

# HANDOUTS

from previous meeting



January 20, 2004



January 16, 2004

Dear Commuter Connections Subcommittee Members,

As many of you are certainly aware, the Wilson Bridge Project launched its public outreach campaign entitled "Mission Possible - Keeping You Moving" at a media/elected officials briefing on Thursday (1/8/04). This briefing unveiled the Project's comprehensive efforts to keep commuters moving efficiently and safely during the Project's heaviest period of construction (2004 through 2008). The highlight of the briefing was the debut of the Project's innovative commuter program called **Bridge Bucks**, which we are delighted to say already is receiving impressive public response.

As explained in detail by John Undeland at the Nov. 2003 Commuter Connections meeting and the Dec. 2003 Regional TDM Marketing Group meeting, **Bridge Bucks** will provide \$50 per month toward transit fares and vanpool fees to encourage commuters to switch out of their cars and into a rideshare vehicle. **Bridge Bucks** is a one-year pilot program and is available to a limited number of commuters who travel through the Project corridor (north-south across the Beltway or east-west across the bridge). Please see the enclosed **Bridge Bucks** fact sheet for more details. Other commuter initiatives that were showcased at our launch event include various commuter-targeted radio and print ads that have begun running this week, marketing brochures offering commuter and employer-oriented information and upcoming technologies that will equip commuters with real-time traffic information.

Should you receive inquiries about the Mission Possible campaign and/or Bridge Bucks, please refer people to our Web site ([www.wilsonbridge.com](http://www.wilsonbridge.com), "Keeping You Moving,") or our toll free number (877-INFO WWB). In addition, we are providing you copies of our new commuter brochure, which should be helpful to you and your customers/constituents.

If you are interested in receiving additional copies of the brochures, being added to our email list for electronic updates and receiving future "Mission Possible" and **Bridge Bucks** information, please contact me at: 703/329-0300, ext. 333 or by email at [hollandm@wwbgcc.com](mailto:hollandm@wwbgcc.com). On behalf of the Project's Public Outreach Team, we appreciate your continued support and interest in our efforts.

I look forward to hearing from you soon.

Thank you.

Michelle Holland  
Public Affairs Manager  
Woodrow Wilson Bridge Project



## A Transit/Ridesharing Initiative to Ease Commuting During Woodrow Wilson Bridge Project Construction

**Bridge Bucks** is a one-year pilot program from the Virginia Department of Transportation and Maryland State Highway Administration that provides \$50 a month to commuters who switch out of their cars and into buses, trains or vanpools. Saving money, time and irritation, **Bridge Bucks** empowers individual commuters to choose transit options that best serve their specific needs. Aimed at reducing traffic while the new bridge and interchanges are built, **Bridge Bucks** is available to a limited number of commuters who are affected by construction along the 7.5-mile project corridor.

### HOW DOES BRIDGE BUCKS WORK?

Whether commuters travel north-south across the Beltway or east-west across the bridge, **Bridge Bucks** is designed to meet individual needs by paying up to \$50 a month toward the fare of buses, trains or vanpools. Since everyone's commute is unique, **Bridge Bucks** can go for a variety of travel options, including:

- Metro rail
- Bus services such as Metro bus, Maryland Transit Authority and Fairfax County Connector
- Organized vanpools

After assisting individual commuters in determining what options work best for their specific transportation needs, **Bridge Bucks** will provide the actual pass or combination of passes needed for their daily commute on bus, rail or vanpool. For example, if a commuter chooses Metro rail and a local bus to reach his or her destination, **Bridge Bucks** will provide appropriate passes (electronic, paper, voucher or token) worth up to \$50 each month for one year.

### WHO IS ELIGIBLE?

Commuters traveling through the Project corridor (designated by zip code on the application form) are eligible to receive **Bridge Bucks**. The pilot program is available on a first-come, first-served basis for 1,000 commuters (500 in Maryland, 500 in Virginia).

### HOW DO COMMUTERS SIGN UP AND RECEIVE BRIDGE BUCKS?

- 1) Go to [www.wilsonbridge.com](http://www.wilsonbridge.com) to complete a **Bridge Bucks** eligibility form or call 1-877 INFOWWB (463-6992) for a paper application. Applicants must provide their origin and destination addresses and specific commute route.
- 2) A **Bridge Bucks** representative will contact accepted commuters (via email, letter or phone call) to confirm their eligibility and determine what transit option(s) best meet their daily commute needs.
- 3) Transit passes, schedules and maps will be sent to participants by U.S. Mail.
- 4) Every three months participants will be contacted to verify their desire to continue receiving **Bridge Bucks**.

