternative commute workshops. They also can provide their employees with information they need to commute by bike, including the list of available 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 agencies such as Washington Area Bicyclist Association (WABA).

Assets

- Avoiding rush hour traffic or transit delays
- Arrive at work invigorated and refreshed; combines exercise and drive “time.”
- Improved productivity
- Great way to meet and interact with other commuters who bicycle
- Significantly reducing overall commuting costs with less gas use and wear on automobile

According to the 2001 State of the Commute Survey, over 17,000 people bike to work everyday in the Washington region. According to the *1995 Survey of Morning Peak Hour Bicyclists in the Metropolitan Washington Area* and *1999 Bicycle Cordon Counts*:

- Household incomes of cyclists are above the regional average. Over half (52%) of those surveyed reported annual household incomes of \$75,000 or over with at least 90% having access to at least one car in their household
- Majority of cyclists (80%) are over 30 years of age with 45% over 40 years of age
- The average one-way trip length was over eight miles, 9.9 miles on the trails and 2.6 miles to Metro stations
- 30% of all bike trips in the region are to or from work

Locations with the highest bicycle usage at peak period (a.m. and p.m.) are as follows:

Locations	Number of Cyclists
Custis Memorial Pkwy. (I-66) W. of Key Bridge	510
14th Street Bridge	390
Capitol Crescent Trail	600
Rock Creek Pkwy. S. of P Street NW Street	280
Connecticut Ave N. of Florida Ave. NW	190

Features

- Metro Stations have bike racks.
- Metro allows bikes on Metrorail during off-peak hours.
- All Metro buses and Montgomery County Ride On buses have bike racks on the front of their buses.
- Free rack parking at Metro Park N Ride Lots. Current capacity exceeds current use.
- Metro Station lockers are available for lease for \$60 to \$100/yr + \$10 deposit.
- 2,000 more racks are being installed in Maryland and Virginia in public spaces, 300 in the District of Columbia.
- Bike Maps for region are provided by Commuter Connections and WABA for a charge.
- Over 40% of Washington residents bicycle for recreation.
- WABA provides an online commuter mentor program matching experienced bicycle commuters with first time bicycle commuters.
- Region’s trail network is expanding rapidly over the next 10 years providing links to employment centers.
- VRE allows bicycles on their café cars.

Deficiencies

- Weather dependent mode, less appropriate for high ozone season; hot, wet or cold weather
- Perceived lack of safe travel routes
- Parts of the road network are not bicycle friendly, especially in suburbs
- Need better local maps based on good models
- Need more and better bike parking at employer sites
- Need more on-road routes
- Not enough facilities to lock bike, shower and change at work
- MARC trains do not allow bicycles on board, and Metrorail only allows bikes on board during non-peak periods
- General public lacks bicycling education and skills needed to bicycle safely in traffic

Prospects

Washington Area Bicyclist Association (WABA) was founded in 1972, and serves as the regional cycling association working to promote more biking to work and improve bicycling conditions.

One of WABA's biggest promotions is Bike to Work Day on the first Friday in the month of May. Several thousand participants take to the streets on their bikes to help promote biking to work. WABA's role in this project is to recruit the participants as well as encouraging employer support by holding such items as breakfasts to stimulate excitement. Commuter Connections partnered with WABA to provide financial support, event coordination, and advertising for Bike to Work Day 2003, which drew over 3,000 bicyclists from around the region for the largest Bike to Work Day to date, more than tripling the participation of 2001. This partnership should continue.

Additionally, WABA sponsors Bike DC in the fall of each year, which serves as the area's largest bicycle tour to promote the health and lifestyle benefits associated with bicycling. The tour includes a 30-mile trip with sites of the monumental spaces, riverfronts, and neighborhoods of Washington, DC. Giant Food Bike DC is a fully supported, family-friendly event open to riders of all abilities. Other events include a 12-mile Family Ride, a post-ride party and Kids Safety Rodeo. Proceeds from the tour go to support the advocacy efforts of WABA.

WABA has developed an interactive commuter assistance service via the Internet in collaboration with Arlington County and the U.S. Environmental Protection Agency. Such a service could be advertised in employer outreach materials, such as the newsletter. WABA also offers brown bag bicycle commuter presentations at worksites to educate employees and employers of the benefits of bicycle commuting.

Threats

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 concentrated effort will have to be made by COG to improve bikeways and parking throughout the region.

In order for marketing efforts in biking to become more successful, commuters' attitudes must change in regard to the detriments or weaknesses of biking (traffic danger, logistics, employer parking, etc.). Also, the time of year must be taken into consideration (Ozone season) when planning a marketing strategy. Bicycling should be included as a commuter option in employer outreach efforts.

CAR-SHARING

Product Profile

Car sharing allows individuals to use cars for a short amount of time—hours, instead of the days required by conventional car-rental companies. With car sharing, drivers only pay for what they use, making car-sharing a less expensive alternative to owning, leasing, or renting a car. Car-sharing rates include gas, mileage, insurance, and maintenance costs. Vehicles can be reserved 24 hours a day via phone or Internet and can be used for any amount of time, from a few hours to a few days. Once a reservation is made, the reserved car can be opened using a personalized key and/or code. Keys are only available to members and can open car doors only after a reservation has been made. Reservations are sent wirelessly to the cars so they will open only for the right person with the right key at the right time.

Car-sharing services in the Washington, D.C. area are available through Zipcar and Flexcar, two private car-sharing companies. Both Zipcar and Flexcar are available in Alexandria, Prince George's County, Arlington County, and the Washington metropolitan area. Additionally, Flexcar also has locations in Montgomery and Fairfax counties.

Zipcars have been available in Washington, D.C. since September 2001. Currently, there are over 400 members and 20 vehicles participating in the program. Zipcar's membership costs \$20, and rates range from \$6–\$8 per hour plus \$0.18 per mile, after 125 free miles. The maximum daily rate varies depending on location and time of year, costing anywhere from \$50–\$80 a day.

Flexcar has around 48 vehicles available, located mostly at Metro stations, and around 2,200 members. The company charges a membership fee of \$25, and a monthly fee depending on use, or an \$8.00 per hour rate.

Assets

- Access to a vehicle when needed
- Ease of reservation process
- Low payments
- Convenient locations to transit
- Less expensive than car ownership; ideal for those who don't own a car.
- Less expensive for businesses than maintaining a fleet of vehicles
- Helps to increase use of transit, according to WMATA
- Use of low emission vehicles, including hybrids, helps to reduce air pollutions.

Deficiencies

- May actually increase VMT for commuters who car share rather than carpool to appointments or to do errands.
- Limited number of locations and cars for the Metro region.
- Limited number of hybrids in the inventory.

Prospects

- Can serve as a GRH alternative for some companies
- More locations will help to increase its popularity
- Cooperative relationship with transit agencies will help to boost its adoption rate by commuters

Threats

- Current car owners don't receive much savings through car sharing.

SUPPORT SERVICES FOR ALTERNATIVE COMMUTING

GUARANTEED RIDE HOME PROGRAM

Product Profile

Guaranteed Ride Home (GRH) is a free service provided by COG for commuters who vanpool, carpool, bike, 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 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, rental car taxes, fuel, and insurance charges. GRH transit expenses will be reimbursed. 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.

The database of GRH registrants has grown from 3,826 when GRH was launched in January 1997 to 26,499, a 25% increase over FY 2002. An average of 634 new applicants signed up for GRH each month in FY 2003 through the mail or Web site. Over 11,740 GRH trips have been provided since January 1997. Over 2,900 of the trips were provided in FY 2003.

Assets

- Low-cost benefit with high perceived value by both employee and employer
- Assists in overcoming commuter anxiety of being stranded when they use alternative commute modes
- Assured ride allows greater participation in alternative transportation programs

Deficiencies

- Commuters are allowed to use one GRH trip without registering with Commuter Connections. Many commuters do not register knowing they can receive a GRH trip anyway.

Prospects

GRH offers a unique tool to attract SOV ers to try alternative commuting, and a marketing campaign focused on its benefits would greatly enhance the level of interest in alternative commuting by SOV ers, and attract more current HOV ers 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.

COG's marketing budget currently allocated for GRH for FY 2004 is approximately \$800,000 with \$500,000 for media placement, and approximately \$300,000 for direct marketing. Portions of this fund will be allocated to each of the targeted activity centers for the fall and spring promotions including a direct mail campaign, radio ads, and television ads.

Threats

- Fraud by commuters. However, misuse of the GRH program has been minimal. In each case, the commuter was issued a warning and one commuter was temporarily removed from the program.

COMMUTER BENEFIT PROGRAMS- COMMUTER CHOICE MARYLAND (BALTIMORE, MD) METROCHEK (WASHINGTON, DC)

Recent federal and state tax legislation now makes it easier than ever for employers to provide tax-free commuter benefits to employees who use public transportation or qualified vanpools to commute from home to work. The result is lower transit fares for employees and low or no cost commuter benefit programs for employers.

In June 1998, the Transportation Equity Act for the 21st Century (TEA 21) was signed into law. TEA 21 includes a provision amending the Internal Revenue Code (26 U.S.C. Section 132(f)). This amendment to the tax code allows employers to offer their employees a commuter transportation fringe benefit in addition to salary or wages, or as a pre-tax payroll deduction, or a combination of the two.

In May 1999, the Maryland Commuter Tax Credit was signed into law, and has been enhanced through amendments each year since. It makes it possible for Maryland employers that pay for part or all of the eligible monthly commuting expenses for their employees to qualify for a tax credit equal to 50% of the cost of those expenses with a cap of \$50 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. When combined with TEA 21, this state tax credit allows employers to offer a new employee fringe benefit for a fraction of the total cost.

Employers in the Baltimore, Maryland area can join the Commuter Choice Maryland program offered by the Maryland Transit Administration (MTA). Employers in the Washington, D.C. area can join the Metrochek program offered by the Washington Metropolitan Area Transit Authority (WMATA). Employees can receive a Commuter Choice Maryland or Metrochek tax-free benefit of up to \$100 monthly either as an employer-supported benefit, or via a pretax payroll deduction from an employee's gross salary, or a combination of the employer supported and pre-tax deductions benefit. When employers provide the Commuter Choice Maryland or Metrochek transit benefit to employees, there are opportunities for tax savings for both employer and employee.

In April 2000, Executive Order 13150 directed all Executive Branch federal agencies to provide transit benefits to their employees who use (or would switch to) public transportation for their commute to work. By October 2000, over 75,000 federal employees in the greater Baltimore/Washington, D.C. region began receiving Metrochek and Commuter Choice Maryland benefits for the first time.

MTA, Baltimore, MD- Commuter Choice Maryland Program

The MTA's Commuter Choice Maryland Program consists of two separate initiatives. The first initiative is the federal TEA 21 Commuter Benefits program, which features three tax-saving methods for employers to distribute, passes and vouchers to employees – the *employer-supported method*, the *pre-tax payroll deduction method*, and the *combination method*. The second initiative is the Maryland Commuter Tax Credit program, which allows employers who provide commuter fringe benefits to their employees to claim a tax credit for 50% of the costs of monthly commuter expenses up to a maximum credit of \$50 per employee per month.

The Commuter Choice Maryland program is designed for maximum flexibility and convenience for employers and their employees. There are two great ways for employers to apply the commuter benefits - *The Monthly Pass Program* and the *Voucher Program*.

Monthly passes are shipped to employers on consignment through convenient deliveries made by the MTA. Passes are delivered during the third or fourth week of each month to the worksite. Passes are valid for unlimited monthly travel on MTA Local Buses, Light Rail, and the Baltimore Metro Subway. Unsold passes are turned back into the MTA along with a check for the previous month's sales and a reconciliation sheet.

Vouchers are similar to monthly passes, but offer more flexibility. Commuter Choice Maryland vouchers are available in \$1, \$5, \$10, \$20, \$54, and \$64 denominations and can be redeemed at Baltimore area pass sales

outlets for MTA weekly and monthly passes, and at certain locations, for Paratransit ticket books. Vouchers are also valid toward the purchase of MARC Train tickets and MTA commuter Bus passes and ten-trip tickets. They can also be used to offset monthly vanpool expenses. Employers purchase vouchers from the MTA and pay for them in advance.

In the Baltimore region, over 250 public and private sector employers provide Commuter Choice Maryland benefits to more than 11,000 participating employees.

WMATA, Washington, DC- Metrochek Program

Metrochek is a farecard/voucher that is universally accepted by any type of public transportation serving the Washington, DC region (Metrorail, Metrobus, MARC Train, VRE, county and commuter buses and qualified vanpool services). Employers who join the Metrochek program purchase Metrocheks in pre-set denominations (\$1, \$5, \$10, \$15, \$20, \$21, and \$30). Metrocheks can be used either as a Metrorail farecard or exchanged by the employee for the transit fare of any of the region's providers of public transportation or qualified vanpool services.

In the Washington, D.C. region, over 3,300 public and private sector employers provide Metrochek to more than 172,000 employees. Employers who participate in the Metrochek program include federal and local government agencies, and a broad spectrum of private sector for-profit and non-profit (association) employers. Employers can implement the Metrochek program quickly and easily. No contracts are required, and employers may begin or discontinue the program whenever they wish. Employers join the program by filling out the "Employer Application" form, and make their purchases on an "over the counter" basis at a Metro-operated sales office (purchases under \$1,000 total value). If the order is over \$1,000 in value, COD delivery will be made to the employer's office (no charge for the delivery).

In September 2000, SmartBenefits was introduced. This Web-based program enables employers to load Metrochek benefit value directly into an employee's SmartTrip card, via the Internet. SmartBenefits will reduce the amount of paper Metrochek cards employers buy and distribute by as much as fifty percent (SmartBenefits is used for employees who use their transit benefit to ride Metrorail).

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 Commuter Choice Maryland and Metrochek transit benefit by all types of public transportation and qualified vanpool services.
- Exceptionally valuable tool to recruit, retain and motivate employees. Commuter Choice Maryland and Metrochek are now primary components 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 Metrochek benefit simplifies program administration and distribution of benefits.

Deficiencies

- Cost of employer-subsidized benefit for large employers can be high, if provided only as a direct (free) benefit.

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 Choice Maryland and Metrochek programs 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. MTA and WMATA market Commuter Choice Maryland and Metrochek 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 Baltimore and Washington area. TEA 21 gives employers flexibility in developing and implementing a transit benefit program. It is no longer a question of “will” an employer implement a transit benefit program. It’s now just a question of “when.”

Threats

- Need for higher return on investment for the employer.
- Cost of the program for subsidies and time human resource or payroll department must invest to implement program.
- Lack of employer participation and lack of perceived need to consider transportation programs.
- Public perception is that they are not part of the problem and therefore, not part of the solution.

CLEAN AIR PARTNERS

Product Profile

Clean Air Partners, a public-private partnership aims at creating broader public awareness on contributions to air pollution and what health effects ground-level ozone smog cause. The primary focus of the partnership is to motivate employers and individuals to take voluntary actions that will improve air quality in the Baltimore-Washington region.

Promotional Campaign

- Clean Air Partners website, www.cleanairpartners.net, was revised for the 2001 season with a new look, media page, and downloadable materials. A new Managing Director was selected for Clean Air Partners in June 2001.

- For the 2003 ozone season, Clean Air Partners hosted three kickoff events in April to promote its purpose and mission of improving air quality in Baltimore, Washington D.C., and Northern Virginia. There were employers in attendance that are actively involved in Ozone Action Day promotions.
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- During the 2003 ozone season, the Virginia Department of Transportation plans to close and lock gasoline-refueling facilities on Ozone Action Days, as well as defer mowing lawns and the use of oil based paints. All are Ozone Action Day tips.

- A stand-up lobby display was designed and distributed to assist participants in the establishment of Ozone Action Day programs.

- PEPCO and Constellation printed air quality articles in bill inserts.

- Maryland and Virginia transportation departments plan to use overhead variable message signs to announce Ozone Action Days.

- Montgomery County will continue to implement a comprehensive plan within its own ranks to reduce emissions including curtailing use of gas powered lawn equipment, suspending specific road maintenance, reducing incinerator operation by 30%, refueling county vehicles after 7:00 p.m., using electronic signs to alert motorists of a Code Red Day, and providing free morning bus service on Ride-On buses during Code Red Days.

- A media campaign on radio, cable, and in theaters will be conducted in June, July, and August 2003 with a message of personal tips to prevent ground level ozone.

- Free bus services on Code Red Days:
 - ART
 - DASH
 - Fairfax Connector
 - Fairfax Cue
 - Frederick County TransIT
 - Loudoun County Transit
 - Metrobus in Northern Virginia, Montgomery County, and Prince George's County
 - OmniLink
 - OmniRide
 - Ride On
 - The Bus (P.G. County)

Assets

The Ozone Action Days campaign appears to be well recognized and increasingly accepted by the business community. The tasks 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 placed in the newspapers, on the Internet, and on TV and radio announcements so that checking air quality during the summer is akin to checking the weather report. Therefore ozone alerts become a part of the region's meteorological vernacular, and eventually, with sufficient marketing, the population will equate ozone alerts to specific behavior, such as:

- Combining errands by vehicles
- Exercising indoors
- Refueling the car before dawn or after dusk
- Ridesharing
- Taking transit
- Telecommuting
- Using pumps instead of aerosols
- Using water-based paints over oil-based paints
- Using electrical instead of gas-powered lawn equipment

A variety of materials and programs have been put together by Clean Air Partners in recent years. These include Ozone Action Days radio campaign, a workplace-based public outreach program as well as two half-day workshops sponsored with Commuter Connections. Other activities include the development of a steering committee, sponsoring Ozone Video Map on Baltimore and Washington TV, radio ads, and distribution of Ozone Action Days materials at state, local, and company fairs.

- An Ozone Map is provided on www.epa.gov/airnow in real-time to the media to download for instant viewing and access. This Ozone Map allows members of the media to monitor the air quality at its current state and report this information instantly to the public.
- Collateral materials to promote clean air include an Employer Toolkit, lobby display with pamphlets, t-shirts, and flags, which are provided to members free of charge.
- Services provided to participating employers that include fax and e-mail alerts on Code Orange and Code Red Ozone Action Days. Also, members of the media, including the Washington Post, radio, and TV stations are notified each day on the status of the air quality.

The Air Quality index and daily ozone information is also provided by Clean Air Partners for viewing on the COG website. The website posts the next day forecast, along with automated air quality updates by 4:45 p.m. and 8:45 p.m.

Deficiencies

- Ground level ozone is not clearly understood by the general public.
- Most of the population does not understand that problems from air pollution can be contained by their individual actions.
- A study has not been conducted to show if the Clean Air Partners campaign is resulting in a reduction in ozone-creating behavior.
- Much of the ozone problem is perceived as weather dependent, and not dependent on behavior.
- The color code used for designating the air quality is confusingly similar to the color code chosen for alerting Americans to homeland security threats.

Prospects

All of these activities have led to the recruitment of more than 450 employer-participants for the Ozone Action Days program in the Washington/Baltimore area. Participants such as US Generating, Carroll County, Maryland Department of Transportation, and the American Lung Association have distributed nearly one million pieces of literature on behalf of Clean Air Partners.

With a stronger alliance and use of cooperative advertising with the American Lung Association and other interested parties such as pulmonary physicians, environmental scientists, transit operators, and schools, a promotion for the summer ozone season should be adopted with a strong level of advertising, community relations and reward mechanism. The reward could be free rides on Metro on Code Red Days, etc. A study to reveal whether the Clean Air Partners campaign has resulted in changes in behavior and what these changes are would be valuable.

Threats

Studies show that the audience understands the harm pollution imposes but do not understand the extent of pollution and do not know what to do about it.

In 1996, there was only one ozone violation in Washington D.C. and four violations in Baltimore. In 1997, there were six ozone violations in Washington D.C. and in Baltimore there were 14 violations. In 1998, there were six ozone violations in Washington D.C. and 10 in Baltimore. In 1999, there were 7 one-hour violations in D.C., and 11 one-hour violations in Baltimore. In 2000, there were two one-hour violations in D.C. and four one-hour violations in Baltimore. In 2001 there were three one-hour violations in Washington, and 10 one-hour violations in Baltimore. In 2002, there were nine ozone violations (exceeding one hour) in Washington, and fifteen in Baltimore. By August 2003, only two ozone violations (exceeding one hour) in Washington and Baltimore have been recorded. These are not a high number of violations compared to other metropolitan areas across the nation. Clean Air Partners faces some difficult challenges in its purpose to encourage employers and individuals to take voluntary action in cleaning the air when such a minimum threat is realized due to the low number of Code Red ozone days.

A lack of employer/private sector funding for Clean Air Partners through membership fees or donations will prohibit Clean Air Partners' growth.

CURRENT SERVICES AND PROMOTIONS BY EXISTING TRANSIT PROVIDERS

- **WMATA**

The Washington metropolitan region is served by a number of bus and rail services offering a range of full service transportation to shuttle services. In addition, the region is serviced by commuter rail services, such as 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. Metrobus operates in the core District and in the outlying suburbs, as does Metrorail. Metrorail does not currently connect Dulles Airport. Metrobus Route 5A connects Dulles to Rosslyn, VA and downtown D.C.

- Metrorail currently utilizes 103 miles of track and has 83 stations.
 - WMATA conducts the following promotions and advertising targeting off-peak periods:
 - MetroEm@il Commuter and employer e-mail service provides up to date program and service information;
 - Seat drops on bus, rail, and Transit Partners for Metrochek;
 - Simplified Metrobus and Metrorail passes;
 - Buy Metro bus and rail passes over the WMATA web site www.metroopensdoors.com;
 - SmartMover-suburb-to-suburb express bus service between Montgomery County and Fairfax County
 - *SmartTrip* "smart card" for Metrorail travel and Metro parking, which will be expanded to encompass most regional transit carriers in the region by 2004, as it has completed its pilot in Arlington with success.
 - Advertisements in bus and rail car interiors and bus exteriors and Metrorail station entrances;
 - In-system advertisements;
 - Television, radio & newspaper advertisements for off peak period travel using theme "Metro opens doors";
 - Promotional events: Rider of the Year, Golden M Awards, and Try Transit Week;
 - SmartBenefits –Employers download Metrochek benefit value directly to employee *SmartTrip* cards, via the Internet;
 - Late night Metrorail service until 2:00 A.M. on Friday and Saturday.

In addition to promotional events, WMATA offers several "special" fares:

- Metrochek (employer-provided transit benefit with direct, pretax and combination options)
 - *SmartTrip* ("smart card" for Metrorail travel and Metro parking) with a 10% discount when putting \$20 or more on the card.
 - Senior and disabled passes for Metrorail and Metrobus
 - Student Fare cards-new SmartStudent pass for district students
 - Transit Link cards (VRE/Metrorail and MARC Rail/Metrorail combined monthly passes)
 - Discounted Metrobus and Metrorail passes
 - Regional One Day bus pass
 - Bulk sales for convention events and tourists
 - Partnerships with event sponsors
 - Partnerships with area sports teams
- **MTA Current Promotions**
 - Park and Ride Express Bus Service to Orioles games, Ravens football, and Preakness horse racing
 - Light Rail and Metro Subway Service to Orioles games, Ravens football, and Preakness horse racing
 - MTA Ravens Season Pass Program
 - Neighborhood Shuttle Service in Hampton and Mondawmin
 - Weekly/Monthly Passes valid on Seaport Taxi and Ed Kane's Water Taxi Service
 - Communities In Motion promotional activities in October
 - Image Campaign using radio, TV, print and billboards
 - Bus interior and exterior advertisements and PSA's

- Commuter Choice Maryland Commuter Benefits Program featuring federal TEA 21 and Maryland Commuter Tax Credit Programs
- MTA College Pass Program and MARC Train Student Advantage Program
- Maryland Commuter Tax Credit marketing campaign
- Publications: Transit Lines, Rider Flyer, On Your MARC, Wheels
- MARC Train marketing campaign
- Verizon and Yellow Book directory advertising
- Artscape Festival promotions
- State Fair promotions
- MTA Pocket Size System Maps
- MARC Train and Commuter Bus Transit Link Cards
- SmarTrip Card and Magnetic Stripe Fare Media
- Bus Shelter Program
- Light Rail Double Tracking
- Fannie Mae Smart Commute Initiative

- **Montgomery County (MC) - Current Promotions**

WMATA and Montgomery County co-sponsor periodic workshops with area companies to educate them about Metrochek and to motivate them to provide promotional programs as part of the County's Smart Moves Campaign. They also work with MARC to exchange information and conduct presentations or displays together. MC makes referrals to other local bus companies and shuttle services. MC sells fare media at the Commuter Services Commuter Express transit store in Silver Spring, Giant Foods in Montgomery County, and Montgomery Mall. The County also unveiled an aggressive and comprehensive new transportation plan designed to significantly reduce traffic congestion called "Go Montgomery! Transportation Plan for Our Future." The County plans to invest an additional \$1 billion over the next 10 years to radically improve the County's transportation system. The project will devote 47 percent of the \$1 billion in new spending to transit, 43 percent to roads, and 10 percent to hiker-biker trails and pedestrian and traffic safety.

CURRENT MARKETING STRATEGIES AND BUDGETS FOR REGIONAL PARTNERS

Below are descriptions of marketing activities produced by regional partners.

ALEXANDRIA RIDESHARE

Marketing Budget FY 2004: \$28,402

ALEXANDRIA RIDESHARE actively promotes the use of efficient and environmentally friendly modes of transportation, which includes carpools, vanpools, mass transit, walking, biking, and telework, to City of Alexandria residents, businesses, and City employees. ALEXANDRIA RIDESHARE aims to increase economic viability of City employers, increase transit ridership, and improve the residents' quality of life.

