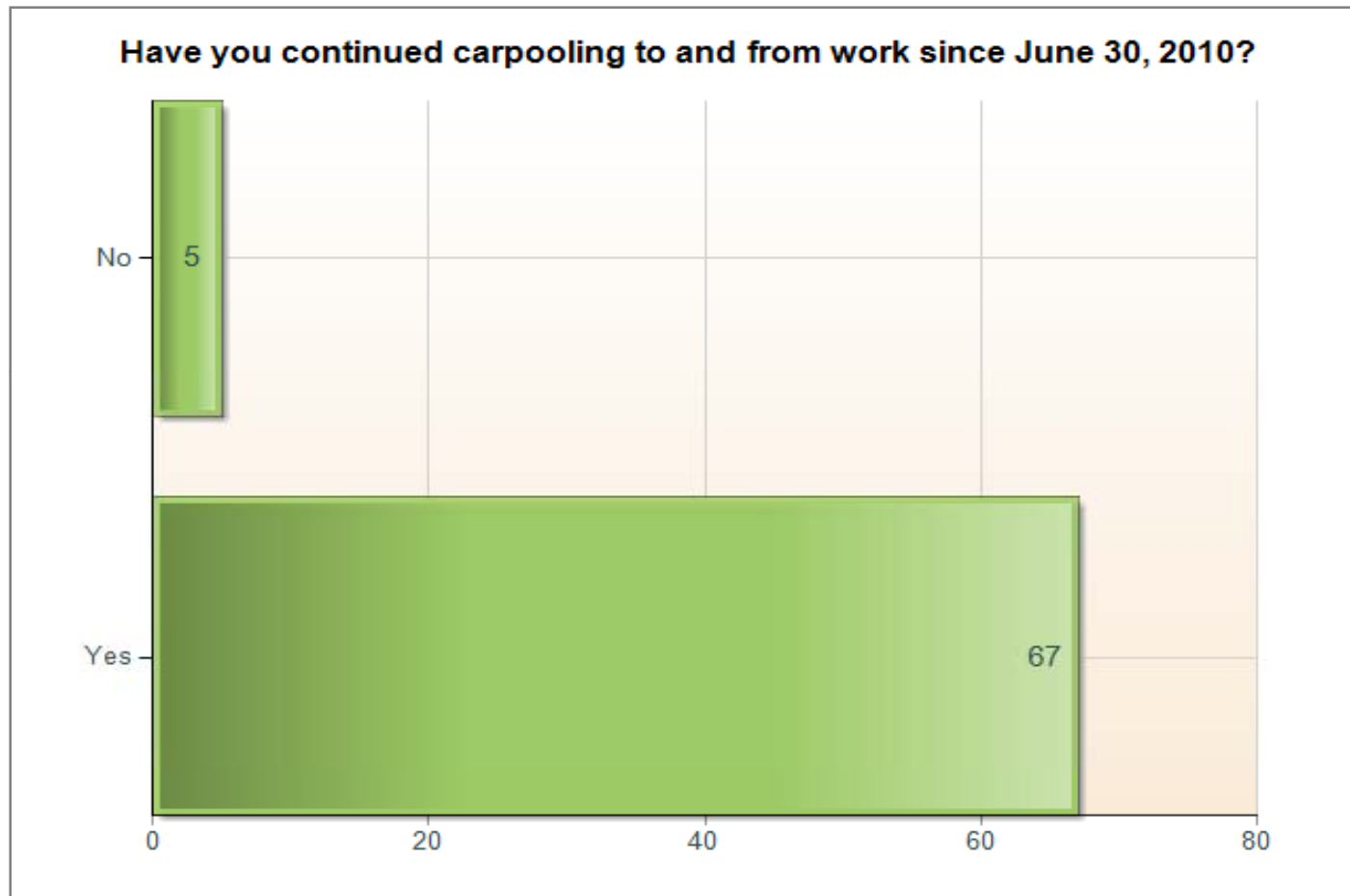




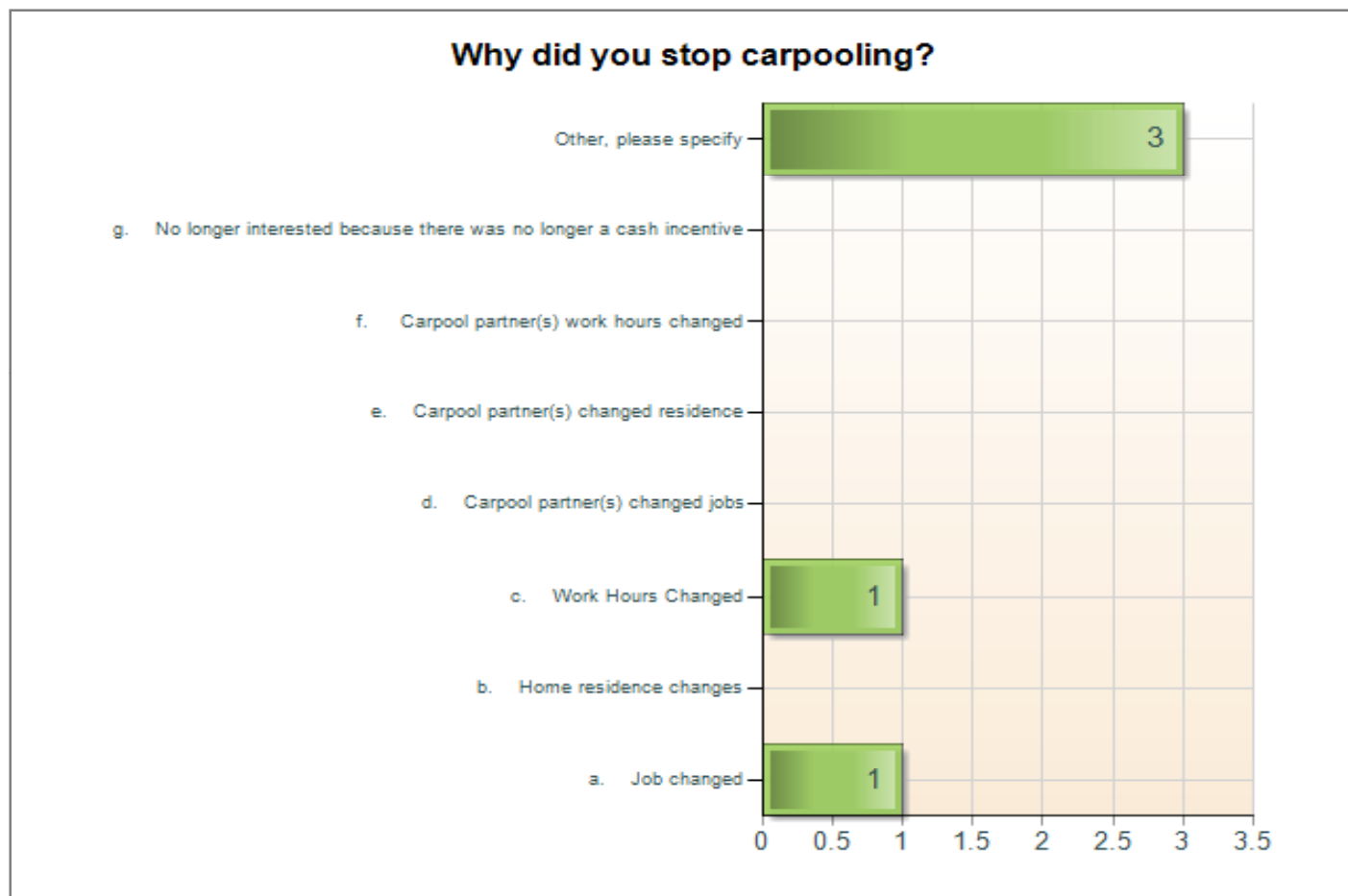
'Pool Rewards Follow-Up Survey
& Program Review January 2011



