Item #9

COMMUTER CONNECTIONS®
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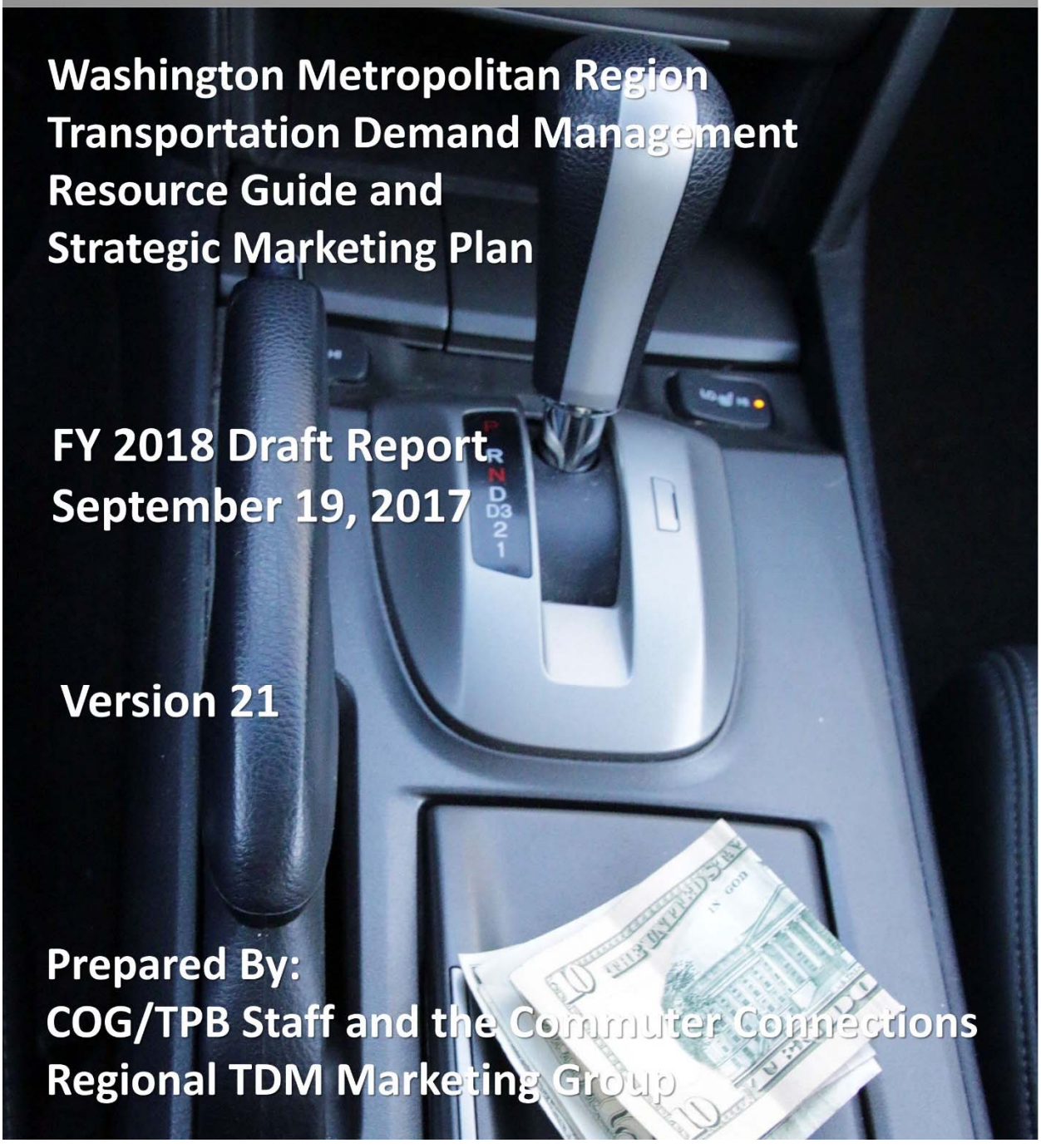
Washington Metropolitan Region Transportation Demand Management Resource Guide and Strategic Marketing Plan



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BACKGROUND

The first formal transportation demand management efforts for the Washington D.C. region began in the early 1970s, under the name Commuter Club, which was established by the Metropolitan Washington Council of Governments (COG), the General Services Administration, and the Greater Washington Board of Trade to provide basic Ridematching for carpools and vanpools. In subsequent years, the program grew into a COG-coordinated network of local rideshare agencies, and in 1989, it became the Ride Finders Network which provided free alternative transportation information and computerized ride matching services to area residents seeking to join car or vanpools or locate appropriate transit arrangements and park-and-ride locations. In 1996, the regional network was renamed Commuter Connections.

In 1997, Commuter Connections expanded its services to include regional telework assistance and resources, its first website, a regional Guaranteed Ride Home (GRH) program, information on bicycling to work, InfoExpress commuter information kiosks, and free assistance to employers for the development and implementation of alternative commute programs and benefits. In 1998 Commuter Connections began to honor employers in the region through the Employer Recognition Awards program. In 2000, Commuter Connections rolled out Bike to Work Day as a regional entity, initially started as a DC based event by the Washington Area Bicyclist Association (WABA). In 2003, Commuter Connections expanded its marketing efforts through the implementation of a regional mass marketing measure.

The purpose of the measure was to brand the Commuter Connections name as the umbrella organization for commuter transportation information in the Washington metropolitan region and to subsequently increase the use of alternative forms of commuting. In 2008, Commuter Connections began coordinating Car Free Day as a regional event. In 2009, Commuter Connections introduced a carpool incentive project called 'Pool Rewards, which was expanded in 2012 to include vanpools. In 2010 Commuter Connections expanded its Guaranteed Ride Home program to include the Baltimore region and St. Mary's County. With origins beginning in 1974, Commuter Connections celebrated its fortieth year of service in 2014. In 2016, Commuter Connections unveiled CarpoolNow, a real-time ridesharing mobile app. Today, the Washington region boasts one of the highest rideshare and transit rates in the country, but also some of the worst congestion in the country.

The Commuter Connections regional network provides commute services and information to area residents and employers in the Washington metropolitan region in order to reduce traffic congestion and emissions caused by single occupant vehicles (SOVs). The outreach mission is to create awareness of SOV alternatives and their resulting benefits; to build the Commuter Connections network as an umbrella resource that provides support services to network organizations and individuals who currently drive alone, and to facilitate those who are seeking to change SOV behavior by way of providing assistance about available commute options and alternatives. Primary activities promoted by the Commuter Connections network include ridesharing, transit, bicycling, walking, teleworking and employer services.

The following agencies share the regional commuter database, provide Ridematching services and share information and resources: Alexandria GoAlex , Anne Arundel County , Army National Guard Readiness

Center, Baltimore City, Baltimore Metropolitan Council, Bethesda Transportation Solutions, Dulles Area Transportation Association, Fairfax County Commuter Services, Food & Drug Administration, Frederick County TransIT Services, GWRideConnect, George Washington Regional Commission, Harford County, Howard County, Loudoun County, Maryland Transit Administration, Metropolitan Washington Council of Governments, Montgomery County Commuter Services, 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, Rappahannock-Rapidan Rideshare, and Tri-County Council for Southern Maryland. COG provides Ridematching services directly for Arlington County, the District of Columbia, and also to residents in other jurisdictions in both Maryland and Virginia not listed above.

Commuter Connections is a program of the National Capital Region Transportation Planning Board, the region's designated Metropolitan Planning Organization (MPO) at the Metropolitan Washington Council of Governments, and is funded through the District of Columbia, Maryland and Virginia Departments of Transportation, and the U.S. Department of Transportation. Other entities that play a major role in the delivery of Transportation Demand Management (TDM) products, services, and messages in the Washington region include transit agencies, local governments, business partnerships, bicycle associations, and transportation management associations.

The partnership between agencies and jurisdictions has been encouraged in order to develop and promote a seamless inter-modal transportation system, and a coherent message to commuters that will accelerate the trial and adoption of alternative commute modes. 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 through decreased traffic congestion, realize efficiencies in the use of the existing transportation infrastructure, help to improve system performance, conserve energy, and help to improve public health by reducing air pollution.

The purpose of the Washington Metropolitan Region Transportation Demand Management Resource Guide and Strategic Marketing Plan is to summarize the TDM activities that are occurring in the region. It also provides background on TDM products and services, which offer choices to Washington area residents and businesses, to assist commuters in finding and adopting alternative transportation methods.

Resources to accomplish this goal are oftentimes limited; marketing activities therefore are carefully planned and executed. Regional TDM campaigns promote commute services to the workforce and have a call-to-action to visit the web site or call Commuter Connections to register for Ridematching, GRH or other programs, or for more assistance. The messages are also tailored and targeted to audiences who are most inclined to try and adopt alternative methods of commuting. Evaluation methodologies will need to be validated in order to measure levels of change in travel behavior.

Furthermore, the Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan has been developed as a reference tool for use by the regional agencies and jurisdictions and outlines regional marketing campaigns and budgets that effectively promote TDM practices.

Commuter Connections, through partner input, conducts and reviews regional data and marketing research and applies it to planning and marketing communication programs by targeting alternative commute messages to specific audience groups likely to adopt such practices.

This regional resource guide and marketing plan is designed to focus on key activity centers/clusters within the Washington metropolitan region. It includes data from previously collected research, together with new information gathered from members of the Regional TDM Marketing Group. An initial survey and interview process occurred in May 1997 for the inaugural report, and updates have been made each fiscal year since. A research appendix includes executive summaries of recent TDM related studies in addition to other TDM relevant research that stems back roughly five fiscal years. The Regional TDM Marketing Group updates this document on an annual basis.

During 2011 and 2012, the Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG) conducted a Household Travel Survey of 4,800 households in 14 communities in the Washington region to gather updated information on area travel patterns. This data is helping guide future transportation planning as the area continues to grow and assist local governments in determining which transportation improvements will benefit their citizens the most. The Washington region is among the fastest growing areas in the country. With more jobs and people coming to the area all the time, the impacts on our burdened highway and public transportation systems are felt by all of us. The seven communities surveyed were:

- Friendship Heights in the District of Columbia and Montgomery County, Maryland
- New York Avenue Corridor in the District of Columbia
- St. Charles Urbanized Area in Charles County, Maryland
- National Harbor in Prince George's County, Maryland
- Beauregard Avenue Corridor in the City of Alexandria and Fairfax County, Virginia
- East Falls Church and West Falls Church Metrorail Station areas in Arlington County, the City of Falls Church, and Fairfax County, Virginia
- The Dulles North Area in Loudoun County, Virginia

Results from these surveys were incorporated into the regional model to help strengthen bike/walk mode data.

Metropolitan Washington
Regional Activity Centers

Activity Centers are existing urban centers, priority development areas, transit hubs, suburban town centers, and traditional towns. They are the locations that will accommodate much of the region's future growth and development in the coming decades.

Activity Centers emerged from the Transportation Planning Board's 1998 Vision, which called for a strong regional economy, including a healthy regional core and dynamic Activity Centers. Following the Vision, the Metropolitan Washington Council of Governments (COG), in cooperation with local planning officials, produced the first regional map of Activity Centers in 2002 and an update in 2007. For the last 10 years, Activity Centers were mostly used for technical analysis and transportation planning purposes, such as developing growth forecasts, measuring commercial construction activity, and modeling transportation capacity.

In 2010, area leaders convened by the COG developed Region Forward, a vision for a more accessible, sustainable, prosperous, and livable metropolitan Washington. The vision called for a mix of housing, jobs, and services in Activity Centers, as well as efficient transportation connections within and between Activity Centers. Most importantly, Region Forward re-emphasized Activity Centers as the best strategy for accommodating future growth.

Place + Opportunity: Strategies for Creating Great Communities and a Stronger Region is an initiative to strengthen and enhance Activity Centers throughout metropolitan Washington. Activity Centers are the places that will accommodate much of the region's growth in the coming decades—attract residents, businesses, and visitors to the area, and are critical to ensuring the region's future competitiveness and success. Incorporating in-depth research on market, physical, and socioeconomic characteristics of the region's Activity Centers, this report offers goals, strategies, and tools to assist local governments and other stakeholders working to create thriving, high opportunity places.

Strong Activity Centers are the foundation of a strong region. While they take many different forms throughout the region, strong, dynamic Activity Centers share some common characteristics: communities that offer a range of housing, transportation options, jobs, services, and amenities. Most importantly, they provide access to opportunity for residents, workers, and businesses. The importance of these places to local communities and the region is increasingly clear. Activity Centers will more efficiently accommodate the significant growth projected for metropolitan Washington. Activity Centers with a mix of uses, amenities, and good pedestrian infrastructure have been shown to attract more people and growth, perform better economically, and prove more resilient during recessions than less mixed-use and walkable neighborhoods. The region's Activity Centers are diverse, ranging from highly urban places to suburban town centers to traditional towns. Each community has its own aspirations, and there is no one-size-fits-all approach to achieving success. However, Activity Centers with common characteristics can benefit from similar strategies and investments.

The Regional Activity Centers on the following pages are sorted first in descending order by number of jobs. An extensive overhaul of the Regional Activity Centers was published in January 2014 by COG's Department of Community Planning and Services.

Employment by Activity Center Cluster
Metropolitan Washington Council of Governments
Round 8.3 Cooperative Forecasts
Sorted by Number of Jobs

Activity Center Cluster Name	2015 Employment	Jurisdiction
Capitol Hill, Downtown DC, Dupont Circle, Farragut Square, H St, Monumental Core, NoMa, U/14th Corridor, Westend	551,681	Washington, DC
Ballston, Clarendon, Court House, Rosslyn, Virginia Square	110,019	Arlington
Fairfax Innovation Center, Herndon, Reston Town Center, Wiehle-Reston East	93,988	Fairfax
Tyson Central 7, Tysons Central 123, Tysons East, Tysons West	92,969	Fairfax
Crystal City, Pentagon, Pentagon City	84,705	Arlington
Bethesda, NIH/Walter Reed National Military Medical Center	71,744	Montgomery
Dulles East, Dulles South	63,982	Fairfax
Braddock Road Metro Area, Carlyle/Eisenhower East, King Street/Old Town, Potomac Yard	61,887	Alexandria
Downtown Frederick, East Frederick Rising, Fort Detrick, Francis Scott Key Mall, Golden Mile, Jefferson Tech Park	56,418	Frederick
Brookland, McMillan/Old Soldiers Home, Rhode Island Ave Metro	51,559	Washington, DC
King Farm/Rockville Research Center/Shady Grove, Rockville Montgomery College, Rockville South/Twinbrook, Rockville Town Center,	50,845	Montgomery
One Loudoun, Rt 28 North, Rt 28 Central, Rt 28 South, Rt 772 Transit Area, Rt 606 Transit Area, Dulles Town Center	46,444	Loudoun
Merrifield Dunn Loring	46,125	Fairfax
Innovation, City of Manassas, City of Manassas Regional Airport, Manassas Park, Yorkshire	39,184	Prince William
Fairfax Center	37,841	Fairfax
Landover Mall, Landover Metro, Largo Town Center/Morgan Blvd, New Carrollton	35,964	Prince George's
Capitol Riverfront, Southwest Waterfront	33,158	Washington, DC
Silver Spring, Takoma Park	32,827	Montgomery
Fort Belvoir	32,622	Fairfax
City of Fairfax, George Mason University	27,371	Fairfax
Fort Belvoir North Area	25,937	Fairfax
Life Sciences Center/Gaithersburg Crown	25,894	Montgomery
Rock Spring	25,863	Montgomery
Waldorf	18,535	Charles

Employment by Activity Center Cluster
Metropolitan Washington Council of Governments
Round 8.3 Cooperative Forecasts
Sorted Alphabetically by Jurisdiction

Activity Center Cluster Name	2015 Employment	Jurisdiction
Braddock Road Metro Area, Carlyle/Eisenhower East, King Street/Old Town, Potomac Yard	61,887	Alexandria
Ballston, Clarendon, Court House, Rosslyn, Virginia Square	110,019	Arlington
Crystal City, Pentagon, Pentagon City	84,705	Arlington
Waldorf	18,535	Charles
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Brookland, McMillan/Old Soldiers Home, Rhode Island Ave Metro	51,559	Washington, DC
Capitol Riverfront, Southwest Waterfront	33,158	Washington, DC

MISSION STATEMENT

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

More specifically, this document:

- Serves as a resource directory of current products, research, and marketing activities that have been conducted within the Washington metropolitan and Baltimore regions. It is maintained with the most current information available from notable sources.

- Outlines a strategy for a regionally coordinated TDM marketing campaign 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.

- Focuses on primary impacted Activity Centers/corridors in the Washington region, and profiles TDM products available within those areas.

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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 regional congestion and clean air challenges. 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, this 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.
- Address the full range of strategic marketing activities related to persuading the alternatives to single occupant drivers.
- Focus on specific messages that have proven effective in past campaigns and modify them, if necessary, for impacted activity center promotions.
- 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.
- Outline regional activity centers/clusters where alternative commuting will be promoted to maximize conversion from single occupant vehicles.
- Outline the marketing strategy that should be used to maximize penetration within the region and increase awareness of the benefits of alternative commuting.
- Evaluate the promotions and advertising strategy by reviewing the quantity of phone calls for the 800-745-RIDE number, visits to the Commuter Connections web site, and the number of GRH and Ridematch applications.

KEY FINDINGS AND STRATEGIC IMPLICATIONS

Several key findings and strategic implications were noted after review of the research summarized within the appendix of this document. These important observations and implications were taken into consideration while planning the FY18 marketing campaign. Ongoing research will continue to help Commuter Connections understand our target audience.

2016 State of the Commute (SOC) Survey Report, Commuter Connections

Commute Patterns

The share of commute trips made by driving alone fell 10 percentage points over the last dozen years. Drive alone mode share continued its long-term decline from 71.4 percent in 2004 to 61.0 percent in 2016, while use of transit and telework continued to increase.

Alternative mode use was much higher for respondents who lived and/or worked in the inner portion of the region. Nearly six in ten (59%) commuters who lived in the Inner Core area (Alexandria, Arlington, and District of Columbia) used transportation alternatives. This was much higher than the 35 percent alt mode rate for the Middle Ring (Fairfax, Montgomery, and Prince George's counties) and the 25 percent rate for the Outer Ring (Calvert, Charles, Frederick, Loudoun, and Prince William counties). The mode pattern for employment area was similar.

The average commute distance and time have grown marginally. The 2016 average commute distance was 17.3 miles, an increase over the 16.0 to 16.3 mile averages measured in previous SOC surveys. The average commute time also lengthened; the 39-minute average time in 2016 was five minutes longer than the 34-minute average observed 12 years earlier. survey.

Commute Changes, Commute Ease, and Commute Satisfaction

Many respondents considered commuting factors when making job or home location decisions and took actions to improve their commutes. More than four in ten (43%) respondents who made a home or work location change considered how close their new location would be to transportation services such as Park & Ride lots, HOV/Express lanes, protected bike lanes, and transit stations/stops. One-third (35%) of respondents who moved said they considered a commuting factor, such as the ease or cost of commuting to the new location, when making their location decision. Nearly four in ten (39%) said commute ease was more important than other factors or was the only factor in their decisions.

On a 5-point scale, where 5 meant very satisfied, Metrorail riders and commuters who drove-alone reported the lowest levels of satisfaction in 2016; 70 percent of commuter rail riders, and 66 percent of carpoolers/vanpoolers and bus riders said they were satisfied, compared with 57 percent of commuters who drove alone. Metrorail rider satisfaction declined significantly since 2013, most likely due to SafeTrack. In 2013, 67 percent of Metrorail riders were satisfied, which dropped by 19 percentage points, to just 48 percent in 2016.

Telework

The percentage of workers who telework grew between 2013 and 2016, continuing a steady upward trend observed since 2004. The potential for additional telework growth exists. The percentage of regional telework has more than doubled since 2004 and telework incidence grew in nearly every demographic and occupational segment in which telework was feasible.

Nearly one-third (32%) of regional commuters said they teleworked at least occasionally. The 2016 survey showed that an additional 18 percent of all commuters who did not telework "could and would"

telework if given the opportunity, and the percentage of commuters who said their jobs were incompatible with telework dropped, from 65 percent in 2004 to 41 percent in 2016.

The share of respondents who self-defined as "teleworkers" likely underrepresented the true share of telework activity in the region because 13% of regional commuters worked at home occasionally, but did not consider themselves teleworkers.

The percentage of teleworkers who worked under "formal" telework arrangements exceeded the percentage who teleworked under informal arrangements with supervisors. More than half (56%) of teleworkers teleworked under a formal arrangement. This represented a significant shift from 2004, when only 32 percent of teleworkers had a formal agreement.

Teleworkers got information on telework from a variety of sources; 9 percent of teleworkers said they received telework information directly from Commuter Connections or MWCOG. The largest source of telework information was work/employer, named by 73 percent of respondents.

Availability of and Attitudes Toward Transportation Options

Most respondents report access to some transit service in their home area. More than eight in ten (89%) said that some transit service served their home area. A similar percentage (86%) said service operated where they worked. Half (51%) of respondents said they lived less than ½ mile from a bus stop and 66% said they lived less than one mile away. Train station access was less convenient; only 17% lived less than one mile from a train station.

Respondents who used HOV/Express lanes saved an average of 20 minutes on their commute and 48% said availability of the lanes influenced their mode choice.

Quality of Life and Transportation

Commuters recognized both personal and societal benefits of alternative mode use and commuters who used alternative modes made productive use of their travel time. When asked what personal benefits alternative modes users received from using alternative modes, 80 percent of respondents named at least one benefit. Nearly six in ten (59%) respondents said that use of alternative modes could reduce traffic congestion. Respondents noted three benefits related to environmental concerns. Almost four in ten (36%) said commuters who use alternative modes help the environment. Twelve percent reported reducing greenhouse gases as a benefit and 9 percent said saving energy.

Nine in ten (89%) respondents who used alternative modes for their commute said they received personal benefits from using these modes. Saving money topped the list at 33 percent. Respondents also cited benefits that had a connection to quality of life. Two in ten (22%) of respondents said use of alternative modes helped them avoid stress or relax while commuting, and 18 percent said they could use their travel time productively when they used an alternative mode. About one in ten said they got exercise or health benefits (13%) or arrived at work on time (10%). More than half of respondents who carpooled, vanpooled, or rode transit to work said they performed work-related tasks during the commute.

Awareness of Commute Advertising and Assistance Resources

Most regional commuters were aware of commute information and assistance resources. More than half (54%) of all respondents said they had seen, heard, or read advertising for commuting in the six months prior to the survey, and 67 percent of these respondents could cite a specific advertising

message. Half (49%) of respondents who had heard ads could name the sponsor. WMATA was named by 23 percent as the advertising sponsor. Commuter Connections was named by 13 percent.

About 9 percent of respondents who recalled an advertising message said they took some action after hearing the ad to try to change their commute. About half (48%) of the respondents who started using a new alternative mode drove alone before making the switch. The other half had been using a different alternative mode.

In 2016, 61 percent of all regional commuters said they had heard of an organization in the Washington region called Commuter Connections. One in ten (11%) respondents who knew of Commuter Connections had contacted the program or visited a Commuter Connections or MWCOG website in the past year. These commuters represented about 7 percent of all employed residents of the region.

Commuter Assistance Services Provided by Employers

Driving alone was less common for respondents who had access to benefits. Only 55% of respondents with these services drove alone to work, compared with 76% of respondents whose employers did not provide these services.

Availability of worksite commute assistance services remained stable between 2013 and 2016, but has declined since 2010. Fifty-five percent of respondents said their employers offered one or more alternative mode benefits or services to employees at their worksites. This was about the same share as in 2013 (57%), but a drop from the 61 percent noted in the 2010 survey, suggesting that employers that cut back the services during the economic recession had not yet re-introduced those services.

The most commonly offered services were SmarTrip/subsidies for transit/vanpool, available to 37 percent of respondents, and information on commuter transportation options, available to 27 percent of respondents. Nearly one-quarter (23%) of respondents said their employers offered services for bicyclists and walkers and 21 percent said their employers offered preferential parking for carpools and vanpools.

Most commuters continue to have free worksite parking. The majority of respondents (64%) said their employers offered free, on-site parking to all employees. An additional 6 percent of respondents said their employers did not provide free parking to all employees, but that they personally had free parking. Respondents whose employers did not offer free parking used alternative modes at much higher rates. Only about four in ten (42%) respondents who did not have free parking drove alone, compared with 80 percent of respondents who had free parking.

2016 Washington Region Guaranteed Ride Home Program Survey

This report presents the results of a survey of 2,171 commuters who participated in the Commuter Connections Regional Guaranteed Ride Home (GRH) Program operated by the Metropolitan Washington Council of Governments (MWCOG) for commuters who work in the metropolitan Washington region. A slightly higher proportion of GRH participants were male (53%) than female (47%). Caucasians and African-Americans represent the two largest ethnic group categories of GRH survey respondents, 87%. More than half of respondents (56%) had household incomes of $120,000 or more and 16% had incomes of $200,000 or more. About half (53%) were between the ages of 35 and 54 years old, four in ten (39%) were 55 years or older, and 8% were under 35 years old. Caucasians and African-Americans represent the two largest ethnic group categories of GRH survey respondents, 70% and 17% respectively. A significant percentage, 23% of GRH respondents worked a compressed schedule. The average number of days all GRH participants used alternative modes increased, from 3.4 days per week

to 4.5 days per week. The average one-way distance for GRH respondents was 35.9 miles. This was considerably longer than the distance of 17.3 miles traveled by the average commuter in the Washington metro region. More than six in ten (62%) GRH respondents commuted 30 or more miles to work, compared to just 18% of all regional commuters. GRH participants commuted, on average, about 86 minutes one way. This was much longer than the 39-minute average commute time for all regional commuters. The vast majority (80%) of respondents who drove alone pre-GRH and started using alternative modes during-GRH said the program was important to their decision to make the change.

2014 Employer Satisfaction Survey Report

The survey of 398 employer customers of Commuter Connections and local member organizations indicated significant potential for the broader implementation of commute-related benefits by employers. The large majority (72 percent) of respondents said they were satisfied with the level of contact that they had with their Commuter Connections network representative, rating it "about right." 25 percent of respondents who had not had a contact in the past year said the level of contact was less than they wanted. But the fact that 69 percent of these respondents said having no contact was "about right" indicates that some respondents did not feel it necessary to hear from or see their representatives. Over 80 percent of respondents said they would prefer email for communications with/from their Commuter Connections network representative.

FY 2015 Commuter Connections Applicant Database Annual Placement Survey Report

Six in ten (59%) applicants said they used transit at least one day per week. Transit trips accounted for nearly half (48.4%) of applicants' weekly commute trips; 21.0 percent were made by bus and 18.2 percent were made by commuter rail. Applicants made 9.2 percent of weekly trips by Metrorail. Slightly more than one-third (35%) of applicants carpooled or vanpooled at least one day per week. Carpool and vanpool trips made up 29.4 percent of applicants' weekly commute trips. Seventeen percent of applicants drove alone one or more days per week, but this was a secondary mode for half of these applicants; drive alone was used for just 9.6 percent of weekly commute trips. The average one-way commute distance was 36.2 miles. The average one-way commute time was 66 minutes.

Nearly half (48.6%) of survey respondents made a commute pattern change or tried another method of transportation after receiving assistance from Commuter Connections. More than a third (34.9%) of applicants made a change to an alternative mode that they had continued to use at least one day per week. This 34.9 percent was the "continued placement rate." The temporary placement rate (percent of applicants who made a change but returned to their original modes) was 5.2 percent. About 5.2 percent of applicants tried using a new alternative mode a few days (one-time placement rate) and 3.3 percent made a change to a mode they use occasionally, but less than once per week on average (occasional placement rate).

One-third (33%) of applicants who made a mode change shifted from driving alone. The remaining 67 percent shifted from one alternative mode to another. The primary reasons that applicants made commute changes were because they changed jobs or work hours (18%), to save money (16%) or save time (7%), moved to a new residence (4%), or were tired of driving (4%). About two in ten (21%) applicants who made a commute change indicated that information they received from Commuter Connections influenced or assisted their decision to make the change. About eight percent of respondents cited a carpool or vanpool matching or assistance service and 2 percent named a transit information service. Four percent named Guaranteed Ride Home and 8 percent named another type of service. Three in ten (30%) said a service provided by their employer or other commute assistance organizations had influenced their decision.

Applicants noted four primary sources of making contact with Commuter Connections: word of mouth referrals (27%), employer / employee survey (19%), internet (17%), and radio (11%). Almost half (45%) of applicants contacted Commuter Connections to find back-up transportation in case of emergency and 7 percent wanted to check commute options or a transit schedule or were just curious about the service. Eight percent made the contact to find a carpool or vanpool partner or to get information about these modes.

The top service received overall, by a large majority, was Guaranteed Ride Home; seven in ten (71%) applicants said they received or accessed this service, which is open to any commuter who uses an alternative mode to commute. Almost four in ten applicants said they received or accessed a service to help with carpooling or vanpooling; 21 percent received a matchlist with names of potential carpool/vanpool partners, 10% used the Commuter Connections web site bulletin board, and 8 percent received a map showing home and work locations of potential car-pool/vanpool partners. One in ten applicants (11%) accessed Park & Ride lot information and 12 percent received general information about carpooling or vanpooling. Over half (56%) of applicants who received a matchlist or map with potential rideshare partners tried to contact someone named on the list and 87 percent who tried to make contact reached someone on the list.

2016 Bike to Work Day Survey (BTWD)

Twenty-three percent of respondents said the 2016 BTWD event was the first they attended. An overwhelming majority (95%) of respondents said they were very likely to participate in another BTWD event in the future, and 89 percent of respondents said they were very likely to recommend BTWD. Participants were distributed across all age brackets. About three in ten (28%) were younger than 35 years old, 20 percent were between the ages of 35 and 44 years, and 26 percent were between 45 and 54 years old. Approximately one-quarter (26%) of respondents were 55 years or older.

Men substantially outnumbered women; 64 percent of BTWD survey respondents were male and 36 percent were female. The overwhelming majority (85%) of BTWD survey respondents were of White/Caucasian racial/ethnic background. Approximately equal shares of respondents were members of other racial/ethnic groups.

Many respondents mentioned a connection to the bicycling community or enjoyment of bicycling as their favorite part of the event. Nearly three in ten (29%) said they most enjoyed sharing the ride to work with other cyclists. Another 16 percent mentioned having more cyclists on the road. Seven percent said they enjoyed riding to work. Twenty-eight percent of respondents cited the excitement and activities at pit stops as their favorite part of the event. One in ten mentioned getting free food/snacks (11%), receiving a T-shirt (11%), or receiving other free items.

Eighty-six percent of respondents rode to work at least occasionally before they participated in their first BTWD event, whereas the remaining 14 percent of respondents never commuted by bike before they participated in BTWD. These respondents who became new bike commuters as a result of their first bike commuting experience participating in BTWD, rode an average of 1.4 days per week following the event.

SUMMARY OF ADOPTED STRATEGY FOR FY18

Commuter Connections is a regional network of organizations providing commute services and information to area residents and employers in the Washington metropolitan region to help reduce traffic congestion and emissions caused by single occupant vehicles (SOVs).

As part of the Regional Mass Marketing Transportation Emission Reduction Measure, the Commuter Connections Marketing program will provide frequent promotion of Ridematching services, Guaranteed Ride Home, 'Pool Rewards, and, new to FY 2017, the CarpoolNow mobile application, in addition to special events such as Bike to Work Day, Car Free Day, and the Employer Recognition Awards. These various services and special events promote alternative commute options including: ridesharing, teleworking, bicycling, walking, and mass transit. The FY 2018 marketing program will raise awareness of commuting choices available in the Washington metropolitan region, and seek the adoption of alternative modes of travel. Additionally, the program will support Commuter Connections network members in educating area workers and the general public on how to find and use alternatives to driving alone, for both work and nonwork trips.

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

- 2016 State of the Commute Survey Report
- 2016 Commuter Connections Guaranteed Ride Home (GRH) Program Washington DC Region Survey Report
- 2016 Commuter Connections Guaranteed Ride Home (GRH) Program Baltimore Region Survey Report
- 2016 Bike to Work Survey TERM Analysis Report
- FY 2015 Commuter Connections Applicant Database Annual Placement Survey Report
- FY2012-FY 2014 Commuter Connections Transportation Emission Reduction (TERM) Analysis Report

These reports and surveys are the cornerstone for the FY 2018 Marketing Communications Plan. They provide quantitative and qualitative measurement of commute behavior by workers and Commuter Connections program applicants throughout the Washington metropolitan region and the impact of this behavior on traffic congestion and air quality.

In addition to comprehensive data provided by these reports, the marketing team has considered performance data from past campaigns as well as information gathered through industry reports, surveys, and trends, and how it might be applied to the Commuter Connections mass marketing campaign efforts. This information is used to support the development of the media and/or messaging strategies.

The fluctuating nature of gas prices has had a measured effect on ridesharing over the past several years. Typically, gas prices tend to go down after summer, as demand decreases. However, during the course of the regional marketing campaign, costs are likely to climb for a period of time due to natural and/or man-made disasters. The price at the pump will continue to be an important issue for commuters as it is increasingly influential in commuter's willingness and availability to use alternative modes of transportation. The economic benefit of ridesharing remains a strong, simple message that resonates and will continue to be emphasized.

In addition to gas prices and the economy, other regional events will impact this year's messaging and strategy, such as construction projects to improve the highways in the region. Commuter Connections has an opportunity to team up with the state DOT's to provide commuters with project updates and ride to work alternatives, such as Ridesharing, which has benefits and incentives including Guaranteed Ride Home and 'Pool Rewards. In the 2016 State of the Commute Survey, awareness of commute options is shown to correlate positively with awareness of Commuter Connections, and commute advertising has been shown to influence consideration of commute alternatives. Train commuters exhibit the highest level of alternative commute awareness, as well as a relatively high level of satisfaction with their commutes, particularly compared to those who drive alone. This satisfaction disparity can be leveraged as part of the Mass Marketing campaign. Continuing a partnership between Commuter Connections and the state DOT's with regard to major highway projects would stand to greatly benefit both parties toward a common goal.

Legislative action may have an impact on the use of transportation alternatives around the region for drivers who work in the District. A commuter law is being considered by the DC City Council that would require employers who provide employees with free or subsidized parking, with the choice to forgo the parking benefit and instead receive an equivalent cash payout. With such an option, workers would be more likely to switch out of cars and into more sustainable modes of travel to work. The proposed new law is in response to research suggesting that commuting alone by car is associated with the availability of free parking.

Many commuters rely on the Metro system to get to and from work. Metro's SafeTrack project, now complete, repaired the Metrorail system on an accelerated one year schedule. This program dramatically impacted commuters through the inconvenience of select station closures and single tracking for weeks at a time. Additional safety improvements will affect commuters on a daily basis, which can be leveraged in marketing messaging efforts. Ultimately the improvements have and will continue to provide a safer and more reliable Metrorail system, as rider confidence builds.

The Washington metropolitan area offers multi-modal transportation choices, particularly within the inner core where transit, bike/carsharing, and apps to navigate it are robust. Paving, construction, and bridge repair projects continue for I-495, I-66, Route 50, Route 1, Virginia Ave Tunnel, Gallows Road Bridge, and Old Centerville Bridge. Revitalization projects in select Washington D.C., Maryland, and Virginia areas include highway and bridge improvements, paving, and pedestrian safety features. I-495 ramps to I-395 bridge repairs began in spring 2017. Work on the bridges include replacing concrete and bearings, paving the approach bridge, and repairs to concrete beams, piers, and abutments. Newly revised plans for I-66 toll lanes, between the beltway and U.S. 29 Gainesville, were finalized and presented to the public in June 2017. The proposed two new toll lanes in each direction will be between three regular lanes and a shoulder along the 22-mile corridor in either direction. The plan also indicated these toll lanes will be free for three-occupant vehicles with E-ZPass Flex switched to HOV mode. Lanes are scheduled to open in 2022. Other drivers can pay a toll to use the lanes, which will rise and fall based on demand, to encourage or discourage more drivers from using the lanes. This will encourage commuters to carpool to save money and time. Those that use regular lanes should move faster if more people are using toll lanes, carpooling, or taking the bus. Benefits to the toll lanes will provide new support in revenue for carpooling, slugging, or buses. Commuter Connections will be teaming up with VDOT to promote an enhanced 'Pool Rewards incentive as part of the project's adopted transit and TDM multi-modal solutions.

Maryland announced a $100 million I-270 Congestion Management Project, which will save drivers up to 30 minutes on their morning commute, southbound from Frederick to I-495. The innovative project will deliver a modern, adaptable highway by creating an automated smart traffic system to move vehicles faster and farther on I-270 between I-70 and I-495. The project aims to break over a dozen bottlenecks and add 23 new lane miles, more than 25 real-time traffic communication signs, and more than 30 intelligent signals that will work together to deliver dynamic traffic management along the entire I-270 corridor. For all these reasons, the Washington metropolitan area lends itself to an ideal location to continue to promote events and programs centered on alternative modes of transportation.

Carpooling continues to receive growing national and regional attention through social media and mobile apps. Social media and digital presence are important aspects of a campaign that aims to reach a growing demographic. For Commuter Connections, introducing a competitive element into some campaigns, may build more excitement. Interaction can be increased with the use of hashtags, live video, and social media postings geared towards target audiences. Not only may users be willing to incorporate hashtags into their postings, but through sharing, an even wider audience may become aware of Commuter Connections. Millennials (those born 1983 to 2000) make up 25 percent of the population, and are causing a decline in car use and ownership.[1] The attention that newcomers give to carpooling is positive news for Commuter Connections. Increasing awareness provides an opportunity to address the advantages Commuter Connections has offered to the region for over 40 years, while building the customer base.

Commuter Connections has an established, trusted brand across the region and boasts a database of over 15,000 commuter accounts.[2] The Ridematching service offered by Commuter Connections allows commuters to easily find and establish carpools to meet their day-to-day commuting needs. Cost savings, the need for back up transportation (GRH), and commuting choices from a trusted source, can also help establish a lasting carpool. These messages will continue to be explored in this year's regional TDM marketing campaign. Additionally, regional commuters have access to the Ridematching system, and locating park-and-ride lots through a mobile platform. Commuter Connections' mobile Ridematching app; CarpoolNow, released in FY2017, allows the region's commuters easy access to finding carpool partners in real-time. Increasing interest in more and easier ways to find a shared ride, work in favor of promoting the use of both Ridematching apps.

In addition, the personal benefits of ridesharing; the most important of which are saving commuters time and money, are impacting the way people use transportation. The demographics are changing as well, switching from baby boomers to millennials, who by 2030 will represent the majority of the population and will be influential when it comes to driving habits at their peak age of 35 to 54 years old. Currently, millennials are driving less, buying fewer cars, prefer dense and walkable neighborhoods, and have reduced the miles traveled for personal business and shopping. Two-thirds own smartphones and internet use is universal, even among low income levels and minority populations. A recent Washington Business Journal report about millennials, states that they value short commute times or proximity to public transportation more than low crime rates.[3]

[1] Trends in Transportation Demand Management Report.
[2] Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan
[3] "D.C. ranks high among the worst cities for commuting", Washington Business Journal, March 3, 2016

More drivers are taking road trips and commuting to the office after total employment in the U.S. rose by 2.078 million last year, according to data from the Bureau of Labor Statistics.[4]

Americans are increasing fuel consumption and burning more gasoline on their daily commutes. This recent increase in gasoline consumption has been glaringly apparent to many people, particularly millennials. The sharing economy has greatly increased the interest in alternative fuels and modes of transportation. Fewer people own cars, more people are renting them, and even more people are sharing them.

Societal benefits like saving energy and reducing pollution and congestion rank among the top motivators for those who use commute alternatives. According to the 2016 State of the Commute survey, respondents who used alternative modes for their commute were asked about regional/community benefits of doing so. Less traffic and congestion (59%), and reducing pollution and greenhouse gases (48%) were by far named as the main benefits. Trends point toward people actively working to improve their commutes and willingly trying alternative commute options.

Many people are increasingly aware of their own impact on environmental quality and are familiar with ways to positively impact the current environmental situation, including the use of public and alternate transportation. There is also a connection between health and transportation that should be considered as part of the message. It should be noted however, that *personal* benefits of alternative mode use continue to be saving money or receiving a financial incentive (33%), avoiding stress or relaxing (22%), and using time productively (18%).

For commuters who rideshare, the Guaranteed Ride Home (GRH) program provides a valuable service in securing a ride home in case of an unexpected personal or family illness or emergency, or unscheduled overtime. To increase GRH awareness and drive applications, the most receptive areas need to be targeted, both geographically and demographically. This year's campaign will continue to promote GRH registration within the inner core for those switching to or already using transit, bicycling, and walking to and from work. For commuters in the middle and outer rings, Baltimore Metropolitan region, and St. Mary's County, the campaign will focus on positioning GRH as a service provided to those who convert from SOV driving to other mobility modes, or who already use alternative modes such as ridesharing and public transportation. The overall message will remain focused on registration for the program and positioning it as a safety net to ease the transition for those switching from driving alone to using transportation alternatives to and from work. Messages will also remind consumers to call or visit the Commuter Connections website to re-register annually.

In addition to paid and earned media, the regional effort will include Car Free Day and Bike to Work Day events. The mission of these events is to encourage SOV drivers to try alternative transportation modes. The intention is to change their behavior so that individuals will choose to incorporate such alternatives as part of their regular, or at least occasional, commute or lifestyle patterns.

[4] https://data.bls.gov/timeseries/LNS12000000

Marketing Strategies: The marketing strategy will focus on achieving the following:

- Emphasize the cost savings benefits of ridesharing, specifically through the use of simple, direct messages that communicate how sharing a ride saves money.
- Capitalize on the Commuter Connections mobile Ridematching capabilities to position Commuter Connections as the trusted, convenient regional provider of Ridematching services for 40 years.
- Draw on the additional savings of 'Pool Rewards as an incentive within Rideshare ads.
- Drive inner core and Baltimore Metropolitan region, St. Mary's County commuters who use public transportation, bicycling, or walking to register for GRH.
- For middle and outer ring commuters, leverage carpooling and vanpooling by positioning GRH as a safety net for ridesharing and public transportation use, available to commuters in case of unscheduled overtime or an unexpected personal or family emergency or illness.
- Increase the number of participants in special events and promotions such as Car Free Day and Bike to Work Day based on set committee goals.
- Increase the number of commuters download and usage of the CarpoolNow mobile application in Howard County, Maryland, through the use of creative materials used in traditional and digital media outlets.
- Promote employer efforts to ease regional commuting issues through earned media placements and highlight the Employer Recognition Awards; incorporate human interest stories of commuters using alternative commute modes and/or employers offering commuter benefits that have higher than expected engagement levels.
- Increase reach to younger demographic, Spanish, and African American audiences in radio and print messages.
- Focus more on 'Pool Rewards through realtors and direct mail resources.
- Explore opportunities to advertise with transit and/or bus wraps.
- Reduce work trips.
- Leverage umbrella campaign value add to support Flextime Incentive messaging.

Media buying strategies will be selected based on Scarborough Research reports for the specific target audiences for each program and event: Ridesharing, Guaranteed Ride Home, GRH Baltimore, Employer Recognition Awards, Car Free Day, Bike to Work Day, 'Pool Rewards, CarpoolNow App, and any other program or event. These reports identify specific media that are best suited for each target audience. The report information is considered along with the cost of each media option and results from previous Commuter Connections campaigns.

For FY 2018, radio is recommended as the anchor medium for the program. Radio can reach a large portion of the Commuter Connections target markets (90%) with significant frequency, especially when commuters are engaged in potentially stressful, frustrating, costly, and time consuming commutes.

Visual creative is important to provide reinforcement of messages delivered through radio spots, as well as brand awareness. FY 2018's marketing strategy will include well-placed visuals across the geographical region. Outdoor print such as bus signage, shelters, and network cable TV will be evaluated as potential visual elements for the campaign.

Google, YouTube, and social media, are also recommended to compliment the overall campaign. Online advertising with visuals will drive target audiences searching for commuter or carpool/vanpool options to the Commuter Connections website. Utilizing retargeting with the audience at key decision making moments, will increase the reach to the target audiences. Facebook continues to be the third largest

advertising platform and dominates 96% of social media. Twitter is an ideal platform for real time marketing and responses within minutes of an event. Instagram user interactions deliver 58 times more engagement per follower than Facebook and 120 times more engagement per follower than Twitter. Snapchat is best when you want to show insight into a business, event or product or advertising through geographically set filters. For all these reasons, these will be evaluated for use and best practices for each campaign.

Internet advertising is also visual and closer to one-to-one selling than any other form of media. Optimized placement of banner ads on websites targeted to key counties, news, weather, television affiliates, and job sites may be used to reach commuters who are just a click away from Commuter Connections' online Ridematching service or GRH registration and re-registration.

Opportunities to involve retailers and local businesses in sponsorship or promotion of Commuter Connections programs such as GRH Rewards, Bike to Work Day, and Car Free Day will be considered. We aim to identify businesses interested in both encouraging people to explore the use of sustainable, healthy transportation and benefiting from the patronage of those commuters. Retailers could provide sponsorship through giveaways or discounts for events such as Car Free Day, or could be involved in co-promotional opportunities.

In addition to traditional media, the marketing team will look to further expand the use of social media, mobile apps, smart phones, and tablets. Building upon Commuter Connections' existing pages on Facebook (Commuter Connections, Telework, Bike to Work Day, and Car Free Day) and accounts on Twitter (Bike to Work Day and Car Free Day), which have received increasing attention over the last few years, the marketing team will investigate additional strategies to increase engagement and integrate social media activities with other marketing approaches.

The marketing team will examine opportunities to provide improved smartphone access to Commuter Connections resources and commute option information and benefits. Augmented reality (enhancing reality with digital content) may be used to enhance marketing creative and provide smart phone users with immediate access to Commuter Connections' information and registration or pledge pages. This would also improve digital presence and help us to reach a newly targeted younger demographic and increase engagement.

Existing creative developed in FY 2017 will be used for the FY 2018 fall campaign; results of the complete FY 2017 campaign will be studied and best practices will be carried forward for the FY 2018 campaign. The creative team will consider past performance measurements along with area transportation trends and additional exploration to help identify the most effective messaging strategies for implementation for spring 2018.

The marketing team will investigate format and layout options for print pieces, including the Commuter Connections newsletter, direct mailer, and the Employer Recognition Awards nomination brochure. New formats or layouts will look to one or more of the following objectives: decrease print costs, increase usability and response rates, and provide a fresh, new look.

Focus Group sessions held in the fall of 2014 with stakeholders, specifically network members, funding organizations, and the general public, provided valuable insight to enhance the Commuter Connections overall marketing efforts. The results will be considered in planning FY 2018 media plans and print materials.

The Marketing Communications Plan will effectively and efficiently reach its target markets based on a review and analysis of third party media data from Strata, Scarborough, and Arbitron as monitored by a professional media buying firm. Reach and frequency of the target demographic will be calculated using a cost/value proposition for each media option.

The Washington region is approximately 3,500 square miles in size and is among the fastest growing areas in the country. After modest growth in the 1970s and early 1980s, the region's population began to grow more rapidly in the late 1980s. As of 2015, there are more than 7 million people and 4.1 million jobs in hundreds of communities linked together by a system of roads, transit lines, and bicycle and pedestrian paths. Both population and employment in the region are expected to continue growing over the coming decades. With jobs and people coming to the area all the time, the impacts on the burdened highway and public transportation systems are felt by everyone. Between now and 2040 the region's population is expected to increase by 25 percent, to 8.7 million people, while employment is expected to increase by 34 percent, from 4.1 million jobs in 2015 to 5.5 million.

While the region will see growth as a whole, some areas will grow faster than others. The population of the outer jurisdictions is expected to grow at a faster rate than the inner jurisdictions, but the inner jurisdictions will retain the majority of the region's population in 2040. In addition, employment is expected to grow fastest in the outer jurisdictions of Virginia, but the highest concentration of jobs will be in the District of Columbia, Fairfax County, VA, and Montgomery County, MD in 2040. This means that the population will be slightly more dispersed in 2040 than it is today, and jobs will continue to concentrate toward the western side of the region.

Comparing population and job growth inside and outside Activity Centers, the majority of new jobs and populations are forecast to be in Activity Centers. Though the majority of the regional populations will remain outside Activity Centers in 2040, population is forecast to increase at a faster rate inside Activity Centers over the next 25 years. The majority of jobs are located in Activity Centers, and this trend will continue in the future.

These trends mean that greater demands will be placed on the transportation system in order to connect residents to jobs. As the region grows to accommodate more jobs and more people, many jobs and households will end up further apart. The result will be more cars squeezed onto area roads and more people squeezed onto buses and trains.

Financially Constrained Long-Range Transportation Plan (CLRP)

The CLRP for the National Capital Region approved by the Board (TPB) in October 2015 identifies all of the regionally significant capital improvements to the region's highway and transit systems that area transportation agencies reasonably anticipate to be able to afford over the next 20 plus years. It also outlines all anticipated spending on operations and maintenance of the current and future transportation system over the same timeframe.

The investments in the CLRP aim to meet the mobility and accessibility needs of the region now and into the future. There are more than 500 regionally significant capital improvements adding or removing highway or transit capacity and therefore might affect future air quality. In all, the plan includes nearly 1,200 new lane-miles of roadway and 44 new miles of rail transit. The financial plan identifies a total of $244 billion in available revenue to build, operate, and maintain the transportation system spelled out in the CLRP. Emissions of four key pollutants regulated by EPA are expected to remain below approved regional limits.

2016's CLRP amendment added five major new projects, including new Express Lanes on I-395, an 11-mile extension of Virginia Railway Express (VRE) commuter rail, new bus-only lanes on 16th Street in the District of Columbia, and an expansion of the District's dedicated bicycle-lane network. The amendment also made changes to four major projects already in the plan and included several other smaller additions and changes. Following a 30-day public comment period, these projects, along with hundreds of other changes were approved by the TPB in November 2016 for inclusion in the Air Quality Conformity Analysis for the CLRP.

How Travel Patterns and Traffic Conditions Will Change Between Now and 2040

Over the next 25 years, increasing population and job growth will lead to more vehicles, more trips, and more congestion on the region's transportation system. The region is forecast to be home to 24% more residents and 36% more jobs in 2040. To accommodate growth, 7% more lane miles of roadway and 14% more transit rail miles are planned to be constructed. The overall amount of driving in the region – measured in vehicle-miles traveled (VMT) – is expected to grow by 22%. This slightly less than forecast population growth, which means that vehicle-miles traveled (VMT) per capita is expected to drop by 2%. The increase in demand on the roadways is forecast to out-pace the increase in supply, leading to a significant increase in congestion.

Work Trips - How People Choose to Travel

Population and job growth will also lead to an increase in the total number of commute trips in the region from 3.5 to 4.5 million by 2040. By 2040, the share of work trips by carpool, transit, and non-motorized modes is expected to increase, from 11% to 12% for carpool, from 23% to 25% for transit, and from 4% to 6% for non-motorized modes. Work trips will continue to make up around 22% of all trips, and those made by drivers will continue to account for about 40% of all vehicle-miles traveled.

To address the lack of identified funding for WMATA's future rehabilitation and maintenance needs beyond 2020, Metrorail ridership to or through the core area was constrained to 2020 levels. When this constraint on Metrorail trips is lifted, there is an increase of 35,000 transit work trips in 2040.
Single driver commute trips are expected to rise at the slowest rate (18%) of all modes modeled, followed by transit (33%), HOV/Carpool (40%), and walking/biking (72%). Though commute mode share is only expected to go up by one percentage point, regional transit systems will accommodate more than 270,000 additional commute trips per day.

Geographic Differences in Mode Choice

Changes in travel patterns will also vary by geography, both in terms of the number of trips taken and how trips are made. Majority of work trips today and in 2040 are or will be generated in the inner suburbs – Montgomery, Prince George's, and Fairfax counties – which are the region's most populous jurisdictions. The outer suburbs – Prince William, Loudoun, Frederick, and Charles counties – will see the most significant rates of growth in the total number of work trips, since population and employment will be growing fastest there.

In the regional core, the majority of work trips – 56% – are made on bus and rail transit, and 14% are made by walking or biking. In the inner suburbs single driver trips account for the largest share of work trips – 64% – and nearly a quarter of work trips are taken by transit. Though the transit share is lower than the regional core, the number of transit work trips generated in the inner suburban counties is greater than that of the regional core. In the outer suburbs, more than 79% of work trips are made by single drivers.

By 2040, slight changes in mode share are expected in all three areas. In the regional core, the share of single driver and transit trips are expected to drop in favor of more walk and bike trips. In the inner suburbs, share of single driver trips are expected to drop slightly, while both transit and non-motorized trips will increase. And in the outer suburbs share of single driver trips are expected to drop, while carpool and transit trips are expected to increase significantly. Projects such as the Silver line to Dulles Airport, which brings Metrorail transit to Loudoun County, and the Express lanes projects in northern Virginia contribute to this shift.

Forecasts indicate congestion will continue to be concentrated in a few key segments of our region's roadways, but impact a greater share of travelers and trips.

Roadway Congestion
Congested lanes make up a small portion of the roadways in the region, however the number of lane-miles in the region that are congested during peak periods is expected to increase substantially between now and 2040. Congestion on this small portion of roadways will affect a greater share of vehicle-miles travelled as more and more trips are added to these highly traveled routes.

Congested lane miles will make up a small portion of the total lane miles in all areas of the region both today and in 2040. The total number of congested lane miles is forecast to go up in all three sub-areas with the greatest expected increase in the inner suburbs. The share of lane miles that are congested is also expected to increase in all three sub-areas, but the highest increase is expected in the outer suburbs.