Employer outreach marketing and promotional activities for FY 2004 include:

- **Employer Consultations:** We meet with Alexandria employers to discuss available transportation and telework options for their employees. In addition, these meetings encourage employers to offer a Metrochek benefit or a telework program.
- **Metrochek Match:** ALEXANDRIA RIDESHARE offers a six month 50% match to employers for each participating employee.
- **Alternative Transportation Program:** Employers who wish to have a telework program can receive city assistance in creating a formal telework program.
- **Cold Calling:** We contact Alexandria employers and inform them about the Alternative Transportation Program. We urge them to utilize the services of the program and to develop or enhance their commuter benefits.
- **AlexRide.org:** AlexRide.org is a commuter web site that is promoted via theater slide, postcards and bulletin boards. The site provides a gateway to local and regional transit, telework, bicycle/pedestrian, and Commuter Connections carpool/vanpool resources.
- **Commuter Connection Newsletter:** Our city commuter newsletter is distributed several times a year to all Alexandria businesses, households, and City employees. Distribution total is 71,000.
- **Ozone Action Days (OAD):** Alexandria Rideshare coordinates with the City's Environmental Services Division to increase the employer participation through OAD mailings and announcements. We also run several newspaper ads each year encouraging citizens to ride the bus on Air Quality Code Red Days. In addition, we encourage employers to provide information to their employees about Ozone Action Days.
- **Employee Services Brochure:** Our brochure is directed to employers and lists the services that we offer. The brochure is distributed in lobbies, public facilities and at transit fairs and outreach meetings
- **Promotional Events:** We hold rideshare fairs for employers upon request; these employers include Alexandria Hospital, Oblon Spivak, and others. We also participate in health and benefits fairs for employers who offer a commuter benefit and we participate in fairs that are coordinated by TMP organizations, other TDM organizations and Federal Government. In addition, we coordinate Alexandria Bike to Work Day and Alexandria Communities in Motion Day. We also promote rideshare and the Alternative Transportation Program at City events such as the Alexandria Birthday Celebration, Earth Day, the Chirilagua Festival, Alexandria Education Partnership activities, community days and more.
- **Promotional efforts:** Other promotional initiatives we participate in include Community Page phone book ads, newspaper ads and inserts promoting Ozone Action Days and the Old Town Transit Shop, public access TV PSAs, movie theater slides, direct mail and informational briefs in City civic organization newsletters.

ALEXANDRIA TRANSIT COMPANY - DASH

Upcoming promotions and campaigns to increase rider ship, retain current customers, and create awareness of specific services available from DASH include:

- **20th Anniversary Celebration (includes employees and customers)** — Develop special art for logo and complementary pieces. Ask for volunteer Anniversary Committee to come up with a slogan,

contests, and other ideas on how to celebrate for the whole year. The goal is to make everyone feel involved in the anniversary.

- **Old Town Transit Shop** — Promote this shop as a convenient location to purchase a variety of passes, obtain schedules, get specific route information to plan daily trips, buy tokens and other fare media. This includes all fare media, not just DASH.
- **Route and Schedule Brochure** — Work with planner to update timetables and system map as needed. Print/produce and distribute to entire Alexandria area on a continuing basis.
- **Dash About Free Shuttle** — Regionally promote this free weekend service to tourists and residents of the metro area. This is done through a partnership with the local convention and visitors association. Campaign components include brochures, postcards, printed timetables, A-frame signs, posters, buttons, and print ads.
- **Promotional Material** — Buy specific items or create pieces to meet needs of a target audience or special event.
- **Print Advertising** — Place advertisements in publications that will educate, create awareness and visibility for DASH bus, Dash About free shuttle, and employment opportunities for operators.
- **DASH Pass** — Educate current customers about our money-saving economical pass. Increase consignment sites. Continue monthly drawing for a free pass.
- **DASH Transfer** — promote our **free** transfer that is good for 4-hours on any DASH bus route.
- **Webpage** — Update as needed. Work with consultant to redesign/enhance webpage.
- **Programs** — New Neighbor, Education, Community Outreach, Ozone Action Days, Summer Library Reading, Transportation Management Property.
- **Newsletters** — Employee/*Dash Flash*: produced in-house and features company news, special events, local and state rodeo information, and community activities. Customer/*DASH About*: produced in-house and distributed on buses. Includes information about the company and its policies. Also features operator news and special announcements.
- **In-house Communications**— Ongoing, wide range of activities from updating bulletin boards to posting signage for meetings and events.
- **Customized Schedules** — Design site-specific timetables for various businesses and communities.
- **Associations/Committees** — Actively participate in APTA and VTA. Join community groups and organizations.
- **Charter Services** — Work with local groups to encourage the use of our charter and shuttle service. This includes events like First Night Alexandria, the Breast Cancer Awareness Walk, the George Washington birthday parade and more.

ARLINGTON COUNTY

Marketing Budget for FY 2004 - \$900,000 for Commuter Services broken down as follows:

Arlington Transportation Partners - \$30,000.00

Arlington Metrobus - \$300,000.00

Commuter Stores, CommuterPage.com and CommuterDirect.com - \$60,000.00

Arlington Transit - \$110,000

Columbia Pike Bus Service Restructuring - \$400,000

Arlington County Commuter Services will do the following:

- Washington Post Plus Direct Mail Program to Arlington households
- Arlington cable TV
- On –Board bus interiors
- Subway tunnel 2-sheets
- Internet co-ops and sponsorships
- Sponsorships of local community events
- Advertising in local retail and business directories
- Sponsorship of local community events
- Advertising in local retail and business directories

- Sponsorships of local restaurant guides
- Commuter Weekly and Journal Newspaper advertising
- Convenience store TV monitors
- Quarterly newsletter and packages for top 400 employer
- E-mail alerts

COMMUTER CONNECTIONS

Marketing Budget 2004:

GRH-	\$789,000
InfoExpress Kiosks	\$ 17,000
Operations Center-	\$ 75,000
Marketing TERM	\$1,700,000
Telework	\$265,000
TOTAL:	\$2,846,000

Accomplishments in FY 2003

- Four telework seminars were held for employers in VA, and DC.
- Telework seminar brochure and a follow up e-mail campaign were distributed to employers regarding the seminars.
- One new radio ad was produced to promote the telework seminars; another ad was produced to promote telework from home. Web hits increased dramatically for the telework page on the Commuter Connections site.
- Marketing Web site through radio and TV ads increased average hits by 21.7%, and applications by 5%.
- Regional Bike to Work Day was attended by over 3,000 cyclists and local politicians and press, and covered by media, a 50% increase in participation.
- Quarterly newsletter, *Commuter Connections* was distributed and produced in four colors, with ETC insert in black and white.
- Conducted sales training and ACT 5.0 training with outreach representatives.
- Produced new TV ad – Found Time in 30 and 15 second format.
- Residential postcards were mailed to 997,734 residential addresses in FY 03.
- Recognition awards ceremony for employers was held in June. Incorporated unveiling of EPA’s Best Workplaces for Commuters list for the Washington Region. Print ads for winners placed in Business Journal and Washington Times. Produced invitation, program, podium sign, and purchased gift of 5” x 7” Junior Portfolios.
- Promoted kiosk use by using ambassadors with uniforms at the kiosk sites in malls to provide assistance and giveaways from November through June, excluding January and February.
- Purchased ads on Spanish radio stations.
- Produced Found Time write in promotion among ridesharers to send in story for one of three vacations, including Atlantis Paradise Island, Disney World, and Wintergreen and various other prizes. Received 170 entries, over 1,700 hits to the web site. Media, including WJFK, and Washington Post Extra, highlighted stories.
- Promotion at Potomac Cannons fireworks night in May 2003 with seat cushions as giveaway to GRH applicants.
- Bus Vinyls were donated by WMATA for placement on 50 buses in April 2003.

Recommended Strategy in FY 2004

- Conduct telework seminars for employers in DC and Virginia, February through May 2004. Promote with direct mail and email campaign, as well as :60 second radio ads. Adjust format of seminars to include some for advanced training.
- Produce and place three new :60-second GRH radio ads for the fall 2003, and spring 2004.

- Produce and place five new :60 radio ads with testimonials promoting Commuter Connections as solution to congestion. A host of alternative commute options will be mentioned including (car/vanpooling, telework and mass transit) with a new tag line. Spots will run from September through October 2003, and in three-week intervals from January through June 2004.
- Produce and place a new :60 second radio ad in Spanish.
- Produce and place new :30 second television ads during FY 2004, for approximately 14 weeks between October 2003 and May 2004. TV commercial will promote Commuter Connections as solution to congestion.
- Bus interiors on Fairfax, Ride On, Metrobus and posters on Metrorail, VRE and MARC for GRH.
- Quarterly newsletter, *Commuter Connections*, is produced with Federal ETC insert in four color.
- Direct mail campaign of large postcards to residents using PRIZM analysis on the data from COG to determine zip codes / block groups.
- Opt-in email to employers.
- Web Banner ads on several Internet sites, including WashingtonPost.com and WTOP.com traffic pages for Mass Marketing and GRH campaigns.
- Market web site through radio ads, TV ads, Internet, and PSAs.
- Produce Employer Recognition awards ceremony in June, including collateral materials and give away items. Place print ads announcing winners into Business Journal and Washington Times.
- Develop regional Bike to Work Day employer promotion.
- Place Commuter Connections in regional white and yellow pages.
- Increase the number of highway signs in the region.
- Request PSA space from WMATA for FY 2004.
- Promote GRH and Commuter Connections' services to commuters through public relation effort that will include sponsoring a race between alternative modes and extending message points to community leaders.
- Promote the Kiosks by becoming a sponsor of a mall-produced event, and having an ambassador at the event with giveaways on a monthly basis.

DATA- Dulles Corridor

Marketing/Publication Budget for FY 2004- approximately \$16,500

The Dulles Area Transportation Association (DATA) is a transportation management association (TMA) that serves a 150-square mile area around Dulles Airport. Their 150 members include employers, local governments, public officials, and property owners interested in transportation mobility in the Greater Dulles Area. The staff includes one full-time, and three part-time employees.

- Working under a contract with Fairfax County, DATA supports the Regional Employer Outreach effort in its area of operations. Nonmember employers participating in the Employer Services Program are offered a one-year free membership in DATA. The program is introduced at "Employer Breakfasts" for companies in cluster locations, and features presentations by public officials and senior executives of member firms.
- DATA maintains 15 transportation information sites at employer outreach participating businesses within its area of operations.
- "Transportation Fairs" are held at employment sites and DATA staff participates in employee events to disseminate information and encourage commute alternatives.
- Under its "employer transportation services" program, DATA provides employers with "preferred parking" signs for installation at their sites.
- In July 1999, DATA began a 24-month expansion of the Commuters' Choice Campaign targeted at residential commuters in eastern Loudoun County. The program seeks to develop a personal, direct

approach to induce suburban commuters to try alternatives to driving alone. DATA has installed and stocks eleven central transportation information sites for residents in the Loudoun County area.

- DATA distributes “DATA DETAILS” a monthly e-mail publication for member of the association that highlights transportation issues, legislation, and projects.
- DATA’s website at www.datatrans.org, provides information about alternative commute options with links to appropriate information sources on the Internet.
- DATA is working with the Dulles Corridor Rail Association marketing efforts designed to support funding, construction, and utilization of a future rail link and interim bus service within the Dulles Corridor serving Tysons, Reston, Herndon, Dulles Airport, and eastern Loudoun County. Efforts included a telephone survey of area residents and an Internet survey of employees in the area. Results are applicable to regional employer outreach effort.
- DATA conducts transportation seminars to inform businesses, landowners, employees, and residents on issues, opportunities, construction plans, schedules, and transit planning for the future. Approximately six seminars are planned for 2002.

DISTRICT OF COLUMBIA

Employer Outreach Budget for FY 2004: \$66,000

- There is one private telecommuting center within the district. Although DDOT does not have a formal telecommuting policy, they are reviewing it as a benefit.
- Bike to Work on Earth Day is a promotion that attracts DC employers.
- A private contractor is conducting the employer outreach effort in the DC region. Their effort includes: telemarketing, direct mail campaigns, workshops, and on-site sales visits.

FAIRFAX COUNTY EMPLOYER SERVICES/RIDESOURCES PROGRAMS

Marketing Budget for 2004: \$519,000

- With a population over one million and the region’s largest employment center outside of the D.C. core, Fairfax County has invested time and funds to encourage employers and commuters to reduce their drive alone habits. The County has been involved with the distribution of materials at Metro stations, grocery stores, post offices, libraries, rental offices, government centers - over 100 locations. They use direct mail flyers and utilize a sales packet at their personal visits with employers. Their target market includes employers with 100 or more employees. Fairfax County Employer Services is focusing marketing efforts on its 55 employer sites within the County. The County provides funds to one TMA (DATA) to implement employee transportation programs in the Dulles corridor.
- Assisted over 6,000 commuters via the RideSources program. Some of the promotions they currently offer include Metrochek Match, VanSave, and Van Start. The public can take advantage of VanSave and VanStart.
- *Metrochek Match* - Employers will receive a 50% match for each participating employee. Employers can participate in the Metrochek Match Program for up to six months and must agree to extend the benefit to their employees for an additional six months.
- *VanStart, VanSave* - Fairfax County offers a vanpool subsidy program in order for vanpools to get started and to withstand temporary decreases in the number of commuters in the van. VanStart is designed to support 4 empty seats on a descending scale for four months. The program is available to individuals, vanpool operators, and TMA’s in the Fairfax County region.
- *Property tax relief* is offered to vanpool owners with 12 or 15 person vanpools.
- Fairfax County Employer Services also offers an *ETC Manual* and establishes Transportation Information Centers at major employment sites.
- *Telework! VA* – A state subsidy is offered to employers that start telework programs. This incentive is available to all employers regardless of size.

Some of the promotional events that Fairfax County Employer Services participate in include:

- Fairs at the Springfield Mall in Spring/Fall
- Fairfax Fair in June
- Lorton 4th of July Celebration
- Mt. Vernon Day
- National Try Transit Week
- Reston/Herndon Festivals
- Fall in Fairfax Festival

The County has been involved with advertising using cable TV with PSAs and public access, local newspaper ads, mailings to residents and employers, and posters on buses.

Fairfax Connector has doubled bus service in the Dulles Corridor and increased ridership in the corridor by 23 percent since August 1999.

FREDERICK COUNTY TRANSIT/RIDESHARE PROGRAMS

Marketing Budget for 2004: \$34,109

In FY04 to promote transit and ridesharing Frederick County will:

- Place advertisements in various local magazines, newspapers, and event programs.
- Produce a billboard at the Frederick Keys baseball stadium for TransIT.
- Produce a quarterly newsletter pertaining to rideshare issues.
- Purchase radio commercials, TV, cinema and on-line newspaper advertising.
- Purchase giveaways items such as note pads, mugs, totes, etc. for certain campaigns.
- Buy into Chamber events and staff booths at those events.
- Attend the Frederick Fair, Fort Detrick Health and Safety Day, Frederick City Housing Fair, and the Elder Expo to spread the word about transit and transportation alternatives.
- Issue monthly press release to obtain media coverage.
- Produce schedule brochures for public distribution.
- Contact employers via fax to promote rideshare alternatives.
- Work with local radio and television stations to air PSAs on pertinent issues, such as Ozone Action Days.

LINK/RESTON TMA

Marketing Budget 2004: \$35,000

- Markets the Fairfax Connector and RIBS buses by providing schedules to Reston outlets. This includes all grocery stores, regional libraries, community centers, and some apartments.
- Joins with various community organizations/events through out the year to market transit and ridesharing.
- Developed and maintains a web site to provide bus schedules and maps for buses that serve greater Reston. Our web site has a digitized map that shows major employers and gives the transit information for each site.
- LINK's web site is advertised with stickers on bus schedules with an email address. Approximately 45,000 schedules are distributed annually.

LOUDOUN COUNTY

Marketing Budget for County Bus Service FY 2004: \$25,000

Loudoun County Office of Transportation Services markets the local bus service and TDM is spent on ads in local papers and local radio. They are also sending a follow-up mailing to realtors and homeowner associations on their services. Staff is also placing schedules and flyers in public facilities such as libraries and community

centers with new display racks. Staff is also planning a carpool appreciation day in the fall of 2003. The only HOV lane servicing the area is the Diamond Lane on the Dulles Toll Road.

MTA

Marketing Budget for MTA FY 2004: \$1,500,000 estimate.

Approximately \$1,000,000 will be spent in FY '04 through a contracted advertising agency to develop a comprehensive marketing plan including strategy, advertising, limited public relations, design, and media placement services. Additionally, approximately \$500,000 is spent on development of in-house promotional campaigns, cross-promotional opportunities, special events, printing, premium items, service brochures, service ads, commuter benefits programs, sports service marketing, and special college student marketing.

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

- Sports Events - Orioles Baseball, Ravens Football, and Preakness Horse Racing.
- Metro Subway Daycare Center
- Back-to-School Safety Awareness Campaign
- Special Holiday Service - New Years Eve Care Bus, Christmas Holiday Bus, Black History Month Festivities, Martin Luther King Events, Thanksgiving Food Drive/Stuff-a-Bus, Fourth of July MARC Train to Washington, D.C., Special Baltimore Bus-Light Rail-Metro Subway Service to Inner Harbor Fireworks.
- Local Cultural Activities: Disney on Ice, Ringling Bros. Circus, Susan G. Komen Race For The Cure, Baltimore Marathon, Juvenile Diabetes Walk for The Cure, Artscape Music and Art Festival, Pier Six Concerts, Maryland State Fair, Communities In Motion, Clean Commute Week, MTA Rodeo, Stone Soul Picnic, Jazzy Summer Night Concerts, Praise Fest, and ADA Anniversary.

MTA offers the following products and services:

- Local, Express, and Commuter Bus Service
- Light Rail Service
- Metro Subway Service
- MARC Train Service
- Paratransit Service
- College ~~33~~ Pass Program
- MARC Student Advantage Program
- Statewide Ridesharing Program
- Commuter Choice Maryland Commuter Benefits Program
- Adopt-A-Shelter Program
- Transit Advertising Opportunities
- Business Outreach Program
- Information Kiosks in Downtown Hotels
- Monthly, Weekly, One-Way, Round Trip tickets and \$3.50 Day Passes
- Online Ticket Sales
- MARC Ticket-By-Mail Program
- Transit Store
- Senior and People with Disabilities Passes
- Transit Link Card (MARC Train and/or Commuter Buses)
- Group Discounts
- Maryland Commuter Tax Credit and TEA 21 Information and Assistance
- Automatic E-Mail Notification Service

MONTGOMERY COUNTY

Marketing Budget for Montgomery County Commuter Services and Ride On for FY 2004 is not finalized as of this printing, but will be comparable to earlier budgets in the range of \$280,000:

Products and Services:

- Montgomery County (MC) has a very large business base. It also has a large residential base. There are 257,000 commuters who live and work in MC, 203,000 who travel into the County from other jurisdictions, and 182,000 who leave the county for other destinations. The preferred regions for marketing activities within Montgomery County are Silver Spring, Friendship Heights, Wheaton, Bethesda, and North Bethesda.
- MC has a transit store located adjoining the Silver Spring Metro station.
- The County operates four Transportation Management Districts (TMDs): Silver Spring, Bethesda, North Bethesda, and Friendship Heights. An additional TMD is being created to serve the Greater Shady Grove area.
- MC operates public parking in Bethesda and Silver Spring that offers reduced rates for pools.
- MC offers the Fare Share Super Fare Share programs with transit subsidies to employers
- Quarterly newsletter
- Ads on cable, radio, in newspapers and Yellow Pages
- Bus interior cards
- Community outreach through the following events: Senior InfoExpo, Wheaton and Silver Spring Summer Concerts, Strathmore Hall Summer Concert Series, Montgomery County Agricultural Fair, Poolesville's Day, Takoma Park Festival, Happy Birthday Montgomery County, Latino Festival, Old Town Gaithersburg Festival, and Oktoberfest.
- Commuting Solutions Newsletter
- Continued promotion of Kids Ride Free in Montgomery County (Monday through Friday 2 p.m. to 7 p.m.) Metrobus in Montgomery County added to the program.
- Ongoing updating of brochures such as fare brochures, Guide to Commuter Services, New Employee brochure for employers to distribute, flyers, etc. for existing programs
- Marketing Smart Moves Benefits campaign to employers in Montgomery County - *Smart Movers* promote transit benefits and other transportation alternatives to their employees.
- New Park and Ride lot in Damascus
- Promotion of Van Go Shuttle in downtown Silver Spring
- Promotion of Bethesda 8 Shuttle in downtown Bethesda
- Implementation of 10-year \$1 billion "Go Montgomery! Transportation Plan for Our Future" initiative. One new route, additional bus service on various routes effective FY04,
- Promotion of Code Red Ride Free in Montgomery County Ride On
- Promotion of Frederick to Rock Spring Park express service
- Introductory promotion of feeder service to MARC from Frederick
- Promotion of Twinbrook Shuttle serving a large population of Health and Human Services employees
- Introductory promotion of non-peak service to Clarksburg
- Promotion of new buses on contractor routes
- Advertising to bikers with 100 % of the fleet having bike racks and new bike map of Montgomery County
- Promote additional service to University of Maryland-Shady Grove, Montgomery College-Shady Grove and Montgomery College-Takoma Park
- Additional promotion of Super Fare Share program in Silver Spring, Bethesda, North Bethesda, and Friendship Heights
- Ongoing promotion of the new \$12 and \$13 value fare of the Ride On 20-Trip Ticket and Ride-About Pass
- Publicize transit store
- Triennial rider survey
- Transportation Fairs with employment sites
- Try Transit Day
- Upgrade and organize Web site

- Produce an updated Park and Ride brochure with all P&R lots in Montgomery and adjoining counties, including transit service available from each lot.
- Montgomery County has hosted the annual Transportation Awards Ceremony for the last 17 years, which recognizes employers and community members who are outstanding at promoting transit, bicycling and other transportation alternatives.
- In 2003 Montgomery County hosted a regional Telework Conference in downtown Silver Spring, attended by approximately 200 interested employers, telework advocates, and other interested parties.
- Sponsor, organize and promote annual Bike To Work Day events at selected County employment centers.
- Transit, bike and pedestrian amenities available to employers on request for the past three years (MDOT grant): bus shelters, benches, bike racks and lockers, sidewalks, crosswalks and signage.

NATIONAL INSTITUTES OF HEALTH

Main campus is in Bethesda, Maryland, however there are numerous off-campus buildings throughout the Bethesda-Rockville corridor. The NIH employs some 18,000 employees. NIH is located in close proximity to several major traffic arteries; including Route 495, Route 355, and Route 187 serve the campus. In addition, Metrorail, Metrobus and Ride On and MTA buses operate on the campus. Employees may also use the MARC commuter train and transfer to one of these services. The NIH leases parking spaces at several locations in close proximity to the campus, as well as at two METRO parking lots. NIH has 200 parking spaces at the Mid-Pike Plaza Commuter Parking Lot that is operated by the North Bethesda TMO. In addition, there are 150 parking spaces at the Shady Grove Metro and 25 spaces at the New Carrollton Metro that NIH employees enrolled in the NIH Transshare Program may use.

Working together with representatives of the National Naval Medical Center, Suburban Hospital, and the Montgomery County Dept. of Public Works and Transportation, several express bus routes were established that service these agencies: The Ride On Route 70 and Metrobus J-9 operate on the Route 270 corridor, the Smartmover Bus operates from Tysons Corner to Bethesda and RockSpring.

Individuals that wish to bicycle to the campus may use several bicycle paths that are located within short distances from the campus. NIH maintains bicycle racks and lockers that can accommodate over 500 bicycles daily. Many of the buildings contain shower facilities for employees who bicycle or walk to work.

NIH offers a transportation subsidy of up to \$100.00 in Metrocheks for participants of the NIH Transshare Program. Currently, there are 4,200 participants. Ridematching is done in-house and with the Metropolitan Washington Council of Governments. Individuals who carpool to work may park in “close-in” parking areas. Vanpool operators are provided a reserved space in the lot of their choice.

To promote NIH’s employee transportation options, posters, tabletop displays, desk-to-desk publications, campus wide e-mail, and the campus newsletters *NIH Record* and *ORS News To Use* are used. NIH also has a monthly parking/transportation-working group. Throughout the year, the Employee Transportation Services Office sponsors or participates in various promotional events designed to provide commuting alternatives to employees.

NORTHERN VIRGINIA TRANSPORTATION COMMISSION

Total Operating Budget FY2004: \$1.1 million (Transit Assistance: \$100 million including funds from the Motor Vehicle Fuel Sales Tax.)

Serves Arlington, Fairfax and Loudoun counties and the cities of Alexandria, Fairfax, and Falls Church, with a population of 1.5 million over 1,000 square miles. NVTC's 19 commissioners are locally elected officials and members of Virginia's General Assembly, plus the director of the Virginia Department of Rail and Public Transportation. The commission coordinates public transit policies within Northern Virginia and exercises leadership on issues relating to governance of the Virginia Railway Express (VRE), which the commission owns, and WMATA.

