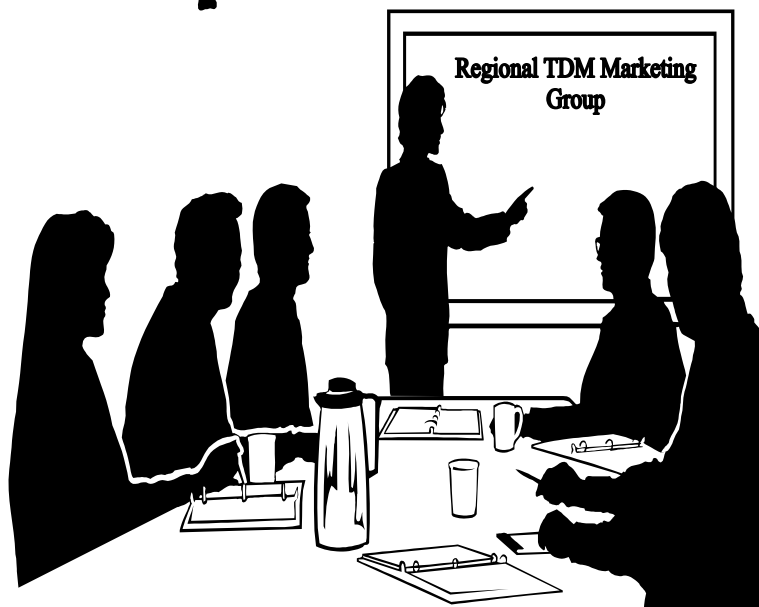


# HANDOUTS

from previous meeting



**March 18, 2008**

# Status Report on the Bus Systems in the National Capital Region



Report of the Regional Bus Subcommittee to the National Capital Region Transportation Planning Board  
February 20, 2008

## The Regional Bus Subcommittee

- Formed by TPB Resolution R13-2007 on January 17, 2007
- Mission: To provide a permanent process for the coordination of bus planning throughout the Washington region, and for incorporating regional bus plans into the CLRP and TIP.
- Membership includes representatives from all transit bus transit operators in the region as well as the DOTs and other regional transportation agencies.
- Subcommittee recommends actions in this presentation to increase the profile of bus transit in TPB projects and deliberations and expand its contribution to meeting regional needs.

# Bus Services Are Versatile

- The Region has many different types of bus systems serving different needs:
  - Commuter/Express bus
  - Local bus
  - Feeder/Circulator bus



## Bus Services Are Effective

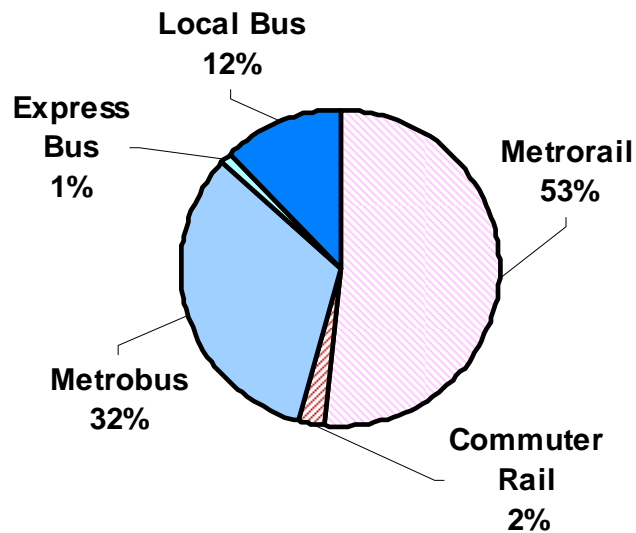
- Different bus systems perform different roles
- 13 bus transit operators form a coordinated network of bus transit services in the region
- Customers benefit from services tailored to their needs.



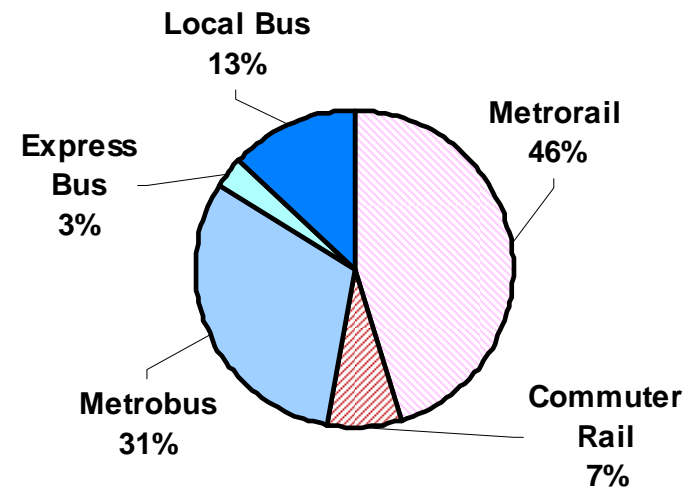
## Bus Services Are Important to the Region

- Coordinated bus network represent a significant share of transit in the region.