Highway Congestion
Though congestion on many segments of the region's major highway system is expected to get worse over this period of time, some segments of highway will see slight relief in congestion thanks to capacity expansions, innovative congestion management, and changes in travel behavior. Major highways seeing improvements in congestion include portions of I-66 East, I-70 East, and VA-267 East. Though a relatively small share of lane miles are currently congested, a higher share of Vehicle Miles Traveled (VMT) is currently on congested roadways. This indicates that the roadways that are congested are some of the more heavily traveled in the region. In 2040, VMT on congested roadways is expected to increase in each sub-area as well as the share of VMT on congested roadways.

Transit Congestion
Analysis completed by WMATA shows that four of five lanes entering the downtown core are expected to become congested or highly congested by 2040. Without additional capacity, WMATA estimates that the Metrorail system will reach capacity by 2040 on trips to and through the core.

Accessibility
The average number of jobs accessible within 45 minutes by automobile and transit is expected to increase between now and 2040, with more jobs accessible by auto but greatest growth in accessibility in transit.

Accessibility to Jobs by Automobile
The average number of jobs accessible within a 45-minute automobile commute is expected to go up slightly (1%) over the next 25 years. Main areas, main the eastern side of the region, will see declines in accessibility. These declines are the result of two important factors: one, anticipated increases in roadway congestion, which make it more difficult to reach other parts of the region by car within 45 minutes, and, two, the fact that more of the new jobs anticipated between now and 2040 are forecast

to be located on the western side of the region, more than 45 minutes from those living on the eastern side.

Accessibility to Jobs by Transit
Average accessibility by transit is forecast to increase, however overall accessibility to jobs by transit will remain significantly less than by automobile.

Air Quality
Under the federal Clean Air Act, the CLRP is required to conform to regional air quality improvement goals. Before the CLRP can be approved, the TPB must approve a "conformity determination" showing that anticipated vehicle emissions will conform to emissions ceilings (called "mobile emissions budgets") contained in the region's air quality improvement plan. The Metropolitan Washington Air Quality Committee (MWAQC) is the body responsible for developing the regional air quality plan in close coordination with development of the CLRP.

MWAQC and the TPB are concerned with emissions of smog-producing Volatile Organic Compounds (VOCs) and Nitrogen Oxides (NOx). These pollutants combine in sunlight on hot summer days to form ground-level ozone. Motor vehicles are responsible for a large portion of VOC and NOx emissions in the region, but so are non-mobile sources like power plants.

In addition to NOx and VOCs, the plan also tracks and estimates emissions of particulate matter of less than 2.5 micrometers in diameter (PM2.5). PM2.5 is of special concern because these ultra-fine particles can easily lodge in the lungs of humans and cause health problems. Since concern about PM2.5 has developed relatively recently, PM2.5 was not tracked or estimated in 1990.

Analysis of the 2015 Amendment to the CLRP shows reductions of emissions of all three main pollutants between now and 2020. The data show that estimated emissions are well within the mobile source emissions budget for each pollutant for 2017, 2025, 2030, and 2040. These results reflect the impact of better vehicle standards, cleaner fuels, and fleet turnover, as well as changes in development patterns, investment in transit and other travel options, and improved operational efficiency or area roadways.

CO2 Emissions for 2015 CLRP Amendment
Over the past decade, concerns have emerged about global climate change and greenhouse gases like carbon dioxide (CO2). Based on climate science and consideration of policies of jurisdictions in the region, the COG Climate Change Report of November 2008 set a goal of reducing the region's CO2 output to 80% below 2005 levels by 2050. Applying this goal to transportation would require reducing the region's transportation-related CO2 emissions by 60% compared to 2005 levels by 2040, the horizon year for the CLRP.

Total CO2e emissions under the 2015 CLRP Amendment are forecast to drop by 22% by 2040, while CO2e emissions per capita are expected to drop by 44%. A significant amount of the greenhouse gas reductions are due to new tougher federal fuel efficiency standards. In addition, changes in development patterns and investments and other travel options will contribute to reductions. Currently, no federal standards exist for greenhouse gas emissions. These emissions are not a required part of the transportation Air Quality Conformity Analysis.

Environmental Justice
A federal requirement of the long-range transportation planning process is to assess the potential impacts of the Financially Constrained Long-Range Transportation Plan (CLRP) on minority and low-income population groups.

The legal basis for this requirement comes from Title VI of the 1964 Civil Rights Act, which states that "No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance." Executive order 12989, "Federal Actions to Address Environmental Justice in Minority Populations and Low Income Populations" requires recipients of federal funds to identify and address "disproportionately high and adverse human health and environmental effects, including social and economic effects, of their programs, policies and activities on minority populations and low-income populations."

As a Metropolitan Planning Organization that receives federal funds for its long-range transportation planning activities, the Transportation Planning Board (TPB) is responsible for implementing Title VI and meeting federal environmental justice requirements.

The Title VI/Environmental Justice analysis of the CLRP will be enhanced to include "Communities of Concern" and additional travel demand measures to assess the 2016 CLRP amendment. The last analysis was conducted for the 2010 CLRP. The enhancements are proposed to be implemented in two phases. The first phase is the identification of "Communities of Concern" which are small geographic areas that have significant concentrations of low-income and/or minority populations. Phase 2 will include examining accessibility to jobs, educational institutions, hospitals and travel times for the "Communities of Concern" compared to the rest of the region between the current year and 2040.

Congestion Management Process (CMP)
As the Washington region continues to grow, congestion management will remain a primary goal of the TPB. Over the years the TPB has implemented a number of demand and operational management strategies to address congestion. The TPB is committed to documenting these strategies in an enhanced structured process to get maximum benefit from new and existing transportation systems.

The CMP is a systematic process in Transportation Management Areas (TMAs) that provides for safe and effective integrated management and operation of the multimodal transportation system. The process is based on a cooperatively developed metropolitan-wide strategy of new and existing transportation facilities.

Congestion is the level at which transportation performance is no longer acceptable due to traffic interference resulting in decreased speeds and increased travel times. As our region continues to experience dynamic economic and demographic growth, congestion remains a primary focus of the TPB. The CMP requires a systematic approach. The TPB's CMP is part of the regional transportation plan and includes the following:

Methods to monitor and evaluate system performance:

- Objectives and performance measures
- Data collection and analysis
- Identification and evaluation of anticipated performance and expected benefits of Congestion Management strategies, including demand management, traffic operational improvements,

public transportation improvements, ITS technologies, and additional system capacity, (where necessary)
- Assessment of the effectiveness of previously implemented strategies
- Proposed single-occupant vehicle (SOV) capacity-increasing projects must show that congestion management strategies have been considered. In addition, the regional transportation plan will consider the results of the CMP.

Demand Management
Demand Management aims at influencing travelers' behavior for the purpose of redistributing or reducing travel demand. Examples of TPB's demand management strategies include alternative commute programs, HOV facilities and value pricing, public transportation improvements, multimodal facility/bicycle/pedestrian improvements, and growth management.

Further demand management strategies and their impacts on the CMP are defined by coordinating with various subcommittees, including the Commuter Connections program, which provides information on alternative commute programs.

The TPB's CMP effort focuses on defining the existing demand management strategies that contribute to the more effective use and improved safety of existing and future transportation systems. The TPB is committed to a number of ongoing demand management strategies, such as:

Alternative Commute Programs
One Demand Management strategy includes Alternative Commute Programs. TPB's Commuter Connections program encourages a number of alternative commute programs with an overall goal of taking more cars off the road, which is important to the CMP. These programs include: Carpooling, Vanpooling, Telecommuting, Transit, Guaranteed Ride Home, Bicycling, Employer Outreach and Mass Marketing.

HOV Facilities and Value Pricing
TPB conducts analysis and documentation of HOV facilities in the region. These studies give the TPB, decision makers, and the public insight into the number of commuters using the HOV systems during peak hours and peak periods, and travel times along the HOV lanes and non-HOV lanes. The most recent HOV study was conducted in 2014 and its final report became available in October 2015.

The TPB has studied the concept of "pricing" and the public acceptability of pricing under grants awarded to the TPB by the FHWA. Congestion pricing is a demand management strategy, as it gives drivers a choice of time to travel or travel route. The COG's Multi-Sector Working Group on Climate Change also studied "Road Pricing" as one of the transportation and land use strategies to reduce greenhouse gas emissions.

The results of two projects in the region that are putting the concept of pricing to the test. The first is MD 200, known as the Intercounty Connector (ICC) in Montgomery and Prince George's Counties. MD 200 opened to traffic from I-370 to I-95 in November 2011. The final segment from I-95 to US-1 opened in November 2014. This new limited access roadway uses an "open tolling" concept (overhead gantries on the highway main lines are used in lieu of toll booths), with tolls varying by time of day in concert with anticipated demand.

The second is the I-495/I-95 Express Lanes project in Northern Virginia, where private sector partners to the Virginia Department of Transportation and constructed additional lanes on a segment of the Capital Beltway and the I-95, lanes that are tolled, with rates varying to manage traffic demands versus speeds.

Public Transportation Improvements
Public transportation offers a popular alternative to driving, and is important in reducing our region's congestion. The TPB commits to improvements that maintain a safe and effective transit system for the large amount of riders that use it. The TPB compiles and analyzes information collected on local transportation systems including local and regional rail agencies Amtrak, MARC, Virginia Railway Express (VRE), and Metrorail. Local bus systems such as the District's Downtown Circulator, Georgetown Metro Connection, Metrobus, Maryland Transit Administration (MTA), county bus systems, and private bus companies that work with Commuter Connections.

Compiling existing information and data will allow the TPB to identify the needs and locations for public transportation improvements. Improving the region's public transportation system maintains and increases transit ridership, which is an important congestion management strategy. Public transportation strategies can also be discussed in conjunction with the Regional Public Transportation Subcommittee.

Multi-modal Facility/Pedestrian/Bicycle Improvements
The TPB recognizes the benefit the Washington region's many bicycle and pedestrian facilities have on congestion management. Maintaining, updating, and implementing new facilities is important to increase multi-modal usage. The TPB compiles information on existing facilities and explores additional multi-modal improvements in our region.

The Bicycle and Pedestrian Plan for the National Capital Region includes approximately 410 bicycle and pedestrian facility improvement projects from across the region, including two new bicycle and pedestrian crossings over the Potomac, the addition of locks and bike racks, and improvements to enhance the safety of pedestrians and cyclists.

Growth Management
The TPB recognizes the importance of integrating land use and transportation planning at a regional level, and encourages the provision and availability of a variety of transit and commuting options as the region grows. The TPB views growth management as a beneficial congestion management tool, and analyzes data from the following programs for inclusion in the CMP:

Regional Activity Centers, help coordinate transportation and land use planning in specific areas in the Washington region experiencing and anticipating growth. Focusing growth in Regional Activity Centers is important to congestion management, where transportation options for those who live and work there can be provided.

Transportation-Land Use Connection (TLC) Program, providing support and assistance to local governments in the Washington region as they implement their own strategies to improve coordination between transportation and land use.

The TPB's 2006 Regional Mobility and Accessibility Study concludes that locating jobs and housing closer together can provide alternative commuting options that may not have been options otherwise.

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. Transit
    a. Summary of Bus Activity
    b. Summary of Rail Activity
3. Telework
4. Bicycling
5. Bike Sharing
6. Car Sharing

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

1. HOV Lanes/Express Lanes
2. Park and Ride Lots
3. Guaranteed Ride Home
4. Commuter Benefit Programs (Commuter Choice, SmartBenefits)
5. Clean Air Partners
6. 'Pool Rewards

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. Commuter Connections assists commuters in finding suitable ridesharing arrangements through an on-line Ridematching capability. Commuters simply set up a free account through the Commuter Connections web site and after signing up for Ridematching, are able to obtain a map and a "matchlist." Both the map and the matchlist indicate potential carpool drivers or passengers, and available vanpools that have the same or similar route and schedule. In FY 2107, Commuter Connections also unveiled CarpoolNow, a real-time ridesharing mobile app.

The Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG) conducted a Household Travel Survey in 2007/2008, collecting data from 11,000 households in the Washington region and adjacent areas. The survey collected demographic information as well as detailed trip data for a full weekday for each member of each household. The survey indicated that the number of commuters riding in a private vehicle over the past decade has been on the decline. The survey findings showed that commuters who are auto-passengers now represent approximately 5 percent of the overall commuting population within the metropolitan region. In contrast, according to the survey, transit is on the rise, now representing 18 percent of the overall commuting population. During 2011 and 2012, the Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG) conducted a survey of 4,800 households in 14 communities in the Washington region to gather updated information on area travel patterns.

Many of the vanpool operators, including vRide, Enterprise and ABS vanpools, accept SmartBenefits® as fare payment. Vanpools typically travel greater distances than carpools. The majority of vanpools in the Washington region originate in Virginia, mostly in Prince William, Spotsylvania, and Stafford counties. The primary destinations of vanpools are the District of Columbia, Arlington, and Fairfax County. There are several vanpool operators in Virginia, and a large number of single owner operated vans. In the Commonwealth of Virginia, the AdVANtage Vanpool Self-Insurance program is offered through the Division of Risk Management (DRM), a division of the Virginia Department of the Treasury. A vanpool self-insurance pool is a group of vanpool owners who contribute annual membership fees used to self-insure their commuter vanpools. Through the pool, vanpool owners share common risks via a combination of self-funding and insurance.

In 2016, Commuter Connections introduced CarpoolNow, a free mobile app for commuters in the Washington, D.C. region providing on-demand carpooling, connecting drivers offering a ride with passengers seeking a ride. The mobile app displays routes, estimated pick-up times, and confirms pick-up and drop-off locations.

Current Strategies

- Encourage ridesharing as solution to saving time and gas expenses.
- Encourage greater carpools and vanpools through placement of highway signs with the Commuter Connections 800 number and web site in Maryland, Virginia and the District of Columbia.
- Promote Commuter Connections' Ridematching software and CarpoolNow app through broadcast and direct mail campaigns.

- Increase commuter awareness on the 'Pool Rewards carpool/vanpool incentive program.
- Increase commuter awareness that Fairfax and Prince William County offers personal property tax relief for vans used for not-for-profit ridesharing purposes.
- Increase commuter awareness that SmartBenefits can be used for vanpool.
- Increase commuter awareness that all Northern Virginia rideshare agencies offer temporary financial assistance to new vanpools or vanpools experiencing emergency loss of ridership that threatens the survival of the ridesharing arrangement through the Van Start/Van Save program.
- Increase commuter awareness that GWRideconnect redeems SmartBenefits for all vanpools in the Fredericksburg region.
- Increase commuter awareness that Prince George's County offers 100 percent subsidy for first month, 50 percent for second month and 25 percent for third month of newly formed vanpools with a minimum of eight passengers in a 12-15 passenger van, or with five passengers in 9 passenger vans.
- Increase commuter awareness that Frederick County provides start-up funds for new vanpools for the first year of operation.
- Increase commuter awareness about the Commuter Connections mobile app that allows for direct account access.
- Educate commuters that there are vanpool incentive programs available through 'Pool Rewards and Vanpool Alliance.
- Greater Richmond Transit Company (GRTC) division partners RideFinders, are a regional non-profit agency providing R-VAN service to help start and maintain commuter vanpools.

Strengths

- Cost savings from volatile gas prices, and lower maintenance costs due to less wear and tear on personal vehicles.
- It is simple, free and quick to set-up an account with Commuter Connections for Ridematching services and to use the mobile app.
- If using HOV and Express lanes, substantial time and cost-savings may be enjoyed.
- Addresses the suburb-to-suburb commute more efficiently than public transit.
- Reduces maintenance of parking lots or leasing costs for employers.
- Employers can give $255 tax-free subsidy to vanpoolers each month via SmartBenefits® or other Transit Voucher.
- Reduces the stress of daily driving.
- Allows commuters to relax, read, or use lap top during the commute.
- GRH supported.
- The vanpool riders determine their route and schedule based on their needs, making vanpooling very flexible.
- Reduces the need for families to have an additional vehicle.
- Through the 'Pool Rewards program, new carpoolers receive a cash incentive of $130 over a 90-day period, and newly formed vanpools for both 'Pool Rewards and Vanpool Alliance receive $200 a month.

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.
- Schedule inflexibility.

Promotional Strategy

- Promote Commuter Connections' Ridematching software and mobile apps.
- Promote GRH more to encourage greater number of carpools and vanpools.
- Promote commute cost savings for carpools and vanpools.
- Target large employers, especially government agencies and defense contractors with transportation fairs.
- Promote ridesharing as a car-lite alternative through the Car Free Day promotion.
- Focus on suburban employers to fill the commute needs of the suburb-to-suburb commuters.
- Work with employers moving to suburbs from an area that was well served by transit. Encourage these commuters to maintain their alternative commute with ridesharing options.
- Promote carpooling and vanpooling to commuters using park and ride lots that are at capacity.
- Focus on employer-based vanpool promotions in the federal and defense contractor sector.
- Promote ridesharing opportunities in HOV/Express Lane corridors with regard to time savings.
- Promote preferential parking programs for carpools and vanpools through the Commuter Connections newsletter and through the Employer Services program.
- Promote 'Pool Rewards carpool/vanpool incentive project.
- Promote formation of carpools and vanpools for commuters using the Inter County Connector (ICC) and the new I-495 and I-95 Express Lanes.
- Rideshare Tuesday's

Challenges

- Violation rates in all HOV/Express lane corridors.
- "Empty lane syndrome".
- Congested HOV/Express lanes will diminish advantage of time savings.
- Commuters may not understand the value of carpools and vanpools, because they may have trouble quantifying how much time they spend commuting.
- Low levels of marketing and advertising to commuters.
- Difficulty of recruiting new vanpool drivers.
- Rising vanpool insurance costs.
- Low level of participation in 'Pool Rewards.
- Obtaining critical mass to use the CarpoolNow real time Ridematching mobile app.

TRANSIT

The Washington Metropolitan region has a solid presence of bus and rail providers offering a range of transportation and shuttle services. In addition, the region has two commuter rail services, MARC and VRE. The major provider of both bus and rail service is the Washington Metropolitan Area Transit Authority (WMATA), which operates both Metrobus and Metrorail in the District of Columbia and surrounding jurisdictions in Maryland and Virginia. Metrorail currently operates on 118 miles of track and serves 91 stations and Metrobus operates 175 bus lines.

Metro's Silver Line began operation in July 2014 connecting the Tysons Corner and Reston areas of Fairfax County to the regional Metrorail system. Phase 2 Silver Line construction extending from Wiehle Ave. - Reston through Dulles Airport to Loudoun County is expected to be complete in 2020.

Product Profile

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

- Alexandria's DASH service
- Arlington Transit/ART
- City of Fairfax CUE bus
- DC Circulator
- Fairfax County's Connector bus service, with Metrobus operated REX and TAGS service
- Loudoun County Transit
- Montgomery County Ride On
- MTA Local Bus, Light Rail, Metro Subway, MARC Train and Commuter Bus
- Prince George's County *TheBus*
- PRTC's OmniRide, Metro Direct, OmniLink and Cross County Connector
- TransIT Services of Frederick County
- Virginia Railway Express (VRE)
- WMATA- Metrobus and Metrorail

The factors influencing transit use include:

Automobile-Related

- Auto Availability
- High gas prices
- Operation and maintenance costs of auto, including gasoline costs & availability
- Parking availability and costs for auto parking
- Impact of auto on the environment.

Travel-Related

- Connectivity with other transit modes
- Convenience and comfort of transit
- Distance from origin and destination to transit station/stop
- Mode of travel to transit station
- Number of mode changes necessary to reach destination
- Number of transfers necessary to reach destination

- Reliability
- Time of travel
- Transit fares
- Travel time to destination using transit
- Safety

Human-Related

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

Transit System-Related

- Connectivity with other modes including shuttles and other first mile/last mile strategies
- Convenience and comfort of transit
- Number of mode changes necessary to reach destination on transit
- Number of transfers necessary to reach destination on transit
- Parking availability at transit stations
- Parking costs at transit stations
- Proximity to residential
- Proximity to retail and/or tourist attractions
- Proximity to employment sites, services, facilities
- Security/Safety
- Ability of non-Commuters to use transit to reach nearby medical, shopping, recreational and other opportunities and to connect to main-line transit routes
- Cost-effectiveness of transit
- Availability of bikeshare and carshare stations by major transit stops
- Paratransit accessibility

Payment-Related

- Transit fare structures
- Payment method for transfers
- Ability to transfer between transit systems
- Uniformity of fare payment and transfer procedures in metropolitan area
- Methods to encourage fare pre-payment among all income and demographic groups including the un-banked
- Methods to enable off-board fare-payment
- Methods to discourage adding value to pre-payment systems on-board buses

Transit Information-Related

- Availability to receive estimated arrival times of buses by route by bus stop electronically
- Ability to obtain transit information (routes, stops, schedules, fares and other policies) in varying media (paper, electronic)

- Ability to obtain transit information in major languages used locally
- Ability to obtain transit information in accessible formats for people with sensory disabilities

Pedestrian & Bicycle Access-Related

- Directness of pedestrian path of travel between transit stops and trip origins or destinations.
- Accessibility of pedestrian path of travel between transit stops and trip origins or destinations.
- Safety and accessibility of transit stops.
- Provision of passenger amenities at transit stops.
- Provision of bike share stations by major transit stops and regional activity centers.
- Provision of secure bike parking at transit stations (e.g. Metro Bike & Rides).
- Ability to safely cross major intersections or parking lots along path of travel between transit stops and trip origins or destination.

Residents and visitors may choose public transit that is convenient and cost effective. However, they must have a sufficient comfort level with and understanding of how to use transit to get to and from their destination safely and in a timely manner. The factors listed above provide reference points useful to align and promote public transit. A targeted approach focusing on residential neighborhoods and employment centers that are close to bus stops and rail stations with a SmartBenefits promotion would be most effective. Additionally, better transit information to increase comfort level for those deciding to take transit would be of benefit, particularly for limited English proficiency (LEP) groups.

SUMMARY OF BUS ACTIVITY	*BUS LINES*	*CAPACITY*	*TYPE OF SERVICE*	*ROUTES CLOSE TO CAPACITY*	*ROUTES IN NEED OF RIDERSHIP INCREASES*
WMATA System Total ***Aug 2017***	*170 Lines*	Range of seats per bus between *27-66* *(assumes 39.5 avg seats /bus)* 15,407 Wkdy Trips 609,312 Wkdy Seats	Peak and Non peak	47 Lines	48 Lines
WMATA DC Service **2017 update**	69	Range of seats per bus between 27-66 8,024 Wkdy Trips 318,112 Wkdy Seats	Peak and Non peak	30N,30S; 32,36; 33; 39; 42,43; 52, 53,54; 63; 70; 79; 80; 90,92; 96; B2; H1; H3, L1; S1; S4; U5,6; V2,V4; W3; W4; X1; X2; X9 [25 lines]	60; 62; 74; 94; B8,9; D2; E2; E6; G2; G9; H6; K2; M4; U4; U7; V5; W5; X8 [19 lines]
WMATA MD Service **2016 update**	57	Range of seats per bus between *27-62* 3,903 Wkdy Trips 155,432 Wkdy Seats	Peak and Non-peak	86; C2,4; C8; D12,14; F4; F14; G14; J3; K6; P12; R1,2; T18; Y2,7,8; Q2,4; Z6,8 [15 lines]	B21,22; B27; B29,31; B30; C12,14; C11,13; C26,28; F12; H13; NH2 [12 lines]
WMATA VA Service **2016 update**	44	Range of seats per bus between 27- 42 3,480 Wkdy Trips 135,768 Wkdy Seats	Peak and Non peak	3Y; 7Y; 7X; 11Y; 16A,P; 16Y; 28A [7 lines]	3T; 4A,B; 7P; 8S; Metroway; 10N; 15K; 17B,M; 18J; 22A,B,F; 28F; 29C; 29W; S80,91 [16 lines]

TRANSIT AGENCY	*BUS ROUTES*	*CAPACITY*	*TYPE OF SERVICE*	*ROUTES CLOSE TO CAPACITY*	*ROUTES IN NEED OF RIDERSHIP INCREASES*
Alexandria Transit **(DASH)**	12	28-40	Peak and non peak HOV: AT3, AT4	AT8, King Street Trolley	AT3-4, AT7, AT9
Arlington Transit **(ART)**	15	Seated: 19-30 Seated and Standing: 28-45	Fixed Route	41, 42, 45, 87 (peaks)	52, 53, 61, 62, 74, 75, 77, 87 (off-peak), 92
DC Circulator	6	Seated: 25-37 Standing: 10-15	Fixed route; 136 stop locations	Crowded during peak commuter rush hours; National Mall route crowded on weekends	Union Station – Navy Yard Potomac Ave – Skyland
Fairfax Connector	86	29-39	Fixed Route	151, 159, 171, 394, 395, 401, 402, 480, 599, 950	422, 432, 461, 507, 554, 556, 558, 559, 724 =
Fairfax CUE	4	31-32 seated and 25-30 standing	Peak and non-peak (7 days a week)	Gold 1 and Green 1 (peak)	Gold 2 and Green 2
Loudoun County Transit	4 commuter routes and 15 local fixed routes	Commuter buses have 55 seats and local fixed buses seating varies	Commuter routes are AM & PM only; local fixed routes are all day (7 AM to 7 PM and a few go till 10 PM)	Most commuter routes traveling into DC are at capacity	Routes serving Loudoun employment sites and the local fixed routes

MTA Commuter Buses	38 routes in Maryland	55	Total trips – 310(am), 320(pm), 15(midday) am & pm peak service, with a couple off peak trips, and midday trips	None - Occasional trip may fill up but capacity is not usually an issue	202, 203, 210, 215, 320, 425, 850
MTA Commuter Buses by region					
Baltimore	5 routes	50-55 seats, 55 daily trips			
Central Maryland	6 routes	50-55 seats, 103 daily trips			
Washington (East, South and North)	24 routes	50-55 seats, 179 daily trips			
NEW Commuter Buses (Launching throughout FY 17 per BaltimoreLink)	Trips added to 310/320 Sep. 1, 2016; New 420/425 route added reverse commute to Aberdeen; New 211/215 route to Annapolis and Kent Island in 3/1/17	50-55 seats, X daily trips	1 AM peak trip added to 310; 1 AM and 1 PM trip added to 320; 3 trips per peak period added to 420/425 (reverse commute); 210		420/425

			to have 16 total daily trips		
MTA Local, Quick Bus and Express Bus Total bus routes	65	40-66 seats, 5,223 weekday trips	Local Radial, Cross Town, Feeder, and Circulator lines. Quick Bus (Limited Stop) and Express Service	003, 005, 008, 010, 013, 015, 016, 019, 020, 022, 023, 035, 046, 047, 048, 052, 054, 077, 091, 105	See comments in Local, QB, and Express
MTA Local	48	40-66 seats, 4,677 weekday trips	Radial, Cross Town, Feeder, and Circulator Lines	003, 005, 008, 010, 013, 015, 016, 019, 020, 020, 023, 035, 052, 054, 077, 091	007 – competes with Metro and other lines with more frequency, 009 – competes with Light Rail across a portion of the route and serves northern Baltimore County with only 2 transfer opportunities (Light Rail & 008) 011 – serves less dense Charles Street corridor
MTA Quick	4	40-66 seats, 368 weekday trips. 46 & 47 operate Weekday Peak Hour Only. 48 operates Weekday, Saturday, 40 operates Weekday, Saturday, and Sunday	Limited Stop, Radial Service providing service to major trip generators, points of interest, and transfer opportunities	046, 047, 048	N/A – All lines produce as intended and provide valuable support to the underlying route alignment(s)

MTA Express	13	40-66 seats, 178 weekday trips	All Peak Hour Weekday Service, except 102 & 106 that operate all day. 102 also operates on Saturday	105	102, 104, 106, 107, 160, 164 – 102 & 106 were introduced June 2016 and ridership is developing. 104 and 107 are infrequent and have an attractive underlying service with no express fare premium. This may be an impediment to ridership growth. On the east side, the 160 shares some alignment with the 040 (a Quick Bus with no express premium), which may impede ridership growth
MTA BALTIMORELINK network redesign (subject to change)					
MTA BaltimoreLink Bus Network (June 2017)	65 routes	40-66 seats, 5,640 trips per weekday	See breakout by service type below	N/A	N/A
MTA CityLink	12	40-66 seats, 2,018 trips per weekday	24 hours/7 days a week	N/A	N/A

MTA Express BusLink (3 launched, 1 enhanced in June 2016, remaining implemented June 2017)	11	40-66 seats, 174 trips per weekday	As currently operated	N/A	N/A
MTA LocalLink	42	40-66, 3,448 trips per weekday	Spans from approximately 16 hours to 24 hours depending on ridership demand	N/A	N/A
Montgomery County Ride On	78 routes	19-43 (seated) 28-64 (standing)	Peak and Non peak service HOV: Rt. 70, 71, 74, 78, 79, 100	Many routes have capacity issues at some time during their operating day	3, 7, 19, 31, 44, 52, 66, 67, 81, 93, 94
Prince George's *TheBus*	28 TheBus Routes	26-32	Peak and Non-peak service	16, 18, 20, 21, 21X, 24, 30, 32, 14, 17, 23, 26, 33, 51 are over capacity 12,13,25,28 are at/near capacity	11, 13, 15 Express, 22 27, 35s, 36
PRTC OmniRide/ Metro Direct	16 routes: 8 areas in Prince William County 10 routings in Washington DC/Pentagon/ Arlington/Tysons /Mark Center. 3 routes to Metrorail stations.	39 - 57	Commuter Service Service to Metrorail Stations	Most commuter routes. New trips added to relieve chronic overcrowding	Tysons Corner Mark Center

PRTC OmniLink/ Cross County Connector	7 local routes 1 cross county route	29-45	Local	Dumfries, Dale City, Woodbridge, and LakeRidge	Route 1, Manassas Park and Manassas
TransIT Services of Frederick County	9 Routes 5 Commuter Shuttles	16-29	Local, Commuter	#10 & #40 Connectors are crowded during peak rush hours	Rt. 85 shuttle & #80 Connector

Assets (for bus only)

- Bus is the least expensive commute mode for customers; a number of passes available for reduced fares
- 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 or dedicated lanes
- Allows passengers to relax
- Commuter Stores, plus on-line ability to purchase bus fares via CommuterPage.com; Montgomery County's web site, and Fare Media by Mail.
- Costs savings for commuters compared to driving alone and paying for parking.

Deficiencies

- Commuter still has to get to the bus stop and final destination
- More parking required at some bus stops
- SOVers perceive as nuisance and source of pollution
- Slow with multiple stops; typically travel in same congested lanes as other traffic
- Considered as an inferior mode of transportation by SOVers; negative image
- Public transit is oriented to downtown commute pattern. Some suburban systems (e.g. Montgomery County) have bus system oriented to feed Metrorail stations and to serve other Activity Centers.
- Little service to Beltway users
- Rapid ridership growth can create overcrowding
- Continuity of service not guaranteed: Service on low ridership routes can be reduced or discontinued
- Real-time information not consistent across providers

Prospects

- Conversion to alternative fuels to increase its environmentally friendly image
- Ability to multitask, i.e. work/study, network and listen to music on the bus
- Prime mode of travel for DC residents
- SmarTrip® card and SmartBenefits® subsidies

- SmarTrip® now available on all regional bus systems. Pass capability soft implementation during the year.
- Use of queue-jumpers and other prioritization methods, including Bus Rapid Transit.
- Use of smaller buses for increased flexibility in routes for residential areas.
- Real-time bus arrival information (AVL/GPS), Metrobus & CUE-NextBus, Arlington Transit-Connexionz; DASH, Loudoun Transit & Fairfax Connector are acquiring Clever Devices; Ride On has self-operated Real Time Transit Information System.
- Mobile Ticketing solutions, Frederick County TransIT.

Challenges

- Fare increases
- Lack of information/understanding by prospective new riders of routes, schedules
- Fare Payment Methodologies that slow bus travel times (e.g., adding value to SmarTrip on buses)
- Lack of funding for operations and expansion
- Limited Parking
- Limited routes
- Overcrowding
- Lack of available and appropriately zoned land for maintenance and parking facilities
- Lack of funding to right-of-way (ROW) to create dedicated bus-only lanes
- Impacts on existing developed areas where additional ROW is acquired for dedicated lanes

Summary of Rail Activity

PROVIDER	*RAIL TYPE*	*ROUTES*	*CAPACITY*	*ROUTES TO MARKET*
VRE	Commuter	Manassas Fredericksburg	Close to Capacity	Rippon & Woodbridge, and Burke (stations with available parking).
MARC ***(MTA)***	Commuter	Brunswick Line Camden Line Penn Line	MARC stations with excess parking available: Brunswick, Monocacy, Gaithersburg; Dorsey, Savage, Muirkirk Perryville, Bowie State. Parking for all other stations are at or over-capacity.	1) Brunswick Line (Martinsburg, WV and Frederick, MD to Union Station) 2) Camden Line (Baltimore to Union Station) 3) Penn Line (Perryville, MD to Baltimore to Union Station)
Metro (MTA)	Subway	Owings Mills to Johns Hopkins Hospital	Not at capacity	Northwest Baltimore Corridor: Owings Mills, Downtown. Johns Hopkins Hospital.
Light Rail (MTA)	Commuter	1) Hunt Valley to BWI Airport 2) Glen Burnie to Timonium/Hunt Valley (Off-Peak) 3) Camden to Penn Shuttle	Not at capacity	Hunt Valley to Downtown to Camden Yards to BWI. Glen Burnie to Downtown to Timonium. Camden Yards to Penn Station
AMTRAK	Regional/ Commuter	Northeast Corridor	Not at capacity	Northern Virginia District of Columbia Southern Maryland Baltimore - BWI
Metro (WMATA)	Subway	Blue, Green, Orange, Red, Silver, Yellow lines	Capacity during peak periods	District: (all quadrants) Maryland: Prince George's and Montgomery Counties Virginia: City of Alexandria, Arlington and Fairfax Counties

Assets (for Rail only)

- Commuter Stores 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 on commuter trains
- GRH program makes more accessible during non-rush hour
- In some cases, rail is faster than driving alone
- Parking at most commuter rail stations is free
- Reliable (not affected by congestion)
- Transit Link Card between Metro, MARC and VRE makes it easier and economical to combine trips
- Quiet cars available on VRE and MARC trains
- Weekend service on MARC began in late 2013 on the Penn line between DC and Baltimore
- AMTRAK is accepting MARC and VRE tickets with a small upgrade fee which reduces the burden on the sometimes crowded commuter trains

Deficiencies

- Commuter rail has limited schedule and is not as flexible in its routes as Metrorail or buses
- Limited or lack of parking at some park and ride lots
- Limited off peak service (train service by VRE and MARC)
- Overcrowding has occurred on some lines

Prospects

- Provides attractive transportation option to commuters of all income ranges
- Provides an opportunity for riders to relax during the commute
- In 2014, VRE's average daily ridership was 18,876.
- Provides an opportunity to bring full size bike on MARC (Retrofit begins FY17).

Threats

- Fare increases
- System delays and bad press has beleaguered transit in recent years.
- Reaching and exceeding capacity is a major concern for VRE. In FY14, VRE provided 2,067,701 trips on its Manassas Line and 2,480,209 trips on its Fredericksburg line.
- Safety concerns
- Possible loss of transit ridership due to Metro's SafeTrack.

TELEWORK

Teleworking, also called telecommuting, has experienced tremendous increase over the last ten years, more than doubling in the number of workers. Commuter Connections' State of the Commute (SOC) Survey defines teleworkers as "wage and salary employees who at least occasionally work at home or at a location other than their central work place during their normal work hours." According to the 2013 SOC report, 27 percent of regional commuters said they teleworked an average of 1.4 days per week, a modest increase from the 2010 level of 25 percent and 1.3 days per week. This percentage equates to approximately 675,000 teleworkers in the region. Teleworking grew in nearly every demographic and employer segment in which telework is feasible.

The 2013 State of the Commute (SOC) survey found that an additional 18 percent of commuters who do not telecommute today "could and would" telecommute if given the opportunity. These respondents said their job responsibilities would allow them to telecommute and they would like to telecommute. These commuters represent about 470,000 potential telecommuters. Some respondents, 11 percent would not be interested in teleworking at all, while 44 percent have job responsibilities that could only be performed at the main workplace. Teleworking among federal agency workers continues to grow rapidly. In 2013, 38 percent of respondents who worked for federal agencies teleworked, compared to 27 percent in 2010 and only 16 percent in 2007.

With the rapid advancements in technology in recent years, teleworking has become more common. Future technology development will allow workers to continue to work "without walls" in virtual offices or from home.

COG/TPB began helping businesses start or expand telework programs in 1996 through the establishment of the Telework Transportation Emission Reduction Measure (TERM) via the Commuter Connections program. Throughout the years, Commuter Connections has provided information packets, videos, seminars, demonstration projects, sample telework policies and agreements and information on regional telework centers. Telework is supported by COG/TPB through Maryland Commuter Connections network members who provide local marketing support and outreach activities to employers as needed.

<u>Employer-Based Promotions</u>

- ***TeleworkBaltimore.com-*** The TeleworkBaltimore.com program provides free online resources and consultant support to help employers in the Baltimore region start or expand a formal telework program. The program is funded by the Maryland Department of Transportation and administered by the Baltimore Metropolitan Council. Telework Program Solutions has been contracted by the Baltimore Metropolitan Council to provide qualifying companies with free telework implementation support.

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

Other telework resources available in the area include:

- Telework Initiatives for Federal Employees, managed by GSA.gov, https://www.gsa.gov/portal/content/105192
- Telework! VA Program, www.teleworkva.org
- Telework Baltimore, http://www.teleworkbaltimore.com

In the Washington metropolitan region, there is a combination of private and university run telework centers. In April 2011 GSA discontinued financial affiliation/sponsorship of the original 14 telework centers in the Washington Metropolitan area. However, there are other private sector telework centers, or 'hoteling,' arrangements, available from private entities such as UberOffices. Telework Centers also known as Co-working centers provide space, similar to hoteling arrangements, plus some offer conference rooms and training facilities for short meetings/classes, on a for fee basis. These alternative workplaces are useful types of facilities for remote, home-based worker, and for the field work force to meet or convene.

Strengths

- Strengthens employee recruitment and retention.
- Lowers training costs associated with high turnover.
- Reduces absenteeism and late arrivals.
- Increases employee productivity.
- Improves employee satisfaction by providing flexible work scheduling, better time management and the balance between work and family life.
- Reduces costs for office space and parking.
- Expands access to skilled workers.
- Expands opportunities for business continuity of operations especially in times of natural or man-made disasters.
- Enhances public recognition as an innovative business and a good corporate citizen.
- Reduces congestion.
- Financial incentives available from States to assist employers with costs and training.

Weaknesses

- 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.
- 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 and security software for home computers.

Opportunities

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. About 18 percent of non-telecommuters have job responsibilities that would allow them to telecommute and would be interested in telecommuting, according to the 2013 State of the Commute. Needless to say, teleworking

is one of the most cost-effective ways to reduce congestion.

Challenges

Commuter Connections 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 employee's needs 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. Additionally, downturns in the economy have forced some employers to retract or reduce telework programs.

Recent challenges facing the federal workforce include program abuse allegations causing the House Oversight and Government Reform Committee and the House Judiciary Committee to hold a joint hearing in November 2014. The session examined "systemic abuses and mismanagement" of federal agency telework programs and charges filed with the National Labor Relations Board by a federal government workers union regarding a security breach of workers' personal information.

BICYCLING/WALKING

Bicycling to work is an important aspect of commuting. Employers can encourage cycling to work by installing secure bike parking, changing rooms, showers and lockers, and by including bicycling in commute workshops. They also can provide their employees with information they need to commute by bike, including bicycle maps, locations of bike parking and/or health clubs that provide reduced memberships for cyclists. Commuter Connections assists employers with information on bicycling programs for their employees by providing general information and resources from non-profit organizations such as Washington Area Bicyclist Association (WABA).

Walking accounts for about two-thirds of the bike/walk mode group

According to the 2016 State of the Commute Survey Report:

- 18 percent of all commuters live less than five miles from work.
- The average bike commute is 4.4 miles each way.
- The average number of days per week for bicycle commuting is 3.4.
- 2% of respondents biked to work as their primary commute mode, 1.3% walked.
- 5% of men biked or walked as their primary commute mode, versus 2% of women.
- Bike/walk as primary commute mode based on State of Employment: District of Columbia 6 percent, Maryland 3 percent, and Virginia 2 percent.
- Nearly a quarter (24 percent) of respondents in 2016 said their employers offered services for bicyclists, no change from 2013.
- Bicyclists added a smaller time "cushion" (seven minutes) to assure on time arrival compared to those who drove alone, who reported adding a 15-minute cushion.
- Bike and walk commuters report more satisfaction with their commute than users of any other mode. 79 percent of respondents who biked/walked were "very satisfied" with their commute. By contrast, only 32% of drive alone commuters were "very satisfied".

The 2010 U.S. Census estimated that bicyclists represent 0.3 percent of the commuting population of the Washington D. C. Metropolitan Statistical Area. Bicycling to work is more prevalent in the urban core jurisdictions of the District of Columbia, Arlington County, Alexandria, and inner Montgomery County, and in census tracts adjacent to major bicycle trails. Employers located in bicycle-friendly communities or near major bicycle trails are more likely to succeed in persuading employees to ride to work than employers located in areas where the infrastructure does not support cycling.

The 2013 US Census American Community Survey also shows the highest rates of bicycling, and the fastest growth, in the urban core jurisdictions. Bike commute share is 4.5% in the District of Columbia. 1.7% in Arlington, and 1.7% in Alexandria.

COG/TPB periodically takes a count of vehicular traffic, including bicycle traffic but excluding pedestrian traffic, entering downtown D.C. and Arlington. The counts show that bicycle traffic into the downtown Metro core is growing rapidly, with bicycle traffic into the D.C. section of the Metro core more than tripling from 1986 to 2013. The number of bicyclists entering the Metro core within the District of Columbia between 5 a.m. and 10 a.m. has grown steadily from 474 in 1986, 1,379 in 2002, to 2,500 in 2013.

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

The Bike to Work Day Washington Region 2013 Survey showed that the event introduces bike commuting as 17 percent of survey respondents said they never commuted by bicycle before participating in the annual event, the same as in 2010. The event also expands the frequency of bicycle commuting as 21 percent of survey respondents who commuted by bicycle previous to the event, said they started bicycling even more after participating in Bike to Work Day.

The Bicycle and Pedestrian Plan for the National Capital Region, adopted in January 2015, identifies the capital improvements, studies, actions, and strategies that the region proposes to carry out by 2040 for major bicycle and pedestrian facilities. The plan is an update to the 2010 Bicycle and Pedestrian Plan for the National Capital Region.

The plan includes 659 bicycle and pedestrian facility improvement projects from across the region, which were identified, submitted and reviewed by agency staffs of TPB member jurisdictions. If every project in the plan were implemented, in 2040 the region will have added 800 miles of bicycle lanes, 800 miles of shared-use paths, hundreds of miles of signed bicycle routes (signage without additional construction), more than 31 pedestrian intersection improvements, and 15 pedestrian/bicycle bridges or tunnels.

A new bicycle and pedestrian crossing over the Potomac would be created, at the American Legion Bridge, and bridges over the Anacostia River would be improved for pedestrians and bicyclists. In addition, 27 major streetscaping projects would improve pedestrian and bicycle access and amenities in Atlantic Boulevard, Michigan Avenue NE, Tysons downtown Bethesda, and other locations. If it implements the projects in this plan, by 2040 the region will have over 2,300 miles of bike lanes and multi-use paths, more than three times the current total.

Assets

- Avoiding rush hour traffic or transit delays
- Bicyclists have more predictable commute times than motorists or transit riders
- Arrive at work invigorated and refreshed; combines exercise and drive “time.”
- Improved productivity
- Improved overall health of employees, reduced sick days
- Significantly reducing overall commuting costs with less gas use and wear on automobile
- Bicycle commuters annually save on average $1,825 in auto-related costs, reduce their carbon emissions by 128 pounds, conserve 145 gallons of gasoline, and avoid 50 hours of gridlock traffic.

Features

- A federal tax benefit for bicycle commuters enacted in 2009 allows bicycle commuters to deduct $20 per month, pre-tax, from their paychecks to cover bicycling related expenses. As with the train, bus and vanpool benefit, employers save by not paying payroll taxes on the pre-tax portion of their employees’ paycheck.
- DDOT will help District employers select, locate and install bicycle racks, garages or on surface parking lots; and will pay for the racks and provide a free bicycle parking sign if employer pays an installation charge.

- Metro Stations have free bike racks.
- Bikes are allowed on Metrorail during off-peak hours. For more information on biking to Metro go to http://www.wmata.com/bike
- Bike lockers are available for lease for $200/yr + $10 deposit at about 50 Metrorail stations.
- All Metro buses, Arlington Transit Buses, Fairfax Connector buses, Montgomery County Ride On buses, PRTC OmniLink, and Annapolis Transit buses have bike racks.
- Free rack parking at state and local Park & Ride lots.
- All VRE Stations have bicycle parking and permit a limited number of bicycles on board in designated rail cars.
- The District of Columbia requires bicycle parking in any building with motor vehicle parking.
- Montgomery County zoning ordinance requires all parking facilities containing more than 50 parking spaces to provide one bicycle parking space or locker for each 20 automobile spaces.
- Bike maps are available from Montgomery County; Arlington County; Fairfax County; the District of Columbia; and the College Park area. Numerous trail maps and commuter and safety guides are available through the Washington Area Bicyclist Association. State maps are available through Maryland and Virginia.
- On-line bike routing is available through Google Maps, and through ridethecity.com, a route-finding web site which serves the area inside or near the Capital Beltway, plus all of Fairfax County. Ridethecity.com shows the region's bike facilities, as well as the Capital Bikeshare stations.
- Over 40 percent of Washington residents bicycle for recreation.
- The Washington Area Bicycle Forum, a partnership between WABA, BikeArlington and goDCgo, is an online forum for area bicyclist to connect. New riders can get information on bike routes, gear, trail conditions, upcoming events and much more.
- The region's trail network is expanding rapidly over the next 10 years, providing links to employment centers.
- On-street bicycle lanes exist within the District of Columbia, Montgomery County, and Arlington County. Hundreds of miles of bike lanes will eventually be added across the region.
- In 2014, a new bike lane opened on First St. NE. This is the District's first curb-protected bike track. The two-way lanes run along First Street from M St. NE to G St. NE in the NoMa neighborhood.
- The VDOT Bicycle Locker program is available at state owned Park & Ride lots. Cost is $60/yr, $40 deposit.
- Fairfax County has a Bicycle Locker program located at county owned Park & Ride lots.
- Commuter Connections provides free Biking to Work in the Washington Area guides which double as Employer and Employee guides. The guide is also available online.
- Commuter Connections launched an online bicycle routing system in FY2009 to help commuters map out the safest or fastest routes. The site is currently being upgraded.
- For bicycling newcomers, the warmer weather months provide the best opportunity to introduce the bicycle as a legitimate transportation mode.
- An employer located in a bike-friendly area or near a long-distance trail such as the W&OD or Mount Vernon Trail should be more successful in encouraging employees to bicycle to work.
- In 2012 Metro opened its first Bike & Ride at the College Park - University of MD station. The facility is located within a secure, enclosed area accessible via card access 24 hours a day. The facility is equipped with security cameras. Patrons may park for a few hours, overnight, or several days. There are no monthly or annual fees and bicyclists pay only for what they use. Additional Bike & Ride facilities will open soon at East Falls Church and Vienna.
- The Capital Bikeshare system has 3,700 bicycles at over 440 stations across Washington D.C., City of Alexandria VA, Arlington and Fairfax Counties VA, and Montgomery County MD.

- Bikesharing has expanded to College Park, Reston and Tysons in 2016. Information on the College Park bike share system can be found at http://bike.zagster.com/mbike/.
- During WMATA's SafeTrack maintenance initiative, Capital Bikeshare has introduced the single trip fare to allow a single trip of up to 30 minutes for only $2.

Deficiencies

- Often perceived as a 'fair weather' dependent mode. However, showers, clothing adjustments, and fenders can mitigate the effects of hot, cold, or wet weather.
- For many longer commutes, bicycling is too time-consuming.
- Perceived lack of safe travel routes.
- Parts of the road network within the city and especially in the suburbs are not bicycle friendly.
- A higher quantity and more secure parking and shower facilities at employer sites is needed.
- More interconnectivity for on-road routes is needed.
- Except for week-end trains on the Penn Line, MARC only allows folding bicycles on board, and Metrorail only allows bikes on board during non-peak periods.
- General public lacks bicycling education and skills needed to ride safety with traffic.
- Many motorists lack the proper education and understanding of sharing roadways with cyclists.
- Employers located in areas without adequate bicycling lanes and trails will find it more difficult to get employees to bike to work.
- While College Park added bikesharing in 2016, it is a separate system from Capital Bikeshare.

Prospects

The 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.

WABA and Commuter Connections also offer brown bag bicycle commuter presentations at worksites to educate employees and employers of the benefits of bicycle commuting. Bicycling is included as a commuter option in Commuter Connections' employer outreach efforts.

Bike to Work Day has been a tradition in the Washington metropolitan region for over a decade. In 2000, Commuter Connections began to lend its support to WABA as part of its effort to encourage employers to promote bicycling to work. This grew the event from a downtown D.C. happening to a truly regional one, with 83 pit stop rally points for the cyclists through the region that included snacks, prize drawings, T-shirts, promotional items, and elected officials. The Steering Committee for the event includes representatives from the bicycle and TDM community. In 2016 the event reached slightly over 17,500 registrants, a 1 percent increase over 2015.

The event is promoted through distribution of collateral materials radio advertising, social media, newsletter articles, email, links from the region's Rideshare program and TMA websites, and public affairs outreach (performed by COG Office of Public Affairs and WABA). Collateral produced for the event and distributed throughout the region includes rack postcards, posters, street banners, T-shirts. Materials were targeted to employers and cyclists in chosen target markets as well as bicycle shops.

Sponsorships proved key to ensuring the visibility and success of the event. Both cash and in-kind sponsorships are solicited. Depending on donation level, sponsors may include their logo on the T-shirt, posters, rack cards, radio mentions, and the event web site. A free catered lunch is provided to the employer who has the greatest number of registrants for the event. In 2015 the University of Maryland won that honor.

Bike-friendly jurisdictions such as the District of Columbia, Arlington, and Alexandria are experiencing both a real estate and a bicycling boom. Among the 70 largest cities in the US, Washington, DC has the third highest bike commute rate in the country, after Portland and Minneapolis. DC also has the third-fastest growth in bike commuting. As population and employment grow in these jurisdictions, more people will have access to better bike facilities and services such as bike lanes, protected cycle tracks and Capital Bikeshare.

DC has also seen the emergence of a bicycle culture which promotes on-street riding for transportation, as exemplified by the themed weekly bike rides organized by city bike shops. City-style bicycles, which are intended to be ridden in street or dress clothes, are increasingly popular.

Challenges

While progress has been made in all jurisdictions, the lack of infrastructure in the region to support cycling to work appears to be the primary reason preventing adoption of this mode. A Regional Bike plan has been adopted by the National Capital Region Transportation Planning Board (TPB) in an effort to address improvement of bikeways and parking throughout the region.

In order for marketing efforts in bicycling to become more successful, commuters' attitudes must change in regard to the detriments or weaknesses of bicycling (traffic danger, logistics, employer parking, etc.). Motorists need to be more educated on responsibilities of 'sharing the road' with bicycles to create a more bicycling friendly community.

While popular, Capital Bikeshare has inherent limits as a commute mode. Stations at downtown employment centers fill up in the morning, while stations in the surrounding areas are empty. The economics of bike sharing work better when trips are self-balanced, allowing each bicycle to make dozens of trips per day, not just one to work and one back. For many employers, providing secure parking and having employees use their own bicycles is a lower-cost solution. Work sites that have staggered hours, such as hospitals and universities, can make best use of bike share as a commute mode.

Bicyclists need to observe the same rules of the road as motorists, such as coming to complete stops at red lights and stop signs.

BIKE SHARING

Bikesharing is an automated, public bicycle service first introduced by the District in 2008 under the moniker of SmartBikeDC. The success of the SmartBike program lead to further demand for more bicycles and stations. In response, DC and Arlington County launched a new bikesharing service in September 2010 called Capital Bikeshare™. Motivate International (formerly Alta Bicycle Share) was hired to operate the system adapted from Montreal's Bixi system. The program initially launched with 1,100 bikes and 114 stations throughout the District and Arlington County.

Capital Bikeshare marked its official launch at a press conference at the U.S. Department of Transportation headquarters with dignitaries from both the District and Arlington. The inaugural ride followed the ceremony as nearly 200 members hopped on the brand new bicycles en route to various stations. Numerous major media outlets covered the event helping to fuel the early success of the program. As of September 2015, Capital Bikeshare reached more than 11 million trips taken on its distinctive red bicycles.

The Capital Bikeshare system has 3,700 bicycles at over 440 stations in Washington, DC; Arlington, VA; Alexandria, VA; Montgomery County, MD; and Fairfax County, VA. Capital Bikeshare provides residents and visitors with a convenient, fun and affordable bicycle rentals for its members. Single trip, 24-hr pass, 3-day pass, and 30-day and annual memberships are available. All trips under 30 minutes are included. Each additional 30 minutes incurs an additional usage fee. This model is designed to keep the bikes in service so that they are always available for others to use. Helmets are encouraged but not required; Capital Bikeshare sells bargain priced helmets on the website. Bikes are available 24 hours a day, 365 days a year. Severe weather may close the system if conditions are unsafe to resume service. Daily, monthly and annual memberships can be purchased on the website at www.CapitalBikeshare.com and members are sent a key fob that allows access to all of the bikes throughout the entire system. Daily and 3-day memberships can be purchased at any bikeshare station kiosk.