- Prepares the *Annual Transportation Update* series, which includes a compendium of performance data from the region's transit systems.
- Maintains web site that includes information about NVTC at www.thinkoutsidethecar.org.
- Coordinates a regional project with Northern Virginia bus systems to offer free fares on forecast air quality Code Red Ozone Alert days. Participating agencies include Fairfax Connector, Metrobus (Northern Virginia only), Alexandria DASH, Arlington Transit, Falls Church George Bus, Loudoun Commuter Bus, OmniRide, OmniLink and CUE all participate.
- Coordinates the two-year demonstration of the Falls Church GEORGE bus project. WMATA operates two loop routes under contract with NVTC and the City of Falls Church, using a fleet of two 30-foot clean diesel buses. The buses are equipped with state-of-the-art EGR filters that provide for substantially reduced emissions. The routes link Falls Church neighborhoods and businesses within the city and connect to the nearby West and East Falls Church Metrorail stations. The project will reduce automobile vehicle miles and trips, reduce pollution, and ease the parking burden at the East and West Falls Church Metrorail stations. In addition, state-of-the-art exhaust gas recirculation and particulate filter technology has been introduced and tested for the first time in the region with very good results. Rider ship continues to grow and is currently at 7,750 passengers per month."
- Assists the local Northern Virginia transit systems with National Transit Database reporting enabling the region to receive an additional \$4.1 million per year in federal transit assistance.
- Facilitates the procurement and installation of bus shelters at highly utilized stops in Northern Virginia by administering a CMAQ grant of \$450,000.
- Promotes Try Transit Week activities.
- Participates in the Virginia Transit Association (VTA) legislative and marketing committees and the annual conference for transit properties in N. Virginia and throughout the Commonwealth. Hosted the 2001 conference in Springfield, VA, promoting the conference and programming nationally recognized speakers who covered a broad range of current topics of interest to the transit industry.
- Serves as the contract agent on regional SmarTrip compatible farebox procurement for N. Virginia jurisdictions.
- Manages/conducts studies such as the U.S. Route 1 Corridor Bus Study, the Bus Data Collection Study, the Mode Share Report and the Bus Passenger Origin Destination Study as well as disseminating the findings.
- In conjunction with Fairfax County, City of Fairfax, and WMATA, developed a revitalized Bus Fare Buydown Program, choosing routes and priorities for funding and publicizing program. Routes are as follows: I-66 Corridor (FY01), I-95/Springfield Interchange (FY02), Dulles Corridor (FY03) and Route 1 (FY04).

- Initiated series of monthly radio interviews on AM 1260 (WRC) “Business Talk” program that began airing in July 2001. Transportation-themed shows feature NVTC commissioners, representing local jurisdictions, discussing current transit issues, and promoting public transportation as a viable option.
- Promotes legislative agenda that is favorable to transportation, seeking a stable and reliable source of funding for public transportation projects. While the General Assembly is in session, electronically distributes legislative updates on developments in Richmond.
- Testifies annually before the Commonwealth Transportation Board regarding allocation of transit funds.

PRINCE GEORGE’ S COUNTY

Marketing Budget for FY 2004: Marketing Contract: \$108,000 The Bus - \$100,000

Several large employers such as Giant Foods, Safeway, and Computer Services Corporation are located in Prince George's County. Joint Venture has been contracted by Prince George’s County to provide employer outreach. Their activity will include developing direct mail pieces to employers, organizing seminars with employers, telemarketing and conducting on-site sales presentations for employers.

POTOMAC RAPPAHANNOCK TRANSPORTATION COMMISSION

Marketing Budget for FY 2004: \$100,000

PRTC is largely a residential area with several large employers in its five-jurisdictional region including Lockheed, IBM, GMU, AT&T and Strayer University, GEICO, AOL, and several large health care organizations. PRTC takes advantage of two major shopping malls, Potomac Mills and Manassas Mall as its two local bus hubs. The focus of the organization and its marketing program is to provide sound transportation alternatives for a quality life. PRTC complements its planning efforts by providing several types of bus operations, co-sponsors the Virginia Railway Express, and performs essential ridematching and vanpool subsidy initiatives. PRTC marketing budget funds rider education initiatives, awareness media advertisement, vanpool subsidy programs, trial-coupon programs, employer and consumer group presentations, print ads, brochures, printed bus schedules in Spanish, an interactive web site, job fairs, Try Transit Week, and a Welcome Aboard program for new residents. PRTC has established transit information displays at key transfer points. An e-mail service, Rider Express, has been instituted for bus riders and Customer Service hours have been expanded offering service from 5:30 a.m. to 8:30 p.m.

RAPPAHANNOCK RAPIDAN REGIONAL COMMISSION - Commuter Services

Marketing Budget for FY 2004: \$11,500

- Primarily a residential area with a population of 120,000.
- RRRC has been relying on referrals, highway signs, and local papers for advertising their rideshare services as well as piggybacking off of COG promotions such as GRH.
- The region uses various regional events and hosts an annual Commuter Fair to promote ridesharing.
- RRRC has nine vanpools with a round-trip range of 80 to 140 miles.
- They have six official and six unofficial park and ride lots with some capacity available.
- The Virginia Regional Transportation Association (VRTA) provides transit from Warrenton to Ballston and D.C.
- Vanpools can get a startup subsidy from the Vanpool Assistance Program.

TYTRAN

Marketing Budget for FY 2004: \$5,000

TYTRAN is a membership organization that serves the largest employment center in Fairfax County, Tysons Corner. Tysons Corner is bounded by Routes 7 and 123, I-495, and the Dulles Toll Road. Transit service is provided by Fairfax County's Fairfax Connector and Metrobus routes operating from West Falls Church metro station to the newly opened West Park Transit Center, and throughout Tysons Corner. Currently, Tysons Corner does not have any bike paths, or park and ride lots. Most of TYTRAN's work during the next few years will surround the rail project extension, as almost all of the pedestrian improvements, such as pedestrian crossings and signals, sidewalk improvements, bus shelters, and increased signage throughout the area, as well as support facilities for rail, are underway or completed. TYTRAN's membership is made up of approximately 50 of the largest employers and property owners in this area.

TYTRAN targets its membership for commuter benefit programs and upon request, works with Fairfax County to schedule transportation fairs at employer sites. They advocate transportation improvements along with telecommuting and flextime and operate vanpool and carpool promotions. Much of Tysons Corner's labor pool is devoted to government contract work, which requires unscheduled overtime, however, telecommuting programs were implemented at two major member companies on a test basis, and the Commuter Benefit Program is also in place in three major companies. Most of Tysons Corner's commuters come from Reston, Herndon, Oakton, Warrenton, Manassas, Gaithersburg, and Rockville. TYTRAN has their own GRH program that they are promoting in their newsletter, "Commuter News," and they have a website. The cost savings aspect of carpooling and vanpooling has provided the only benefit to market to commuters in this area.

VRE

Marketing Budget for FY 2004: \$350,000

Profile:

- Free parking has been initiated at all of their stations.
- Radio has provided the best advertising medium to increase ridership. Advertisements focus on directing commuters to the VRE web site and to the stations with available parking, including Lorton, Woodbridge and Rippon on the Fredericksburg line, and Backlick Road on the Manassas line.
- They accept Metrochek as payment.
- Top AM boarding stops were Manassas, Burke Center, and Fredericksburg.
- Top AM destinations were L'Enfant Plaza, Crystal City, and Union Station.
- Very few riders bike to train stations.

WABA - Washington Area Bicyclist Association

Marketing Budget for FY 2004: \$50,000

WABA has been serving the needs of cycling commuters since 1972. Currently, WABA serves its members through its website, newsletter, and with its staff of two full-time employees.

The marketing funds for WABA are spent on the following activities:

- Bike to Work Day in downtown D.C.
- New Trail Openings
- Transportation Fairs
- Printing and Postage
- Bi-monthly newsletter RIDEON!
- Brochures for Commuter Assistance Program, Rules of the Road, Safety, Helmet Use
- On-line information and assistance on website www.waba.org.
- BikeDC, the area's largest bicycle tour.

WMATA

Marketing Budget for FY 2004: \$2,000,000

WMATA will conduct extensive ridership campaigns targeting off peak periods for rail, using television, multiple radio stations, print ads in daily and weekly newspapers, and targeting all time periods to promote ridership on selected bus routes and participation in programs such as Metrochek and SmartBenefits. Additionally, WMATA produces rail interior posters, rail station posters, bus interior cards, and bus vinyls to promote various Metro products. They also conduct promotion campaigns targeting tourists and new residents to the WMATA operating area.

CALENDAR OF REGIONAL EVENTS FOR 2003-2004

July & August 2003	Clean Air Partners radio and cable campaign
September 2003	Mass Marketing campaign begins VRE Ad campaign begins ACT Conference in Salt Lake City, Sept 14-17th Bike DC, September 20th
October 2003	Communities in Motion Day, October 16th Radio ads for GRH begin and continue into November Telework America Washington Area Conference Kiosk promotion begins
January 2004	Marketing TERM campaign continues through June 2004 Telework Radio Campaign promoting COG seminars begins
February 2004	Telework Employer Seminars
March 2004	Spring GRH Campaign- radio, and direct mail to commuters Telework Employer Seminars
April 2004	Earth Day MTA Ad Campaign begins Telework Employer Seminars
May 2004	Bike To Work Day, First Friday in May Telework Employer Seminars
June 2004	Commuter Connections Employer Recognition Awards / Best Workplaces for Commuters Event

MARKETING STRATEGY

Selecting Impacted Activity Center/Corridors

After reviewing the COG Regional Activity Centers and Clusters (July 2002), specific impacted activity centers were chosen for targeted marketing activities by COG due to their household populations and employment. Additionally, certain markets were chosen due to increased congestion from highway construction or new transportation alternatives have been recently added, such as Dulles HOV lanes. The markets are described below:

Activity Centers / Clusters	Jobs 2000*	Households 2000*
Downtown Washington	355,804	20,938
Dulles Corridor (incl. Reston, Herndon, North, South Areas)	129,875	4,367
Federal Center/Southwest Metro	92,714	1,849
Tysons Corner	89,448	6,989
Bethesda/Friendship Heights	80,822	11,841
Rosslyn/Ballston Corridor	75,826	20,722
Rockville/North Bethesda	75,681	1,634
Crystal City/Pentagon	73,758	8,219
Greenbelt/College Park/White Oak Area	66,450	15,300
Fairfax Center/ City of Fairfax/GMU	52,514	8,024
Gaithersburg/Life Sciences Center	46,551	3,144
1-95/Springfield Area	46,480	2,616
Downtown Alexandria	36,090	11,052
Merrifield/Dunn Loring	36,069	2,235
Silver Spring/Takoma Park/Wheaton	31,509	5,136
Frederick Area	29,190	4,435
Bailey's Crossroads Area	28,481	14,677
New Carrollton/Largo Area	26,588	8,930
Manassas Area	14,758	5,543
Leesburg Area	10,900	4,200

*Bolded numbers represents the target audience.

The following tables describe these "impacted activity centers" and "impacted corridors" as the target markets where promotional campaigns will be focused. The following tables will first describe current marketing activities by jurisdiction, and following are tables that outline specific strategies by impacted activity centers.

CURRENT PROFILE OF IMPACTED ACTIVITY CENTERS/CORRIDORS

Central

	District of Columbia	Arlington County	City of Alexandria
Impacted Activity Centers	<ul style="list-style-type: none"> • Downtown • Southwest Federal Center • Georgetown • Monumental Core 	<ul style="list-style-type: none"> • Crystal City/Pentagon • Rosslyn/Ballston Corridor 	<ul style="list-style-type: none"> • Alexandria (focus on Old Town and Landmark)
Impacted Corridors	<ul style="list-style-type: none"> • I-395/I-295 • I-66 (Theodore Roosevelt Bridge) • Rt. 50 (New York Avenue) • Rt 1 (Rhode Island Ave & 14th St) • Woodrow Wilson Bridge <p>All Major Arterials</p>	<ul style="list-style-type: none"> • I-66 • U.S. Rt. 1 • I-395 • Rt. 29 • Rt. 50 	<ul style="list-style-type: none"> • Rt. 1 • George Wash Pkwy • I-95/I-395/I-495 • Duke Street • King Street • Woodrow Wilson Bridge
Available Products	<ul style="list-style-type: none"> • Carpools • Car Sharing <ul style="list-style-type: none"> • Zipcar • Flexcar • Commuter Rail-VRE, MARC • Cycling <ul style="list-style-type: none"> • Bike Racks on Sidewalks • Bike Racks on Buses • Bike on Rail • Bike Lanes & Trails • ADA-Bike Ramps • Home-based telecommuting • Housing close to employment, education, entertainment, recreation & shopping destinations • HOV lanes • Rental Cars 	<ul style="list-style-type: none"> • 3 Commuter Stores (Ballston, Crystal City, Rosslyn) • Arlington Metrobus • Arlington Transportation Partners employer services • ART- Arlington Transit • Bike Paths • Bike Racks/Lockers • CommuterDirect.com • CommuterPage.com • Carpools • HOV lanes • Metrorail • Park & Ride Lots • Telework centers • Vanpools • VRE 	<ul style="list-style-type: none"> • ALEXANDRIA RIDESHARE • Alexandria Old Town Transit Shop • AlexRide.org • AMTRAK • Bike Paths • Bike Racks/Lockers • Carpools/Vanpools • Commuter Store • DASH • Fairfax Connector • HOV lanes • Metrobus • Metrorail • Metrorail • Park and Ride Lots • Telework assistance • VRE • Walking

	District of Columbia	Arlington County	City of Alexandria
	<ul style="list-style-type: none"> • Transit <ul style="list-style-type: none"> • Local and Express Buses • Metrobus • Metrorail • Vanpools • Taxicabs • Union Station – Region’s premier intermodal transportation center • Walking <ul style="list-style-type: none"> • Wide, tree-lined sidewalks • Count-down pedestrian signals being installed • ADA-Bike Ramps 		
Current Marketing Conducted Locally	<ul style="list-style-type: none"> • Bike-to-Work Day Channel 16,18 • city living - dc style • DC Cable • Employer mailings by DC Partners • Employer seminars conducted by DC Partners • Kiosks • Metrochek (WMATA) • Promoting bicycle racks at public facilities. • Smart Commute Initiative (Fannie Mae) • WMATA Cooperative Marketing for Special Events 	<ul style="list-style-type: none"> • Arlington Metrobus collateral • ART promotion • ATP collateral Washington Post Plus Direct Mail Program • Arlington cable TV • On –Board bus interiors • Subway tunnel 2-sheets • Internet co-ops and sponsorships • Sponsorships of local community events • Advertising in local retail and business directories • Sponsorship of local community events • Advertising in local retail and business directories • Sponsorships of local restaurant guides • Commuter Weekly and Journal Newspaper advertising • Convenience store TV monitors • Quarterly newsletter and packages for top 	<ul style="list-style-type: none"> • Alexandria Birthday Celebration • Alexandria Chamber of Commerce Events • Bus interior (DASH) • Case Studies • DASH ‘n Dine • Jones Communication includes DASH coupons in bills Kiosk and Web site • Newsletter <i>DASH About Commuter Connections</i> • Print: Community Book, Metro Herald, Alexandria Gazette, The Journal • Promotion at Special Events: 1st Night Historic Hauntings, Waterfront Fest, Scottish Walk, George Washington Day Parade, St. Paddy Parade, Chili Cook-Off, Earth Day, Del Ray Fest, Volunteer Youth Fair, Taste of Alexandria, Bike to

	District of Columbia	Arlington County	City of Alexandria
		400 employers <ul style="list-style-type: none"> • Email alerts 	Work Day <ul style="list-style-type: none"> • Radio interviews and ads • Site specific information • Television ads • Traffic radio ads • Transit Fairs

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED
ACTIVITY CENTER/CORRIDOR**

Impacted Activity Center	District of Columbia Core S.W. Federal Center
Products	<ul style="list-style-type: none"> ➤ Bicycling ➤ Carpools ➤ InfoExpress Kiosk ➤ Live-Near-Transit (Smart Commute Mortgage) ➤ Mass Transit: Bus, Commuter rail, Metrorail ➤ Metrochek ➤ Telecommuting/Teleworking ➤ Vanpools
Target Audiences	<p><i>Kiosk:</i></p> <ul style="list-style-type: none"> • Patrons at Union Station and La Promenade • Reeves Center <p><i>Work End:</i></p> <ul style="list-style-type: none"> • Building Owners/Managers • Chamber/Trade Organizations • Parking Administrators • Private Sector Employers with 100+ employees <p><i>Home End:</i></p> <ul style="list-style-type: none"> • Residents in high SOV zip codes <p>Urban, African-American, Hispanic & other ethnic audiences</p>
Objective	<ul style="list-style-type: none"> • Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, HOV lane use by employees, and teleworking. • Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion.
Recommended Marketing Strategy	<p>GRH & Mass Marketing</p> <ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Bus vinyls will be produced and posted on 50 WMATA buses as PSAs ➤ Direct mail postcards for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH ➤ Opt in e-mail to employers and Employer Services Rep conducting follow-up ➤ Public relations effort and promotions to improve awareness of GRH and ridesharing benefits ➤ Rotate several testimonial style radio ads for fall and spring campaign. Spanish radio ad. ➤ Television ad for air on broadcast, cable, and city public access stations during both fall and spring campaign. ➤ Web Banners on several sites ➤ Mass marketing ads will focus on multiple modes including telework, using transit, bicycling, vanpooling and carpooling <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to 4,000 employers plus 200 Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Integrated Ridesharing</p> <ul style="list-style-type: none"> ➤ Commuter Connections will sponsor a monthly promotion for each of the eight kiosk locations and have ambassadors available to help

	<p>shoppers use the kiosks.</p> <p>Telework</p> <ul style="list-style-type: none"> ➤ Brochure and e-mail sent to employers regarding ➤ Radio ad campaign focusing on promoting employer telework seminars will begin January 2004
Language(s)	<p>English</p> <p>Spanish</p>
Partners	<p>BIDs</p> <p>COG</p> <p>DDOT</p> <p>Fannie Mae</p> <p>MARC</p> <p>VRE</p> <p>WABA</p> <p>WMATA</p>
Partner Contributions	<p>WMATA, MARC, VRE space on Metrorail and Metrobus and trains for GRH</p> <p>DDOT sales outreach, education</p> <p>WMATA queen-size vinyls as PSAs on 50 Metrobuses</p>
Evaluation	<p>Evaluate call reports for 800-745-RIDE</p> <p>Evaluate Web hits for commuterconnections.org</p>

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY
CENTER/CORRIDOR**

Impacted Activity Center	Crystal City/Pentagon and Rosslyn/Ballston
Products	<ul style="list-style-type: none"> • ART Bus/Metrobus/Metrorail/VRE • Bicycling and walking • The Commuter Store in Crystal City • Slug-lines • Vanpools/Carpools/HOV
Target Audiences	<p><i>Kiosk:</i></p> <ul style="list-style-type: none"> • Pentagon Employees <p><i>Work End:</i></p> <ul style="list-style-type: none"> • Employers and their employees <p><i>Home End:</i></p> <ul style="list-style-type: none"> • Residents in high SOV zip codes
Objective	<ul style="list-style-type: none"> • 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. • Inform residents, employees and visitors about transit and TDM options.
Recommended Marketing Strategy	<ul style="list-style-type: none"> ➤ Use ATP's web site, Commuter Choice Multi Media CD ROM, CommuterDirect.com Corporate Services and My Rewards web-based ETC retention tool to supplement sales force to work with employers <p>GRH & Mass Marketing</p> <ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Bus vinyls will be produced and posted on 50 WMATA buses as PSAs ➤ Direct mail postcards for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH ➤ Opt in e-mail to employers and Employer Services Rep conducting follow-up ➤ Public relations effort and promotions to improve awareness of GRH and ridesharing benefits ➤ Rotate several testimonial style radio ads for fall and spring campaign. Spanish radio ad. ➤ Television ad for air on broadcast, cable, and city public access stations during both fall and spring campaign. ➤ Web Banners on several sites ➤ Mass marketing ads will focus on multiple modes including telework, using transit, bicycling, vanpooling and carpooling <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to 4,000 employers plus 200 Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Integrated Ridesharing</p> <ul style="list-style-type: none"> ➤ Commuter Connections will sponsor a monthly promotion for each of the eight kiosk locations and have ambassadors available to help shoppers use the kiosks. <p>Telework</p> <ul style="list-style-type: none"> ➤ Brochure and e-mail sent to employers regarding

	➤ Radio ad campaign focusing on promoting employer telework seminars will begin January 2004
Language(s)	English
Partners	Arlington County Dept. of Economic Development ART - Arlington Transit Local Business Groups including Rosslyn Renaissance, Clarendon Alliance, Ballston Partnership and Columbia Pike Revitalization Organization COG Commuter Connections NVTC, WMATA and ALL local transit and commuter bus providers Slug-Lines.com VDRPT WABA
Partner Contributions	
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate Web hits for commuterconnections.org

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY
CENTER/CORRIDOR**

Impacted Activity Center	Alexandria (Old Town and Landmark)
Products	<ul style="list-style-type: none"> • ALEXANDRIA RIDESHARE • Bicycling • DASH • HOV • Metrobus and Metrorail • VRE
Target Audiences	<p><i>Work End:</i> Private Sector Employers with 100+ employees</p> <p><i>Home End:</i> Residents in high SOV zip codes</p>
Objective	<ul style="list-style-type: none"> • Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, HOV lane use by employees, and teleworking. • Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion
Recommended Marketing Strategy	<p>GRH & Mass Marketing</p> <ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Bus vinyls will be produced and posted on 50 WMATA buses as PSAs ➤ Direct mail postcards for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH ➤ Opt in e-mail to employers and Employer Services Rep conducting follow-up ➤ Public relations effort and promotions to improve awareness of GRH and ridesharing benefits ➤ Rotate several testimonial style radio ads for fall and spring campaign. Spanish radio ad. ➤ Television ad for air on broadcast, cable, and city public access stations during both fall and spring campaign. ➤ Web Banners on several sites ➤ Mass marketing ads will focus on multiple modes including telework, using transit, bicycling, vanpooling and carpooling <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to 4,000 employers plus 200 Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Integrated Ridesharing</p> <ul style="list-style-type: none"> ➤ Commuter Connections will sponsor a monthly promotion for each of the eight kiosk locations and have ambassadors available to help shoppers use the kiosks. <p>Telework</p> <ul style="list-style-type: none"> ➤ Brochure and e-mail sent to employers regarding ➤ Radio ad campaign focusing on promoting employer telework seminars will begin January 2004
Language(s)	English

Partners	ALEXANDRIA RIDESHARE Commuter Connections COG NVTC VDRPT VRE WMATA WABA
Partner Contributions	"Alternative Transportation Program" -subsidy of up to 50% of employer transit programs for 1 year.
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate Web hits for commuterconnections.org

Current Profile of Impacted Activity Centers/Corridors

Northern Virginia

	Fairfax County	Loudoun County	Prince William County
Impacted Activity Centers	<ul style="list-style-type: none"> • Fairfax Center & GMU • Dulles Corridor • I-95/Springfield • Tysons Corner • Merrifield/Dunn Loring • Bailey's Crossroads 	<ul style="list-style-type: none"> • Downtown Leesburg 	<ul style="list-style-type: none"> • Manassas
Impacted Corridors	<ul style="list-style-type: none"> • Braddock Road • Columbia Pike • Dulles Toll Road • Fairfax County Parkway • I-395 • I-495 • I-66 (HOV) • I-95 (HOV) • Rt. 1 • Rt. 123 • Rt. 236 • Rt. 28 • Rt. 29 • Rt. 50 • Rt. 7 	<ul style="list-style-type: none"> • Rt. 7 • Rt. 15 • Rt. 28 • Dulles Greenway 	<ul style="list-style-type: none"> • Rt. 234 • Rt. 3000 • Rt. 1 • I-95 • I-66 • Rt. 28 • Rt. 29 • Rt. 15
Available Products	<ul style="list-style-type: none"> • Bike racks/Cycling • Carpool • Fairfax City Cue • Fairfax Connector • HOV lanes • InfoExpress Kiosks at Springfield Mall, Tysons Corner Center, and Fair Oaks Mall • Metrorail & Metrobus • Metrochek/Metrochek Match • Park-n-Rides • Reston RIBS • Ridematching • Smart Tag • Springfield Interchange Newsletter • Teleworking 	<ul style="list-style-type: none"> • Carpool • Cycling – W&OD Trail to Route 7 • DATA TMA • Flextime • Grant Program • GRH • Loudoun County Transit • Virginia Regional Transit • Park & Ride • Telecommuting/Teleworking • TMA Services • Vanpool • InfoExpress Kiosk at Dulles Town Center 	<ul style="list-style-type: none"> • Carpool • Casual carpooling – “Slugs” • Cycling to Park & Ride; PW Parkway Trail • Employee Outreach • GRH • HOV lanes • InfoExpress Kiosks at Wal-Mart and Manassas Mall • Metrochek • OMNI Ride, OMNI Match, Link • Park & Ride • Property Tax Relief • Teleworking Center • Vanpool • VanSave/VanStart • VRE

	Fairfax County	Loudoun County	Prince William County
	Centers <ul style="list-style-type: none"> • TMAs (4) • Four Connector Stores • Tysons GRH • Vanpools (42) • VanSave/Start • VRE 		
Current Marketing Conducted Locally	<ul style="list-style-type: none"> • Brochures • Bus Interiors • Exterior Bus Advertising • Cable TV ads • Datalerts • E-mail Newsletter: • Fairfax Fair/Reston and Herndon Festivals/Fall for Fairfax • InfoExpress kiosks • Membership Meetings • Print ads in local newspapers • Promotions to Chambers of Commerce and Business Groups • Quarterly Newsletter • Radio Ads for DTR • Transportation Fairs • Open Houses /Supervisor’s Town Meetings/Public Mtgs • Transit Booklet • News releases • Direct mail to Community Organizations • Web Site 	<ul style="list-style-type: none"> • Cable TV ads • Datalerts • Direct Mail • Membership Meetings • Quarterly Newsletter • Radio Ads 	<ul style="list-style-type: none"> • Cable TV ads • Community papers • Direct Mail • Employee Outreach • Highway signage • InfoExpress kiosks • Newsletter (OMNI News) • Newspapers • Poster in employer sites • Press release messages on phone hold service • Radio Ads • Return mail cards in water bills • Seat drops on OMNI Link & OMNI Ride • Special promos: Earth Day; Rotary Northern Virginia Charity Fair; Manassas Rail; Manassas Fall Festival; Dale City Fall Festival; Prince William Fair; GSA Fairs • Theater slides • Web Site