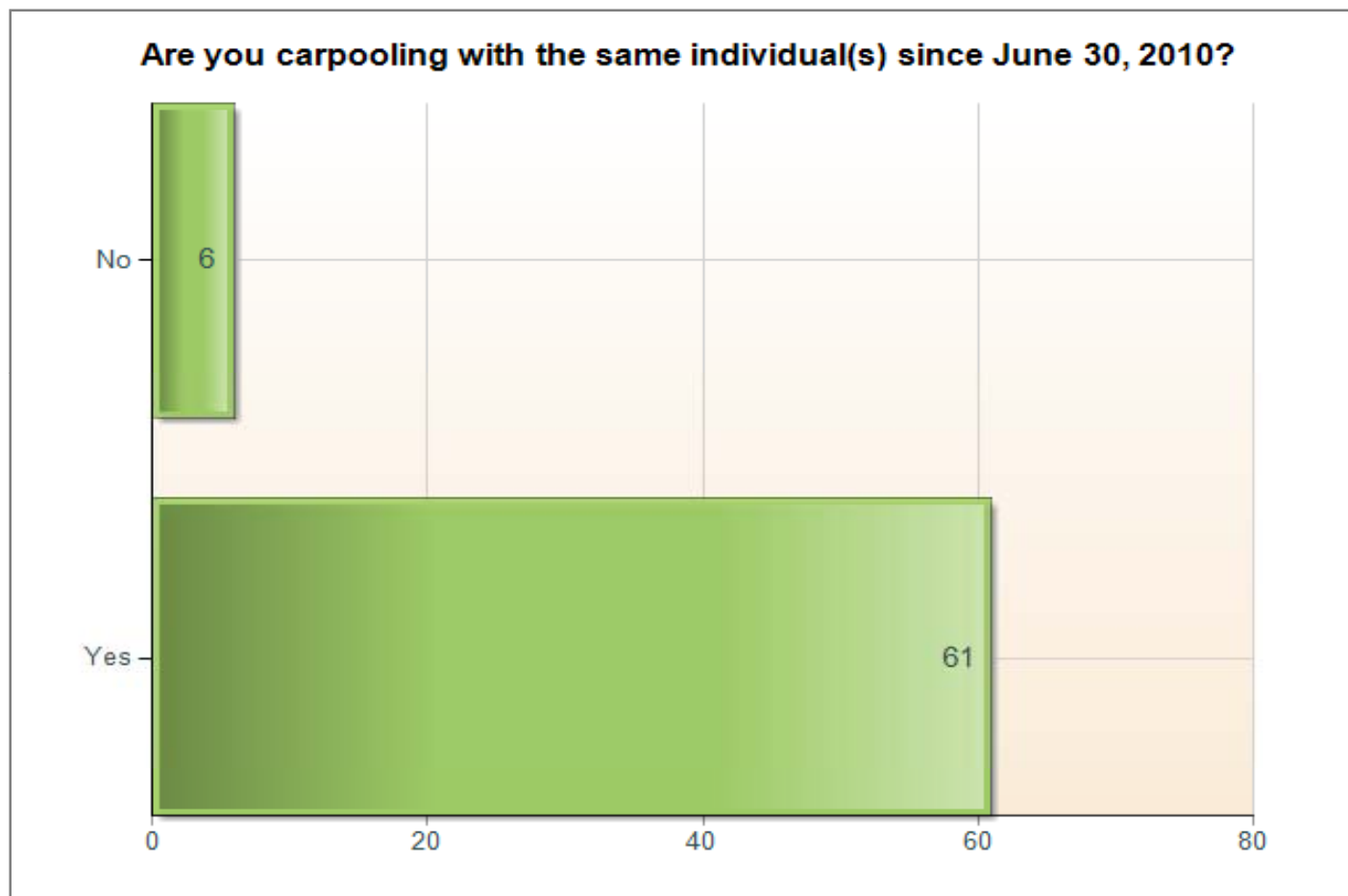
Pool Rewards Follow-Up Questionnaire: Have you continued carpooling to and from work since June 30, 2010? – **93% Yes, 5% NO**



'POOL REWARDS
cash for carpools

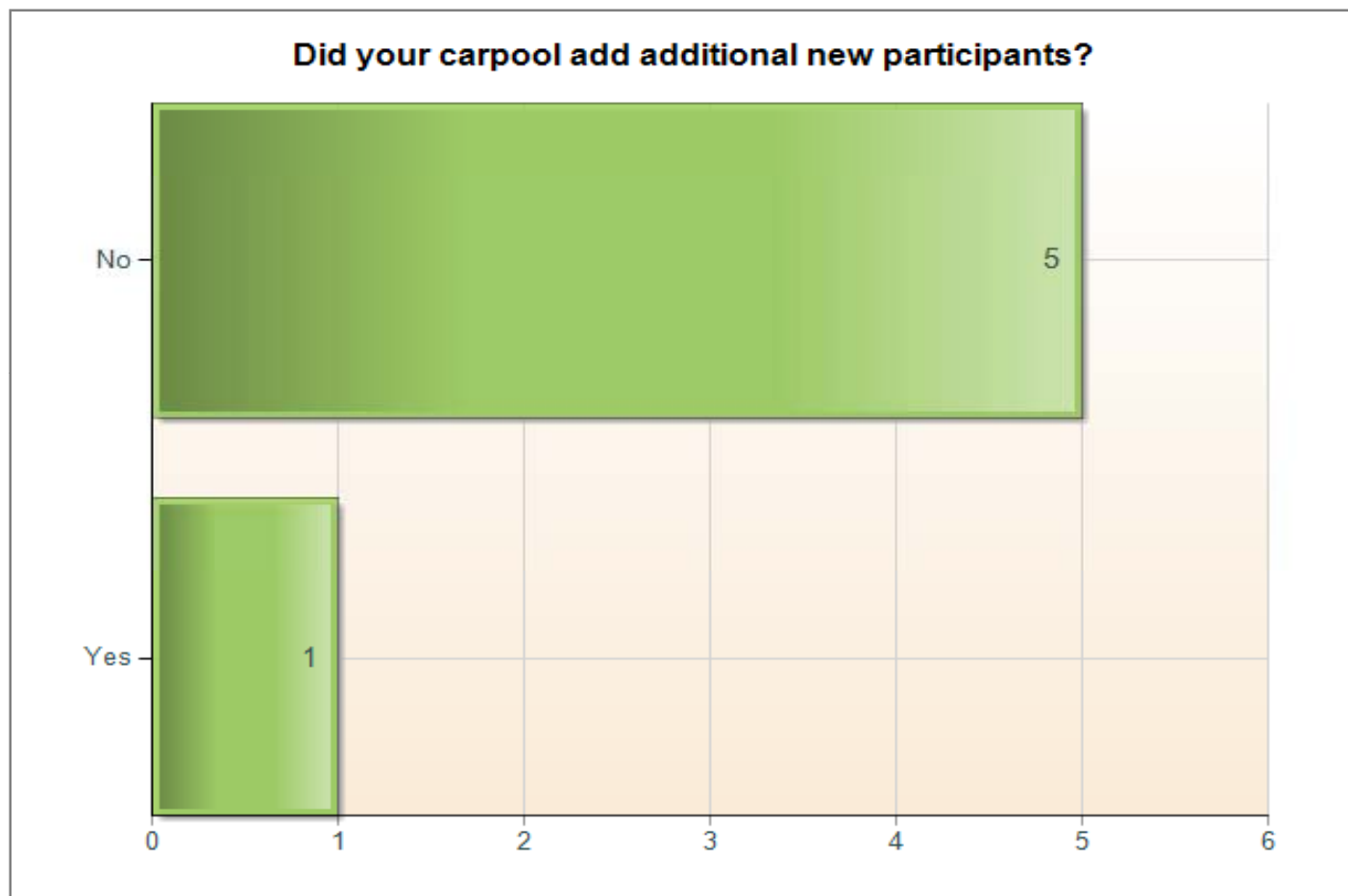
Pool Rewards Follow-Up Questionnaire: Why did you stop carpooling?