The Capital Bikeshare program has become a key transportation option for residents, commuters and visitors to the greater DC area, and further expansion will enable more people to use it. Capital Bikeshare offers a good solution to the last-mile problem for people commuting by transit.

There are many ways your organization can support Capital Bikeshare. Become a steward of one of the newest and greenest transportation programs in the country. Employers can join as Corporate Partners of Capital Bikeshare, subsidizing their employees' memberships through the Capital Bikeshare Corporate Membership or purchasing their own station.

In 2013, for the first time, bike sharing was measured as part of the Commuter Connections State of the Commute survey. The survey indicated that 3 percent of employers offer bike sharing to their employees. Three years later, in the 2016 State of the Commute survey, that figure has doubled to 6 percent.

The Capital Bikeshare app was introduced in 2017 for iOS and Android users, which connects riders to the growing bike system in real time. The app gives casual riders the option to buy passes. It also allows customers who forget their access key, or are still waiting to receive one, to check for available bikes and unlock one at a docking station using an access code. Bikeshare members can also keep track of their travel statistics, and get docking notification, providing confirmation that the trip is closed.

In 2016 the City of College Park Maryland announced the introduction of a new bikesharing system, called mBike. The system is operated by Zagster, Inc. and offers 135 bikes at 15 stations across College

Park, the University of Maryland campus, and surrounding areas. Riders may join College Park's mBike for an hour, a day, a month, or a year. mBike is similar to Capital Bikeshare in that it uses technology to keep track of bicycles taken from and returned to a system of smart-docks. Unlike Capital Bikeshare, mBike offers riders the option of temporarily locking up bikes apart from the docking station, using a provided lock. mBike is also unique in that a number of three-wheeled accessible bicycles are made available throughout the system.

CAR SHARING

Car sharing is a viable alternative to individual car ownership, with positive economic and environmental benefits for communities. Car sharing companies have positioned hundreds of vehicles in the neighborhoods of greater Washington, DC area. With a fully automated online reservation and vehicle locating system, one membership can reserve and drive any available vehicle. Once reserved by a member, vehicles are unlocked using a personal access card that the member obtains upon joining the car sharing service. Vehicle types range from low-emissions hybrid cars and compact sedans to pickup trucks, SUVs and luxury vehicles like BMW and Cadillacs.

On average, Zipcar members state they save more than $600/month or $7,200/year after joining Zipcar. Likewise, each Zipcar takes 15-20 personally owned vehicles off the road. Having to walk a block or pay for a vehicle by the hour changes members' behavior patterns, making them more efficient with their driving choices. As a result, the average Zipcar member drives 2,500 fewer miles per year, saving 219 gallons of gasoline over that period. At current membership levels, Zipcar members will save 16 million gallons of gasoline and 150 million pounds of CO2 annually.

Zipcar is available throughout the greater Washington D.C. metropolitan area including the District, Alexandria, Arlington, Fairfax, Montgomery, and Prince George's Counties. Not only do thousands of Zipcar members take advantage of the convenience of car sharing but many businesses, universities and government agencies do as well. Zipcars have been available in the Washington, D.C. area since 2001. Zipcars can now park in any metered, unmetered and residential parking spaces in the District at no additional charge. Zipcar entered into a partnership with the District Department of Transportation in the fall of 2013.

To join Zipcar, there is a $25 application fee plus a $60 annual fee. Rates start at $7.75 per hour and $75 per day Monday through Friday and $11.75 per hour and $84 per day on Saturdays, Sundays and holidays. Zipcar rentals include gas, insurance and 180 miles per day. In addition, businesses and non-profit organizations can take advantage of special reduced Zipcar for Business rates. Discounted rates start as low as $56 for a special 7am to 7pm rate and $66 per day for driving Monday to Friday.

Car2go uses a "freefloating" model for their cars. Members can pick up and drop off any car2go anywhere within the car2go Home Area, in any legal on-street parking space, including metered, non-metered, and residential neighborhood parking spaces. The cars do not need to be returned to their original location. Members simply drive the car as long as they need it, park the car at their destination, end the rental by swiping their membership card on the windshield reader, and instantly the car becomes available for the next member to use. car2go members can find an available car via a smart phone app, the car2go website, by calling car2go Customer Service, or simply by locating one on the street. No reservations are required and members have unrestricted access to the vehicles 24 hours a day, 365 days a year. Membership in car2go is free and the rental fees range from 38 cents, plus tax, per minute, $13.99 plus tax per hour, and $72.99 plus tax for a day. Mileage over 150 per rental is charged at 45 cents per mile.

Enterprise CarShare entered the D.C. market in September 2013, with vehicles at 40 locations. Enterprise CarShare is more similar to ZipCar than Car2Go, as there are set spaces where the vehicles are parked. The application fee is $25 and the one-year membership charge is $40. Renting an economy or midsize car for an hour from Monday to Thursday is $5, and rises to $10.25 and $11.25, respectively, from Friday to Sunday. Standard and luxury cars, as well as cargo vans, are also available.

Advantages

- Maintenance, insurance, fuel and parking costs are included in rate.
- Less expensive than car ownership for occasional personal or business use.
- Can assist employers in augmented company vehicle fleets (or help eliminate them altogether). Increased transparency and employee accountability of vehicle use.
- Easy online reservation system that requires less than 1 minute to locate and reserve a vehicle.
- Zipcar has over 150 cars located at Metro parking lots throughout the Washington, DC area, and most of the fleet is within a 10-minute walk.
- Ideal for those who don't own a car or who occasionally need a second car. Less expensive for businesses than maintaining a fleet of vehicles.
- Zipcar's fleet averages over 28 MPG and almost 10 percent of the fleet is made up of hybrids.
- Zipcar members who sell their cars report saving over $600 per month by not having a lease payment, or parking, maintenance, insurance, registration and gas costs.
- According to Zipcar's 2014 survey performed in conjunction with the District Department of Transportation:
    - Over ¾ of Zipcar members reported delaying or foregoing the purchase of a vehicle.
    - Almost 25 percent of members report walking and using public transportation more frequently as a result of joining Zipcar.

Prospects

- Can serve as a GRH alternative for some companies.
- Zipcar has almost 400 locations and nearly 900 cars located throughout the Washington metropolitan region. Zipcar maintains strong alliances with DDOT, WMATA (Metro), Arlington County, the City of Alexandria, Montgomery County and Prince George's County.
- Zipcar has vehicles on the campus of every major university in the Washington, DC area, including George Washington, Georgetown, the University of Maryland, Howard University, and Marymount University.
- Employers can use car sharing to augment their vehicle fleets and for business trip purposes, receiving substantial weekday driving discounts.

HOV LANES / EXPRESS LANES

Product Profile

The first High Occupancy Vehicle lane (HOV) in the United States opened in Virginia in 1969 as a bus-only lane on the Shirley Highway. In December 1973 the "busway" was opened to carpools with four or more occupants, becoming the first instance in which buses and carpools officially shared a HOV lane over a considerable distance. The Shirley Highway was lowered to HOV-3 in the 1980's and extended to Prince William County in 1990's. HOV Lanes on I-66 inside the Beltway opened in 1982 (HOV-4 then, lowered to HOV-3 and now HOV-2). The first HOV lanes in Maryland opened on I-270 in September 1993, with the first segment on the northbound East Spur. The HOV lanes on I-270 were fully completed in December 1996. The U.S. 50 concurrent-flow HOV opened in 2002 – the only 24/7 HOV in the region. Today in the Washington area all HOV lanes include carpools, vanpools, buses, and motorcycles. There are six high-occupancy vehicle (HOV) facilities on highways functionally classified as freeways. These are:

- I-95/I-395 (Shirley Highway) in the Northern Virginia counties of Prince William, Fairfax, Stafford and Arlington, and the City of Alexandria. The sections in Stafford, Prince William and Fairfax Counties are now the 95 Express Lanes (HOV/Toll facility) and HOV-3 vehicles may use the facilities for free.
- I-66, also in the Virginia counties of Prince William, Fairfax and Arlington (this HOV system includes a section of the Dulles Connector Road in McLean, connecting to VA-267's HOV lanes (see below);
- I-270 and the I-270 Spur in Montgomery County, Maryland;
- Virginia Route 267 (Dulles Toll Road), connecting to I-66 via the Dulles Connector;
- U.S. 50 (John Hanson Highway) in Prince George's County, Maryland;
- The I-495 (Capital Beltway) Express Lanes in Fairfax County, which allow HOV-3 vehicles free passage with an E-ZPass Flex transponder.

According to a 2014 COG study of performance of HOV lanes in the Washington region, HOV Lanes carry a significant number of more persons per lane per hour than adjacent non-HOV lanes, not including transit.

- I-395 (HOV 2.8 passengers vs. non-HOV 1.1)
- I-95 (HOV 2.6 passengers vs. non-HOV 1.1)
- I-66 outside Beltway (HOV 1.9 passengers vs. non-HOV 1.1)
- I-270 at Rockledge Drive (HOV 1.9 passengers vs. non-HOV 1.0)
- I-270 spur (I-270Y) at Democracy Blvd. (HOV 1.8 passengers vs. non-HOV 1.0)
- VA-267 (HOV 1.9 passengers vs. non-HOV 1.0)
- U.S. 50, John Hanson Highway, between Md. 197 and Md. 704 westbound and eastbound sides (HOV 1.6 passengers vs. non-HOV 1.0)
- In 2012, the I-495 (Capital Beltway) Express Lanes opened, which allow free use by HOV-3 vehicles (no performance data are available yet).
- The 95Express Lanes replaced the HOV lanes between Va. 234 in Prince William County and Turkeycock Run on I-395 in Fairfax County in December 2014 and added capacity to the managed roadway to create an HOV/Express lanes network from the Edsall Road area (Turkeycock Run) in Fairfax County to Garrisonville Road in Stafford County. The project also added new access points and connected directly to the I-495 Express Lanes.

In Northern Virginia, there are approximately 84 miles of HOV and HOV/Toll lanes, including a 28-mile two-lane reversible HOV facility located on Interstate I-95 and I-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 I-495 and 21 miles outside I-495 for a total of over 30 miles. I-66 inside the Beltway is HOV-2 eastbound in the AM hours and HOV-2 westbound in the PM hours. The HOV-2 lanes outside I-495 are concurrent flow HOV. The Virginia Department of Transportation re-striped the lines separating the concurrent-flow HOV lanes from the adjacent non-HOV lanes to reduce changing of lanes to and from the HOV lanes along I-66 between U.S. 50 and I-495.
Fifteen miles of concurrent flow HOV lanes opened on the Dulles Toll Road in 1998. The lanes are for HOV-2 vehicles and feed into the I-66 facility via the Dulles Connector Road between VA-123 and I-66.

Hybrids with the appropriate clean fuel plates may use the HOV lanes in Virginia, regardless of vehicle occupancy (but not on the 95 Express and 495 Express lanes, where they must comply with rules that apply to all other traffic). Not all hybrids qualify for clean fuel license plates. SmartCars are not hybrids and do not qualify. The hybrid provision was set to expire on June 30, 2012, but was extended by the Virginia General Assembly. The 2006 General Assembly added the provision that clean fuel vehicles registered after June 30, 2006, could only use I-395/95 with the required occupancy of 3+ people. Further restrictions have been introduced to prevent newly-registered hybrid vehicles from using the HOV lanes along I-66 and VA 267 – only hybrid vehicles with registration plates issued before July 1, 2011 may use those lanes without at least two persons in the vehicle.

The 495 Express Lanes in Fairfax County provide four lanes for vehicles with E-ZPass transponders. Carpools with three passengers and vanpools may use the lanes at no charge if they have an E-ZPass Flex transponder. The HOV-3 exemption is valid at all times that the Express Lanes are open to traffic. The hybrid exemption does not apply on the 495 Express Lanes. The 95 Express Lanes which opened in December 2014 work in the same manner.

Maryland has 46 miles of HOV lanes. I-270 has one lane devoted to southbound traffic in the AM between 6:00 - 9:00 A.M. and one lane devoted to northbound traffic in the P.M. (3:30 P.M. - 6:30 P.M.). These lanes opened in the winter of 1996. The HOV lanes on US 50 are in operation 24 hours/day, 7 days/week. Maryland Department of Transportation's Maryland State Highway Administration conducts an extensive monitoring program and has usage data. The fine for HOV violations in Maryland is $90.00 and one point against the violator's license. Drivers of plug-in electric vehicles, titled and registered in Maryland, are allowed to use the HOV lanes in Maryland regardless of the number of passengers, providing they obtain and display an HOV permit on the vehicle. The permit will be valid through September 2017. Maryland law does not permit hybrid vehicles to use the HOV lanes unless they comply with posted vehicle occupancy requirements.

Northern Virginia HOV Lane fines: First offense: $125; second offense: $250 plus 3 points on your driving record; third offense: $500 plus 3 points on your driving record; fourth offense: $1,000 plus 3 points on your driving record. Motorists traveling to and from Dulles International Airport to go to the airport to catch a flight or to pick someone up at the airport are permitted to use I-66 inside the Beltway (I-495) during HOV hours. Vehicles which are registered with clean special fuel license plates (including some hybrids) are permitted to use HOV lanes.

Current HOV Lanes in Northern Virginia:

LOCATION	*TYPE*	*MILES*	*USERS*	*HOURS OF OPERATION*	*COMMENTS*
I-395 Shirley Hwy	I-395 Two lanes reversible	8	HOV-3, motorcycles, buses, taxis with 3 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls. Transition to 95 Express (HOV toll) lanes is at Turkeycock Run between VA-236 and VA-648.	NB: 6:00-9:00 a.m. SB: 3:30-6:00 p.m.	• I-395 AM: 2.8 AVO 49 MPH, 12 minutes • I-395 PM: 2.38 AVO 68 MPH, 9 minutes • Non HOV AM: 1.1 AVO, 20 MPH, 30 minutes • Non HOV PM: 1.11 AVO 49 MPH 12 minutes
I-95 Shirley Hwy (95Express toll lanes)	I-95 Two lanes reversible	28	HOV-3, motorcycles, buses, taxis with 3 or more people, emergency vehicles (fire,	NB: About 12 Midnight to 11:00 AM SB: About 12 Noon to 11:0 PM	• I-95 AM: 2.6 AVO 62 MPH, 18 minutes • I-95 PM: 2.60 AVO 67 MPH, 16 minutes

LOCATION	*TYPE*	*MILES*	*USERS*	*HOURS OF OPERATION*	*COMMENTS*
			ambulance, rescue) and law enforcement vehicles. All vehicles must have an E-ZPass transponder. To use lanes for free, vehicles must have an E-ZPass Flex transponder. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.		• Non HOV AM: 1.1 AVO, 22 MPH, 51 minutes • Non HOV PM: 1.16 AVO 28 MPH 41 minutes
Capital Beltway (not including Wilson Bridge) 495Express lanes	Express Lanes	14 miles (each way) between I-95 and north of VA-267 (Dulles Toll Road)	HOV-3 travels free with E-ZPass Flex, SOV pays a variable toll. All vehicles must have an E-ZPass transponder	Normally open 24/7.	Express Toll Lanes (no HOV provision) under study on the Maryland portion of the Beltway
I-95/I-495 Cap. Beltway at Woodrow Wilson Bridge	Concurrent-flow HOV or transit lanes on bridge and approaches to bridge		To be determined	To be determined.	One lane in each direction reserved for HOV and bus traffic; or for a rail line.

LOCATION	*TYPE*	*MILES*	*USERS*	*HOURS OF OPERATION*	*COMMENTS*
Route 1	Concurrent-flow curb lane on Route 1 in City of Alexandria		HOV-2, motorcycles and transit buses.	NB: 7:00 – 9:00 a.m. SB: 4:00 to 6:00 P.M.	
I-66 (Outside 495)	Concurrent flow HOV lane between I-495 and Route 234 Bypass in Prince William County.	21	HOV-2 motorcycles, buses, taxis with 2 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.	EB: 5:30-9:30 a.m. WB: 3:00 -7:00 p.m.	HOV AM: 1.9 AVO. 29 MPH, 42 minutes HOV PM: 1.80 AVO. 52 MPH, 21 minutes Non HOV AM: 1.1 AVO, 23 MPH, 55 minutes Non-HOV PM: 1.1 AVO, 43 MPH, 27 minutes

LOCATION	*TYPE*	*MILES*	*USERS*	*HOURS OF OPERATION*	*COMMENTS*
VA-267/ Dulles Toll Road	Concurrent flow HOV lane from Virginia Route 28 to main toll plaza. Approx. 15 mile facility includes Dulles Connector Road segment between VA-123 and I-66.	14.8	HOV-2, buses, taxis with 2 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.	EB: 6:30-9:00 a.m. WB: 4:00 –6:30 p.m.	• Opened December 1998 • HOV AM 1.9 AVO, 58 mph, 12 min • HOV PM 1.7 AVO, 58 mph, 16 min • Non-HOV AM 1.1 AVO, 46 mph, 15 min • Non-HOV PM 1.05 AVO, 48 mph, 22 min
I-66 (inside 495) Without required occupancy	Two lanes in peak commute directions between the Beltway to Rosslyn	9	HOV-2, buses, taxis with 2 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to	EB: 6:30-9:00 a.m. WB: 4:00 –6:30 p.m.	• HOV: 1.7 AVO in AM 1.69 AVO in PM • Motorists traveling to and from Dulles International Airport on business are permitted to use I-66 inside the Beltway during HOV hours.

LOCATION	*TYPE*	*MILES*	*USERS*	*HOURS OF OPERATION*	*COMMENTS*
			use HOV lanes when responding to emergency calls.		

Current HOV Lanes in Maryland:

LOCATION	*TYPE*	*MILES*	*USERS*	*HOURS OF OPERATION*	*COMMENTS*
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, and plug-in electric vehicles, titled and registered in Maryland. **NO SOV HYBRIDS ALLOWED**	SB: 6:00-9:00 a.m. NB: 3:30-6:30 p.m.	• HOV AM: 1.9 AVO • HOV PM: 2.54 AVO • Non HOV AM: 1.0 Non HOV PM: 1.10 AVO,
US 50 (John Hanson Highway) (Md. 704 to east of US 301/Md. 3)	Concurrent flow Single lane each way	MD 704 to Anne Arundel. County/Prince George's County line; 7.5 miles	HOV 2+, motorcycles, buses, and plug-in electric vehicles, titled and registered in Maryland. **NO SOV HYBRIDS ALLOWED**	24 hours/day 7 days/week	• HOV AM: 1.6 AVO; • HOV PM: 2.66; • Non HOV AM: 1.0 AVO • Non HOV PM: 1.95 AVO

FUTURE HOV PLANS:

The projects shown here are major transit and High-Occupancy Vehicle improvements reflective of the 2015 update to the Constrained Long Range Plan, and includes projects proposed for adoption by the National Capital Region Transportation Planning Board in 2016.

Maryland

No projects

Virginia

I-66 (outside I-495, Capital Beltway) add two new high-occupancy/toll (HOT) lanes ("Express Lanes") in either direction to I-66. One lane will be added new while the other will come from converting the existing high-occupancy vehicle (HOV) lane. The HOT lanes will be physically separated from the conventional ("free") lanes.

I-66 HOV (inside I-495, Capital Beltway), convert to high-occupancy/toll (HOT) lanes ("Express Lanes") and widen certain segments

I-395 HOV lanes, convert to HOV/Toll lanes, reconfigure from 2 reversible lanes to 3 reversible lanes from Turkeycock Run to South Eads Street

Assets

- Increases the average number of persons per motor vehicle using a highway over conventional (non HOV) lanes or roadways.

- Preserves the person-moving capacity of a lane or roadway as demands for transportation capacity increase.
- Enhances bus transit operations.
- Supports air quality goals.
- Serves a variety of employment centers in urban and suburban areas.
- Provides more predictable travel times, even during periods of high demand
- No cost to the HOV-3 users in VA.

Deficiencies

- These lanes are, for the most part, single lanes (along I-270, I-66 outside the Capital Beltway, Route 1 and Washington Street in Alexandria). They do not allow for passing.
- Speeds along HOV lanes in the I-66 and I-270 corridors have deteriorated to the point where there is little time savings associated with using them.
- Hours of operation are tailored to each corridor; they are not consistent throughout the region. (See 66 inside and outside I-495 hours).
- Number of passengers required is not consistent for all HOV lanes in the region.
- HOV enforcement is partly dependent on supplemental overtime enforcement grants from state DOTs.
- Misuse by SOV drivers using HOV lanes in Maryland and Virginia (except I-95/I-395 and I-66 inside Beltway) is more prevalent due to the lack of barrier separation.
- Perception of enforced HOV rules is lax; penalties may be too low to discourage violators in MD.
- I-270 HOV lanes are "imbalanced" in length – they are much shorter in distance during the A.M. restricted period (from I-370 south at Shady Grove) than in the afternoons, when HOV restrictions are in place as far north as MD 121 (Clarksburg).

Advertising/Promotional Strategy

- In specific corridors where HOV capacity has not been reached, promote time and cost savings that result from use of HOV lanes through targeted direct mail or print ads to residential areas surrounding communities who feed into them.
- Working with traffic reporters from radio and television to advise commuters of the time and cost savings resulting from the use of HOV lanes.
- Coordinate with Maryland and Virginia on joint HOV marketing campaigns.

Threats

- Accidents/overuse that will reduce time savings.
- Conversion of the I-95 and I-395 HOV lanes between Dumfries and Turkeycock Run to HOV/Toll Lanes along with a mandate for HOV-3 vehicles to use E-ZPass Flex transponders) and its possible impact on reducing use by carpools and vanpools. Staff has recently collected data for the first time along the new 95 Express Lanes, but are not yet available.
- Legal use of HOV lanes in Virginia experiences reduced speeds, especially along I-66
- A faction of the general public does not perceive the time savings.
- In some instances, the public perceives that general purpose-lanes are being taken away by dedicating them to HOV.
- Slowdowns and/or traffic congestion can occur due to enforcement of the lanes.
- Performance of concurrent flow HOV lanes on I-270 and I-66 (outside Beltway) are impacted by severe congestion in non-HOV lanes.
- Hybrid resentment is present by those who feel HOV lanes were introduced as a congestion management issue, designed exclusively to encourage carpooling not for environmental purposes.

Park & Ride Lots

Park and Ride lots support mass transit, carpools, and vanpools. With the exception of Metrorail lots and a few others, the overwhelming majority of commuter parking is free within the Washington metropolitan region. Most rail parking for MARC and VRE in the region is free, while all Metrorail parking lots require paid parking through mandatory SmarTrip® cards (or credit cards at some stations). Metered spaces are also offered at most of the Metrorail parking lots. In Montgomery County, there are discounts for monthly parking in the facilities in Silver Spring and Bethesda for carpools and vanpools. Five person carpools are given greater discounts.

Assets

- Allows for more commuters to use transit
- Safe and convenient
- Used as a meeting point for car and vanpools
- Many offer both local and commuter bus service
- Many provide bike racks and some also offer secured covered bicycle lockers

Deficiencies

- Increases the cost of commuting on Metrorail
- Some lots are at maximum capacity on a daily basis
- WMATA requires a SmarTrip card to exit most Metrorail parking lots

Prospects

- Lots can be 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
- As part of VDOT's Transform 66 Outside the Beltway project, four new Park and Ride lots will be added along the corridor, plus an expansion of one existing lot.

Threats

- Will need funding to increase capacity at some stations
- Expansion typically meets with some neighborhood resistance
- Cost to commuters have been increased at some lots
- Not enough lockers for bikes at some stations
- Vandalism
- Limited Parking

Park & Ride Lot Table (DC & MD)

St	Jurisdiction	# Park & Ride Lots	# of Parking Spaces	Average Lot Size	Free Parking	$ Parking	Transit	Bicycling Amenities
DC	District Of Columbia	6	2,857	476	-	6	6	6
MD	Anne Arundel	23	8,181	356	21	2	16	4
MD	Baltimore	28	10,296	368	28	-	17	11
MD	Baltimore City	12	4,758	397	10	2	11	6
MD	Calvert	10	1,482	148	10	-	7	1
MD	Carroll	7	486	69	7	-	-	-
MD	Cecil	2	128	64	2	-	1	-
MD	Charles	10	3,666	367	10	-	9	3
MD	Dorchester	1	12	12	1	-	-	-
MD	Frederick	14	2,717	194	14	-	5	2
MD	Harford	15	1,290	86	15	-	5	-
MD	Howard	13	3,167	244	13	-	9	6
MD	Kent	1	27	27	1	-	-	-
MD	Montgomery	36	20,797	578	26	10	36	10
MD	Prince Georges - MD	36	36,818	1,023	18	18	35	18
MD	Queen Annes	4	398	100	4	-	1	-
MD	St Mary's	5	1,318	264	5	-	3	2
MD	Talbot	1	9	9	1	-	-	-
MD	Washington	7	751	107	7	-	1	-

Park & Ride Lot Table (VA & WV)

St	Jurisdiction	# Park & Ride Lots	# of Parking Spaces	Average Lot Size	Free Parking	$ Parking	Transit	Bicycling Amenities
VA	Alexandria	2	537			1	2	1
VA	Arlington	4	1,337	-	-	2	4	1
VA	Caroline - VA	1	43			-	-	-
VA	Clarke	2	198	-	-	-	-	-
VA	Culpeper	3	44	-	-	-	-	-
VA	Essex	1	25			-	-	-
VA	Fairfax	41	35,477	-	-	7	39	20
VA	Fairfax City	1	35			-	-	-
VA	Fauquier	8	468	-	-	-	1	-
VA	Fredericksburg	1	700			-	1	1
VA	King George	1	50			-	-	-
VA	Loudoun	22	4,252	-	-	-	19	3
VA	Prince William	42	12,609	-	-	-	33	15
VA	Rappahannock	2	20	-	-	-	-	-
VA	Spotsylvania	3	2,126	-	-	-	2	-
VA	Stafford	9	4,183	-	-	-	6	-
VA	Warren	3	478	-	-	-	-	-
VA	Westmoreland	2	156	-	-	-	-	-
WV	Berkeley	1	81			1	1	-
WV	Jefferson	2	298	-	-	-	2	-

GUARANTEED RIDE HOME PROGRAM

Product Profile

Guaranteed Ride Home (GRH) is a free service provided by COG for commuters who vanpool, carpool, bicycle, walk, or take transit to work, a minimum of two days a week. GRH is an "insurance policy" where qualifying commuters are given a reliable ride home when an unexpected emergency arises. Commuters can use GRH up to four times per year for unexpected personal emergencies, unexpected family emergencies, and unscheduled overtime. Commuters must register for GRH and re-register each year to keep their registration information up-to-date. A "one-time exception" GRH trip is granted to qualifying commuters who have not registered. GRH provides a ride from a commuter's work location to their home, transit station, or park-and-ride location by cab, rental car, bus, train, or a combination of these modes. The taxi trip or rental car is free. The commuter is responsible for gratuity for the taxi driver and the following rental car charges where applicable: taxes, fuel, insurance charges, and damages to the vehicle. COG will reimburse commuters for their GRH transit expenses. In the event of an emergency, the commuter can call 800-745 RIDE, and request a ride from the operator from 6:00 a.m. to 10:00 p.m. on weekdays. The total number of GRH trips provided in FY16 within the Washington metropolitan area was 2,242. The number of trips in the Baltimore region in FY16 was 118.

Assets

- Low-cost benefit with high perceived value by both employee and employer
- Assists in overcoming commuter anxiety of being stranded
- Assured ride allows greater participation in alternative transportation programs
- GRH was expanded to include the Greater Baltimore area in October 2010

Deficiencies

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

Prospects

GRH offers a unique tool to attract SOVers to try alternative commuting, and a marketing campaign focused on its benefits would greatly enhance the level of interest in alternative commuting by SOVers, and attract more current HOVers to register with Commuter Connections. GRH is also an incentive for commuters to continue using alternative commute modes and increase the frequency of using these modes. The GRH program has been expanded in FY 2011 to include the Baltimore Metropolitan region and St. Mary's County.

Challenges

- Fraud by commuters. However, misuse of the GRH program has been minimal. In each case, the commuter was issued a warning and some commuters have been temporarily removed from the program.
- Streamlined marketing has resulted in significantly lower recall of the program and registration numbers.

COMMUTER BENEFITS PROGRAMS

Product Profile

In the Baltimore/Washington region, the Maryland Department of Transportation's Maryland Transit Administration Commuter Choice Maryland commuter benefits program and the Washington Metropolitan Area Transit Authority's SmartBenefits® program offer employees the ability to ride transit or vanpools to work for less than full fare utilizing tax incentives. And for Maryland employers who contribute to their employees' monthly commuting costs, they have the opportunity to take federal and state tax deductions and a Maryland Commuter Tax Credit when they contribute to the cost of employees' monthly commuting expenses.

For CY 2016, IRS tax-free employee transportation fringe benefit amount is $130 and the parking benefit is $255 per month (with indexing for inflation). Federal agencies in the Washington, D.C. National Capital Region can provide employees with the same tax-free transit benefits to cover commuting costs up to the maximum allowed by law. These same federal benefits are also extended beyond the National Capital Region to employees who work for the legislative and judicial branches or for independent agencies.

Employers in the Baltimore, Maryland area can join the Commuter Choice Maryland commuter benefits program offered by the Maryland Transit Administration (MTA). Employers in the Washington, D.C. area can join the SmartBenefits® program offered by the Washington Metropolitan Area Transit Authority (WMATA). Employees can receive a Commuter Choice Maryland or SmartBenefits® tax-free transit benefit of up to $255 monthly either as an employer-subsidy benefit, or via a pretax payroll deduction from an employee's gross salary, or a combination of the employer subsidy and pre-tax deduction benefit. When employers provide Commuter Choice Maryland or SmartBenefits® to employees, there are opportunities for tax savings for both employers and employees.

In Maryland, the Maryland Commuter Tax Credit makes it possible for Maryland employers that pay for part or all of the eligible monthly commuting expenses of their employees to qualify for a tax credit equal to 50 percent of the cost of those expenses with a cap of $100 per employee, per month. Eligible expenses include transit passes or vouchers, vanpool expenses, Guaranteed Ride Home program expenses, and "cash in lieu of parking" program expenses. Employers register each year to qualify for the tax credit. The tax credit can be taken against the personal or corporate income tax or the insurance premium tax.

WMATA SmartBenefits® offers the SmarTrip® Card, a credit-card sized smart card embedded with a computer chip to keep track of the cash value and pass products on the card. CharmCard® is the MTA's way to pay that makes traveling by Local Bus, Light Rail and Metro Subway easy. CharmCard® also works in Washington, DC, Montgomery County, Northern Virginia, Prince George's County and anywhere the SmarTrip® logo is displayed.

Maryland Transit Administration (MTA) Commuter Choice Maryland Program

Product Profile

The MTA's Commuter Choice Maryland Program consists of two sub-programs. The first sub-program is the federal Transportation Incentive Program (TIP) which features three tax-saving options for employers to distribute passes and vouchers to employees – the employer-supported option, the pre-tax salary deduction option, and the combination option. The second sub-program is the Maryland Commuter Tax Credit, which allows employers who provide transportation fringe benefits or ridesharing alternatives to their employees to claim a tax credit of 50 percent of the costs of monthly commuter expenses up to a maximum credit of $100 per participating employee per month.

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

Monthly passes are shipped to employers on consignment though convenient deliveries made by the MTA. Passes are delivered during the third week of each month to the worksite. Passes are valid for unlimited monthly travel on MTA Local Buses, Light Rail, and Metro Subway. Unsold passes are turned back into the MTA along with a check for the previous month's pass sales and a reconciliation sheet. Twenty employees must be signed up to be in the formal program. Employers with less than 20 employees signed up can still participate, but the employer must pick up passes from the MTA Transit Store or an MTA pass sales outlet or purchased online at www.mta.maryland.gov.

Vouchers are similar to monthly passes, but offer more flexibility. Commuter Choice Maryland vouchers are available in $1, $5, $10, $20 and $68 denominations and can be redeemed at Baltimore area pass sales outlets for MTA weekly and monthly passes, and at certain locations, for Mobility/Paratransit ticket books. Vouchers are also valid toward the purchase of MARC Train tickets and MTA Commuter Bus passes and ten-trip tickets. For MARC Train tickets and Commuter Bus passes, vouchers must be redeemed through commuterdirect.com. 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, approximately 500 public and private sector employers provide Commuter Choice Maryland benefits to more than 20,000 participating employees.

WMATA, Washington, DC - SmartBenefits Program

Product Profile

In the Washington, D.C. region, nearly 4,000 public and private sector employers provide SmartBenefits® to more than 250,000 employees. Employers who participate in the SmartBenefits® program include federal and local government agencies, and a broad spectrum of private sector for-profit and non-profit (association) employers.

SmartBenefits® is a web-based program that enables employers to load commuter benefit value directly into an employee's SmarTrip® card, via the Internet. SmartBenefits® eliminated the need for paper vouchers.

SmartBenefits® is used for employees who use their transit benefit to ride Metrorail, Metrobus, regional bus systems, MetroAccess, registered vanpools, commuter rail and commuter bus. The parking benefit is used to pay parking fees at Metro-operated lots. With the expansion of SmarTrip within the region and as the primary means to pay for parking at Metro facilities, SmartBenefits® has become the all-inclusive transit benefit program in the national capital region. To enroll, employers simply complete an online application at wmata.com under the SmartBenefits® tab and select from a variety of easy payment methods.

The SmartBenefits® Autoload program implemented a new process for employee transit and parking benefits. Metro's new system divides commuter benefits into two "purses" on employees' SmarTrip® cards; transit and parking. Funds are parsed out based on an employee's monthly transit and parking allotments. The benefits will be accessed by presenting SmarTrip® card to a target. This process is called SmartBenefits® Autoload. Employees can add to their personal stored value purse at any time. In addition, SmartBenefits® allow employee participants to purchase passes on their SmarTrip® card using SmartBenefits® funds. In scenarios where there are deficient commuter benefit funds at the time of boarding a bus, exiting turnstiles or parking facilities, funds in the stored value purse will be used. Based on employer election, commuter benefit subsidies will be credited back to the employer should an employee not exhaust all of their monthly benefit funds. Employers who provide commuter benefits as a pre-tax option may either receive a credit for employee surplus amounts or simply let the amount rollover onto the employees' SmartBenefits® account.

With the separation of transit and parking benefits on the smart card, the WMATA SmartBenefits® program is IRS compliant. Transit benefits cannot be used to pay for parking and parking benefits cannot be used to pay transit fares.

Assets

- Convenient and flexible benefit with opportunities for tax savings for employers and employees.
- Reduces overall commuting expenses for employees.
- Encourages part-time as well as full-time mass transit use by employees.
- Helps to reduce traffic congestion and air pollution associated with the use of automobiles for commuting.
- Region-wide acceptance of the SmartBenefits® transit benefit by all types of public transportation and qualified vanpool services.
- Exceptionally valuable tool to recruit, retain and motivate employees. SmartBenefits® is a primary component of an employee's fringe benefit package.

- Commits employees to “stay with” transit for their commute, encourages car drivers to switch to transit for commuting.
- SmartBenefits®: Web-based loading of commuter benefit simplifies program administration and distribution of transit, vanpool and parking benefits.
- Combined, there are over 250 Giant Food, CVS/pharmacy and other merchant locations in the region that sell and reload SmarTrip® cards.
- Connector stores in Fairfax County, Commuter stores in Arlington County, and TRiPS stores in Montgomery County also sell and reload SmarTrip® cards.
- The SmartBenefits® AnyTime enables employers to assign benefits to an employee after the standard cutoff date so that they won’t have to wait until the next enrollment period to receive benefits.

Current Promotional Strategy

Traffic congestion and automobile-generated pollution are ever-increasing problems that plague the greater Baltimore-Washington region. Employers who participate in the Commuter SmartBenefits® program are part of the solution. These employers encourage their employees to use public transportation for their work commute. This helps take cars off the road while providing a less stressful way for employees to arrive at work on time, ready to maximize their potential for productivity. WMATA markets SmartBenefits® via advertising (car cards on bus and rail, rail station posters and dioramas, bus exterior posters, newspapers, radio), seminars, and workshops for employers, the Internet, and outreach events at rail stations, bus stops, and public places throughout the Washington area.

Challenges

- Lack of private-sector employer participation and lack of perceived need to consider transportation programs as part of benefits package.
- Public perception is that they are not part of the problem and therefore, not part of the solution.
- Changes to recent IRS regulations have prompted changes to how employers will be able to distribute SmartBenefits® related to transit and parking benefits.
- SmarTrip® cards MUST be registered to participate in SmartBenefits® Autoload.
- Cost of employer-subsidized benefit for large employers can be high, if provided only as a direct (free) benefit.

CLEAN AIR PARTNERS
www.cleanairpartners.net

Product Profile

Clean Air Partners is a nonprofit organization that seeks to improve the health and quality of life of residents in the Baltimore-Washington region by encouraging individuals and organizations to take voluntary actions to reduce air pollution. The organization serves Northern Virginia, the District of Columbia, and Central Maryland.

Promotional Campaign

- Clean Air Partners' website continues to be the primary mechanism to communicate air quality information to the public with approximately 75,000 views annually.

- Available for both the iPhone and Android systems, Clean Air Partners provides a free air quality app that includes forecast and current air quality information. The app downloads continue to increase each year - reaching over 4,500 users.

- Clean Air Partners includes a social media presence on Facebook, Twitter, and YouTube. As a result of outreach and social media and digital campaigns, the number of fans and followers increased by 13 percent from the previous year.

- In May 2016, Clean Air Partners recognized local students that were selected as winners of the poster contest, slogan contest, and science fairs during its Annual Celebration. The awards event took place at Pepco Edison Place Gallery on May 16th.

- The 2016 season included extended day forecasts for ozone and particle pollution for the Washington Metro Region, the Baltimore Metro Region, Western Maryland, and Eastern Shore.

- Magnets (English and Spanish), rack cards, infographics, and banner ads, which include information on actions to reduce pollution and protect health and the air quality action guide, were distributed to Clean Air Partners participants and members. Approximately 2,500 pieces of printed material were distributed at various outreach events across the region.

- An employer toolkit providing turn-key materials was distributed to Board members, sponsors and partners. Toolkit materials included print and digital collateral materials.

- To promote Air Quality Awareness Week/World Asthma Day, Clean Air Partners ran a social media to educate and raise awareness about the different levels of air quality and the implications each has for greater metro Baltimore/Washington residents Content and messaging also encouraged individuals to gain access to current and air quality forecasts by downloading the Air Quality App.

- In September 2017 , Clean Air Partners, with support from WGL, will hold its third Breathe Easy Concert promotion. The promotional event includes a concert ticket give-away targeting residents within the greater metropolitan Washington, D.C. region. The promotion will ask

residents to perform and post/share clean air "good deeds" for a chance to win a pair of tickets to seeBruno Mars.

- Thanks to our sponsor, Commuter Connections, Clean Air Partners will run a co-branded campaign in September using the Car Free Day video (developed by Clean Air Partners). The campaign will encourage drivers to use alternative modes of transportation and pledge to go car free. Through a social and digital media campaign, individuals will be asked to pledge to go car free and share the Car Free Day video to their network of followers.

- Transit ads were on display during July Metrobuses and instations. The messaging drove the public to the website to download the mobile app and try transit.

- Online ads ran on the AOL websites for two weeks in August. The ads drove visitors to the website to sign up for AirAlerts and download the mobile app.

- Clean Air Partners continued to educate students through *On the Air: Exploring Air Pollution Sources and Solutions*. *On the Air* education curriculum engages students in the exploration of their environment as they study important air pollution topics such as Criteria Air Pollutants, the Air Quality Index, Ozone, Particulate Matter, Our Lungs and Health, Community Sources and Solutions, and Climate Change. More than 5,000students used the curriculum during the past year.

- Clean Air Partners continued to reach students through the slogan contest promoting inter-disciplinary learning. Students were challenged to develop themes relative to air quality. The contest received 2500 entries and provided the theme for the Poster Contest.

- Clean Air Partners' sponsored its ninth annual poster contest for students in grades 4 through 8 residing in the Baltimore-Washington metropolitan area. Over 200 students integrated science and art and submitted posters addressing this year's theme: Lend a Hand Stop Pollution, Be the Solution!

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

- Clean Air Partners participated in several events throughout the metropolitan Washington-Baltimore region to promote air quality education to employers and residents. At each events, Clean Air Partners distributed materials including magnets, air quality action guides, notepads, and flashlights.

- Commuter Connections supports Clean Air Partners through an annual sponsorship.

<u>Strengths</u>

The Clean Air Partners program appears to be 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, air quality alerts become a part of the region's meteorological vernacular, and eventually, with sufficient marketing, the population will equate air quality alerts to specific behavior, such as:

- Combining errands by vehicles
- Refueling the car before dawn or after dusk
- Ridesharing
- Taking transit
- Telecommuting
- Using gas or electric grills instead of charcoal
- Using electrical instead of gas-powered lawn & garden equipment

A variety of materials and programs have been put together by Clean Air Partners in recent years. These include media campaigns and outreach programs. Other activities include transit and digital ads, social media campaigns, media relations, and distribution of Clean Air Partners materials through events, members, and participants.

- Ozone and Particle Pollution displays are provided on www.cleanairpartners.net in real-time to the media. The displays allow members of the media to monitor the air quality at its current state and report this information instantly to the public.

- Collateral materials to promote clean air include magnets, rack cards, flashlights and notepads that are provided to members and distributed to the public during community events.

- Services provided to participating employers and individuals include daily and real-time health e-mail notifications. Also, members of the media, includingprint , radio, and TV stations are notified each day on the status of the air quality.

- Daily air quality forecasts, real-time and historical data, EnviroFlash registration, air quality app and quality information are available on the Clean Air Partners web site. The web site displays the current and next day forecasts, for Metro Baltimore, Metro Washington, Western Maryland, and Eastern Shore regions.

<u>Weaknesses</u>

- Most people don’t believe air pollution is a problem in the metropolitan Washington-Baltimore region although the perception is that air quality has stayed the same or gotten worse.
- Most of the population does not understand that problems from air pollution can be contained by their actions. Few have actually made changes to reduce pollution, with the exception of actions to save money like conserving energy.
- Much of the ozone problem is perceived as weather dependent, and not dependent on behavior.
- The majority of the general public is more likely to change their activities on Code Orange and Red Days to protect their health not reduce air pollution.

Opportunities

All of these activities have led to the recruitment of nearly 4,500 participants in the Clean Air Partners program in the Baltimore/Washington area. Participants have distributed thousands of pieces of literature on behalf of Clean Air Partners.

With a stronger alliance with groups such as, health and environmental experts, transit operators, and schools, a promotion for the year-round pollution problem should continue to be enhanced with a strong level of advertising and community relations.

The Clean Air Partners Board unanimously voted to amend the organization's by-laws to include greenhouse gases and climate change. The rational for this decision is self-evident – virtually all of the voluntary actions Clean Air Partners encourages the public to take to reduce ozone and particle pollution have a direct effect on reducing greenhouse gases (such as carbon dioxide) which contribute to climate change. This change enables Clean Air Partners to play a more significant and relevant role in air quality issues considering the local and national attention climate change is receiving.

Challenges

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.

Despite improvements in the region's air quality, challenges lie ahead. The EPA announced a new, stricter standard for ground-level ozone in 2015. As a result, the region may see an increase in the number of Code Orange days. Clean Air Partners faces some difficult challenges in its purpose to encourage employers and individuals to take voluntary action in clearing the air when they may be called upon more frequently to take action. With the possibility of additional unhealthy air days, Clean Air Partners will continue to face the challenge of securing employer commitments to take voluntary actions.

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

'POOL REWARDS

Commuter Connections rolled out a carpool incentive demonstration project in October 2009 in the Washington region. The program aimed to encourage solo drivers to try carpooling through financial incentives. Underlying such programs is the belief that solo commuters are more likely to change their driving habits when offered incentives to carpool. The program branded as 'Pool Rewards offers cash to commuters who were previously driving alone to work through one of three specific corridors in the Washington region (later expanded) when they agreed to start or join a new carpool.

The initial corridors selected for trial demonstration project were I-495 from Bethesda to Tyson's Corner; I-495 from MD-295 (Baltimore-Washington Parkway) to I-270; and I-395 from Washington, D.C. to Northern Virginia. In February 2010, the boundaries restrictions were lifted and the program was opened up to include all roadways within the region.

'Pool Rewards encourages current drive alone commuters to try carpooling and if eligible commuters earned $2 per day ($1 each way) for each day they carpool to work over a consecutive 90-day period as assigned by Commuter Connections. The maximum incentive for the 90-day period is $130 in exchange for going online and logging travel information and for completing surveys about the experience.

Each new carpool must have commuted to work an average of two or more weekdays for the duration of the 90-day program. Applicants must not have used an alternative commute mode (i.e., carpool, vanpool, transit, bicycle, walk) more than three days in the 30 days prior to applying for 'Pool Rewards. The focus is on commuters therefore students are not eligible. Participants must read all guidelines before being considered for participation.

In FY2011, the demonstration project participants were surveyed and more than 70 percent of the initial 100-plus participants identified 'Pool Rewards as a valuable motivator to get them out of driving alone and into carpools, to and from work. In October 2010, encouraging results led to the continued use of the incentive project. New participants were also surveyed in FY12, FY13 and FY14. Results from the FY2014 survey showed that over half of all 'Pool Rewards participants continued to use an alternative mode to commute long after the incentive ended.

In FY12 the program was expanded to include vanpools and in May 2012, COG began accepting applications for the vanpool portion of the 'Pool Rewards project. A new logo was subsequently developed for 'Pool Rewards to include a new tagline and to visually encompass both carpools and vanpools. The tagline selected to accompany the logo was "It pays to Rideshare."

A double-sided 'Pool Rewards rack card was created to promote the program. One side of the card addresses carpools and the other vanpools. 'Pool Rewards vehicle magnets were also developed and sent to each new vanpool's coordinator along with a welcome letter. A 'Pool Rewards radio spot was developed to incorporate carpools and vanpools.

Newly formed vanpools with seven to 15 passengers can qualify for up to $200 per month. The funds will be used to offset monthly lease costs charged by the vanpool companies participating under contract with COG for this special program. The expanded 'Pool Rewards program offers incentives to vanpools originating from D.C., Maryland, West Virginia, Pennsylvania, or New Jersey, with a destination anywhere in the Washington metropolitan region. Two vanpool companies, Enterprise Rideshare and vRide, are working with Commuter Connections to offer monthly van leases to vanpool groups. Both companies have fleets of 7, 11, and 15 passenger vans. The 'Pool Rewards vanpool program placed its first vanpool on the road in June 2012.

CURRENT MARKETING STRATEGIES AND BUDGETS FOR REGIONAL PARTNERS

GOAlex – City of Alexandria
www.alexandriava.gov/localmotion

Marketing Budget: $160,000

Go Alex is the City of Alexandria's transportation program for promoting and encouraging time and money saving alternatives to travelling by Single Occupancy Vehicle (SOV), with the goals of reducing traffic congestion, facilitating mobility, and improving air quality.

Ongoing employer outreach marketing and promotional activities include:

- Employer Services: Meetings with Alexandria employers to discuss transportation and telework options for employees. These meetings encourage employers to offer a transportation benefits program that includes SmartBenefits, Virginia Telework Tax Break and ridesharing. Go Alex holds an annual Commuter Challenge competition that pits employers against each other to see who can reduce the most Vehicle Miles Travelled (VMT).

- Grass Roots Marketing: Grassroots Outreach Marketing Program supports Go Alex Motion's initiatives by targeting both local businesses and City residents to create awareness, inform, educate, and ultimately build advocacy and effect positive behavior change.

- Go Alex Web site: www.alexandriava.gov/localmotion is the program web site that offers news and tools for traveling to, from, and through the City. The site is promoted to residents, businesses, and visitors via brochures, displays, newsletters, partner Web sites, Facebook and promotional items. The site provides information about public transportation, ridesharing, walking/bicycling, telework, Carshare Alexandria!, Guaranteed Ride Home, upcoming meetings and events, nuRide, Capital Bikeshare, Pool Rewards and other information.

- Promotional Events: Conduct outreach at worksites and residential communities. Go Alex also participates in health and benefits fairs, and events coordinated by TMP representatives, other TDM organizations, and government agencies. Go Alex organizes and markets the Alexandria Bike to Work Day pit stop, Try Transit Week promotions, and other events as needed. Go Alex participates in City events, such as the Alexandria Red Cross Waterfront Festival, the Alexandria Birthday Celebration, Earth Day, Alexandria Education Partnership activities, Chamber of Commerce events, and others.

- Other Marketing initiatives: Includes newspaper and online ads, direct mailings to new homeowners, bi annual print newsletter, monthly electronic eNews Newsletter, and interactive Facebook page.

- Alexandria Mobile Transit Store: The City's Mobile Transit Store provides one-stop shopping for Metro, VRE, MARC, Circulator, and DASH fares with the convenience of flexible but consistent locations and times all around the entire City. You can also purchase and load funds onto the standard SmarTrip cards in addition to the popular Senior SmarTrip. The Store's calendar can be found at www.alexandriava.gov/TransitStore

- The Go Alex Van Start/Van Save Program for vanpools is designed to provide incentive for new vanpool formations that have the City of Alexandria as their destination. The Go Alex Van Save program is designed to assist existing established vanpools with commutes that end in the City

of Alexandria, that are experiencing an emergency loss of passengers. Both programs subsidize empty seats over a defined period of time.

ALEXANDRIA TRANSIT COMPANY - DASH
www.dashbus.com

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

- Joint Promotional Activities - with local businesses and employers.
- Route and Schedule Brochure - An informative communication tool used to educate riders on how to ride DASH, ridership information as well as all of the DASH route and schedules in one handout. Update, print, produce, and distribute to entire Alexandria area on a continuing basis.
- 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, and employment opportunities for operators.
- DASH Pass - Continuous education to the public/current customers about our money-saving economical pass. Increase consignment sites.
- DASH Transfer - promote our free transfer that is good for 4-hours on any DASH bus route.
- Programs - New Neighbor, Education, Community Outreach, Plan Ahead, Pay It Forward!, School Supply Drive, Toys for Tots, Transportation Management Property, quarterly transit fairs in/around Alexandria, etc.
- Newsletters - Employee DASH Loop - a weekly newsletter distributed to all employees, and features company news, special events, local and state road information, and community activities. Customer/DASH About: produced in-house and distributed on buses quarterly. 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.
- Special Services - Work with local groups to encourage the use of our special services. This includes events, such as, First Night Alexandria, the Breast Cancer Awareness Sponsorship, the George Washington birthday parade and more.
- Community & Employer Outreach - Educational sessions with local schools, apartment complexes, and employer sites educating about the use of transit, and specifics about using the DASH bus system.
- Transit Fairs - participation in transit fairs across the City throughout the year, educating the public about transit and the specifics of using the DASH bus system.

ARLINGTON COUNTY
www.arlingtonva.us

Marketing Budget $900,000 for Commuter Services broken down as follows:

Arlington Transportation Partners - $50,000.00
Umbrella campaign - $640,000.00
Commuter Stores, CommuterPage.com and CommuterDirect.com - $100,000.00
Arlington Transit - $110,000

Arlington County Commuter Services will do the following:

- Direct Mail Program to Arlington households
- Arlington cable TV (ATV) programs
- On –Board bus interiors
- Subway tunnel 2-sheets advertising
- Google AdWords, Facebook and YouTube advertising
- Sponsorships of local community events
- Advertising in local retail and business directories
- Retail kiosks and point-of-purchase displays
- Newspaper advertising
- Street team activities
- Quarterly newsletter and packages for top 400 employers
- E-mail alerts and newsletters
- Websites, mobile tools and apps
- Social marketing such as Facebook,Twitter, instagram and blogs
- Videos for YouTube, ATV and websites
- Brochures, flyers and posters
- Spanish language brochures and websites

COMMUTER CONNECTIONS
www.commuterconnections.org

Media Budget $1,527,586
FY 2018 Work Program for the Greater Washington Metropolitan Region

Guaranteed Ride Home Washington DC Region

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

Target market (from 2016 Commuter Connections Guaranteed Ride Home (GRH) program Survey Report):

- 35-64 years old (87%)
- Caucasian (70%) and African-American (17%)
- Male (53%) / Female (47%)
- $120,000+ annual household income (56%), $160,000+ annual household income (30%)
- GRH registrants commute more than 30 miles (62%) / 45 minutes (72%)
- Live in Virginia (55%) or Maryland (40%) or District of Columbia (2%), another state (3%) with emphasis on Prince William (16%) and Fairfax Counties (12%).
- Works in D.C (64%), Maryland (15%) and Virginia (21%).

Tactics:

- Focus will be to target commuters in the Washington D.C. metropolitan statistical area, encouraging them to register for GRH
- New and alternative media – Google, Bing, Yahoo!, Social Media, YouTube pre-roll – will be incorporated into the media mix, both paid media and value add.
- Radio advertising will focus on district radio stations serving the inner core. A tag will be added to the radio ad reminding people to call or visit the website to re-register annually. Radio may also be used to reach the region's Hispanic and African American commuters.
- TV may be considered as an opportunity to visually present the message that's conveyed in radio spots.
- Evaluate web advertisement (banner ads) and interactive ads geared directly toward generating registrations.
- Incorporate web with print media through interactive media such as augmented reality, to increase web traffic and reach a younger demographic.
- Evaluate print and/or transit signage to increase awareness of the GRH program.
- Leverage human interest stories on social media e.g. a quick video to be used on the Commuter Connections website.
- Update website images to integrate with the campaign.
- Direct Mail (Allocation equals 5% of Work Program budget).
- Explore new ideas for Direct Mail pieces.