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY
CENTER/CORRIDOR**

Impacted Activity Centers	<ul style="list-style-type: none"> ▪ Tysons Corner ▪ Merrifield/Dunn Loring
Products	<ul style="list-style-type: none"> • Carpools • Fairfax Connector • InfoExpress Kiosk • Metrobus • Telecommuting/Teleworking • TYTRAN's and Commuter Connections' GRH program • Vanpools
Target Audiences	<p><i>Kiosk:</i></p> <ul style="list-style-type: none"> • Mall Patrons at Tysons Corner Center <p><i>Work End:</i></p> <ul style="list-style-type: none"> • Private Sector Employees with 100+ employees <ul style="list-style-type: none"> • TYTRAN members <p><i>Home End:</i></p> <ul style="list-style-type: none"> • Residents in high SOV zip codes
Objective	<ul style="list-style-type: none"> • Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, Commuter Benefit Program, and teleworking. • Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion • Increase number of hits on Commuter Connections' site on kiosk
Recommended Marketing Strategy	<p>GRH & Mass Marketing</p> <ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Bus vinyls will be produced and posted on 50 WMATA buses as PSAs ➤ Direct mail postcards for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH ➤ Opt in e-mail to employers and Employer Services Rep conducting follow-up ➤ Public relations effort and promotions to improve awareness of GRH and ridesharing benefits ➤ Rotate several testimonial style radio ads for fall and spring campaign. Spanish radio ad. ➤ Television ad for air on broadcast, cable, and city public access stations during both fall and spring campaign. ➤ Web Banners on several sites ➤ Mass marketing ads will focus on multiple modes including telework, using transit, bicycling, vanpooling and carpooling <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to 4,000 employers plus 200 Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Integrated Ridesharing</p> <ul style="list-style-type: none"> ➤ Commuter Connections will sponsor a monthly promotion for each of the eight kiosk locations and have ambassadors available to help

	<p>shoppers use the kiosks.</p> <p>Telework</p> <p>➤ Brochure and e-mail sent to employers regarding Radio ad campaign focusing on promoting employer telework seminars will begin January 2004</p>
Language(s)	English
Partners	<p>COG DATA Health Fair Schedulers/Coordinators LINK NVTC TAGS TYTRAN VDRPT VPSI WMATA</p>
Partner Contributions	<p>Commuter Benefit program Coordination of marketing activity with TYTRAN for employer outreach Initiation of Vanpool TERM {WMATA} VanSave VanStart VPSI and ABS vanpooling sales effort</p>
Evaluation	<p>Evaluate call reports for 800-745-RIDE Evaluate Web hits for commuterconnections.org Evaluate Kiosk hits and applications</p>

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY
CENTER/CORRIDOR**

Impacted Activity Centers	<ul style="list-style-type: none"> ▪ Fairfax Center/GMU ▪ Dulles Corridor
Products	<ul style="list-style-type: none"> • Bicycling • DATA's services • GRH • InfoExpress Kiosk at Fair Oaks Mall • Telecommuting/Teleworking • Transit • Vanpools/Carpools to support Dulles Toll Road HOV Lane
Target Audiences	<p><i>Kiosk:</i> Mall patrons at Fair Oaks</p> <p><i>Work End:</i> Airport Chamber/Trade Organizations Private Sector employees with 100+ employees University Center Westfield's business park</p> <p><i>Home End:</i> Residents in high SOV zip codes in Fairfax Center/GMU</p>
Objective	<ul style="list-style-type: none"> • Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, Metrochek, and teleworking. • Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion • Increase awareness of benefits of HOV lanes
Recommended Marketing Strategy	<p>GRH & Mass Marketing</p> <ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Bus vinyls will be produced and posted on 50 WMATA buses as PSAs ➤ Direct mail postcards for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH ➤ Opt in e-mail to employers and Employer Services Rep conducting follow-up ➤ Public relations effort and promotions to improve awareness of GRH and ridesharing benefits ➤ Rotate several testimonial style radio ads for fall and spring campaign. Spanish radio ad. ➤ Television ad for air on broadcast, cable, and city public access stations during both fall and spring campaign. ➤ Web Banners on several sites ➤ Mass marketing ads will focus on multiple modes including telework, using transit, bicycling, vanpooling and carpooling <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to 4,000 employers plus 200 Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Integrated Ridesharing</p> <ul style="list-style-type: none"> ➤ Commuter Connections will sponsor a monthly promotion for each of the eight kiosk locations and have ambassadors available to help

	<p>shoppers use the kiosks.</p> <p>Telework</p> <ul style="list-style-type: none"> ➤ Brochure and e-mail sent to employers regarding <p>Radio ad campaign focusing on promoting employer telework seminars will begin January 2004</p>
Language(s)	English
Partners	<p>Fairfax CUE</p> <p>DATA</p> <p>Fairfax County Employer Services</p> <p>LINK</p> <p>COG</p> <p>VDRPT</p> <p>VPSI</p> <p>VRE</p> <p>WMATA</p> <p>WABA</p>
Partner Contributions	<p>Metrochek Match</p> <p>VanStart</p>
Evaluation	<p>Evaluate call reports for 800-745-RIDE</p> <p>Evaluate Web hits on commuterconnections.org</p> <p>Evaluate kiosk hits and applications</p>

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY
CENTER/CORRIDOR**

Impacted Activity Center	1-95/Springfield
Products	<ul style="list-style-type: none"> • Vanpools • Carpools • InfoExpress Kiosk • Telecommuting/Teleworking • Transit - VRE, Metrobus, Fairfax Connector, Metrorail, Medical Center Shuttle to Metrorail Station
Target Audiences	<p><i>Kiosk:</i></p> <ul style="list-style-type: none"> • Mall patrons at Springfield Mall <p><i>Work End:</i></p> <ul style="list-style-type: none"> • New businesses located in the region • Private Sector Employers with 100+ employees
Objective	<ul style="list-style-type: none"> • Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, Metrochek, and teleworking. • Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion • Increase number of hits on Commuter Connections' site on kiosk
Recommended Marketing Strategy	<p>GRH & Mass Marketing</p> <ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Bus vinyls will be produced and posted on 50 WMATA buses as PSAs ➤ Direct mail postcards for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH ➤ Opt in e-mail to employers and Employer Services Rep conducting follow-up ➤ Public relations effort and promotions to improve awareness of GRH and ridesharing benefits ➤ Rotate several testimonial style radio ads for fall and spring campaign. Spanish radio ad. ➤ Television ad for air on broadcast, cable, and city public access stations during both fall and spring campaign. ➤ Web Banners on several sites ➤ Mass marketing ads will focus on multiple modes including telework, using transit, bicycling, vanpooling and carpooling <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to 4,000 employers plus 200 Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Integrated Ridesharing</p> <ul style="list-style-type: none"> ➤ Commuter Connections will sponsor a monthly promotion for each of the eight kiosk locations and have ambassadors available to help shoppers use the kiosks. <p>Telework</p> <ul style="list-style-type: none"> ➤ Brochure and e-mail sent to employers regarding ➤ Radio ad campaign focusing on promoting employer telework seminars

	will begin January 2004
Language(s)	English
Partners	American Legion Post 176 Fairfax County COG NVTC TAGS Bus Circulator Springfield Mall VDRPT VRE WMATA
Partner Contributions	Bus Rail Pass from WMATA/Fairfax Connector Free rides on VRE Metrochek Match, VanSave, VanStart
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org Evaluate Kiosk hits and applications

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY
CENTER/CORRIDOR**

Impacted Activity Center	Leesburg
Products	<ul style="list-style-type: none"> • Carpool • DATA • Loudoun County Transit • Virginia Regional Transit Association • Telecommuting/Teleworking • Vanpool
Target Audiences	<p><i>Home End:</i> Residences in high SOV zip codes</p> <p><i>Kiosks:</i> InfoExpress at Dulles Town Center</p>
Objective	Increase awareness of benefits of GRH, time savings from HOV lanes and convenience of transit
Recommended Marketing Strategy	<p>GRH & Mass Marketing</p> <ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Bus vinyls will be produced and posted on 50 WMATA buses as PSAs ➤ Direct mail postcards for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH ➤ Opt in e-mail to employers and Employer Services Rep conducting follow-up ➤ Public relations effort and promotions to improve awareness of GRH and ridesharing benefits ➤ Rotate several testimonial style radio ads for fall and spring campaign. Spanish radio ad. ➤ Television ad for air on broadcast, cable, and city public access stations during both fall and spring campaign. ➤ Web Banners on several sites ➤ Mass marketing ads will focus on multiple modes including telework, using transit, bicycling, vanpooling and carpooling <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to 4,000 employers plus 200 Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Integrated Ridesharing</p> <ul style="list-style-type: none"> ➤ Commuter Connections will sponsor a monthly promotion for each of the eight kiosk locations and have ambassadors available to help shoppers use the kiosks. <p>Telework</p> <ul style="list-style-type: none"> ➤ Brochure and e-mail sent to employers regarding Radio ad campaign focusing on promoting employer telework seminars will begin January 2004
Language(s)	English
Partners	DATA Fairfax Connector Loudoun County Transit

	Virginia Regional Transit Association COG VPSI
Partner Contributions	Free ride on Loudoun County Transit and local VRTA Buses
Evaluation	Evaluate monthly call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY
CENTER/CORRIDOR**

Impacted Activity Centers	Manassas
Products	<ul style="list-style-type: none"> • Casual Carpools (Slugs) • GRH • HOV I-95 and I-66 • InfoExpress Kiosk at Wal-Mart • OmniLink local bus service • OmniRide commuter bus service • Park & Ride lots • Rider Express e-mail service • Ridesharing: PRTC OmniMatch • Telework Center, Woodbridge • Vanpools and Carpools
Target Audiences	<p><i>Kiosks:</i></p> <ul style="list-style-type: none"> • Patrons at Wal-Mart and Manassas Mall <p><i>Home End:</i></p> <ul style="list-style-type: none"> • Residents in high SOV zip codes
Objective	Increase awareness of benefits of GRH, time savings from HOV lanes and convenience of transit
Recommended Marketing Strategy	<p>GRH & Mass Marketing</p> <ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Bus vinyls will be produced and posted on 50 WMATA buses as PSAs ➤ Direct mail postcards for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH ➤ Opt in e-mail to employers and Employer Services Rep conducting follow-up ➤ Public relations effort and promotions to improve awareness of GRH and ridesharing benefits ➤ Rotate several testimonial style radio ads for fall and spring campaign. Spanish radio ad. ➤ Television ad for air on broadcast, cable, and city public access stations during both fall and spring campaign. ➤ Web Banners on several sites ➤ Mass marketing ads will focus on multiple modes including telework, using transit, bicycling, vanpooling and carpooling <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to 4,000 employers plus 200 Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Integrated Ridesharing</p> <ul style="list-style-type: none"> ➤ Commuter Connections will sponsor a monthly promotion for each of the eight kiosk locations and have ambassadors available to help shoppers use the kiosks. <p>Telework</p> <ul style="list-style-type: none"> ➤ Brochure and e-mail sent to employers regarding

	Radio ad campaign focusing on promoting employer telework seminars will begin January 2004
Language(s)	English
Partners	COG OmniLink OmniRide PRTC VPSI VRE
Partner Contributions	Free rides on OmniRide and OmniLink Free rides on VRE
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org Evaluate Kiosk hits and applications

CURRENT PROFILE OF IMPACTED ACTIVITY CENTERS/CORRIDORS

Suburban Maryland

	Frederick County	Montgomery County	Prince George's County
Impact Activity Centers	<ul style="list-style-type: none"> • Frederick 	<ul style="list-style-type: none"> • Bethesda/Friendship Heights • Gaithersburg • Rockville/North Bethesda • Silver Spring/Takoma Park/Wheaton 	<ul style="list-style-type: none"> • Greenbelt/College Park/White Oak • New Carrollton/Largo
Impacted Corridors	<ul style="list-style-type: none"> • I-270 • I-70 • Rt. 15 • Rt. 340 	<ul style="list-style-type: none"> • I-270 • I-495 • MD-117 • MD-118 • MD-124 • MD-185 • MD-193 • MD-355 • MD-410 • MD-650 • MD-97 • Rt. 29 	<ul style="list-style-type: none"> • I-495 • I-95 • MD 5 • Rt. 50 • B-W Parkway • US Route 1 • MD Route 210 • MD 458 • MD 202 • MD 4 • MD 450 • MD 193
Available Products	<ul style="list-style-type: none"> • TransIT Buses • Brunswick MARC line • Point of Rocks MARC line • Park and Ride lots • Personalized ride matching • Ride Free on Code Red Days on Transit • Carpool and Vanpool • Cycling • Telework Center • TPE program • 2 Frederick MARC Stations • MTA 991 Bus to Shady Grove Metro 	<ul style="list-style-type: none"> • 3 TMAs (White Flint, Silver Spring, N. Bethesda TAP) • Annual employee surveys • Bike Paths • Bike Racks • Brunswick MARC • Carpool parking in Silver Spring & Bethesda • Commuter Stores • Express Bus • GRH through TMA • HOV lane • Metrorail • Park & Ride • Personalized ride matching • Ride free on Code Red • Ride On 	<ul style="list-style-type: none"> • MARC (2 Lines) • Carpools/Vanpools • Bike Trails • Metrorail, Metrobus • Telework Centers • The Bus • Park and Ride Lots • GRH • Code Red Days-Free Fare • Express Buses • Personal Ride Match

	Frederick County	Montgomery County	Prince George's County
		<ul style="list-style-type: none"> • TPE program • Transportation Fairs & Commuter Information Days 	
Current Marketing Conducted Locally	<p>February through May Local Radio Key 103.1 Morning and evening traffic sponsorship</p> <p>April Ft. Detrick Earth Day</p> <p>May Elder Expo Ft. Detrick Health & Safety Day</p> <p>August through</p> <p>November Local Radio Key 103.1 Morning and evening traffic sponsorship</p> <p>September County Fair</p> <p>October Communities in Motion Day</p> <p>Throughout the year:</p> <ul style="list-style-type: none"> • Television Ads on county's public access channel for transit • Daily On-Line ads in Frederick News-Post for TransIT and Rideshare • Theater Slides at RC Westview Cinema (8plex) for TransIT and Rideshare • Print/Radio Ads • Community Outreach Events 	<p>June Clean Air Partners</p> <p>August County Fair Ethnic Heritage Event</p> <p>September Ride Share Week Try Transit Week</p> <p>October Ride On Rodeo Summit Event</p> <ul style="list-style-type: none"> • Bus cards for GRH • Direct Mail for circulator, bus service • Print/Radio ads for Smart Moves 2000 and Fare Share • Publicity for kiosks and events • Radio Ads on GRH • Video on Smart Mover Profile 	<ul style="list-style-type: none"> • Commuter fairs at business parks • The Bus specific route marketing • Employer Outreach coordination with employers with 100+ employees • Print/Radio Ads • Try Transit Week Activities

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY
CENTER/CORRIDOR**

Impacted Activity Center	Frederick
Products	<ul style="list-style-type: none"> • Carpool • Public Transit - TransIT • Telecommuting/Teleworking • Vanpools
Target Audiences	<p><i>Work End:</i></p> <ul style="list-style-type: none"> • Employers with 100 or more employees <p><i>Home End:</i></p> <ul style="list-style-type: none"> • Residences along service routes for TransIT • Residents who have recently moved to area • Residents in high SOV zip codes
Objective	Increase awareness of benefits of GRH, vanpool subsidy, and convenience of transit
Recommended Marketing Strategy	<p>GRH & Mass Marketing</p> <ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Bus vinyls will be produced and posted on 50 WMATA buses as PSAs ➤ Direct mail postcards for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH ➤ Opt in e-mail to employers and Employer Services Rep conducting follow-up ➤ Public relations effort and promotions to improve awareness of GRH and ridesharing benefits ➤ Rotate several testimonial style radio ads for fall and spring campaign. Spanish radio ad. ➤ Television ad for air on broadcast, cable, and city public access stations during both fall and spring campaign. ➤ Web Banners on several sites ➤ Mass marketing ads will focus on multiple modes including telework, using transit, bicycling, vanpooling and carpooling <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to 4,000 employers plus 200 Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Integrated Ridesharing</p> <ul style="list-style-type: none"> ➤ Commuter Connections will sponsor a monthly promotion for each of the eight kiosk locations and have ambassadors available to help shoppers use the kiosks. <p>Telework</p> <ul style="list-style-type: none"> ➤ Brochure and e-mail sent to employers regarding <p>Radio ad campaign focusing on promoting employer telework seminars will begin January 2004</p>
Language(s)	English
Partners	COG Frederick County MARC

	VPSI
Partner Contributions	Free rides on TransIT
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org

RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR	
Impacted Activity Centers	Rockville/North Bethesda, Silver Spring/Takoma Park/Wheaton, Gaithersburg
Products	<ul style="list-style-type: none"> • Bicycling • Carpools • Commuter Services Section in Silver Spring • Commuter Express Transit Store adjoining Silver Spring Metro • Greater Shady Grove TMD • HOV lanes • Kiosk in Rockville • Public Transit - Metrorail, Ride On & MARC rail • Silver Spring TMD • Friendship Heights TMD • Bethesda TMD operated by BUP • North Bethesda TMD operated by TAP • Telework • Vanpools •
Target Audiences	<p><i>Work End:</i></p> <ul style="list-style-type: none"> • Chamber/Trade Organizations • Private employers with 100+ employees • Real Estate and relocation companies <p><i>Home End:</i></p> <ul style="list-style-type: none"> • Residents in high SOV zip codes in Silver Spring/Takoma Park/Wheaton & Gaithersburg
Objective	<ul style="list-style-type: none"> • To assist Montgomery County Commuter Services Section to increase number of employees completing survey and joining SMART MOVES, and completing Traffic Mitigation Plans • Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, Metrochek, and teleworking. • Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion <p><i>Home End for Silver Spring/Takoma Park/Wheaton only:</i></p> <ul style="list-style-type: none"> • Increase awareness of benefits of GRH, time savings from HOV lanes and convenience of transit
Recommended Marketing Strategy	<p>GRH & Mass Marketing</p> <ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Bus vinyls will be produced and posted on 50 WMATA buses as PSAs ➤ Direct mail postcards for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH ➤ Opt in e-mail to employers and Employer Services Rep conducting follow-up ➤ Public relations effort and promotions to improve awareness of GRH and ridesharing benefits ➤ Rotate several testimonial style radio ads for fall and spring campaign. Spanish radio ad. ➤ Television ad for air on broadcast, cable, and city public access

	<p>stations during both fall and spring campaign.</p> <ul style="list-style-type: none"> ➤ Web Banners on several sites ➤ Mass marketing ads will focus on multiple modes including telework, using transit, bicycling, vanpooling and carpooling <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to 4,000 employers plus 200 Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Telework</p> <ul style="list-style-type: none"> ➤ Brochure and e-mail sent to employers regarding ➤ Radio ad campaign focusing on promoting employer telework seminars will begin January 2004
Partners	<p>COG MARC MDOT MTA Montgomery County Commuter Services North Bethesda TMD operated by TAP Bethesda TMD operated by BUP RIDE ON Silver Spring TSMD VPSI WMATA WABA</p>
Language(s)	English
Partner Contributions	<p>Fare Share and Super Fare Share transit subsidy Free rides on MARC Free tokens from WMATA and Ride On Interior car cards for GRH on Ride On</p>
Evaluation	<p>Evaluate call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org</p>

RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTERS/CORRIDOR	
Impacted Activity Centers	Bethesda/Friendship Heights
Products	<ul style="list-style-type: none"> • Bicycling • Carpools • Bethesda TMD operated by BUP • Friendship Heights TMD • HOV lanes • Kiosk at White Flint Mall • Montgomery Commuter Services • North Bethesda TMD operated by TAP • Public Transit - Metrorail, Ride On & MARC rail, White Flint shuttle • Telework • Transit Stores - White Flint Mall and Bethesda TMD • Vanpools
Target Audiences	<p><i>Work End:</i></p> <ul style="list-style-type: none"> • Chamber/Trade Organizations • Private employers with 100+ employees <p><i>Home End</i> Residents in high SOV zip codes</p>
Objective	<p><i>Work End:</i></p> <ul style="list-style-type: none"> • To assist Montgomery County Commuter Services Section to increase number of employees completing survey and joining SMART MOVES 2000! • Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, Metrochek, and teleworking. • Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion <p><i>Home End:</i> Increase awareness of benefits of GRH, time savings from HOV lanes and convenience of transit</p>
Recommended Marketing Strategy	<p>GRH & Mass Marketing</p> <ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Bus vinyls will be produced and posted on 50 WMATA buses as PSAs ➤ Direct mail postcards for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH ➤ Opt in e-mail to employers and Employer Services Rep conducting follow-up ➤ Public relations effort and promotions to improve awareness of GRH and ridesharing benefits ➤ Rotate several testimonial style radio ads for fall and spring campaign. Spanish radio ad. ➤ Television ad for air on broadcast, cable, and city public access stations during both fall and spring campaign. ➤ Web Banners on several sites ➤ Mass marketing ads will focus on multiple modes including telework, using transit, bicycling, vanpooling and carpooling <p>Operations Center</p>

	<ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to 4,000 employers plus 200 Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Telework</p> <ul style="list-style-type: none"> ➤ Brochure and e-mail sent to employers regarding <ul style="list-style-type: none"> ➤ Radio ad campaign focusing on promoting employer telework seminars will begin January 2004
Language(s)	English
Partners	Bethesda Transportation Solutions COG MARC Montgomery County Commuter Services NIH Ride On WABA White Flint Commute Service Center WMATA
Partner Contributions	Interior car cards for GRH on Ride On Fare Share subsidy SMART MOVES 2000 sales effort Telework Demonstration Project
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate Web hits for commuterconnections.org

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY
CENTERS/CORRIDOR**

Impacted Activity Centers	<ul style="list-style-type: none"> ▪ Greenbelt/College Park/White Oak ▪ New Carrollton/Largo
Products	<ul style="list-style-type: none"> • Carpools • Public Transit • Telecommuting/Teleworking • Vanpools
Target Audiences	<p><i>Work End:</i></p> <ul style="list-style-type: none"> • Employers with 100+ employees <p><i>Home End:</i></p> <ul style="list-style-type: none"> • Residences by free shuttle for The Bus • Residents relocating to Impacted Activity Center Areas • Residents in high SOV zip codes
Objective	Increase awareness of benefits such as GRH and convenience of transit
Recommended Marketing Strategy	<p>GRH & Mass Marketing</p> <ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Bus vinyls will be produced and posted on 50 WMATA buses as PSAs ➤ Direct mail postcards for fall and spring campaigns to homes where transit or HOV lanes are available to promote ridesharing and GRH ➤ Opt in e-mail to employers and Employer Services Rep conducting follow-up ➤ Public relations effort and promotions to improve awareness of GRH and ridesharing benefits ➤ Rotate several testimonial style radio ads for fall and spring campaign. Spanish radio ad. ➤ Television ad for air on broadcast, cable, and city public access stations during both fall and spring campaign. ➤ Web Banners on several sites ➤ Mass marketing ads will focus on multiple modes including telework, using transit, bicycling, vanpooling and carpooling <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to 4,000 employers plus 200 Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Telework</p> <ul style="list-style-type: none"> ➤ Brochure and e-mail sent to employers regarding Radio ad campaign focusing on promoting employer telework seminars will begin January 2004
Language(s)	English, with Spanish in Langley Park area
Partners	WMATA Prince George's County Rideshare Division The Bus COG
Partner Contributions	Free rides on The Bus, Free fare on Code Red Days
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate Web hits for commuterconnections.org

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 1999 to 2003.

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:

- SPRINGFIELD INTERCHANGE IMPROVEMENT (FEBRUARY 1999)
- BELTWAY CORDON COUNT (APRIL 1999)
- PERFORMANCE OF REGIONAL HIGH-OCCUPANCY VEHICLES FACILITIES ON INTERSTATE HIGHWAYS IN THE WASHINGTON REGION (APRIL 1999)
- TRANSPORTATION DEMAND MANAGEMENT EVALUATION PROJECT (JUNE 1999)
- WMATA SERVICE AREA USAGE & ATTITUDE ASSESSMENT RESEARCH (JUNE 1999)
- REGIONAL TDM MARKETING RESULTS AND COMPARISON (JUNE 1999)
- EMPLOYER AND COMMUTER FOCUS GROUP FINDINGS (AUGUST 2000)
- DULLES CORRIDOR TRANSIT MARKET RESEARCH STUDY (MARCH 2001)
- GRH SURVEY REPORT (JUNE 2001)
- TELECENTER UTILIZATION AND TELEWORKER TRAVEL BEHAVIOR SURVEY (MARCH 2001)
- COMMUTER CONNECTIONS APPLICANT DATABASE SORTED BY ORIGIN AND DESTINATION (DECEMBER 2001)
- EMPLOYER METROCHECK SURVEY RESULTS SUMMARY (FEBRUARY 2002)
- STATE-OF-THE-COMMUTE SUMMARY – FY 2001 (JUNE 2002)
- WMATA REGIONAL BUS STUDY UPDATE (JUNE 2002)
- TDM ANALYSIS REPORT - EXECUTIVE SUMMARY COMPILATION OF FOUR QUARTERLY PLACEMENT SURVEYS 2000-2002 (JUNE 2002)
- 2001 COUNT OF RADIAL TRANSPORTATION FACILITIES CROSSING THE CAPITAL BELTWAY (JULY 2002)
- 1999 REGIONAL HOV FACILITIES MONITORING REPORT (AUGUST 2002)
- EMPLOYER SATISFACTION SURVEY (SEPTEMBER 2002)
- SPRINGFIELD INTERCHANGE CONSTRUCTION PROJECT COMMUTER RESEARCH VDOT (JANUARY 2003)
- METROPOLITAN WASHINGTON REGION VANPOOL SURVEY (APRIL 2003)
- GUARANTEED RIDE HOME PROGRAM CUSTOMER SATISFACTION SURVEY (MAY 2003)
- TDM ANALYSIS REPORT -FY 2003 PLACEMENT SURVEYS (MAY 2003)
- COMMUTER CONNECTIONS PERFORMANCE DATA- SUMMARY FOR FY 2003 (JUNE 2003)
- CREATIVE CAMPAIGN QUALITATIVE RESEARCH FINDINGS FOR MARKETING TERM (JULY 2003)

**FEBRUARY 1999
SPRINGFIELD INTERCHANGE IMPROVEMENT
VIRGINIA DEPARTMENT OF TRANSPORTATION**

In February 1999 the Commonwealth Transportation Board awarded a \$90.3 million contract to Shirley Contracting Corporation of Lorton, VA to build Phases II and III of the massive improvement project. The I-95, 395 and 495 interchange handles over 370,000 vehicles each day and is considered the worst bottleneck on the Capital Beltway. Long distance traffic will be separated from local traffic making it safer and easier to travel through the interchange. After the completion of the interchange, it will produce 50 bridges and 30 ramps making it the largest undertaking in VDOT history.