Pool Rewards Follow-Up Questionnaire: Are you carpooling with the same individual(s) since June 30, 2010? - **91% Yes, 9% No**



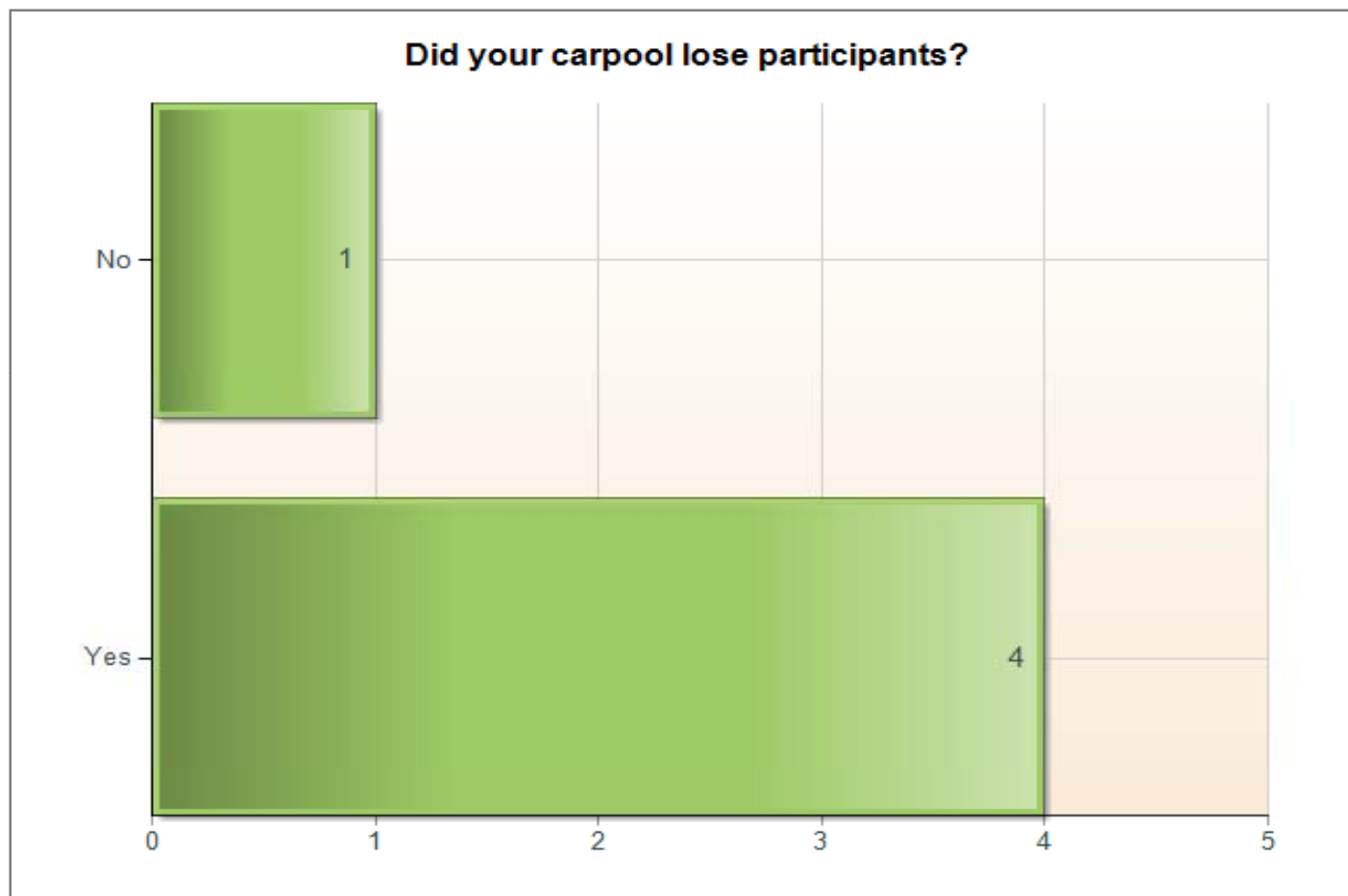
'POOL REWARDS
cash for carpools

Pool Rewards Follow-Up Questionnaire: Did your carpool add additional new participants?



