



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

## **Background**

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

According to the 2004 State of the Commute survey results:

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

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

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

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

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

## Highlights

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

## General Marketing

1. To reinforce awareness of alternative commuting options in order to change commuting behavior through spot radio.
2. The 60 second and 30 second spots created in the fall of 2006 were used for the spring campaign. The spots emphasized the frustration of traffic and the benefits of participating in commuting solutions offered through Commuter Connections.
  - a. **Super Commuter (General Marketing Message)** – a commuter informs listeners of how using Commuter Connections helped him find an alternative commuting method, making him feel like a super hero. He then lists all the services that are backed by the GRH program.
  - b. **Satisfaction Guaranteed (GRH)** – uses real testimonials to talk about the benefits of the GRH program. The voice over announcer then tells the listeners how they too can take advantage of the GRH program.
  - c. **Men, Women and Sharing (Ridematching)** – opens with a man and women talking about the different things that men and women like to share with their own gender but they find a common ground when it comes to ridesharing.

## Radio

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

The radio spots airing during three two-week flights and two three-week flights between February 6, 2006 and June 25, 2006 achieve a 75% reach and 24 frequency. The radio campaign airs on 18 mainstream stations in 11 main and seven outer markets. The flights skew toward morning drive time. Washington stations daypart mix (60% am drive, 30% pm drive, 10% M-F 6a-7p). Outer Market stations daypart mix (45% am drive, 40% pm drive, 15%Sa/Su 10a-7p).

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

### *Washington Stations:*

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

### *Stations in Outer Markets:*

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

Mass Marketing FY05 2<sup>nd</sup> Half Radio Campaign

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

## **Added-Value Opportunities**

### *WASH-FM*

#### *97.1 - Adult Contemporary*

A morning drive promotion occurred during the week of April 3. Each day, Monday through Friday, the nth caller won a "Commuter Care Package" courtesy of Commuter Connections. The package contained items such as oil changes, car wash certificates, CDs, gas cards, etc. COG received a total of 20 on-air promotional mentions; 10 of these being live and aired Monday through Friday 8-10 AM and 10 being pre-recorded and aired Monday through Friday 9 AM to 5 PM. Contest details were also included on the WASH website with a link to Commuter Connections website.

### *WGMS-FM*

#### *104.1 Classical*

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

### *WJFK-FM*

#### *106.7 - Talk/Personality*

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

## Outdoor Advertising

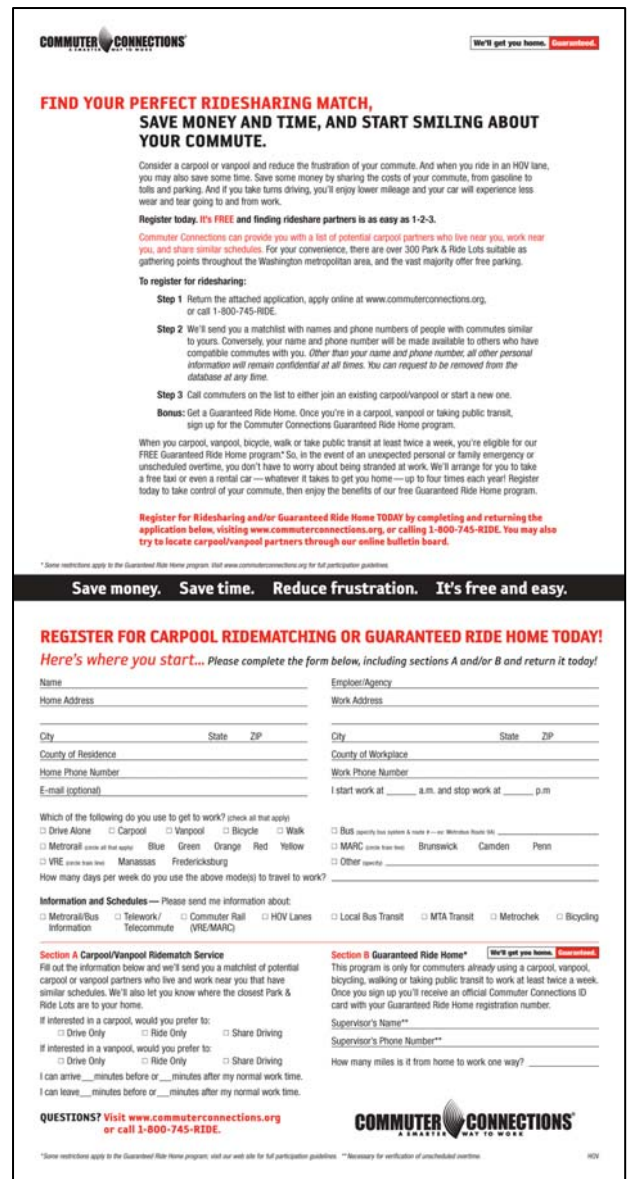
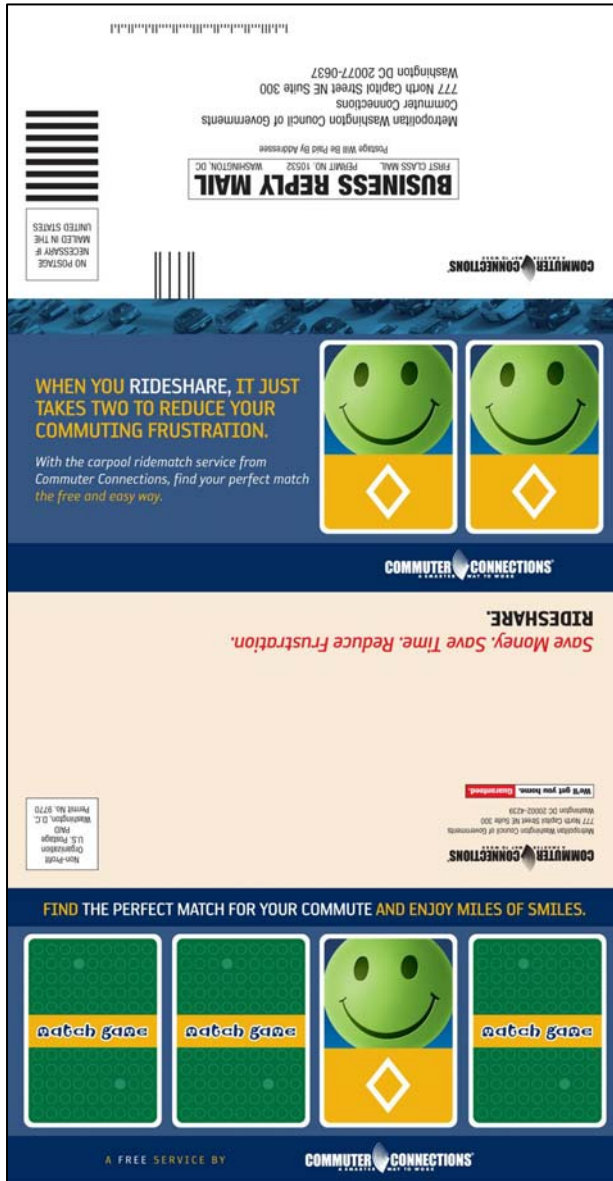
Radio advertising was supplemented with billboards in Frederick, Prince William and Prince George's counties. The budget for the outdoor advertising was \$47,900. The billboards carried a similar look and feel to that of the direct mailer.