GRH Media Allocation: 30.2 percent of media budget.

Guaranteed Ride Home Baltimore Region

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

Target market: (from 2016 Commuter Connections Guaranteed Ride Home (GRH) program Survey Report – draft):

- Ages 45-64 (62%)
- Caucasian (61%), African-American (24%), Hispanic (7%) and Asian (6%).
- Male (53%) / Female (47%).
- Annual household income $80,000+ (73%), $120,000+ (38%).
- Commute 30+ miles (61%) / more than 45 minutes (58%).
- Lives in Maryland (71%), Virginia (15%), or Pennsylvania (6%), New Jersey (6%), DC (1%), Delaware (1%).
- Top five home jurisdictions are Harford (19%), Baltimore City (15%), Baltimore County (10%), Fairfax County (67%), Howard County (5%), and Fredrick County (5%).
- Works in Maryland (98%), DC (1%), Virginia (1%).

Tactics:

- Focus will be to target commuters in the Baltimore metropolitan statistical area and St. Mary's County in Southern Maryland, encouraging them to register for GRH
- New and alternative media – Google, Bing, Yahoo!, Social Media, YouTube pre-roll – will be considered as part of the media mix, as value add.
- Radio Advertising will focus on district radio stations serving the inner core. A tag will be added to the radio ad reminding people to call or visit the website to re-register annually. Radio may also be used to reach the region's Hispanic and African American commuters.
- Evaluate web advertisement (banner ads) and interactive ads geared directly towards generating registrations.
- Incorporate web with print media through interactive media such as augmented reality, to increase web traffic and reach a younger demographic.
- Evaluate print and/ or transit signage to increase awareness of the GRH program.
- Leverage Human Interest stories on social media; e.g. short video shown on website and pages
- Update website images to integrate with campaign.

GRH Baltimore Media Allocation: 3.3 percent of media budget.

Ridematching

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

- **Target market** (from FY2015 Commuter Connections Applicant Database Annual Placement Survey Report):
- 35-64 years old (84%)
- Caucasian (68%) and African-American (18%)
- $80,000+ annual household income (71%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (60%) or Maryland (36%); work in D.C. (54%) or Virginia (27%)
- Work for employers with >100 employees (80%), work for employers with 1,000 or more employees (45%)
- Work for federal agencies (67%) and private sector (20%)

Tactics:

- Radio advertising to increase awareness of benefits and ease of ridesharing. Live traffic reads provide an ideal opportunity to make the association between traffic and solution and will be investigated for feasibility.
- A Spanish-speaking radio station may be included to reach out to the region's Hispanic population.
- TV may be considered as an opportunity to visually present the message that's conveyed in radio spots.
- Social media will be considered for real-time engagement with commuters.
- Optimized online banner ads may be used on select websites to drive users to the Commuter Connections website and/or mobile Ridematching service for registration.
- Out-of-home components that make a direct connection between commuting options and saving money will be considered.
- Public relations/media communications to provide testimonials of ridesharing success stories and broaden awareness and registrations.
- Update website images to integrate with the campaign.
- Direct mail (Allocation equals 5% of Work Program budget).
- Explore new ideas for Direct Mail pieces.
- Value add promoting Flex Time Incentive

Rideshare Media Allocation: 45.4 percent of media budget.

CarpoolNow Mobile App

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

Target Market

- Rideshare demographics
- Younger demographics, (30 years old and younger)

Tactics:

- Media and public outreach will be used to build awareness of mobile app.
- To promote awareness, Facebook and Instagram ads will be the primary focus, and optimized online banner ads may also be used.
- Radio will be evaluated for use as a secondary media.
- Continue to include CarpoolNow App messaging in existing campaigns with call to action to download and use the CarpoolNow App.
- CarpoolNow App may be tied to Rideshare messages. For example, "…interested in Ridesharing? Check out the CarpoolNow App….
- TV and live radio reads will be investigated to generate additional interest in the program and drive people to the website for more information.
- YouTube tutorial will be explored and optimize wage of the features of the app. Value add from the mass marketing campaign may be used to expand the reach of the CarpoolNow Mobile App.
- Creation of a sell sheet to give to businesses and hand out at events.
- Integrate CarpoolNow marketing into Commuter Connection website.

CarpoolNow Mobile App Media Allocation: 10.3 percent of media budget.

'Pool Rewards

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

Target Market

- Rideshare demographics
- Younger demographics, (30 years old and younger)

Tactics:

- Media and public outreach will be used to build awareness of program and incentives.
- The primary message will be the cash incentive. Additional messaging will promote environmental/health benefits of ridesharing, such as tons of CO_2 emissions reduced, gallons of gas saved, miles of commutes and vehicle trips saved, and/or social responsibility of reducing traffic congestion and improving quality of life through better health and fitness.
- To promote awareness, Facebook and Instagram ads will be the primary focus, and optimized online banner ads may also be used.
- Radio will be evaluated for use as a secondary media.
- 'Pool Rewards eligibility may be tied to Rideshare messages. For example, "…interested in Ridesharing? You may be eligible for 'Pool Rewards…"
- TV and live radio reads will be investigated to generate additional interest in the program and drive people to the website for more information.
- Value add from the mass marketing campaign may be used to expand the reach of 'Pool Rewards.
- Non-cost avenues such as the Commuter Connections bulletin board may be used.
- Consider opportunities to expand into Spanish radio.

'Pool Rewards Media Allocation: 3.3 percent of media budget.

Special Events

Objectives: Use special events, such as Bike to Work Day, Car Free Day, and the Employer Recognition Awards to highlight existing programs and encourage other employers and commuters to become involved, increase their ridership, or enhance their on-site programs; increase commuter participation in Bike to Work Day and Car Free Day.

Target Market

- Car Free Day 2017: SOV drivers; car-heavy families and individuals; students; not just commuters
    - Ages 16-65
    - Male and female
    - Caucasian and Hispanic
    - Live/work in DC metropolitan area
- Bike to Work Day 2018 (from FY 2016 BTWD TERM Analysis Report):
    - Ages 25-55 (92%)
    - Male (64%) and Female (36%)
    - Caucasian (86%), Hispanic (4%), Asian (4%).
    - HH income $80k+ (77%)
    - Works for federal agency (35%), private sector (32%), non-profit (21%)
    - Lives in VA (42%), DC (32%), and MD (26%)
    - Lives in Montgomery (20%), Fairfax (18%), and Arlington (13%) counties
    - Works in DC (52%), VA 30%, and MD (18%)
    - Works for employer size of 100+ (66%)
- Employer Recognition Awards 2018: Level 3 & 4 Employers in Commuter Connections Network area

Tactics:

Car Free Day (CFD) September 22, 2017

- Secure corporate, retailers, and other sponsorships for CFD, with a focus on consumer retailers
- Focus on teleworking and vanpool in addition to family-friendly messaging.
- Explore teaming with media channels to promote and cover local events.
- Expand digital and social media, explore video ads, digital radio, digital video and YouTube as primary media.
- Evaluate using young radio personalities through on-air and online/social media communications to increase awareness of CFD and drive listeners to carfreemetrodc.org to pledge.
- Provide marketing collateral such as posters.
- Transit /outdoor signage (bus interiors, exteriors, and bus shelter ads).
- Text messaging.
- Email blasts and mailings to employers and past participants.
- Engage Transportation Planning Board members through Proclamation and encourage jurisdictional partners to do the same.
- Engage the community through social networking sites such as Twitter and Facebook.
- Increase University Challenge participation through campus commuter programs, clubs, media, and RA Directors.
- Create challenges between universities and workplaces for most pledges.

- Compliment paid digital and social media with a strong earned media plan as well as outreach to employers, schools, and key influencers like bloggers and podcasters.
- Leverage "green" events in the region, including those of Network Members.
- Email after the event to all of those who pledged, offering congratulations, appreciation, and a list of the benefits of going Car Free or Car Lite, along with a link to the Commuter Connections website for more information on programs to sustain a car free lifestyle.
- Newsletter articles.
- Reach 10,000 pledges.
- Include a real-time pledge leaderboard by mode on the web site.

Bike to Work Day (BTWD) May 18, 2018

- Secure corporate and other sponsorship.
- Use an integrated mix of radio, social media, and display ad advertising to boost registration.
- Provide additional marketing collateral and advertising including t-shirts, posters, and rack cards.
- Should additional sponsor dollars become available, provide additional marketing such as pit stop banners, print ads, various signage, and participation identifiers (e.g. BTWD rubber bracelets).
- Email blasts and mailings to employers and past participants.
- Earned Media to reach minorities and women.
- Engage Transportation Planning Board members through Proclamation and encourage jurisdictional partners to do the same.
- Use social networking sites such as Twitter and Facebook to engage with commuters.
- Goal to be set by Committee.

Employer Recognition Awards June 2018

- Coordinate the Employer Recognition Awards ceremony, June 2018.
- Provide brochure/nomination form in support of the nomination process; online application and email blast to potential nominees.
- Marketing collateral for the event including invitations, program brochure, podium sign, and promotional giveaways.
- Print advertisement in major business publication(s) highlighting winning employers.
- Earned media for the event and winners.

Special Events Media Allocation: 4 percent of media budget for BTWD, 3.5 for CFD, and 0.5 percent for Employer Recognition Awards.

Employer Outreach

Objectives: Add new employer clients; expand participation and offerings in existing employer programs; recognize existing employers who have implemented successful employee commute benefit programs; increase the number of employers offering the tax-free commute benefits; increase use of SmarTrip® offered through employer programs as well as other TDM strategies such as telework, flextime, and Ridematching.

Target Market (from FY 2015 Commuter Connections Applicant Database Annual Database Annual Placement Survey Report):

- Employers with more than 250 employees (69%)
- Private sector employers (20%)

Tactics:

- Update web content as required
- Update social media applications (e.g. Facebook) for Telework, such as Facebook
- Quarterly employer newsletter
- Quarterly Federal Employee Transportation Coordinator (ETC) newsletter insert
- Email marketing and mailings
- Continuously update Federal ETC website information
- Employer Case Studies.

Employer Outreach Media Allocation: 0 percent of media budget.

DATA - DULLES CORRIDOR
www.datatrans.org

Marketing/Publication Budget - approximately $50,000

The Dulles Area Transportation Association (DATA) is a transportation management association (TMA) that serves a 335-square mile area surrounding Dulles Airport. DATA works under contract, through grants and with membership investment to complement transportation demand management (TDM) efforts in Loudoun County, Fairfax County, and the portion of Prince William County along the I-66 corridor to the south. As a public-private partnership, DATA is able to undertake innovative approaches to congestion mitigation impractical for agencies only dependent on public funding. DATA's business connection sets this TMA apart from other like-minded organizations.

DATA's paid members combine with over 40 advisory members including employers, local governments, public officials, property owners, and honorary members from government entities interested in transportation mobility in the Greater Dulles Area. The staff includes one full-time Executive Director, one part-time Director of Sales and Marketing (30 hours per week), one part-time Employer Outreach Director (20 hours per week), one part time e-Communications and Database Manager (10 hours per week) and a part-time Special Projects Manager. DATA also employs a part-time Onsite Rideshare Coordinator, a position funded primarily by a federal grant and a part-time Vanpool Coordinator whose efforts are underwritten by a grant from the Virginia Department of Rail and Public Transportation.

Central to DATA's employer outreach efforts is the revolutionary *Live More Commute Less®* initiative which began in 2013 with the launch of www.livemore.us. Not just a resources site that links visitors to County and the regional Commuter Connections transportation websites, *Live More Commute Less®* is designed to initiate commuter behavior change through engaging video, lifestyle still photographs and original music and various branding outreach initiatives. Subtitled "Imagine life with more time to live," the site highlights activities commuters can enjoy – from cheering at kids' soccer games to gardening to attending concerts and kayaking – with the time and money saved by abandoning single occupancy vehicle commuting.

Although DATA already maintains a member-oriented Facebook page and a blog for its Employer Council (see below), *Live More Commute Less®* aggressively employs social media to encourage commuters to adopt alternative modes. Corollary applications include a Twitter account and Facebook page as well community events to engage commuters in "living more."

The annual *Live More Commuter Challenge,* begun in 2014, is a two week e-event during which employees of participating companies and organizations agree to try and to track alternative commuting trips to earn rewards for themselves and recognition for their companies. The *Challenge* begins with the *Live More Block Party,* a super-size transportation fair with a message, combining displays from private transportation vendors, county transportation services groups, and health and wellness providers with activities like a face painter and a stiltwalker. In 2014, more than 200 people and 17 vendors participated in the event at Reston Town Center. In 2015, a *Block Party* will also be held in conjunction with the Taste of Westfields, a tenant-only event at Fairfax County's largest office park.

To further the *Live More Commute Less®* brand, DATA began bi-monthly publication of *@livemore*, a lifestyle tabloid focusing on the activities commuters can enjoy by exercising choices other than the single occupant vehicle. Its 20,000 copies are distributed at no charge through public libraries, government centers, visitors' centers, major employers, and at select Metro stations. The publication

includes articles on regional transportation topics and entities, new commuting apps, a robust events calendar and features on area attractions and destinations.

DATA continues to conduct regular meetings of its Employer Council (composed of human resource professionals and/or Employer Contacts appointed to work with DATA to further congestion mitigation efforts) and to expand both Council membership and its scope of inquiry. In addition to meetings focusing on traditional mobility management strategies like teleworking, transit benefits and ridesharing, DATA's Employer Council presents programs on broader business issues like the role of TDM strategies in emergency preparedness and continuity of operations. In addition, Employer Council presentations serve to keep members abreast of new developments in congestion mitigation including dynamic ridematching and smartphone applications such as RideScout, Carma and others.

DATA publishes a quarterly *DATA Details,* which is electronically distributed to over 1800 employers and elected officials, providing comprehensive information on DATA activities as well as general developments in the transportation field.

DATA regularly hosts "Employer Breakfasts/Lunches" for companies in cluster locations. These feature presentations by public officials and/or senior executives of member firms and focus on developments in TDM that affect employers and employees. DATA is spearheading an inclusive vanpool formation effort at the Westfields International Center in cooperation with the Westfields Business Owners Association and the Sully District Supervisor's office. DATA also launched a trial vanpool at Dulles Airport and more recently worked with v-Ride at Quest Diagnostics. Additionally, DATA participates in Transportation and Employee Benefit Fairs at employment sites – annually at the Aerospace Corporation, the National Reconnaissance Office, and Oracle - to spotlight transportation alternatives and encourage employee use of commuting modes other than the single occupancy vehicle.

DATA's Annual Transportation Roundtable brings together representatives from the Virginia Department of Transportation, the Virginia Department of Rail and Public Transportation and from Fairfax, Loudoun, and Prince William Counties to provide up-to-date information on transportation infrastructure and TDM options. In 2015, the Washington Post's popular columnist Robert Thomson, "Dr. Gridlock," was also a participant.

DATA continues to maintain an active seminar schedule in cooperation with peer organizations and major employers. Topics range from teleworking to the impact of Metrorail to Dulles on area businesses. Partner organizations include AAA Mid-Atlantic, WMATA, Committee for Dulles, and the Dulles Corridor Rail Association. DATA events like seminars and its Anniversary Celebration continue to afford DATA members and the Dulles business/citizen community access to transportation advocates like former US Secretary of Transportation Ray LaHood, Senator Tim Kaine and the Commonwealth Secretary of Transportation.

DATA promotes E^3Calc, a unique greenhouse gas calculator for businesses. Developed under a grant and beta tested at DATA member worksites in 2010, E^3Calc is currently undergoing an update to incorporate the newest State of the Commute information and allow more flexibility in gathering employer-specific information. The survey already includes cost/benefit and fleet monitoring modules, enables a business to determine its existing carbon footprint related to the commuting modes of its employees, suggests how that footprint might be reduced by strategies like car and van pool formation, teleworking, etc. and measures the actual impact of the adoption of those strategies.

DATA continues to conduct E^3Calc both through its own efforts and in cooperation with its County partners. In addition to the more than 15 surveys already conducted, DATA will add surveys at George Mason University and Reston Hospital Center in 2015.

DATA's Onsite Ridematching Program - which began as the grant-funded Rotating Rideshare program providing bilingual (English/Spanish) Ridematching assistance to area hotel employees - has expanded to include close to 20 properties including large medical laboratory Quest Diagnostics and Dulles Airport employers, and the Town of Herndon. The program has been expanded to include car-and-vanpool formation assistance through community organizations like Cornerstones (formerly Reston Interfaith) and Crossroads Jobs. This project is funded in part by a VDRPT grant matched by DATA member funds combined with federal monies from the JARC/New Freedom grant. The Onsite Rideshare Coordinator's scope now includes community and faith-based organizations and a residential component – primarily underwritten by the JARC grant, began in FY2016.

With a grant from the VDRPT and in response to frequently expressed impediments to vanpooling, DATA has partnered with Enterprise Rideshare in a vanpool formation project with a twist. DATA's Vanpool Formation Coordinator works to facilitate vanpool formation from non-traditional origination or termination points: daycare centers/schools/senior centers; remote population centers (such as Front Royal, VA, Frederick, MD, etc.) from which employees commute into the DATA service area; and employer locations under served by public transit. The grant combines diminishing monetary support - beginning with two free months and ending with a fully sustainable vanpool – and inexpensive incentives like windbreakers and travel mugs to stimulate trial of vanpooling.

DISTRICT OF COLUMBIA
www.ddot.dc.gov, www.goDCgo.com

DDOT's transportation demand management program operates as goDCgo which became a full service TDM program in March 2010. The www.goDCgo.com web site was relaunched in August 2010 and again in 2013. goDCgo.com is a website dedicated to moving people into and throughout the District without driving alone. The website offers an interactive map that provides users with all of the available transportation options in the District including bike lanes, the DC Circulator, Metro, Capital Bikeshare locations and more. The site provides regional transportation information for residents, employees and visitors coming into the District. goDCgo also uses 2 monthly newsletters, Facebook, Twitter and blog to communicate. goDCgo Employer Services offers organizations in the District complimentary consulting in the implementation and expansion of transportation benefits programs. In addition, the employer services program provides free internal marketing support to promote these programs and regularly attends employer-sponsored events to encourage use of sustainable modes by employees.

FAIRFAX COUNTY - TRANSPORTATION SERVICES GROUP
www.fairfaxcounty.gov/fcdot

Total Budget: $1,036,420 (FY17)

With a population over one million and the region's largest employment center outside of the D.C. core, Fairfax County is committed to improving mobility for all those who live, work or travel in the county. The Fairfax County Commuter Services (FCCS)promotes and implements TDM strategies throughout the county to reduce traffic congestion and provide transportation alternatives. FCCS focuses its marketing and trip reduction efforts on employers with 100 or more employees, but also responds to requests from smaller employers. FCCS has implemented high-level TDM programs at 272 Fairfax County employers as of FY2017

The Commuter Friendly Community Recognition Program has partnered with over 261 residential developments, multi-family complexes and associations to promote use of alternative modes of transportation. The Commuter Friendly Community Recognition Program is dedicated to encouraging people who live, work or commute in/or through Fairfax County to use transit, carpools, vanpools, walking, biking, or teleworking instead of drive alone commuting.

The RideSources program assisted 12,682 commuters in FY2017 . Some of the programs and services offered include transportation fairs, SmartBenefits Plus50 Program, Van Start/Van Save, commuter connection ridematching and guaranteed ride home programs .

Van Start / Van Save - Fairfax County offers a vanpool subsidy program to help vanpools get started or to withstand temporary decreases in the number of commuters in the van. Vanpools which are just organizing and are looking for a few more riders, and vanpools which may have lost riders can take advantage of Van Start/Van Save, a state program which funds empty seats for a limited time. Van Start/Van Save is designed to provide funding for empty seats during recruitment of new passengers. . The program is available to individuals, vanpool operators, and TMAs in the Fairfax County region.

Fairfax County property tax relief is offered to vanpool owners with 7 to 15 passenger vanpools.

The Fairfax County Commuter Services team (FCCS) offers employee density plots, commuter surveys, Employee Transportation Champion (ETC) training manuals and general support for workplace transportation benefit programs. It also establishes Transportation Information Centers, and hosts employee fairs and workshops as well as carpool and vanpool formation meetings at major employment sites. For special promotions, such as Try Transit Week or Bike to Work Day, email blasts, posters, banners and other materials are provided to employers, for internal promotion efforts.

The Fairfax County Board of Supervisors, in partnership with the University of South Florida's Center for Urban Transportation Research, has designated 62 Fairfax County employers as "Best Workplaces for Commuters" (BWC) since the inception of the county program in 2010. The BWC designation acknowledges employers who have excelled in implementing green commuter programs. These types of TDM programs improve mobility by reducing the number of single-occupant vehicles on the roads. By meeting CUTR's National Standard of Excellence and offering high-level commuter benefits, qualifying employers are recognized annually at a Fairfax County Board of Supervisors ceremony for the range of transportation options offered to employees.

The BWC program is a “win-win-win” program for all:

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

FCCS Outreach Activities include:

- Employer/Commuter Benefit Fairs
- Large scale DOD Outreach Events
- Reston Chamber Events
- Special promotions:
    - Bike to Work Day
    - Dump the Pump Day
    - Car Free (or Lite) Day
    - Try Transit Week
    - County-wide Earth day Events
- Reston/Herndon Festivals
- Fall for Fairfax Festival and Celebrate Fairfax+
- Annual Employer Recognition event for “*Best Workplaces for Commuters”* in front of the Fairfax County Board of Supervisors.
- District Town Meetings and other Community Meetings

Other marketing and advertising activities include:

- The SmartBenefits Plus 50 incentive program
- Radio on-air and online ads
- Videos on cable TV, YouTube and on our web pages
- Social media posts and tweets
- Ads in local news media, Human Resources industry publications, military base directories, etc.
- Direct mail to residents and employers
- Movie theater ads
- Counter-top displays, banners and posters

FREDERICK COUNTY, TRANSIT SERVICES OF
www.FrederickCountyMD.gov/transit
Marketing Budget: $29,000

To promote transit and ridesharing Frederick County will:

- Place advertisements in various local magazines, newspapers, and event programs.
- Place online ads advertising Rideshare and TransIT.
- Produce a quarterly newsletter pertaining to rideshare issues.
- Produce a transit-related quarterly newsletter to distribute to local agencies/individuals.
- Purchase radio ads and host live remote broadcasts at commuter events.
- Purchase giveaway items such as totes and pens for certain campaigns.
- Participate in Chamber events, including business card exchanges and other membership events.
- Attend In the Street, Chamber Business Expo, Elder Expo, The Great Frederick Fair and other community events to spread the word about transit and transportation alternatives.
- Issue press releases regarding TransIT and commuter news.
- Maintain Twitter and Facebook accounts in order to widen reach of publicity regarding TransIT and commuter services.
- Produce schedule brochures for public distribution.
- Contact employers via mailings and in person to promote rideshare alternatives and assist with implementation of transit benefits.
- Work with local media outlets to air PSAs on pertinent issues, such as Air Quality Action Days.
- Create partnerships with established businesses to co-market services
- Market mobile applications for simplified ridematching, ticket purchasing, trip planning, bus arrival time and location, etc.
- Survey employers and employees to determine route changes, event success, and suggested changes
- Promote mobile ticketing/trip planning options with TransIT ezFARE, the app.
- Use the Points of Interest Map to encourage visitors to use public transit

GWRIDECONNECT
www.GWRideConnect.org

Marketing Budget - $195,000

GWRideConnect is the ridesharing agency that serves the citizens of Stafford, Spotsylvania, Caroline, King George counties and the City of Fredericksburg. Rideshare promotes ridesharing and assists persons seeking transportation to their employment locations. It is the primary goal of the program to place commuters in various modes of transit, eliminating their single occupancy vehicles from the highways, thus improving the quality of life for the citizens of the region.

In order to accomplish our mission, the following activities will be conducted:

- Free Rideshare Matching program
- Provide follow up assistance to all new rideshare applicants
- Provide commuters with transit information
- Facilitate the formation of van/car and bus pools
- Assist with maintaining the 400 vanpools in the George Washington region
- Provide vanpool assistance through the Van Start and Van Save programs
- Promote and continue to operate ADVANTAGE, the self-insurance vanpool liability protection pool program
- Facilitate the formation of carpools and provide support
- Promote, advertise and assist clients with the VRE
- Promote and assist clients with private bus companies in the region
- Work with FAMPO and regional planners to provide TDM strategies in plans, developments and offers.
- Work with FAMPO and VDOT to determine the location of sites of new commuter lots in the region
- Commuter parking lot assessment for maintenance of existing lots
- Lease commuter parking spaces from private property owners
- Work with local planners to proffer joint use commuter parking in large developments
- Promote and provide support to the Fredericksburg Regional Transit System
- Rideshare database management
- Track applicant placement through follow up surveys
- Reduce annual gasoline usage in the region and reduce motor vehicle emissions
- Regional coordination
- Employer outreach
- HOT lane promotion and education

Rideshare will market and promote the program by the following activities:

- Rotating display ads will be placed every Wednesday and Sunday near the commuter page in the Fredericksburg Free Lance – Star newspaper.
- GWRideConnect is updating the website so that it is more user friendly and valuable to commuters.
- GWRideConnect will run the following advertising campaigns for FY16: Fall Advertising Campaign, Winter Advertising Campaign, Spring/Summer Campaigns. These campaigns will utilize radio advertising and print media in all local newspapers.
- GWRideConnect utilizes social media to promote the program. Facebook advertising, Google Adwords and Google advertising are some of the techniques that are employed.

- GWRideConnect's website promotes all modes of transit and offers additional information relating to vanpools, carpools, and a GWRideBoard, an electronic board used by residents for local commuting.
- GWRideConnect works with local employers to promote TDM techniques at the workplace.
- GWRideConnect promotes awareness of the program through job fairs. Rideshare provides GEICO with flyers and information that is inserted in all new employee packets.
- GWRideConnect currently works with local realtors and developers in distributing information to new home buyers.

LOUDOUN COUNTY
www.loudoun.gov/commute

Marketing Budget for County Transit and Commuter Services: $ 106,056

Loudoun County Commuter Services markets the local bus service and the commuter bus service along with all other commuting options such as carpools, vanpools and bicycling. Part of the TDM advertising budget is allocated to ads in local papers, ads in local gyms, ads on the outside of local buses and Metro-Connection buses and ads on web sites. Google Ads will continue to be our search engine that staff finances with carpooling and transit ad words. Staff is also placing schedules and flyers in public facilities such as libraries and community centers with new display racks as well as racks in employment centers, retail and business facilities. Staff anticipates attending over 30 community, employer and regional transportation events this fiscal year, including attendance at select farmers markets in Loudoun. In fiscal year 2018 our employer outreach program will work with employers to educate employees about the vanpool option. The program will promote a best workplaces for commuting type project. An HOV lane services the area on the Dulles Toll Road which allows for promotion of carpooling and express bus service.

MARYLAND TRANSIT ADMINISTRATION
www.mta.maryland.gov

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

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

- Sports events – Orioles baseball, Ravens football, Baltimore Blast, and Preakness (horse racing), Susan G. Komen Race for the Cure and Baltimore Marathon.
- Local Cultural Activities – Flower Mart, Artscape Music and Art Festival, Maryland State Fair, Clean Commute Week, Bike to Work Day, African American Heritage Festival.

MTA offers the following products and services:

- Local, Express, and Commuter Bus
- Light Rail
- Metro Subway
- MARC Train
- Mobility (Paratransit)
- Taxi Access
- Neighborhood Shuttles (Mondawmin & Hampden)
- All Access College Transit Pass program for participating schools in the Maryland area
- MARC Train discounts through the national Student Advantage Program
- Statewide Ridesharing Program
- Commuter Choice Maryland commuter benefits program
- Maryland Commuter Tax Credit
- Guaranteed Ride Home
- Ride, Read, Relax Youth Program
- Transit Advertising through current contractor Direct Media USA
- Business Outreach
- MTA Transit Team Reports
- MTA *Commuter Connections* TV Show
- This Week with the MTA Radio Show
- CharmCard® fare payment smart card
- Reduced Fare CharmCard® fare payment smart card
- *Transit Lines, On Your MARC, Wheels, Commuter Buzz* Transit Today newsletters
- E-mail Notification service
- Online Pass Sales
- Local Pass Sale Outlets
- MTA Transit Store
- VIP Pass sales
- Brochure racks in hotels, corporate buildings, public buildings, welcome centers, shopping centers, military installations, hospitals, travel facilities, sports facilities, colleges, and MTA Transit Store
- Info Box schedule information at major bus stops
- Transit System Maps at Bus Shelters, Light Rail stops, Metro Subway stations and MARC Train stations

- Transit Information call center - 410-539-5000 or 1-866-743-3682
- Information website – www.mta.maryland.gov
- Bus and Light Rail Real Time Tracker System

MTA Ongoing Marketing Activities:

- Local Bus, Light Rail and Metro Subway service to Orioles and Ravens games and Preakness horseracing
- Orioles, Ravens and Preakness info brochures
- Transit ads (self promotion)
- Business and Community Outreach
- Commuter Choice Maryland commuter benefits employer/employee outreach campaign
- Maryland Commuter Tax Credit marketing campaign
- All Access College Transit Pass campaign
- Publications: Annual Report, Transit Lines, On Your MARC, Commuter Buzz, Wheels, Transit Today
- Special Events: Artscape, State Fair, African American Heritage Festival, Earth Day
- Guaranteed Ride Home marketing campaign
- English and Spanish System Maps distribution
- Collateral materials distribution
- Bus Shelter Maps development and installations
- Safety campaign
- Ride, Respect, Relax Youth campaign
- MTA Commuter Connections TV Show
- This Week with the MTA Radio Show
- I-83 Outdoor Sign
- Bus Shelter info frames and map case
- Major Bus Shelter Info Boxes
- Transit Development (i.e., Baltimore Link)
- Transportation and Benefits Fairs
- Presentations before various civic, fraternal, and business groups
- Light Rail Real Time Tracker campaign
- Bus Real Time Tracker campaign
- Social Media
- MTA Radio Station WTTZ

MONTGOMERY COUNTY, MARYLAND
www.montgomerycountymd.gov/commute
www.rideonbus.com
www.twitter.com/RideOnMCT
www.facebook.com/RideOnMCT

Marketing Budget for FY 2015 is in the range of $230,000 (Montgomery County Commuter Services and Ride On).

Montgomery County (MC) has a very large and diverse business base. It also has a large residential base. There are approximately 311,000 commuters who live and work in MC, 200,000 who travel to the County from other jurisdictions, and 216,000 who leave the county for other destinations. Marketing activities are conducted countywide, with emphasis on those areas in Montgomery County with high concentrations of employment and transit: Silver Spring, Friendship Heights, Wheaton, Bethesda, Greater Shady Grove, North Bethesda, and Rockville. Marketing activities related to directly to promotion of the Ride On system are conducted by Ride On Marketing. Marketing activities related to promotion of transit of all types, car/vanpooling, walking, biking, bikesharing, telework, and all other Transportation Demand Management efforts in those areas and throughout the County are conducted by Montgomery County Commuter Services.

Employer Outreach/Programs/Services:

- Employer Meetings and Presentations: Montgomery County conducts meetings and presentations with County employers to persuade them to adopt high-level commuter benefits programs and Traffic Mitigation Plans (TMPs).
- Transportation Demand Management services focused on urban centers: The County operates five Transportation Management Districts (TMDs): Silver Spring, Bethesda, Greater Shady Grove (which includes the Life Sciences Center), North Bethesda, and Friendship Heights. Employer, commuter and transit services outreach efforts are concentrated in these areas of high employment concentration and urban development. Efforts are targeted at achieving the County's Non-Auto Driver Mode Share (NADMS) goals for employees commuting to those TMDs.
- Training sessions to assist employers with SmartBenefits and the Maryland Commuter Choice Tax Credit. MC continues to provide training and support to assist employers with the use of SmartBenefits and the Maryland Commuter Choice Tax Credit.
- Telework webinar sessions to inform employers about the advantages of telework programs and also make the business case for telework. MC continues to promote telework and help employers implement successful telework programs. Personalized telework consulting is available to County businesses using consultants provided free of charge by Commuter Services, with funding from MWCOG.
- Additional Incentive Programs: MC promotes the Maryland Commuter Tax Credit and the Montgomery County Home Computer Telecommuting Incentive Tax Credit to encourage employers to adopt high-level TDM programs.
- On-Site Transportation Fairs: Commuter Services and its contractors conduct commuter information fairs at employment sites and the lobbies of multi-tenant facilities. Montgomery County conducts property management outreach campaigns, where staff set-up large lobby displays and hold commuter information sessions at work sites throughout the county. In the North Bethesda and Greater Shady Grove TMDs, where residential Non-Auto Driver Mode Share (NADMS) goals have been adopted, outreach events are also conducted at multi-family projects.

- Annual Commuter Survey: MC conducts an annual commuter survey of employees. Surveys are distributed to more than 100,000 employees through more than 200 employers, concentrating on employers within TMDs and large employers elsewhere in the County.
- Countywide and periodic area-specific e-newsletters and e-blasts. MC issues its monthly newsletter, *Better Ways to Work,* in electronic format, distributed to subscribers via e-mail. Area-specific electronic newsletters are distributed for the Bethesda and North Bethesda TMDs by those TMD contractors, and periodic e-blasts on specific topics are also issued by Commuter Services.
- Employer Recognition/Special Events: Periodically MC has conducted its Transportation Awards Ceremony and other employer recognition events to highlight businesses providing outstanding programs to address traffic congestion. Past events have featured remarks by the County Executive the Governor of Maryland, Senators, and leading business people. Other employer recognition events have included the Transportation A2CE Awards (Advocates for Alternative Commuting Excellence). These businesses are partnering with the County to address traffic congestion and air quality challenges, and contributing to a more sustainable and environmentally-friendly community, while at the same time helping their employees get to work in a less stressful and more cost-effective manner. Other types of employer recognition activities are conducted each year, including articles highlighting businesses involved with TDM efforts in the *Better Ways to Work* monthly e-newsletter.
- ACT! for Web CRM database used to track and manage contacts and relationships with over 4,000 employers in the County.
- On-line system for the filing of Traffic Mitigation Plans (TMP) and TMP Annual Reports by TMD employers. System continues to be refined and improved. A plan is being developed to redesign this system to reflect upgrades and changes in operating systems and other software over time.
- Walk & Ride Challenge: Each year Montgomery County works with employers in Bethesda, Friendship Heights, Silver Spring, North Bethesda and Greater Shady Grove TMDs to promote and conduct the 3-week Walk and Ride challenge. With registrations surpassing 1,000 participants, this program encourages walking and taking transit to work.

Promotional Materials:

- Better Ways to Work Toolkit used in employer meetings and presentations, with contents tailored to the specific interests and needs of the business.
- Commuter Services Guide, New Employee Commuting Guide and Transit Benefit brochures used to provide businesses and employees with key information.
- Park and Ride Lot Brochure: MC produces a Park and Ride brochure with all P&R lots in Montgomery and adjoining counties, including transit services available from each lot. This guide has been updated for 2015.
- "Montgomery County Bikeways Map," "White Oak & Vicinity Bicycle and Pedestrian" and "Medical Center & Vicinity Bike, Pedestrian and Transit," and "Shifting Gears" maps created and printed. All are available in hard copy and portable document format (PDF). "Biking to Bethesda" map/brochure also available.
- Websites -- MC and the TMDs continue to upgrade and refine communication strategies via several websites: Better Ways to Work (http://www.montgomerycountymd.gov/commute) and Ride On http://www.montgomerycountymd.gov/rideon), Bethesda Transportation Solutions (http://www.bethesdatransit.org/ and North Bethesda TMD (http://www.nbtc.org) websites. A special bikeshare website has also been created.

- Convert existing forms, brochures, maps, etc. to easier-to-use electronic format.
- Work with marketing services consultants to develop new or revised promotional materials as needed to support employer outreach efforts.

Advertising:

- Ads in newspapers and employer-targeted publications, and on website
- Chambers of Commerce: MC advertises its programs and services in local chamber publications, including newsletters, membership directories, dining guides, and special publications
- Use Ride On bus sides, bus stop shelters and bus interior cards to promote commuting options.

Commuter Outreach/Programs/Services:

- Promote Bike Transit: As a result of grants from TPB using FTA funds, and the Maryland Department of Transportation, coupled with County, City of Rockville and private sector funding, MCDOT was able to bring the Capital Bikeshare system to Montgomery County in fall 2013, with 51 new stations opened within the following year. Commuter Services is promoting use of bikeshare through a variety of mechanisms.
- A special program for low income bikeshare participants has been developed. Known as the JARC Bikeshare program, it provides a free one-year membership, free bike helmet, and free bike safety classes for those who qualify. Since the expiration of the JARC grant in June 2015 Montgomery County has continued the low income bikeshare program now called MCLiberty.
- TRiPS Commuter Stores -- Several years ago, MC rebranded and renamed its commuter store in Silver Spring as ***TRiPS*** – "*Transportation Resources, Information and Places to See*." The ***TRiPS*** store sells Metro and Ride On fare media, and provides transit information, maps, and schedules to commuters and visitors. Information on MARC and VRE is also available. Commuter Services and ***TRiPS*** coordinate with other agencies to provide increased information and assistance to commuters. In FY10, a second ***TRiPS*** store opened at 17 Wisconsin Circle, adjacent to the Friendship Heights Metro Station.
- County's Treasury Department in Rockville also sells fare media.
- Discounted car/vanpool parking in Bethesda and Silver Spring. The Bethesda and Silver Spring Transportation Management Districts certify car/vanpools to qualify for significant parking discounts.
- Bike to Work Day. Each year over 2,000 Montgomery County bike commuters participate at one of the many Bike to Work Day Pit Stops hosted at Montgomery County locations with high employee concentrations. Locations over the past several years have included the downtown areas of Silver Spring, Friendship Heights and Bethesda, as well as North Bethesda, NIH Main Campus, NIH Executive Blvd, Marriott International, three locations in Takoma Park, FDA White Oak, and two Rockville locations (Town Center and Shady Grove/Falls Grove).
- Car Free Day. Each year since 2008, MC has participated in the promotion of the regional Car Free Day at several locations with high concentrations of transit commuters. MC features promotional item giveaways, ridesharing applications and non-SOV commuting information.
- Bike 2 College Day. Each year MC has participated in Bike 2 College Day at the Montgomery College Rockville campus to promote biking and bikesharing as commute options for students, faculty and staff.
- Promote the 100 percent accessibility of the Ride On fleet to bicyclists along with the County's series of County bike maps. Whenever possible, a Ride On bus is brought to major events to enable demonstration of how to load and unload a bike from the bus's bike rack. The bus provides the opportunity for attendees to try the process in a low-stress setting. Broad-based

community outreach is conducted periodically by Commuter Services and/or Ride On through participation at large-scale events, including the following: Earth Day, GreenFest, Senior Info Expo, Wheaton and Silver Spring Summer Concerts, Strathmore Hall Summer Concert Series, Montgomery County Agricultural Fair, Taste of Wheaton, Taste of Bethesda, Accessible Public Transportation Options Expo, Oktoberfest, Diversity Days, Health and Benefits Fairs, and Car Free Day and various ethnic festivals (e.g., Salvadoran Festival and PanAfrican Festival).

- Capital Bikeshare promoted as a new transportation option for trips of less than 3 miles, especially as a way of connecting to/from transit.
- Car Sharing – Facilitating car share parking availability and promotion. The County provides public parking spaces on-street and in County lots and garages for car sharing vehicles of vendors awarded contracts under a competitive bidding process. Commuter Services promotes use of car sharing as an alternative to private vehicle ownership, and as an additional back-up provision for those using non-auto modes for commuting.
- Low income residents and employees able to obtain free bikeshare services (including free helmets and safety classes) through the MCLiberty (Montgomery County Low Income Bikeshare) program.
- Free or low-cost bike safety classes available for members of the Capital Bikeshare system in the County, as well as for other cyclists.

Transit Services:

- Promote Real –Time information project to provide riders the status of their bus
- Promote new Silver Spring Transit Center to riders in Silver Spring
- Continue to update transit information at bus stops with shelters
- Continue to support Montgomery College student program. With Student ID, Montgomery College students are able to ride Ride On anytime on any route.
- Promote new monthly pass. Ongoing promotion of SmarTrip.
- Promotion of Van Go Shuttle in downtown Silver Spring.
- Promotion of Bethesda Circulator in downtown Bethesda
- Promote availability of new Senior SmarTrip with special identity card now sold at MC Public Libraries.
- Promotion of Seniors and People with Disabilities Ride Free on Ride On and Metrobus in MC between 9:30am and 3:00pm. Monday to Friday.
- Promote Kids Ride Free program: multi-year campaign to increase number of riders 5 to 18 years of age; recruited Montgomery County Libraries as a partner to sell Youth Cruiser SmarTrip Cards which increases the number of purchase locations from 3 to 24; recruiting schools to sell Youth Cruiser SmarTrip Cards which has increased from 3 to 21 schools; flyers distributed to all County schools (400+), home schools (600+), libraries, recreation centers, and community centers; advertisements on 50 buses and 60 bus shelters
- Continue to promote feeder service to MARC.
- Promotion of Twinbrook Shuttle serving a large population of Health and Human Services employees plus employees at the new NIAID Headquarters in that area.
- Promotion of new clean diesel, hybrid electric-diesel and compressed natural gas (CNG) buses with low floors.
- Additional new buses with ramps now means Ride On is 100 percent accessible to persons with disabilities.
- Promote Metro's program for MetroAccess customers who are able to ride free with a companion on Ride On and Metro buses and rail.
- Implement a comprehensive program to install upgraded bus shelters and related

pedestrian access and amenities throughout the County. This program came about in part as a result of a legal settlement which requires a private sector vendor to provide shelters in return for the County accepting advertising on many of those shelters. Specific route and neighborhood information has been posted in many of the shelters.

- Positioning of a Ride On bus at major outreach events -- This provides an opportunity for Ride On operators to serve as "ambassadors" for the bus system, interacting on a more extended basis with current and potential future riders, as well enabling cyclists to practice loading a bike on the bus.
- Promote the Give and Ride Campaign with Manna Foods which collects non-perishable food items for needy families
- Conduct Public Forums for Service Changes
- Conduct Public Forum for Fare Changes
- Post Website notices , alerts, and current events
- Promote Dump The Pump campaign to encourage use of mass transit
- Promote See Something Say Something transit security campaign
- Public Outreach: Chinese Cultural Center meeting with WMATA, Clarksburg Civic Association Meeting, Montgomery County Fair booth, Montgomery County Public Schools Back-To-School Fair booth, Customer Appreciation Days at Transit Centers and Metro Stations
- Launched Twitter and Facebook social media sites to keep riders better informed
- Conducted a Meet The MARC campaign introducing a new bus service connecting the Clarksburg community with the Germantown MARC train station
- Use Constant Contact email blasts for alerts, notices, and current events

NATIONAL INSTITUTES OF HEALTH
www.nih.gov

Since its inception, the National Institutes of Health (NIH) has been considered the steward of medical and behavior research for the Nation and reports to the U.S. Department of Health and Human Services. The NIH headquarters, along with the majority of the workforce are located in Bethesda, Maryland and the surrounding area. In addition to preforming research, NIH also funds countless scientific studies at universities and research institutions across the Nation and around the World.

The Office of Research Services (ORS), Division of Amenities and Transportation Services (DATS), Employee Transportation Services Office (ETSO), located in Bethesda, Maryland, provides employee transportation services to the NIH community. The ETSO is a centralized office where employees can obtain information about parking and alternative commuting options. The office provides direction information about Commuter Connections, Carpooling, Vanpooling, the Guaranteed Ride Home Program, Public Transportation Services (Metrorail, Metrobus, Ride On, MTA, MARC, VRE, etc.) and the bike subsidy program, and most importantly the NIH Transhare Program, that provides up a monthly commuter subsidy up to the maximum benefit allowed by Title 26, U.S.C. , § 132(f). The goal of the NIH Transhare Program is to relieve traffic congestion and reduce energy and environmental concerns in the DC Metropolitan area. Use of the NIH Transhare Program is a key element of the NIH Transportation Management Plan, used by approximately 30 percent of eligible employees.

In May of 2011, to coincide with bike-to-work month, NIH was one of the first Federal agencies in the nation to start a Bicycle Subsidy Program. Cyclists who surrender their parking permits receive $20 a month to use towards purchasing a bicycle or for bicycle repairs and maintenance.

NIH has encouraged use of public transportation as a proactive means of reducing parking demand on the NIH campus. Transhare, with over 5,800 participants, has been the single most effective tool in promoting and expanding the use of public transportation and vanpools. By our estimates, the use and participation of our employees in the NIH Transhare program, has reduced miles driven daily by single occupied vehicles by over 135,000 miles. All the alternative transportation programs combined reduced miles driven by 58 million and saved over 3 million gallons of gasoline annually.

In order to limit single occupancy trips, Carpool parking spaces have been established in prominent parking lots located in close proximity to the buildings. Spaces reserved for Carpool parking spaces are restricted until 11:00 a.m., when they are opened to all commuters. Vanpools may also request a reserved space in their lot of choice, 24 hours a day. NIH has 17 vanpools with over 150 members. Vanpool members who are eligible for Transhare may use the transit subsidy to off-set their portion of the vanpool cost.

The ORS, in conjunction with the Office of Facilities Planning (ORF) is responsible for providing shower and locker facilities in nine campus buildings and four off-campus locations, predominantly for the use of bike and walking commuters. Bicycle racks and lockers accommodate 600 bicycles. NIH has a large and active Bike Club whose slogan reads “Non-polluter, Commuter.” The NIH Bike Club members volunteer to clean bike trails and supports DATS by promoting bicycling as a healthier commuter option. NIH has led the region for the last eight consecutive years as the employer with the most Bike-to-Work Day participants. NIH has won several prestigious awards from the Metropolitan Washington Council of Governments for Bike-to-Work Day. Also, NIH provides a pedestrian friendly campus well-lit pathways and large safety crosswalks for its walking commuters.

To promote our relationship within the community, NIH partners with the North Bethesda and Bethesda Transportation Management Districts. Our partnership goals are to: improve transit services in the area,

to increase ridership on public transportation, and to provide transit-friendly amenities, to cut traffic congestion, increase transportation capacity, reduce air and noise pollution, and to promote bicycle and pedestrian access and traffic safety.

The DATS Campus Shuttle Service consists of 13 shuttle routes that provide services for patients, and employees who commute from off-campus satellite parking lots and government facilities. Users of this service can see real-time GPS tracking of shuttle locations to minimize wait times.

The DATS web site features an e-mail Listserv that currently have over 1400 subscribers employees to receive current and up-to-date parking and transportation information.

NIH has also instituted a pilot program for electric vehicle charging stations for eight spaces around the campus.

To promote NIH's employee transportation options, DATS creates posters; tabletop displays, desk-to-desk publications, campus wide and employee targeted e-mails, and contributes to the campus newsletters (*NIH Record*). NIH also participates in a monthly parking/transportation-working group with other regional partners, including the Montgomery County Department of Public Works and Transportation, Walter Reed National Medical Center, and Suburban Hospital. Throughout the year, the ETSO sponsors or participates in various promotional events designed to provide commuting alternatives to employees.

The ETSO uses technology extensively to improve success with employees using alternative commuting methods. This includes an internally developed IT system called Commuting and Parking Services (CAPS). The system, which is linked to the agency's employee personnel database, assists the ETSO in matching employees to alternative commuting options. Employees reguardless of the commuting method they utilize, can sign up for the system's Ridematching service. The service allows employees to search for and "share" rides with other NIH employees who live and work near them. The system also allows ETSO staff to search for employees by work locations and home zip codes to and straegtically target employees by email for vanpool and carpool creation.

The NIH, DATS, ETSO has also been recognized for the following:

- Health and Human Services Green Champion Award (2014)
- "Employer Recognition Award" (2013) – for Incentives presented by Commuter Connections.
- "Best Workplaces for Commuters" presented by The United States Environmental Protection Agency
- "Outstanding Participation and Support in the Federal Transit Benefit Program" presented by the Washington Metropolitan Area Transit Authority
- "Quality of Work Life" presented by the National Institutes of Health
- "Golden M Award for Metrocheks Leadership" presented by the Washington Metropolitan Area Transit Authority
- "Outstanding Service Award" presented by the Washington Metropolitan Area Transit Authority
- "Employee Transportation Coordinator of the Year" presented by the Association of Commuter Transportation
- "MWCOG Bike to Work Day Award" for the highest employee Bike to Work Day Participation presented by Commuter Connections

Information regarding the DATS/ETSO can be found at the following web address:

https://www.ors.od.nih.gov/pes/dats/parking/Pages/parking_info.aspx

NORTHERN VIRGINIA TRANSPORTATION COMMISSION
www.novatransit.org
https://twitter.com/NoVaTransit
www.facebook.com/NoVaTransit

Total FY2016 Operating Budget: $2.1 million
(Transit Assistance: $230 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 over 2.2 million and covering 1,000 square miles. Of NVTC's 21 commissioners, 14 are locally elected officials, six are members of Virginia's General Assembly, and one is an appointee of the Virginia Secretary of Transportation. The commission coordinates public transit policies within Northern Virginia and exercises leadership on issues relating to governance of the Virginia Railway Express (VRE and the Washington Metropolitan Area Transit Authority (WMATA). NVTC co-owns VRE (with assets of approximately $425 million) and appoints Virginia's members of the WMATA Board of Directors.

- Administers over $260 million annually in state and federal grants for transit capital and operations, plus approximately $10 million per year for I-66 multimodal projects.
- Works with Virginia's Department of Taxation and Department of Motor Vehicles to ensure accurate collection of a 2.1 percent motor fuels tax assessed at the distributor level and used to support WMATA.
- Manages funds and handles grant requirements on behalf of its jurisdictions, including state assistance for WMATA, local transit agencies and VRE.
- Manages $20 million in grants and matching funds from the Federal Transit Administration (FTA) for the City of Alexandria, City of Falls Church and Arlington County.
- Administers the Transform 66 Multimodal Project, which will use toll revenues to bring new transportation options and greater travel-time reliability to the I-66 corridor inside the Beltway.
- Conducts alternative analysis studies on transit that crosses jurisdictions.
- Examines the economic impact of transit to Northern Virginia and the Commonwealth.
- Conducts in-depth analysis of how transit is serving the region and identifies opportunities to maximize the transit network in the region, such as how transit can best serve the new corridors of express "HOT" lanes.
- Coordinates Northern Virginia's response to WMATA's SafeTrack initiative.
- Develops station-specific plans and maps to ensure the safe evacuation of Virginia's 25 Metrorail stations in an emergency and regularly convenes the regional Transit Emergency Preparedness Group to review new and update existing plans.
- Works with WMATA and Northern Virginia transit providers to ensure an operational, cost-effective fare collection system that meets agencies' needs.
- Assists local transit systems with National Transit Database reporting, enabling the region to receive an additional $7 million per year in federal transit assistance. Reports ridership to the National Transit Database. Collects data.
- Prepares the *Annual Transit Performance Update* series, which includes a compendium of performance data from the region's transit systems. Works with local transit providers to ensure complete, accurate and consistent reporting of data.
- Works with Virginia's Department of Rail and Public Transportation, Potomac and Rappahannock Transportation Commission and Greater Washington Regional Council on a vanpool data-collection program that captures several million dollars in FTA Section 5307 program funds for the region.

- Promotes a legislative agenda that seeks stable and reliable funding for public transportation providers, such as WMATA and VRE. Provides legislative updates on transit-related developments in Richmond when the General Assembly is in session.
- Testifies periodically before the Commonwealth Transportation Board regarding allocation of transit funds.
- Sits on the Board of the Virginia Transit Association (VTA) and provides leadership to VTA's legislative and marketing committees and annual conference.
- Supports the business community as it works with policymakers to identify and secure sustainable transit funding in order to meet the transportation needs of people and businesses throughout the state.
- Provides a staff liaison to the Metropolitan Washington Council of Governments (MWCOG) and its Transportation Planning Board (TPB) Technical Committee, which offers technical support to TPB staff and Northern Virginia's TPB members. Monitors subject-area subcommittees.
- Serves on the WMATA Jurisdictional Coordinating Committee (JCC), which is comprised of representatives of WMATA's jurisdictions and which reports to the WMATA Board. NVTC provides monthly financial and quarterly performance reports for the NVTC Board.
- Liaises with regional and statewide advisory and technical committees on transit and multimodal transportation planning efforts that affect Northern Virginia.
- Maintains a keyword searchable website that includes information about NVTC and its programs, an online library of research and studies, maps, data on transit ridership and the regional motor fuels tax, and detailed kits for monthly meetings at www.novatransit.org.

PRINCE GEORGE'S COUNTY
www.princegeorgescountymd.gov

Marketing Budget for Marketing Contract: $108,000
TheBus - $100,000

Several large employers such as Gaylord National Resort, Giant Foods, Safeway, UPS, Kaiser Permanente and FedEx are located in Prince George's County. Prince George's County provides direct assistance to employers throughout the county through a coordinated Employer Outreach Program. Prince George's County will provide daily employer outreach services for employers in their service area, which will help promote voluntary commute alternatives in ways that best suit their businesses. Developing direct mail pieces to employers, organizing seminars, telemarketing and conducting on-site sales presentations to employers are a few of the many activities the County promotes. Employers are encouraged to participate in programs that include SmartBenefits, telecommuting, The Guaranteed Ride Home Program, and parking management. The RideSmart website at RideSmartSolutions.com provides employers with relevant information.