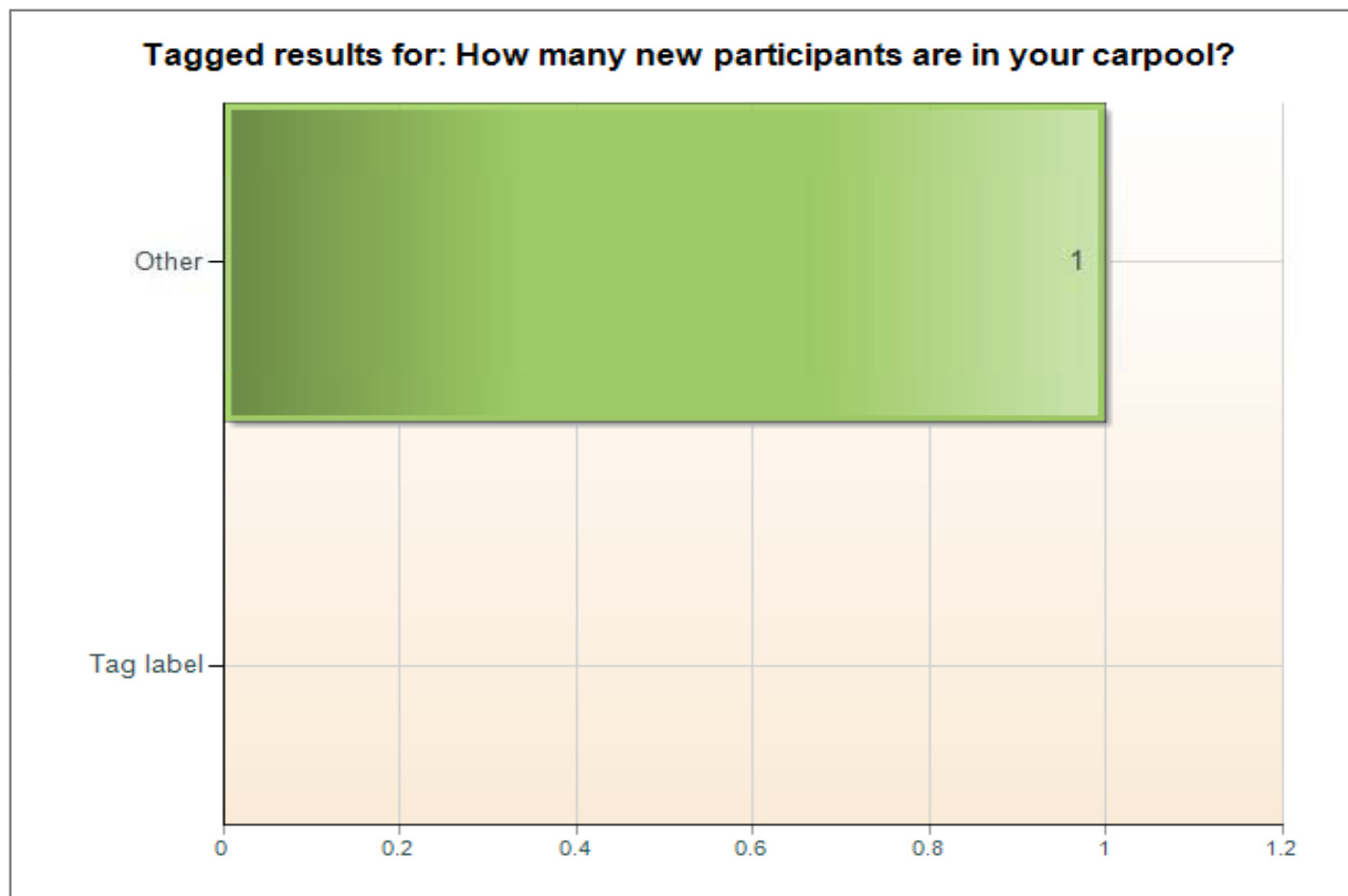
'POOL REWARDS
cash for carpools

Pool Rewards Follow-Up Questionnaire: Did your carpool lose participants?



'POOL REWARDS
cash for carpools

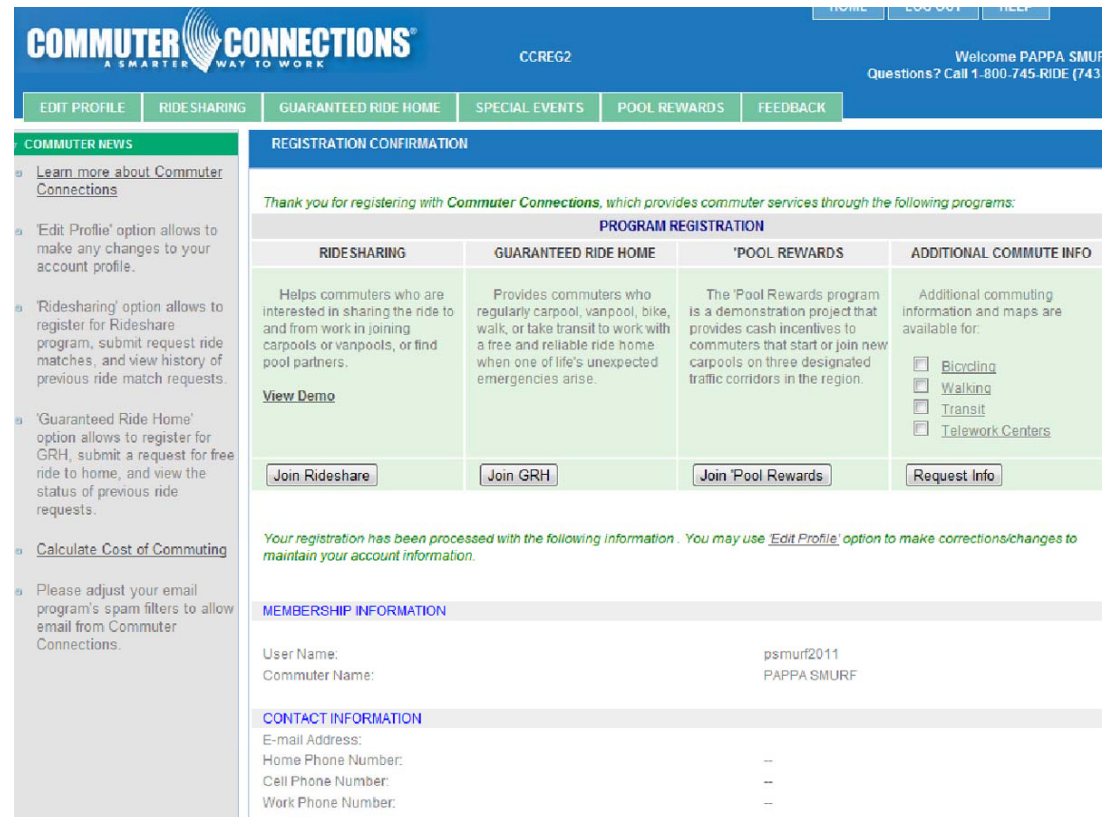
Pool Rewards Follow-Up Questionnaire: Tagged results for: How many new participants are in your carpool?



'POOL REWARDS
cash for carpools

Pool Rewards: Steps to Apply

1. If the commuter is creating their account for the first time, the interface will give them the option of joining 'Pool Rewards as shown below:



COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

CCREG2

Welcome PAPPA SMURF
Questions? Call 1-800-745-RIDE (743)

EDIT PROFILE | RIDESHARING | GUARANTEED RIDE HOME | SPECIAL EVENTS | POOL REWARDS | FEEDBACK

COMMUTER NEWS

- Learn more about Commuter Connections
- 'Edit Profile' option allows to make any changes to your account profile.
- 'Ridesharing' option allows to register for Rideshare program, submit request ride matches, and view history of previous ride match requests.
- 'Guaranteed Ride Home' option allows to register for GRH, submit a request for free ride to home, and view the status of previous ride requests.
- Calculate Cost of Commuting
- Please adjust your email program's spam filters to allow email from Commuter Connections.