# Ridematching Direct Marketing Campaign

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

## HOV Mailer



NON-HOV Mailer

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

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

**BUSINESS REPLY MAIL**

FIRST CLASS MAIL PERMIT NO. 10532 WASHINGTON, DC

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

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

**RIDESHARE.**  
*Save Money. Reduce Commuting Frustration.*

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

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

A FREE SERVICE BY

**COMMUTER CONNECTIONS**  
A METRO WASH. COUNCIL OF GOVERNMENTS SERVICE

**We'll get you home. Guaranteed.**

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

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

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

Commuter Connections can provide you with a list of potential carpool partners who live near you, work near you, and share similar schedules. For your convenience, there are over 300 Park & Ride Lots suitable as gathering points throughout the Washington Metropolitan area, and the vast majority offer free parking.

**To register for ridesharing:**

**Step 1** Return the attached application, apply online at [www.commuterconnections.org](http://www.commuterconnections.org), or call 1-800-745-RIDE.

**Step 2** We'll send you a matchlist with names and phone numbers of people with commutes similar to yours. Conversely, your name and phone number will be made available to others who have compatible commutes with you. *Other than your name and phone number, all other personal information will remain confidential at all times. You can request to be removed from the database at any time.*

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

**Bonus:** Get a Guaranteed Ride Home. Once you're in a carpool, vanpool or taking public transit, sign up for the Commuter Connections Guaranteed Ride Home program.

When you carpool, vanpool, bicycle, walk or take public transit at least twice a week, you're eligible for our FREE Guaranteed Ride Home program\*. So, in the event of an unexpected personal or family emergency or unscheduled overtime, you don't have to worry about being stranded at work. We'll arrange for you to take a free taxi or even a rental car — whatever it takes to get you home — up to four times each year! Register today to take control of your commute, then enjoy the benefits of our free Guaranteed Ride Home program.

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

\*Some restrictions apply to the Guaranteed Ride Home program; visit [www.commuterconnections.org](http://www.commuterconnections.org) for full participation guidelines.

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

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

Name \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

County of Residence \_\_\_\_\_

Home Phone Number \_\_\_\_\_

E-mail (optional) \_\_\_\_\_

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

Drive Alone  Carpool  Vanpool  Bicycle  Walk

Metrorail (circle all that apply) Blue Green Orange Red Yellow

VRE (circle train line) Manassas Fredericksburg  Other (specify) \_\_\_\_\_

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

**Information and Schedules** — Please send me information about:

Metrorail/Bus  Telework/Telecommute  Commuter Rail (VRE/MARC)

Local Bus Transit  MTA Transit  Metrochek  Bicycling

**Section A Carpool/Vanpool Ridematch Service**

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

If interested in a carpool, would you prefer to:

Drive Only  Ride Only  Share Driving

If interested in a vanpool, would you prefer to:

Drive Only  Ride Only  Share Driving

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

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

**QUESTIONS? Visit [www.commuterconnections.org](http://www.commuterconnections.org) or call 1-800-745-RIDE.**

Employer/Agency \_\_\_\_\_

Work Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

County of Workplace \_\_\_\_\_

Work Phone Number \_\_\_\_\_

I start work at \_\_\_\_\_ a.m. and stop work at \_\_\_\_\_ p.m.

Bus (specify bus system & route # — see Metrochek Route list)

MARC (circle train line) Brunswick Camden Penn

Other (specify) \_\_\_\_\_

**Section B Guaranteed Ride Home\*\***

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

Supervisor's Name\*\* \_\_\_\_\_

Supervisor's Phone Number\*\* \_\_\_\_\_

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

**COMMUTER CONNECTIONS**  
A METRO WASH. COUNCIL OF GOVERNMENTS SERVICE

\*Some restrictions apply to the Guaranteed Ride Home program; visit our web site for full participation guidelines. \*\*Necessary for verification of unscheduled overtime.



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

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

Maryland households within close proximity of HOV lanes received a mailer which incorporated an HOV message.

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

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

## Collateral

Newer sleeker versions of two Commuter Connections brochures were updated. These brochures replace the “Smarter Way to Work” brochure and the previous Guaranteed Ride Home brochure which depicted the angel holding a taxi cab. Going forward the updated SWTW green brochure will be referred to as the General Services brochure, as it touches on all services provided by Commuter Connections. The GRH brochure is red in color. A totally new brochure has also been introduced, the yellow Ridesharing brochure. Previously, Commuter Connections did not have a brochure that was specifically geared toward our ridesharing service. As this is a major service provided by Commuter Connections, a stand alone brochure was warranted.

### General Services Brochure

**Commuter Options and Services**

**Carpool/Vanpool Ridesharing**  
With volatile gas prices and growing gridlock, commuters that drive alone spend more money and experience more stress getting to and from work. More area commuters are finding that ridesharing in carpools or vanpools is one of the most effective and convenient ways to help cut travel time, costs and frustration. Using our database that contains thousands of area commuters, we can help you find ridesharing partners with commutes similar to yours. Contact us about ridesharing, or visit our web site to get started. You can also use our online Commuter Bulletin Board to locate carpool or vanpool partners.

**Guaranteed Ride Home**  
The Guaranteed Ride Home program provides a free ride home for registered commuters in the greater Washington metropolitan region who rideshare, bicycle, walk or take public transit to work at least twice a week. In the event of an unexpected emergency or unscheduled overtime, Commuter Connections will arrange for a free taxi or even a rental car – whatever it takes to get you home – up to four times each year. Some restrictions apply, so visit our web site for participation guidelines and to register for the program.

**Public Transit**  
Public transit provides a dependable commuting option that can get you to work and back home on a regular schedule, eliminating the stress associated with driving in unpredictable traffic. Commuter Connections provides information about transit services in your area.

**Commuting Alternatives**

**Telework**  
Through the use of information technology, many employees are now able to replace work-related travel with teleworking – working at home or closer to home at fully equipped telework centers. Employers and employees have found teleworking one or more days a week improves the quality of life, increases productivity, as well as reduces absenteeism, sick leave and late arrivals due to traffic. Contact us to find out how to make teleworking work for you, and ask us about regional telework centers.

**Flextime and Compressed Work Schedules**  
Flextime programs give employees the option of adjusting their arrival and departure times from work which helps to avoid peak travel times and, thus, the worst traffic of the day. Another effective way to help cut commuting time is a compressed work schedule (such as a four-day, 40-hour week), which can eliminate one day of commuting per week. Commuter Connections can help employers set up a flexible or compressed work schedule program.

**Employer Services**

**SmartTrip and Metrocheck**  
Commuter Connections Employer Services representatives are available to help businesses and their employees find commuting solutions that will contribute to better efficiency, productivity, and employee retention. We can assist employers with setting up SmartTrip and Metrocheck programs that provide fare cards, allowing monthly tax-free transportation benefits for employees. Other assistance available to employers includes employee commuter surveys, on-site transportation assessments, parking management strategies and program tracking.

**www.commuterconnections.org**

**Reduce Stress and Save Time and Money on Your Commute**

**COMMUTER CONNECTIONS**  
SMARTER WAY TO WORK

Commuter Connections is a regional network of transportation organizations coordinated by the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Established 30 years ago, we began as a source for commuters to find rides to and from work, providing one of the first computerized carpool matching systems in the nation. Since then, our free services have expanded to help both businesses and their employees find flexible solutions for a better commute. The following are just some of the services we offer:

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments and is funded through:  
District of Columbia Department of Transportation  
Maryland Department of Transportation  
Virginia Department of Transportation  
US Department of Transportation

For more information about commuting solutions, visit our web site at [www.commuterconnections.org](http://www.commuterconnections.org) or call 1-800-745-RIDE.