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January 2004

COMMUTER CONNECTIONS QUARTERLY BUDGET  
COMMITMENTS AND EXPENDITURES  
FOR COG FY04 (July 1, 2003 - December 31, 2003)

	BUDGET TOTAL	FUNDS COMMITTED*	FUNDS EXPENDED**	%FUNDS EXPENDED***
<b>EMPLOYER OUTREACH*****</b>	<b>\$982,550</b>	<b>\$982,550</b>	<b>\$208,262</b>	<b>21%</b>
Data & PC	\$2,397		\$0	0%
Contract Services/Consultants	\$161,000		\$6,647	4%
Pass-thru to local governments	\$662,000		\$122,410	18%
COG/TPB staff, indirect & direct costs	\$208,153		\$79,205	38%
<b>GUARANTEED RIDE HOME</b>	<b>\$1,678,500</b>	<b>\$1,678,175</b>	<b>\$467,180</b>	<b>28%</b>
Data & PC	\$25,000		\$0	0%
Contract Services/Consultants	\$454,302		\$160,065	35%
User Subsidies	\$165,000		\$59,283	36%
COG/TPB staff, indirect & direct costs	\$1,034,198		\$247,832	24%
<b>COMMUTER OPERATIONS CENTER*****</b>	<b>\$630,400</b>	<b>\$570,400</b>	<b>\$200,048</b>	<b>32%</b>
Data & PC	\$56,400		\$4,485	8%
Contract Services/Consultants	\$218,000		\$36,492	17%
COG/TPB staff, indirect & direct costs	\$356,000		\$159,071	45%
<b>TELECOMMUTING*****</b>	<b>\$805,000</b>	<b>\$805,000</b>	<b>\$169,891</b>	<b>21%</b>
Data & PC	\$1,500		\$0	0%
Contract Services/Consultants	\$237,000		\$28,748	12%
COG/TPB staff, indirect & direct costs	\$566,500		\$141,143	25%
<b>INTEGRATED RIDESHARING*****</b>	<b>\$177,000</b>	<b>\$177,200</b>	<b>\$72,858</b>	<b>41%</b>
Data & PC	\$20,000		\$4,611	23%
Contract Services/Consultants	\$18,500		\$6,085	33%
COG/TPB staff, indirect & direct costs	\$138,500		\$62,162	45%
<b>EMPLOYER OUTREACH FOR BICYCLING</b>	<b>\$15,000</b>	<b>\$15,000</b>	<b>\$0</b>	<b>0%</b>
Data & PC	\$275		\$0	0%
Contract Services/Consultants	\$2,623		\$0	0%
COG/TPB staff, indirect & direct costs	\$17,348		\$0	0%
<b>REGIONAL MASS MARKETING*****</b>	<b>\$1,895,576</b>	<b>\$1,769,034</b>	<b>\$650,914</b>	<b>34%</b>
Data & PC	\$2,000		\$0	0%
Contract Services/Consultants	\$486,764		\$282,839	58%
COG/TPB staff, indirect & direct costs	\$1,506,812		\$368,075	24%
<b>TOTAL</b>	<b>\$6,184,026</b>	<b>\$5,997,359</b>	<b>\$1,769,153</b>	<b>29%</b>

\* Committed Funds may include some rounding errors. The Mass Marketing funding commitment from the Maryland Department of Transportation for FY03 needs to be adjusted to FY04

\*\* Preliminary funds expended are through September 30, 2003

\*\*\* Percentage is based on Budget Total Column

\*\*\*\* Budget shown does not match TPB-adopted FY04 CCWP. VDOT elected to implement the Public Sector TERM and \$214,000 was removed from the budget through a TPB Program Committee Amendment on Sept. 5, 2003. Employer Outreach budget also includes an additional \$56,000 to complete the SOC Survey.

\*\*\*\*\* The budget includes an additional \$78,000 to complete the SOC Survey. Budget includes \$54,000 in local membership fees buys and consultant support.

\*\*\*\*\* The budget includes an additional \$25,000 to complete the SOC Survey.

\*\*\*\*\* The additional \$200 in committed funds will be programmed into Contract Services /consultants for FY04.

\*\*\*\*\* \$25,000 of the overall budget is a commitment from VDRPT for kiosk maintenance and promotion.

\*\*\*\*\* Budget includes \$875,576 in unspent FY03 funds. Funding commitments from DDOT for FY03 need to be adjusted. FY04 budget amount from MDOT also needs to be adjusted. Unspent funds for FY03 will be used for media buys and consultant support.