REGISTRATION CONFIRMATION

Thank you for registering with Commuter Connections, which provides commuter services through the following programs:

PROGRAM REGISTRATION

RIDESHARING	GUARANTEED RIDE HOME	'POOL REWARDS	ADDITIONAL COMMUTE INFO
Helps commuters who are interested in sharing the ride to and from work in joining carpools or vanpools, or find pool partners. View Demo	Provides commuters who regularly carpool, vanpool, bike, walk, or take transit to work with a free and reliable ride home when one of life's unexpected emergencies arise.	The 'Pool Rewards program is a demonstration project that provides cash incentives to commuters that start or join new carpools on three designated traffic corridors in the region.	Additional commuting information and maps are available for: <input type="checkbox"/> Bicycling <input type="checkbox"/> Walking <input type="checkbox"/> Transit <input type="checkbox"/> Telework Centers
Join Rideshare	Join GRH	Join 'Pool Rewards	Request Info

Your registration has been processed with the following information. You may use ['Edit Profile'](#) option to make corrections/changes to maintain your account information.

MEMBERSHIP INFORMATION

User Name: psmurf2011
Commuter Name: PAPPA SMURF

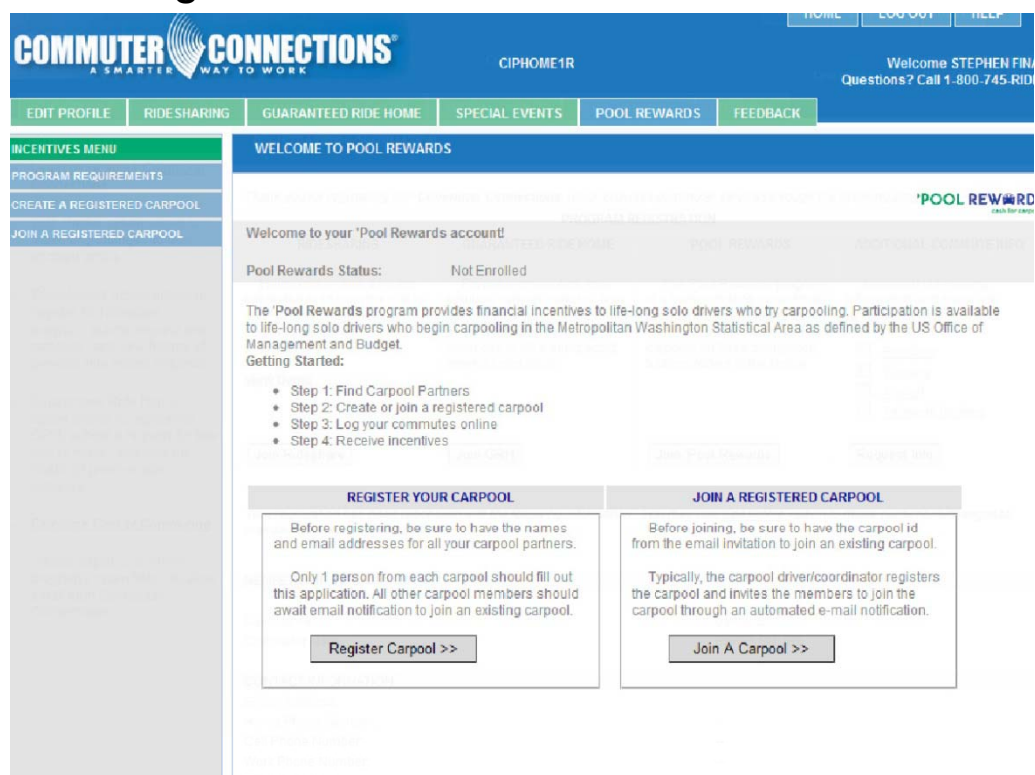
CONTACT INFORMATION

E-mail Address:
Home Phone Number: --
Cell Phone Number: --
Work Phone Number: --
Contact Address:

'POOL REWARDS
cash for carpools

Pool Rewards: Steps to Apply

2. If the commuter is logging into their existing Commuter Connections account, they will see the following screen after selecting the 'Pool Rewards tab:



The screenshot shows the 'Pool Rewards' section of the Commuter Connections website. The page is titled 'WELCOME TO POOL REWARDS' and displays the user's status as 'Not Enrolled'. It includes a 'Getting Started' section with four steps: Find Carpool Partners, Create or join a registered carpool, Log your commutes online, and Receive incentives. Below this, there are two main options: 'REGISTER YOUR CARPOOL' and 'JOIN A REGISTERED CARPOOL', each with a 'Register Carpool >>' or 'Join A Carpool >>' button.

COMMUTER CONNECTIONS
 A SMARTER WAY TO WORK

CIPHOME1R

Welcome STEPHEN FIN
 Questions? Call 1-800-745-RID

EDIT PROFILE | RIDE SHARING | GUARANTEED RIDE HOME | SPECIAL EVENTS | **POOL REWARDS** | FEEDBACK

INCENTIVES MENU

- PROGRAM REQUIREMENTS
- CREATE A REGISTERED CARPOOL
- JOIN A REGISTERED CARPOOL

WELCOME TO POOL REWARDS

Welcome to your 'Pool Rewards account!

Pool Rewards Status: Not Enrolled

The 'Pool Rewards' program provides financial incentives to life-long solo drivers who try carpooling. Participation is available to life-long solo drivers who begin carpooling in the Metropolitan Washington Statistical Area as defined by the US Office of Management and Budget.

Getting Started:

- Step 1: Find Carpool Partners
- Step 2: Create or join a registered carpool
- Step 3: Log your commutes online
- Step 4: Receive incentives

REGISTER YOUR CARPOOL

Before registering, be sure to have the names and email addresses for all your carpool partners.

Only 1 person from each carpool should fill out this application. All other carpool members should await email notification to join an existing carpool.

[Register Carpool >>](#)

JOIN A REGISTERED CARPOOL

Before joining, be sure to have the carpool id from the email invitation to join an existing carpool.

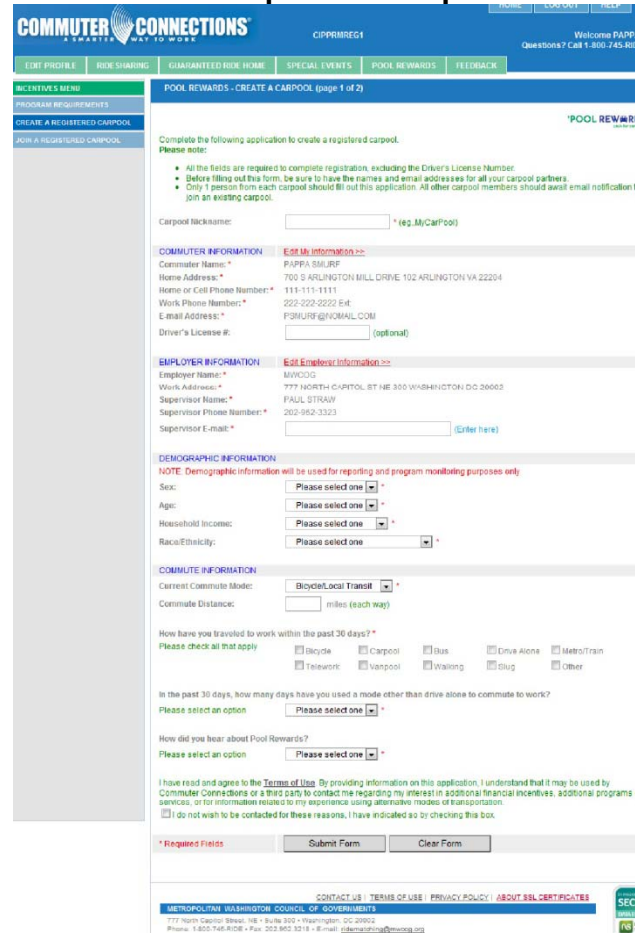
Typically, the carpool driver/coordinator registers the carpool and invites the members to join the carpool through an automated e-mail notification.