**COMMUTER CONNECTIONS**  
SMARTER WAY TO WORK

777 North Capital Street, NE Suite 300  
Washington, D.C. 20002-4239

**Free Commuter Services**

**Flexible Solutions for a Better Commute.**

**1-800-745-RIDE**  
[www.commuterconnections.org](http://www.commuterconnections.org)

You never know when something unexpected might happen -- a personal illness, family emergency or unscheduled overtime. But with the Commuter Connections Guaranteed Ride Home program, you'll always have a way to get home quickly and safely if you need it.

## What Is the Guaranteed Ride Home Program?

The Guaranteed Ride Home program provides a free ride home for registered commuters in the greater Washington metropolitan region who ridebuses. This walk or take mass transit to work at least twice a week. In the event of an unexpected emergency or unscheduled overtime, Commuter Connections will arrange for a free taxi or even a rental car - whatever it takes to get you home - up to four times each year. Guaranteed Ride Home is easy to access and use. Our network of providers are on call Monday through Friday from 8 a.m. to 10 p.m. to make sure you get home when you need to.

**Guarantee Your Free Ride Home by Registering Today!**

If you ridebuses, bicycle, walk or take public transportation to work at least twice a week, you qualify for a free emergency ride home up to four times each year.\* But you must be registered to qualify for a Guaranteed Ride Home.

**Register for Guaranteed Ride Home Today!**

There's no membership fee or commitment required. Simply register for the Guaranteed Ride Home program by returning the attached application, by visiting our web site at [www.commuterconnections.org](http://www.commuterconnections.org), or by calling 1-800-745-RIDE.

*"This is a highly valuable program. I have recommended it to my cooel members."*

*"Fantastic job. It's comforting to know I am not stranded if an emergency should arise again. Thank you."*

*"Thank, this is a great service that enables me to use public transportation."*

*"The process went so smoothly, I was amazed. Keep up the good work."*

**No Membership Fees! No Commitments! Free and Easy Service!**

To register, simply fill out and mail the following application, apply online at [www.commuterconnections.org](http://www.commuterconnections.org), or call 1-800-745-RIDE. In turn, we'll send you a Commuter ID card with a personal Guaranteed Ride Home registration number.

Name: \_\_\_\_\_  
 Home Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 County of Residence: \_\_\_\_\_  
 Home Phone Number: \_\_\_\_\_  
 E-mail (optional): \_\_\_\_\_  
 Employer/Agency: \_\_\_\_\_  
 Work Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 County of Work/Place: \_\_\_\_\_  
 Work Phone Number: \_\_\_\_\_  
 Supervisor's Name\*\* \_\_\_\_\_  
 Supervisor's Phone Number\*\* \_\_\_\_\_

\*Residency for verification of residential address.



I start work at \_\_\_\_\_ a.m. and stop work at \_\_\_\_\_ p.m.  
 How many miles is it from home to work one way? \_\_\_\_\_

Which of the following do you use to get to work (check all that apply):  
 Drive Alone  Carpool  Bicycle  Walk  
 Bus (not for school bus)  Metrobus (not for school bus)  
 MetroRail (not for school bus)  Blue Green Orange Red Yellow  
 MARC (not for school bus)  Brunswick Camden Penn  
 VRE (not for school bus)  Manassas Fredericksburg  
 Other (specify): \_\_\_\_\_

How many days per week do you use the above method(s) to travel to work? \_\_\_\_\_

**Information and Schedules - Please send me information about:**  
 MetroRail/Bus Information  MTA Transit  
 MetroLink  Commuter Rail (VRE/MAR/C)  
 Local Bus Transit  Bay/Link  
 Network/Telecommute  HOV Lanes

**COMMUTER CONNECTIONS**  
**We'll get you home. Guaranteed.**  
 1-800-745-RIDE  
[www.commuterconnections.org](http://www.commuterconnections.org)

### Washington Metropolitan Area Guaranteed Ride Home Program Participation Guidelines

Guidelines are subject to change without notice. Call 1-800-745-7433 or visit [www.commuterconnections.org](http://www.commuterconnections.org) for current Participation Guidelines.

- Commuters must call Commuter Connections and receive authorization from Commuter Connections prior to using the GRH service. Commuter Connections will issue an authorization number(s) to the commuter to appear on GRH trip. Commuters will not be reimbursed for trips not authorized by Commuter Connections. After approval, Commuter Connections will make the GRH trip arrangements for the commuter and, if necessary, provide instructions on how and where the GRH transportation provider will pick up the commuter.
- Commuters must be officially registered with Commuter Connections before using the GRH service. Registered commuters are those who have received an official registration letter and GRH ID card from Commuter Connections. Commuters who have not been officially registered may use the GRH service one time, provided they meet all other eligibility criteria. This is referred to as a "one-time exception." Any commuter granted a one-time exception must be officially registered before additional GRH trips are granted. Registered and one-time exception commuters must be carrying, wearing, holding, taking, bringing, or walking to their site of employment at least two (2) days per week and on the day use the GRH service.
- Registered commuters may use the GRH program up to four (4) times annually from their official registration date. Commuters who received a one-time exception, then officially register with Commuter Connections may use the GRH service three (3) more times within 12 months from the date of their one-time exception GRH trip.
- Commuters must re-register annually to maintain their GRH registration. Commuters must contact Commuter Connections to re-register and update their registration information.
- The GRH program may only be used in cases of **unforeseen personal or family emergency or unscheduled overtime or unscheduled overtime**, even in which the GRH program cannot be used includes, but are not limited to one leaving premises without proper arrangements, trip to the hospital or emergency room for a commuter that results medical attention, personal errands, travel service disruptions and/or delays, business-related travel, working late without a supervisor's request, weather emergencies, any type of building closings or evacuations, and natural acts of God.
- Requests to use the GRH program because of unscheduled overtime must be made before the commuter's registered work end time, and a supervisor's verification will be required at the time of the request.
- GRH service is available between 8:00 a.m. and 10:00 p.m., Monday through Friday, except holidays and government-authorized government office closures. GRH trips will not be available on the following holidays: New Year's Day, New Year's Day, Martin Luther King's Birthday, Washington's Birthday, Memorial Day, Independence Day, Labor Day, Columbus Day, Veterans Day, Thanksgiving Day, Day After Thanksgiving, Christmas Eve, and Christmas Day.