During Phases II and III of the eight-phased, \$350 million construction project, crews will rebuild the I-95 interchange at Route 644 (Old Keene Mill and Franconia roads), construct 14 new bridges, and widen roads in the vicinity of the interchange.

Detail on Phase II and III

In Phases II and III, crews will rebuild the I-95 interchange at Route 644 (Old Keene Mill Road and Franconia Road) and widen sections of roadways in the vicinity of the interchange including:

- Old Keene Mill Road from Commerce Street to I-95;
- Amherst Avenue from Springfield Boulevard to Bland Street;
- Commerce Street from Dinwiddie Street to Franconia Road;
- Franconia Road from I-95 to Elder Avenue;
- Loisdale Road from Franconia Road to Loisdale Court; and,
- Loisdale Road from Franconia-Springfield Parkway to Backlick Road.

Phase IV and V are expected to begin in early 2000. Phases VI and VII will begin in early 2001 providing funding are secured. Phase VIII, building HOV connections to the Beltway, will begin once design plans for the Beltway are finalized. The first phase of the project, adding a fourth lane from Springfield to Newington, was completed in 1996.

Due to the significant impact on regional mobility, a study was conducted by VDOT on how commuters perceive the implications of the Springfield Interchange improvement project. Research was conducted among car commuters using six focus groups in Fairfax, Prince William/Stafford, and Fredericksburg. Additionally, fifteen hundred telephone interviews were conducted using standard questions and “what if” scenarios.

Commuter research of SOV and LOV (excluded vanpool, transit and rail) surveyed commuters who travel during the morning peak hours in the corridor. The weighted sample included:

- Fairfax County 44%
- Prince William/Northern Stafford 50%
- Spotsylvania/Central Stafford 6%

Over 40 percent surveyed participants believe that the delay due to the construction will be less than 30 minutes. Commuters have built in a 25-minute “cushion” to prevent tardiness. Therefore, the possible implications are to include that commuters have no reason to change modes, since they have been modified their behavior to decrease the incidence of tardiness due to construction. Currently 77 percent drive alone or with one other person, 14 percent use HOV-3 lanes and nine percent are casual carpoolers.

The strategic implications indicate employer involvement and the Guaranteed Ride Home Program are critical to the success of attracting commuters to switch from SOV modes to HOV modes. Carpooling is the easiest transition. It is even more attractive if it saves time. Saving time was slightly more important than saving money for commuters. Also, other options that are appealing depend on commuter's origin, cost and time savings: VRE, bus, telecommuting, Metro, and vanpools.

- Carpool strategies improve park and ride lots (build/lease 1,200 new spaces by December 2000) and increase HOV enforcement.
- Vanpool strategies will include a Vanpool Incentive Program that will start in September 1st, 1999, (FTA Subsidy Program and Clean Air Initiative) and Van Start/Van Save (empty seat subsidy and supplement existing program).
- Virginia Railway Express Strategy includes: Add new 3:45 p.m. train (May 16, 1999), a double-decker cars (Year 2000) and will add parking in Leland Road Station, as well as in Fredericksburg Station.
- Metrorail will include a Metro Shuttle in Franconia/Springfield.
- Fairfax County will have new bus/rail discount program starting in July 1st, 1999.
- Prince William County will have new local/express bus services in July 1999.
- Stafford/Spotsylvania will include a buspool empty seat subsidy in October 1, 1999.
- Finally, other incentives will include a Free Pass Program on VRE and OmniRide with "New Customer Trial" incentives in fall 1999.

APRIL 1999
BELTWAY CORDON COUNT
NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD OF THE
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
VOLUME I: FINDINGS

The national Capital Region Transportation Planning Board of the Metropolitan Washington Council of Governments (COG/TPB) conducts a series of traffic counts of vehicles and persons crossing various cordon lines, as part of its overall travel monitoring program. In the spring of 1998, counts were taken of vehicles and passengers crossing the Capital Beltway in Maryland and Virginia, as part of this program.

This report documents data collected in the spring of 1998, and makes comparisons with similar data collected in 1995. Data were collected in the peak direction during the five peak commute hours in both the morning and afternoon 5:00 A.M. to 10:00 A.M. for inbound traffic; and, 3:00 P.M. to 8:00 P.M. for outbound traffic. The inner loop of the Beltway defined the cordon, and counts were taken at points just inside this boundary. Data collection for this project was conducted between February and mid-June 1998.

Between the 1995 and 1998 counts, several demographics and transportation systems changes have occurred that have influenced the number of people commuting across the Beltway, and how they chose to do so.

- Employment in the central jurisdictions of the region declined from 890,100 at the end of 1994 to 856,700 at the end of 1997, a loss of nearly four percent.
- Federal Jobs during this time decreased by more than 9 percent.
- Population in the central jurisdictions declined by almost four percent (33,900 persons), while population grew by 97,000 in the inner suburbs and by 94,100 in the outer suburbs.

There have also been significant changes to the highway system (e.g. extension of the HOV lanes on I-395/I-95 and I-66, opening of the Dulles Greenway, reconstruction of the Baltimore-Washington Parkway) and to the transit system (improvements to commuter rail service, new commuter bus service, extensions to the Metrorail system). Policy changes have also impacted the transportation system, such as changing from HOV-3 to HOV-2 on I-66, transit fare increases, and reductions in bus service. And, with non-regular work schedules becoming more prevalent, the numbers of workers traveling across the Beltway, as well as their choice of transportation mode, have most likely been affected.

Trends in Person Travel

Historical trends for person travel by mode, as measured by the Beltway Cordon Count program, are illustrated in the following figures for inbound travel in the 6:30 A.M. to 9:30 A.M. peak period and for outbound travel in the 3:30 P.M. to 6:30 P.M. peak period.

The total number of persons traveling *inbound* across the Beltway during the A.M. peak period in 1998 increased over 1995 by less than one percent to 509,000 trips. The 4,000 people increase was predominantly in automobile use. The overall increase in automobile usage consisted of a slight increase in multi-occupant autos and an almost imperceptible increase in single-occupant vehicles. The share of total person trips crossing the Beltway in autos remained unchanged from 1995 to 1998, at 88 percent.

There was a slight increase in overall inbound transit usage crossing the Beltway in 1998, of one percent, to almost 63,000 persons. The segmentation within the transit mode reveals changes that were more significant. Metrorail usage grew by 14 percent (4,800 passengers) and commuter rail grew by six percent (600 riders). Both transit bus usage and commuter bus usage declined significantly, however, by 15 percent (1,600 patrons) and 45 percent (2,900 riders), respectively. The changes in transit sub-mode were offering, as the share of total person trips crossing the Beltway on transit remained unchanged, at 12 percent.

The total number of people traveling *outbound* across the Beltway during the P.M. peak period in 1998 decreased from 1995 by two percent, to 535,700 people. This included a decline in both transit patronage (4,100 people) and automobile usage (8,300 people). The overall decrease in the automobile mode was due to a significant drop in single-occupant vehicles coupled with a small increase in multi-occupant vehicles. The share of total person's trips crossing the Beltway in automobiles remained roughly the same between 1995 and 1998. Both the number and modal share for persons in multi-occupant autos during the P.M. peak, however, increased in 1998.

The decrease in overall transit usage crossing the Beltway was attributable to significant declines in transit bus usage (3,300 patrons/24 percent less) and commuter bus usage (1,700 riders/28 percent less). Metrorail usage grew by two percent (600 passengers), and commuter rail usage grew by four percent (400 riders). The share of total person's trips crossing the Beltway remained about the same between 1995 and 1998.

There is an imbalance between the number of persons crossing the Beltway inbound and outbound. In 1995, 3:30 to 6:30 P.M. outbound person's trips exceeded 6:30 to 9:30 A.M. inbound trips by more than 43,000. This imbalance continued in 1998, but the gap narrowed to almost 27,000 trips. Data collected for the five-hour inbound and outbound travel periods reflect the same trend, with much higher differences. Person travel in the 3:00 to 8:00 P.M. period exceeded travel in the 5:00 to 10:00 A.M. period by more than 142,000 trips in 1995 and more than 125,000 trips in 1998. Trips moving to other time periods, as well as trips made for purposes other than work may help explain some of the imbalance of outbound trips.

Trends in Vehicle Travel

A total of 385,500 vehicles crossed the Beltway *inbound* in the A.M. peak period in 1995. This number increased by less than one percent to 385,900 in 1998. Automobiles continue to be predominantly type of vehicle commuters use to cross the Beltway, accounting 97 percent of the traffic both years. The balance is split between truck and buses, with a small number of motorcycles added in.

The split between the total number of vehicles crossing the Beltway in Maryland and Virginia in the morning peak period remained unchanged from 1995 to 1998, with 62 percent in Maryland and 38 percent in Virginia. The number of vehicles in both states increased by less than one percent from 1995 to 1998.

In the evening period, a total of 401,200 vehicles crossed the Beltway *outbound* in 1995. This number experienced a small (three percent) decrease in 1998, to 389,400. As in the morning peak period, predominant vehicle type was the automobile, accounting for 98 percent of all outbound vehicular traffic both years. The remaining number of vehicles was divided between trucks and buses, with a small number of motorcycles.

The split between the total number of vehicles crossing the Beltway in Maryland and Virginia in the evening peak period remained about the same from 1995 to 1998 (62 percent vs. 38 percent). The number of vehicles in both states declined from 1995 to 1998, with Maryland experiencing a slight decrease, while a larger decline was observed in Virginia.

Trends in Automobile Occupancy

A slight increase in both person movements in automobiles and the volume of automobile traffic crossing the Beltway was measured in the inbound morning peak period from 1995 to 1998. These combined increased resulted in average auto occupancy remaining unchanged at 1.19 between 1995 and 1998. Automobile occupancy in the morning peak *hour* in 1998 was only slightly higher than the entire morning rush period, at 1.20 persons per vehicle.

In the outbound evening peak period, decreases in the total number of persons in automobiles and the total number of autos were observed. The decrease in total autos, however, was half again as large as the decline in persons, resulting in an increase in average auto occupancy, from 1.24 persons per vehicles in 1995 to 1.26 persons per vehicle in 1998. Automobile occupancy in the evening peak *hour* in 1998 was the same as the entire evening rush period, at 1.26 persons per vehicle.

APRIL 1999

PERFORMANCE OF REGIONAL HIGH-OCCUPANCY VEHICLES FACILITIES ON INTERSTATE HIGHWAYS IN THE WASHINGTON REGION TRANSPORTATION PLANNING BOARD

This report is the second in a planned series of annual reports monitoring the performance of high occupancy vehicle (HOV) facilities along major highway corridors in the Washington region. There are three HOV corridors in operation on major highways as of fall 1998:

- I-95/I-395 (Shirley Highway) in the Northern Virginia;
- I-66 in Northern Virginia; and
- I-270 (and the I-270 Spur) in Montgomery County, Maryland.
- Concurrent-flow HOV lanes on Va. 267 (Dulles Toll Road) will open in late fall, 1998; this document contains data collected prior to the opening of HOV.

One-day occupancy and classification counts and appropriate transit counts were taken at a series of locations in each corridor for both HOV and non-HOV lanes.

Operation of the three HOV corridors in 1998 varied in three major respects:

- 1) The HOV requirement is three persons per vehicle on I-95/I-395 but is two persons per vehicle on I-66 and I-270;
- 2) The period of HOV restriction varies considerably across these facilities (in the case of I-66, such period of restriction varies for segments inside and outside the Capital Beltway); and
- 3) The type of HOV treatment also differs significantly for the three corridors, ranging from a concurrent flow lane (in the case of I-66, HOV treatment also varies for segments inside and outside the Capital Beltway).

Major Findings

All of these HOV facilities continued in 1998 to operate at a high level of service and provide substantial timesavings relative to alternative LOV (non-HOV) facilities.

Consistent with findings in 1997, movement of persons per lane per hour in 1998 was generally higher in HOV lanes than in non-HOV lanes. HOV person movement ranged from 2,000 to 4,300 persons per lane per hour while non-HOV person movement ranged from 1,300 to 2,300 persons per lane per hour.

On I-66 inside the Beltway, volumes of traffic at the height of the restricted period were observed at 1,780 vehicles per lane per hour, below the threshold established in 1995 of 1,950 vehicles per lane per hour for returning restrictions to HOV-3.

A Note on Methodology

The methodology employed to generate information for this report yielded one-day occupancy, classification, and transit counts at a series of locations in each corridor for both HOV and non-HOV lanes. These one-day counts may vary significantly from day to day.

In addition there is a problem with measuring car occupancy on HOV facilities due to the presence of tinted glass in many automobiles. Only observed persons in automobiles were recorded, which may understate the actual

automobile occupancy. Such concerns suggest that it may be appropriate to consider a peer review of the travel monitoring work program during FY-2000 to identify the most cost-effective ways to count occupants in vehicles.

TRAVEL TIMES: HOV vs. LOV LANES (1997)
(Computed for Maximum HOV Facility Length)

A.M. Peak Period

Facility	HOV Length	HOV Time	LOV Time	HOV Savings Minutes	HOV Savings Min/Mi.
I-95/I-395 (VA.619 to VA.110)	27.6 Miles	26 Min.	65 Min.	39 Min.	1.41
I-66 (VA.234 to T.R.110)	27.5 Miles	43 Min.	71 Min.	28 Min.	1.02
I-270 (I-370 to Beltway) Using East Leg	8.8 Miles	11 Min.	16 Min.	5 Min.	.57
I-270 (VA.234 to Beltway) Using West Leg	8.6 Miles	11 Min.	17 Min.	6 Min.	0.70

TRAVEL TIMES: HOV vs. LOV LANES (1997)
(Computed for Maximum HOV Facility Length)

P.M. Peak Period

Facility	HOV Length	HOV Time	LOV Time	HOV Savings Minutes	HOV Savings Min/Mi.
I-95/I-395 (VA.619 to VA.110)	27.3 Miles	26 Min.	60 Min.	34 Min.	1.25
I-66 (VA.234 to T.R. Bridge)	27.4 Miles	27 Min.	44 Min.	17 Min.	0.62
I-270 (Capital Beltway to MD 121 Clarksburg) Using East Leg	18.3 Miles	17 Min.	26 Min.	9 Min.	0.49
I-270 (Capital Beltway to MD 121 Clarksburg) Using West Leg	18.1 Miles	18 Min.	30 Min.	12 Min.	0.66

**JUNE 1999
 COMMUTER CONNECTIONS
 TRANSPORTATION DEMAND MANAGEMENT EVALUATION PROJECT
 FINAL TDM ANALYSIS REPORT
 COMMUTER CONNECTIONS**

Executive Summary

This TDM Analysis Report presents results of an analysis of commuter transportation assistance services offered by the Commuter Connections Program of the Metropolitan Washington Council of Governments (COG) to commuters and employers in the Washington, D.C. region.

Commuter Connections Program services includes: carpool and vanpool matchlists, transit route and schedule information, information on Park & Ride lot locations and HOV facilities, employer transportation demand management (TDM) and telework assistance. Commuters obtain services by calling a toll-free telephone number or by submitting a ridematch application obtained from COG, an employer, a local partner assistance program, or a transportation management association (TMA).

This report estimates Commuter Connections' (CC) transportation and air quality impacts, cost effectiveness of Commuter Connections' services and Guaranteed Ride Home, a transportation emission reduction measure (TERM) implemented by CC. Data for this analysis were provided by a quarterly telephone survey of 700 respondents randomly selected from the CC applicant database. The quarters when the data collection occurred include: January through March 31, 1997; July 1 through September 30, 1997; April 1 through June 30, 1998; October 1 through December 31, 1998.

**Commuter Connections Program
 Service Activity Summary
 For Four Quarters: 1-3/97; 7-9/97; 3-6/98; 10-12/98**

	Totals	
Commuter applicants	20,203	
Applicants placed in continued and temporary commute alternatives	2,699	15%
-Continued	2,257	10.6%
-Temporary	442	4.4%
Applicants desiring rideshare information	16,400	81.2%
Applicants who remember receiving matchlist		71%
Applicants who remember receiving vanpool assistance		16%
Applicants who remember receiving Park & Ride info		10%
Applicants desiring transit information	1,463	7.2%
Applicants who remember receiving transit schedule		19%
Applicants interested in GRH	5,967	29.5%
Applicants who remember receiving GRH info		25%
Percentage of commuters suggesting CC improvements		52%

**Commuter Connections Program
Transportation, Air Quality, Energy, and Cost Impacts
For Four Quarters: 1-3/97; 7-9/97; 3-6/98; 10-12/98**

Totals	
Vehicle trips (VT) reduced	1,023 daily vehicle trips
VMT reduced*	31,306 daily VMT
Tons of NOx reduced	0.042 daily tons NOx
Gallons of gasoline saved*	1,418 daily gallons of gas
Commuter costs reduced (total of all commuters)*	\$1,651 per day
Annual cost saving per commuter*	\$568 per year

**Totals do not include one-time placements.*

Other key survey results calculated as an average of the four individual, quarterly studies cited above:

Demographics

- More than half the respondents were female (61.5%)
- Average respondent was white, 42 years old with a household income of \$65,315.

Commute Travel Patterns

- About 42% of respondents rideshare at least one day per week
- Carpool and vanpool trips make up to 40% of the weekly commute trips made by applicants
- Twenty-seven percent (27%) of respondents use transit at least one day per week.
- Transit trips account for 25% of applicants' weekly commute trips.
- Forty percent (45%) of transit trips are made on Metrorail.
- The average one-way commute distance is 28.9 miles.
- The average commute time is 52 minutes.

Commute Changes

- 312 survey respondents (42%) made a commute pattern change or tried another method of transportation after receiving assistance from Commuter Connections, but this change was temporary or one time for 75% of the respondents.
- The placement rate (percent of applicants who made a continued change to a commute alternative) was 11%.
- Over one-third (36%) of the respondents who made a continued mode change, shifted from driving alone.
- The remaining 64% shifted from one HOV to another.

Information and Assistance Requested and Received

- Over fifteen percent (16.75%) of the respondents indicated that information they received from Commuter Connections, their employers, or other commute assistance organizations had influenced their decision to make a commute change.
- The most influential information included matchlists, transit schedules, and vanpool assistance received from Commuter Connections (12.25%).
- Only 4.25% of respondents said service provided by employers influenced their decisions.
- Over one-third of respondents (38%) reported that their employers offered some commuter assistance services. Most common were carpool and vanpool information, transit passes and transit schedule information.
- Saving time, money and tired of driving are the reasons cited by almost 50% of the respondents changing modes.

Commuter Connections Improvements Desired

- About half (56.5%) of respondents thought Commuter Connections could improve its services to commuters.
- Most desired improvements focused on improving the quality or quantity of the information provided: more match names (30%), matches fit respondents travel patterns better (24%), more current information (15%), matches more interested in ridesharing (21%) and better transit information (15%).
- Suggestions were also made for more advertising (13.25%), more use of Internet (12%), quicker response (10%), more Commuter Connections follow-up (13%), and better transit information (8%).

Guaranteed Ride Home Program

- Only seven percent of GRH respondents were driving alone when they contacted Commuter Connections, compared with 45% of non-GRH respondents.
- Over seventeen percent (17.3%) of respondents who registered for GRH made a continued commute change; about one-fifth (19%) changed from SOV to an alternative. The remaining four-fifths shifted within alternative modes.
- 28% of GRH respondents who made a continued change said they were unlikely to have made the change without GRH.
- About 6% of GRH respondents who were using an alternative when they called Commuter Connections said they were not likely to have continued using the alternative if GRH were not available.
- 13% of GRH respondents said they had used the GRH program since they had registered for it.
- Over 85% were satisfied with the service. Of those who said they were not satisfied, 65% said they had waited too long for the ride provider to arrive.

JUNE 1999

WMATA SERVICE AREA USAGE & ATTITUDE ASSESSMENT RESEARCH WMATA-DEPARTMENT OF EXTERNAL AFFAIRS

In 1999 the District of Columbia (30%) is the primary destination for commuters. However, about one in five works in Montgomery County and another one in five works in Fairfax County.

Incentives and Disincentives for Using Transit

There are more incentives and fewer disincentives for using transit today than in 1997. Fewer service area adults have either unlimited access to a car or free parking at work. In addition, more employers are subsidizing transit.

Mode Share

- Metrorail's share of both commute (13%) and non-commute business trips (12%) is more than twice as large as its share of trips made for entertainment, social reasons or recreation (5%), while Metrobus's share is between 4% and 6% for all types of trips.
- Since 1997, Metrorail's share of total trips has increased slightly from 8% to 10% (a statistically non-significant difference) while Metrobus's share has held steady at 5%. Metrorail's share of commute trips (12%) has not changed, but there has been a decrease from 9% to 6% for Metrobus.
- When only commute trips are considered, Metrorail accounts for about one-quarter of trips taken by Arlington County and District residents, about one in six of trips taken by Alexandria residents and more than one in ten of those taken by residents of Prince George's and Fairfax Counties.
- Since 1997, there has been no significant change in the share of commute trips to workplaces in any jurisdiction for either Metrorail or Metrobus.

How Drivers Would Travel if They Could Not Use Their Cars

- Getting a ride with someone else is the most popular alternative mode for drivers who cannot use their cars.

Travel to Metrorail Stations

- More Metrorail riders drive to the station 1999 (34%) than in 1997 (29%) slightly more take Metrobus (23% vs. 19%), and fewer walk (30% vs. 42%).

Characteristics of Past-week Transit Riders

- There has been a large increase in the number of service area adults who said that they have never ridden Metrobus (30% vs. 19% in 1997).
- Only 51% of frequent Metrobus riders have unlimited access to a car, compared to 73% of frequent Metrorail riders.
- Half of frequent Metrorail riders live within walking distance of a station, and 69% said they have convenient bus service to the station.
- There is a very strong inverse relationship between income and ridership of Metrobus, but not Metrorail. Frequent Metrorail riders are just as affluent as other service area adults.
- African Americans are particularly likely to be occasional Metrobus riders.

Psychographics

- Frequent Metrorail riders tend to have transit compatible lifestyles and work styles. They value the convenience of a car less than other service area adults do, perhaps because they are relatively unlikely to need a car during the workday, to have an unpredictable work schedule or to run errands on the way home from work. They are also willing to spend a little more time traveling in order to save money, and often go out of their way to take advantage of a bargain. They agree that rush hour driving is stressful, suggesting that many use Metrorail as a way to escape that stress. Their lifestyles are active and centered on the City. They spend much of their free time in the District of Columbia and go out to movies, theater, restaurants, and social events.
- Frequent Metrobus riders, who are likely to live in the District of Columbia, spend a lot of their free time there. Like frequent Metrorail riders, they do not value the convenience of a car. They do voice concern about their personal safety in public places, but they don't feel safer in a car than on transit. Like frequent Metrorail riders, they have transit friendly work styles. They are unlikely to need a car during the workday, to do errands on the way home or to work late. They also share frequent Metrorail riders' cost consciousness. They are willing to go out of their way for a bargain and to spend extra time traveling in order to save money.

Reason for Not Taking Transit

A preference for the car is by far the most common reason given for not riding Metrobus, and more gave this reason in 1999 (34%) than in 1997 (27%). It is also an important reason for not taking Metrorail (25%), along with "trains that don't take people where they want to go" (24%).

Overall Image of Metrorail, Metrobus, and the Car

- Metrorail has a very strong image; 64% gave it positive or very positive ratings, compared to 59% for the car.
- Metrobus has a much weaker image than Metrorail, partly-but not entirely-because of unfamiliarity. The majority of respondents gave Metrobus neutral (28%) or negative ratings (30%).
- The image of Metrorail is also driven by the perception that it is low cost compared to other transportation modes. The perceptions that Metrobus is safe from accidents and goes to the places that people need to go also drives its image.
- There has been no significant change in the image of Metrorail, Metrobus or the car since 1997.