[Join A Carpool >>](#)

'POOL REWARDS
 cash for carpools

Pool Rewards: Steps to Apply

3. The TDM System will then require the 'Pool Rewards initiating member to complete required information:



COMMUTER CONNECTIONS
WAY TO WORK

CIPPRREG1 Welcome PAPP
Questions? Call 1-800-745-300

EDIT PROFILE | RIDE SHARING | GUARANTEED RIDE HOME | SPECIAL EVENTS | POOL REWARDS | FEEDBACK

POOL REWARDS - CREATE A CARPOOL (page 1 of 2)

POOL REWARD

Complete the following application to create a registered carpool.
Please note:

- All the fields are required to complete registration, excluding the Driver's License Number.
- Before filling out this form, be sure to have the names and email addresses for all your carpool partners.
- Only 1 person from each carpool should fill out this application. All other carpool members should wait until notified to join an existing carpool.

Carpool Nickname: * (eg. MyCarPool)

COMMUTER INFORMATION [Edit My Information >>](#)

Commuter Name: * PAPPASMURF
Home Address: * 700 S ARLINGTON MILL DRIVE, 102 ARLINGTON VA 22204
Home or Cell Phone Number: * 111-111-1111
Work Phone Number: * 222-222-2222 Ext.
E-mail Address: * PSMURF@HOTMAIL.COM
Driver's License #: (optional)

EMPLOYER INFORMATION [Edit Employer's Information >>](#)

Employer Name: * BWOOD
Work Address: * 777 NORTH CAPITOL ST NE 300 WASHINGTON DC 20003
Supervisor Name: * PAUL STRAW
Supervisor Phone Number: * 202-952-3323
Supervisor E-mail: * [Enter here](#)

DEMOGRAPHIC INFORMATION
NOTE: Demographic information will be used for reporting and program modeling purposes only.

Sex: Please select one *

Age: Please select one *

Household Income: Please select one *

Race/Ethnicity: Please select one *

COMMUTE INFORMATION

Current Commute Mode: Bicycle/Local Transit *

Commute Distance: miles (each way)

How have you traveled to work within the past 30 days? *

Please check all that apply

Bicycle Carpool Bus Drive Alone Metro/Train
 Telework Vanpool Walking Jog Other



In the past 30 days, how many days have you used a mode other than drive alone to commute to work?
Please select an option Please select one *

How did you hear about Pool Rewards?
Please select an option Please select one *

I have read and agree to the [Terms of Use](#). By providing information on this application, I understand that it may be used by Commuter Connections or a third party to contact me regarding my interest in additional financial incentives, additional programs & services, or for information relative to my experience using alternative modes of transportation.
 I do not wish to be contacted for these reasons. I have indicated so by checking this box.

* Required Fields

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
277 North Capitol Street, NE • Suite 300 • Washington, DC 20002
Phone: 1-800-745-RIDE • Fax: 202-342-3218 • E-mail: info@mtwc.org

'POOL REWARDS
cash for carpools

Pool Rewards: Steps to Apply

4. The TDM System will require certain pieces of information to complete the registration in 'Pool Rewards. Special care must be made to answer questions correctly or they will be declined.

EMPLOYER INFORMATION [Edit Employer Information >>](#)

Employer Name: * MWCOG
 Work Address: * 777 NORTH CAPITOL ST NE 300 WASHINGTON DC 20002
 Supervisor Name: * PAUL STRAW
 Supervisor Phone Number: * 202-962-3323
 Supervisor E-mail: * (Enter here)

DEMOGRAPHIC INFORMATION

NOTE: Demographic information will be used for reporting and program monitoring purposes only

Sex: *

Age: *

Household Income: *

Race/Ethnicity: *

COMMUTE INFORMATION

Current Commute Mode: *

Commute Distance:

How have you traveled to work w
 Please check all that apply

Bus Drive Alone Metro/Train
 Walking Slug Other

In the past 30 days, how many da
 Please select an option

How did you hear about Pool Rew
 Please select an option

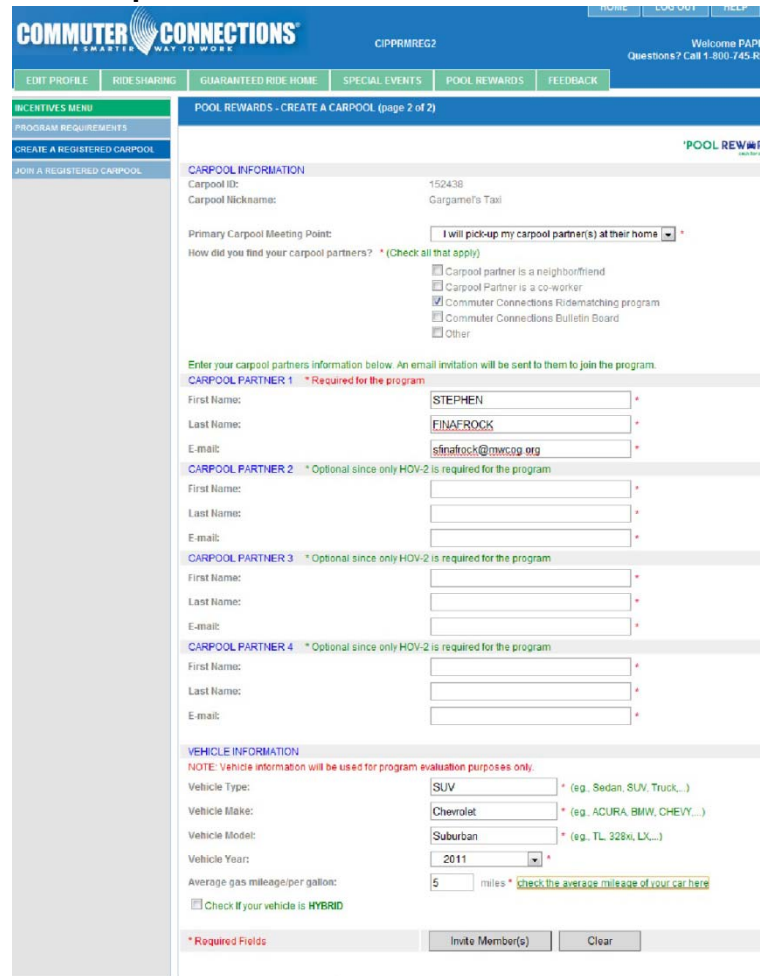
I have read and agree to the [Terms](#)
 Commuter Connections or a third
 my interest in additional financial incentives, additional programs or
 services, or for information related to my experience using alternative modes of transportation.

I do not wish to be contacted for these reasons, I have indicated so by checking this box.