- To be eligible, a commuter must be physically working in the Washington, D.C. Metropolitan Statistical Area (MSA) as defined by the United States Office of Management and Budget. The MSA includes the District of Columbia, the Maryland counties of Calvert, Charles, Frederick, Montgomery and Prince George's, the City of Alexandria and the Virginia counties of Arlington, Fairfax, Loudoun, Prince William and Stafford and all cities within the aforementioned counties.
- Eligible commuters can live anywhere inside the MSA or in any of the following areas: Allegany, Anne Arundel, Baltimore, Calvert, Carroll, Cecil, Charles, Harford, Howard, Queen Anne's, St. Mary's or Washington counties, the City of Baltimore, and any part of the Upper Eastern Shore in Maryland and Carolina, Clarke, Loudoun, Potomac, Frederick, King George, Lancaster, Northumberland, Orange, Spots, Stafford, Stafford, Richmond, Shenandoah, Stafford, Southampton, Warren, or Westmoreland counties, the City of Fredericksburg, or the City of Winchester in Virginia, and Berks, Hampshire, or Jefferson County in West Virginia, and Adams, Franklin, or York counties in Pennsylvania. Any residence outside of the above-referenced areas will be considered as a one-time use only.
- All GRH trips must originate from the commuter's **regular workplace**. Depending on the nature of the emergency and home and work locations, a commuter using the GRH service may be required to use a taxi, car rental, transit, or any combination of these services to reach their destination point. Commuter Connections will determine the type of service used and will issue a valid GRH authorization number at that time.
- Commuter Connections will pay for one vehicle rental and/or one taxi service per request. If the GRH trip is made by a taxi, Commuter Connections will pay for all charges, including gratuity, to the destination. The commuter is responsible only for tipping the taxi driver. Cancellation on the part of the commuter at a GRH trip may result in one of the four annual trips. If a transit agency is used for part or all of the GRH trip, the commuter will be treated a transit reimbursement matter. The transit reimbursement method must be submitted back to Commuter Connections within thirty days of transit use in order for payment to be made. Please allow 45 days for reimbursement. If the GRH trip is made by rental car, the commuter is responsible for getting a standard rental agreement, obtaining a valid driver's license, proof of insurance, providing a credit card number for authorization, returning the rental car within a 24-hour period, and the following charges: gasoline, tolling charges, taxes, parking, and insurance. If necessary, additional rental charges if able to not returned within a 24-hour period. Commuter Connections has great rates approved for additional rental rates; the commuter will be responsible for any late or damage to the rental car. GRH is a free service provided by Commuter Connections at the discretion of the Washington Council of Governments (WCOG). WCOG will use best efforts to provide the Guaranteed Ride Home in accordance with the guidelines shown above. By requesting assistance from the Guaranteed Ride Home program, the participant in the program implicitly acknowledges that WCOG assumes no liability for the members of the GRH participating members at any accident that may occur on the commuter.



**COMMUTER CONNECTIONS**  
**We'll get you home. Guaranteed.**  
 1-800-745-RIDE  
[www.commuterconnections.org](http://www.commuterconnections.org)

777 North Capital Street, NE Suite 300  
 Washington, D.C. 20002-4239

# Ridesharing Brochure

As gasoline prices remain volatile and traffic congestion worsens, many commuters are getting more expensive, longer and increasingly stressful. Wouldn't it be great if you could achieve lower your commuting costs and frustration?

## Ridesharing Could Be the Solution for You.



### Consider a Carpool or Vanpool

Carpooling – when two or more people commute to work together on a regular basis in a privately owned vehicle – is the simplest and most common ridesharing arrangement. Finding compatible ridesharing partners is easy with Commuter Connections. We help by identifying potential carpool partners that live near your home, that also work near your place of business, who have similar schedules. And some companies even have in-house commuter assistance programs that help employees find carpool partners and offer preferred parking for carpools.

Your advantages of ridesharing in a carpool or vanpool are many and include:

- Financial savings due to shared commuting costs, including gasoline expenses, tolls, parking fees, car maintenance and lower mileage
- Less stress
- Increased free time for riders (read, work, relax or listen to headphones)
- Reduced need for parking
- Reduced pollution due to fewer auto emissions
- And if HOV lanes are accessible on your route to work, you'll likely save time on your commute

### Guaranteed Ride Home Program

But what happens if you're ridesharing and you have an unexpected personal or family emergency, you get sick or you have to stay late for unscheduled parties? Commuter Connections' Guaranteed Ride Home program provides a free ride home for registered commuters who ride-share, bicycle, walk or take mass transit to work at least twice a week. We have a network of providers on call Monday through Friday from 6 a.m. to 12 p.m. who will arrange for a free taxi or rent a rental car – whatever it takes to get you home – up to four times each year\*. To find out more about the Guaranteed Ride Home program and to sign up, visit our web site or call 1-800-745-RIDE.

**We'll get you home. Guaranteed.**

\*Some restrictions apply. Not all will be for personal purposes.

### Park & Ride Lots Can Make Your Commute Easier

**Did you know...**

- There are over 300 Park & Ride Lots throughout the Washington/Baltimore Metropolitan areas where commuters can conveniently join up with carpools/vanpools or gain access to public transit
- About one third of the Park & Ride Lots have commuter bus service available
- Approximately one third of the Park & Ride Lots have rail service available, including Metro, MARC, VRE and Baltimore Light Rail
- Parking is free at 90% of the commuter Park & Ride Lots
- About 25% of the Park & Ride Lots have bicycle parking facilities



### Don't Know Anyone to Carpool With?

#### Finding Ridesharing Partners Is as Easy as 1-2-3 with Commuter Connections

Using our database that contains thousands of area commuters, Commuter Connections can help you find ridesharing partners with similar commutes – whether it's for a new or existing carpool. Potential carpool partners include commuters who work in Maryland, Virginia, or the District of Columbia and who live in Maryland, Virginia, the District of Columbia, West Virginia, Delaware or Pennsylvania. To register for ridesharing:

- Simply fill out and return the attached application form, apply at our web site or call 1-800-745-RIDE. You may also try to locate carpool partners through our informal online bulletin board.
- We'll send you a matchlist with names and phone numbers of people with commutes similar to yours.
- Call commuters on the list either to start a new carpool or join an existing one.

Commuters can request to be removed from the database at any time and other than your name and phone number, your personal information remains confidential.

Let's work together to help improve your commute. Reduce your stress, save money, time and the environment.

### Register for Ridesharing Today!

**No Membership Fees! No Commitments!**

Finding a carpool/vanpool partner is easy with Commuter Connections. Simply fill out and mail the following application, apply online or call 1-800-745-RIDE. In turn, we'll send you a matchlist of possible carpool/vanpool partners.

Name \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

County of Residence \_\_\_\_\_

Home Phone Number \_\_\_\_\_

E-mail \_\_\_\_\_

Employer/Agency \_\_\_\_\_

Work Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

County of Workplace \_\_\_\_\_

Work Phone Number \_\_\_\_\_

I start work at \_\_\_\_\_ a.m. and stop work at \_\_\_\_\_ p.m.

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

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

Which of the following do you use to get to work? (use as many as you want)

Walk  Bicycle  Motorcycle  Car  Van  Bus

Metro  Light Rail  Commuter Bus  Taxi  Other \_\_\_\_\_

Metro  MARC  VRE  Other \_\_\_\_\_

Blue  Green  Orange  Red  Yellow

Brumswick  Camden  Penn

Manassas  Frederickburg

Other \_\_\_\_\_

**Information and Schedules** – Please send me information about:

Metropolitan Information  HOV Lanes  Metrocheck

Network/Recruitment  Local Bus Transit  Bicycling

Commuter Bus (VRE/MARC)  Metro Transit  Other \_\_\_\_\_

If interested in a carpool, would you prefer to:

Drive Only  Ride Only  Share Driving

If interested in a vanpool, would you prefer to:

Drive Only  Ride Only  Share Driving

**COMMUTER CONNECTIONS**

1-800-745-RIDE

www.commuterconnections.org

### 10 Tips for Successful Carpooling/Vanpooling

- Determine Your Route and Schedule. Designate daily pickup points for all carpools on the way to and from work.
- Draw Up a Schedule for Driving Responsibilities. If carpool members alternate driving, decide whether your group alternates on a daily, weekly or monthly basis.
- Establish a Method for Reimbursing Driving Expenses. If carpool members do not equally share the driving responsibilities, determine how the costs will be shared and agree on payment dates.
- Be Punctual. Determine how long the driver is expected to wait for riders. And in the case of home pickups, do not hulk and disturb neighbors if a rider is running late.
- Set Policies. Your carpool will have a better chance of succeeding if possible sources of irritation are discussed from the start, including a smoking policy, the type and volume of music played, and whether food and drinks are allowed.
- Make Carpooling Serve One Purpose. If the carpool is for commuting to and from work, do not let it become a shopping or errand service.
- Establish a Chain of Communication. If a driver is ill or will not be going to work on a given day, an alternate driver should be notified. Similarly, if a rider is ill or will not be working, the driver should be contacted as soon as possible.
- Drive Carefully and Keep the Vehicle in Good Repair. Keep in mind that other people are involved. Drivers should not speed, use alcohol, or act in a reckless manner. And the vehicle should be kept clean and safe at all times.
- Respect Your Fellow Carpoolers. This is especially important in the morning when many people like quiet time.
- Let Commuter Connections Help You Find a Replacement if You Lose a Carpool Member. Our free rematch list service and Informal Bulletin Board system are both great resources to assist with locating potential carpool partners.