Perception Driving the Overall Image of Metrorail and Metrobus

The images of both Metrorail and Metrobus are driven by:

- Ease of convenience of use
- Being a relaxing way to travel
- Good value for the money
- Being available when needed
- Getting passengers to their destination on time
- Being used by "people like me"

Service Scenarios

- The most important incentive for taking Metrorail is a guaranteed ride home in an emergency.
- Better service is at least as strong an incentive to take Metrobus as are more explicit incentives, like employer subsidies (37%) and guaranteed ride home (43%).

The market segmentation, clusters of service area adults, was determined to be the following:

- Core Urban Transit Market (23%) - Members of this segment are likely to work in the District and to live in either Arlington or the District, where transit is most plentiful and convenient. Not only are members of this segment heavy users of both Metrorail and Metrobus; they are interested in using it more often. Of all segments, the Core Urban Transit Market is most receptive to all of the Metrorail and Metrobus service improvement scenarios. Just 66% have free or subsidized parking at work, less than any other segment, while a relatively high proportion (21%) are offered Metropool/Metrochek at work. Core Urban Transit Market is the least affluent, the least well educated, the youngest, the most African American and the least White.
- Eroding Urban Metrorail Market (7%)- Metrorail accounts for 38% of their commute trips, more than any other segment, 27% of non-commute business trips, and 16% of recreational trips. They are very likely to either live within walking distance of a Metrorail station or to have convenient bus service. Despite their heavy transit use, members of this segment are most likely to say that they are riding Metrorail less than they used to. The primary reason for this erosion is a growing preference for driving a car.
- Affluent Suburban Metrorail Market (18%) - Members of the Affluent Suburban Metrorail Market tend to live in Fairfax County (36%), Montgomery County (25%) and Arlington County (8%), and a disproportionate share (37%) work in the District. They are the most affluent and well educated of any group, and they are likely to be age 55 or over and married. Metrorail accounts for 28% of commute trips, 36% of non-commute business trips in this segment, but only 7% of recreational trips. Two factors appear to have encouraged transit use- a relative lack of free or subsidized parking at work and the Metropool/Metrochek program. They are not willing to spend extra time traveling in order to save money.
- Suburban Auto-attached (28%) - Members of the segment are most likely to live in Montgomery or Fairfax counties. However, this segment does not take transit, and there is little potential for growth. They prefer their cars. Their attitudes and work styles are not transit friendly.
- Receptive Suburban Non-users (10%) - Receptive Suburban Non-users live primarily in Montgomery County and Fairfax County. They don't ride transit now, but they are receptive to the idea of riding. Logistics may make it difficult to convert this segment to transit. They are the most likely to say both that transit doesn't go where they want it to go and that they prefer driving. Access to a car is virtually universal among Receptive Suburban Non-users, and free or subsidized parking at work is very common. Although their incomes are only average, they are the most well educated segment.
- Latent Market for Enhanced Bus Service (14%) - Although they tend to live in affluent Montgomery and Fairfax counties and to work in Fairfax County, this segment is one of the least well-educated and affluent groups. Hispanics are over-represented in this segment. They are especially interested in more buses that go where they need to go, greater frequency, extended hours, a guaranteed ride home in case of emergency and faster service. Despite their low ridership, they are more likely to have experience with Metrobus than members of any other segment. As for Metrorail, the primary reason they don't ride or are riding less is logistics, primarily trains that don't go where they need to go. However, 87% would take Metrobus more often if it took them to more of the places they need to go.

- Key Prospects (18%) - they have solid market potential, because of positive perceptions of transit, active, urban lifestyles, young (< 50 years) and single. They are receptive to service enhancements such as: guaranteed ride home, simplified fares; employer subsidized fares, and guaranteed parking.

Conclusions:

- Service area residents are split between being transit-friendly and transit-adverse.
- Key prospects are the greatest opportunity and current riders for increased transit use. They are receptive to service enhancements.
- Suburban Auto-attached perceive transit as no longer practical, and is a target for new or enhanced services.
- The greatest demand for service enhancements were: convenient bus service, guaranteed parking, MetroPool/Metrochek, simplified fares, more services/shopping at stations, and Guaranteed Ride Home.

Future Steps:

The next steps to incorporate research results are to refine marketing strategies, identify/refine entrepreneurial approaches, and evaluate service approaches.

JUNE 1999
REGIONAL TDM MARKETING RESULTS AND COMPARISON
COMMUTER CONNECTIONS

The Regional TDM Marketing Group began its first campaign in the fall of 1997 after putting its first Regional TDM Strategic Marketing Plan together. The group focused on the top ten impacted activity centers/corridors both on the home and work ends in the region based on cooperative forecasts on household and employment growth patterns between the years 1990 and 2020. Products and services that were deemed convenient, reliable, and cost effective for the commuter were identified in each impacted activity center/corridor.

The mediums used in each campaign are listed in the Tables 1 and 2 below. It is important to note that the frequency of each medium varied from two to four weeks depending on the budget available. Mediums were staggered during the four-month campaign period in the fall and the three-month campaign period in the spring. The fall campaigns usually lasted four weeks longer due to a tendency of having a more captive and receptive audience in the fall (i.e. school starting, back from summer vacations, new fiscal year for the federal government, etc.). The spring time period was also chosen as another good time to implement TDM campaigns based on historical call volumes to the rideshare database during this time period and the propensity for commuters to begin using alternative modes¹.

¹ Based on applications received in the Commuter Connections rideshare software system from January 1996 to March 1997.

Table 1 – Fall TDM Marketing Campaigns Fall 1997

(September – December)

Direct mail Guaranteed Ride Home postcards sent to 124,000 households in five impacted activity centers/corridors focusing on the GRH incentive.²

Direct mail postcards sent to 4,500 employers in ten impacted activity centers/corridors promoting GRH program through varying messages depending on location³

60 second Guaranteed Ride Home Radio Ads – 436 spots ran

16 Telework Print Advertisements.

Direct mail telework center postcards sent to 23,000 households promoting Telework Centers.

Mobile Billboard (two week run) with a time and cost savings message.

Mobile Billboard – (two week run) with a Telework Message.

Theatre Slides promoting GRH and Telework (one month run) in 14 theatres on 120 screens.

Partner Contributions:

Free rides on transit from five transit providers.

Free vanpool rides from VPSI, Inc.

Traffic Tags for overall TDM programs and the opening of a new HOV facility in Maryland.

Advertising of regional Guaranteed Ride Home program in and on transit facilities on interior bus and rail cards, bus vinyls, interior subway station posters, flyers handed out at strategic park and ride locations.

Fall 1998

(September – December)

Direct mail Guaranteed Ride Home postcards sent to 123,000 households in eleven impacted activity centers/corridors focusing on the GRH incentive⁴

Direct mail postcards sent to 4,500 employers in thirteen impacted activity centers/corridors promoting GRH program through varying messages depending on location.⁵

60 second Guaranteed Ride Home Radio Ads – 616 spots run

11 Telework Print Advertisements

Mobile Billboard (one month run) with an HOV timesavings message.

60-second Telework radio ads – 260 spots ran.

Ambassadors stationed at Kiosk sites at eight major retail locations in Northern Virginia and in the District of Columbia.

Theatre slides at Union Station and Springfield Mall promoting InfoExpress kiosks for five weeks between November 1998 and January 1999.

Partner Contributions:

Free rides on transit from eight transit providers.

Traffic Tags and radio ads run for the opening of a new HOV facility in Northern Virginia.

Advertising of regional Guaranteed Ride Home program in and on transit facilities on interior bus and rail cards, bus vinyls, interior subway station cards, flyers handed out at strategic park and ride locations.

² The Guaranteed Ride Home direct mail postcards also promoted other alternative forms of transportation synonymous to using GRH (e.g. transit providers provided free rides through coupons on the postcard sent).

³ The Employer direct mail postcard featured the Guaranteed Ride Home program and messages were customized to the target impacted activity/corridors (e.g. District of Columbia, Arlington County, City of Alexandria, and portions of Montgomery County employers received a postcard emphasizing a parking management message, while suburban employers received a card emphasizing improvement on quality of life issues through the use of alternative commute modes).

⁴ The Guaranteed Ride Home direct mail postcards also promoted other alternative forms of transportation synonymous to using GRH (e.g. transit providers provided free rides through coupons on the postcard sent).

⁵ The Employer direct mail postcard featured the Guaranteed Ride Home program and messages were customized to the target impacted activity/corridors (e.g. District of Columbia, Arlington County, City of Alexandria, and portions of Montgomery County employers received a postcard emphasizing a parking management message, while suburban employers received a card emphasizing productivity gains through the use of alternative commute modes).

Table 2–Spring TDM Marketing Campaigns
Spring 1998 (April – June)

Direct mail Guaranteed Ride Home postcards sent to 160,000 households in seven impacted activity centers/corridors.⁶

Direct mail postcards sent to 4,500 employers in nine impacted activity centers/corridors promoting GRH program through varying messages depending on location.⁷

60 second Guaranteed Ride Home Radio Ads –363 spots ran

13 Telework Print Advertisements

6,200 Telework Direct Mail postcards to Northern Virginia households promoting Telework Centers.

60-second Telework ads – 84 spots ran.

Mobile Billboard (one month run) with an HOV time savings message.

Ambassadors stationed at Kiosk sites at eight major retail locations in Northern Virginia and in the District of Columbia.

Public Service Announcements from COG with Guaranteed Ride Home and general Commuter Connections messages sent to radio stations.

Partner Contributions:

Free transit rides given by 6 transit providers.

Advertising of Guaranteed Ride Home program through local Bike to Work Day on Earth Day sponsored by the Washington Area Bicyclists Association.

Ozone Action Days – promotion of commute alternatives through 227 radio spots and use of “800” Commuter Connections telephone number.

Advertising of regional Guaranteed Ride Home program in and on transit facilities on interior bus and rail cards, bus vinyls, interior subway station posters, flyers handed out at strategic park and ride locations.

VPSI, Inc. vanpool paintings by elementary school children during Earth Day.

Montgomery County radio campaign on Employer Services using regional “800” telephone number.

Northern Virginia print and radio campaign on Dulles HOV lanes using regional “800” telephone number.

Spring 1999 (April – June)

Direct mail Guaranteed Ride Home postcards sent to 149,000 households in ten impacted activity centers/corridors.⁸

Direct mail postcards sent to 4,500 employers in ten-impacted activity centers/corridors with promoting GRH program through varying messages depending on location.⁹

60 second Guaranteed Ride Home Radio Ads – 595 spots ran

30 second GRH Television Ad - 462 spots ran

6 Telework Print Advertisements.

Mobile Billboard (one month run) with an HOV time savings message.

Telework Direct Mail to 50,000 residents around five separate Telework Centers promoting free seminars. Direct mail to 4,500 employers on the Telework Centers and to 43,000 contacts at employment sites for seminars.

60-second Telework radio ads promoting Employer Seminars and Telework Centers– 486 spots ran.

Ambassadors stationed at Kiosk sites at eight major retail locations in Northern Virginia and in the District of Columbia.

InfoExpress theatre slides at Union Station and Springfield Mall promoting kiosks located at those sites.

Five indoor mall billboards promoting InfoExpress kiosk sites at La Promenade, Tysons Corner, and Ballston Common Mall.

Partner Contributions:

Free transit rides given by eight transit providers.

Advertising of GRH program through local Bike to Work employer and employee seminars on Earth Day sponsored by the Washington Area Bicyclists Association.

Ozone Action Days – promotion of commute alternatives through 485 radio spots and use of “800” Commuter Connections telephone number.

PSA’s from COG with Guaranteed Ride Home and general Commuter Connections messages sent to radio stations.

Advertising of regional GRH program in and on transit facilities on interior bus and rail cards, bus vinyls, interior subway station cards, flyers handed out at strategic park and ride locations.

Retailers offered gift certificates for kiosk promotions.

General Commuter Connections advertising through the Springfield Interchange construction project in Virginia.

⁶ The Guaranteed Ride Home direct mail postcards also promoted other alternative forms of transportation synonymous to using GRH (e.g. transit providers provided free rides through coupons on the postcard sent).

⁷ The Employer direct mail postcard featured the Guaranteed Ride Home program and messages were customized to the target impacted activity/corridor (e.g. District of Columbia, Arlington County, City of Alexandria, and portions of Montgomery County employers received a postcard emphasizing a parking management message, while suburban employers received a card emphasizing recruitment and retention benefits through the offering of alternative commute modes at the worksite).

⁸ The Guaranteed Ride Home direct mail postcards also promoted other alternative forms of transportation synonymous to using GRH (e.g. transit providers provided free rides through coupons on the postcard sent).

⁹ The Employer direct mail postcard featured the Guaranteed Ride Home program and messages were customized to the target impacted activity/corridor (e.g. Employers located in the District of Columbia, Arlington County, City of Alexandria, and portions of Fairfax County near the Springfield Interchange construction project received a postcard emphasizing a congestion management message, while suburban employers received various card from previous emphasizing productivity gains, recruitment and retention benefits as well as HOV time savings messages through the use of alternative commute modes).

A smaller working group reviewed messages associated with each specific product and service that were developed by Pathways Strategic Communications for consideration. In some instances, products and services that were similar between impacted activity centers/corridors were grouped together. Mediums to communicate the messages were then recommended by Pathways Strategic Communications and then chosen and debated upon until a consensus was developed by the working group on what medium and message would be the most effective in the particular impacted activity center(s)/corridor(s) being targeted. In some instances not all messages developed or mediums considered were used in the final campaigns.

Results

The four marketing campaigns included free transit ride incentives on the direct mail pieces sent to residential households. The purpose of offering the incentives was to introduce residents in the target impacted activity centers/corridors to the transit service available and to promote the regional Guaranteed Ride Home incentive. To obtain the free ride, a commuter either called the transit agency directly, returned a portion of the postcard to Commuter Connections to obtain a free ticket or token, or used the coupon printed on the postcard. The method of obtaining the free transit ride was dependent on how each of the participating transit agencies wished to have the ride distributed and how the use of the offer would be tracked. Below is a chart showing the number of commuters redeeming their coupons for each of the regional TDM campaigns:

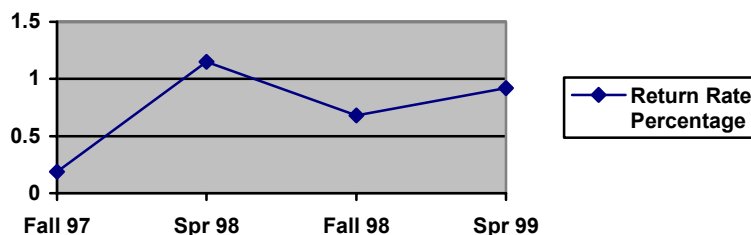
Table 3

Transit Provider	Fall 1997	Spring 1998	Fall 1998	Spring 1999
DASH – Alexandria	Did not participate	Did not participate	Did not participate	Did not participate
Fairfax Connector	Did not participate	Did not participate	Did not participate	Did not participate
Fairfax Cue	Did not participate	Did not participate	Did not tabulate	6 free rides
Loudoun County Commuter Bus	Did not participate	4 free rides	40 free rides	49 free rides
MARC Commuter Rail	Did not track results	50 free rides	53 free rides	61 free rides
Metrobus	60 free tokens	70 free tokens	113 free tokens	400 free tokens ¹⁰
OmniRide	125 free rides	1500 free rides	1,350 free rides	833 free rides
Ride On	Did not participate	Promoted existing free shuttle rides.	125 free tokens	84 free tokens
The Bus	Did not participate	Promoted existing free shuttle rides.	6 free rides	12 free rides
TransIT	36 free rides	12 free rides	21 free rides	4 free rides
VRE Commuter Rail	245 free rides	200 free rides	148 free rides	118 free rides

¹⁰ Responding commuters received two tokens during the Spring 1999 campaign; only one token was given during all other campaigns.

The rate of return percentage on the direct mail cards for Guaranteed Ride Home to residences are shown in Table 4 below:

Table 4



Commuters who call Commuter Connections on the regional “800” telephone line during the course of each campaign are asked how they heard about any of the programs and services. Response rates are based on only a portion of the phone calls received due to a number of requests coming in by fax and through voice mail. Table 5 shows how commuters heard about a Commuter Connections program or service and the percentages shown reflect the percentage of the sample of calls where a marketing medium could be identified.

Table 5 - Phone Calls received on Commuter Connections “800” telephone line during the campaign:

Medium	Fall 1997	Spring 1998	Fall 1998	Spring 1999
Direct Mail Residential	12% response	7%	6% response	<1%
Radio Ads	10% response	25%	8% response	12%
TV	Not Used	Not Used	Not Used	7%
Newspaper/Print	3% response	2%	1% response	1%
Mobile Billboard	1%	<1%	<1%	0%
Theatre Slides	<1% response	Not Used	Not Used	Not Used

Table 6 shows the number of calls received on the Commuter Connections “800” telephone number from the public and employers during the course of each campaign in regards to specific regional TDM programs. It should be noted that these results are representative of marketing initiatives which used the regional Commuter Connections “800” telephone number (includes local jurisdictional advertising as well as state advertising campaigns in both Maryland and Virginia) and that multiple marketing activities occurred simultaneously in addition to ongoing routine marketing activities. It is often difficult to determine which of the marketing initiatives triggered the phone call. For example, 91 callers in Fall of 1997 and 57 callers in Fall of 1998 said that had heard about a Commuter Connections programs and/or service from their employer. It cannot be determined if these calls were a result of the direct mailings to employers or if the employer had been working with an employer services sales representative to introduce the program and/or service to the employees. The total calls row shown includes all calls where it could be determined how the commuter heard about Commuter Connections programs and/or services. In fiscal year 1999, calls increased 17% from fiscal year 1998.

Table 6 - Number of Calls Received on the Regional “800” Telephone Number

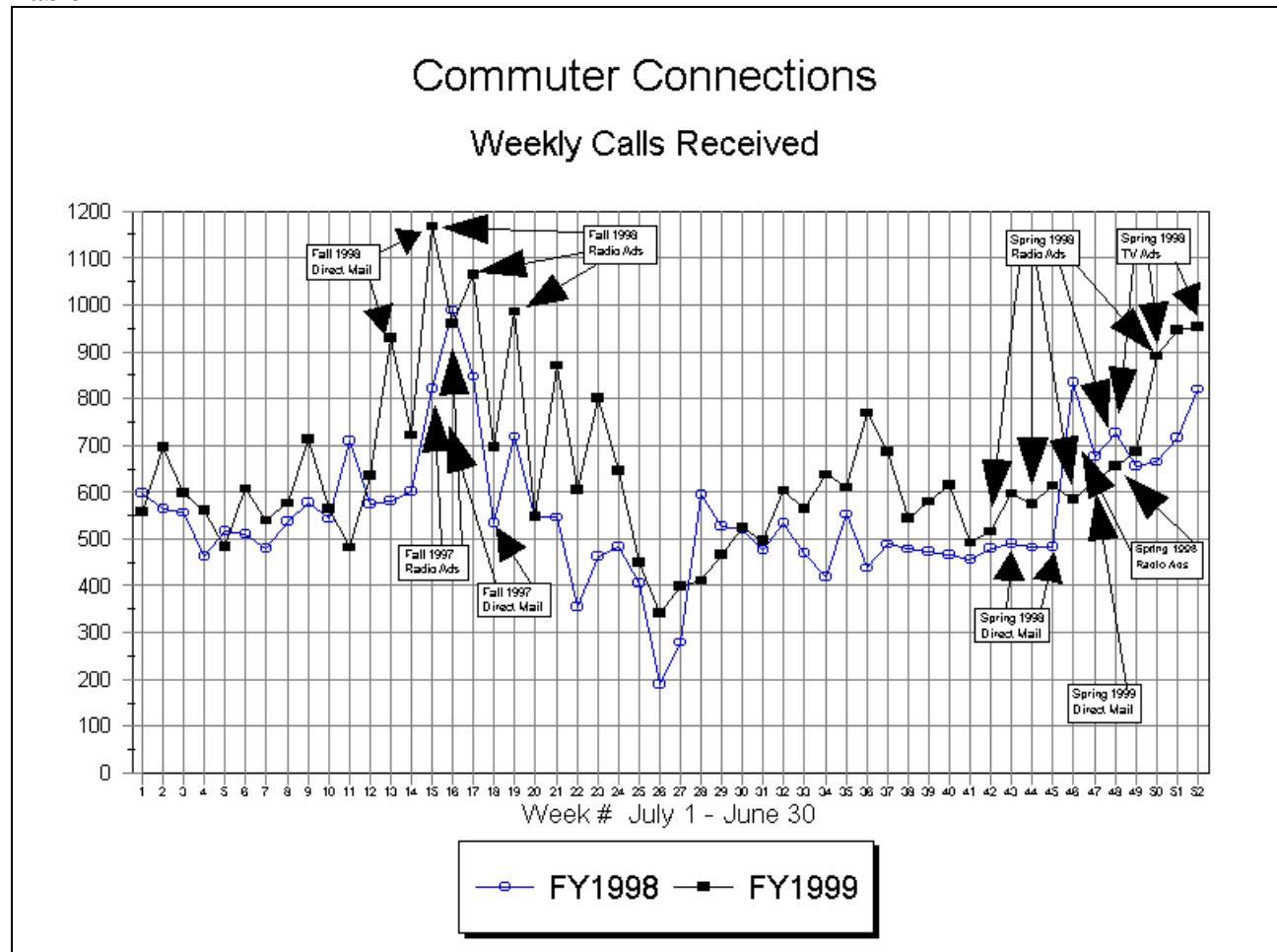
Commuter Connections Regional Program	Fall 1997	Spring 1998	Fall 1998	Spring 1999
Guaranteed Ride Home	45	44	112	6
Direct Mail	185	283	83	161
Radio	Not used	Not used	Not used	57
TV	34	20	17	20
Newspaper	13	12	5	0
Mobile Billboard	1	0	Not used	0
Theatre Slide	1,054	830	493	1,012
Total Calls¹¹				
Employer Services				
Direct Mail	0	5	0	0
Radio	Not used	5	Not used	Not used
TV	Not used	Not used	Not used	Not used
Newspaper	Not used	Not used	Not used	Not used
Mobile Billboard	Not used	2	1	Not used
Theatre Slide	Not used	Not used	Not used	Not used
Total Calls	3	18	3	6
Telework				
Direct Mail¹²	53	0	Not used	0
Radio	0	53	52	20
TV	Not used	Not used	Not used	1
Newspaper	27	5	0	0
Mobile Billboard	2	Not used	Not used	Not used
Theatre Slide	Not used	Not used	Not used	Not used
Total Calls	99	69	53	76
Other Requests				
Direct Mail	216	67	31	1
Radio	76	97	36	84
TV	Not used	Not used	Not used	102
Newspaper	13	12	5	21
Mobile Billboard	2	0	0	0
Theatre Slide	3	0	0	0
Total Calls	1,521	851	2,205	1,082

¹¹ This number for all program categories will not equal the total of calls shown for each medium due to the fact that it includes all ongoing activities in addition to those conducted specifically for the marketing campaign.

¹² Employer direct mail calls were routed to the Contractor handling the seminars. Employee calls were routed to the Telework Resource Center Director and thus not recorded with Commuter Connections.

Table 7 shows a comparison of the calls received each week during fiscal year 1998 and 1999. The fiscal year begins July 1st and ends June 30th with a total of 52 weeks during the year.

Table 7



Costs

The total costs for all four campaigns which includes consultant support, media buyers, printing and postage costs, and advertising costs for television, radio, and newspapers was approximately \$1.3 million dollars from July 1996 to June 1999.

AUGUST 2000 EMPLOYER AND COMMUTER FOCUS GROUP FINDINGS COMMUTER CONNECTIONS

Below are the highlights from the Focus Groups conducted by Strategic Focus Inc. on behalf of Commuter Connections to test market the new radio ads for the GRH campaign, previously distributed television and radio ads as well as print pieces. The four focus group interviews were conducted on August 22 and 23, 2000 in Bethesda, Maryland and Fairfax, Virginia. One group in each location was composed of employer representatives from Level 1 companies in the Commuter Connections database; one consisted of drive-alone commuters from the area around the focus group facility.

Summary and Conclusions: Employer Outreach

Employers are affected by the region's traffic congestion in a variety of ways, and have a clear interest in doing what they can to make the daily commute as smooth as possible for their employees. Human Resources professionals within these organizations see themselves as helpers charged with doing what they can to make employees' work lives productive and pleasant, and thus take an interest in commuter issues when they feel travel to work is a problem.

Human Resource managers are most interested in hearing about Commuter Connections' benefits when:

- Employees complain about long or stressful commutes,
- Recruitment of new employees is made more difficult by the company's location,
- The company location has a parking shortage.

Employer representatives in both Bethesda and Fairfax were familiar with the name Commuter Connections, but most knew very little about the organization of the program

Most respondents recognized the name "Commuter Connections" but few knew much about the structure of the program.

Most respondents would prefer correspondence via e-mail to direct mail pieces. Recommendations included small posters, construction updates, and a binder that they could compile Commuter Connections newsletters, and marketing materials in. Most respondents said telephone calls to set up personal meetings were likely to be the most effective means of reaching HR professionals like themselves.

Respondents were generally supportive of the idea of Commuter Connections advertising its programs and services directly to individual commuters, even as a strategy for getting more employers to participate in the program. Many respondents said they set priorities for their own projects and involvement based on how many employees bring up an issue or ask for their help with a specific problem. Therefore, making employees more aware of Commuter Connections and the solutions it can offer to commuters is likely to generate more requests for services and assistance, making involvement in the program a higher priority for the organization. Response to the specific commercials played in the groups was mixed.

- Of the three new radio commercials, "Anniversary" generated the most favorable response, because it presented positive benefits of carpooling, rather than addressing negatives.
- Respondents liked the message of balancing family and work life featured in "Court," although a few found the use of the child's voice annoying. Others said the commercial did a good job addressing common objections to carpooling, and would be interesting to employees because it addresses a concern of many working parents.
- "Psychic" was generally disliked with some finding the situation confusing, and some claiming to be annoyed or put off by the psychic's accent.