'POOL REWARDS
 cash for carpools

Pool Rewards: Steps to Apply

5. The second step in forming a 'Pool Rewards carpool is to invite possible partners:



COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

CIPPRMREG2

Welcome PAPP/ Questions? Call 1-800-745-RID

EDIT PROFILE | RIDE SHARING | GUARANTEED RIDE HOME | SPECIAL EVENTS | **POOL REWARDS** | FEEDBACK

INCENTIVES MENU

PROGRAM REQUIREMENTS

CREATE A REGISTERED CARPOOL

JOIN A REGISTERED CARPOOL

POOL REWARDS - CREATE A CARPOOL (page 2 of 2)

CARPOOL INFORMATION

Carpool ID: 152438

Carpool Nickname: Gargamel's Tail

Primary Carpool Meeting Point: *

How did you find your carpool partners? * (Check all that apply)

Carpool partner is a neighborhood

Carpool Partner is a co-worker

Commuter Connections Ridematching program

Commuter Connections Bulletin Board

Other

Enter your carpool partners information below. An email invitation will be sent to them to join the program.

CARPOOL PARTNER 1 * Required for the program

First Name: *

Last Name: *

E-mail: *

CARPOOL PARTNER 2 * Optional since only HOV-2 is required for the program

First Name: *

Last Name: *

E-mail: *

CARPOOL PARTNER 3 * Optional since only HOV-2 is required for the program

First Name: *

Last Name: *

E-mail: *

CARPOOL PARTNER 4 * Optional since only HOV-2 is required for the program

First Name: *

Last Name: *

E-mail: *

VEHICLE INFORMATION

NOTE: Vehicle information will be used for program evaluation purposes only.

Vehicle Type: * (eg. Sedan, SUV, Truck...)

Vehicle Make: * (eg. ACURA, BMW, CHEVY...)

Vehicle Model: * (eg. TL, 328xi, LX...)

Vehicle Year: *

Average gas mileage/per gallon: miles * [Check the average mileage of your car here](#)

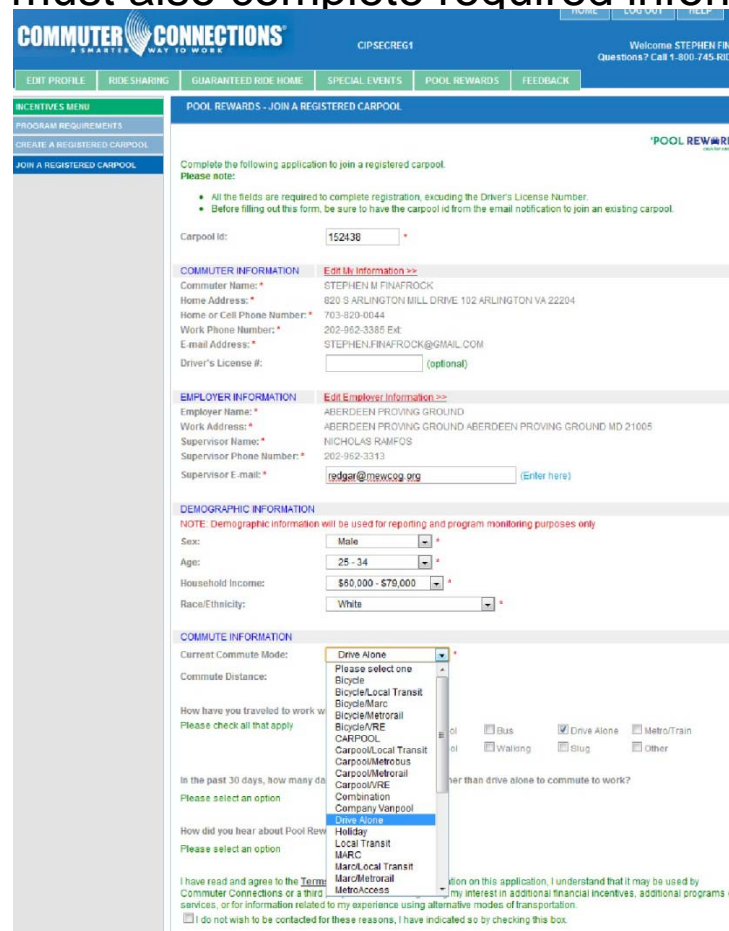
Check if your vehicle is **HYBRID**

* Required Fields

'POOL REWARDS
cash for carpools

Pool Rewards: Steps to Apply

6. The invited or secondary members of the 'Pool Rewards carpool will receive an invitation via email to join the pool. The member must also complete required information:



COMMUTER CONNECTIONS
 A SMARTER WAY TO WORK

WELCOME HOME LOG OUT HELP

WELCOME STEPHEN FIN
 Questions? Call 1-800-745-KUC

EDIT PROFILE RIDE SHARING GUARANTEED RIDE HOME SPECIAL EVENTS POOL REWARDS FEEDBACK

INCENTIVES MENU

PROGRAM REQUIREMENTS

CREATE A REGISTERED CARPOOL

JOIN A REGISTERED CARPOOL

POOL REWARDS - JOIN A REGISTERED CARPOOL

Complete the following application to join a registered carpool.
 Please note:

- All the fields are required to complete registration, excluding the Driver's License Number.
- Before filling out this form, be sure to have the carpool id from the email notification to join an existing carpool.

Carpool id: 152438

COMMUTER INFORMATION [Edit My Information >>](#)

Commuter Name: * STEPHEN M FINAFROCK
 Home Address: * 820 S ARLINGTON MILL DRIVE, 102 ARLINGTON VA 22204
 Home or Cell Phone Number: * 703-820-0044
 Work Phone Number: * 202-952-3385 Ext.
 E-mail Address: * STEPHEN.FINAFROCK@GMAIL.COM
 Driver's License #: (optional)

EMPLOYER INFORMATION [Edit Employer Information >>](#)

Employer Name: * ABERDEEN PROVING GROUND
 Work Address: * ABERDEEN PROVING GROUND ABERDEEN PROVING GROUND MD 21005
 Supervisor Name: * NICHOLAS RAJFOS
 Supervisor Phone Number: * 202-952-3313
 Supervisor E-mail: * redgar@mswco.gov [\(Enter here\)](#)

DEMOGRAPHIC INFORMATION
 NOTE: Demographic information will be used for reporting and program monitoring purposes only

Sex: Male
 Age: 25 - 34
 Household Income: \$40,000 - \$70,000
 Race/Ethnicity: White

COMMUTE INFORMATION

Current Commute Mode: Drive Alone
 Please select one
 Bicycle
 Bicycle/Local Transit
 Bicycle/Marc
 Bicycle/Metro/Local
 Bicycle/Metro/Bus
 Bicycle/Metro/Local Transit
 Carpool/Metro/Bus
 Carpool/Metro/Local
 Carpool/VRE
 Combination
 Company Vanpool
 Drive Alone
 Holiday
 Local Transit
 Marc
 Marc/Local Transit
 Marc/Metro/Local
 Metro/Bus
 Metro/Local Transit

Commute Distance:

How have you traveled to work w
 Please check all that apply

Bus Drive Alone Metro/Train
 Walking Slug Other

In the past 30 days, how many do
 Please select an option

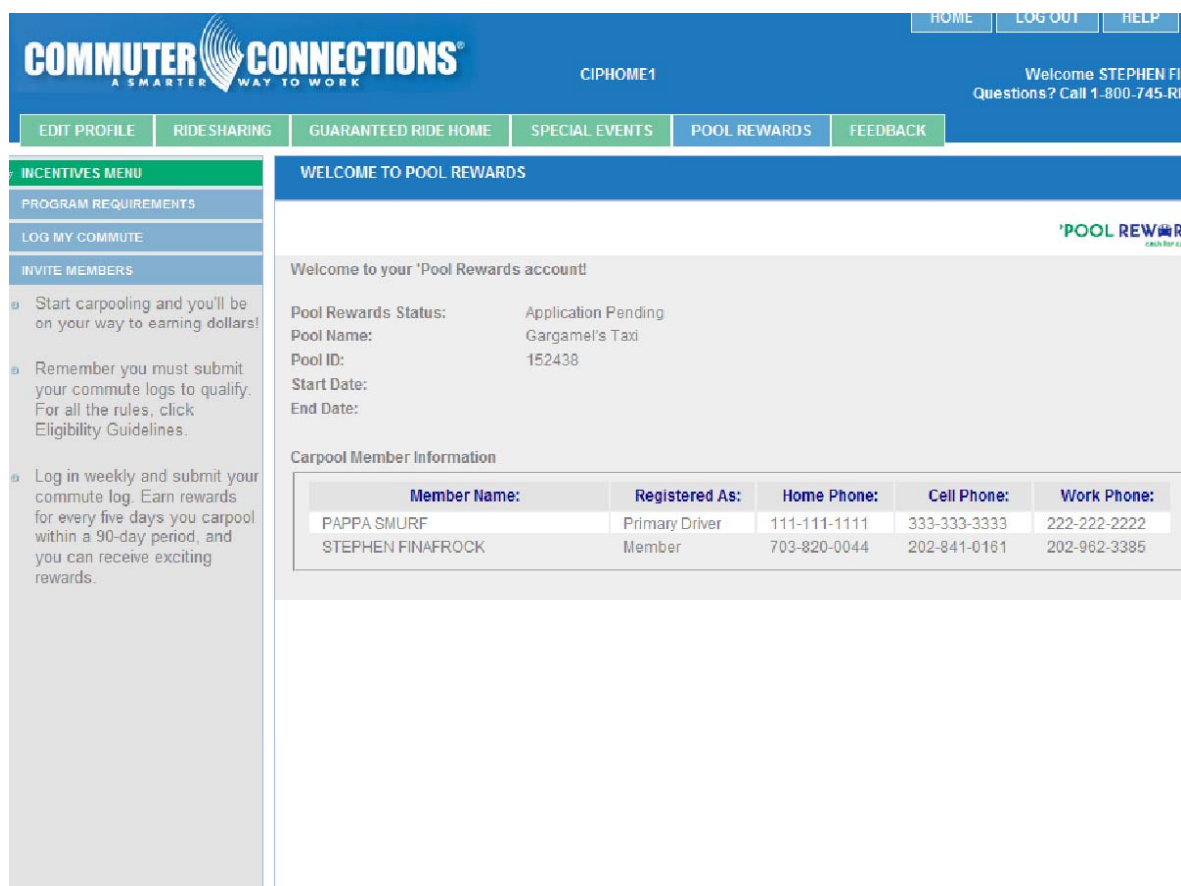
How did you hear about Pool Rew
 Please select an option

I have read and agree to the Terms
 Commuter Connections or a third party. My interest in additional financial incentives, additional programs
 services, or for information related to my experience using alternative modes of transportation.
 I do not wish to be contacted for these reasons, I have indicated so by checking this box.

'POOL REWARDS
 cash for carpools

Pool Rewards: Pending Applications

7. While the 'Pool Rewards carpool is pending approval by staff, the following is displayed to all pending members of that pool:



The screenshot shows the 'Pool Rewards' account page for a user named Stephen Finafrock. The page is titled 'WELCOME TO POOL REWARDS' and displays the following information:

- Pool Rewards Status:** Application Pending
- Pool Name:** Gargamel's Taxi
- Pool ID:** 152438
- Start Date:**
- End Date:**

Below this information is a table titled 'Carpool Member Information' with the following data:

Member Name:	Registered As:	Home Phone:	Cell Phone:	Work Phone:
PAPPA SMURF	Primary Driver	111-111-1111	333-333-3333	222-222-2222
STEPHEN FINAFROCK	Member	703-820-0044	202-841-0161	202-962-3385

On the left side of the page, there is an 'INCENTIVES MENU' with the following items:

- PROGRAM REQUIREMENTS
- LOG MY COMMUTE
- INVITE MEMBERS





Under 'INVITE MEMBERS', there are three bullet points:

- Start carpooling and you'll be on your way to earning dollars!
- Remember you must submit your commute logs to qualify. For all the rules, click Eligibility Guidelines.
- Log in weekly and submit your commute log. Earn rewards for every five days you carpool within a 90-day period, and you can receive exciting rewards.

'POOL REWARDS
 cash for carpools

Pool Rewards: Logging Your Commute

8. In order to receive payment for participation in the 'Pool Rewards program, participants are required to log their commutes:

PROFILE	RIDESHARING	GUARANTEED RIDE HOME	SPECIAL EVENTS	POOL REWARDS	FEEDBACK																																																								
<p>POOL REWARDS - COMMUTE LOGS</p> <p>Please log your commute methods. You are eligible to receive \$1.00 for each leg (morning and evening) of your commute. You may only log your commute method for trips taken within the last seven days. You are only eligible to receive incentives for your trips that have been logged using your Commuter Connections online commute log.</p> <p>Click on the image  in the calendar to select the log date, select the commute mode used and miles traveled for each trip and click on 'Save Logs' button.</p>																																																													
<table border="1"> <thead> <tr> <th colspan="7">January 2011</th> </tr> <tr> <th>Sun</th> <th>Mon</th> <th>Tue</th> <th>Wed</th> <th>Thu</th> <th>Fri</th> <th>Sat</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>1</td> </tr> <tr> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td> Enter Log</td> <td>8</td> </tr> <tr> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> </tr> <tr> <td>16</td> <td>17</td> <td>18</td> <td>19</td> <td>20</td> <td>21</td> <td>22</td> </tr> <tr> <td>23</td> <td>24</td> <td>25</td> <td>26</td> <td>27</td> <td>28</td> <td>29</td> </tr> <tr> <td>30</td> <td>31</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>						January 2011							Sun	Mon	Tue	Wed	Thu	Fri	Sat							1	2	3	4	5	6	 Enter Log	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
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'POOL REWARDS
 cash for carpools

Pool Rewards: A Snapshot of Current Participation & Goals

- 24 Active carpools in the 'Pool Rewards program
- 53 Active participants in the 'Pool Rewards program
- 21 Initiating carpools seeking carpool partners
- 61 applicants were rejected from the program
 - Most common reason is due to prior participation in alternate commute modes
- No payments have been made since the conclusion of the pilot program
- Goal = 1,000 participants

'POOL REWARDS
cash for carpools