### Commuter Connections Ridematching Network

Alexandria Rideshare  
Annapolis Regional Transportation Management Association  
Baltimore City  
Baltimore Metropolitan Council  
Bethesda Transportation Solutions  
Fairfax County MetroLink  
Frederick County Transit Services  
Harford County  
Howard County Commuter Solutions  
Loudoun County  
Montgomery County Commuter Services  
Maryland Transit Administration  
Metropolitan Washington Council of Governments  
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 Aqueduct Transportation Commission  
Regal/Manassas Area Development Commission  
Regal/Manassas Rapid Regional Commission  
St. Louis County for Southern Maryland

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments and is funded through:

District of Columbia Department of Transportation  
Maryland Department of Transportation  
Virginia Department of Transportation

For more information about commuting solutions, visit our web site at [www.commuterconnections.org](http://www.commuterconnections.org) or call 1-800-745-RIDE.

**COMMUTER CONNECTIONS**

Flexible Solutions for a Better Commute.

777 North Capital Street, NE Suite 300  
Washington, D.C. 20002-4239



**Free Carpool Ridematching Service**

**Fast Forward Your Commute. Rideshare.**

**1-800-745-RIDE**

www.commuterconnections.org

## Bike to Work Day

To encourage more commuters to try bicycling as a viable method of getting to and from work, once again Commuter Connections coordinated Bike to Work Day (BTWD) on Friday, May 19<sup>th</sup>. The event is organized along with the Washington Area Bicyclist Association and individual pit stop celebrations are managed mainly by the local County and City governments as well as employers and retail entities such as Whole Foods and bicycle shops.

Both novice and experienced cyclists rode to and from work stopping at “pit stops” located strategically throughout the region. Maryland pit stops include Bethesda, Bowie, College Park, Frederick, National Institutes of Health, North Bethesda, Rockville, Silver Spring and Waldorf; Virginia pit stops include Alexandria, Arlington, Dulles (AOL), Fairfax, Fairfax City, Leesburg, Reston, Sterling and Vienna. The largest celebration was held be at Freedom Plaza in downtown D.C.

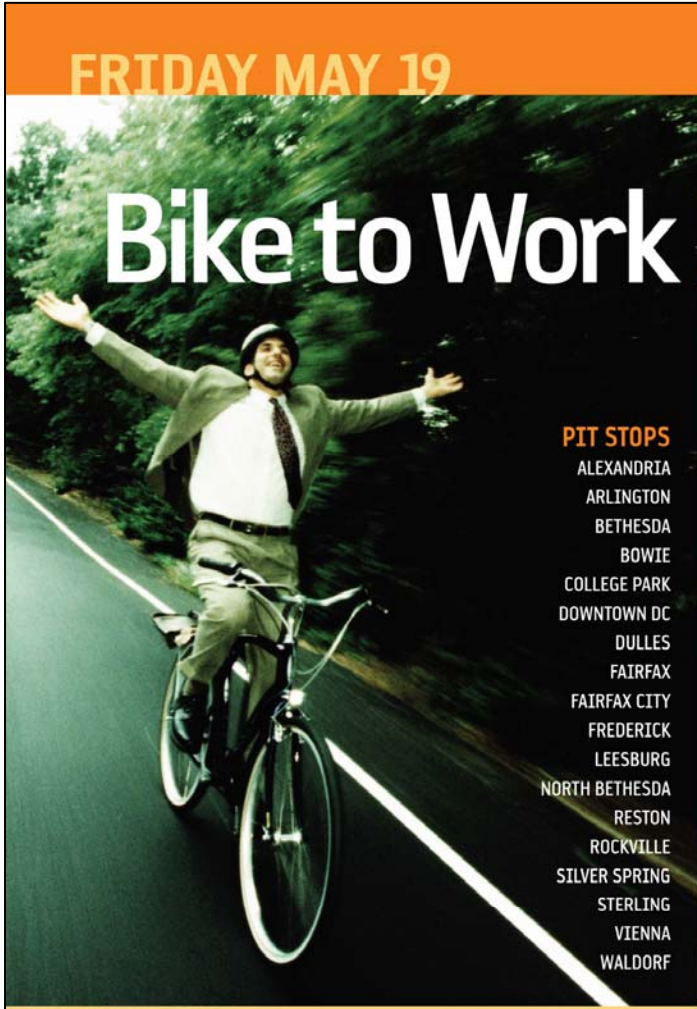
Participants who pre-registered and participated in the event received a free T-shirt, and was automatically entered into a raffle to win one of several bicycles valued at \$1,000. All participants also enjoyed free giveaways, breakfast items and other raffle opportunities at the individual pit stops.

This year’s sponsorship drive resulted in \$16,200 raised through ten cash sponsors. Major sponsors included Preferred Offices, and goDCgo.com, a new traveler information system by DDOT. The BTWD event for 2006 was hugely successful. Registration jumped by 30%, from 4,844 in 2005 to 6,263 and the event was met with beautiful weather.



BTWD 8.5" x 11" Poster – 20,000 printed

Free posters and rack cards were made available to employers and merchants interested in promoting the event.



**FRIDAY MAY 19**

# Bike to Work Day 2006

**Fun, Food and Prizes!**

**PRE-REGISTER BY MAY 12**

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

**REGISTER TODAY** for this free event at [www.waba.org](http://www.waba.org) or 202-518-0524

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

Visit [www.waba.org](http://www.waba.org) for specific pit stop locations and times.

**PIT STOPS**

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

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

**Preferred Offices**

**goDCgo.com**

**Washington Area Bicyclist Association**

**THE CAPITAL CRESCENT TRAIL**

**bikes@vienna**

**VPSI Inc.**

**Commuter Page**

**M opens doors**

**CARIBBU COFFEE**

**TIMBUK2**

**D.C. Lottery**  
Charitable Games

**KREI**

**TOPEAK**  
PREPARE TO RIDE

**BREEZA**  
transportation for a healthy planet

**PEDROS**

**BELL**

**RESTON TOWN CENTER**

**JAMIS BICYCLES**

**JANDD**  
MOUNTAINEERING

**cannondale**

**HONEST TEA**  
Real Tea. Real Taste. Power.

**WHOLE FOODS**

**SERFAS**

BTWD Take One, 3.67" x 8.5" 50,000 printed

**FRIDAY MAY 19**



# Bike to Work Day <sup>2006</sup>

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

**PRE-REGISTER BY  
MAY 12**

For specific pit stop locations and times visit [www.waba.org](http://www.waba.org).