Summary and Conclusions: Commuters

While many of the SOV commuters in these sessions were highly dissatisfied with their daily commutes, most felt they had no good alternative to driving alone. In Bethesda, respondents focused almost exclusively on transit as a possible alternative mode, and said they have “no choice” if there was no transit route that would fit their travel needs. In Fairfax, respondents were more oriented to carpooling and vanpooling as their primary options, but said they could not find carpool partners or could not participate in carpools due to family responsibilities, heavy travel, or changing work schedules.

In both locations, respondents talked about having seen or heard advertising for the Guaranteed Ride Home, but did not spontaneously mention Commuter Connections. When the name of the program was introduced, however, Commuter Connections was recognized by many as the sponsor of the GRH program.

Lack of familiarity with Commuter Connections and its association with the Council of Governments made some respondents, especially in Fairfax, very suspicious of the GRH program. Throughout most of the discussion, many respondents seemed to assume that Commuter Connections was a private, for-profit company.

Reaction to the various commercials presented in these groups was mixed, but several general themes emerged from the discussion:

- Straightforward presentation of information, as in the older Commuter Connections radio and television commercials, was the approach preferred by most respondents, who said that the humor and complicated settings in many of the radio commercials interfered with communication of the message
- Advertising that shows or mentions specific locations recognized as “hot spots” for congestion were well received in both sessions. Similarly, the specific “origin/destination” and travel time provided in the “Kiddie Car” TV execution generated very favorable response, because the tangible benefit (time-saving) in this information was easily translated into the viewer’s own commute.
- Mention of the environmental or other societal benefits of commute alternatives seems to lend a degree of legitimacy to the message that is missing from advertising that focuses exclusively on personal benefits of the program. In both sessions, when respondents heard the reference to “protecting the environment” in the old commercial, “Death and Taxes,” they seemed to become more comfortable with the motivations behind the program, and less suspicious of why Commuter Connections would be providing guaranteed rides.
- Respondents’ almost complete lack of knowledge about carpooling or vanpooling, about Commuter Connections, or about how the Guaranteed Ride Home program works places a heavy burden on advertising. The commercials that provided more specific information about Commuter Connections services, such as mentions of the Matchlist of help finding people in your neighborhood to ride with, or of specific situations in which a Guaranteed Ride Home might be needed were more favorably received than those that left out these key pieces of the puzzle.

MARCH 2001

DULLES CORRIDOR TRANSIT MARKET RESEARCH STUDY

DULLES CORRIDOR RAIL ASSOCIATION (DCRA)

The overall goal of the study was to assess reactions to new transit options among commuters who live or work in the Corridor, particularly those who currently drive alone to work. The Dulles Corridor includes Tysons Corner (McLean, Vienna and Western Falls Church), Reston/Herndon and Eastern Loudoun County. The Dulles Corridor Transportation Needs Study includes two surveys, a survey of residents and a survey of employees. Both surveys utilized the same questionnaire although the residential survey was conducted by telephone and the employee survey was conducted on the Internet. During July 2000, QS&A conducted a telephone survey of 493 Corridor residents who commute to work on a regular basis. DCRA and Dulles Area Transit Association (DATA) staff contacted a sample of employers and invited them to ask their employees to participate in an Internet survey. A total of 3,150 employees in 41 companies participated in this Internet survey.

Demographic Characteristics

- The Dulles Corridor is one of the most affluent areas in the nation, and both residents and the employees who work there have very high incomes. Consistent with the area's burgeoning high technology industries, employees tend to be new to the area, comparatively young and even better educated than residents of the area. The government sector employs one-quarter of residents but just 3% of employees surveyed via the Internet.

Geographic Commute Patterns

- About half of residents commute to workplaces outside the Corridor, primarily to other parts of Fairfax County and to the District of Columbia, and half of employees live outside the Corridor. These employees are most likely to live in Fairfax County and then Montgomery County.
- Employees, who live outside the Corridor, account for much of the westward traffic during morning commutes. Residents are much more likely to travel east than west.
- About eight in ten employees and six in ten residents commute to their regular work place at least five days a week.

Commute Modes

- About nine in ten of both residents and employees drove a private vehicle alone for at least part of their trip the last time they commuted to their regular workplace. Just 8% of residents and 6% of employees used Metrorail as one of their travel modes, while 6% and 4%, respectively, used the bus. Most residents who used transit commute to the DC Core.
- Among residents, it is the upper middle-income commuters who are most likely to take both Metrorail and the bus. This finding is significant because it shows that there is a precedent for affluent people taking transit in the Dulles Corridor.

Commute Times

- Transit users spend an average of 17 minutes (employees) to 20 minutes (residents) longer than it takes drivers to commute to work. However, for residents, this discrepancy is due largely to the fact that transit users travel further to work. Almost all residents who use transit work in the DC Core, and when route-by-route comparisons are made, it takes little if any extra time to take transit from points along the Corridor into the DC Core. However, transit does take longer for employees traveling into the Corridor from the DC Core and other areas, suggesting that they do have less efficient transit options.
- However, transit non-users believe that it would take a lot longer to take transit than to drive.

Reasons for Taking and Not Taking Transit

- There are three key reasons commuters choose transit over driving:
 - Ability to use their commute time productively, whether by working, reading or sleeping;
 - A lower stress level than driving;

- The unpredictability of commute drive times and the possibility that driving will take longer than transit
- The most important reason for driving to work rather than taking transit is the belief that taking transit takes more time. Transit is also seen as less convenient for a variety of reasons, including unpredictable schedule (particularly for employees), the need to work late, lack of transit stations or stops near home and the need for a car during the day, either for emergencies or errands. However, preference for driving is also important. About one-half of residents and one-quarter of employees said they drive because they prefer driving to transit.

Willingness of Switch to Transit

- Time is of the essence. As many as half of residents and four in ten employees said they would *consider* taking transit if it took the same amount of time as driving, and more residents (13%) and employees (14%) said they would consider it if it saved them 10 minutes.
- Transit incentives could also encourage ridership. In general, respondents reacted more favorably to a monthly transit benefit (44% of residents and 38% of employees) and a guaranteed ride home (42% and 38%) than to either flextime (36% and 35%) or transit route and schedule information (37% and 28%).

Reported Likelihood of Using New Transit

- Both residents and employees were much more likely to say they could and would use the proposed rail extension than either BRT or express buses. Fifty-nine percent of residents indicated they were either likely (7 to 9 on the 10-point scale) or certain (10) to use the rail extension, compared to 34% for BRT to a proposed new Metrorail station at Tysons corner and 29% for BRT to the existing Metrorail station at West Falls Church. Fewer said they would take express buses to either Tysons Corner (21%) or the West Falls Church Metrorail (26%). The same pattern holds for employees, although employees are less likely than residents to say they would use the new transit services.
- In general, residents and employees were most likely to say they would use the rail extension to go to the District of Columbia or Washington Dulles International Airport.

Improvements That Could Increase Ridership

- Thirty-four possible new transit improvements were tested, including expanded bus service, new technologies that would improve bus service, on-board amenities, payment options and improvements to parking lots, parking garages and transit stations. Of these, 11 received ratings of “7” or more on a 10-point scale indicating at least moderate importance. These improvements indicate that both residents and employees place a high priority on:
 - Being sure they will be able to park at transit pick up points;
 - Being sure they will have a comfortable ride;
 - Feeling safe in parking lots and garages;
 - Having technologies and payment options that allow them to travel faster and more efficiently;
 - Information that gives them a greater sense of control in trip planning.

JUNE 2001
COMMUTER CONNECTIONS
GUARANTEED RIDE HOME PROGRAM (GRH)
GRH SURVEY REPORT
MWCOG COMMUTER CONNECTIONS PROGRAM

A primary goal of the GRH survey was to examine characteristics of GRH Program participants. The GRH program is operated by MWCOG to eliminate one barrier to using alternative modes, commuters' fear of being without transportation in the case of an emergency. Since 1997 when GRH was launched, 17,000 commuters have joined the program. The telephonic survey was distributed to 1,537 randomly selected program participants was designed to examine three key questions. Did GRH:

- Encourage commuters who drive alone to work to use alternative modes?
- Encourage commuters who use alternative modes to use these modes more days per week?
- Encourage commuters who use alternative modes to use them for a longer period of time?

A total of 1,000 interviews were completed from the list of 1,537 respondents. Of the sample, 86% were current participants or registrants. The average GRH participant is 42 years old, has an average household income of \$81,000, commutes about 32 miles daily, and is of white ethnic background.

Other Findings:

- The majority of the respondents live in Virginia (61%), 35% live in Maryland, and 3% in DC.
- Over half of the registrants had registered within 1999 or 2000.
- The average time they have registered is about two years.
- One-fifth of the registrants did not know they needed to re-register.
- Mode split of respondents for 5 days a week: Train 28.5%, Carpool/Slug (16.3%, Bus 13%, Vanpool 7.3%, .5% bike or walked. Driving alone was chosen by 15%.

The study did reveal that the percentage of respondents who regularly drove alone, three or more days per week, dropped significantly from 23.2% to 9.4%. Regular use of transit increased from 44.9% to 54.8%, and carpool use increased slightly, from 30.4% to 33.7%. The average number of days per week that these respondents used alternatives increased from 2.5 days to 4.5 days. GRH participants generally were long-term users of alternative modes. Almost three-fourths of the respondents have use alternatives for two or more years, compared to almost half of the respondents from the State of the Commute Survey for 2001.

Results presented indicate that half of all the respondents who drove alone pre-GRH and started using alternative modes with GRH said GRH was "very important" to the decision to make the change.

Overall, participants seem to be generally satisfied with the Program and with GRH trips they have taken.

**MARCH 2001
TELECENTER UTILIZATION AND TELEWORKER TRAVEL BEHAVIOR SURVEY
COMMUTER CONNECTIONS**

In March 2001, a survey was completed for the Commuter Connections program of the Metropolitan Washington Council of Governments (COG) at telecenters administered by the General Services Administration (GSA). Data were collected to assess the average utilization of telecenters and the travel behavior of commuters who work at telecenters.

The second objective of this research was to assess the impact of telecenter use on travel behavior of teleworkers. To identify the travel patterns of teleworkers, telecenter managers distributed surveys to the teleworkers who used the centers during the survey period. The survey collected data on telecenter workers' travel patterns for a one-week period. Of the 15 telecenters surveyed, 14 returned individual teleworker surveys, for a total of 176 teleworkers.

Utilization Results

Based on information received from 14 telecenters, 316 seats are available for teleworking on a daily basis. Center capacity ranges from 7 to 32 seats per telecenter. For the 22 days covered by the survey, 6,952 seats were available for teleworking. The overall utilization rate was 33.7 percent. Utilization levels by center ranged from 8.9 percent to 63.0 percent.

Commute Behavior Results

On average, teleworkers worked at the centers for about 28 percent of their workweek, or 1.4 days per week. Thursdays and Fridays were the most popular days for working at the telecenters. Respondents worked at a main office about half (54.1 percent) of the week. The average teleworker had worked at the center for 21.7 months. Individual teleworkers' tenures at the telecenter ranged from 4 to 39 months. On average, teleworkers travel about 9 miles to the telecenter and nearly 43 miles on non-telework days. Thus, they save about 34 miles, each way, on days they work at the telecenter. The majority (62 percent) drove alone, 7 percent took rail, 6 percent carpooled, and 5 percent used public bus.

Driving alone increased by 11 percent, while carpooling decreased by 6 percent and vanpooling decreased by 5 percent. The new drive-alone trips primarily occurred on telework days. Teleworkers increased the number of vehicle trips they made during the week when they used the telecenters. This finding parallels studies of other telecenter users nationwide, whereby the availability of transit and alternative transportation to telecenters is often limited. In many cases, commuters who typically use an alternative mode of transportation to their main worksite, have no choice but to drive alone to the telecenters.

Impact on Vehicle Miles Traveled

Even with the increased number of vehicle trips, telecenter teleworkers decreased their total weekly VMT due to the shorter distance to the telecenter. The total VMT reduction per week was over 9,915 miles. Assuming a 48-workweek year, this translates into potential savings of nearly 476,000 annual round-trip commute miles.

**DECEMBER 2001
 COMMUTER CONNECTIONS APPLICANT DATABASE
 SORTED BY ORIGIN AND DESTINATION
 METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS - COMMUTER CONNECTIONS**

The commute patterns revealed through the applicant database show that out of 31,338 commuters:

- 26,691 work outside of the jurisdiction they live in
- 4,647 live and work in the same jurisdiction

The top jurisdictions for the following categories:

LIVE INSIDE OF COUNTY WORK OUTSIDE OF COUNTY	LIVE INSIDE OF COUNTY, WORK INSIDE OF COUNTY	LIVE OUTSIDE OF COUNTY, WORK INSIDE OF COUNTY
Fairfax County (1778)	Montgomery (4165)	District of Columbia (5359)
Prince George's (1727)	Fairfax County (152)	Montgomery (4229)
Prince William (1650)	District of Columbia (100)	Arlington (1610)
Montgomery (1529)	Prince George's (81)	Fairfax County (906)
Frederick (810)	Howard (25)	Alexandria (310)
Howard (798)	Prince William (18)	Loudoun (153)

**FEBRUARY 2002
EMPLOYER METROCHECK SURVEY RESULTS SUMMARY
WMATA**

The Metropolitan Washington Council of Governments (COG) conducted an Employer Metrochek Survey in February 2002 to identify the range of commute-assistance services offered by Metrochek employers. Copies of the survey went to more than 500 employers with 100 or more employees, who purchase Metrochek from WMATA.

- More than half (60%) of the respondents worked for a private employer.
- Employers ranged in size from five employees to 15,000 employees.
- More than half of the respondents (56%) said that their primary worksite was in D.C.
- Less than two-thirds of respondents (62%) said parking was adequate on site or nearby the worksite.
- Employees paid the full cost for parking at more than half of the worksites (55%).
- Employees' average cost for parking per month was \$164.
- Nearly three-quarters of respondents (71%) said their primary worksite was within three blocks of a Metrorail station.

Commute-Assistance Services Offered

- About half of the employers surveyed said they offered one or two services other than Metrochek.
- The most common service offered was the Metrochek/transit subsidy, offered by 69% of respondents.
- Other common services included flextime (51%), information on commute options/transit (44%), telecommuting (23%), compressed work schedules (17%), other bike/walk assistance services (13%), shuttle to transit or between worksites/buildings (12%), and preferential parking (10%).
- Average subsidies by mode were: transit, \$76 per month; carpool, \$61 per month; vanpool, \$71 per month; and bike/walk, \$65 per month.

JUNE 2002
STATE-OF-THE-COMMUTE SUMMARY – FY 2001
COMMUTER CONNECTIONS

This report is a summary of the results of the State-of-the-Commute Survey conducted for the Commuter Connections program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (COG). The SOC survey is a random sample survey of 7,200 employed persons in the 12-county Washington metropolitan region.

A primary function of the SOC 2001 survey was to examine regional trends in commute behavior, awareness and attitudes. In some cases, these trends are compared against past results as measured in the 1999 regional TDM Household Survey and the 1998 Telework Household Survey. Another objective of the SOC survey was to collect data to support the upcoming Transportation Emission Reduction Measures (TERM) evaluation.

Awareness and attitudes toward transportation options and commute assistance programs

- *The survey results show that public transportation is widely available in the region. 68% said public transportation was available in their home and work areas, slightly more than in 1999 (65%).*
- *Over a quarter of respondents (27%) have access to HOV lanes for their commute.*
- *Commuter's reasons for not using public transit or ridesharing varied by mode. "No service available" was the primary reason for not using the train (38%). The overwhelming reason that commuters did not carpool was that they "didn't know anyone to carpool/vanpool with" (48%).*
- *Commute information advertising appears to be having some effect on respondents' travel choices. More than a quarter of respondents who had seen advertising said they were more likely to consider ridesharing, using public transportation, using HOV lanes, or telecommuting after seeing or hearing the advertising.*
- *Regional awareness of commuter information and assistance resources is relatively low, but use of these resources has increased since 1999. 33% said they know of a telephone number or website they could use to obtain information on ridesharing, public transportation, and telecommuting. About 10% had used these resources, up from 6% in 1999.*

Commuter assistance services provided by employers

- *Availability of worksite commuter assistance services has gone up since 1999. 51% said their employers offered one or more alternative mode incentives or support services to employees at their worksites. The most commonly offered services were Metrochek/other transit subsidies (29%), information on commuter transportation options (25%), preferential parking (19%), and GRH (19%). Except for GRH, more employers offered all of these services in 2001 than in 1999.*
- *Most commuters continue to have free worksite parking, but availability of this benefit has declined since 1999.*
- *Worksite commuter assistance services appear to encourage use of alternative modes. Only 61% of commuters with these services drove alone to work, compared with 74% of commuters whose employers did not provide these services.*

Telecommuting

- *Telecommuting has increased since 1998 and potential exists for additional telecommuting growth. About 15% reported that telecommuted at least occasionally, up from 12% in 1998.*
- *Telecommuting is concentrated in certain demographic and employment groups. Telecommuters were statistically more likely to be: male, white ethnic background, income greater than \$60,000, commute distance more than 30 miles, employees of non-profit organizations or private employers, employees of very small employers (under 25 employees), or employers with 251 to 999 employees.*

- *“Informal” telecommuting arrangements predominate, but employers appear more supportive of formal telecommuting programs than in the past.*
- *Most telecommuters (88%) telecommute from home.*
- *The average frequency of telecommuting seems to have dropped slightly from 1998.*
- *Telecommuters get information on telecommuting from a variety of sources.*

Regional Guaranteed Ride Home Program

- *About a fifth of respondents were aware that a regional GRH Program was available.*
- *GRH seems to be important to commuters who use alternative modes, but not the deciding reason for choosing alternatives.*

InfoExpress Kiosks

- *Information kiosks offer commuters an additional outlet for transportation information. 16% of respondents had seen one of the kiosks located around the Washington area. The information most commonly obtained included: transit route/schedule information (45.5%), maps and guides (21%), and general rideshare information (18%).*

Commute patterns

- *Current use of alternative modes. 27% of regional commuters said they use an alternative mode three or more days a week. An additional 4% used an alternative mode one or two days per week. The most popular alternative mode was train, which was used by 13% of respondents three or more days per week. Bus was the regular commute mode for 5% of respondents. Carpooling was used by 7% of commuters three or more days per week and 1% used it one or two days per week.*
- *Commuters who use alternative mode do so longer than had previously been assumed.*
- *24% of commuters who use an alternative mode drive alone part of the trip.*
- *Commute lengths are increasing overall.*

JUNE 2002
REGIONAL BUS STUDY UPDATE
WMATA

Metro's Regional Bus Study, which analyzed both Metrobus and the bus services operated by local jurisdictions, was designed to assess the needs of a region that has decentralized and grown rapidly. The two-year study was conducted as a follow-up to the work of the Regional Mobility Panel that met in the late 1990's to identify how to meet and finance future bus service needs.

The purpose and goal of the Regional Bus Study:

- Create a more integrated transit network of Metrobus, Metrorail and local bus systems.
- Improve system quality and image.
- Implement Board policy of doubled ridership by 2025.
- Focus on "Family of Services" to meet under-served and un-served market needs.
- Develop priority and strategic corridor concepts.

What We Learned

Understanding the System

- Operations analysis determined that current weekday service and coverage is good in urban areas, the inner suburbs, and areas with large numbers of people dependent on transit.
- Several key improvements to increase the viability and productivity of current routes were identified:
 - Alleviate crowding on many routes in the District.
 - Expand the hours of service operation, including weekends.
 - Expand coverage in the outer suburbs.
 - Improve frequency and travel time on certain routes.
 - Improve service reliability throughout the system.

Defining the Market

- During the course of the study, bus customers and non-riders were consulted to identify service improvements that would expand ridership among the former group and attract new customers from the latter.
- More than 40,000 bus riders in all jurisdictions were surveyed during the late spring and summer 2000. The survey provided a better understanding of transit users, their travel patterns, and their views of both bus and rail service.
- Improvements desired by bus customers:
 - On-time arrival – 49%
 - More frequent service – 31%
 - Longer hours – 25%
 - Less crowding – 22%
- Improvements desired by non-riders:
 - Better information – 30%
 - Better shelters – 21%
 - More convenient stops – 18%
 - Faster service/more frequent service – 16%

Future Moves for the Region

- High-quality bus service in the Washington region will rely on successfully linking all of the transit elements into a single, seamless system. The draft plan envisions a regional bus system with service and facility improvements that:
 - Provide a seamless, easy to use transit system across the region, with coordinated fares, routes, schedules information, and marketing among Metrobus, Metrorail, local bus operators, and commuter rail systems.
 - Reflect a range of quality services – referred to as a Family of Services – that are tailored to the needs of the different markets in this highly complex, cosmopolitan region.
 - Improve access to and within regional activity centers, such as Tysons Corner, downtown D.C., and Bethesda, for example.
 - Provide more reliable service.
 - Provide bus service to relieve rail system crowding.
- On Selected high-use routes, a new type of service called RapidBus is proposed that offers a quality of service comparable to rail transit without the need for tracks. It is designed to provide very frequent service using special buses, operating on exclusive rights-of-way to the extent possible, and to provide up-to-the-minute transit service information at attractive stations.
- Near Term improvements (from 2004 to 2010) will meet immediate needs with fairly easy-to make investments, such as new vehicles for neighborhood circulators or improved bus stop information.
- Long Term improvements (from 2011 to 2025) that require more time or significant investments – such as separate rights-of-way – will be phased in over a longer period.

JUNE 2002

**TDM ANALYSIS REPORT - EXECUTIVE SUMMARY
COMPILATION OF FOUR QUARTERLY PLACEMENT SURVEYS 2000-2002**

This Survey Report presents results of an analysis of commuter transportation assistance services offered by the Commuter Connections program of the Metropolitan Washington Council of Governments (COG) to commuters and employers in the Washington, DC region.

Commuter Connections program services include: carpool and vanpool Matchlists, transit route and schedule information, information on Park & Ride lot locations and HOV facilities, and employer transportation demand management (TDM) and telework assistance. Commuters obtain services by calling a toll-free telephone number or by submitting a ridematch application obtained from COG, on-line via the Commuter Connection's web site, an employer, a local partner assistance program, a transportation management association (TMA), or on-line via a Commuter Connections information kiosk.

This report estimates transportation and air quality impacts of Commuter Connections' services and Guaranteed Ride Home, a transportation emission reduction measure (TERM), implemented by Commuter Connections. Data for this analysis were collected in 1997 and 1998 through four telephone surveys, each of 700 respondents randomly selected from the applicant database. The surveys collected data for the following quarters: January 1 through March 31, 2000; July 1 through September 30, 2000; April 1 through June 30, 2001; and October 1 through December 31, 2001.

**Commuter Connections Program Activity Summary and
Overall Participation, Utilization, and Satisfaction Performance Measures
Four Quarterly Surveys, 2000-2001**

• Commuter applicants	17,125	
• Applicants placed in alternative modes		
- Continued placements	1,284	7.5%
- Temporary placements	668	3.9%
- One-time placements	4,333	25.3%
• Applicants desiring rideshare information	12,844	75%
- Applicants who remember receiving matchlist		58%
- Applicants who remember receiving vanpool assistance		17%
- Applicants who remember receiving Park & Ride info		15%
• Applicants desiring transit information	1,199	7%
- Applicants who remember receiving transit schedule		22%
• Applicants interested in GRH	5,823	34%
- Applicants who remember receiving GRH information		33%
• Commuters suggesting CC improvements		57%

**Commuter Connections Program
Program Impact Performance Measures
Four Quarterly Surveys, 2000-2001**

• Daily vehicle trips (VT) reduced	769	trips
- Continued placements	694	trips
- Temporary placements (prorated credit)	45	trips
- One-time placements (prorated credit)	30	trips
• Daily VMT reduced	25,396	VMT
- Continued placements	22,957	VMT
- Temporary placements (prorated credit)	1,459	VMT
- One-time placements (prorated credit)	980	VMT
• Daily tons of NO _x reduced	0.030	tons
• Daily tons of VOC reduced	0.013	tons
• Gallons of gasoline saved	1,058	daily gallons of gas
• Commuter costs reduced	\$3,708	per day
- Annual cost saving per continued placement	\$653	per year

JULY 2002

2001 COUNT OF RADIAL TRANSPORTATION FACILITIES CROSSING THE CAPITAL BELTWAY TPB TRAVEL MONITORING SUB-COMMITTEE

Major Findings

The report contains peak period vehicular and passenger traffic crossing the Capital Beltway. Data presented in the report were collected in the months of March, April, May, and June 2001. The report includes an analysis of trends and changes in travel patterns between 1998, when similar counts were last performed, and 2001.

Trends in Person Travel

Inbound A.M. Travel

- Inbound travel across the Beltway during 6:30 to 9:30 A.M. peak period in 2001 increased over 1998 by approximately one percent to 513,000 trips.
- During the 5:00 to 10:00 A.M. monitoring period, inbound total person trips increased by 2 percent to 669,000.
- There was an increase in overall inbound transit usage crossing the Beltway in 2001, of 16 percent, to 73,000 persons.
 - Metrorail usage grew by 9 percent (3,400 passengers).
 - Commuter Rail grew by 7 percent (700 riders).
 - Both transit bus and commuter bus usage increased by 23 percent (2,200 riders) and 110 percent (3,800 riders), respectively.