Goals are based on the following:

1. An extensive cumulative review of the companies and organizations in the ACT! database.
2. An analysis of the Commuter Connections Programs' past performance.
3. A comparison of the provisional goals for new fiscal year versus the execution of goals of the previous fiscal year.

Objective is to implement the following measures for the Commuter Connections Program:

1. Increase employer participation in County RideSmart solutions.
2. Maintain and increase participation level of active employers.
3. Decrease the number of single-occupancy vehicle trips by increasing employee awareness in companies participating in carpooling, vanpooling, the Maryland Commuter Tax Credit Program, flextime, teleworking, biking, and walking.
4. Formalize more telework, carpooling, vanpooling programs and commuting benefits offered by employers.

POTOMAC AND RAPPAHANNOCK TRANSPORTATION COMMISSION
www.PRTCtransit.org

Marketing Budget: $750,000
PRTC is a multi-jurisdictional agency representing Prince William, Stafford and Spotsylvania Counties and the Cities of Manassas, Manassas Park and Fredericksburg. It is headquartered in Woodbridge, VA, in a largely residential area with several large employers in its six-jurisdictional regions including Lockheed Martin, GMU, Sentara Northern Virginia Medical Center, Northern Virginia Community College, Micron Technology, NOVEC, IKEA and Comcast. As a result of the BRAC initiative, many employers have opened new offices near the Quantico Marine Base within PRTC's service area, with more expected in the near future.

PRTC's Omni SmartCommute is a free service available to all businesses in Prince William County, Manassas and Manassas Park, designed to help area employers create and expand commuter benefit programs that will help employees reduce commute-related stress and save money. It also enables area employers to expand sustainability initiatives and provides them with superior recruitment/retention tools. Employer Commute Surveys, Telework Programs, Emergency Preparedness, Transit Subsidies, Carpool/Vanpool Formation, Biking/Walking to Work, Alternative Work Schedules and Parking Management are all areas of focus for this program.

The PRTC Transit Center is the main hub and transfer center for bus services that operate in eastern Prince William County. Manassas Mall serves as the transfer center for buses that serve Manassas, Manassas Park and western Prince William County. The focus of the organization and its marketing program is to provide sound transportation alternatives to the SOV that meet the travel needs of Prince William, Manassas, and Manassas Park residents. In addition to four distinct bus services that provide options to both commuters and local travelers, PRTC also co-sponsors the Virginia Railway Express. Additionally, PRTC performs essential ride matching and vanpool subsidy initiatives and offers a travel training program.

PRTC's marketing budget funds rider education initiatives, awareness media advertisements, trial-coupon programs, employer and consumer group presentations, print and online ads, brochures, printed bus schedules in English and Spanish, an interactive web site, Facebook page, transportation fairs, a wide variety of community outreach activities, and a Welcome Aboard program for new residents. In addition, PRTC has a comprehensive youth program with targeted activities by age groups. PRTC has established location-specific transit information displays in all bus shelters and at other key stops. Customers can subscribe to agency's Rider Express e-mail and text messaging service, which provides service alerts and other information. The Customer Service office provides service Monday-Friday, from 5:30 a.m. to 8:30 p.m., except for some holidays.

RAPPAHANNOCK RAPIDAN REGIONAL COMMISSION - Commuter Services
www.rrcommute.org

Marketing Budget: $37,000

- Primarily a rural, residential area with a population of 170,000.
- RRRC uses referrals, highway signs, radio ads, newsletters and local newspapers for advertising their rideshare services as well as piggybacking off of COG promotions such as GRH. The program also has a Facebook page from which periodic promotions will be made available. Advertising has just begun at the local movie theater, and a high school outreach program to driver's education students is being piloted.
- The region uses various regional events and hosts an annual Commuter Fair to promote ridesharing.
- RRRC has approximately twenty five vanpools with a round-trip range of 80 to 140 miles.
- They have twelve official and three unofficial park and ride lots with some capacity available.
- Vanpools can get a startup subsidy from the Vanpool Assistance Program.
- Vanwrap program, umbrella logo project, car magnet incentive program, NuRide ride matching program with app, transit 'drive-thru' day where drivers are given transportation and commuting info along with free give-aways as incentive, ambassador partner program 'protect your investment' , new infographic style ad

TRI-COUNTY COUNCIL FOR SOUTHERN MARYLAND - Commuter Assistance Program
www.tccsmd.org

Marketing Budget: $28,108 non-telework related task and $5,554 for telework related task for a total of $33,662.

Tri-County Council for Southern Maryland (TCCSMD) was formed on December 6, 1964, as a cooperative planning and development agency to foster the social and economic development of the Southern Maryland Region. In 1965, the Governor of Maryland recognized the TCCSMD as the regional planning and development organization for the Region comprising Calvert, Charles and St. Mary's Counties. The TCCSMD's statute was established by Act of the Maryland General Assembly in 1966. The TCCSMD's enabling law was reenacted as State general legislation in 1976 (Article 20, Maryland, Annotated Code).

The purpose of the Tri-County Council for Southern Maryland is to serve as a forum for the resolution of region-wide issues and the attainment of regional goals. The Tri-County Council is a partnership of State and local government established more than forty years ago as the regional development and planning organization for Southern Maryland. As such, the Council provides a framework for cooperation and coordination among the elected, civic and business leaders of the Region; undertakes action programs that focus local, State and federal resources in a comprehensive strategy to enhance the quality of life of all the people of Southern Maryland; and initiates and coordinates plans and projects which foster the physical, economic and social development of the Region.

In carrying out these responsibilities, the TCCSMD serves as a source of information and data; engages in regional planning; serves as an advocate for the region's interests and priorities at the federal and State levels; qualifies the region for federal and State assistance; and develops programs to meet region-wide needs and goals. Key elements of the regional strategy:

- Diversify and broaden the economic base
- Preserve agriculture as a viable industry
- Restore and protect the environment.
- Implement highway improvements and expand commuter assistance services
- Manage growth and requirements for public services.

The Tri-County Council of Southern Maryland has led the regional effort to promote the use of clean fuel and alternative transportation for commuting besides single occupant vehicles (SOV), such as public transit services, ridesharing, carpool and vanpool, telecommute/telework, private transportation companies and services, including subscription bus alternatives.

Local public transportation services are available in Southern Maryland and this program works cooperatively with these agencies and on efforts related to public transportation initiatives. Calvert (Calvert County Public Transportation), Charles (VanGO) and St. Mary's (STS) counties provide both fixed-route and on demand local transit services daily. The three local transit systems are connected at Charlotte Hall in St. Mary's County and Solomons in Calvert County. The three transit systems also have links with the MTA commuter bus and serve the region's park-and-ride facilities. As the region's coordinating organization, the Annual total ridership has increased from 52,000 in 1988, when MTA started the commuter bus operation in the region, to nearly 1.74 million in recent years.

Many Southern Marylanders commute to work in the Washington metropolitan area. The Maryland Transit Administration (MTA) provides commuter express bus services to accommodate the rapidly growing commuter demand in the region. The MTA Southern Maryland commuter bus operation, which has the highest ridership growth rate, has been the MTA's most successful operation in the state of Maryland for a decade.

There are fourteen commuter bus routes between Southern Maryland and Washington. These eleven commuter bus routes are MTA commuter bus # 610, 620, 630, 640, 650 and the W19 in Charles County, 705, 715, 725 and 735 in St Mary's County, Routes #820, 830,840 and 850 in Calvert County. Southern Maryland has recently benefited from increased roundtrip runs. It is important to keep in mind that about 73 percent of Calvert and Charles county residents commute outside their home counties to work (only about 28 percent of St. Mary's residents commute outside the county borders.) Of the region's estimated 160,000 commuters (U.S. Census Bureau 2000), 57,957 are traveling outside of the region for employment, typically to the District of Columbia, Prince George's County, Virginia, or elsewhere.[US Census] These trends will continue to stress the importance of high occupancy vehicle modes of transportation and the Council's Commuter Assistance Program.

The Tri-County Council for Southern Maryland's Commuter Assistance and Employer Outreach Program goals include increasing the awareness and highlighting the benefits of traveling by non-single occupancy vehicles. The programs obtain these specific goals through educating the region's major employers, employees and residents through a number of marketing and campaign efforts.

Major activities include:

1. Develop an overall strategic outreach plan to educate employers about the benefits of participating in and offering employer-sponsored commute alternatives or Transportation Demand Management (TDM) programs at their worksites. The particular focus of this plan will be educating employers about Maryland Commuter Tax Alternatives, Smart Benefits, Clean Commute Month Services, and other TDM Programs. The primary outreach method will be through site visits; conducting on-site seminars; participating in local fairs; and mail/ email campaigns. There will also be a strong focus on a thorough follow-up plan.
2. Work with TCC's DBED program outreach specialists to coordinate outreach efforts to the area's employers.
3. Market the availability of Guaranteed Ride Home (GRH) program to area commuters and employers.
4. Develop formalized partnerships for shared marketing events with local health care professionals and human service organizations.
5. Provide coordination and assistance to the development of new vanpools, including information on available financial subsidies, rider agreements and vanpool marketing efforts.
6. Conduct seminars in the Southern Maryland region which enable participation from other Metropolitan area coordinators, particularly the areas where Southern Maryland commuters travel, including, but not limited to DC, Baltimore, Annapolis and Prince George's counties.
7. Advertise on local radio stations that provide information about commuter alternatives and employer TDM Programs.

8. Advertise on local cable (television) programs that introduce and share benefits of high occupancy vehicle modes for commuters and TDM Programs for area employers.
9. Utilize special days (Air Quality Action Days and Bike To Work Day) to coordinate events that call attention to the need and importance of commute alternatives

10. Revamp and distribute newsletter targeted for Vanpool Owner/Operators that highlights van pool best practices and information on safety, marketing and successful vanpooling techniques.
11. Re-vamp and distribute quarterly newsletter for Southern Maryland Commuters (distributed through the areas commuter buses) that highlights areas of interest to the Southern Maryland commuter bus passengers on the MTA sponsored routes.
12. Revitalize partnership with Clean Air Partners, who works with Southern Maryland regional public and private schools to highlight the benefits of clean air through high occupancy vehicle modes and biking.
13. Provide start-up assistance and monitoring of Subscription bus services, with a particular focus on supporting BRAC initiatives.
14. Seek to re-engage commuters who have allowed their records to expire through the use of traditional and email campaigns.
15. Participate on the Southern Maryland Regional Transportation Coordination Committee.

TyTran
www.tytran.org

Marketing Budget: $50,000

The Tysons Partnership's Transportation Council, "TyTran," is a TMA that serves Tysons, the largest employment center in Fairfax County. TyTran is a division of the Tysons Partnership - a dynamic association of engaged citizens and business organizations working with local government to transform Tysons into America's next great city. We are working to achieve a coordinated transportation system that enhances traffic flow, economic prosperity and the quality of life. TyTran represents employers, employees, property owners, and residents within the area bounded by Routes 7 and 123, I-495, and the Dulles Toll Road. Transit service is provided by the Fairfax County Connector and Metrobus routes as well as four new metro stations along Metro's Silver Line in Tysons. Bike paths and park-and-ride lots are currently under construction in Tysons.

Most of TyTran's efforts during recent years focused on helping businesses in Tysons understand the impacts that the construction of the Silver Line extension and the 495 Express Lanes would have on their employees' commute. As the Express Lanes and Metro's Silver Line have become operational, TyTran has shifted its marketing focus to implement strategies that ease traffic congestion in Tysons to allow for successful future development. TyTran's goal is to reduce the number of peak hour single occupant vehicle trips on the roads in Tysons by helping increase the number of commuters that utilize rail, bus, bikes, pedestrian paths, carpools and vanpools as well as telecommuting and flextime.

TyTran offers Tysons employer and property managers a One-Stop Shop for transportation information and assistance designed to change travel behavior for their commuters by:

- Understanding their current behavior
- Identifying and educating employees/tenants about convenient and realistic commuting choices
- Providing tailored communication to survey respondents
- Generating materials to promote commuting choices
- Monitoring their behavior change

TyTran maintains a website www.tytran.org to promote these and other services it offers Tysons stakeholders.

VIRGINIA RAILWAY EXPRESS
www.VRE.org

Marketing Budget: $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 Woodbridge and Rippon on the Fredericksburg line, and Manassas and Burke on the Manassas line.
- Top AM boarding stops were Broad Run, 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
www.waba.org

WABA has been serving the needs of bicycling community since 1972. The mission of the Washington Area Bicyclist Association is to create a healthy, more livable region by promoting bicycling for fun, fitness, and affordable transportation; advocating for better bicycling conditions and transportation choices for a healthier environment, and educating children, adults, and motorists about safe bicycling.

WABA's goal is to have a fully integrated transportation system, one that links transit, trails, bicycling, and walking facilities to connect the places to live, work, and play where one can ride anywhere safely.

Five-Year Strategic Goals (2015-2020)

By 2020, the percentage of people who use bikes will triple throughout the region.

By 2035, all residents in the Washington metropolitan region will be within one mile of dedicated space for biking and a connection to the broader regional bicycling network.

Six Strategic Focus Areas

Improve our bike network to enhance mobility, connectivity, and ease

- Prioritize transportation master plans in all WABA jurisdictions that incorporate low-stress networks to encourage bicycling for all.
- Increase funding allocated to bicycling in local and state transportation budgets.
- Ensure government agencies are accountable to bicycling plans and goals.
- Support sensible land use and zoning policies to grow bicycling.
- Pursue integration of bicycling in public transportation.

Advocate for increased bike education efforts across the region and expand WABA's role from service provider to program developer

- Expand, improve, and better promote our existing adult education opportunities.
- Create and support programs that serve the unique bike education needs of each WABA jurisdiction, constituent community, and/or partner group.
- Prioritize universal in-school "learn to ride" education in regional schools.
- Create and maintain robust out-of-school opportunities for youth and family biking.
- Encourage instructors to pursue continuing education, become more involved in the WABA community.

Commit to practices and programs that ensure equity, diversity, and inclusion throughout our work

- Ensure institutional equity through internal practices to continue building a culture of inclusion, diversity, encouragement, and support.
- Integrate and prioritize equity, inclusion, and diversity practices across WABA's existing programs.
- Advance WABA's capacity to create targeted programming that inspires more people to bike, teach, advocate, and lead in the region's bike movement.

Attain effective laws and enforcement to protect people who bike

- Advocate for regionally consistent legislation and laws to support and protect bicyclists.

- Advocate for a regional commitment to Vision Zero to prevent death and serious injuries for all roadway users.
- Build proactive and educational relationships with law enforcement agencies and other key parts of the civil and criminal justice system.
- Encourage law enforcement agencies across the region to better allocate enforcement resources to deter roadway behaviors most likely to lead to death or significant injury.
- Strengthen advocacy for crash victims.

Empower Local Advocates

- Develop a plan that identifies opportunities to involve, support, and further engage local advocates at every level.
- Engage and inspire civic and community leaders.
- Grow effective and successful local action committees 4. Use state-of-the-practice advocacy tools to empower supporters of all levels of engagement.

TDM Calendar of Events for 2017-2018

September 2017	50 States and 13 Colonies Ride Car Free Day PARK(ing) Day Try Transit Week
October 2017	Commuter Connections Fall Campaign Launch Walk to School Day Walk & Ride Challenge
Feb 2018	Commuter Connections Spring Campaign Launch
April 2018	Clean Air Partners Campaign Launch Earth Day Street Smart Pedestrian and Bicycle Safety Media Campaign
May 2018	Bike to Work Day DC Bike Ride Clean Commute Day Virginia
June 2018	Commuter Connections Employer Recognition Awards Bike to Work Day Employer Challenge Luncheon Dump the Pump Day End of COG fiscal year

CURRENT PROFILE OF REGIONAL ACTIVITY CENTERS/CLUSTERS

Inner Core	District of Columbia	Arlington County	City of Alexandria
Top Regional Activity Centers	• Capitol Hill • Downtown DC • Dupont Circle • Farragut Square • H St • Monumental Core NoMa • U/14th Corridor • Westend • Brookland • McMillan/Old Soldiers Home • Rhode Island Ave Metro • Capitol Riverfront • Southwest Waterfront	• Ballston • Clarendon • Court House • Rosslyn • Virginia Square • Crystal City • Pentagon • Pentagon City	• Braddock Road Metro Area • Carlyle/Eisenhower East • King Street/Old Town • Potomac Yard
Other Areas of Interest		• Columbia Pike Town Center • Columbia Pike Village Center	
Impacted Corridors	• I-395/I-295 • I-66 (Roosevelt Bridge) • Rt. 50 (New York Ave • Rt 1 (Rhode Island Ave & 14th St) • Woodrow Wilson Bridge • All Major Arterials	• I-66 • U.S. Rt. 1 • I-395 • Rt. 29 • Rt. 50 • Columbia Pike	• Rt. 1 • George Wash Pkwy • I-95/I-395/I-495 • Duke Street • King Street • Telegraph Rd. • Woodrow Wilson Bridge

Inner Core	District of Columbia	Arlington County	City of Alexandria
Available Products	• Carpools • Car Sharing - Zipcar - Car2go - Enterprise CarShare • Commuter Rail- - VRE - MARC • Cycling - Capital Bikeshare - Bikestation at Unionstation - Bike racks on sidewalks - Bike racks on buses - Bike on rail - Bike lanes & trails - ADA bike ramps • Telework • Live Near Your Work • HOV lanes • Rental cars • Transit • Local and express buses • Metrobus • Metrorail • Vanpools • Taxicabs • Union Station – Region's premier intermodal transportation center • Walking - Wide, tree-lined sidewalks - Count-down pedestrian	• Commuter Stores - Ballston - Crystal City - Rosslyn - Shirlington - Mobile Commuter Store • Arlington Metrobus • Arlington Transportation Partners employer, residential, developer, and hotelier services • ART- Arlington Transit • Capital Bikeshare • Bike/Walk Paths • Bike Racks/Lockers • CommuterDirect.com • CommuterPage.com • CarFreeDiet.com • Carpools • Carshare – Zipcar, car2go • HOV lanes • Metrorail • Slug lines • Vanpools • VRE • 'Pool Rewards • Mobile Apps • Advertising in local retail and business directories • Transportation fairs • Arlington cable TV • Arlington Metrobus collateral • ART promotion • ATP collateral • Direct Mail Program • Email alerts • E-newsletters • Blogs and websites	• GOAlex program • Web site: www.alexandriava.gov/GoAlex • Alexandria Transit Store • AMTRAK • Bike Paths • Bike Racks/Lockers • Capital Bikeshare • Carpools/Vanpools • DASH • Fairfax Connector • HOV lanes • Literature displays at community facilities • Metrobus/Metrorail • Telework assistance • VRE • Walking paths • Carshare Alexandria! • Literature Display campaign • RSS feed • eNews • Quarterly newsletter • Trip planning • Free King Street Trolley • Facebook page • Alexandria Gazette and Alexandria Times newspaper ads • GOAlex collateral materials • Bus interior ads • Chamber of Commerce networking • Community outreach at local events • *GOAlex and eNews* newsletters • Local government access cable channel

Inner Core	District of Columbia	Arlington County	City of Alexandria
	signals being installed - ADA-Bike Ramps • 'Pool Rewards • Employer Email Blasts Promoting goDCgo Services • Employer mailings by goDCgo • Employer seminars by goDCgo • BikeBrand Your Biz, promoting bicycle friendly businesses • WMATA Cooperative Marketing for Special Events • Car Free Day • Bike to Work Day support • goDCgo.com • Marketing collateral disseminated through direct mail & events • Social Media • Monthly Newsletter	• Internet co-ops and sponsorships • Newspaper ads • On –Board bus interiors • Quarterly newsletter and packages for employers • Retail kiosks and point-of-purchase displays • Sponsorship of local community events • Subway tunnel 2-sheets advertising • Postings on Facebook, YouTube, Instagram and Twitter • Car Free Day • Bike to Work Day • Facebook, YouTube & Google ads • Street Team events	• Transportation fairs • Literature Display campaign • Grass Roots Marketing Campaign • Facebook Ads and post boosting • Commuter Challenge using MWCOG trip tracking dashboard

RECOMMENDED MARKETING STRATEGIES PER TOP REGIONAL ACTIVITY CENTERS/CLUSTERS	
Washington D.C. **Top Regional Activity Centers**	• Capitol Hill • Downtown DC • Dupont Circle • Farragut Square • H St • Monumental Core NoMa • U/14th Corridor • Westend • Brookland • McMillan/Old Soldiers Home • Rhode Island Ave Metro • Capitol Riverfront • Southwest Waterfront
Products	➢ Bicycling ➢ Capital Bikeshare ➢ Carpools ➢ Mass Transit: bus, commuter rail, Metrorail, commuter bus ➢ DC Circulator ➢ www.goDCgo.Com ➢ goDCgo Employer Services ➢ SmartBenefits ➢ Vanpools ➢ 'Pool Rewards
Target Audiences	• Building Owners/Managers • Chamber/Trade Organizations • Private Sector Employers with 100+ employees • Residents in high SOV zip codes • Tourists/Visitors
Objective	• Generate interest by employers for the productivity gains from adopting various transportation benefits in their organization • Generate interest in the wide variety of transportation options in the District and encourage greater use
Recommended Marketing Strategy	➢ Support WABA with Bike To Work Day event ➢ Advertising programs will focus on www.goDCgo.com, Capital Bikeshare, and other sharing (carsharing, sharing the road). ➢ Regular marketing to employers in the District through eblasts and direct mail. ➢ Monthly e-newsletter to employers and general public ➢ Direct work with partner organizations to market program.

	➢ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➢ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH and Transit ➢ Web Banners on several sites ➢ 'Pool Rewards outreach to employers and residents **Commuter Connections Mass Marketing TERM** ➢ Ads in phone book ➢ Quarterly newsletter to employers and Federal agencies ➢ Strategic Plan update in Fall ➢ Updating all collateral with changes throughout year ➢ Web site marketing
Language(s)	English and Spanish
Partners	BIDs COG DDOT MARC VRE WABA WMATA
Partner Contributions	MARC & VRE donate space for GRH promotional materials
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate Web hits for commuterconnections.org Evaluate Web hits for goDCgo.com

RECOMMENDED MARKETING STRATEGIES PER TOP REGIONAL ACTIVITY CENTER/CLUSTERS	
Arlington	
Top Regional Activity Centers	• Ballston • Clarendon • Court House • Rosslyn • Virginia Square • Crystal City • Pentagon • Pentagon City
Other Areas of Interest	• Columbia Pike Town Center • Columbia Pike Village Center
Products	• ART Bus/Metrobus/Metrorail/VRE • Bicycling and walking • Capital Bikeshare • The Commuter Stores in Crystal City, Rosslyn, Shirlington and Ballston • Mobile Commuter Store at Pentagon, Pentagon City, Courthouse • Carshare vehicles – Zipcar & car2go • Slug-lines • Vanpools/Carpools/HOV • 'Pool Rewards
Target Audiences	*Work End:* • Employers and their employees *Home End:* • Residents in high SOV zip codes
Objective	• 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	➢ Use ATP's web site, CommuterDirect.com Corporate Services and Brochure Service to supplement sales force to work with employers ➢ Bike to Work Day event ➢ Walk at Lunch Day event ➢ Advertising programs will focus on multiple modes including telework, using transit, bicycling, walking, carsharing, vanpooling and carpooling and the time-saving benefits of HOV ➢ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➢ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH and transit

	➢ Web banners on several sites ➢ Social Media Postings ➢ 'Pool Rewards outreach to employers and residents **Commuter Connections Mass Marketing TERM** ➢ Quarterly newsletter to employers and federal agencies ➢ Strategic plan update in fall ➢ Updating all collateral with changes throughout year ➢ Web site marketing
Language(s)	English
Partners	Arlington County Department of Economic Development ART - Arlington Transit Local Business Groups including Rosslyn BID, Clarendon Alliance, Ballston BID and Columbia Pike Revitalization Organization COG NVTC, WMATA and all local transit and commuter bus providers Slug-Lines.com VDRPT WABA Capital Bikeshare
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate web hits for commuterconnections.org

RECOMMENDED MARKETING STRATEGIES PER TOP REGIONAL ACTIVITY CENTERS/CLUSTERS	
Alexandria	
Top Regional Activity Centers	• Braddock Road Metro Area • Carlyle/Eisenhower East • King Street/Old Town • Potomac Yard
Products	• Go Alex program • www.alexandriava.gov/GOAlex • Old Town Transit Shop • AMTRAK • Bike Paths • Bike Racks/Lockers • Capital Bikeshare • Carpools/vanpools • DASH • Fairfax Connector • HOV lanes • Literature displays at community facilities • Metrobus/Metrorail • VRE • Walking paths • Carshare Alexandria! • GO Alex Ambassadors • Display campaign • RSS feed • eNews • Biannual newsletter • Trip planning
Target Audiences	Work End: Businesses with emphasis on private sector employers with 100+ employees Home End: Residents in high SOV zip codes Other: Visitors
Objective	• Work with employers on implementing or expanding a transportation benefits program to decrease the number of SOV commuters to worksite.
Recommended Marketing Strategy	➢ Bike to Work Day event ➢ Advertising programs will focus on multiple modes including telework, transit, walking/bicycling, vanpooling and carpooling and the time-saving benefits of HOV ➢ Public relations effort and promotions to increase awareness of transportation options and supplemental programs, such as GRH and Carshare Alexandria!

	➢ Collect testimonials from those using alternative transportation and supplemental programs for use in marketing material, web sites, and media campaigns.
Language(s)	English, Spanish
Partners	DASH Commuter Connections Jurisdictional TDM representatives COG NVTC VDOT VDRPT VRE WMATA WABA NVRC Association for Commuter Transportation (ACT) Numerous business and civic representatives
Partner Contributions	
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate web visits for commuterconnections.org Evaluate web visits on Go Alex Web site Survey commuters who register with Commuter Connections Survey residents that enroll in Carshare Alexandria! Annual Survey of TMP sites Brochure tracking Pledge tracking Customer Engagements at events Facebook statistics Rideshare Database matches

Current Profile - Top Regional Activity Centers/Clusters

Northern Virginia

	Fairfax County	Loudoun County	Prince William County
Top Regional Activity Centers	• Tyson Central 7 • Tysons Central 123 • Tysons East • Tysons West • Merrifield Dunn Loring • Fairfax Innovation Center • Herndon • Reston Town Center • Wiehle-Reston East • Dulles East • Dulles South • Fairfax Center • City of Fairfax, George Mason University • Fort Belvoir • Fort Belvoir North Area	• Dulles Town Center • One Loudoun • Rt 28 Central • Rt 28 North • Rt 28 South • Rt 606 Transit Area • Rt 772 Transit Area	• Innovation • City of Manassas • City of Manassas Regional Airport • Manassas Park • Yorkshire
Other Important Areas	• Annandale • Bailey's Crossroads • Burke • Centreville • Chantilly • Dulles/Route 28 • Fair Oaks • Greensboro Station Area • Lorton • McLean • McLean Station Area • Falls Church		• Gainesville • Haymarket • Potomac Mills Mall • Quantico Marine Corps Base

	Fairfax County	Loudoun County	Prince William County
	• Mount Vernon • Springfield • Springhill Station Area • Vienna		
Impacted Corridors	• Braddock Road • Columbia Pike • Dulles Toll Road • Fairfax County Parkway • I-66 • I-395 • I-495 • 495 Express Lanes • I-95 (HOV) • 95 Express Lanes • Rt. 1/Richmond Highway • Rt. 123 • Rt. 236/Little River Turnpike • Rt. 28 • Rt. 29/Lee Rt. 50 • Rt. 7/Leesburg Pike Highway	• Rt. 7 • Rt. 9 • Rt. 15 • Rt. 28 • Rt. 50 • Dulles Greenway	• Rt. 234 • Rt. 294 • Rt. 1 • I-95 • I-66 • Rt. 28 • Rt. 29 • Rt. 15
Available Products	• Bike Fairfax Program • Carpools • Fairfax Connector • Metrobus • REX bus • TAGS bus • Metrorail • VRE • ShuttlePools • GIS density plots • SmartBenefits Plus50 Program • Commuter Friendly Communities Program • Best Workplaces for Commuters Program • HOV lanes	• Carpool • Carpool Video • NuRide • Cycling – W&OD Trail to Route 7 • Employer Services • Flextime • Grant Program • GRH • Loudoun County Transit • Park & Ride Lots • TMA Services-DATA • Vanpool with VANSAVE and VANSTART • Silver Line Metroconnection	• Carpool • Casual carpooling – “Slugs” • Cycling to Park & Ride; PW Parkway Trail • Employer Outreach • GRH • HOV lanes • SmartBenefits • NuRide • OmniRide, Metro Direct, OmniMatch, OmniLink, Cross County Connector • Park & Ride • ‘Pool Rewards

	Fairfax County	Loudoun County	Prince William County
	• Express (HOT) lanes • NuRide • DATA E^3Calc • 'Pool Rewards • Park and Rides • Bike and Ride • Kiss and Rides • Bike & Pedestrian trails • Casual carpooling (slug lines) • Ridematching • Reserved parking for car & vanpools • Telework Centers • TMA partners (DATA, LINK, TAGS, TYTRAN) • Five Connector Stores • Free Student Bus Pass • Telework!VA Tax Credit • Regional GRH • Vanpools • VanStart/VanSave • Vanpool Property Tax Relief • Travel Training program	• Sustainable Business Certification Program • Vanpool Video • How to Ride Loudoun County Transit Video	• Vanpool Property Tax Relief • Vanpool • Vanpool Alliance • VanSave/VanStart • VRE • On-The-Go travel training program
Current Marketing Conducted Locally	• Distribution of suite of program brochures • Subscription TDM alerts/ announcements • Bus interior ads • Cable TV ads • Radio ads • Movie theater ads • Videos online & on county cable • Facebook ads • Datalerts • Vanpool formation presentations • E-mail newsletter	• Datalerts • Direct mail to residents • Membership meetings • Email alerts to bus passengers • Print ads in Local Newspapers • News releases • Transportation fairs • Web site • Quarterly newsletter for employers • Various displays at employer sites, government facilities,	• Community papers • Hispanic church bulletins • Direct mail • Employer outreach • Highway signage • Newsletter (OmniNews) • News media – print and online • Poster in employer sites • Press release • New Rider kits to new homeowners

	Fairfax County	Loudoun County	Prince William County
	• Local community fairs & events • Special promotions for Try Transit Week, Car Free Day, Dump the Pump, Bike to Work Day, etc. • Social media posts/tweets • Website pages • HOV model display • Membership meetings • News releases • Print ads in local newspapers • Direct mail to households near park & rides, bus routes • Posters and Tri-fold Tabletop posters • Distribution of bus schedules • Presentations to business groups • Best Workplaces for Commuters ceremony in front of County Board of Supervisors • Transportation fairs • Employer events • Open houses / town meetings/public mtgs • Ads in Fort Belvoir directory • DATA Live More Commute Less [SM] website & publications • DATA employer Council and EC Blog	and private business and retail establishments • Earth Day activities • Car Free Day • Special holiday schedules for commuter buses during winter holidays • Sustainable Business Certification presentations • DATA Employer Council • DATA bilingual ridesharing coordinator scheduled in business • Web advertisements targeted to Loudoun residents	• Messages on phone hold service • Articles/ in jurisdictional and HOA newsletters • Hispanic radio ads • Online ads on hyper local websites • Yellow pages print and online • Posters and seat drops on all buses • Special promos: Bike to Work Day; Dump the Pump Day; various transit fairs; community outreach events; Senior community presentations; Youth outreach programs targeted to children ages 4-19; PWC new teacher orientation day; Transition fairs for parents of disabled children • Web site • Rider Express eAlert system • Facebook

RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTERS/CLUSTERS	
Top Regional Activity Centers	• Tyson Central 7 • Tysons Central 123 • Tysons East • Tysons West • Merrifield Dunn Loring
Products	• Carpools and vanpools • Fairfax Connector • Metrobus/Metrorail/VRE • Teleworking • Bike Fairfax resources • SmartBenefits Plus50 • 'Pool Rewards • Best Workplaces for Commuters
Target Audiences	*Work End:* • Private sector employees with 100+ employees *Home End:* • Residents in high SOV zip codes
Objective	• Generate interest from employers for benefits of offering TDM strategies to employees • Entice SOV residents/employees to try alternative modes
Recommended Marketing Strategy	➢ Bike to Work Day event ➢ Promotions for Try Transit Week, Car Free Day, Dump the Pump Day, Earth Day ➢ Movie theater ads promoting the SmartBenefits Plus50 incentive ➢ Recognition by Fairfax County Board of Supervisors to employers who qualify for Best Workplaces for Commuters ➢ Direct mail to households near Park and Rides, bus routes ➢ Facebook ads pointing to website ➢ Social media posts/tweets pointing to website ➢ Ads and Web banners on radio ➢ Participation in community and business fairs and events
Language(s)	English, some Spanish
Partners	COG DATA Health fair schedulers/coordinators WMATA LINK VDOT DRPT

	NVTC FABB MWAA/Dulles Rail Partners TAGS Tysons Partnership vRide ENTERPRISE VANS Best Workplaces for Commuters (NCTR)
Partner Contributions	Commuter Benefit program (FCDOT) VanSave VanStart VRide, ENTERPRISE and ABS vanpooling sales effort Cross-promotion of programs and services
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate web hits for commuterconnections.org Evaluate web hits for fairfaxcounty.gov/fcdot/ Evaluate ridership figures from providers

RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS	
Top Regional Activity Centers	▪ Fairfax Innovation Center ▪ Herndon ▪ Reston Town Center ▪ Wiehle-Reston East ▪ Dulles East ▪ Dulles South ▪ Fairfax Center ▪ City of Fairfax, George Mason University
Products	• Bicycling • DATA's services • GRH • 'Pool Rewards • Telecommuting/Teleworking • Telework!VA tax credit • Transit • Vanpools/Carpools to support Dulles Toll Road HOV Lane
Target Audiences	*Work End:* Airport Chamber/trade organizations Private sector employees with 100+ employees University Center Westfield's International Center *Home End:* Residents in high SOV zip codes in Fairfax Center/GMU
Objective	• Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, SmartBenefits, 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	➢ Bike To Work Day event ➢ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH ➢ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➢ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH and Transit ➢ Web banners on several sites ➢ 'Pool Rewards outreach to employers ➢ Car Free Day ➢ DATA Live More Commute Less^{SM} community activities – 5K and golf tournament **Operations Center** ➢ Ads in phone book ➢ Quarterly newsletter to employers and federal agencies ➢ Strategic plan update in fall ➢ Updating all collateral with changes throughout year ➢ Web site marketing
Language(s)	English and Spanish
Partners	Fairfax CUE DATA Fairfax County Employer Services LINK COG VDRPT VDOT MEGA PROJECTS VRide ENTERPRISE VANS VRE WMATA WABA
Partner Contributions	GRH promotional materials on board Fairfax Connector & Cue buses Match Program. VanStart
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate web visits on commuterconnections.org

RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS	
Top Regional Activity Centers	• Fort Belvoir • Fort Belvoir North Area
Products	• Vanpools • Carpools • ShuttlePools • 'Pool Rewards • Teleworking • Telework!VA tax credit • Transit - VRE, Metrobus, Fairfax Connector, Metrorail, Medical Center Shuttle to Metrorail Station
Target Audiences	*Work End:* • New businesses located in the region • Private sector employers with 100+ employees
Objective	• Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, SmartBenefits, and teleworking. • Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion
Recommended Marketing Strategy	➢ Bike To Work Day event ➢ Car Free Day ➢ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH ➢ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➢ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH and Transit ➢ Web banners on several sites ➢ 'Pool Rewards outreach to employers **Operations Center** ➢ Ads in phone book ➢ Quarterly newsletter to employers and federal agencies ➢ Strategic plan update in fall ➢ Updating all collateral with changes throughout year ➢ Web site marketing
Language(s)	English
Partners	American Legion Post 176 Fairfax County COG NVTC

	TAGS Springfield Mall VDRPT MEGA PROJECTS VRE WMATA
Partner Contributions	GRH promotional materials on board VRE and Fairfax buses Match Program VanSave VanStart
Evaluation	Evaluate call reports for 800-745-RIDE Evaluate web visits on commuterconnections.org

RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS	
Top Regional Activity Centers	**Loudoun County** • Dulles Town Center • One Loudoun • Rt. 28 Central • Rt. 28 North • Rt. 28 South • Rt. 606 Transit Area • Rt. 772 Transit Area
Products	• Carpool • DATA • Loudoun County Transit • NuRide Rewards • Teleworking • Vanpool • Sustainable Business Certification • 'Pool Rewards
	Home End: Residences in high SOV zip codes
Objective	Increase awareness of benefits of GRH, time savings from HOV lanes and convenience of transit
Recommended Marketing Strategy	➢ Bike To Work Day event ➢ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH ➢ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➢ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH and Transit ➢ Web Banners on several sites **Operations Center** ➢ Ads in phone book ➢ Quarterly newsletter to employers and Federal agencies ➢ Strategic Plan update in Fall ➢ Updating all collateral with changes throughout year ➢ Web site marketing
Language(s)	English
Partners	Loudoun County Commuter Services DATA Fairfax Connector Loudoun County Transit COG Enterprise Rideshare

	VDRPT
Partner Contributions	GRH promotional materials on board Loudoun County buses
Evaluation	Evaluate monthly call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org

RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS	
Top Regional Activity Centers	**Prince William County** • Innovation • City of Manassas • City of Manassas Regional Airport • Manassas Park • Yorkshire
Products	• Casual Carpools (Slugs) • GRH • HOV I-95 and I-66 • NuRide • OmniLink / Cross County Connector local bus service • OmniRide / Metro Direct commuter bus service • Park & Ride lots • 'Pool Rewards • Rider Express e-mail service • Ridesharing, vanpools, carpools: PRTC OmniMatch
Target Audiences	*Home End*: • Residents in high SOV zip codes *Work End:* • Employers of 100 or more employees
Objective	Increase brand recognition, awareness of ridesharing, benefits of GRH, time savings of I-495 Express lanes and I-95 HOV
Recommended Marketing Strategy	➢ Bike To Work Day event ➢ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH. Program will target specific zip codes. ➢ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➢ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH and Transit ➢ Web banners on several sites ➢ Outreach to Hispanic community ➢ Interaction through social media -- Facebook ➢ 'Pool Rewards outreach to employers ➢ NuRide outreach to Tysons commuters **Operations Center** ➢ Ads in phone book ➢ Quarterly newsletter to employers and federal agencies ➢ Strategic Plan update in fall ➢ Updating all collateral with changes throughout year

	➢ Web site marketing
Language(s)	English and Spanish
Partners	COG NVTC OmniLink OmniRide PRTC VDRPT 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 applications received for ridesharing information through Commuter Connections and PRTC OmniMatch programs. Evaluate activity of Customer Service call center. Area residents participate in the State of Commuter survey. Annual surveys on OmniRide and OmniLink buses and VRE trains.

CURRENT PROFILE OF IMPACTED ACTIVITY CENTERS/CORRIDORS MARYLAND				
Suburban Maryland	**Charles County**	**Frederick County**	**Montgomery County**	**Prince George's County**
Top Regional Activity Centers	• Waldorf	• Downtown Frederick • East Frederick Rising • Fort Detrick • Francis Scott Key Mall (Rt 85 & Rt 355 Corridor) • MD Rt 26 • Golden Mile • Jefferson Tech Park	• Bethesda • NIH/Walter Reed National Military Medical Center • King Farm/Rockville Research Center/Shady Grove, • Rockville Montgomery College • Rockville South/Twinbrook (includes portion of North Bethesda) • Rockville Town Center • Silver Spring Takoma Park • Life Sciences Center/Gaithersburg Crown Farm • Rock Spring Park	• Landover Mall • Landover Metro • Largo Town Center/ Morgan Blvd • New Carrollton
Other Important Areas			• Friendship Heights • White Flint/Executive Blvd. • White Oak/FDA • Wheaton • Germantown/Clarksburg	• White Oak • National Harbor • Konterra • Upper Marlboro • Prince George's Plaza • Prince George's Community College • Prince George's County Sports and Leaning Complex • Howard B. Owens Science Center • Watkins Regional Park

Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
Impacted Corridors	• US 301 • MD 228 • MD 5	• I-270 • I-70 • U.S. 15 • U.S. 340	• I-270 • I-495 • US-29 • MD 117 • MD 118 • MD 124 • MD 185 • MD 193 • MD 355 • MD 410 • MD 650 • MD 97 • MD 29 • MD 200	• I-495 • I-95 • MD 5 • U.S. 50 • B-W Parkway • US Route 1 • MD Route 210 • MD 458 • MD 202 • MD 4 • MD 450 • MD 193 • MD 214
Available Products	• MTA Commuter Buses • Guaranteed Ride Home (GRH) Program • Vanpools • Carpools • Teleworking • 'Pool Rewards • School Pool • Park and Ride Lots • VanGO	• TransIT Connector Services • TransIT-plus Paratransit Services • Medical Assistance Transportation • TAP-Taxi Access Program • TransIT Meet-the-MARC Shuttles (Point of Rocks and Walkersville) • Brunswick MARC line • Park & Ride lots • Personalized ride matching • 'Pool Rewards • School Pool • Carpool and Vanpool • Vanpool Incentive Program • Bicycling	• Five Transportation Management Districts (TMDs): Silver Spring, N. Bethesda, Bethesda, Friendship Heights, Greater Shady Grove (including Life Sciences Center • Annual employee surveys • Bike Trails • Bike Racks • Capital BikeShare Stations • MARC stations • Carpool parking and discounts in County-operated facilities in Silver Spring & Bethesda • *TRiPS* Commuter Stores • Express Buses • GRH Program • HOV lane on I-270 • Metrorail • Park & Ride Lots • Personalized ride matching, trip planning, & follow-up • 'Pool Rewards • Ride On local bus service	• Bike Trails and paths • Carpools • Vanpools • Express Buses • GRH • MARC (Camden & Penn Line) • Metrorail, Metrobus • Park and Ride Lots • Personal Ride Match • 'Pool Rewards • Telework Centers • *TheBus*-County Local Bus Service

Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
		• Four Frederick County MARC Stations • MTA 505 & 515 Bus to Shady Grove Metro • MTA 204 to College Park • Bay Runner Shuttle • Transportation Fairs & On-Site Ridematching Services • MD Commuter Choice Tax Credit • Trip Planning Services • Guaranteed Ride Home Program • Mobile Ticketing App • Automated Vehicle Location App • Summer Freedom Pass • Voiance phone call translation service • Velocity credit card system	• Downtown Circulators in Silver Spring and Bethesda • Free use of professional telework consultants for employers • MD Commuter Tax Credit for Employers • MC Home Telecommuting Tax Credit • Transportation Fairs & Commuter Information Days • Traffic Mitigation Agreements with Developers for New Projects • Traffic Mitigation Plans with Employers in TMDs	

Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
Current Marketing Conducted Locally	• Web site • Bike to Work Day • Car Free Day • Clean Commute Month • Employer Outreach • Maryland Commuter Tax Alternative • Smart Benefits • Seminars • Local fairs and events • Mail/ email campaigns. • Local radio advertising • Local cable TV ads • Air Quality Action Days and Bike To Work Day • Clean Air Partnership school outreach • BRAC focus	***August - May*** • Local Radio Stations 99.9 & 103.1 morning and afternoon traffic sponsorship ***September*** • Business Appreciation W eek • Free TransIT rides to support Car Free Day • In the Street Community Fair • Frederick County Fair • Frederick Community College table display ***October*** • Elder Expo • Frederick County Chamber Expo ***January*** • State Legislative Reception- Annapolis ***February*** • Design-An-Ad campaign with middle school students from Frederick County Public Schools	***August*** • County Fair • Ethnic Heritage Event ***September*** • CarFree Day • Outdoor Ad Campaign • Walk & Ride • Bike 2 College Day ***October*** • Annual Commuter Survey (At times may be conducted in Spring vs. Fall) • Ride On Rodeo • Radio Ads on GRH ***March*** • GreenFest ***April*** • Earth Day/Week/Month ***May*** • Public Works Week • Bike to Work Day • Bike 2 College Day ***June*** • Clean Air Partners • Dump the Pump ***Throughout the year:*** • Print/Radio/Website-Ads • Ride On bus interior cards, bus exteriors, bus shelter ads • Chamber ads • Chamber events: Business Expos and networking events; • Street Banners, Posters • Employer worksite events, including Commuter	• April Earth Day Community Partner's Event • May Bike to Work Day • June- Summer Youth Employee's Orientations • August National Night Out • September County Fair Hispanic Festival Senior Picnic & Fitness Day **Throughout the Year** • Commuter Fairs • The Bus route marketing • Employer Outreach Events • E-News letters • Print/ Radio Ads • Movie Theater Commercials • Comcast RideShare Transit Commercials • Community Transportation Fairs • The Bus interior Cards

Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
		April • Ft. Detrick's Earth Day Celebration • ThermoFisher Scientific Earth Day Celebration • Frederick County Commuter Appreciation Event • Frederick Community College Transitioning Fair • Free TransIT rides for Earth Day celebration ***May*** • Bike to Work Day – Bicycle riders ride free • Ft. Detrick's Safety Awareness Day Event ***June*** • Free TransIT rides to support Dump The Pump Day ***Throughout the year:*** • Television ads on county's public access channel for transit • Daily online ads on social media and	Information Days, benefit fairs, special theme events • Community Outreach Events • Capital Bikeshare promotional events • Social media • Advisory Committee Meetings • Car sharing parking spaces	& Bus Shelter ads • Capitol Heights Community Outreach • EDC Employer Outreach events • Housing Expo • Vendors Fair for Seniors • Congressional Black Caucus Employer Fair • Mel Franklin Annual District 9 Day Event • Military Base Transportation Fairs • County Council Town Hall Meetings • County Executive Listening Sessions • Transforming Neighborhood Initiative (TNI) Events

Suburban Maryland	Charles County	Frederick County	Montgomery County	Prince George's County
		other online platforms for TransIT and Rideshare • Print/Radio Ads • Community Outreach Events • Gas Topper ads promoting GRH, rideshare and vanpooling • Year-long advertisements in Conexiones, Hispanic magazine • Pre-Movie advertising at Westview Cinemas on Rideshare and Vanpooling • Year-long backlit ad panel at FSK Mall • TransIT bus interior cards for Commuter Connections and Clean Air Partners		

RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS	
Top Regional Activity Centers	**Frederick County** • Downtown Frederick • East Frederick Rising • Fort Detrick • Francis Scott Key Mall (Rt 85 & Rt 355 Corridor) • Golden Mile • Jefferson Tech Park
Other Areas of Interest	• MD Rt 26
Products	• Carpool • Public Transit - TransIT • Telecommuting/Teleworking • Maryland Telework Partnership for Employers (MD) • 'Pool Rewards • School Pool • Vanpools • MTA Commuter Buses: #204, #505 & #515 • MARC Train – Brunswick Line
Target Audiences	*Work End:* • Employers with 100 or more employees *Home End:* • 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	➢ Bike To Work Day event ➢ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH. Program will target specific zip codes. ➢ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➢ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit ➢ Web Banners on several sites ➢ 'Pool Rewards outreach to residents **Operations Center** ➢ Quarterly newsletter to employers and Federal agencies ➢ Strategic Plan update in Fall ➢ Updating all collateral with changes throughout year ➢ Web site marketing **Telework**

	➢ Support via Newsletter
Language(s)	English, some materials in Spanish
Partners	COG Frederick County MARC & Commuter Bus MTA VPSI
Partner Contributions	GRH promotional materials on TransIT
Evaluation	Evaluate call and web reports

RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS	
Top Regional Activity Centers	**Montgomery County** Bethesda, NIH/Walter Reed National Military Medical Center, King Farm/Rockville Research Center/Shady Grove, Rockville Montgomery College, Rockville South/Twinbrook, Rockville Town Center, Silver Spring, Takoma Park, Life Sciences Center/Gaithersburg Crown Farm, Rock Spring Park
Products	• Bicycling • Bikesharing • Carpools/Vanpools • Commuter Services Section • TRiPS Commuter Stores near Silver Spring and Friendship Heights Metro Stations • HOV lanes • Public Transit - Metrorail, Metrobus, Ride On , MARC rail, VanGo Shuttle, Bethesda Circulator • Silver Spring TMD • Friendship Heights TMD • Greater Shady Grove TMD (GSGTMD) • North Bethesda TMD (NBTMD) operated by TAP under contract to County • Bethesda TMD operated by BUP under contract to County • Maryland Commuter Tax Credit • Smart Benefits Programs • 'Pool Rewards • Telework/telecommuting
Target Audiences	Work End: • Chamber/Trade Organizations • Private employers with 100+ employees Private employers with 25+ employees • Real Estate and relocation companies • Office building management/leasing agents • Major retailers • Human Resources departments & associations • Commuters at CIDs and other events. Home End: • Residents in high SOV zip codes proximate to transit throughout the County, especially Silver Spring/Takoma Park, Wheaton, North Bethesda, Shady Grove/Life Sciences Center; I-270 & Rt. 29 Corridors • Residents in multi-family residences in NBTMD, GSGTMD and in transit/activity centers.

Objective	• To improve traffic congestion and air quality in Montgomery County by encouraging employers to adopt high-level commuting benefits and complete a Traffic Mitigation Plan, and by encouraging alternative transportation use among SOV commuters. • Generate interest by employers in the productivity gains from adopting County/Commuter Connections' "benefit packages" including GRH, transit subsidies, ridematching, and teleworking. • Generate interest in surveying and subsidies to save on parking costs and assist employees with solutions to traffic congestion • Increase awareness of benefits of GRH, time savings from HOV lanes and convenience and cost-savings of transit
Recommended Marketing Strategy	• Bike To Work Day event • Bikesharing Promotions • Bike 2 College Day • Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH, and success stories achieved by enrolled users • Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH and Transit • Ride On bus exterior ads, interior cards and bus shelters • Web Banners on several sites • Ads in phone book • Print and digital media ads • Strategic Plan update in Fall • Updating all collateral with changes throughout year • Web site marketing • Radio spot • Updated collateral • Bi-monthly Better Ways To Work e-newsletter to employers and Federal agencies • Walk & Ride • Car Free Day 'Pool Rewards outreach to employers and residents
Partners	MARC MDOT M-NCPPC MTA City of Rockville City of Gaithersburg City of Takoma Park City of Rockville Ride On Vanpool companies Car sharing companies WMATA WABA Chambers of Commerce
Language(s)	English, Spanish, Chinese; other languages to be considered

Partner Contributions	SmartBenefits Promotion of Commuter Connections Ridematching System by outreach teams GRH promotional materials on Ride On & MARC, plus by outreach teams Ride On bus exteriors, interior cards, bus shelters
Evaluation	Evaluate web and call reports

RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS	
Top Regional Activity Centers	**Prince George's County** • Landover Mall • Landover Metro • Largo Town Center/Morgan Blvd • New Carrollton
Products	• Carpools • 'Pool Rewards • Public Transit • Telecommuting/Teleworking • Vanpools
Target Audiences	*Work End:* • Employers with 100+ employees *Home End:* • Residents by free shuttle for *TheBus* • 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	➢ Bike To Work Day event ➢ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➢ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit ➢ Web Banners on several sites ➢ 'Pool Rewards outreach to employers and residents **Operations Center** ➢ Ads in phone book ➢ Quarterly newsletter to employers and Federal agencies ➢ Strategic Plan update in Fall ➢ Updating all collateral with changes throughout year ➢ Web site marketing **Telework** ➢ Support via Newsletter
Language(s)	English, with Spanish in Langley Park area
Partners	WMATA Prince George's County Rideshare Division *TheBus* COG
Partner Contributions	GRH write up in schedules for *TheBus*
Evaluation	Evaluate call and web reports

RECOMMENDED MARKETING STRATEGIES FOR TOP REGIONAL ACTIVITY CENTER/CLUSTERS	
Top Regional Activity Center	**Charles County** • Waldorf
Products	• MTA Commuter Buses • Guaranteed Ride Home Program • Vanpools • Carpools • Teleworking • 'Pool Rewards • School Pool • Park and Ride Lots • VanGO
Target Audiences	*Work End:* • Employers with 100 or more employees *Home End:* • Residences along service routes • 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	➢ Bike To Work Day event ➢ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH. Program will target specific zip codes. ➢ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➢ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit ➢ Web Banners on several sites ➢ 'Pool Rewards outreach to residents **Operations Center** ➢ Ads in phone book ➢ Quarterly newsletter to employers and Federal agencies ➢ Strategic Plan update in Fall ➢ Updating all collateral with changes throughout year ➢ Web site marketing **Telework** ➢ Support via Newsletter
Language(s)	English
Partners	COG, MTA, MDOT

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 2012 to 2017.