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

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

**REGISTER TODAY**  
 for this free event  
 at [www.waba.org](http://www.waba.org)  
 or 202-518-0524



**FRIDAY MAY 19**

# Bike to Work Day <sup>2006</sup>

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



**JOIN A COMMUTER CONVOY**  
 Participants are welcome to ride with experienced bicyclists in "commuter convoys" organized by WABA volunteers. For more details visit [www.waba.org](http://www.waba.org).

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK


## BTWD Bus Poster, 78" x 14"

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

**FRIDAY MAY 19**  
**Bike to Work Day** 2006

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

**FUN, FOOD AND PRIZES!**  
Pick up your FREE \$1000 complimentary meal, free gear items and more at one of the convenient pit stops on your way to work.

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

**REGISTER TODAY for this free event at**  
[www.waba.org](http://www.waba.org) or 202-518-0524

**JOIN A COMMUTER CONVOY**  
Participants are welcome to ride with experienced cyclists in "commuter convoys" organized by WABA volunteers. For more details visit [www.waba.org](http://www.waba.org).

**PIT STOPS**

| ALACRATA | CLUBS | FRANKS | LEAF BIKES |
|----------|-------|--------|------------|
| ALACRATA | CLUBS | FRANKS | LEAF BIKES |
| ALACRATA | CLUBS | FRANKS | LEAF BIKES |
| ALACRATA | CLUBS | FRANKS | LEAF BIKES |

**SPONSORS:** COMMUTER CONNECTIONS, Preferred Offices, goDCgo.com, bikes@vienna, Computer Page!, M opens doors, REI, CARBON, OFFICE, HONEST TEA, TIMBUKTU, WHOLE FOODS, JANDU, TOPEAK, BELL, SERAS, ANDROS, D.C. letters, JANDU, TOPEAK, BELL.

## BTWD :60 Draft Radio Script

Radio spots promoted the event (approximately 75) which aired during the weeks of May 1st and May 8<sup>th</sup>. Registration doubled during those two weeks from 2,500 to 5,000.

*Put a positive spin on your commute, burn calories instead of gas. Commuter Connections invites you to get into gear on Friday, May 19<sup>th</sup> for Bike to Work Day! Join thousands of commuters and show your support for bicycling as a fun and healthy way to get to work. Bike to Work Day is a free event. To register, visit [W-A-B-A.org](http://W-A-B-A.org) get a free T-shirt, breakfast items, and other giveaways at 21 pit stops located in Maryland, Virginia and DC.*

*Ride with a friend or join an organized commuter convoy with experienced cyclists. Register early to claim your free T-shirt and enter for a chance to win bicycles valued at up to \$1,000! Simply visit [W-A-B-A.org](http://W-A-B-A.org) that's W-A-B-A.O-R-G or call 202.518.0524. Remember, Bike to Work Day is Friday May 19<sup>th</sup>! Sponsored by Commuter Connections, City Bikes, Preferred Offices, goDCgo.com, and the Washington Area Bicyclist Association.*



## BTWD Pit Stop Banner

Commuter Connections provided banner art for 13 of 21 pit stops who were willing to have a banner printed and paid for locally. If permitted by local ordinances, some pit stops were able to hang the banners at or near the pit stops in advance of the event. In this instance, the banners served as a promotional tool to generate registration. Otherwise they were used exclusively as a back drop for the local events.

JOIN US FOR  
**Bike to Work Day** 2006  
FRIDAY MAY 19

**Arlington**  
*Rosslyn Gateway Park*  
7:00 am to 8:30 am

Register today at [www.waba.org](http://www.waba.org) or 202.518.0524

COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK

Washington Area Bicyclist Association

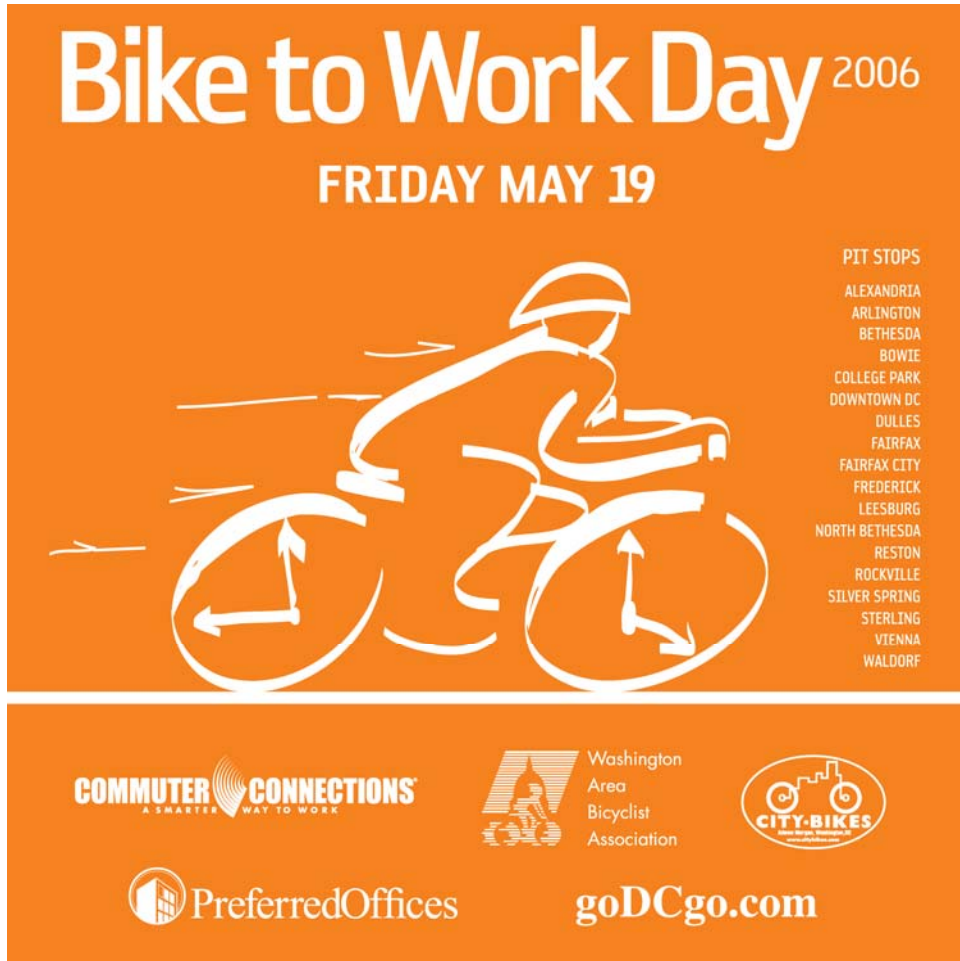
CITY-BIKES

Preferred Offices

goDCgo.com

BTWD T-Shirt

The sponsorship funds were used to print 5,000 color T-shirts for the event. Total cost \$3.46 each for a grand total of \$17,296.00



## Newsletter

The Commuter Connections newsletter is targeted to approximately 5,000 employer contacts on the COG Employer Outreach ACT! database as well as TDM Stakeholders, both regionally and nationally. In the second half of FY06, the winter and spring issues of the Commuter Connections Newsletter were distributed.