Outbound P.M. Travel

- The total number of persons traveling outbound across the Beltway during the 3:30 to 6:30 P.M. peak period in 2001 increased from 1998 by 5 percent to 560,000 persons.
- Overall outbound transit usage increased by 17,000 persons.
- During the 3:00 to 8:00 P.M. monitoring period, outbound total person trips increased by 5 percent to 822,000.

Trends in Vehicle Travel

Inbound A.M. Travel

- A total of 386,000 vehicles crossed the Beltway inbound in the 6:30 to 9:30 A.M. peak period in 2001, essentially unchanged from 1998.
 - Automobiles and other 4-wheel vehicles account for 96 percent of the Beltway traffic in 2001, down from 97 percent in 1998.
 - The balance is split between trucks and buses, plus a small number of motorcycles.
 - The split between the total number of vehicles crossing the Beltway in Maryland and Virginia remained unchanged from 1998 to 2001, with 62 percent in Maryland and 38 percent in Virginia.
- During the 5:00 to 10:00 A.M. monitoring period, inbound vehicular travel increased by just over one percent to 516,000.
 - Automobiles and other 4-wheel vehicles account for 96 percent of the Beltway traffic in 2001, down from 97 percent in 1998.
 - The split between the total number of vehicles crossing the Beltway in Maryland and Virginia remained unchanged from 1998 to 2001, with 61 percent in Maryland and 39 percent in Virginia.

Outbound P.M. Travel

- In the 3:30 to 6:30 P.M. peak period, a total of 401,000 vehicles crossed the beltway outbound in 2001, and increase of 12,000 (or 3 percent) from 1998.
 - The predominant vehicle type was the automobile, accounting for 98 percent of all outbound vehicular traffic both years.
 - The balance is split between trucks and buses , plus a small number of motorcycles.

- The split between the total number of vehicles crossing the Beltway in Maryland and Virginia remained about the same from (62 percent and 38 percent in 1998; 63 percent and 37 percent in 2001).
- During the 3:00 to 8:00 P.M. monitoring period, 599,000 vehicles crossed the Beltway outbound in 2001, and increase of 22,000 (or 4 percent) from 1998.
 - The predominant vehicle type was the automobile, accounting for 98 percent of all outbound vehicular traffic in 1998 and 2001.
 - The split between the total number of vehicles crossing the Beltway in Maryland and Virginia remained about the same from (61 percent and 39 percent in 1998; 62 percent and 38 percent in 2001).

Trends in Automobile Occupancy

- Average auto occupancy during the inbound 6:30 to 9:30 A.M. peak period declined slightly from 1.19 in 1998 to 1.18 in 2001.
- In the outbound 3:30 to 6:30 P.M. peak period, increases in the total number of persons in automobiles and the total number of autos were observed. The increase in autos was larger than the increase in persons, resulting in a decline in average auto occupancy from 1.26 persons per vehicle in 1998 to 1.25 persons per vehicle in 2001.

AUGUST 2002
1999 REGIONAL HOV FACILITIES MONITORING REPORT
HOV CORRIDOR DATA

Presented in this report is information developed from data collected in fall 1999 along four operational and one future high-occupancy vehicle (HOV) corridor in the Washington region. Data were collected from 5 A.M. to 10 A.M. during the inbound peak-flow direction and 3 P.M. to 8 P.M. during the outbound peak-flow direction.

HOV lanes are operational in the following corridors as of fall, 1999:

- I-95/I-395 (Shirley Highway) in Northern Virginia
- I-66 inside the Capital Beltway in Fairfax and Arlington Counties
- I-66 outside the Beltway in Fairfax and Prince William Counties
- I-270 and the I-270 Spur in Montgomery County, Maryland
- Va. 267 (Dulles Toll Road)
- U.S. 50

Most comparisons are made with results obtained from the previous Regional HOV Facilities Monitoring reports for 1997 and 1998. Trends and changes are emphasized for the HOV-restricted periods inbound and outbound. The following major trends were observed:

- All of the HOV lanes were observed to carry more persons per lane during the HOV-restricted periods than the adjacent non-HOV lanes, with the exception of the new concurrent-flow HOV lane on Va. 267 in the westbound (P.M. peak) direction only, where per-lane person movements were found to be approximately the same in the HOV and non-HOV lanes.
- Usage in the two I-395 HOV lanes declined from 25,400 person trips during the HOV restricted period in 1998 to about 22,500 in 1999. The four adjacent non-HOV lanes carried about 26,400 person trips in 1999.
- All of the HOV lanes provide savings in travel times when compared to non-HOV alternatives, especially the barrier-separated HOV lanes in the I-95/I-395 corridor in Northern Virginia.
- HOV travel times and levels-of-service have deteriorated along concurrent-flow HOV lanes on the I-66 and I-270 during the A.M. HOV-restricted period, due at least in part to traffic that is stopped or moving very slowly in the adjoining non-HOV lanes to the right of the HOV-restricted lane.

SEPTEMBER 2002 EMPLOYER SATISFACTION SURVEY COMMUTER CONNECTIONS

At the conclusion of fiscal year 2002, Commuter Connections conducted its fifth annual survey to measure the level of satisfaction among employers participating in the Commuter Connections Employer Outreach program.

Eight hundred forty-two employers were selected, representing organizations of various sizes and locations across the region. With 80 replies, the survey had a 10 percent response rate. The results were favorable. One respondent encouraged us to “keep the communication and services going.” Another thanked their representatives, who “are always there for us to introduce new products, services, and share in our promotion days.”

A majority of employers continue to find our materials very helpful. Brochures received the most popularity, followed closely by informational posters. Employers are mostly satisfied with their outreach representatives’ enthusiasm, and commitment to service. Employers expressed interest in seminars focused on transit incentives, and Commuter Connection’s various programs, including Guaranteed Ride Home. In addition, the survey results reflected a growing interest in telecommuting and related incentive programs.

While turnover among employees assigned with the task of coordinating employee transportation issues remains a concern, employees in these positions are more stable and those holding the positions are better informed than they have been in the past. Of all respondents, 51 percent have assisted employees with commuting options for two or more years, and 74 percent (up 9 percent from last year) indicated that they had knowledge of a person or organization that could assist them in developing a commuter transportation program.

Many respondents expressed a thoughtful regard for the survey questions and a dedication to assist commuters. Suggestions to improve our programs and services ranged from supplying “articles and promotions for our company newsletter,” to providing “stronger follow-up support after program implementation.”

The results also demonstrate areas for improvement. A large majority of the respondents had no opinion of their Employer Service Representatives’ efforts, which may suggest insufficient contact with the outreach representative throughout the year. Many employers were not aware that Commuter Connections offers to conduct commuter surveys of their employees, or were unaware of the results of their most recent survey. (Commuter Connections supplies employers with a free report of their employees’ commuting habits, which often leads to adopting of higher-level transportation demand management programs.)

A large number of respondents consistently selected the *no opinion* option on a variety of questions, including those regarding their representatives’ effectiveness and responsiveness and the usefulness of materials, suggesting a lack of substantial contact with employer representatives. Interestingly, the average number of *no opinion* responses on the satisfaction questions (33 percent) was roughly equivalent to the percentage of responders (28 percent) who had assisted employees with daily commuting questions for less than one year or not at all.

Many respondents expressed a thoughtful regard for the survey questions and a dedication to assist commuters. Suggestions to improve our programs and services ranged from supplying “articles and promotions for our company newsletter,” to providing “stronger follow-up support after program implementation.”

The responses regarding the effectiveness of the Employer Outreach Representatives also showed that there remains *room for improvement*. While 24 percent of respondents selected *very effective* and 15 percent selected *somewhat effective*, 61 percent expressed *no opinion* or indicated that their representative was *not effective*. This suggests that a large group of employers is not being effectively reached by our efforts.

Despite a consistent and sizable set of employers that has not been engaged fully by the employer outreach effort, the main indicators of responsiveness, satisfaction, and effectiveness reveal encouraging trends.

JANUARY 2003

SPRINGFIELD INTERCHANGE CONSTRUCTION PROJECT COMMUTER RESEARCH VDOT

A telephone survey was conducted among commuters in Northern Virginia who travel through the Springfield Interchange to assess commuter reaction to on-going construction at the Springfield Interchange.

It is a follow-up study to one conducted prior to start of the construction in the spring of 1998.

•All respondents:

–Had to be at least 18 years of age

–Had to travel in a single occupancy vehicle, carpool, vanpool, train, bus or could telework

Conclusions and Strategic Implications

Conclusion: Commuters in Northern Virginia have made changes in the way they commute through the Springfield Interchange area. More than one out of every ten – 14% – of commuters who travel regularly through the Springfield Interchange have switched travel modes to adjust to the construction.

These changes have occurred at a variety of different times. Some commuters anticipated the start of the construction and switched prior to the onset of construction. Others were triggered to switch by the start of construction. Still others appeared to need to experience the discomfort caused by the construction before changing their mode of travel. These commuters switched after the construction began.

Implication: Commuters will change their commute behavior – given the right situation, a reason for changing and useful information. But, change does not occur automatically or instantaneously. Anticipate future transportation mode changes – given that commuters perceive that they have a reason to change.

Conclusion: Springfield Interchange commuters have relied upon a variety of different types of commuter options in adjusting to the construction at the Interchange. No one type of transportation meets the needs of all commuters.

Implication: In order to maximize the number of commuters who switch to an alternative form of transportation, continue to develop and market a variety of different types of transportation alternatives. Identifying and understanding the needs and preferences of commuters are essential to offering the right transportation options and programs.

Conclusion: New programs and transportation options have helped to bring about change. Park-and-Ride lots, commuter parking, new train and bus service, a reduced cost rail pass, and new OmniRide Express bus service have all helped commuters to adopt new transportation alternatives.

Implication: Continue to introduce new services and programs that make alternative transportation choices attractive to commuters. Ensure that new services and programs align with the needs and preferences of commuters. A “layered” approach consisting of numerous transportation options and incentives is necessary to meet the diverse needs and preferences of this commuter universe.

Conclusion: While commuters who have opted for an alternative commute mode often cite pragmatic reasons for doing so (e.g., it saves time and can use the HOV lanes), they also seem to be sensitive to traffic congestion in and of itself. They often cite “traffic” itself as the reason for their choice. Others cite the need to decrease the traffic volume. Still others express a need to “escape” from the traffic congestion.

Implication: Explore commuter perceptions of the impact of traffic congestion on them as individuals and on “society.” Assess the extent to which response to traffic itself may provide a foundation for message development. It may be that a form of “traffic consciousness” is developing. Explore the extent to which this perspective is growing in Northern Virginia. Assess the power of this idea or other “traffic congestion” perspectives in convincing commuters to try alternate forms of transportation.

Conclusion: Delays caused by the construction at the Springfield Interchange do not seem to be as severe as anticipated by commuters. In 1998, prior to start of the construction, nearly one-half (49%) of Springfield

Interchange commuters thought their commute would increase by at least 30 minutes. Today, only 23% say their commute has increased by at least 30 minutes.

Implication: Explore ways to use this “positive” experience to enhance the appeal of alternative transportation. Explore ways that this information can be used to enhance the image of VDOT and VDOT communications.

Conclusion: Commuters do not seem to recognize completely the eventual benefits of the construction. They rate the construction project only moderately favorably in terms of its potential for easing traffic congestion, increasing safety and making it easier to travel through the area.

Implication: Recognize that traffic congestion in Northern Virginia may be such a constant that it is difficult for commuters to imagine it to be any other way. Explore ways that communications can be used to build support for the project – and belief in the value it will contribute.

Conclusion: Commuters want to be informed about traffic issues, particularly in regard to the Springfield Interchange project. In fact, over half (53%) of commuters believe that it is very important that VDOT keep them informed about the construction.

Implication: Continue to talk to commuters, as well as other Northern Virginia residents. Messages should include: transportation options and opportunities, progress and stages of the construction, VDOT’s role in communicating to the public, and the value of the project to the community.

Conclusion: Commuters rely on a variety of media for transportation and commuting information. Radio, television, newspaper and highway advisory radio are all used by commuters.

Implication: Do not rely on one medium to reach commuters. Instead, recognize the value of layering communications through a variety of media to build a consistent and persistent communications program.

Conclusion: The commuter information store at the Springfield Mall is filling an important commuter need and plays a key role in disseminating information about the construction and transportation choices. Commuters who have visited the store report that it has provided them with useful information. It has played a role in helping commuters make transportation mode switching decisions. Its reach is localized in that those who have visited the store are more likely to reside in Fairfax County than in areas more distant.

Implication: Recognize the important role of the commuter store in reaching and informing commuters about their options. Continue to support the store and learn from its success. Explore ways of growing the “store concept” by establishing comparable stores to meet commuter needs and impact commuter choices in similar situations.

Conclusion: Telework is an attractive option to commuters in Northern Virginia. Nearly one out of ten commuters (8%) have opted to telework – at least part of the time. There is additional potential for adoption of telework. Forty-four percent (44%) of commuters are interested in telework and work for employers who would permit teleworking. Thirty-three percent (33%) say they are not interested in telework, but work for employers who permit teleworking.

Implication: Explore ways to convert commuters to teleworking. Identify and market to the “triggers” that would convince those who are already interested in teleworking. Identify and understand what is needed to convert those who are not currently interested in teleworking but work for employers who permit employees to adopt this option.

APRIL 2003
METROPOLITAN WASHINGTON REGION VANPOOL SURVEY
COMMUTER CONNECTIONS

Commuter Connections recently completed its 2002 survey of area vanpool operators in order to analyze vanpooling practices and trends since the last survey conducted in 1989. Surveys were mailed to 736 Washington-area vanpool operators/drivers and 440 surveys (approximately 60 percent) were returned completed. A Vanpool is defined as a group of 7–15 people who commute together in a van on a regular basis. Generally, one person is responsible for driving and maintaining the van, with expenses shared by all riders. The van may be owned by an individual or leased from a private agency. Sometimes businesses own and operate vanpools as an employee benefit, often providing the service to employees at a reduced rate. Vanpooling assists employers in recruiting employees, improving morale and reducing tardiness. Vanpooling cuts stress, saves commuters money, and if HOV lanes are used, vanpooling can also reduce commuting times. Vanpools are extremely efficient for long-distance commuting. One vanpool can take as many as 14 cars off the road, resulting in reduced traffic congestion and pollution.

The survey collected data in four primary areas: 1) van ownership and operation; 2) vanpool use and travel patterns; 3) availability and use of vanpool assistance and support services; and 4) issues of potential concern to vanpool drivers.

Ownership and Operation

On average, vanpools have been in operation 8.4 years and vanpool drivers have been driving their vans an average of 6.4 years. Many vanpools have been in operation for 20–25 years. A majority of vans are owned by leasing agencies. Van owners pay for insurance at an average annual cost of \$1,722. The average vanpool capacity is 13.4 people.

Use and Travel Patterns

About half of those surveyed ride in vanpools of 12 or more regular members. The mean number of regular members is 10.7 and the mean number of riders on a typical weekday is 9.5.

Drivers' average one-way distance from home to work is 48 miles, up from 37.2 miles in 1989. More than 50 percent make one stop at a central meeting place to pick up passengers. The average line-haul (from last pick-up to first drop-off) is 39 miles. More than three out of four vanpools use an HOV lane during the commute. Eighty percent of surveyed vanpools originate in Virginia. Fifty seven percent travel to D.C., 34 percent to Northern Virginia, and nine percent to Maryland.

Availability and Use of Assistance and Support Services

Ten percent of respondents received employer assistance in forming their vanpools; 60 percent received no assistance. The vast majority—87 percent—receive one or more commuter-support services. These include subsidies, Metrochek, flexible hours, and priority parking. Free parking at work is enjoyed by 60 percent of respondents. Ten percent pay less than \$100 per month for parking.

Following a national trend, regional vanpooling declined in the 1990s, probably because of expanded Metrorail and commuter bus service as well as an increase in flexible work schedules, which make finding several people with the same commuting needs more difficult.

Issues of Potential Concern

Respondents' primary concern is finding new riders. Other concerns, ranking from highest to lowest, include congestion in HOV lanes, the rising cost of insurance, finding back-up drivers, limited HOV hours, and the risk of rollover accidents.

Benefits

- The vanpool has adult seating capacity for more than six passengers, excluding the driver; Riders are eligible for the commuter transit benefit in the form of a pre-tax subsidy or direct subsidy of \$100 per month, \$1200 per year, offered to transit riders by their employer under Section 129 of the Federal Tax Code. Many vanpool drivers accept employer subsidies or pre-tax employee set-asides as payment via Metrochek. To qualify for the tax-favored payments, the following conditions must apply:
 - ❑ At least 80 percent of the vanpool's mileage is for commuting purposes;
 - ❑ The number of commuters in the vanpool equals at least half the seating capacity.

Several counties have implemented subsidy programs to assist with vanpool start-ups, covering up to \$1225 in vanpool costs. Participating counties include Prince George's County and Frederick County in Maryland, and Prince William County in Virginia.

MAY 2003
GUARANTEED RIDE HOME PROGRAM CUSTOMER SATISFACTION SURVEY
COMMUTER CONNECTIONS

In 2003, Commuter Connections conducted its fifth annual Guaranteed Ride Home (GRH) Customer Satisfaction Survey. The survey measured customer satisfaction with the GRH program and the services provided by Commuter Connections at the Metropolitan Washington Council of Governments (COG).

All participants in the program who received services from the regional GRH program received a questionnaire. Responses were overwhelmingly positive and show that satisfaction with the program has steadily increased over the last five years.

Increased Response Rate

In fiscal year 2002, 2,696 surveys were distributed, and 631 (23.4 percent) responses were received, which represents a decrease in responses, although 560 more surveys were sent out. The vast majority (94 percent) expressed satisfaction with the overall service GRH provides. More than half (53 percent) of the written feedback were compliments and 28% were comments and suggestions. The majority of complaints centered mostly on concerns about the taxi services themselves. Although these issues are beyond Commuter Connections' direct control, they have been addressed with the contracted taxi companies.

In order to make direct comparisons over time, the same questionnaire has been utilized each year. A cover letter informed each recipient of the purpose of the survey, the confidentiality of the research, and the voluntary nature of their participation. To increase the likelihood that the questionnaire would be returned, it was printed on a postage-paid mailer card.

Overall, the majority of individuals accepting rides from the Guaranteed Ride Home program indicated that their experience was excellent. In every category, satisfaction is greater than in years past. These trends indicate a continued higher level of satisfaction with the GRH program, services, and staff.

MAY 2003
TDM ANALYSIS REPORT – FY 2003 PLACEMENT SURVEY
COMMUTER CONNECTIONS

This Survey Report presents results of an analysis of commuter transportation assistance services offered by the Commuter Connections program of the Metropolitan Washington Council of Governments (COG) to commuters and employers in the Washington, DC region.

Commuter Connections program services include: carpool and vanpool Matchlists, transit route and schedule information, information on Park & Ride lot locations and HOV facilities, and employer transportation demand management (TDM) and telework assistance. Commuters obtain services by calling a toll-free telephone number or by submitting a ride match application obtained from COG, on-line via the Commuter Connection’s web site, an employer, a local partner assistance program, a transportation management association (TMA), or on-line via a Commuter Connections information kiosk.

This report estimates transportation and air quality impacts of Commuter Connections’ services and Guaranteed Ride Home, a transportation emission reduction measure (TERM), implemented by Commuter Connections. Data for this analysis were collected in 1997 and 1998 through four telephone surveys, each of 700 respondents randomly selected from the applicant database. The surveys collected data for applicants who received information or assistance during the period between July 1 through September 30, 2002.

**Commuter Connections Program Activity Summary and
Overall Participation, Utilization, and Satisfaction Performance Measures
July-Sept 2002**

• Commuter applicants	3,405
• Applicants placed in alternative modes	
- Continued placements	28.0%
- Temporary placements	17.7%
• Applicants desiring rideshare information	86%
- Applicants who remember receiving match list	64%
- Applicants who remember receiving vanpool assistance	18%
- Applicants who remember receiving Park & Ride info	20%
• Applicants desiring transit information	7%
- Applicants who remember receiving transit schedule	27%
• Applicants interested in GRH	47%
- Applicants who remember receiving GRH information	49%
• Commuters suggesting CC improvements	63%

**Commuter Connections Program
Program Impact Performance Measures
July-Sept 2002**

• Daily vehicle trips (VT) reduced	413 trips
- Continued placements	385 trips
- Temporary placements (prorated credit)	27 trips
• Daily VMT reduced	14,072 VMT
- Continued placements	13,211 VMT
- Temporary placements (prorated credit)	860 VMT
• Daily tons of NOx reduced	0.016 tons
• Daily tons of VOC reduced	0.007 tons
• Gallons of gasoline saved	586 daily gallons of gas
• Commuter costs reduced	\$1,929 per day
- Annual cost saving per continued placement	\$506 per year

JUNE 2003
PERFORMANCE DATA- SUMMARY FOR FY 2003
COMMUTER CONNECTIONS

Program Impact

The average number of call per week for FY 2003 (July 1, 2002 to June 30, 2003) was 576, for FY 2002 it was 586, virtually unchanged. Call volume increased as high as 21% during some weeks when the campaign was running in FY 2003, when compared to the week previous to the campaigns when GRH ads were not run, and as high as 19% compared to call volumes from the same week in FY 2002. During GRH fall campaign for FY 2003, call volume reached a peak of 790 calls in one week, and a low of 377. During the GRH spring campaign, the range was as high as 610 and as low as 457 calls per week.

In general, more commuter are turning to the Commuter Connections Web site for information and applications than ever before, and may be the reason call volumes have not been showing the increases as in the past years during advertising campaigns. In FY 2003, there were 17,758 hits to the GRH page, as compared to 14,588 in FY 2002, a 22% increase. In FY 2003, Commuter Connections received 9,484 applications from the Web site, which represents a 5% increase from FY 2002. In FY 2003, Commuter Connections received 70,008 on their Main Page, a 12% increase from FY 2002.

As of the end of June 2003, the Applicant Database for Commuter Connections contains approximately 17,267 commuters. In FY 2003, 17,194 Matchlists were sent and over 7,604 of these applicants requested GRH information. The database of GRH registrants has grown from 3,826 when GRH was launched in January 1997 to 26,499, a 593% increase since GRH's inception, and a 24.85% increase over FY 2002. An average of 634 new applicants signed up for GRH each month in FY 2003 through the mail or web site. Over 11,740 GRH trips have been provided since January 1997. Over 2,900 of the trips were provided in FY 2003, with the primary reasons by commuters for using GRH being personal illness and childcare problems.

It is clear however, that the GRH TV ads and direct mail pieces are leading to an increase in web hits, since these are the only mediums that have web site advertisements.

Kiosk Usage- Approximately 21,193 people used the kiosks, and 88 applications were received for Matchlists in FY 2003. The kiosk at La Promenade attracted the highest number of users, and Tyson Centre with two kiosks attracted the highest number of users followed by La Promenade, and then Springfield Mall. On average, the kiosks get about 2,400 hits per month, per location; however, about five applications for Matchlists and GRH are received from the kiosks per month.

JULY 2003

**CREATIVE CAMPAIGN QUALITATIVE RESEARCH FINDINGS FOR MARKETING TERM
COMMUTER CONNECTIONS**

In May 2003, DUDNYK Advertising and Public Relation was contracted by Commuter Connections to conduct exploratory research among SOV and alternative commuters to identify the emotional triggers that would help drive the Commuter Connections message and generate commuter response in support of the TERM objectives. The overarching finding from that research was to position Commuter Connections as the solution to the frustration of the daily (morning) commutes. Dudnyk created a number of campaign platforms, which were evaluated by the COG and Commuter Connections stakeholders. The resulting three campaigns – “Testimonial,” “ECT,” and “Change your Day” – were executed as rough radio commercials for testing by target commuters.

Methodology

SOV commuters between the ages of 18 and 55 were recruited to focus group facilities in Fairfax, VA and Gaithersburg, MD on July 9th and 10th, 2003. Participants were screened for an even distribution of: age, gender, likelihood of considering an alternative to SOV, and length of commute (screener attached). The participants were interviewed in mini-groups of 4-5. Participants were asked to listen to one commercial, record their impressions and discuss them, listen to it again, record their visual images and discuss them, and then repeat the exercise for each commercial (guide attached). The order of commercials was rotated across the mini-groups to compensate for order bias. At the end of each mini-group, participants ranked the three commercials in terms of appeal, which is the best indicator of positive behavior change.

Findings

While there was not unanimity across the 25 participants, there was clear consensus on the following points:

- Commuters very closely identify with the commuter depicted in each execution, specifically with the negative emotions of frustration, consistent with our exploratory research.
- Presenting Commuter Connections as the solution to this frustration is very compelling, confirming the key finding of our exploratory research.
- It is important to present a solution to the frustration of the daily commute, as over-emphasis on the frustration can cause commuters to “turn off.”
- Humor is generally appreciated, but it is risky to express it at the expense of the commuter; in other words, the commuter can never be portrayed as foolish or at risk.
- The most compelling messages were those that offered a broad range of options and that one need not make a 100% commitment; SOV commuters do not want to lose control.
- Mentioning both website and telephone is important, and most commuters indicated they would go to the website, consistent with current experience.

Participants’ comments about the ad with the “Testimonial” style execution revealed how strongly they identified with the title character and were pleased that she found a solution that worked for her. Commuter Connections was very clearly positioned as a solution to the frustration of commuting.

Recommendation

Dudnyk recommends proceeding with the “Testimonial” campaign. Consideration should be given to the following concepts for the campaign

- Diversity of the casting in terms of: gender, age, ethnicity;
- A range of testimonials that cover the region and the various forms of alternative commuting;
- Ways to increase the drama or interest level, such as: light humor, situational sounds (e.g., traffic), hint at website content.