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:

- METRORAIL STATION ACCESS ALTERNATIVES STUDY JULY 2012
- GRH PROGRAM SURVEY BALTIMORE REGION NOVEMBER 2013
- STATE-OF-THE-COMMUTE 2013 SURVEY REPORT (JUNE 2014)
- BIKE TO WORK SURVEY REPORT 2013 (MAY 2014)
- CENTRAL EMPLOYMENT CORE CORDON COUNT OF VEHICULAR AND PASSENGER VOLUMES 2013 (APRIL 2014)
- EMPLOYER SATISFACTION SURVEY JULY 2014
- TRANSPORTATION EMISSION REDUCTION MEASURE ANALYSIS REPORT FY 2012-2014 (NOVEMEBER 2014)
- CAPITAL BIKESHARE MEMBER SURVEY 2014 REPORT (APRIL 2015)
- COMMUTER RESEARCH SUMMARY REPORT SUMMARY (APRIL 2015)
- ANNUAL PLACEMENT SURVEY REPORT OF APPLICANT DATABASE FY15 (MAY 2015)
- PERFORMANCE OF HOV FACILITIES ON FREEWAYS IN THE WASHINGTON REGION 2014 (OCTOBER 2015)
- GRH CUSTOMER SATISFACTION SURVEY BALTIMORE REGION FY 2015 REPORT (MARCH 2016)
- GRH CUSTOMER SATISFACTION SURVEY WASHINGTON REGION REPORT FY 2015 (MARCH 2016)
- COMMUTER CONNECTIONS RETENTION RATE SURVEY 2016 REPORT
- GUARANTEED RIDE HOME APPLICANT SURVEY WASHINGTON DC REGION 2016 REPORT
- CONGESTION MANAGEMENT PROCESS TECHNICAL REPORT (SEPTEMBER 2016)

JULY 2012
METRORAIL STATION ACCESS ALTERNATIVES STUDY

EXECUTIVE SUMMARY

Metrorail ridership is projected to continue to grow over the next two decades, reaching nearly a million daily rail riders by 2040. A key aspect of accommodating this growth will be simply getting the passengers to the stations and onto the trains. In an atmosphere of competing priorities, state-of-good repair investments will receive the bulk of funding, making the estimated 30,000 spaces required if the current Park & Ride arrival mode of 30% remains constant all the more difficult to fund. In addition, WMATA has a strategic objective in using its station areas for transit-oriented development, rather than for additional parking resources.

BACKGROUND

The Metrorail Station Access Alternatives Study sought to evaluate strategies for maximizing passenger access at Metrorail stations that have existing parking facilities by evaluating the costs and benefits of several possible scenarios of future station access. To do so, five case study stations were chosen. Each of these case-study stations represented one of the types identified in Metro's 2010 Bicycle and Pedestrian Access Improvements Study. By measuring the actual costs and benefits of additional riders by each access mode, WMATA can form a future access strategy that prioritizes improvements that provide the most "bang for the buck" in terms of increased station access and enhanced livability for the region and for the immediate station environs.

The five case study stations were Fort Totten, Huntington, Naylor Road, Shady Grove, and Vienna-Fairfax/GMU. Access during the AM Peak period was selected as the focus of the analysis as it is the time when the availability of parking resources are a potential limiting factor on ridership. While overall access numbers in the PM Peak period may be symmetrical to the AM Peak, a much larger percentage of passengers access the system as pedestrians at stations in the region's core.

The Station Access Alternatives Study consisted of a peer review of like transit agencies with similar operating profiles to Metrorail, followed by the development of multiple station access scenarios for each of the five stations listed above. Sixteen preliminary scenarios were pared down to ten scenarios (two per station) to be included in the benefit-cost analysis (BCA). Scenarios were selected for the BCA based upon feasibility of concepts, input from stakeholders, and degree of contrast to other scenarios to be analyzed.

PEER REVIEW FINDINGS

The study team carefully selected several peer systems for the review that share some key general characteristics and specific station access challenges with WMATA, including geographic reach, overall system size, suburban stations with parking, and high projected ridership growth. The final list of peer review agencies included:

- Bay Area Rapid Transit (BART) – San Francisco, CA
- Chicago Transit Authority (CTA) – Chicago, IL
- Metropolitan Atlanta Rapid Transit Authority (MARTA) – Atlanta, GA
- Massachusetts Bay transit Authority (MBTA) – Boston, MA
- Metra – Chicago, IL
- Orange County Transit Authority (OCTA) – Orange County, CA
- Sound Transit – Seattle, WA

- TriMet – Portland, OR

The peer review uncovered no truly cutting-edge station access strategies such as dynamic parking pricing, neighborhood ridesharing or non-fixed route demand response service, that have been implemented. The majority of WMATA's peers have a wide variety of station types ranging from urban, urban residential, to suburban residential; and the primary access modes and challenges consequently varies significantly as well. Many agencies are experiencing parking capacity issues at urban and suburban residential stations that they are addressing with parking management approaches, while only the OCTA is increasing parking capacity in response to demand.

How each agency is meeting these access challenges or is planning to meet them varied significantly, but several recurring strategies and themes that rose to the top in terms of frequency of application, including:

- Single Occupancy Vehicle (SOV) Access is the Lowest Priority in Most Cases. Systems are generally looking to maximize access to their stations by non-motorized modes in general, and are not adding significant amounts of new parking (with the exception of OCTA).
- Remote/Satellite Parking Lots Can Work. Several peer systems have successfully implemented shared parking agreements or remote parking lots with dedicated feeder bus or shuttle service
- Increased Facilities for Bicycle Access are Popular. The peer review documented several bicycle parking initiatives being undertaken by agencies, including TriMet, MBTA, and Metra.
- Few Systems Have Ridesharing Accommodations. Only OCTA and Metra had accommodations targeted at carpoolers.
- Feeder Bus Connections and Frequency are Critical to Attracting Riders. The agencies interviewed have found that these connections must be far reaching (many routes), be frequent (short headways), and be convenient (dropping passengers at or very close to rail station entrances).
- Targeted Reverse Commute Shuttles Are Feasible. BART, Metra, and OCTA have all implemented successful reverse commute shuttles with local partners that focus on improving station egress by improving connections between stations and user destinations.
- Land Use Policies Are Often Seen as a Solution for Improving Station Access. Many agencies are working cooperatively with local municipalities to increase density around their stations, including working with private developers and converting surface parking lots into TOD.
- Bicycle and Pedestrian Access Improvements Extend Beyond the Station Site. Sound Transit has found that missing bicycle and pedestrian linkages between its stations and the surrounding communities impede the growth of bicycle and pedestrian access mode shares.

STATION ACCESS SCENARIOS

The study team first collected a toolbox of strategies that could potentially be employed as part of station access scenarios for one or more of the case study stations (for details, see full report). Multiple scenarios were then developed for each case study station by combining sets of these strategies that were felt to be mutually supportive. Ten scenarios were evaluated through the BCA. Not every strategy in the toolbox was included in each of the station scenarios.

The strategies focus on increasing the utilization of existing parking facilities and providing alternative modes of access. However, in order to provide analysis for a comprehensive list of options, constructing a new parking garage was included in scenario V3.

BENEFITS-COST ANALYSIS FINDINGS

The following two common benefit-cost evaluation measures were included in the benefit-cost analysis, each tailored to compare benefits and costs from different perspectives.

Net Present Value (NPV): NPV compares the net benefits (benefits minus costs) after being discounted to present values using the real discount rate assumption. The NPV provides a perspective on the overall dollar magnitude of cash flows over time in today's dollar terms.

Benefit Cost (B/C) Ratio: The evaluation also estimates the benefit-cost ratio; where the present value of incremental benefits divided by the present value of incremental costs yields the benefit-cost ratio. The B/C Ratio expresses the relation of discounted benefits to discounted costs as a measure of the extent to which a project's benefits either exceed or fall short of their associated costs.

The BCA showed that the anticipated quantifiable benefits from the WMATA Station Access Study projects exceed their anticipated costs. The two shady grove alternatives (S2 and S4) exhibited the highest B/C ratios, largely due to the long travel distances exhibited by Shady Grove passengers. (for complete B/C ratios, see full report)

RECOMMENDATIONS

Possibilities for Pilot Programs

A key objective of the study was to identify specific recommendations and explain how these recommendations might be implemented. The benefit-cost analysis showed that the anticipated quantifiable benefits exceed the anticipated costs for each scenario.

Implementation of the strategies would initially take place via a pilot program model, where strategies would be implemented in a systematic and gradual manner and subsequently evaluated. Implementing strategies via pilot programs will allow WMATA to better understand the impact of individual strategies in shifting modes of access to WMATA stations, and thus further invest in the most effective toolbox strategies. Some strategies that are already in use at certain stations may still be considered for pilot programs if they could be implemented on a broader scale (e.g. real-time parking information) or in a more comprehensive manner (e.g. improving pedestrian links). Table 32 delineates the toolbox strategies by those that could work at individual stations.

The study team selected seven strategies for additional study as potential pilot programs or policies:

- Real-Time Parking Information
- Shared Satellite Parking
- Shared Parking with Joint or Adjacent Development
- Neighborhood-Focused Bus Service
- Shuttle Management
- Preferred Carpool Spaces and Discounts
- Dynamic Ridesharing.

Though some elements of the strategies have a longer-term focus, such as the use of specialized technology in enforcing carpooling rules, each pilot program could be implemented in the near-term.

NOVEMBER 2013
2013 BALTIMORE REGION GRH PROGRAM SURVEY
COMMUTER CONNECTIONS

This report presents the results of a Guaranteed Ride Home (GRH) survey of 543 commuters who currently participate, or who have participated, in the Baltimore and St. Mary's County regional GRH Program marketed through the Maryland Transit Administration and operated through the Commuter Connections program at the Metropolitan Washington Council of Governments. This program was introduced in October 2010 to eliminate one barrier to using alternative modes - commuters' fear of being without transportation in the case of an emergency. The program provides up to four free rides home per year in a taxi, rental car, public transit, or a combination of these modes, in the event of an unexpected personal emergency or unscheduled overtime.

SURVEY GOALS

The primary goal of the GRH survey is to examine characteristics of GRH Program participants and to examine three key research questions regarding potential travel changes that might be influences or assisted by the GRH program. Specifically, the survey explores if the GRH program:

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

PROGRAM PARTICIPATION FINDINGS

Several survey results relate to program marketing. These conclusions are summarized below:

- Program marketing seems to be an effective source of information for GRH. Nearly half of respondents said they had heard or seen some form of GRH advertising, one-quarter of total survey respondents said they had not registered before hearing or seeing the ads, and that the ads had encouraged them to register.

- The results also showed the need for multiple outreach channels. Word of mouth continues to be the predominant method by which respondents learned of GRH, but employer/employee survey, Internet, bus/train signs, and other rideshare/transit organizations all were noted by at least five percent of respondents as their first information source about GRH.

SURVEY RESULTS

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

- Demographics of the sample.
- GRH participation characteristics.
- GRH information sources.
- Current commute patterns for GRH participants.
- Commute patterns before and during participation in GRH.
- Influence of GRH on commute choices.
- Use of other, non-GRH services provided by Commuter Connections and other organizations.

- Use of and satisfaction with GRH trips and the GRH Program.

CHARACTERISTICS AND DEMOGRAPHICS OF THE SAMPLE

Home and Work Location

- For the 2013 survey, the majority of respondents live in Maryland (72%).
- Top home locations are Baltimore City (21%), Baltimore County (15%), and Hartford County (13%).
- About 14% live in Virginia.
- A few (2%) live in the District of Columbia.
- The remaining 11% live north of Baltimore in Pennsylvania (6%), New Jersey (3%), or Delaware (2%).
- Essentially all (99.7%) work in Maryland.

Demographics

- The survey asked respondents four demographic questions: gender, income, age, and ethnic group.
- A higher proportion of GRH participants are male (54%) than female (46%).
- More than six in ten respondents (64%) have household incomes of $80,000 or more and 32% have incomes of $120,000 or more.
- More than half (56%) are between the ages of 35 and 54 years old. Approximately two in ten (19%) are under 35 and one-quarter (25%) are 55 years or older.
- Caucasians/Whites and African-Americans represent the two largest ethnic group categories of GRH survey respondents, 64% and 21%, respectively. Asians account for about 8% and Hispanics account for about 4% of respondents.

GRH PARTICIPATION CHARACTERISTICS

- Almost three-quarters (73%) of respondents said they were currently registered for GRH. Sixteen percent of respondents said they had been registered, but were not currently participating.
- About twelve percent of respondents said they first registered before 2010, 20% registered in 2010, 40% registered in 2011, and 24% registered in 2012. A small percentage said they registered in 2013, but because the GRH survey interviews were conducted in May and June 2013, registration figures for 2013 include only registrants who joined GRH in January 1 through March 31.
- Seven percent said they had participated previously in another GRH program.
- About one in three (32%) of all respondents participated or have been participating for two or more years. 33% have been registered for one year or less, compared to 19% of past registrants.

REGISTRATION INFORMATION

The survey asked numerous questions relating to the times “before” and “while” participating in GRH. For this reason, respondents’ registration status is defined by both their actual status, as defined in the database, and by their perception of their status. This perceived status was used in the survey interview to ensure that respondents were asked questions that would make sense to

them. But a substantial portion of respondents defined their registration status differently than was shown in the GRH database.

- 88% of respondents whose database status is current correctly identified their status as current.
- The remaining 12% said they were no longer registered for the program, although their registration is actually current.
- A more significant issue is the 48% of respondents whose registration has expired, but who think they are still registered.
- Twenty percent said they registered in 2010, 40% registered in 2011, and 24% registered in 2012.
- Four percent said they registered in 2013, but the survey population included only 2013 registrants who joined GRH between January 1 through March 15.
- Fifty-eight respondents (11% of the total surveyed) could not remember when they registered.
- About one-third (32%) of all respondents participated or had been participating for two or more years.

GRH INFORMATION SOURCES

- More than one-quarter (27%) mentioned word of mouth/referrals as their source of information.
- Twenty-three percent said they learned about GRH from their employer or a worksite survey.
- About one in ten (11%) cited the Internet or a bus/train sign (11%) as their source.
- Eight percent learned about GRH from another rideshare or transit organization.
- Respondents were more likely to have seen or heard GRH advertising if they had registered soon after the program started in late 2010 or 2011.
- Half (51%) who registered in 2010 and 48% who registered in 2011 said they had heard or seen advertising, compared to 44% who registered in 2013 or 2013.
- Only 30% who said they registered before 2010 reported seeing or hearing GRH advertising.

CURRENT COMMUTE PATTERNS FOR GRH PARTICIPANTS

- The overwhelming majority (97%) of respondents work full-time, but 9% work a compressed schedule.
- Bus was used by one-third (33%) of respondents and Vanpool was used by 29%.
- Commuter rail, carpool, and subway/light rail each are used by about one in ten registrants.
- Seven percent primarily bike or walk to work and 1% telework.
- Only 1% said they primarily drive alone.
- Past registrants were more likely than current registrants to drive alone (41%). But nearly six in ten (59%) said they still used an alternative mode most of the time, even though they were no longer in the GRH Program.
- Almost one-quarter (24%) of past registrants ride a bus, 13% vanpool, 8% bike/walk, and 6% ride the subway or light rail. Small percentages carpool, ride a commuter train, or telework as their primary mode.
- The average one- way distance for GRH respondents was 29.9 miles. More than six in ten (63%) GRH respondents commute 20 or more miles to work and 47% commute 30 miles or more.
- GRH participants commute, on average, about 53 minutes one way. Half (51%) commute more than 45 minutes and 26% commute more than one hour.

COMMUTE PATTERNS BEFORE AND DURING PARTICIPATION IN GRH

- 34% of respondents primarily drove alone Pre-GRH.
- Primary use of carpool/vanpool use increased from 16% Pre-GRH to 34% During-GRH, bus use rose from 28% to 33%, and the share of respondents using commuter rail as their primary mode grew from 7% to 11%. Use of Metrorail/Light rail/Baltimore Subway and bike/walk appear to have remained the same.
- Respondents who were using alternative modes before they joined GRH largely remained in their Pre-GRH modes after they joined GRH. Respondents who previously carpooled/vanpooled (87%) continued to use these modes and 13% shifted to other modes.
- Three in ten (55%) drive alone respondents shifted to carpooling or vanpooling and 32% shifted to transit. About 11% of drive alone commuters said they continued to drive alone as their primary mode.
- The average number of days all GRH participants used alternative modes increased, from 3.1 days per week to 4.4 days per week. But the majority of the increase came from respondents who did not use alternatives at all Pre-GRH.
- More than four in ten (44%) GRH participants said they have used their current alternative mode for five years or longer and three-quarters (76%) have used this mode for two years or more. On average they have used these modes for 58 months.

INFLUENCE OF GRH ON COMMUTE PATTERN DECISIONS

- About three in ten (29%) respondents said they started using a new alternative mode at the time or since they joined GRH. A small number of respondents (3%) increased the number of days they use alternative modes. The largest share of respondents (63%) said they maintained but did not increase use of an alternative mode that they were using before GRH.
- Half (54%) of the respondents who drove alone Pre-GRH and started using alternative modes During-GRH said GRH was “very important” to the decision to make the change. Three in ten (30%) said GRH was “somewhat important” to the decision. The remaining 16% said GRH was “not at all important.”
- Two-thirds of respondents who maintained alternative mode use said GRH was “very important” (34%) or “somewhat important” (32%) to their decision.
- Eight in ten (81%) respondents who were riding a subway or light rail Pre-GRH and 74% who rode a commuter train said GRH had been “somewhat” or “very important” to their decision to continue using this mode. About seven in ten bus riders (71%) and vanpoolers (69%) rated GRH as “important.” Carpoolers and respondents who biked or walked to work rated GRH as less influential. One-quarter (27%) of carpoolers said GRH was “very important” and 27% said it was “somewhat important.” The service was considerably less important for bikers and walkers; none of these respondents rated GRH as “very important” and only 27% rated it as “somewhat important.”
- Nearly half (46%) of respondents who started using alternative modes said they were only “somewhat likely” or “not at all likely” to have made the change if GRH had not been available. The remaining 54% said they were “very likely” to have made the change even if they did not have access to GRH.
- GRH seem to be less valuable to registrants who were using alternative modes and didn’t make any changes during GRH (maintained alternative mode); 70% said they were “very likely” to

have continued in this mode if GRH had not been available. One-quarter (21%) said they were "somewhat likely" to have continued that mode and only 9% were "not likely" to have continued that mode without GRH.

- Among respondents who maintained alternative mode use, the overall likelihood to continue their commute mode was about the same for both current (26%) and past (25%) registrants. But a significantly higher share of past registrants (13%) than current registrants (5%) reported they were "not at all likely" to have continued using alternative modes.
- Despite the high percentage of respondents who rate GRH as "very important" or "somewhat important" to their decisions to use alternative modes, most respondents said they were likely to have made these decisions anyway, implying that GRH was not essential to their decision.

USE OF AND SATISFACTION WITH GRH

- Ten percent of respondents said they had taken a GRH trip. Current registrants used GRH trips at a significantly higher rate than did past registrants. This could be because current registrants have been participating in GRH for a longer time period than past registrants. Thus, they have had a longer time in which to encounter a situation in which they would need a GRH trip.
- The average one-way distance of a respondent who used a GRH trip is 38.6 miles one-way, compared to 31.9 miles for all GRH respondents overall. Respondents who have short commutes, less than 10 miles or between 10 and 19.9 miles one-way, are less likely to use a trip (5% and 4%, respectively) than are respondents in longer-distance groups. About two in ten (20%) respondents who travel between 20 and 29 miles and one in ten respondents who travel 30 or more miles to work have taken a GRH trip. This suggests that registrants with shorter commutes find another travel option in the case of an emergency, such as a being driven by a co-worker or taking public transportation or a taxi, for which they pay themselves.
- Half (51%) of all GRH trips were taken to address an illness: respondent (40%), another family member (8%), or a child (3%). Unscheduled overtime (26%) and other personal emergency (18%) were the two other common reasons.
- The overwhelming majority (92%) said they were satisfied.
- Respondents waited an average of 27 minutes for a taxi. Seventeen percent said the taxi arrived within 10 minutes and more than six in ten (61%) respondents waited 20 minutes or less. But 18% reported that they waited more than 45 minutes.
- Participants appear to be generally quite satisfied with the GRH Program. Ten percent of respondents said no improvement is necessary for the GRH program. An additional 49% of participants did not provide any suggestions for improvements.
- The most frequently mentioned improvement is more advertising or more program information, named by 15% of respondents.

NOVEMBER 2013
STATE-OF-THE-COMMUTE SURVEY
COMMUTER CONNECTIONS

The State of the Commute survey is a random sample telephone survey of 6,335 randomly selected employed persons in the Washington metropolitan region and serves several purposes. First, it documents trends in commuting behavior, such as commute mode shares and distance traveled, and attitudes about specific commuter transportation services available in the region.

The SOC survey is also used to help estimate the impacts of some Transportation Emission Reduction Measures (TERMs), such as Commuter Connections' Telecommute Assistance and Mass Marketing, two TERMs that might influence the population-at-large as well as commuters who directly participate in Commuter Connections' programs. By asking commuters about sources of information on alternative modes and their reasons for choosing alternative modes for commuting, the survey examines how other commute alternative programs and marketing efforts might influence commuting behavior in the region.

The 2013 SOC questionnaire was based on the questionnaire used in 2010, with modifications and additions as needed. Wherever possible, the study team retained the 2010 SOC questions to allow trend analysis, but changes were made when the revisions were expected to add substantially to the accuracy of the data.

Key highlights of the data collected from the 2013 SOC data include:

- Demographics
- Commute patterns
- Telecommuting
- Awareness and attitudes toward transportation options
- Awareness of commute advertising
- Awareness of commute assistance resources
- Commuter assistance services provided by employers

DEMOGRAPHICS

- More than half of respondents are between 35 and 54 years of age. About 17% are younger than 35 and 30% are older than 55 years old.
- 50% of respondents are white/Caucasian, 25% are African-American, 13% are Hispanic/Latino, and 10% are Asian.
- Most respondents are female (55%), essentially the same percentage as in the 2010, 2007, 2004, and 2001 SOC surveys.
- More than seven in ten reported household incomes of $80,000 or greater and 49% have incomes of $120,000 or more.
- 44% of respondents live in Maryland and Virginia, the remaining 12% live in the District of Columbia.

- 37% of respondents work in Virginia, 31% work in the District of Columbia, and 29% work in Maryland.

COMMUTE PATTERNS

The share of commute trips made by telework continues to rise, but the share of trips made by transit fell slightly between 2010 and 2013.

- Drive alone continued to be the most popular commute mode in the Washington metropolitan region, but the share of work days on which commuters drive alone to worksites declined from 71.0% in 2001 to 65.8% in 2013. This represents a drop of nearly five percentage points over the twelve year period.
- The percentage of weekly trips made by transit modes declined from 2010 to 2013, but the 2013 transit share of 17.3% was approximately the same as the transit share for 2001 (17.0%), 2004 (16.8%), and 2007 (17.7%), so transit use has largely been maintained since 2001. The shares of weekly commute trips made by carpool/vanpool and bike/walk remained essentially constant.
- About 68% of regional workers drive alone as their primary mode, that is, the mode they used most days in a typical week. The remaining 32% primarily use an alternative mode (carpool, vanpool, bus, Metrorail, commuter rail, bicycle, walk, or telework). An additional four percent of commuters used an alternative mode one or two days per week. The 68% percentage of respondents who primarily drive alone to work is higher than the percentage of total work days on which commuters actually drive alone (65.8%). The difference is largely due to the incidence of telework and compressed work schedule as secondary schedules.
- The most popular alternative mode is train, which is used by about 13% of respondents as their primary mode. An additional one percent of commuters use the train one or two days per week.
- Bus is the primary commute mode for about five percent of respondents. An additional one percent of respondents occasionally ride the bus to work.
- Carpooling/vanpooling is used by about seven percent of commuters most days during the week and one percent use these modes one or two days per week. The majority of carpoolers use a "traditional" form of carpooling, with the same partner(s) all the time. Less than one in ten carpoolers/vanpool trips is made by "casual" carpooled (slug).

Regional commuters continue to try new alternative modes.

- Almost a quarter (22%) of respondents had used or tried an alternative mode, other than one they were currently using, within the three years prior to the survey. This represented an decrease from the 23% of respondents who said in the 2010 survey that they tried another mode and about the same percentage as reported trial use of alternative modes in the 2004 (22%) and 2001 (24%) SOC surveys.
- Four in 10 train riders, a quarter of bike/walk commuters, and two in ten bus riders and carpoolers have used these modes for 10 years or more.
- Carpoolers are most likely to have started using this mode recently; 46% of commuters who carpool started using this mode within the past three years. A third of respondents who ride a bus and four in ten bike/walk commuters started these modes within the past three years.

Many commuters are long-time users of their mode, but commuters continue to shift among modes.

- On average, commuters who drive alone to work have used this mode an average of 10.6 years and only 22% of drive alone commuters started using this mode within the past three years. By

contrast, 34% of bus riders, 39% of bike/walk commuters, and 46% of carpoolers started using these modes within the past three years.

- Among commuters who started using a new alternative mode within the past three years, about one-third shifted from driving alone and half shifted from another alternative mode.

A sizeable portion of commuters who use alternative modes drive alone part of the trip.

- Nearly three in ten (29%) respondents who used an alternative mode drive alone to the alternative mode meeting spot (park & ride lot, train station, carpool driver's home, etc.) and leave their cars at those places. Respondents travel an average of 2.9 miles to these meeting points. A third (34%) of respondents walk to the meeting point and the remaining respondents who use an alternative mode ride transit, are dropped off, or are picked up at home by a carpool partners.

Commute distances fell slightly, but the commute time has remained the same since 2004.

- The average commute distance fell during the past three years, from 16.3 miles in 2010 to 16.0 miles in 2013. But the average travel time has remained stable since 2004. In 2013, commuters traveled on average of 36 minutes, the same time as in 2010, one minute longer than the 35 minutes measured in 2007 and just two minutes longer than the 34 minutes observed in 2004

Primary roadways used to get to work.

- This is a new category for 2013.
- Overall, the top road used is the Capital Beltway; 13% of commuters who drive alone travel on the Maryland portion of this road and 11% drive on the Virginia portion. Sizeable shares of carpoolers and vanpoolers use this road as well; 11% of carpoolers/vanpoolers travel on the Maryland portion and 8% travel on the Virginia portion.
- Nearly one in ten commuters who drive alone to work use I-270 in Maryland and about one in twenty drive alone commuters uses I-395 in Virginia (7%), I-95 in Virginia (6%) or in Maryland (5%), I-295 in Maryland or the District of Columbia (5%), or I-66 in Virginia either outside the Capital Beltway (6%) or Inside the Beltway (5%).
- Nearly two (17%) in ten carpoolers / vanpoolers in the entire Metropolitan region use I-395 an I-95 in Virginia.

TELECOMMUTING

The percentage of workers who telework continued to grow between 2010 and 2013, continuing a steady upward trend observed since 2001. But even with this growth, potential exists for additional teleworking.

- More than a quarter (27%) of regional commuters said they telework at least occasionally. "Commuters" are defined as workers who are not self-employed and would otherwise travel to a worksite outside their homes if not teleworking. These teleworkers represent 675,000 regional workers.
- The percentage of regional telework has more than doubled since 2001 and telework incidence grew in nearly every demographic and occupational segment in which telework is feasible.
- The average frequency of teleworking also has grown since 2010, from 1.3 days per week on average, to 1.4 days per week.
- The 2013 survey showed that an additional 18% of all commuters do not telework today, but "could and would" telework if given the opportunity. These respondents said their job

responsibilities would allow them to telework and they would like to telework. Of these interested respondents, about two-thirds would like to telework "occasionally;" the remaining one-third would like to telework "regularly." These potential teleworkers total 470,000 regional workers.

- Telework continues to be concentrated in certain demographic and employment groups, but the percentage of all regional commuters who said their jobs are incompatible with telework dropped, from 65% in 2004 to 44% in 2013. Because it seems unlikely that the composition of jobs changed substantially in the region, these results suggest a shift in commuters' perception of their ability to perform work away from their primary work location. This could be related to increasing availability of communication and computer technology or perhaps from a broader definition of what work responsibilities are "telework-compatible."

The percentage of teleworkers who work under "formal" telework arrangements now exceeds the percentage who telework under informal arrangements with supervisors.

- About 30% of all respondents (both teleworkers and non-teleworkers) said their employer has a formal telework program and 21% said telework is permitted under informal arrangements between a supervisor and employee. Formal programs are most common at Federal agencies and among respondents who work for employers with more than 1,000 employees.
- Nearly six in ten (58%) current teleworkers telework under a formal arrangement. This represents a shift from 2004, when only 32% of teleworkers had a formal agreement. This appears to signal a greater acceptance of formal telework.

Teleworkers get information on telework from a variety of sources.

- The largest source of telework information, by far, is "special program at work/employer," named by 73% of respondents. This percentage is statistically the same as the 2010 percentage (71%), but considerably higher than the percentage reported in the 2007 survey, in which only 55% of teleworkers cited their employer as the source of information.
- Ten percent of teleworkers said they received telework information directly from Commuter Connections or MWCOG. This is an increase from the percentages who mentioned Commuter Connections/MWCOG in each of the previous four SOC surveys: 2010 (6%), 2007 (7%), 2004 (5%), and 2001 (4%).

The percentage of regional telecommuting has more than doubled since 2001.

AWARENESS AND ATTITUDES TOWARD TRANSPORTATION OPTIONS

Most respondents report access to some transit service in their home area.

- Respondents were asked if bus and/or train service operated in the area where they live and where they work. More than eight in ten (83%) said that some transit service serves their home area. A similar percentage (85%) said service operates in the area where they work.
- Half (50%) of all respondents said they live less than ½ mile from a bus stop and 65% said they live less than one mile away. Train station access is less convenient; only 17% live less than one mile from a train station. The average distances are 1.6 miles to the nearest bus stop and 7.1 miles to the nearest train station. Respondents who live in the Inner Core jurisdictions of the District of Columbia, Alexandria, and Arlington said the closest bus stop is an average of 0.4 miles away and a train station is 1.9 miles away on average. Eighty-four percent of commuters in this area live less than ½ mile from a bus stop.

Three in ten respondents have access to HOV / express lanes for their commutes and HOV availability influences mode choice.

- Three in ten (29%) respondents said there is an HOV / express lane along their route to work. A third (34%) of these commuters said they use the lanes. This equates to about nine percent of commuters region-wide, essentially the same percentages as reported HOV availability and HOV use in 2010 and 2007.
- More than half (54%) of the respondents who used the lanes for commuting said availability of the HOV / express lane influenced their decision to carpool, vanpool, or ride transit for their commute. This is borne out by a comparison of rideshare mode use with and without HOV. The carpool/vanpool mode share is 11% for commuters who have access to an HOV / express lane for commuting, compared with five percent carpool/vanpool use for commuters who do not have access.
- Respondents who use the HOV / express lane for commuting estimate that they save an average of 24 minutes for each one-way trip on the days they use the lanes. But HOV / express lane users who live in the outer jurisdictions of the region save an average of 29 minutes one-way. They also are more likely to say the HOV lane influenced their mode choice. Nearly five in ten (48%) of Middle Ring respondents (Fairfax, Montgomery, Prince George's) and 59% of Outer Ring respondents (Calvert, Charles, Frederick, Loudoun, and Prince William) who use HOV / express lanes said the availability of the lanes influenced their commute mode choice.

Commutes appear to be getting somewhat more difficult, but commuters are making changes to improve their commutes.

- About a quarter (23%) of respondents said their commute is more difficult than it was a year ago, but 17% of respondents said their commute is easier than last year.
- Commuters who travel more than 30 minutes to work are particularly likely to repot a more difficult commute than last year.

Respondents considered commuting factors when making job or home change decisions.

- About 17% of respondents said they made a job or home change in the past year. One-quarter of these respondents said they considered a commuting factor, such as the ease or cost of commuting to the new location, when making their location decision and nearly three in ten (28%) said commute ease was more important than other factors in the decision.
- Four groups of respondents are more likely than are others to cite commute factors as important to their decision: 1) respondents who live in a Middle Ring jurisdiction, 2) respondents who work in a Middle Ring jurisdiction, 3) respondents who moved from another location in the Washington region, and 4) respondents who are between 25 and 34 years old. Presumably, these groups expected to encounter a more difficult commute with their move or wanted to improve their commute through the move.

Six in ten commuters are satisfied with their current commute, but not all commuters are equally satisfied. Commuters are less satisfied overall, with regional transportation services.

- Six in ten (64%) commuters rated their commute satisfaction as a "4" or "5" on a 5-point scale, where "5" meant "very satisfied. But 16% rated their satisfaction as either a "1 – not at all satisfied" or "2."
- Respondents' commute satisfaction is influenced by the ease of the commute. Three quarters (76%) of respondents who said they have an easier commute than last year and 72% who said their commute has not changed are satisfied with their commute, compared to only 34% who said their commute has become more difficult.
- Commute satisfaction also differed by where the respondent lived and work. Respondents who live in the Inner Core are notably more satisfied with their commute (73% satisfied) than are respondents who live in the Middle Ring (63%) or Outer Ring (57%). But respondents who work in

the Outer Ring (70%) are more satisfied than are respondents who work in the Inner Core (65%) and Middle Ring (60%).

- Commute satisfaction declines dramatically as commute length increases. More than nine in ten commuters who have very short commutes – 10 minutes or less – give a 4 or 5 rating for satisfaction. When the commute is between 21 to 30 minutes, satisfaction drops to 68%. Only 51% of commuters who travel 31 to 45 minutes are satisfied and when travel time exceeds 60 minutes, only 35% rate their commute a 4 or 5.
- Commuters generally are less satisfied with transportation in the region than they are with their particular commute. Only 44% said they are satisfied (rating of 4 or 5 on a 5-point scale) and 25% said they are not satisfied. Commuters appear, however, to be slightly more satisfied than they were in 2010; in the 2010 SOC, only 40% of regional commuters rated their transportation satisfaction as a 4 or 5.

Commuters recognize both personal and societal benefits of ridesharing.

- When asked what personal benefits users of alternative modes receive from using alternative modes, 81% of respondents named at least one benefit. Nearly six in ten (59%) respondents said that use of alternative modes could reduce traffic congestion.
- Respondents noted three benefits related to environmental concerns. Four in ten (39%) said commuters who use alternative modes help the environment, indicating some recognition that use of alternative modes has an impact of environmental quality. Fifteen percent reported saving energy as a benefit and eight percent noted reducing greenhouse gases, benefits related to sustainability.
- When respondents who use alternative modes for their commute were asked what personal benefits they receive from using these modes, 90% named at least one benefit. Saving money or gas topped the list of personal benefit; 39% of alternative mode users mentioned this benefit. Respondents also cited benefits that have a connection to quality of life. One-quarter of respondents said they avoid stress/share driving/avoid traffic. And 17% said using an alternative mode enables them to use their travel time productively. About one in ten said they arrive on time (11%) or get exercise or health benefits (10%).
- Nearly four in ten commuters who carpool, vanpool, or ride transit to work said they perform work-related tasks during the commute; 28% perform work-related tasks “most days” and 12% perform work-related tasks “some days.” Conducting work-related business during the commute is most common among transit riders; 47% of train riders and 41% of bus riders said they perform work-related tasks during their commute.

AWARENESS OF COMMUTE ADVERTISING

Awareness of commute information advertising remained high.

- More than half (55%) of all respondents said they had seen, heard, or read advertising for commuting in the six months prior to the survey and 67% of these respondents could cite a specific advertising message. Both the general recall and specific message recall are approximately the same as was observed in the 2010 survey (58% general recall and 70% message recall).
- Almost half (47%) of respondents who had heard ads could name the sponsor. WMATA was named by 17% as the advertising sponsor. Commuter Connections was named by 12%, about the same percentage as named Commuter Connections in 2010 (13%).

Commute advertising appears to influence commuters’ consideration of travel options.

- A quarter (25%) of respondents who saw or heard advertising said they are more likely to consider ridesharing or public transportation after seeing or hearing the advertising. This is essentially the

same rate as was noted in the 2010 SOC (24%), but higher than the 18% who noted this willingness in 2007.

- Respondents who are using alternative modes are more likely to be influenced by the advertising. More than four in ten bus riders, 25% of train riders, and 34% of bike/walk commuters said they were likely to consider alternative modes after hearing the ads, compared with 22% of commuters who drive alone and the same share of carpooolers/vanpoolers.
- About nine percent of respondents who could recall an advertising message said they took some action after hearing the ad to try to change their commute. Most commuters said the action they took was to see more information, but two percent of all respondents tried or started using a new alternative mode. While these respondents equal only about one percent of the total commuter population, they represent more than 20,000 commuters. Half (53%) of the respondents who started using a new alternative mode drove alone before making the switch. The other half had been using a different alternative mode.

Awareness of Commute Assistance Resources

Awareness of commuter information and assistance resources has grown dramatically since 2001.

- Six in ten (62%) respondents said they knew of a telephone number or web site they could use to obtain commute information. Awareness of regional commute information resources fell from the 66% rate measured in the 2010 SOC survey, but the current level of 62% awareness is still substantially higher than the rates in 2001 (33%), 2004 (46%), and 2007 (51%).
- About 25% of respondents could name a specific number or web site; 15% named a Metro/WMATA phone number or website and one percent mentioned Metro/WMATA, but did not specify the number or website. Three percent named a phone number or website administered by Commuter Connections.

Awareness of Commuter Connections continues to be high.

- In 2013, 62% of all regional commuters said they have heard of an organization in the Washington region called Commuter Connections. This is just slightly lower than the 64% rate in 2010, but still considerably higher than the 53% who knew of Commuters Connections in 2007.
- Respondents who know of Commuter Connections also were asked if they contacted the program or visited a Commuter Connections or MWCOG website in the past year. Ten percent of respondents who knew of Commuter Connections had contacted the program, representing about six percent of all employed residents of the region.

Nearly four in ten commuters region-wide express interest in an "instant carpooling" service to facilitate ridematching for a single trip on short notice.

- More than a third of commuters said they would be expressed interest in using the service as a driver; nine percent said they would be "very likely" to use the service and 25% said they would be "somewhat likely" to use it. Commuters are slightly more interested in using the service as a passenger; 12% are "very likely" and 25% are somewhat likely" to use it.
- Respondents who live in the middle ring and outer ring areas of the region express greater interest in the service. The lower interest among inner core respondents could reflect their greater overall access to transportation services; they might feel they don't need the service, given the wide range of instant transportation options (transit, bikeshare, carshare, taxi) that are readily available to them.

Most local jurisdiction services are known to at least a quarter of their target populations.

- Respondents were asked about local commute assistance services provided in the counties where they live and work. Awareness of these programs ranges from 11% to 56% of respondents who

were asked the questions. Five of the ten programs examined are known to at least a third of their target area respondents.

- Use of the services ranged from one percent to 18% of the target audience. Use is generally higher for programs in outer jurisdictions and for programs associated with transit agencies or with a strong transit component. The relationship to the location in region is likely because outer jurisdiction commuters encounter more congestion in their travel and have longer commute times and distances, which could encourage them to seek options for travel to work.

COMMUTER ASSISTANCE SERVICES PROVIDED BY EMPLOYERS

Availability of worksite commute assistance services has fallen slightly since 2010.

- Fifty-seven percent ofespondents said their employers offer one or more alternative mode incentives or support services to employees at their worksites. This represents a drop of 4% from the 61% noted in the 2010 survey, suggesting some employers might have eliminated services they offered to employees, possibly due to recessionary cost-cutting. But the overall percentage remains above the 54% rate observed in the 2007 SOC survey.
- The most commonly offered services are SmarTrip/other subsidies for transit/vanpool, available to 38% of respondents, and information on commuter transportation options, available to 28% of respondents. Nearly a quarter (24%) of respondents said their employer offers services for bikers and walkers and 21% said their employers offer preferential parking.
- Respondents who work for federal agencies are most likely to have incentive/support services available (88%), compared with 44% to 63% of respondents who work for other types of employers. Respondents who work for large firms reported greater access to incentive/support services than did respondents who work for small firms. And incentives and support services are far more common among respondents who work in the Inner Core jurisictions (Alexandria, Arlington, and District of Columbia); 73% of these respondents have access to services compared to 47% who work in the Middle Ring (Fairfax, Montgomery, and Prince George's Counties) and 36% of those in Outer Ring jurisdictions.
- Commute information and SmartBenefit/transit/vanpool subsidies are the most widely used commuter assistance services, used, respectively, by 57% and 34% of respondents who have access to these incentives.

Most commuters continue to have free worksite parking.

- The majority of respondents (63%) said their employers offered free, on-site of off-site parking, about the same percentage as that resported in 2010 (63%), 2007 (65%), and 2004 (66%).
- Respondents who work for federal agencies and those who work for non-profit organizations are least likely to have free parking; only half of these respondents said they have free parking, compared with 70% who work for private firms and 79% who work for state/local governments. Free parking also is much less common in the Inner Core area of the region. Only a third of respondents who work in these areas have free parking, compared with 84% of respondents who work in the Middle Ring and 90% of respondents who work in the Outer Ring.

Worksite commuter assistance services appear to encourage use of alternative modes.

- Driving alone is less common for respondents who have access to incentive/support services. Only 60% of respondents with these services drive alone to work, compared with 82% of respondents whose employers did not provide these services.
- Respondents whose employers do not offer free parking also use alternative modes at much higher rates. Fewer than half (45%) of respondents who do not have free parking drive alone, compared with 82% of respondents who do have free parking.

MAY 2014
2013 BIKE TO WORK SURVEY COMMUTER CONNECTIONS

PURPOSE OF THE SURVEY

This update presents results of a survey of commuters who participated in the 2013 regional Bike-to-Work Day event, held in May 2013. This survey was conducted by the Metropolitan Washington Council of Governments (MWCOG) to identify the experience of the participants with the Bike-to-Work Day (BTWD) event and to assess participants' use of bike for commute travel before and after the event. The results of the survey described in this summary will be used in the July 2011 - June 2014 Transportation Emission Reduction Measure (TERM) evaluation of the Mass Marketing TERM.

SURVEY METHODOLOGY

The survey presented in this report was conducted by MWCOG in November 2013, with assistance from LDA Consulting and CIC Research, Inc. The questionnaire was based on that used in the 2010 BTWD survey, with a few minor modifications to update the survey for 2013. MWCOG emailed copies of the survey to 14,643 commuters who participated in the event. All event participants registered through the Washington Area Bicyclist Association's web site, thus this email list included all event participants. Participants were asked to complete the questionnaire and return it to MWCOG by e-mail. A copy of the questionnaire is provided in Appendix A. MWCOG received 4,255 completed questionnaires, for a response rate of 29%.

HIGHLIGHTS OF FINDINGS

- 2013 was the first BTWD event for 26% of participants.
- Most common BTWD information sources were Internet (34%) and referrals (22%).
- 83% of participants rode to work at least occasionally before BTWD; 91% rode to work in the summer after BTWD, 84% were still riding during the late fall (November).
- 10% of participants started riding to work after their first BTWD event, these were new riders, and 21% of participants increased the number of days they ride to work.
- Respondents who rode to work before BTWD rode an average of 2.5 days per week. The average frequency increased during the summer after BTWD to 2.7 days/week. In late fall, the average frequency dropped back to 2.5 days per week.

DEMOGRAPHICS OF PARTICIPANTS

- About four in ten (44%) respondents live in Virginia, 28% live in the District of Columbia, and 28% live in Maryland.
- Nearly half (48%) of respondents work in the District of Columbia, 31% work in Virginia, and 21% work in Maryland.
- Two thirds (66%) of respondents are male and 43% are female.
- 74% have household incomes of $80,000 or more and 63% have income of $100,000 or more.
- 29% of respondents are younger than 35 years old, 22% are between 35 and 44 years old, 28% are between 45 and 54 years old, and 21% are over 55 years old.
- 86% of participants are of White/Caucasian racial/ethnic background.

PAST PARTICIPATION IN BTWD

- About a quarter (26%) of respondents said this was their first BTWD event. This was less than the results of the 2010 BTWD survey, in which 32% reported that year as their first event. The remaining 74% said they had participated in a BTWD before 2013.

- More than six in ten (62%) of the respondents said they also participated in the 2012 BTWD and 49% participated in 2011. Nearly four in ten (38%) participated in the 2010 event and three in ten (30%) participated in 2009.

BIKE COMMUTING BEFORE PARTICIPATING IN BTWD

- Eighty-three percent of respondents rode to work at least occasionally before they participated in a BTWD event. Nearly six in ten (58%) were frequent riders, riding at least one day per week, 12% rode one to three days per month, and 13% rode less than one day per month. The remaining 17% of respondents said they did not commute by bike before they participated in a BTWD event.
- First-time BTWD participants were more likely to be non-riders before the event than were past participants; 26% of first-time participants were non-riders compared with 14% of past participants.

BIKE COMMUTING AFTER PARTICIPATING IN BTWD

- Between May and September 2013, after the 2013 BTWD event, 91% of respondents biked to work at least occasionally, an increase of eight percent compared to before BTWD. About seven in ten (69%) rode at least one day per week and 13% rode one to three days per week. One in ten (9%) rode less than once per month, essentially just one or two times during the summer. The remaining 9% of respondents said they did not ride at all during the summer.
- Thirty-one percent of respondents either started biking or increased biking. Ten percent of respondents were new riders; they did not commute by bike before their first BTWD event. Twenty-one percent biked to work before, but started biking more often after BTWD.
- About half (55%) of respondents said they biked to work before BTWD and continued to bike the same number of days per week after the event. Seven percent of respondents previously rode to work but decreased their riding during the summer of 2013. The remaining seven percent said they did not bike to work before BTWD and still did not bike to work after the event.

BIKE COMMUTE FREQUENCY BEFORE BTWD AND DURING SUMMER 2013

- Respondents who biked to work before the BTWD event biked an average of 2.5 days per week. Respondents who biked to work during summer 2013 biked an average of 2.7 days per week, an increase of 0.2 days per week. The increase in average frequency between the before BTWD period and the summer of 2013 was generated by a combination of frequency changes: new riders starting to bike, previous riders increasing their biking frequency, offset by previous riders who decreased their riding frequency after BTWD.
- Respondents who were new riders rode less frequently after BTWD (1.4 days per week) than did all riders (2.7 days per week). But their summer frequency represented an increase of 1.4 days per week from not riding at all.
- Respondents who were riding before BTWD, and increased their riding, rode an average of 2.8 days per week during the summer, an increase of 1.6 days per week over their riding frequency of 1.2 days before BTWD.
- Some respondents decreased or stopped riding after BTWD. Their average frequency decreased from 2.3 biking days per week to 0.8 days, a drop of 1.5 days per week.
- Finally, a large share of respondents who rode to work before BTWD continued riding during the summer at the same frequency. These respondents had the highest riding frequency during both the before BTWD period (3.0 days) and during the summer after BTWD (3.0 days).

BIKE COMMUTING DURING FALL 2010 AFTER PARTICIPATING IN BTWD

- Eighty-four percent of all respondents were still biking to work at least occasionally during the late fall (early-mid November) after the 2013 BTWD event. This was a drop-off from summer and early fall, when 92% of respondents were riding, but was essentially equal to the percentage (83%) who biked to work before BTWD.
- Just over half (54%) of respondents were regular riders, biking to work at least one day per week.
- About one in ten (11%) said they rode one to three days per week and 16% rode less than once per month. The remaining 19% said they did not ride to work at all in the fall.
- Not surprisingly, the average biking frequency fell from the summertime frequency of 2.7 days per week to 2.5 days per week during the late fall.
- Respondents who were new riders after BTWD rode less often during the late fall (1.4 days per week) than did respondents who had been riding before BTWD (2.7 days per week).

COMMUTE MODE ON NON-BIKE DAYS

- All respondents who biked after BTWD, even if only occasionally, were asked how they traveled to work on days they did not bike to work. 40% said they drive alone to work on days they don't bicycle. This is a considerable drop from the 48% of respondents who used this mode in 2010.
- The remaining respondents (60%) said they use another commute alternative on non-bike days. 45% used a bus or train, seven percent walk or run, four percent carpool or vanpool, and four percent primarily work at home (telecommute).

TRAVEL DISTANCE

- Respondents traveled an average of 9.2 miles one-way to work.
- Three in ten (31%) of respondents traveled fewer than four miles to work and 61% traveled fewer than 10 miles one-way.
- Fifteen percent of respondents commuted more than 15 miles to work.

USE OF BIKE FOR NON-WORK TRIPS AFTER PARTICIPATING IN BTWD

- Although the primary focus of the survey was on commuting patterns, respondents also were asked about their use of biking for non-work trips. First, they were asked how many times in the past month they had ridden a bicycle for a non-work trip, such as an errand or shopping trip. Then they were asked how this frequency compared with their use of bike for non-work trips before their first BTWD.
- Three in ten respondents rode a bike at least six times during the past month for a non-work trip. Almost half (46%) of respondents infrequently made a non-work trip by bike five times a month or less. Twenty-three percent said they did not ride a bike for a non-work trip at all during the past month.
- 23% of respondents said they biked more often for non-work trips after BTWD than they did before the event. Seven percent said they ride less often than they did before BTWD. The majority of respondents (70%) said they did not make any changes in their use of biking for non-commute trips.

COMMUTE ASSISTANCE SERVICES

- A sizeable majority (79%) of respondents said their employers offered some type of commute assistance information, services, or facilities for employees who biked to work.
- The most common service was bike racks, offered by 65% of employers. Twenty percent said the employer offered a secure form of bicycle storage such as lockers or a locked bicycle cage or

permitted employees to store their bicycles in their offices or workstations.

- A large share of respondents also noted that their employers offered personal convenience services including showers (62%) and personal lockers or a locker room (34%).
- Twelve percent of respondents said their employers offered bike route information and 12% percent said the employer provided a financial incentive for employees who bike.
- The percentage of employers who offer each service is identical or nearly the same as was observed in the 2010 BTWD survey, with one notable exception. In 2013, 4% of respondents said their employer provides free or discounted Capital Bikeshare memberships to employees. Capital Bikeshare did not begin operation until the end of 2010, so this service is new to the 2013 BTWD survey.
- Respondents who did not ride during the summer after BTWD or who rode very infrequently (less than one time per month) were less likely to report that their employers offered bicycle support strategies. Six in ten (59%) non-riders/infrequent riders said their employers offered bike racks, compared with 69% of respondents who rode at least one day per month. Non-riders and infrequent riders also were less likely than were more frequent riders to report access to bike lockers (16% infrequent riders vs. 22% for frequent riders), personal lockers (29% vs. 36%), or showers (56% vs. 65%) than were more frequent riders.

APRIL 2014
2013 CENTRAL EMPLOYMENT CORE CORDON COUNT OF VEHICULAR AND PASSENGER VOLUMES
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

PURPOSE OF THE SURVEY

The National Capital Region Transportation Planning Board of the Metropolitan Washington Council of Governments conducts counts of vehicles and persons entering the downtown employment area of Washington, D.C., including the Pentagon, Pentagon City, Crystal City and Rosslyn areas of Arlington County, Virginia. The combined area is the Central Employment Core. The counts were performed yearly each spring from 1974 to 1981, on a two-year cycle from 1981 to 1987, and on a three-year cycle up to 2002 and on a three or four year cycle after 2002. This report documents data collected in spring of 2013, and most comparisons are with data collected in 2009, though some are with 2006 data. Data were collected in the peak direction during the five peak commute hours, from 5 A.M. to 10 A.M. An expanded cordon was developed, and data were collected at both cordon boundaries for this report. No afternoon data collection was performed.

The Central Employment Core Cordon Count quantifies travel on highway and transit facilities serving the region's largest activity center. This is done to measure, by time of day, key commuter-related transportation characteristics such as traffic volumes, auto occupancies, and transit patronage. The data collected and presented in this report may be used to evaluate trends and impacts on major transportation capital improvements such as Metrorail and commuter rail systems, and implementation of transportation management policies, such as the operation of high occupancy vehicle (HOV) lanes. The focus of analysis is on the 6:30 - 9:30 A.M. peak period, since these are the periods of maximum travel demand, however, data collected during the full A.M. five-hour commute period analyzed in some sections of this document.

DEMOGRAPHIC AND TRANSPORTATION SYSTEM CHANGES SINCE THE 2009 REPORT

From 2009 through 2013, total nonfarm employment in the District of Columbia increased from about 677,000, to about 718,000, an increase of approximately 41,000 jobs. Employment in Arlington County, Virginia increased from about 157,000 in 2009 to 165,000 in 2013, an increase of about 7,000 jobs. The percentage of jobs located inside the original cordon line in the District of Columbia is estimated at about 68% of all jobs. For Arlington County, about 52% of the county's jobs are located inside the cordon.

Applying these percentages, jobs in the District inside the cordon line increased from about 461,000 in 2009 to about 488,000 in 2013; and jobs in Arlington inside the cordon line increased from about 82,000 in 2009 to about 86,000 in 2013. Thus, total employment inside the cordon line increased from about 543,000 in 2009 to about 574,000 in 2013, an increase of about 31,000 jobs. Using the revised cordon line, about 74% of D.C. jobs are within the cordon; and in Arlington County, about 88% of employment falls within. In 2013, that means that there were about 536,000 jobs inside the revised cordon in D.C., and about 145,000 jobs inside the revised cordon in Arlington, for a total of about 681,000.

CENTRAL EMPLOYMENT CORE CORDON TRENDS

Person Travel

A.M. Inbound

- Travel to the core has increased by about 17,000 since 2009.
- Inbound travel in 1996, 1999, 2002, 2006 and 2009 remained below their all-time high of about 473,000 trips in 1993.

- Total inbound trips (by all modes) to the Central Employment Core decreased from 463,000 in 2009 to about 446,000 in 2013, a decrease of about 4%.
- The modal share of transit increased slightly from 45% of all trips in 2009 to about 47% of all trips in 2013, with most of the increase due to trips by transit bus.
- Person trips in multiple-occupant vehicles (MOV) decreased by over 17,000 trips, and modal share decreased from about 19% in 2009 to 16% in 2013.
- Person trips by private auto crossing the cordon line in the DC sectors decreased by over 11,000.
- Person trips crossing the cordon line's Virginia sectors in multiple-occupant vehicles decreased by almost 13,000.
- Total inbound person movements decreased from about 588,000 in 2009 to about 571,000 in 2013, with much of the decline due to a decrease in trips by multiple-occupant vehicles.

Modal Shares of Trips Crossing the Potomac River

Counts of travel crossing the Potomac River were not conducted in 2009, so 2013 data are compared with 2006 data instead.