### Winter Issue and ETC Insert

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

Issue 6, Volume 10, Winter 2006

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

WHAT'S INSIDE

- Double Taxation of Telecommuters
- Bike to Work 2006
- Changes on Metro Aimed to Improve Movement of Passengers on Transportation
- VA Governor Kaine Holds Public Forums on Transportation

The Commuter Information Source for Maryland, Virginia and the District of Columbia

## DOUBLE TAXATION OF TELECOMMUTERS

### —Will it Hurt Telecommuting?

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

**Telecommuter Tax Fairness Act of 2006**

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

The Telecommuter Tax Fairness Act of 2006, HR 2550 is a bipartisan measure introduced by Senator Chris Dodd (D-CT) and Representative Dingrath (Ohio-9th CD). The bill would eliminate a state income tax rule, which is on the books in a number of states and has been applied approximately by New York. The Telecommuter Tax Fairness Act would prohibit states from taxing non-residents on the income they earn at home.

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

- Sustain government and business operations during emergencies.
- Reduce our dependence on foreign oil.
- Maximize the expertise of US job officers.
- Reduce traffic and air pollution.
- Engage an employee's bottom line and
- Help Americans balance the demands of work and family.

To get more information please visit ACT's website at [www.actweb.org](http://www.actweb.org)

Winter 2006

## FEDERAL ETC UPDATES

Employee Transportation Coordinator

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

The Flexiplace (telework) program for the DOJ Board of Immigration Appeals was initiated in January 2001. Currently 80 out of 140 eligible employees (57 percent) participate. Attorneys can work at a remote location up to two consecutive days at a time. Support staff must return every other day at a remote location, but may telework every other day. Of the 250 employees at this branch of the DOJ, 110 are in non-portable jobs and cannot participate in telework. Currently, 100 percent of portable positions can participate. New hires are eligible for the Flexiplace benefits after 1.2 months and a good review. The DOJ does not supply hardware (e.g., laptops) or reimbursement of phone calls made from home, but they do provide software for remote access.

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

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

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

Results of Telework at DOJ:

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

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

## Spring Issue and ETC Insert

The cover story focused on the Pedestrian Safety campaign. Other stories included the COG Freeway Study, Sperling's Best Cities for Teleworking Report, Carsharing in D.C, Rockville Commuter Maps, New Hybrid HOV Laws and Domestic Oil Self-Sufficiency Study.

Issue 2, Volume 10 - Spring 2006

WHAT'S INSIDE

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

The Commuter Information Source for Maryland, Virginia, and the District of Columbia

### AREA LEADERS UNITE TO PROMOTE PEDESTRIAN SAFETY CAMPAIGN

Fairfax County Board Chairman Gerry Connolly, Arlington Board Chair Chris Zimmerman, Alexandria Mayor William Eubank, Alexandria Commission on Public Safety, Metropolitan Police Chief Charles Ramsey, and other leaders voiced their support for Street Sense's outreach and enforcement efforts and outlined initiatives in their local jurisdictions to reduce the number of unnecessary pedestrian deaths and injuries.

According to statistics from the National Capital Region Transportation Planning Board, pedestrians account for one-fourth of the region's motor-vehicle related deaths, or approximately 89 fatalities a year. In addition, a September 2005 study by the Inova Regional Trauma Center and COG shows that the responsibility for pedestrian accidents is shared almost equally between drivers and pedestrians.

The Street Sense pedestrian safety effort focuses on "three E's": education, engineering, and enforcement. The education component of the campaign targets pedestrians, cyclists, and drivers, and includes information about devices designed to enhance pedestrian safety such as crosswalks, pedestrian warning signs, pedestrian signals, and reflective materials for nighttime safety. A strong focus of the campaign is reaching the Hispanic audience through Spanish language brochures and advertising.

A stepped-up region-wide enforcement initiative will complement the education/awareness blitz. Engineering initiatives include improved signage, signals, and markings, and the use of technology such as laser detectors and "warm" lighting for crosswalks.

**Local Efforts Support Pedestrian and Bicyclist Safety**

To support employers' efforts to promote bicycle safety, a partnership between Arlington

County, the City of Alexandria, the District Department of Transportation (DDOT), and the Washington Area Bicyclist Association (WABA) will produce a bicycling safety guide that will define the rules of the road, bicycling regulations, and safe bicycling habits. WABA, DDOT, Arlington County, and the City of Alexandria will also be distributing information cards that describe how to use bike lanes. The cards will be available in summer 2006 at local libraries, bicycle stores, and government offices. You can request these cards from WABA at 703-518-0574 or via [www.waba.org](http://www.waba.org).

The North Bethesda Transportation Management District (TMD) offered two free "Walkable Communities/Pedestrian Safety" workshops on May 2, 2006. The workshops, sponsored by the State of Maryland and the National Center for Bicycling and Walking, included presentations on successful pedestrian design, safety, education, and enforcement. Each workshop also included a "walking audit" to help identify areas of concern and to suggest potential short and long term solutions and improvements that would make both the Executive Boulevard area and the area around

Area officials from the District of Columbia, Maryland, and Virginia launched the COG-sponsored Street Sense campaign and reaffirmed their dedication to pedestrian safety during a recent press conference in Alexandria.

The Teakbrook Metro station more pedestrian-friendly. For more information, please call (301) 770-8108 or send an e-mail to [teakbrook@metrorail.com](mailto:teakbrook@metrorail.com).

To give model bike cyclists a leg up, some U.S. jurisdictions are developing "bike stations" which are secure, sheltered facilities that enable commuters to more conveniently connect with public transportation by bicycle. More than just places to lock bikes, such stations can also provide showers and lockers, bike repair services, and bike rentals that make bicycle commuting easy, fun, and safe. A local for-profit organization called BikeStation is working with the District of Columbia to establish a BikeStation facility at Union Station. Arlington County is looking for funding to build a BikeStation at the Ballston Metro as well.

Some employers support bicycling and walking to work by offering incentives that make these modes of travel more attractive than driving. Cabot Group, located in Bethesda, Maryland, offers their 175 employees a bicycling subsidy of \$150 every three years to purchase a bike, helmet, or other bicycling equipment, or a walking subsidy of \$120 per year for walking shoes. They also have showers and lockers at the workplace.




Spring 2006

# FEDERAL ETC UPDATES

Employee Transportation Coordinator

## PARTICIPATE IN THE TELEWORK EXCHANGE TOWN-HALL MEETING

The Telework Exchange will host a town hall meeting on Thursday, June 15, 2006, at the Ronald Reagan Building in Washington, D.C. You are invited to take part in a series of lively discussions with a diverse set of stakeholders—from legislators and agency telework advocates to government telework managers and affiliated organizations.

Hear about ongoing efforts to promote and establish telework as standard operating procedure across the federal government. Topics will include current mandates and policies, forward-thinking legislation, and existing telework programs. Gain valuable insight from successful telework initiatives and individuals managing and participating in those initiatives. Ask questions, voice concerns, make suggestions and become an active member of the telework community.

For more information, please visit [www.teleworkexchange.com](http://www.teleworkexchange.com).




**THE TELEWORK EXCHANGE: A TOWN HALL MEETING**  
**FEDERAL TELEWORK - WHO'S DRIVING THE BUS?**

JUNE 15, 2006,  
8:00 a.m. to 3:00 p.m.  
RONALD REAGAN BUILDING,  
WASHINGTON, D.C.  
REGISTER TO ATTEND:  
[INFO@TELEWORKEXCHANGE.COM](mailto:INFO@TELEWORKEXCHANGE.COM)



# 2006 Employer Recognition Awards Efforts

Commuter Connections will host its ninth annual Employer Recognition Awards and breakfast on June 28<sup>th</sup> at the National Press Club in Washington, DC. The ceremony will honor outstanding employers in the region who are making positive steps to reduce traffic congestion and improve air quality. The annual awards recognize employers under the categories of Marketing, Incentives and Telework. Summaries were written up for each nominee and judging took place in March by a Selection Committee. Collateral material being developed for the event includes invitations, signage, recognition print ads, and program booklet. Giveaways will also be provided to guests.