- In the peak-flow direction (Virginia to D.C.), about 140,000 person trips crossed in the 6:30 to 9:30 A.M. peak period. This is an increase of about 10,000 trips from 2006.
- Shifts between modes were small.
- In the reverse-flow direction (D.C. to Virginia), about 50,500 trips crossed in 2013, down from 59,500 trips in 2006.
- In the full five-hour (5:00 to 10:00 A.M.) monitoring period, about 179,000 trips crossed from Virginia to D.C., an increase of about 12,500 from 2006, and most of the increase was on person trips by transit.
- In the reverse-flow direction, travel declined from about 78,000 in 2006 to about 66,000 in 2013; most of the decrease was due to a decline of 10,500 in person trips by automobile.

Modal Shares of Travel to D.C. and Virginia Sectors

Comparisons are between 2006 and 2013; no counts were performed at the bridge crossings in 2009.

- In the D.C. sectors, travel by single-occupant vehicle appears to have decreased from 2006 to 2013 in the three-hour peak period, by about 14,000 trips.
- During the same period, trips by transit increased by about 17,000 trips.
- In the Virginia sectors, person trips were nearly unchanged from 2006 to 2013, but a decrease in travel by private auto appears to have been offset by an increase in transit patronage.
- For the full five-hour monitoring period, trips to the D.C. sectors increased from 498,000 in 2006 to 511,000 in 2013.
- Trips by private auto decreased by about 13,000, and nearly all of the increase appears to be due to an increase in transit patronage of about 27,000.
- In the Virginia sectors, total trips were little changed from 2006 to 2013, but a decrease in trips by private autos was offset by an increase in trips by transit.

Changes in Temporal Distribution of Trips Crossing the Central Employment Core Cordon

- Peaks for inbound A.M. person trips by all modes have generally declined, except for transit modes other than Metrorail, which have increased in aggregate.
- Trips by SOV declined in half-hour intervals after 7:00 A.M.
- Trips by HOV2+ have declined in each half-hour interval after 6:30 A.M.
- The peak for Metrorail has shifted slightly, and ridership has declined in the half-hour intervals before 8:00 A.M., but has increased somewhat between 8:00 A.M. and 10:00 A.M.
- Inbound motor vehicle trips have declined slightly between 7:30 A.M. and 9:30 A.M.

Traffic

A.M. Inbound (6:30 to 9:30)

- In 2009, about 212,000 vehicles (including bicycles) entered the Central Employment Area Core during the 6:30-9:30 A.M. peak period.
- In 2013, about 203,000 vehicles, including about 3,500 bicycles, crossed the cordon line inbound, a decrease of about 9,000.
- At the revised cordon, about 207,000 vehicles were counted.
- There were minor changes in traffic volumes in the D.C. and Virginia sectors.
- About 95%, or about 193,000 of the entering vehicles were automobiles.
- Other categories of vehicles observed were bicycles, trucks, motorcycles, transit buses and other buses (the latter category includes commuter buses and all other buses).

A.M. Inbound (5:00 to 10:00)

- During Spring 2013, about 278,500 vehicles crossed the cordon line inbound, little changed from 2009.
- Auto traffic declined from about 273,000 in 2009 to about 263,000 in 2013.
- At the revised cordon line, about 283,500 vehicles were counted crossing the cordon line.
- Inbound traffic in the D.C. and Virginia sectors did not change significantly.

Automobile Occupancy

- In 2013, the average auto occupancy in the A.M. peak period (6:30 – 9:30 A.M.) was measured at about 1.22, a decline from 2009.
- Person trips in automobiles declined from about 256,000 in 2009 to about 235,00 in 2013, while automobile trips declined from 203,000 in 2009 to 192,500 in 2013.
- Occupancies at the revised cordon line were observed to be about the same.
- In the D.C. sectors, average occupancy declined very slightly from 1.18 in 2009 to 1.17 in 2013.
- In the Virginia sectors, average auto occupancy declined from 1.36 in 2009 to 1.28 in 2013 (average auto occupancy has historically been higher in the Virginia sectors because of the HOV lanes along I-395 and the HOV restriction on I-66 in the peak flow direction).
- Average auto occupancies at the revised cordon line were very close to the occupancies observed at the traditional cordon line.

MAJOR FINDINGS

A comparison of traffic and person counts across the Central Employment Core Cordon from 2013 with 2009 reveals the following:

- In the three-hour A.M. (6:30-9:30) peak period, inbound person movements decreased between 2009 and 2013 by about 17,000 trips. Most of the reduction was due to a decline in person trips by multiple-occupant vehicles. A similar decline in person trips was observed during the five-hour A.M. (5:00-10:00) monitoring period.
- Single-occupant vehicle traffic crossing the cordon line declined slightly, but the decline was not statistically significant and single-occupant vehicles command the largest share of inbound travel by mode.
- Automobile traffic crossing the cordon line declined by about 10,000.
- The modal share of inbound A.M. trips by transit did not change from 2009 to 2013.
- Inbound average auto occupancy declined slightly.

JULY 2014
EMPLOYER SATISFACTION SURVEY REPORT
COMMUTER CONNECTIONS

This report presents results of an employer satisfaction survey of a random sample of employers that participate in the Employer Outreach program administered by the Commuter Connections Program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG).

The primary purpose of conducting this survey was to collect data to document the attitudes, opinions and satisfaction of employers toward the products and services provided by Commuter Connections and local member organizations that are part of the Commuter Connections employer and commuter assistance network in the Washington, DC metropolitan region. To allow comparison with previous survey, the 2014 questionnaire was based on the 2009 questionnaire.

At the conclusion of the survey administration period, a total of 79 interviews were completed by telephone, 398 surveys were completed by email, postal mail and fax. Overall, the total response rate was 29.3%.

The survey collected data in several primary topic areas. Results for these topics are presented below:

- Company background
- Worksite commute program services offered
- Awareness of and satisfaction with Commuter Connections representative
- Level and form of communication with Commuter Connections
- Use of and value of Commuter Connections employer assistance services
- Use of Commuter Connections employee survey
- Interest in Commuter Connections training opportunities

COMPANY BACKGROUND

- 50% of the survey respondents worked in Montgomery County, MD, 15% worked in the District of Columbia, and 13% said their work location was in Arlington County, VA.
- About 60% of the respondents said their company employed fewer than 100 employees in the Washington region; 36% said the firm employed between one and 25 employees and 29% employed between 26 and 99 employees. About a quarter had between 100 and 250 employees and 17% employed 251 or more employees.
- The overwhelming majority of respondents worked either for a private company (63%) or a non-profit organization or association (30%). Only seven percent worked for a government agency. The very small share of government employers reflects the focus of the Employer Outreach program on non-governmental employers.
- Over half (57%) said they had only one site in the region. Almost a quarter (22%) had between two and four sites. Only 21% had five or more sites.

WORKSITE COMMUTER SERVICES OFFERED

- Almost five in ten (46%) respondents said employees had access to general commute info, 37% said transit schedules were available, and a 20% cited Guaranteed Ride Home. About a fifth named Air Quality Action information (17%) and 12% for ridematching.

- Almost half of the employers (45%) said they currently offered SmartBenefits. Other services that were commonly available now were SmarTrip cards, offered by (31%) employers, and pre-tax accounts, offered by three in ten (30%). About 4% of respondents said carpool and vanpool subsidies were available to their employees now. Six percent said they currently offered bike or walk incentives and two percent said they provided assistance with vanpooling.
- An additional 11% said they might consider offering SmartBenefits service to employees, 14% said they would consider offering SmarTrip cards, 15% would consider allowing employees to set-aside a portion of their salary in a pre-tax transportation account, and 13% would consider providing a carpool/vanpool subsidy. Interest in a bike/walk incentive was relatively the same as with the last survey.
- The most common onsite facility was free parking, available at 55% of the worksites. Bike racks and showers/personal lockers were named by at least four in ten respondents.
- Just over half, (53%) said employees at their worksite were permitted some flexibility in their work start and stop times. More than half said employees at their location were permitted to telework and over a quarter said compressed work schedules were available.
- 81% of respondents' companies had offered commute services three years or longer and 94% offered them for at least two years.
- Sixty-five percent had been involved with Commuter Connections for three years or more and 15% had participated for at least 2 years.

AWARENESS AND SATISFACTION WITH COMMUTER CONNECTIONS' NETWORK REPRESENTATIVE

- More than seven in ten respondents said they had been involved in or responsible for managing or delivering commuter services at their worksite for at least two years. One in ten respondents said they were quite new to this responsibility, with less than one year of experience.
- Only 27% could name their Commuter Connections network representative.
- Almost 50% of the respondents said they had some form of communication with their CC representative in the past year, including telephone, postal mail, email, or personal visit. A surprising number (44%) said they had never had any contact with their representative.
- The large majority (72%) of respondents' said they were satisfied with the level of contact that they had with their Commuter Connections network representative, rating it "about right." About four percent said the number of contacts was either somewhat or much more than they wanted. Only 10% said they wanted a higher level or greater frequency of contact.
- 90% of respondents who had at least one contact per month and 85% of those with at least one contact during the year said they thought the level of contact was "about right." By contrast, 25% of respondents who had not had a contact in the past year said the level of contact was less than they wanted. But the fact that 69% of these respondents said having no contact was "about right" indicates that some respondents did not feel it necessary to hear from or see their representatives.
- Over 80 % of respondents said they would prefer email for communications with/from their Commuter Connections network representative. The remaining employers were divided between postal mail (12%), and phone (5%).
- At least eight in ten respondents rated their representative a 4 or 5 (excellent) on a 1 to 5 point scale for professionalism (87%), willingness to help (87%), timeliness of service delivery (84%), responsiveness to their requests/questions (86%), enthusiasm about commuter Connections and its products and programs (87%), knowledge of Commuter Connections and/or local ridesharing and transit products (85%), and their ability to provide information that is helpful to

the company and employees (85%). Representatives also received high scores for knowledge of local transportation and air quality issues (84% rating of 4 or 5).

USE OF AND SATISFACTION WITH COMMUTER CONNECTIONS SERVICES

- Six in ten respondents said they were satisfied overall with the services they received from Commuter Connections; 37% gave an overall rating of "5" on a 5-point scale (very satisfied) and 21% gave a rating of "4."
- About three in ten (34%) rated the service a "3." Only eight percent said they were unsatisfied with Commuter Connections' services (rating of 1 or 2).
- 35% said they were very likely to recommend the service and 26% said they were somewhat likely to recommend.
- More than half of the employers said Commuter Connections' services had been either useful (21%) or very useful (37%).
- Six services had been used by at least 60% of the organizations: info brochures (64%), website (64%), personal assistance from a representative (64%), special events, such as Bike to Work events (64%), posters (64%) and, carpool/vanpool match plot maps.
- About one in ten (8%) respondents said their organizations had used a Commuter Connections employee survey in the past year.

INTEREST IN TRAINING OPPORTUNITIES SPONSORED BY COMMUTER CONNECTIONS

- At least a quarter of employers expressed substantial interest (rating of 4 or 5) in training on: general information on commute program management (26%), information on Commuter Connections services that were available to employers and commuters (28%), legislative and tax issues related to travel and commuting (27%), and transit financial incentives (28%). About two in ten respondents said they had moderate interest (rating of 3) on each of these services.
- A second tier of services garnered substantial support from about two in ten respondents. These topics included telework (18%), Air Quality Action days (20%), Carsharing (19%), General Commuter Information (19%), Telework (18%), and Vanpool formation (17%). Another two in ten respondents reported moderate interest in these topics.

NOVEMBER 2014
TRANSPORTATION EMISSION REDUCTION MEASURE (TERM)
ANALYSIS REPORT SUMMARY FY 2012-2014

BACKGROUND

This report presents the results of an evaluation of four Transportation Emission Reduction Measures (TERM), voluntary Transportation Demand Management (TDM) measures implemented by the National Capital Region Transportation Planning Board's (TPB) Commuter Connections program at the Metropolitan Washington Council of Governments (MWCOG) to support the Washington, DC metropolitan region's air quality conformity determination and congestion management process. This evaluation documents transportation and air quality impacts for the three-year evaluation period between July 1, 2011 and June 30, 2014, for the following TERMs:

- **Maryland and Telework** – Provides information and assistance to commuters and employers to further in-home and telework center-based telework programs.
- **Guaranteed Ride Home** – Eliminates a barrier to use of alternative modes by providing free rides home in the event of an unexpected personal emergency or unscheduled overtime to commuters who use alternative modes.
- **Employer Outreach** – Provides regional outreach services to encourage large, private-sector and non-profit employers voluntarily to implement commuter assistance strategies that will contribute to reducing vehicle trips to worksites, including the efforts of jurisdiction sales representatives to foster new and expanded trip reduction programs.
- **Mass Marketing** – Involves a large-scale, comprehensive media campaign to inform the region's commuters of services available from Commuter Connections as one way to address commuters' frustration about the commute.

MWCOG's National Capital Region TPB, the designated Metropolitan Planning Organization (MPO) for the Washington, DC metropolitan region, adopted and continues to support these TERMs, among others, as part of the regional Transportation Improvement Program (TIP). The purpose of the TERMs is to help the region reach emission reduction targets that would maintain a positive air quality conformity determination for the region and to meet federal requirements for the congestion management process. The Commuter Connections program is considered integral in regional travel demand management and is included in the region's TERMs technical documentation which was updated in July 2013. Travel parameters prior to the year 2010 were captured by the regional travel demand model. Only the effects of the incremental growth of the Commuter Connections program post 2010 will be accounted for in future analysis years.

MWCOG/TPB's Commuter Connections program, which also operates an ongoing regional rideshare program, is the central administrator of the TERMs noted above. Commuter Connections elected to include a vigorous evaluation element in the implementation plan for each of the adopted TERMs to develop information to guide sound decision-making about the TERMs. This report summarizes the results of the TERM evaluation activities and presents the transportation and air quality impacts of the TERMs and the Commuter Operations Center (COC).

This evaluation represents a comprehensive evaluation for these programs. It should be noted that the evaluation is conservative in the sense that it includes credit only for impacts that can be reasonably documented with accepted measurement methods and tools. Note that many of the calculations used data from surveys that are subject to some statistical error, at rates common to such surveys.

A primary purpose of this evaluation was to develop meaningful information for regional transportation and air quality decision-makers, MWCOG/TPB staff, MWCOG/TPB program funding agencies, and state and local commute assistance program managers to guide sound decision-making about the TERMs. The results of this evaluation will provide valuable information for regional air quality conformity and the region's congestion management process, to improve the structure and implementation procedures of the TERMs themselves, and to refine future data collection methodologies and tools.

SUMMARY OF RESULTS

The objective of the evaluation is to estimate reductions in vehicle trips (VT), vehicle miles traveled (VMT), and tons of vehicle pollutants (Nitrogen Oxides [NOx], Volatile Organic Compounds [VOC], Particulate Matter [PM2.5], Particulate Matter NOx precursors [PM_NOx], and Carbon Dioxide [CO2]) resulting from implementation of each TERM and compare the impacts against the goals established for the TERMs. The impact results for these measures are shown on the following pages in Table A for each TERM individually. Results for all TERMs collectively and for the COC are presented in Table B.

As shown in Table A, the TERMs combined exceeded the collective goals for vehicle trips reduced by 10% and exceeded the VMT goal by about 6%. The TERMs did not reach the emission goals; the impact for NOx was about 13% under the goal and VOC impact was 26% under the goal, but this was due entirely to a change in the emission factors. The goals were set in 2006, using 2006 emission factors, but the factors used in the 2014 evaluation were considerably lower.

When the COC results are added to the TERM impacts, as presented in Table B, the combined impacts again met both the vehicle trip and VMT reduction goals, in this case by 20% and 14%, respectively. The combined TERM – COC programs fell about 3% short of the NOx goal and 19% under the VOC goal. Again, the change in the emission factors affected the emission results.

Two TERMs, Employer Outreach, and Mass Marketing easily met their individual participation, travel impact, and emission goals. Employer Outreach, both the overall program and the New/Expanded component, exceeded its vehicle trip and VMT goals by substantial margins. Employer Outreach for Bicycling also met its goals.

The Mass Marketing (MM) TERM generated vehicle trip reduction 33% above its goal and VMT reduction 23% above the goal. These results were due in part to the expansion of the MM TERM to include additional components (e.g., Car Free Day), but also due to the shift in additional credit from GRH and the Commuter Operations Center. Fifteen percent (15%) of the base impacts for each of these programs was assigned to MM in 2014, compared to the 2011 MM share of 3% for the COC and 10% for GRH.

Finally, impacts for Telework and Guaranteed Ride Home were well below the goals for this program. The Telework TERM's vehicle trip and VMT reductions fell 18% and 15% short of their goals, due to a change in the TERM during FY1012 to include only telework impacts generated by Commuter Connections among commuters and employers located in Maryland.

Telework impacts generated by Commuter Connections outside of Maryland were still included in the 2014 impacts, but were counted under the Commuter Operations Center, so were not included in the TERM total. Impacts for the Guaranteed Ride Home TERM also were well below the goals for this program, primarily due to declining registrations, compared with 2011 and previous years.

Both the Commuter Operations Center and the Software Upgrades TERM met or exceeded their goals for vehicle trips and VMT reduced. The COC exceeded its goals for these measures by a substantial margin; the vehicle trip reduction was 124% over the goal and the VMT reduction was 65% over the goal, because telework impacts generated by Commuter Connections outside of Maryland, which had been credited to the Telework TERM in 2011, were assigned to the COC in 2014.

The following four pages contain Tables A through D:

- **Table A -** Summarizes Daily Impact Results for Individual TERMs (July 2011 – June 2014) and Comparison to Goals.
- **Table B -** Summarizes TERM and COC Results (July 2011 – June 2014) and Comparison to Goals
- **Table C -** Summarizes Annual PM 2.5 and CO2 (Greenhouse Gas) Emission Results for Individual TERMs
- **Table D -** Summarizes Results for Individual TERMs 7/11– 6/14 Compared with 7/08 – 6/11

Table A
Summary of Daily Impact Results for Individual TERMs (July 2011 – June 2014) and Comparison to Goals

TERM	Participation [1)]	Daily Vehicle Trips Reduced	Daily VMT Reduced	Daily Tons NOx Reduced	Daily Tons VOC Reduced
Telework Assistance [2)]					
2014 Goal	31,854	11,830	241,208	0.122	0.072
Impacts (7/11 – 6/14)	26,334	9,651	205,511	0.101	0.051
Net Credit or (Deficit)	**(5,520)**	**(2,179)**	**(35,698)**	**(0.021)**	**(0.021)**
Guaranteed Ride Home					
2014 Goal	36,992	12,593	355,136	0.177	0.097
Impacts (7/11 – 6/14)	21,156	7,711	212,834	0.087	0.033
Net Credit or (Deficit)	**(15,836)**	**(4,882)**	**(142,302)**	**(0.090)**	**(0.064)**
Employer Outreach – all employers participating [3)]					
2014 Goal	581	64,644	1,065,85	0.549	0.343
Impacts (7/11 – 6/14)	1,756	78,533	1,327,04	0.534	0.305
Net Credit or (Deficit)	1,175	**13,889**	**261,193**	**(0.015)**	**(0.038)**
Employer Outreach – new / expanded employer services since July 2011 [3)]					
2014 Goal	96	8,618	140,622	0.072	0.046
Impacts (7/11 – 6/14)	1,130	38,375	568,078	0.267	0.140
Net Credit or	**1,034**	**29,757**	**447,456**	**0.195**	**0.094**
Employer Outreach for Bicycling [3)]					
2014 Goal	61	130	567	0.0006	0.0005
Impacts (7/11 – 6/14)	472	323	1,937	0.0013	0.0012
Net Credit or	**411**	**193**	**1,370**	**0.0007**	**0.0007**
Mass Marketing					
2014 Goal	11,023	7,758	141,231	0.072	0.044
Impacts (7/11 – 6/14)	22,065	10,294	173,269	0.081	0.024
Net Credit or (Deficit)	**11,042**	**2,536**	**32,038**	**0.009**	**(0.020)**
TERMS (all TERMs collectively)					
2014 Goal		96,825	1,803,42	0.920	0.556
Impacts (7/11 – 6/14)		106,189	1,918,65	0.803	0.412
Net Credit or (Deficit)		**9,364**	**115,232**	**(0.117)**	**(0.144)**

1) Participation refers to number of commuters participating, except for the Employer Outreach TERM. For this TERM, participation equals the number of employers participating.

2) Impact represents portion of regional telework attributable to TERM-related activities. Total telework credited for conformity is higher than reported for the TERM.

3) Impacts for Employer Outreach - all employers participating includes impacts for Employer Outreach – new / expanded employer services since July 2011 and for Employer Outreach for Bicycling.

Table B
Summary of TERM and COC Results (July 2011 – June 2014) and Comparison to Goals

TERM	Participation	Daily Vehicle Trips Reduced	Daily VMT Reduced	Daily Tons NOx Reduced	Daily Tons VOC Reduced
TERMS (all TERMs collectively)					
2014 Goal		96,825	1,803,42	0.920	0.556
Impacts (7/11 – 6/14)		106,189	1,918,65	0.803	0.412
Net Credit or (Deficit)		**9,364**	**115,232**	**(0.117)**	**(0.144)**
Commuter Operations Center – Basic Services					
2014 Goal	152,356	10,399	296,635	0.147	0.081
Impacts (7/11 – 6/14)	87,247	23,262	488,226	0.230	0.110
Net Credit or (Deficit)	(65,109)	**12,863**	**191,591**	**0.083**	**0.029**
Commuter Operations Center – Software Upgrades [1)]					
2014 Goal		2,370	62,339	0.031	0.017
Impacts (7/11 – 6/14)	4,681	2,379	66,442	0.028	0.011
Net Credit or (Deficit)		**9**	**4,103**	**(0.003)**	**(0.006)**
All TERMS plus COC					
2014 Goal		109,594	2,162,40	1.098	0.654
Impacts (7/11 – 6/14)		131,830	2,473,32	1.061	0.533
Net Credit or (Deficit)		**22,236**	**310,926**	**(0.037)**	**(0.121)**

1) Impacts for Commuter Operations Center – software Upgrades are in addition to the impacts for the Commuter Operations Center – Basic Services. This project was previously part of the Integrated Rideshare TERM.

Table C

Summary of Annual PM 2.5 and CO2 (Greenhouse Gas) Emission Results for Individual TERMs

Table C presents annual emission reduction results for PM 2.5, PM 2.5 pre-cursor NOx, and CO2 emissions (Greenhouse Gas Emissions - GHG) for each TERM and for the COC. COG/TPB did not establish specific targets for these impacts for the Commuter Connections TERMs. But COG has been measuring these impacts for other TERMs, thus these results are provided.

As shown, the TERMs collectively reduce 9 annual tons of PM 2.5, 215 annual tons of PM 2.5 pre-cursor NOx, and 200,012 annual tons of CO2 (greenhouse gas emissions). When the Commuter Operations Center is included, these emissions impacts rise to 11.8 annual tons of PM 2.5, 280 annual tons of PM 2.5 pre-cursor NOx, and 261,496 annual tons of CO2 (greenhouse gas emissions).

TERM	Annual Tons PM 2.5 Reduced	Annual Tons PM 2.5 Precursor NOx Reduced	Annual Tons CO2 Reduced
Telework Assistance [1)]	1.08	25.40	23,528
Guaranteed Ride Home	0.95	21.60	21,891
Employer Outreach – all employers [2)]	6.14	147.91	135,753
Employer Outreach – new / expanded Employers [2)]	2.79	67.23	61,475
Employer Outreach for Bicycling	0.01	0.35	237
Mass Marketing	0.85	20.28	18,840
TERMS (all TERMs collectively)	9.02	215.19	200,012
Commuter Operations Center – basic services (not including Software Upgrades)	2.43	57.59	54,441
Commuter Operations Center – Software Upgrades	0.31	7.04	7,043
All TERMs plus Commuter Operations Center	11.76	279.82	261,496

1) Impact represents portion of regional telecommuting attributable to TERM-related activities. Total telecommuting credited for conformity is higher than reported for the TERM.

2) Impacts for new / expanded employer programs and Employer Outreach for Bicycling are included in the Employer Outreach – all employers.

Table D

Summary of Results for Individual TERMs 7/11– 6/14 Compared with 7/08 – 6/11 Table D shows comparisons of daily reductions in vehicle trips, VMT, NOx, and VOC from the 2011 TERM analysis to results of the 2014 results. Note that, as described in the footnotes to the table, the emission factors declined between 2011 and 2014, resulting in decreased emission reductions, even though the TERMs achieved greater vehicle trip and VMT reductions in 2014.

The Employer Outreach TERM impacts declined in 2014 compared with 2011, but the coefficients used in the model applied to estimate these impacts were modified in 2014 to be consistent with the updated regional travel model approved by the TPB. The coefficients fell substantially, resulting in lower vehicle trip and VMT reductions in 2014, even though the number of participating employers rose substantially.

TERM	DAILY VEHICLE TRIPS REDUCED	DAILY VMT REDUCED	DAILY TONS NOX REDUCED	DAILY TONS VOC REDUCED
Telework Assistance				
July 2011 – June 2014	9,651	205,511	0.101	0.051
July 2008 – June 2011	12,499	241,834	0.099	0.062
Change [1)]	(2,848)	(36,324)	0.002	(0.011)
Guaranteed Ride Home				
July 2011 – June 2014	7,711	212,834	0.087	0.033
July 2008 – June 2011	7,983	208,346	0.076	0.042
Change [1)]	(272)	4,488	0.011	(0.009)
Employer Outreach – All services except Employer Outreach for Bicycling				
July 2011 – June 2014	78,210	1,325,107	0.533	0.304
July 2008 – June 2011	90,170	1,656,727	0.577	0.366
Change [1)]	(11,960)	(331,620)	(0.044)	(0.062)
Employer Outreach for Bicycling				
July 2011 – June 2014	323	1,937	0.001	0.001
July 2008 – June 2011	180	1,083	0.001	0.001
Change [1)]	143	854	0.000	0.000
Mass Marketing				
July 2011 – June 2014	10,294	173,269	0.081	0.024
July 2008 – June 2011	6,922	78,297	0.031	0.021
Change [1)]	3,372	94,973	0.050	0.003
All TERMs				
July 2011 – June 2014	106,189	1,918,658	0.803	0.412
July 2008 – June 2011	117,754	2,186,286	0.784	0.492
Change [1)]	(11,565)	(267,628)	0.019	(0.080)
Commuter Operations Center (Basic Services + Software Upgrades)				
July 2011 – June 2014	25,641	554,668	0.258	0.121
July 2008 – June 2011	7,907	231,978	0.086	0.046
Change [1)]	17,734	322,690	0.172	0.075

1) Change in emissions is due in part to reduction in emission factors from 2011 to 2014.

APRIL 2015
CAPITAL BIKESHARE 2014 MEMBER SURVEY REPORT

This report presents the results of the November 2014 Capital Bikeshare Customer Use and Satisfaction Survey conducted for the Capital Bikeshare program (Capital Bikeshare), a program jointly owned and sponsored by the District of Columbia, Arlington County, VA, the City of Alexandria, VA, and Montgomery County, MD, and operated by Motivate International, Inc. Capital Bikeshare offers short-term use of more than 2,500 bicycles to registered members and day-pass users at more than 350 stations in the District of Columbia, Arlington County and the City of Alexandria in Virginia, and Montgomery County in Maryland. Users register for an annual or 30-day membership and receive a Capital Bikeshare key that allows them to unlock a bike at any station. Users can return the bike to the same station or to any other station in the network, facilitating both return and one-way trips. Capital Bikeshare's management was interested in examining users' experience with the program and bikeshare's impact on users' travel patterns. The survey was conducted for the following primary purposes; to explore:

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

On October 23, 2014, Capital Bikeshare staff sent an email to all of the approximately 27,600 annual/30-day members, informing them of the online survey and providing the link to the survey website. The email indicated that Capital Bikeshare would enter members who completed the survey entry into a drawing for one of five annual memberships. To increase the response rate further, Capital Bikeshare sent a reminder in the monthly e-newsletter that is distributed to all members. During the approximately four-week period that the survey website was active, 4,314 members completed the survey, for a total response rate of 16%.

Key Conclusions
Several overall conclusions, generally related to the personal travel benefits and travel impacts of bikesharing rise to the top of importance.

- **Capital Bikeshare (CB) members benefit through easier, faster access to destinations and access to a wider Range of destinations** – Half of the respondents had made a trip in the past month that they would not have made without bikeshare. Of these respondents, 65% said they would not have made the trip because it was too far to walk, so bikeshare broadened their travel destination options. Other respondents reported reasons related to the difficulty of travel or disadvantages of driving to a particular destination or at a particular time of day. For these members, bikeshare expands their easy and convenient travel options.

- **The "transit access" role that bikeshare offers expands travel range even further** – Nearly two-thirds (64%) of respondents said at least one of the bikeshare trips they made last month either started or ended at a Metro-rail station; 21% had used bikeshare six or more times for this purpose. About a quarter (24%) of respondents used Capital Bikeshare to access a bus in the past month.

- **Capital Bikeshare makes travel fun and more flexible** – More than three-quarters of members said they were motivated to join Capital Bikeshare to have access to a new travel option or a one-way travel option (84%), or simply because biking is a fun way to travel (77%). The opportunity to make one-way trips by bikeshare is particularly valuable to many members, who now have a wealth of travel options – bikeshare, transit, taxi, walking, carshare – that they can choose "in the moment," increasing their travel flexibility.

- **Bikeshare serves both work-related and personal travel needs** – More than eight in ten (85%) respondents reported that they at least occasionally used bikeshare for social/entertainment trips. Respondents used bikeshare for other non-work trips at nearly as high a rate; personal appointments (79%), shopping/errands (78%), and to go to a restaurant/out for a meal (77%). But use of bikeshare was nearly as high for commuting; 74% of respondents at least occasionally used bikeshare to go to or from work. And commuting was a particularly frequent bikeshare purpose for these respondents; 49% commuted by bikeshare three or more times per month and 36% rode bikeshare to or from work six or more times per month.

- **Bikeshare allows members to give up the cost and hassle of car ownership and driving** – Four in ten Capital Bikeshare members didn't have access to a car or other personal vehicle. Eight percent of all members surveyed had sold a household vehicle since joining CB and 81% of these members said bikeshare was a factor in their decision to sell the vehicle. A quarter (24%) of respondents said they reduced their driving miles since joining Capital Bikeshare. Across all respondents, the average driving reduction was 158 miles per year, equating to about 4.4 million fewer driving miles by the 27,600 bikeshare members (in November 2014).

- **Bikeshare members shift some trips to bicycle from taxi, transit, and walking** – Eighty-six percent of respondents increased their use of bicycling since joining Capital Bikeshare and 50% said they ride a bike much more often. By comparison, respondents reduced use of all other transportation modes; 55% drove a car less often, 59% used a taxi less often, 58% rode Metrorail less often, 52% rode a bus less often, and 51% decreased their use of walking, suggesting some shifts to each of these modes to biking.

- **Bikeshare members who used Capital Bikeshare frequently reported the greatest reduction in use of non-bicycle modes** – For example, 70% of respondents who made 11 or more CB trips in the past month reduced their use of Metrorail, compared with 46% of respondents who made between one and five CB trips in the past month, a net additional reduction of 28 percentage points for frequent riders. The results were similar for other non-bike mode groups; the share of respondents who reduced use of a non-biking mode since they joined Capital Bikeshare increased steadily as their bikeshare use increased.

- **Capital Bikeshare members save on personal travel cost** – Respondents reported saving an average of $13.65 per week on personal transportation costs as a result of their bikeshare use, about $710 over the course of the year. Across the estimated 27,600 Capital Bikeshare members in November 2014, the collective saving was nearly $20 million each year.

- **Respondents give high marks to most bikeshare features** – More than six in ten gave ratings of 4 or 5 (Excel-lent) to safety of stations, Capital Bikeshare website, call center, mechanical repair of bikes, and maps at Capital Bikeshare stations. Respondents were least satisfied with the availability of bikes when they want to pick-up a bike and availability of open docks when they want to return it; only about four in ten respondents rated these features as 4 or 5.

- **CB members were eager for expansion of Capital Bikeshare** – The most noted expansion need appeared to be for more docks at existing stations; 54% of respondents chose this option for greater access to bikes in popular bikeshare pick-up and drop-off locations. The second highest priority was for new stations in residential neighborhoods (44%), perhaps indicating a desire for greater access to bikeshare for short trips within or from a home neighborhood. About the same share (43%) also noted a need for expansion within the existing service area (greater infill or density of stations). A third (32%) of respondents said they wanted expansion to areas that bikeshare doesn't serve now (greater coverage).

Bikeshare Users Demographic and Membership Characteristics

- **Bikeshare users did not mirror the adult population of the Washington metropolitan region** – More than nine in ten survey respondents were employed, while the U.S. Census reports that only about seven in ten adults in the Washington region are employed. But bikeshare survey respondents also differed from the general employed population. Compared with all commuters in the region, they were, on average, considerably younger, more likely to be male, Caucasian, and slightly less affluent.

- **Bikeshare visibility and referrals were important marketing tools for Capital Bikeshare** – Respondents were most likely to have learned about Capital Bikeshare by seeing a CB station (30%) or through a referral from a friend or family member (26%). These two sources have become more important as the program has matured; 35% of members who joined CB in 2014 mentioned seeing a station, compared with only 11% who joined in 2010 and 24% who joined in 2011. Referrals also have grown, with 35% of 2014 new members mentioning this source, compared with 11% of members who joined in 2010 and 24% of member who joined in 2011.

- **The primary motivations for joining Capital Bikeshare were for greater access and one-way travel flexibility** – Ninety-four percent of respondents said they were motivated by the ability to get around more easily or more quickly. Eight in ten (84%) were motivated by having a new travel option or a one-way travel option. But 77% were motivated simply by the enjoyment of biking and because it was a fun way to travel. About six in ten cited a desire for exercise (60%) or a desire to save money on transportation (57%).

Bikeshare Use Characteristics

- **Capital Bikeshare use was distributed evenly across frequency categories, showing demand for the service at many use levels** – About 20% of respondents had made two or

fewer bikeshare trips in the month before the sur-vey, 21% made between three and five trips, and 19% made between six and ten trips. About 40% were frequent users, making 11 or more trips in the past month. Respondents made an average of 13 trips in the past month.

- **The top bikeshare trip purposes overall were for personal/non-work trips** – Eighty-five percent of respondents reported that they at least occasionally used bikeshare for social/entertainment trips and four in ten used bikeshare three or more times per month for this purpose. Eight in ten respondents used bikeshare for three other personal or non-work trip purposes: to reach personal appointments, shopping/errands, and restaurants/meals and about one-quarter of respondents used bikeshare for each of these purposes at least three times per month.

- **A large share of members used bikeshare for their trip to work** – Commuting was an important bikeshare purpose also; 74% of respondents used bikeshare to commute to or from work at least occasionally. But commuting was a particularly frequent bikeshare purpose for these respondents; 49% commuted by bikeshare three or more times per month and 36% rode bikeshare to or from work six or more times per month.

- **Capital Bikeshare also served as a feeder service to reach transit stops** – Two-thirds (64%) of respondents said that at least one of the Capital Bikeshare trips they made last month either started or ended at a Metrorail station and 21% had used bikeshare six or more times for this purpose. About a quarter (24%) of respondents used Capital Bikeshare to access a bus in the past month.

- **Respondents' recent bikeshare trips were evenly divided between work and non-work trip purposes** – The single most common recent trip purpose overall was to go to or from work; 46% of respondents noted this purpose. The most common recent non-work trip purposes were social/entertainment and personal appointment, mentioned by 19% and 9% of respondents, respectively. As noted above, a slightly smaller share of respondents reported using bikeshare for commuting than for non-work travel. But a larger share of respondents reported using bikeshare frequently for commuting than reported frequent use for any individual non-work purpose.

- **Bikeshare was the choice for most recent trips because it was the fastest and easier way to travel** – Eight in ten (80%) respondents chose bikeshare for the recent trip because it was a faster or easier way to reach their destination. Four in ten said the destination was too far to walk and an equal share said bicycling was the lease costly option. Respondents also noted other issues related to characteristics of the destination or the time of day they were traveling; 23% said public transportation was not available or inconvenient to reach that destination, 21% said that parking was very limited at that destination, and 20% said that transit service didn't operate or was inconvenient at that time of day. About one-quarter used bikeshare because they didn't have a car.

- **Bikeshare offered a new travel option for members who didn't have a car and an alternative to driving for those who did** – Young respondents and respondents with lower incomes were more likely to say they chose bikeshare for a recent trip for reasons related to their lack of transportation options: too far to walk, unavailable or inconvenient transit, or lack of a car. These respondents also noted reasons related to the time and cost advantage of Capital Bikeshare in comparison with other travel options. For these members, bikeshare expanded the range of destinations to include locations that were otherwise difficult to reach. Older respondents, those with higher incomes, and respondents who had a personal vehicle were more likely to mention reasons related to the disadvantages of driving to a particular destination. For these respondents, Capital Bikeshare made the destination more attractive or less of a bother to reach than it otherwise would be.

- **Forty percent of respondents would have ridden a bus or train if Capital Bikeshare had not been available for the most recent trip** – Another four in ten (37%) would have walked to their destination. Only 6% of respondents would have driven or ridden in a personal vehicle, but since 43% of respondents did not have a personal vehicle regularly available, this would not be an easy option for many. Six percent would have used a taxi and 5% would have ridden a personal bike.

- **Respondents' alternate mode choices for these trips differed by the type of trip they were making** – More than half of respondents whose last trip was to go to or from work would have used transit for the trip. Respondents whose last trip was for shopping/errands and exercise/recreation were more likely to say they would have walked than were respondents generally, suggesting they would have substituted a trip to a local shop for a trip to a shop farther away. Taxi would have been the choice for a higher than average share of social/entertainment and personal appointment trips.

Use of Capital Bikeshare to "Induce" Trips

- **In the past month, 49% of respondents used bikeshare to make at least one trip they would not have made ("induced" trips) if bikeshare had not been available** – Nearly all induced trips were made for non-commute trip purposes. One-quarter made an induced social/entertainment trip and 21% made a shopping/errand trip. Respondents also reported making induced trips to restaurants (16%), for personal appointments (14%), and for exercise/recreation (13%). Only 9% said they made an induced trip to go to or from work, indicating these trips were typically not considered discretionary trips.

- **Two-thirds (65%) of respondents said they would not have made the induced trips without Capital Bikeshare because it was too far to walk** – This suggests respondents might have substituted some induced trips to a distant destination for trips they might have made to locations closer to their origin location. In this way, Capital Bikeshare broadened the travel destination options. Other common reasons were related to characteristics of the destination or time of travel; 48% said bicycle was a faster or easier way to reach the destination and substantial percent-ages reported that public transportation was either not

available or inconvenient to reach that destination (37%) or at that time of day (23%). One-quarter (25%) didn't have a car and 18% wanted to get exercise.

- **Capital Bikeshare access made establishments more attractive to Bikeshare members –** More than eight in ten respondents said they were either much more likely (34%) or somewhat more likely (48%) to patronize an establishment that was accessible by Capital Bikeshare.

- **Respondents who gave high ratings for the value of bikeshare access made induced trips at a much higher rate than did those who gave lower ratings –** Among respondents who were much more likely to patronize a CB-accessible establishment, 96% made at least one bikeshare trip last month, compared with 91% of those who were not more likely. But a more interesting finding is that respondents who said they were much more likely were the most frequent users of the Capital Bikeshare service; 50% made six or more trips, compared with about one-third of those who were somewhat more likely or not more likely to patronize the bikeshare-accessible establishment. This suggests that the decision to make some, and perhaps many, of the induced trips was motivated by the establishments' accessibility.

Change in Mode Use Since Joining Capital Bikeshare

- **Bikeshare members substantially increased their bicycle use and substantially reduced their car and taxi use since they joined Capital Bikeshare** – More than eight in ten respondents said they bicycled more often since joining; 34% said they bicycled "somewhat more often" and 50% bicycled "much more often." More than half (55%) of all survey respondents drove a car less often. Six in ten (59%) said they used a taxi less often than before they joined Capital Bikeshare. Bikeshare members also substantially reduced their use of public transit; 58% rode Metrorail less often and 52% rode a bus less often. And 51% of respondents decreased their walking trips.

- **Bikeshare members who used Capital Bikeshare frequently reported the greatest reduction in use of non-bicycle modes –** For example, 74% of respondents who made 20 or more CB trips in the past month said they reduced their use of Metrorail, compared with 46% of respondents who made fewer than six CB trips, a net additional reduction of 28 percentage points. The results were similar for other non-bike mode groups; the share of respondents who reduced use of a non-biking mode since they joined Capital Bikeshare increased steadily as their bikeshare use increased. The change was most pronounced for Metrorail and bus (net differences of 28 points and 26 points, respectively). The differences were less dramatic for use of walking (11 points), driving a car (12 points), and taxi (8 points), suggesting that bikeshare was substituted less often for these modes.

- **A quarter of respondents reduced their annual driving miles –** Respondent also were asked approximately how many miles they drove per year in the Washington region at the time of the survey and how many miles they drove in the year before they joined Capital Bikeshare. A quarter (24%) reduced their driving miles; 8% reduced driving by more than 1,000 miles. Two-thirds (64%) of respondents who reported their mileage made no change in driving miles and only 12% increased their driving miles.

- **Capital Bikeshare members reduced 4.4 million driving miles annually –** On average, survey respondents who re-ported both a current and pre-Capital Bikeshare mileage drove about 2,830 miles per year before joining Capital Bikeshare and 2,672 miles per year at the time of the survey, for a reduction of about 158 miles annually. When these survey results were applied to the estimated 27,600 bikeshare member population in November 2014, the month in which the survey was conducted, the results were as follows:

# Capital Bikeshare members (November 2014)	27,600
Estimated annual VMT reduced per member	158
Estimated total annual VMT reduced	4,360,000 miles (rounded)

- **On average, each Capital Bikeshare member saved $710 per year on personal travel cost –** More than eight in ten (83%) respondents said they saved money on weekly travel costs by using Capital Bikeshare. About six in ten said they saved between $1 and $20 per week, 16% saved between $21 and $40, and 5% saved more than $40. Across all respondents, the average weekly saving would be $13.65, or about $710 annually. Collectively, the estimated 27,600 Capital Bikeshare members in November 2014 were saving nearly $20 million per year:

Estimated annual cost saving per member	$710
Estimated total annual cost saving	$19,600,000 (rounded)

Bikeshare Members' Commute Travel Patterns

- **Bikeshare members traveled an average of 6.2 miles to work one-way, well under the average 16.0 miles distance of commuters region-wide –** Two in ten bikeshare respondents traveled fewer than two miles to work and 61% traveled fewer than five miles. By contrast, only 17% of all regional commuters traveled fewer than five miles.

- **Capital Bikeshare members drove alone to work much less than did commuters region-wide –** The overwhelming majority of employed respondents used a non-drive-alone mode of travel to get to work: 43% of CB members primarily used public transit to get to work, 29% primarily biked to work, and 12% commuted by walking. Only 11% primarily drove alone to work. Bike commute use was particularly high for members who lived close to work; among CB members who traveled less than five miles to work, 39% primarily rode a bicycle.

- **About three in ten employed respondents started or increased use of biking for their trip to work since joining Capital Bikeshare –** Thirteen percent started or increased use of bicycle as their primary mode, the mode they used most often for commuting. Another 19% started using bike as a secondary mode, defined as a mode they used one or two days per week or as a way to access their primary mode. As a result of this increased use of bike, the share of respondents who primarily biked to work increased from 9% of employed respondents to 29%.

- **Access to bicycle support services appeared to influence use of bicycle for work travel –** Bikeshare survey respondents were twice as likely to report that their employers offered bike

racks, showers, personal lockers, and other bicycle-support services (56%) as were all commuters region-wide (27%). They also were more likely to have bicycle services than were other commuters in the jurisdictions where they worked. Respondents who had access to bicycle-support services biked to work at a higher rate than did respondents who did not have access to these services; 35% of respondents who said bicycle services were available bicycled to work, compared with 23% of those who did not have bicycle services.

Satisfaction with Capital Bikeshare

- **Respondents gave generally high marks to bikeshare features –** At least six in ten gave ratings of 4 or 5 (Excellent) to safety of stations, Capital Bikeshare website, call center, mechanical repair of bikes, and the map at Capital Bikeshare stations. Respondents were least satisfied with the availability of bikes at docks and the availability of open docks when they were returning bikes; these features were rated as a 4 or 5 by only 39% and 38% of respondents, respectively.

- **About two-thirds of respondents reported some problem with using Capital Bikeshare services –** Thirty-five per-cent had a mechanical issue with the bike, 34% said they had an issue with the bike dock, and 28% encountered issues accessing a bike with the membership key.

- **Respondents expressed substantial interest in a card that could be used to access both Capital Bikeshare and public transit –** Ninety-one percent of respondents said they would be somewhat interested (31%) or very interested (60%) in a Capital Bikeshare fob or SmarTrip card that they could use to access both Capital Bikeshare and public transit service. Only 6% said they were not interested in this service. Members were less interested in a no annual fee, pay-per-ride membership option; only 32% were either somewhat interested (25%) or very interested (7%) in this option. But an additional 28% said their interest would depend on the cost per ride.

- **Capital Bikeshare members wanted both more bikes at existing locations and expansion of Capital Bikeshare to new destinations –** The most often noted expansion need was for more docks at existing stations; 54% of respondents selected this option for greater access to bikes in popular bikeshare pick-up and drop-off locations. The second highest priority was for new stations in residential neighbor-hoods (44%), perhaps indicating a desire for greater access to bikeshare for short trips within or from a home neighborhood. A similar percentage (43%) indicated a need for expansion within the existing service area (greater infill or density of stations and 32% of respondents said they wanted expansion to areas that bikeshare doesn't serve now (greater coverage).

APRIL 2015
COMMUTER RESEARCH SUMMARY REPORT SUMMARY
COMMUTERS CONNECTIONS

BACKGROUND

This report summarizes the methodology and results of research completed in FY2015 on the Commuter Connections program marketing activities. Specifically, this report summarizes what's working, what isn't, and what can be done to further improve and empower the regional marketing efforts of the Commuter Connections program.

COMMUTER SURVEY

The research included an on-line survey of Metropolitan Washington commuters that assessed current and recent marketing creative to help determine which ideas commuters are responding to, as well as what is motivating their behavior change. Those surveyed included male and female commuters aged 18-65, living within the Washington metropolitan region. Survey participants were made up of a mix of gender, ethnicities, education, marital status and income. States of residence were as follows: Washington D.C. 13.04%, Maryland 47.83%, and Virginia 39.13%.

METHODOLOGY

The online survey was made available to the general public, and Facebook advertising was used to drive traffic to the survey. Respondents were polled on three different ad concepts for both Ridesharing and GRH. Each concept was presented with a visual image along with a radio script. The survey was conducted from December 1 – 31, 2014.

The survey consisted of 31 individual questions with about half serving as qualifier questions, and half gauging interest in specific ad concepts. Key words used in the questions were carpooling, transportation, traffic, transit, and commuting. A total of 51 responses were received.
A chance to win a $100 Amazon.com gift card was used as an incentive for commuters to complete the survey. Commuters that included their email address were entered into a drawing for the incentive at the end of the web survey period. One winner was chosen using Random.com.

FINDINGS OF THE SURVEY

- Commuters overwhelmingly preferred the use of text and email to communicate. Mobile phone and social media were close seconds. Social media, web, radio, and TV are the preferred means of learning more about commuting. We also know we have to meet them where they are and make it easy for them to click and/or share. The more the audience understands the message, the more likely they were to want to know more.
- After reviewing the ads in the survey, over half of respondents were somewhat or very interested in learning more about the options. This shows that if they have a chance to understand, many will wish to learn more. It also appears a large percentage of the Commuter Connections audience is teleworking, at least part-time.

- Rideshare concept understanding was at or above 70%. Guaranteed Ride Home (GRH) concept understanding was above 80%. The general pattern was that if a respondent understood the concept, he/she wanted to learn more about the program.

- GRH ad that ranked highest used the radio ad time to:
    - Explain the program in plain English.
    - Use terms "some restrictions apply".
    - Positioned the program as something to put in place now, so it’s there when needed.

MAY 2015
FY2015 APPLICANT DATABASE ANNUAL PLACEMENT SURVEY REPORT SUMMARY
COMMUTER CONNECTIONS

BACKGROUND

This report presents results of a survey about commuter transportation assistance services offered by the Commuter Connections program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (COG) to commuters in the Washington, DC region.

Commuter Connections' services include: carpool and vanpool matchlists, transit route and schedule information, information on Park & Ride lot locations, bicycling 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 on-line via the Commuter Connection's web site, or through an employer, a local partner assistance program, or a transportation management association (TMA). Additionally, some services are available for immediate download from Commuter Connections' website.

This report estimates transportation and air quality impacts of Commuter Connections' services. Data for this analysis were collected in November 2014 through a survey of 716 applicants randomly selected from the applicant database. The surveys collected data for applicants who received information or assistance between July 1 and September 30, 2014.

Commuter Connections Program Activity Summary and
Overall Participation, Utilization, and Satisfaction Performance Measures
Placement Survey, July-September 2014

• Commuter applicants		**6,331**
• Applicant placement rates		**48.6%**
o Continued placement rate	34.9%	
o Occasional placement rate	3.3%	
o Temporary placement rate	5.2%	
o One-time placement rate	5.2%	
• Applicants placed in alternative modes		**3,078**
o Continued placements	2,211	
o Occasional placements	209	
o Temporary placements	323	
o One-time placements	329	
• Applicants who received matchlist		**21%**
• Applicants who received vanpool assistance		**5%**
• Applicants who received Park & Ride information		**11%**
• Applicants who received transit information		**24%**
• Applicants who received GRH information/registration		**71%**

Program Impact Performance Measures

- Daily vehicle trips (VT) reduced **961 trips**
  - Continued placements 949 trips
  - Temporary placements (prorated credit) 12 trips

- Daily VMT reduced **27,738**
  - Continued placements 27,426 VMT
  - Temporary placements (prorated credit) 312 VMT

- Daily tons of Emissions reduced
  - NOx **0.0118 tons**
  - VOC **0.0046 tons**
  -

- Annual tons of Emissions reduced
  - PM 2.5 **0.128 tons**
  - PM 2.5 NOx precursors **2.922 tons**
  - CO2/Greenhouse gas **2,929 tons**

- Gallons of gasoline saved **1,089 daily gallons of gas**

- Commuter costs reduced
  - Annual cost saving per placement **$489 per year**

OTHER KEY SURVEY RESULTS

Demographics

- Slightly over half of the applicants were female (52%). Seven in ten (68%) applicants were white and 85% were between 35 and 64 years old.

Commute Travel Patterns

- Six in ten (59%) applicants said they use transit at least one day per week. Transit trips accounted for more than half (48.4%) of applicants' weekly commute trips; 21.0% were made by bus and 18.2% were made by commuter rail. Applicants made 9.2% of weekly trips by Metrorail.
- Slightly more than one-third (35%) of applicants carpooled or vanpooled at least one day per week. Carpool and vanpool trips made up 29.4% of applicants' weekly trips.
- Seventeen percent of applicants drove alone one or more days per week, but this was a secondary mode for half of these applicants; drive alone was used for just 9.6% of weekly commute trips.
- The average one-way commute distance was 36.2 miles. The average one-way commute time was 66 minutes.

Commute Changes

- Nearly half (48.6%) of survey respondents made a commute pattern change or tried another method of transportation after receiving assistance from Commuter Connections.
- More than a third (34.9%) of applicants made a change to an alternative mode that they had continued to use at least one day per week. This 34.9% was the "continued placement rate." The temporary placement rate (percent of applicants who made a change but returned to their original modes) was 5.2%.
- About 5.2% of applicants tried using a new alternative mode a few days (one-time placement rate) and 3.3% made a change to a mode they use occasionally, but less than once per week on average (occasional placement rate).
- One-third (33%) of applicants who made a mode change shifted from driving alone. The remaining 67% shifted from one alternative mode to another.
- The primary reasons that applicants made commute changes were because they changed jobs or work hours (18%), to save money (16%) or save time (7%), moved to a new residence (4%), or were tired of driving (4%).
- About two in ten (21%) applicants who made a commute change indicated that information they received from Commuter Connections influenced or assisted their decision to make the change. About eight percent of respondents cited a carpool or vanpool matching or assistance service and 2% named a transit information service. Four percent named Guaranteed Ride Home and 8% named another type of service. Three in ten (30%) said a service provided by their employer or another commute assistance organizations had influenced their decision.

Contact with Commuter Connections

- Applicants noted four primary sources of making contact with Commuter Connections: word of mouth referrals (27%), employer / employee survey (19%), internet (17%), and radio (11%).
- Almost half (45%) of applicants contacted Commuter Connections to find back-up transportation in case of emergency and 7% wanted to check commute options or a transit schedule or were just curious about the service. Eight percent made the contact to find a carpool or vanpool partner or to get information about these modes.

Information and Assistance Requested and Received

- The top service received overall, by a large majority, was Guaranteed Ride Home; seven in ten (71%) applicants said they received or accessed this service, which is open to any commuter who uses an alternative mode to commute.
- Almost four in ten applicants said they received or accessed a service to help with carpooling or vanpooling; 21% received a matchlist with names of potential carpool/vanpool partners, 10% used the Commuter Connections web site bulletin board, and 8% received a map showing home and work locations of potential car-pool/vanpool partners. One in ten applicants (11%) accessed Park & Ride lot information and 12% received general information about carpooling or vanpooling.
- Over half (56%) of applicants who received a matchlist or map with potential rideshare partners tried to contact someone named on the list and 87% who tried to make contact reached someone on the list.