2006

### Employer Recognition Awards

Examples of employer programs:

- Implementing or expanding a telework program to reduce car use.
- Implementing or expanding a transit pass program.
- Implementing or expanding a carpooling program.
- Implementing or expanding a bike-to-work program.
- Implementing or expanding a vanpool program.
- Implementing or expanding a transit pass program.
- Implementing or expanding a transit pass program.
- Implementing or expanding a transit pass program.

**S**aving a mile, taking public transportation, bicycling, walking, and teleworking means fewer cars on the road. That not only makes the trip to work smoother, quicker, and safer for everyone, but it also means that harmful vehicle pollution is reduced.

The Metropolitan Washington Council of Governments helps area businesses and their employees find innovative ways to voluntarily reduce vehicle use through its Commuter Connections program.

Through the Commuter Connections Employer Recognition Awards ceremony, employers are recognized for voluntarily instituting programs that encourage the use of commuting alternatives that have made a difference to the participating company, and to the quality of life for its employees and community.

The Metropolitan Washington Council of Governments (MCOG) is an association of 10 local governments in the District of Columbia, Maryland, and Virginia. MCOG's National Capital Region Transportation Planning Board, the metropolitan planning organization for the Washington region, serves its membership by acting as a forum for solving problems that transcend jurisdictional boundaries, a think tank for local governments, and an advocate for its members at the local, state, and federal levels. For more information, visit [www.mocog.org](http://www.mocog.org).

Commuter Connections is a region-wide transportation information network, and a service network dedicated to easing the daily commute. Its goal is to reduce single occupant vehicle use. Both commuters and employers receive a range of free information and assistance on services that include ride-sharing, public transit, teleworking, park and ride lots, HOV lanes, and the Guaranteed Ride Home program. Commuter Connections is supported by the District, Maryland and Virginia Departments of Transportation, with state and federal transportation funds. For more information, visit [www.commuterconnections.org](http://www.commuterconnections.org).

### Commuter Connections Employer Recognition Awards Application

Governments congratulate the winners of the Commuter Connections Employer Recognition Awards.

Employers are recognized for voluntarily instituting programs that encourage the use of commuting alternatives that have made a difference to the participating company, and to the quality of life for its employees and community.

Through the Commuter Connections Employer Recognition Awards ceremony, employers are recognized for voluntarily instituting programs that encourage the use of commuting alternatives that have made a difference to the participating company, and to the quality of life for its employees and community.

1-800-745-RIDE  
[www.commuterconnections.org](http://www.commuterconnections.org)

Because the university strives to be a great employer and a good neighbor to area residents, it made an excellent transit program to deal with on-campus parking shortages, while reducing traffic congestion and emissions in the area. Initiating a 2006 commuter transportation survey helped American University assess needs and define its transit program. The ongoing challenge is that there are 8,000 to 10,000 people traveling

## 2006 Employer Recognition Awards Application Form

Application form is also available online at [www.commuterconnections.org](http://www.commuterconnections.org)

### Eligibility

Employers in the District of Columbia, including Maryland, and Northern Virginia that have sufficient resources to implement an alternative commute or telework program may apply for these awards. To be eligible, programs must have been initiated or proposed by January 1, 2005.

### Deadline

The application deadline is February 3, 2006. Applications should be received by Commuter Connections no later than this date. Completed applications should be sent to:

Commuter Connections  
Douglas Franklin  
777 North Capital Street, N.E., Suite 300  
Washington DC 20002-4279  
Tel: 202-962-7755 • Fax: 202-962-5205  
E-mail: [dcw@metrowash.org](mailto:dcw@metrowash.org)

### Instructions

Complete applications should include all information requested in items 1-5, on this application form (or the requested information clearly marked on a separate sheet) and an attached summary as described in question 6. Supplemental materials may be submitted in addition to the application, but not in place of the application or program summary materials.

- #### 1. Contact Information

Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Title \_\_\_\_\_  
Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_  
E-Mail \_\_\_\_\_ Web-Site \_\_\_\_\_  
Date Program Began (must have been initiated by January 1, 2005): \_\_\_\_\_
- #### 2. Award Category

Which Award Category best describes the focus of your program? (See page 2 of brochure for description of categories)

Marketing  Incentives  Telework

(check all that apply)
- #### 3. Type of Organization

Please mark one of the following:

Private sector  
 Non-profit agency  
 Federal government
- #### 4. Number of Participants

How many people do you estimate participate in your program?

What is the total number of participants?
- #### 5. Program Summary

Please attach a 1-3 page summary of your program. The summary should include the following information:

A. Description of Program: Provide a clear, concise description of your program.

  - What was the goal of your program?
  - What alternative modes did you use?
  - How has it been implemented?
  - What have the results been?

B. Benefits to Employees:

  - How has the program benefited employees?
  - How has the program benefited the community?
  - How has the program benefited the environment?

C. Economic and Environmental Benefits:

  - How has the program reduced gasoline consumption?
  - How many vehicle miles or vehicle trips are reduced as a result of this program? (For example, how many employees reduced from driving alone to ride-sharing, transit, bicycling, walking, or teleworking?)

5-25-06

NDW Communications – 2<sup>nd</sup> Half FY06 Marketing Campaign Summary DraftReport-2

21

## **Integrated Rideshare – InfoExpress Kiosk Promotions**

To encourage shoppers to trial the Commuter Connections InfoExpress Kiosks, our “Ambassadors” were on hand to demonstrate the units to shoppers at area malls and locations listed below. Giveaway items were provided to shoppers who tried the kiosks and who filled out a very brief survey. Shoppers who either filled out a rideshare or GRH application were entered into drawings to win mall gift certificates.

|                |                     |
|----------------|---------------------|
| Union Station: | Feb. 22 and Apr. 5  |
| Tysons:        | Mar. 5 and Apr. 5   |
| Manassas:      | Mar. 19 and Apr. 2  |
| Ballston:      | Mar. 22 and Apr. 19 |
| Fair Oaks      | Mar. 26 and Apr. 9  |

## **Employer Outreach**

A qualitative phone survey was conducted among Level 2 and Level 3 employers. This research was conducted to gain insight about challenges employers face and how they feel Commuter Connections may become a greater resource. The data will then be used to help develop a “break through the clutter” direct mail piece to market Commuter Connections’ Employer Outreach services. The mailer will include an incentive for responding and will direct employers to a special web page, where they can enter contact information and indicate a desire to be contacted by a sales representative.

Findings indicated that employer are looking for more proactive support and assistance in determining the feasibility and impact of implementing a plan; assistance in presenting to management and gaining support from headquarters; assistance in quantifying the effectiveness and productivity of teleworking; and talking to employees about available programs.

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

## FY06 2nd Half Performance Results

| <b>Web Visits</b><br><a href="http://www.commuterconnections.org">www.commuterconnections.org</a> |       |
|---|-------|
| January   | 6,988 |
| February  | 6,669 |
| March   | 7,848 |
| April   | 8,097 |
|   |       |

| <b>GRH</b><br><b>Applications Received</b> |       |
|--|-------|
| January                                    | 532   |
| February                                   | 428   |
| March                                      | 652   |
| April                                      | 1,295 |
|  |       |

| <b>Rideshare</b><br><b>Applications Received</b> |     |
|--|-----|
| January  | 587 |
| February   | 494 |
| March  | 801 |
| April  | 983 |
|  |     |