- Nearly one-quarter (24%) of applicants recalled receiving transit route, schedule, or fare information. Thirty-six percent of these applicants said they used the information provided to contact a transit agency and 87% who contacted a transit agency said they used information they received from the transit agency to try transit.
- More than eight in ten (83%) applicants said their employers offer some commute services at the worksite. Half (49%) said their employers offered transit pass discounts and 35% said telework or compressed work schedules were offered. Other common services included carpool/vanpool information (16%), other cash incentive (15%), and preferential parking for carpools/vanpools (15%).

OCTOBER 2015
2014 PERFORMANCE OF HIGH-OCCUPANCY VEHICLE FACILITIES ON FREEWAYS IN THE WASHINGTON REGION SUMMARY
NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD

BACKGROUND

Presented in this report is information developed from data collected in spring 2014 along five operational high occupancy vehicle (HOV) corridors in the Washington region. Data were collected from 5:00am to 10:00am during the inbound peak flow direction.

DATA COLLECTION METHODOLOGY

The information in this report is multi-modal so that comparisons between the HOV, single occupant vehicle (SOV), and transit modes may be made. Data were collected for HOV lanes and adjacent non-HOV lanes, and bus transit operating on the HOV lanes.

Data collection was limited to weekdays; Tuesdays, Wednesdays, and Thursdays only were used for the maximum load points on the HOV system. No data collection took place in weeks prior to, during, and after the Passover and Easter holidays, nor during the public school spring breaks. Data collection was deferred if the weather forecast predicted steady rainfall, or if a serious freeway incident affected traffic operations. The reader is cautioned that count data presented in this document are based on one-day counts, which may vary significantly from day to day.

HOV FACILITY PERFORMANCE

HOV facilities can be evaluated using several measures of effectiveness. Examples include average auto occupancy, which is the average number of persons in each auto; total person movements by auto and transit bus; and travel times for users of HOV facilities in comparison with non HOV or conventional lanes.

HIGH OCCUPANCY VEHICLE FACILITIES

HOV facilities are designed to offer several advantages over conventional lanes and roads. HOV facilities can:

- Increase the average number of persons per motor vehicle using a highway over conventional (non-HOV) lanes or roadways.
- Preserve the person moving capacity of a lane or roadway as demands for transportation capacity increase.
- Enhance bus transit operations.
- Support air quality goals.
- Serve a variety of employment centers in urban and suburban areas.
- Provide predictable travel times even during periods of high demand for highway capacity.

HOV lanes were operational in the following Washington Region corridors as of spring 2014:

- I-95/I-395 (Shirley Highway) in Northern Virginia (fully barrier-separated HOV lanes)
- I-66 inside the Capital Beltway in Fairfax and Arlington Counties (exclusive HOV facility in the peak commute direction during the peak commute period)

- I-66 outside the Beltway in Fairfax and Prince William Counties (concurrent flow HOV lanes)
- I-270 (and the I-270 Spur) in Montgomery County, Maryland (concurrent flow HOV lanes)
- VA 267 (Dulles Toll Road) (concurrent flow HOV lanes)
- US 50 (John Hanson Highway) in Prince George's County, Maryland (concurrent flow HOV lanes)

CONCLUSIONS

Most comparisons are made with results obtained from the previous Regional HOV reports for 1997, 1998, 1999, 2004, 2007, and 2010. Trends and changes are emphasized for the HOV restricted periods inbound and outbound.

The following major trends were observed:

- All of the HOV lanes in spring 2014 were observed to carry more persons per lane during the HOV restricted periods than adjacent non-HOV lanes except on US 50.
- Most 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.
- Performance of the concurrent-flow HOV lanes in the I-66 lanes (outside I-495) and along I-270 were at certain points between 10 and 25 MPH slower than adjacent non-HOV lanes, as well as sections of the exclusive I-66 HOV facility inside I-495 (staff examined data from the Vehicle Probe Project and found recurring congestion along I-66 eastbound from the Dulles Connector Road to a point between Sycamore Street and Va. 120 [North Glebe Road]).
- Average auto occupancy in 2014 was little changed from 2010, even though the HOV lanes in Northern Virginia continue to exempt vehicles with "Clean Air" registration plates from the HOV requirement.

MARCH 2016
GUARANTEED RIDE HOME CUSTOMER SATISFACTION SURVEY REPORT SUMMARY
BALTIMORE METROPOLITAN REGION
COMMUTER CONNECTIONS

BACKGROUND

The Metropolitan Washington Council of Governments (MWCOG) through its Commuter Connections program, under the auspices of its funders, has operated the Guaranteed Ride Home program (GRH) in the Baltimore Metropolitan region since October 2011. A "commuter insurance" program, GRH is designed to encourage ridesharing and transit usage by providing a way home for qualifying commuters in the case of an unexpected personal/family emergency or unscheduled overtime, when their normal alternative commute mode is not available. Many area workers who consider switching commute modes from Single Occupancy Vehicles to carpools, vanpools, and transit are concerned about being stranded at work if they unexpectedly have to leave before or after standard work hours. GRH eliminates this concern, and encourages carpooling/vanpooling, taking transit, bicycling and walking to work. Commuters who use these transportation modes twice a week are provided with four free GRH rides home per year. Alternative mode commute practices reduce the number of automobiles on the road and help the region toward air quality goals.

CUSTOMER SATISFACTION SURVEY AND METHODOLOGY

The Customer Satisfaction Survey for GRH in the Baltimore Metropolitan Region is conducted as an ongoing study each month throughout the fiscal year. All customers who obtained a free ride home through the program during FY2015 were provided the opportunity to participate in the survey.

Surveys are administered online on the day following the GRH trip, via email with a link to the survey. Customers who have not provided Commuter Connections with an email address, 5%, receive the survey through the U.S. Postal Service. For each ride taken, a postage-paid response card survey along with a cover letter (*see* Appendix) was sent. The letter informed the commuter of the purpose and voluntary nature of the survey. The online survey email contains a similar message. Both the hard copy and online surveys allow respondents to rate the GRH service and provide comments and suggestions. Some respondents voluntarily provide their name, and with their consent, may be featured in news articles and/or the Commuter Connections web site as testimonials.

SURVEY DESIGN

The FY2015 survey consisted of five multiple-choice questions, one fill in the blank, and an area for comments. Four questions provide insight into customer opinions regarding various operational functions of GRH and asks respondents to rate aspects of the service by circling one of four responses—"Poor," "Fair," "Good," or "Excellent." Another multiple-choice question asks the reason for the trip and a fill in the blank question asks respondents to indicate their wait time. The comments area provides an open-ended forum to offer specific or general feedback, whether positive or negative.

The performance areas of GRH were addressed by four multiple-choice questions pertaining to reservations staff, transportation service, response time, and overall service. "Reservations staff" refers to the operators who answer telephone calls from commuters requesting GRH service, verify the request in accordance with the official GRH participation guidelines, and arrange the ride for the commuter. These operators are employees of Diamond Transportation Services, Inc., which provides

such services under a contractual arrangement with MWCOG. “Transportation service” refers to the modes of transportation (e.g., taxi, rental car service) and the affiliated organizations (e.g., xyz cab company, Enterprise Rent-a-Car) that provide the trips from the workplace to the final destination. The types of transportation modes used for the GRH trips were selected by Diamond Transportation Services based on the type and severity of the emergency, distance traveled, and customer preferences.

RESPONSE RATES

The response rate for FY2015 was 20%.

SURVEY RESULTS

Of the 146 surveys distributed in FY2015, 29 (20%) surveys were completed.

- The vast majority (90%) of the survey respondents were satisfied with the overall GRH service.
- Written responses were entered on more than three-quarters (76%) of the returned surveys. The majority of the responses were compliments.
- Average response wait time improved from FY2014 (44 minutes) to FY2015 (32 minutes). The percentage of commuters who waited 30 minutes or less improved from 50% to 73%.
- Reasons for utilizing the GRH service were primarily “Personal Illness” (39%), “Sick Child” (18%), “Overtime” (22%), and “Other Emergency” (21%)

The table below provides detail on the percentage ratings for each survey question and a favorability mark, a measure of the combined “Good” or “Excellent” responses, compared to last year.

Survey Questions	Responses	FY2015	FY2015 Favorability *(excellent & good)*	FY2014 Favorability *(excellent & good)*
How would you rate the service you received from our GRH trip reservations staff?	Excellent	52%	90%	97%
	Good	38%		
	Fair	10%		
	Poor	0%		
How would you rate the taxi or rental car service?	Excellent	41%	82%	77%
	Good	41%		
	Fair	4%		
	Poor	14%		
How would you rate our response time?	Excellent	34%	62%	70%
	Good	28%		
	Fair	17%		
	Poor	21%		
Overall, how would you rate our GRH service?	Excellent	45%	90%	93%
	Good	45%		
	Fair	7%		
	Poor	3%		

Compliments

Less than half (41%), 9 of the 22 written comments contained compliments. Many were expressions of gratitude for the GRH services.

The majority of compliments were about Overall Service, followed by a tie for second between Transportation Service and Reservation Staff. Response time had the least number of compliments

The breakdown of compliments by category are as follows: 6 of 9 compliments were made about the Overall Service, 67%; 4 compliments were made about the Transportation Service and Reservation Staff (44%); and 3 were made about the Response Time, (33%). It should also be noted that compliments received regarding the Transportation Service almost exclusively pertained to taxi trips, as only a small percentage of the trips used the rental car service.

Complaints

Less than a quarter (23%), 5 of the 22 written comments contained complaints. Half of the respondents, who cited a complaint, also gave a compliment.

Most of the complaints, 4 were about Response Time (80%), 3 about Reservation Staff (60%), and 2 complaints were made about the Transportation Services and Overall Service (40%).

MARCH 2016
GUARANTEED RIDE HOME CUSTOMER SATISFACTION SURVEY REPORT SUMMARY
WASHINGTON DC METROPOLITAN REGION
COMMUTER CONNECTIONS

BACKGROUND

The Metropolitan Washington Council of Governments (MWCOG) through its Commuter Connections program, under the auspices of its funders, has operated the Guaranteed Ride Home program (GRH) in the Washington DC Metropolitan region since January 1997. A "commuter insurance" program, GRH is designed to encourage ridesharing and transit usage by providing a way home for qualifying commuters in the case of an unexpected personal/family emergency or unscheduled overtime, when their normal alternative commute mode is not available. Many area workers who consider switching commute modes from Single Occupancy Vehicles to carpools, vanpools, and transit are concerned about being stranded at work if they unexpectedly have to leave before or after standard work hours. GRH eliminates this concern, and encourages carpooling/vanpooling, taking transit, bicycling and walking to work. Commuters who use these transportation modes twice a week are provided with four free GRH rides home per year. Alternative mode commute practices reduce the number of automobiles on the road and help the region toward air quality goals.

CUSTOMER SATISFACTION SURVEY AND METHODOLOGY

The Customer Satisfaction Survey for GRH in the Washington DC Metropolitan Region was conducted as an ongoing study each month throughout the fiscal year. All customers who obtained a free ride home through the program during FY2015 were provided the opportunity to participate in the survey.

Surveys are administered online on the day following the GRH trip, via email with a link to the survey. Customers who have not provided Commuter Connections with an email address, 5%, receive the survey through the U.S. Postal Service. For each ride taken, a postage-paid response card survey along with a cover letter (*see* Appendix) was sent. The letter informed the commuter of the purpose and voluntary nature of the survey. The online survey email contains a similar message. Both the hard copy and online surveys allow respondents to rate the GRH service and provide comments and suggestions. Some respondents voluntarily provide their name, and with their consent, may be featured in news articles and/or the Commuter Connections web site as testimonials.

SURVEY DESIGN

The FY2015 survey consisted of five multiple-choice questions, one fill in the blank, and an area for comments. Four questions provide insight into customer opinions regarding various operational functions of GRH and asks respondents to rate aspects of the service by circling one of four responses—"Poor," "Fair," "Good," or "Excellent." Another multiple-choice question asks the reason for the trip and a fill in the blank question asks respondents to indicate their wait time. The comments area provides an open-ended forum to offer specific or general feedback, whether positive or negative.

The performance areas of GRH were addressed by four multiple-choice questions pertaining to reservations staff, transportation service, response time, and overall service. "Reservations staff" refers to the operators who answer telephone calls from commuters requesting GRH service, verify the request in accordance with the official GRH participation guidelines, and arrange the ride for the commuter. These operators are employees of Diamond Transportation Services, Inc., which provides

such services under a contractual arrangement with MWCOG. “Transportation service” refers to the modes of transportation (e.g., taxi, rental car service) and the affiliated organizations (e.g., xyz cab company, Enterprise Rent-a-Car) that provide the trips from the workplace to the final destination. The types of transportation modes used for the GRH trips were selected by Diamond Transportation Services based on the type and severity of the emergency, distance traveled, and customer preferences.

RESPONSE RATES

The response rate for FY2015 was 17%, a one-point increase from the previous year.

SURVEY RESULTS

Of the 2,280 surveys distributed in FY2015, 384 (17%) surveys were completed.

- The vast majority (94%) of the survey respondents were satisfied with the overall GRH service.
- Written responses were entered on more than two-thirds (70%) of the returned surveys. Compliments outweighed Complaints by 4-to-1, 74% to 17%.
- Average response wait was 15.5 minutes and about 91% waited 30 minutes or less.
- Response time rating improved from 87% in FY2014 to 92% in FY2015
- Reasons for utilizing the GRH service were primarily “Personal Illness” (35%), “Sick Child” (25%), “Overtime” (13%), and “Other Emergency” (27%)

The table below provides detail on the percentage ratings for each survey question and a favorability mark, a measure of the combined "Good" or "Excellent" responses.

Survey Questions	Responses	FY2015	FY2015 Favorability *(excellent & good)*	Previous Favorablity FY2014	Previous Favorability FY2013
How would you rate the service you received from our GRH trip reservations staff?	Excellent	83%	95%	95%	92%
	Good	12%			
	Fair	3%			
	Poor	2%			
How would you rate the taxi or rental car service?	Excellent	74%	95%	95%	90%
	Good	21%			
	Fair	2%			
	Poor	3%			
How would you rate our response time?	Excellent	75%	91%	87%	88%
	Good	16%			
	Fair	5%			
	Poor	4%			
Overall, how would you rate our GRH service?	Excellent	81%	94%	93%	91%
	Good	13%			
	Fair	4%			
	Poor	2%			

Compliments

With 199 survey respondents who provided compliments, positive feedback was overwhelmingly (74 %) the most prevalent type out of the total 268 written responses received; this measured more than 4 times the rate of complaints. Many were expressions of gratitude for the GRH service. Some commuters explicitly listed GRH as the main reason that allows them to utilize an alternative commute mode. Many of the respondents provided personal stories about how GRH helped them during a crisis situation.

The vast majority compliments were about Overall Service, followed by the Transportation Service. The breakdown of compliments by category are as follows: 156 of 199 compliments were made about the Overall Service, 78%; 113 compliments were made about the Transportation Service, 57%; 97 were made about Response Time, 49%; 106 were made about the Reservations Staff, 53%. It should also be noted that compliments received regarding the Transportation Service almost exclusively pertained to taxi trips, as only a small percentage of the trips used the rental car service.

Complaints

A total of 46 survey respondents provided complaints about the GRH service; 17% out of the 268 written responses. Respondents who complained may have also provided written feedback of other types. For example, of respondents who cited a complaint, six also gave a compliment.

Most complaints were about the Transportation Service, 27 out of 46 (59%) and Response Time, 23 out of 46 (50%); followed by Overall Service, 21 responses or 46%; and Reservations Staff, 18 responses or 39%. Complaints received under the Transportation Service category almost exclusively pertained to taxi trips, as a small percentage of trips used the rental car service.

SEPTEMBER 2016
2016 RETENTION RATE SURVEY REPORT
COMMUTER CONNECTIONS

This report was conducted for the first time in FY2016 and presents the results of a "retention rate" survey, by telephone and internet, of 989 commuters who participated in Commuter Connections' carpool/vanpool ride-matching service, regional Guaranteed Ride Home (GRH) program, or who requested other commute information or assistance from the Commuter Connections website in the Washington DC metropolitan region. These services are operated by the Metropolitan Washington Council of Governments to assist commuters who live and/or work in the region to use travel modes other than driving alone to travel to and from work. The purpose of the survey is to estimate the share of past service users who made shifts to alternative modes and who continued to use alternative modes years after receiving the services.

SURVEY GOALS

The primary goal of the Retention Rate survey was to estimate the percentage of commuters who previously participated in Commuter Connections' GRH Program or who received other Commuter Connections services who shifted to alternative modes for commuting and continued using those modes. The survey was conducted to support the 2017 triennial Commuter Connections Transportation Emission Control Measures (TERM) evaluation.

The 2016 Retention Rate survey was designed to estimate how long TERM-related mode shifts that past service users made prior to the start of the current evaluation period (July 2014) continued. Survey respondents were asked about Commuter Connections services they received, how they commuted at the time of the survey, and what modes they used prior to starting to use current alternative modes. The survey data were used to develop an estimate of the "retention rate" or lifecycle of continued alternative mode experience.

SURVEY RESULTS

Following are key results from each section of the survey.

- Demographics of the sample
- Services received from Commuter Connections
- Current commute modes
- Previous commute modes (commute modes before receiving services)
- Alternative mode retention rates
- Motivations for driving alone
- Motivations for using alternative modes
- Desired improvements to Commuter Connections services

CHARACTERISTICS AND DEMOGRAPHICS OF THE SAMPLE

Demographics

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

- A higher proportion of respondents were female (56%).

- More than seven in ten respondents (73%) had household incomes of $100,000 or more and 43% had incomes of $140,000 or more.
- More than seven in ten (72%) were between the ages of 45 and 64 years old, two in ten (21%) were under 45 years old, and 7% were 65 year or older.
- Caucasians/Whites and African-Americans represent the two largest ethnic group categories of respondents, 72% and 17% respectively. Asians account for about 4% and Hispanics account for about 4%.

Work Schedule

- The overwhelming majority (97%) of respondents worked full-time.
- 23% worked a compressed schedule in which they worked a full-time schedule in fewer than five days.
- 13% worked a 9/80 compressed schedule, with one weekday off in alternate weeks.
- 10% worked either a 4/40 schedule, with one weekday off each week or 3/36 schedule, with two weekdays off per week.

Commute Length

- More than half (55%) of respondents traveled 30 or more miles to work and 33% commuted 40 or more miles to work.
- The average one-way distance across all respondents was 33.9 miles.

SERVICES RECEIVED FROM COMMUTER CONNECTIONS

The primary goal of the survey was to determine the share of past service users who were "retained" in (e.g., continued using) alternative modes. Because the retention rate could be affected by the services they received, the survey asked several questions at the start of the survey to define the services.

- 81% of respondents said that had participated in the GRH program.
- 38% of respondents said they received one or more of the carpool/vanpool services listed.
- 35% of respondents had received a transit or bike support service.
- 43% of respondents said that GRH was the only Commuter Connections service they received.
- 19% of respondents reported receiving only non-GRH services, but had not participated in GRH.
- 38% of respondents said they received both GRH and another Commuter Connections service.
- 61% said their first participation year was before 2009.
- 23% first participated in 2009 or 2010.
- 11% first participated in 2011 or 2012.
- 5% first participated in 2013 or 2014.

CURRENT AND PREVIOUS COMMUTE MODES AND ALTERNATIVE MODE RETENTION RATES

The overriding objective of the survey was to estimate the share of service users who made shifts to alternative modes after receiving Commuter Connections services and the share of commute trips that these commuters were still making in alternative modes at the time of the survey. To answer these results, respondents were first asked how they were commuting "in a typical week" at the time of the survey (current). They then were asked about their commute before they registered for GRH or before they received other non-GRH services.

Current Commute Modes

- Over three-quarters of respondents said that 78% of their weekly commute trips were by alternative modes; they made only 22% of weekly trips by driving alone.
- They made 39% of weekly commute trips by bus or train, 13% by carpool, 7% by vanpool, and 4% by walking or bicycling.
- Respondents eliminated 15% of weekly commute trips by telework and compressed work schedules.

Alternative Mode Use by Last Activity Date

- Seven in ten (70%) respondents whose last activity date was 2013 or 2014 were using alternative modes at the time of the survey.
- Use of alternative modes was lower among respondents whose last activity date was 2011 or 2012 (62%), but respondents who last participated between 2008 and 2010 had an equally high rate of alternative mode use (62%).
- Transit use was highest for early-year respondents; 2008-2010 respondents made 41% of their weekly commute trips by transit, compared with 36% for those who last participated in 2013 or 2014.
- Vanpooling use was notably higher among recent respondents; 2013-2014 respondents made 14% of their weekly trips by vanpooling, compared with 11% for 2011-2012 respondents and just 4% for respondents with a last activity date between 2008 and 2010.

Alternative Mode Use by Program Used

- Respondents who participated in GRH, either as GRH Only or GRH/Non-GRH, used alternative modes for considerably larger shares of their trips than did Non-GRH Only users.
- GRH Only respondents made 67% of their weekly commute trips by alternative modes.
- GRH/Non-GRH commuters used alternative modes for 64% of weekly trips, compared with 51% for respondents who received only a non-GRH service.

Alternative Mode Use by Year and Program

- Alternative mode use among GRH Only and GRH/Non-GRH users was higher than for the Non-GRH Only respondents for each year grouping.
- The alternative mode use was only slightly different by last activity year.
- The only statistical difference by year was for the GRH Only group; the alternative mode use rate for 2013-2014 respondents (90%) was statistically higher than the rate for 2008-2010 respondents (80%).

Alternative Mode Use by Demographic Characteristics

- Current alternative mode use was higher among respondents who were male, Black/African-American, 45 years or older, and with household incomes of $100,000 or more.

Commute Mode Before Receiving Commuter Connections Services

The second element needed to estimate retention rates was the modes respondents used before they registered for GRH or before they received non-GRH commute services. Before receiving services, respondents used alternative modes for 72% of weekly trips

- They used a bus or train for 45% of weekly trips
- Carpooled for 15% and vanpooled for 7%.
- And bicycled or walked for 4%.

- They drove alone for 23% of weekly commute trips and eliminated 5% of weekly trips through telework and compressed work schedules.

Alternative Mode Use Before Receiving Services by Program Classification

- GRH Only respondents made 81% of their commute trips by alternative modes before joining GRH.
- GRH/Non-GRH respondents used alternative modes for 74% of their weekly commute trips.
- Prior alternative mode use was much lower, 50%, among respondents who received only Non-GRH services.

New Alternative Mode Retention Rates by Last Activity year

- The retention rate for respondents with a last activity date of 2013-2014 was 28%.
- 15% of these respondents drove alone before receiving the services but started using an alternative mode and 13% used alternative modes before receiving services but changed to a different alternative mode.
- The overall retention rates were essentially the same for respondents with last activity date of 2011-2012 (32%; 11% previous drive alone, 21% previous alternative mode) and 2008-2010 (29%; 11% previous drive alone, 18% previous alternative mode).

New Alternative Mode Retention Rates by Program Classification

- The retention rate for GRH users was 31%.
- 11% of these respondents drove alone before registering for GRH but started using an alternative mode and 20% used alternative modes before registering for GRH but changed to a different alternative mode.
- The retention rate for non-GRH users was 23%; 14% who previously drove alone and started using an alternative mode and 9% previous alternative mode users who switched to a new alternative mode.

Commute Mode "During" Commuter Connections Service Use

The survey primarily was concerned with comparing current commute mode use with mode used prior to receiving services. But other Commuter Connections surveys found that some respondents who were driving alone at the time of the survey had used alternative modes after receiving services, but for a temporary period of time. GRH respondents in particular would have been required to use alternative modes at least two days per week to participate in the program. So, GRH users and GRH/Non-GRH users were asked about their commute modes "while they were registered" for GRH.

- 91% of GRH users who were driving alone at the time of the survey said they had used alternative modes while they were registered for GRH.
- About two-thirds used public transit, 30% rode in a carpool and 19% vanpooled.
- On average they used some combination of these modes about 4.3 days per week.
- The 9% of GRH users who did not report alternative mode use during GRH represent about 1% of all GRH users.

Duration of Alternative Mode Use

Non-GRH Only respondents who were driving alone at the time of the survey, but who previously used alternative modes were asked how long they used them for their commute; in essence, what was the duration of their temporary shift to alternative modes.

- About one-third (35%) of these respondents said they used the alternative mode for one month or less.
- More than half (52%) used it for six months or less.
- Almost one-quarter used the mode for more than two years.

Last Year Using Alternative Modes

- Nearly nine in ten (89%) of all respondents continued using an alternative mode until 2015 or 2016 (current alternative mode users).
- The remaining respondents stopped using alternative modes in 2013-2014 (4%) or before 2013 (3%).
- 4% of all respondents said they had never used an alternative mode, either before or since receiving Commuter Connections assistance.
- Among GRH users, 93% were still using alternative modes in 2015 or 2016.
- Among Non-GRH Only users, 95% were using alternative modes as recently as 2015.

MOTIVATIONS FOR DRIVING ALONE AND FOR USING ALTERNATIVE MODES

Commuters use and switch among commute modes for many reasons related to service and personal motivations. To examine these motivations, survey respondents who were driving alone at the time of the survey but who had used alternative modes previously were asked why they shifted to driving alone. Respondents who were using alternative modes at the time of the survey were asked about the reasons they continued using these modes.

Reasons to Shift to Driving Alone

- 37% of respondents said they shifted to driving alone because they changed jobs or work hours or because their work location changed.
- About two in ten (21%) said that they moved to a new residence.
- 15% said that their carpool or vanpool arrangement had broken up.
- 15% did not like carpooling/bus/train.
- 14% said that driving alone was easier, faster, or less expensive.

Reasons to Continue Using Alternative Modes

- 41% of alternative mode users said the reason was that the mode they were using was the easier or most convenient mode.
- One-quarter (25%) of respondents said they saved money or reduced wear and tear on a personal vehicle.
- 20% said they enjoyed riding the bus/train, riding with others in a car-pool/vanpool, or liked walking/bicycling.

Role of Commuter Connections Services in Influencing or Assisting Continued Use of Alternative Modes

Respondents who were using an alternative mode also were asked if any of the services they received from Commuter Connections had “influenced or assisted” them to continue using these modes.

- More than half (52%) of current alternative mode users said at least one Commuter Connections service had assisted or influenced their continued use of the modes.
- In general, about one-third to one-half of the respondents who received each service said it had influenced or assisted them.

- Overall, the most influential/helpful service was GRH, named by 32% of all alternative mode users and more than one-third of those who had received this service.
- Transit schedule/route information was cited by 16% of all alternative mode users and over half of those who had received it.

COMMUTER CONNECTIONS SATISFACTION

Desired Improvements to Commuter Connections Services

Respondents were asked if they had any suggestions for ways Commuter Connections could improve its services.

- About 25% of all respondents provided suggestions.
- Comments generally fell into three categories: GRH suggestions, Non-GRH service suggestions, and customer service suggestions.
- No single suggestion was named by more than 4% of all respondents.
- There did not appear to be significant programmatic or customer service issues that need particular attention.

Reasons for Not Re-registering for GRH

GRH respondents who were using alternative modes at the time of the survey were asked a related question. By using alternative modes, these commuters were still eligible to participate in GRH, but had not renewed their registration at the end of the most recent year. The survey asked these respondents why they had not continued their registration.

- The most common personal reason for not re-registering, mentioned by 18% of respondents, is that they had never used the program, thus didn't see a need for it.
- 4% made their own arrangement for a ride home, 3% moved to a new residence, and 2% changed jobs.
- 25% said they didn't know they had to re-register and 16% forgot to re-register.
- 13% said they hadn't gotten around to it.
- 18% said it was too much effort to use the program.
- 7% reported general dissatisfaction with GRH.

SEPTEMBER 2016
2016 GUARANTEED RIDE HOME PROGRAM APPLICANT SURVEY REPORT WASHINGTON DC REGION COMMUTER CONNECTIONS

This report presents the results of a Guaranteed Ride Home (GRH) survey of 2,171 commuters who currently participate or who have participated in the Commuter Connections regional GRH Program operated by the Metropolitan Washington Council of Governments (MWCOG) for commuters who work in the metropolitan Washington region. MWCOG, through the National Capitol Region Transportation Planning Board, introduced the Commuter Connections GRH Program in 1997 to eliminate one barrier to using alternative modes - commuters' fear of being without transportation in the case of an emergency. The program provides up to four free rides home per year in a taxi, rental car, public transit, or a combination of these modes, in the event of an unexpected personal emergency or unscheduled overtime.

SURVEY GOALS

The primary goal of the GRH survey was to examine characteristics of GRH Program participants. Since 1997, Commuter Connections has collected data on GRH applicants through periodic surveys conducted to assess travel and air quality impacts of GRH participants. The 2016 GRH survey is the sixth such survey; previous GRH surveys were conducted in 2001, 2004, 2007, 2010, and 2013.

The survey is designed to examine three key research questions regarding potential travel changes that might be influenced or assisted by the GRH program. Specifically, the survey explores if the GRH program:

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

PROGRAM PARTICIPATION FINDINGS

Several results related to program participation are notable:

- The GRH program continued to attract new participants but also retained many current participants. One-quarter of current registrants had been registered for one year or less, but nearly seven in ten (68%) had been participating for more than three years.
- About half (52%) of all respondents were no longer registered for the GRH program (past registrants); however, 56% of respondents whose registrants had expired and were listed as past registrants in the database thought they were still registered. Responses to a later question suggest many of these respondents did not realize they needed to re-register each year, so assumed they were still eligible for the program.
- Past registrants left the program for two types of reasons: reasons associated with characteristics of the program and reasons associated with personal circumstances of the registrants. The most frequently mentioned program reason was respondents "did not know I had to re-register" (23%), this percentage was about the same as in 2010 and 2013. "Forgot to re-register" was cited by 20% of respondents, the same as in 2013 and 2010.
- Six percent said they "had problems/difficulties re-registering." This could be related to the use of the online system, which requires respondents to recall a password to make changes to their accounts. Nine percent were "dissatisfied with the program/had a bad experience."

SURVEY RESULTS

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

- Demographics of the sample.
- GRH participation characteristics.
- GRH information sources.
- Current commute patterns for GRH participants.
- Commute patterns before and during participation in GRH.
- Influence of GRH on commute choices.
- Use of other, non-GRH services provided by Commuter Connections and other organizations.
- Use of and satisfaction with GRH trips and the GRH Program.

CHARACTERISTICS AND DEMOGRAPHICS OF THE SAMPLE

Home and Work Location

- In the 2016 survey, the majority of respondents lived in Virginia (55%).
- Four in ten (40%) lived in Maryland.
- A few (2%) lived in the District of Columbia or in another state (3%).
- More than six in ten respondents worked in the District of Columbia (64%) and almost two in ten (21%) worked in Virginia.
- The remaining 15% worked in Maryland.
- These home and work distribution percentages were essentially the same as in the 2010 and 2013 surveys, with the exception that the share of Maryland respondents had increased and the share of Virginia respondents declined over the past six years.

Demographics

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

- A higher proportion of GRH participants were male (53%) than female (47%).
- More than half of respondents (56%) had household incomes of $120,000 or more and 16% had incomes of $200,000 or more.
- About half (53%) were between the ages of 35 and 54 years old, four in ten (39%) were 55 years or older, and 8% were under 35 years old.
- Caucasians/Whites and African-Americans represent the two largest ethnic group categories of GRH survey respondents, 70% and 17% respectively. Asians account for about 6% and Hispanics account for about 5%.

GRH PARTICIPATION CHARACTERISTICS

- Almost three-quarters (74%) of respondents said they were currently registered for GRH. The remaining quarter (26%) said they had been registered in the past, but were not currently participating. No respondents self-identified as a one-time exception user.

- About seven in ten respondents (69%) said they first registered before 2013, 9% registered in 2013, 11% registered in 2014, and 10% registered in 2015. A small percentage said they registered in 2016, but because the GRH survey interviews were conducted in May and June 2016, registration figures for 2016 include only registrants who joined GRH in January 1 through March 31.
- About 1% said they had participated previously in another GRH program.
- Almost eight in ten (78%) of all respondents participated or have been participating for two or more years and 58% had been participating for more than three years. 24% have been registered for one year or less, compared to 17% of past registrants.

GRH INFORMATION SOURCES

- Almost a third (30%) mentioned word of mouth/referrals as their source of information, similar to the 31% who gave this response in 2013 and 34% who gave this response in 2010, but a significant increase over the 26% who gave this as their source in the 2004 survey. Other sources were similar in 2016 as in 2013.
- In 2016, the Internet was mentioned as a source by a slightly higher proportion of respondents (11%) than in 2013 (9%).
- Smaller percentages of respondents noted radio (10%), their employer (9%), a sign on the bus or train (4%), direct mail postcard sent to them directly by Commuter Connections (3%), or another rideshare or transit organization (4%).
- Respondents were more likely to have seen or heard GRH advertising if they had registered before 2011, compared to a more recent registration.

CURRENT COMMUTE PATTERNS FOR GRH PARTICIPANTS

- The overwhelming majority (99%) of respondents worked full-time, but 23% worked a compressed schedule in which they worked a full-time schedule in fewer than five days; 19% worked a 9/80 compressed schedule, with one weekday off in alternate weeks and 4% worked a 4/40 schedule, with one weekday off each week.
- Bus was used by three in ten (30%) respondents and commuter rail was used by 24% of current registrants. Vanpool and carpool were used by 15% and 13%, respectively, of current registrants. Metrorail was the primary mode for 11% of current registrants. Only 2% of current registrants said they primarily drove alone to work. Four percent said they primarily telecommuted and 1% bicycled or walked to work.
- Past registrants were more likely than current registrants to drive alone (25%). But nearly seven in ten (68%) said they still used an alternative mode most of the time, even though they were no longer in the GRH Program. Almost two in ten (19%) ride a bus, 17% ride commuter rail, 12% ride Metrorail, 11% carpooled, 7% vanpooled, 7% teleworked, and 2% bicycled or walked.
- The share of current registrants who used carpool/vanpool as their primary mode has declined from 36% of all registrants in 2007 to 28% in 2016. Use of Metrorail also has fallen, from 17% to 11%. Conversely, use of bus and commuter rail has increased. In 2007, only 22% of GRH registrants primarily rode a bus to work; in 2016, 30% of registrants primarily rode the bus. And the commuter rail has increased from 18% to 24%.
- The average one-way commute distance for GRH respondents was 35.9 miles. This is considerably longer than the distance of 17.3 miles traveled by the average commuter in the Washington metro region, as defined by the 2016 regional State of the Commute survey. More

than six in ten (62%) GRH respondents commute 30 or more miles to work, compared to just 18% of all regional commuters.
- GRH participants commute, on average, about 86 minutes one way. This is also much longer than the commute time for all regional commuters, who commute an average of 39 minutes.

COMMUTE PATTERNS BEFORE AND DURING PARTICIPATION IN GRH

- 24% of respondents primarily drove alone Pre-GRH.
- Primary use of carpool/vanpool use increased from 20% Pre-GRH to 28% During-GRH, bus use rose from 20% to 29%, and the share of respondents using commuter rail as their primary mode grew from 19% to 24%. Metrorail appears to have declined, but this difference was not statistically significant.
- Respondents who were using alternative modes before they joined GRH largely remained in their Pre-GRH modes after they joined GRH. Respondents who previously carpooled/vanpooled (77%), rode a bus (79%), or used commuter rail (79%) stayed in these modes. The Metrorail retention was noticeably lower at 58%.
- The average number of days all GRH participants used alternative modes increased, from 3.4 days per week to 4.5 days per week. But the majority of the increase came from respondents who did not use alternatives at all Pre-GRH.

INFLUENCE OF GRH ON COMMUTE PATTERN DECISIONS

- About two in ten (23%) respondents said they started using alternatives at the time they joined GRH. A small number of respondents (3%) increased the number of days they used alternative modes. These percentages were similar to those reported in the three previous GRH surveys (2007, 2010, and 2013). The largest share of respondents (73%) said they maintained but did not increase use of an alternative mode that they were using before GRH. This is to be expected, since most respondents were using an alternative pre-GRH and most used alternative modes four or five days per week pre-GRH. This percentage of "maintained" alternative mode use is about the same in 2016 as was observed in 2010 and 2013.
- Half (51%) of all the respondents who drove alone Pre-GRH and started using alternative modes During-GRH said GRH was "very important" to the decision to make the change. Three in ten (29%) said GRH was "somewhat important" to the decision. The remaining 20% said GRH was "not at all important."
- About 77% of respondents who maintained use of an alternative mode or who started using alternative modes said GRH was "very important" or "somewhat important" to their decision.
- GRH appeared to be slightly less important to respondents who increased their use of alternative modes as for decisions to start or maintain use of alternatives. Two-thirds (64%) of respondents said it was "very important" or "somewhat important" to this decision, compared with 80% of respondents who started an alternative mode and 77% who maintained alternative modes. About 25% said it was "not at all important" to the decision. But the sample for this group is small, relative to the start alternative mode group.
- Nine in ten (91%) respondents who were vanpooling Pre-GRH said GRH had been somewhat or very important to their decision to continue using this mode. Among carpoolers, bus riders, and commuter rail riders, the share who rated GRH as important is between 76% and 83%. But only about seven in ten Metrorail riders rate GRH as important, likely because Metrorail runs at a reasonable frequency all day long, so many Metrorail commuters have an acceptable emergency option even without GRH.

- Despite the high percentage of respondents who rated GRH as “very important” or “somewhat important” to their decisions to use alternative modes, most respondents said they were likely to have made these decisions anyway, implying that GRH was not essential to their decision. These results are consistent with other GRH program evaluations.

USE OF AND SATISFACTION WITH GRH

- One-third (33%) of respondents said they had taken a GRH trip. This was about the same as the 31% reported in 2013 and the 33% reported in 2010, but significantly higher than the result in 2007 (23%). Current registrants (36%) used GRH trips at a significantly higher rate than did past registrants (27%). This could be because current registrants have been participating in GRH for a longer time period than past registrants. Thus, they have had a longer time in which to encounter a situation in which they would need a GRH trip.
- The average one-way distance of a respondent who used a GRH trip was 39.8 miles one-way, compared to 35.9 miles for all GRH respondents overall. Respondents who had the shorter commutes, less than 10 miles or between 10 and 19.9 miles one-way, were the least likely to use a trip (18% and 26%, respectively). About three in ten (32%) respondents who travel between 20 and 29 miles have taken a trip and 34% of those that travel between 30 and 39 miles had taken a trip. This suggests that registrants with shorter commutes find another travel option in the case of an emergency, such as being driven by a co-worker or taking public transportation or a taxi, for which they pay themselves.
- The overwhelming reason (73%) for using the GRH program was “illness,” either of the respondent (32%), another family member (27%), or a child (16%). “Unscheduled overtime” (12%) and “other personal emergency” (9%) were the two other common reasons.
- The overwhelming majority (94%) said they were satisfied. The primary reasons given by the unsatisfied respondents include: waited too long (17 respondents), difficult to get approval (8 respondents), or didn’t like the taxi driver (2 respondents).
- Respondents waited an average of 15 minutes for a taxi. This was one minute less than the average calculated for the 2013 GRH survey. In 2016, more than half (56%) said the taxi arrived within 10 minutes and more than four in five (85%) respondents waited 20 minutes or less.
- Participants appear to be generally quite satisfied with the GRH Program. Fourteen percent of respondents said no improvement is necessary for the GRH program. An additional 55% of participants did not provide any suggestions for improvements.
- The most frequently mentioned improvement was more advertising or more program information, named by 10% of respondents, about the same percentage as mentioned it in 2013 (11%). All other responses were cited by fewer than 5% of respondents and the results were consistent with the results of the 2013 survey.

SEPTEMBER 2016
CONGESTION MANAGEMENT PROCESS (CMP) TECHNICAL 2016 REPORT
NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

Background

A Congestion Management Process (CMP) has been a requirement since the 2005 Safe Accountable Flexible Efficient Transportation Equity Act - A Legacy for the Users (SAFETEA-LU) federal legislation. The current Fixing America's Surface Transportation (FAST) Act and its supporting federal regulations fully maintain the requirements of the CMP with additional strategies and options. These legislations and regulations are a basis for the CMP component that is wholly incorporated in the region's Constrained Long-Range Plan (CLRP) for transportation. The CMP component of the CLRP constitutes the region's official CMP, and serve to satisfy the federal requirement of having a regional CMP.

REGIONAL CONGESTION TRENDS, 2010-2015

Based on the results revealed by the I-95 Corridor Coalition Vehicle Probe Project (VPP)/INRIX traffic monitoring, peak period congestion in the Washington region decreased between 2010 and 2012, but more recently has increased moderately.

REGIONAL TRAVEL TIME RELIABILITY TRENDS, 2010-2015

Travelers in the Washington region typically will need to budget about two times of the free flow travel time during peak periods to ensure on-time arrivals. These numbers are based on all directions of travel, therefore for those who traveling in the peak direction would need to even budget more.

Similar to the trends observed in traffic congestion, travel time reliability improved 9.5% between 2010 and 2012 but worsened 9.8 % from 2012 to 2015. The reliability levels in 2014 and 2015 were very close to 2010.

CONGESTION MONTHLY VARIATION

Congestion varies from month to month within a year. Monthly variations of congestion were most noticeable on the Interstate System, followed by the Transit- Significant Roads, the Non-Interstate NHS, and the Non-NHS.

The region overall had increasing congestion from January to May, then decreasing congestion through August. September had the highest level of congestion, after that, congestion kept decreasing for the rest of year. Four of the five investigated highway categories followed this trend. The only exception was the Interstates, on which congestion kept increasing from August to November, reaching the highest level in a year.

CONGESTION DAY OF WEEK VARIATION

Congestion also varies within a week. The middle weekdays – Tuesday, Wednesday and Thursday – were the most congested days of a week. During these three weekdays, the AM Peak had almost identical congestion while the most congested PM Peak occurred on Thursday, followed by Wednesday and Tuesday.

Monday and Friday had unique traffic patterns. Monday morning's traffic was lower than that of the middle weekdays but higher than Friday; Monday afternoon had the least congestion among

weekdays. Friday morning had the least congestion in all weekdays; Friday afternoon's congestion was almost as bad as the normal weekdays, but it came about one hour earlier without ending earlier – expanded congested time period.

Weekend days had the lowest traffic in a week and Sunday was even lower than Saturday. During these two days, mid-day traffic (12:00 – 3:00 pm) was the highest.

Congestion on Transit and Other Systems

TRANSIT

The National Capital Region possesses a multimodal and diverse transit system, including Metrorail, commuter rail and a variety of bus operations. Congestion on the transit system is always one of the concerns of the CMP.

Congestion on the region's roadway network often has an impact on transit systems, such as rail and bus. The identified congested locations, especially those on the Washington Metropolitan Area Transit Authority's (WMATA) Priority Corridor Network and the Transit-Significant Roads as identified by the TPB's Regional Public Transportation Subcommittee are usually also bottlenecks for bus transit. Relieving roadway congestion will directly have a positive impact on bus operations, such as reducing travelers' delay, reducing bus operations cost, improving bus reliability and increasing ridership.

Congestion can also be an issue within transit. If the demand for buses, rail and train is high and the capacity cannot keep up with that demand, then transit becomes overcrowded. Metrorail crowdedness are often observed during rush hours along certain stations, such as the maximum load stations recorded in the WMATA's Vital Sign Reports, e.g., Orange Line Court House station and Red Line Gallery Place station. Congestion also exists within certain transit stations, especially multimodal transit centers, e.g. Union Station. Station congestion is a congestion of different nature, mostly due to limitations in design and circulation as well as ridership growth. Momentum, Metro's strategic plan for 2013-2025 found that there are crowded conditions at peak periods today; without rail fleet expansion, most rail lines will be even more congested by 2025.

CORDON COUNTS

The cordon count program originated from the desire to assess the impact of the construction of the region's Metrorail system stating in the late 1960's. Thus, a cordon line around the Central Business District (the "core") was determined by the inbound point at which there were more destinations (alighting from transit buses) than origins (loadings onto transit buses). The most recent cordon count study is the 2013 Central Employment Core Cordon Count of Vehicular and Passenger Volumes. Data were only collected from 5:00 A.M. to 10:00 A.M. The study found:

- Total inbound travel decreased in the A.M. peak period from about 463,000 person trips in 2009 to 446,000 in 2013. Trips crossing the revised cordon in 2013 were about 435,000.

- Inbound peak period transit trips were about 211,000, little changed from 2009. Transittrips crossing the revised cordon line were about 197,000.

- Person trips by automobile in 2013 were about 236,000, a decrease of about 21,000 from 2009. Most of the decrease in person trips were in multiple occupant vehicles (2 or more persons per vehicles), which declined by about 21,000 trips.

- The number of automobiles entering the Central Employment Core in the A.M. peak period has declined from 203,000 in 2009 to about 192,500 in 2013. For the five-hour monitoring period, the decline was similar in absolute terms, from about 273,000 in 2009 to 263,000 in 2013.

- Traffic volumes crossing the revised cordon line were only slightly higher, but person trips were lower.

- About 3,500 bicycles entered the Central Employment Core in the A.M. peak period. In the full five hour monitoring period, almost 5,000 trips by bike were observed.

HOV FACILITIES

COG/TPB has conducted surveys on the high occupancy vehicle (HOV) freeway facilities in 1997, 1998, 1999, 2004, 2007, 2010 and 2014. The most recent survey found that:

- All of the HOV lanes in spring 2014 were observed to carry more persons per lane during the HOV restricted periods than adjacent non-HOV lanes except on US 50;

- Most 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;

- However, the performance of the concurrent-flow HOV lanes in the I-66 lanes (outside I-495) and along I-270 were at certain points between 10 and 25 MPH slower than adjacent non-HOV lanes, as well as sections of the exclusive I-66 HOV facility inside I-495 (staff examined data from the Vehicle Probe Project (VPP) and found recurring congestion along I-66 eastbound from the Dulles Connector Road to a point between Sycamore Street and Va. 120 [North Glebe Road]); and

- Average auto occupancy in 2014 was little-changed from 2010, even though the HOV lanes in Northern Virginia continue to exempt vehicles with "Clean Air" registration plates from the HOV requirement.

PARK-AND-RIDE FACILITIES

There are over 160,000 parking spaces at nearly 400 Park & Ride lots throughout the Washington/Baltimore Metropolitan areas where commuters can conveniently bike, walk or drive to and join up with carpools/vanpools or gain access to public transit. According to the region's Commuter Connections program: two thirds of Park & Ride Lots have bus or rail service available; parking is free at 89% of the Park & Ride Lots; and more than 25% of Park & Ride Lots have bicycle parking facilities.

The 2008 Metrorail Station Access & Capacity Study found Metro presently owns and operates 58,186 parking spaces. On an average weekday, almost all of those spaces are occupied, especially stations at East Falls Church, Van Dorn Street, Naylor Road and Branch Ave. Only a handful of stations—White Flint, Wheaton, College Park-U of MD, Prince George's Plaza, and Minnesota Ave—have a substantial amount of daily unused available capacity.

In 2009, WMATA and VDOT completed the Feasibility Study of Real Time Parking Information at Metrorail Parking Facilities (Virginia Stations), evaluating the feasibility of a real-time parking application for the Metrorail system, with the purpose of improving operations efficiency, reducing

operating costs by providing guidance to available parking spaces, encouraging more transit usage and reducing congestion.

Future Congestion

The 2015 CLRP Performance Analysis forecasts the outlook for growth in the region. One of the cornerstones of plan performance is the forecasting of future congestion. The plan performance looks at where in the region congestion will occur in the future and compares current congestion to future congestion. It looks at criteria that may affect congestion, such as changes in population, employment, transit work trips, vehicle work trips, lane miles, and lane miles of congestion. The analysis also breaks down lane miles of congestion into core, inner suburbs, and outer suburbs, providing information on where, generally, the most lane miles of congestion can be found in 2040 compared to 2015.

From 2015 to 2040, the region is forecast to be home to 24% more residents and 36% more jobs in 2040. To accommodate growth, 7% more lane miles of roadway and 14% more transit rail miles are planned to be constructed. The total number of trips taken is expected to increase by 23%, while transit, walk, and bike trips together are expected to increase at a faster rate than single driver trips. The overall amount of driving (VMT) is expected to grow by 22%. This is slightly less than forecast population growth, which means that VMT per capita is expected to drop by 2%. The increase in demand on the roadways is forecast to out-pace the increase in supply, leading to a significant increase in congestion.

National Comparison of the Washington Region's Congestion

The Washington region is among the most congested metropolitan areas in the nation. Based on annual hours of delay per auto commuter, the region was the most congested city in the nation in Texas A&M Transportation Institute's 2015 Urban Mobility Scorecard (for 2014 data). However, using a different methodology based on annual average hours wasted in traffic, INRIX ranked the Washington region the 2nd in 2015. And based on extra travel time compared to free flow conditions, TomTom ranked the region the 8th in the United States in 2015.

Congestion Management Strategies

The CMP has been playing an important role in developing strategies, including strategies in association with capacity-expanding projects, to combat congestion or mitigate the impact of congestion. The CLRP and TPB member agencies have pursued many alternatives to capacity increases, with considerations of these strategies informed by the CMP. Implemented or continuing strategies include demand management strategies and operational management strategies, as shown in Figure 8. It should be noted that although strategies are divided into two categories for reporting purposes in this document, demand management and operational management strategies should be designed and implemented to work in cooperation.

DEMAND MANAGEMENT STRATEGIES

Demand Management aims at influencing travelers' behavior for the purpose of redistributing or reducing travel demand. Examples of TPB's demand management strategies include:

- Commuter Connections Program – Including strategies such as Telework, Employer Outreach, Guaranteed Ride Home, Liver Near Your Work, Carpooling, Vanpooling, Ridematching Services, Car Free Day, and Bike to Work Day.
- Promotion of local travel demand management – Local demand management strategies are

documented in the main body of the CMP Technical Report.

- Public transportation improvements – The Washington region continues to support a robust transit system as a major alternative to driving alone.
- Pedestrian and bicycle transportation enhancements as promoted and tracked through the Bicycle and Pedestrian Planning program – The number of bicycle and pedestrian facilities in the region has increased in recent years; the regional bikesharing program, Capital Bikeshare can be found in Washington, D.C., Arlington County, the City of Alexandria, and Montgomery County, MD. There are plans to expand Capital Bikeshare to locations County. The City of College Park began its own bikeshare program in 2016.
- Car sharing - Local governments work with private companies to make the region's car sharing market viable.
- Land use strategies – Including those promoted by the Transportation-Land Use Connections (TLC) Program.

Key Findings of the 2016 CMP Technical Report

1. **Congestion** – Peak period congestion in the Washington region decreased between 2010 and 2012, and then increased moderately in 2014 and 2015, but still remaining lower than that of 2010. The Travel Time Index dropped 6.7% between 2010 and 2012, but climbed 3.3% between 2012 and 2015. The percent of congested road miles was 21% in 2010, 11% in 2012, and 17% in 2015.

2. **Reliability** – Travel time reliability in the region improved between 2010 and 2012, and then worsened in 2014 and 2015, almost back to the 2010 level. The Planning Time Index decreased (improved) by 10% between 2010 and 2012, but increased (worsened) by 10% between 2012 and 2015.

3. **Bottlenecks** – Three new bottlenecks emerged on the east side of the Beltway in the 2016 CMP Technical Report that were not on the list in the 2014 Report: I-495 inner-loop at MD-214, I-495 outer-loop at US-50, and I-495 inner-loop at MD-4. Additionally, I-95 at VA-123/Exit 160 added two new Top 10 bottlenecks, one on each direction. The Beltway at the American Legion Bridge added a new, outer-loop bottleneck, making both directions to the Top 10 list. I-270 SB at the spur and I-66 WB at VA-234 remained in the Top 10 list.

4. **Travel Demand Management** – Travel demand management continues to be an important tool for day-to-day congestion management and played a key role in congestion management during the June 2015 Papal visit and the March 16, 2016 Metrorail shutdown. The Commuter Connections program remains the centerpiece to assist and encourage people in the Washington region to use alternatives to the single-occupant automobile. The transit system in the Washington region serves as a major alternative to driving alone – transit mode share is among the highest several metropolitan areas in the country.

5. **Regional Transportation Operations Coordination** – The Metropolitan Washington Area Transportation Operations Coordination (MATOC) continues to play an important role in coordination and communicating incident information during both typical travel days and special events such as severe weather and construction work.

6. **Real-time travel information** – The increasing availability of technology to monitor, detect, and evaluate travel conditions allows operators to make changes to the transportation network through active travel demand management, traffic signal optimization, and integrative

corridor management. For travelers, real-time traffic and transit information are available from a number of sources though mobile applications and mobile versions of websites. Social media provides a mutually beneficial direct connection between transportation providers and users. Mobile applications related to non-auto modes, such as bikesharing and carsharing, allow travelers to be flexible with their mode choices.

7. **Variably Priced Lanes (VPLs)** - VPLs provide additional options to travelers in the region. Maryland Route 200 (Intercounty Connector (ICC)) was fully opened between I-370/I-270 and US-1 in November 2014; a Before-and-After study identified the ICC improved its adjacent area's traffic by 3-4%. The 495 Express Lanes opened on the Virginia side of the Capital Beltway in November 2012; there were 42,000 average workday trips in the June 2015 quarter, up from 35,000 in the June 2014 quarter, and 29,000 in the June 2013 quarter. The 95 Express Lanes in Northern Virginia opened in December 2014 which had 45,000 average workday trips in the quarter ending in June 2015.

8. **Walking and Bicycling** – Walking and bicycling continue to grow in the region in part due to bikesharing and carsharing options and increasing connectivity in the bicycle and pedestrian network.