**Breakdown of Regional Transit Ridership  
(% of Annual Trips, 2006)**

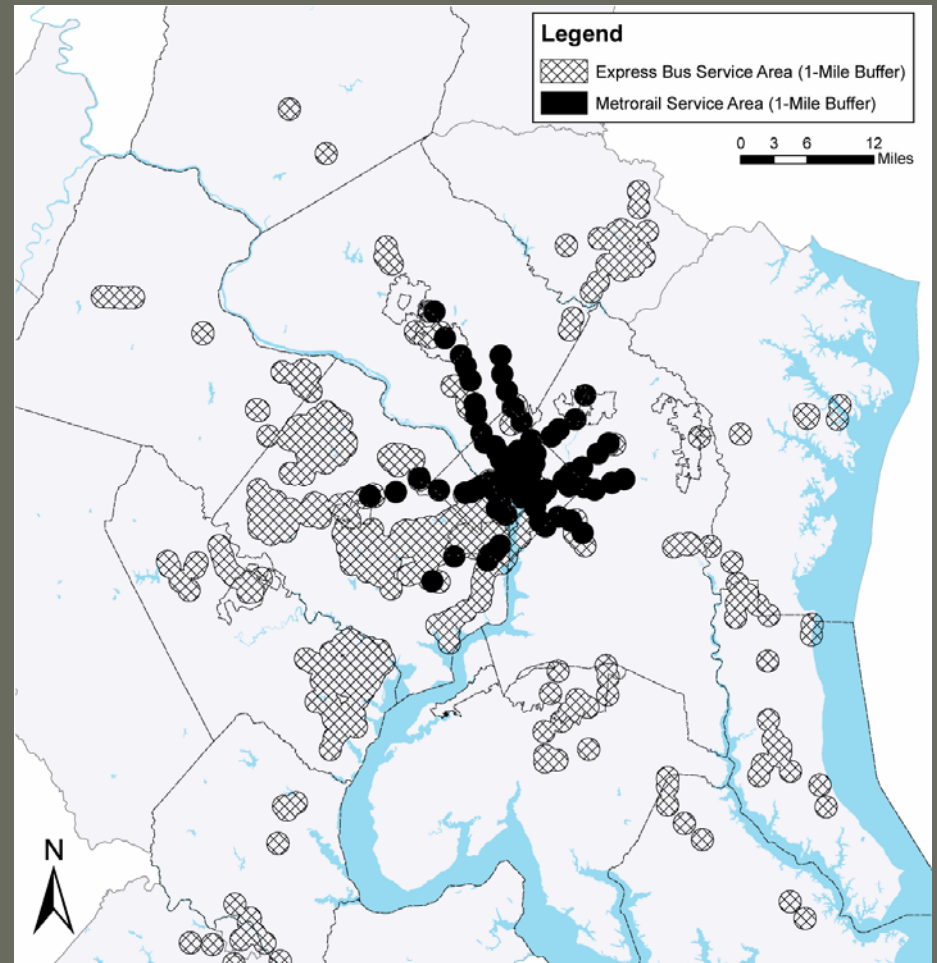
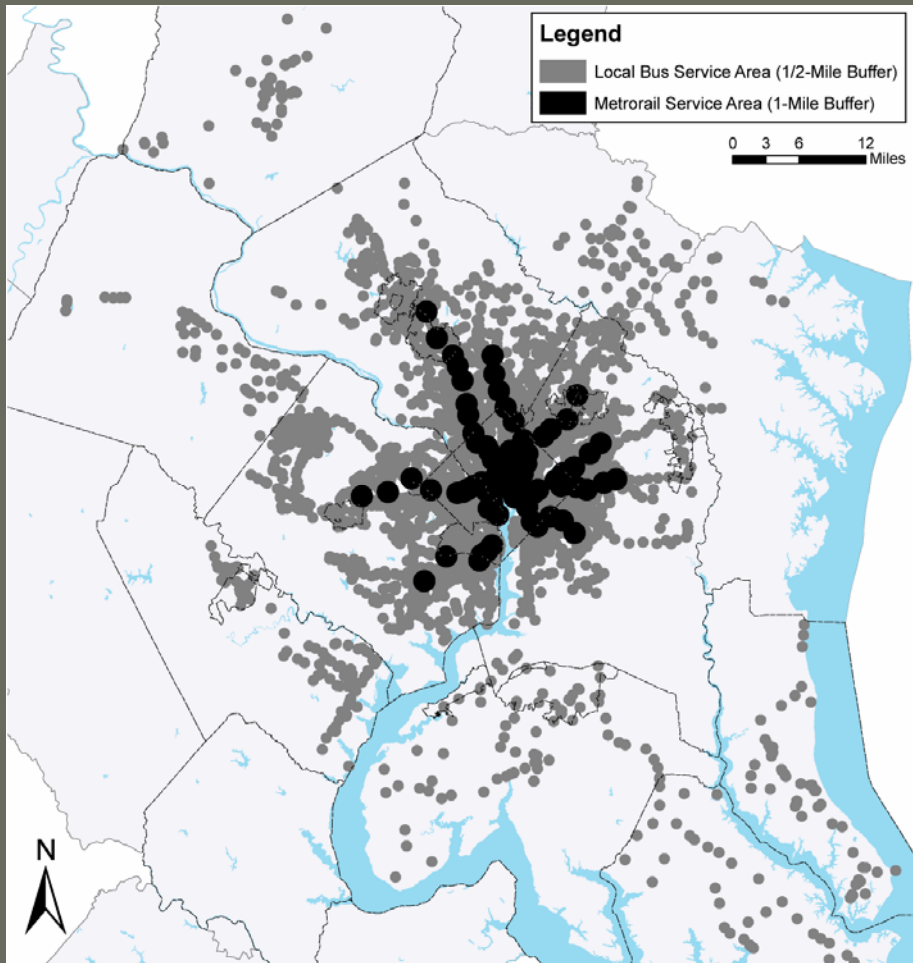


**Breakdown of Regional Transit Costs  
(Annual Operating Costs, 2006)**



*Bus systems in the region account for 45% of transit trips and 45% of transit operating costs.*

# Bus Services Provide Extensive Regional Coverage



## Bus Services Offer Many Benefits

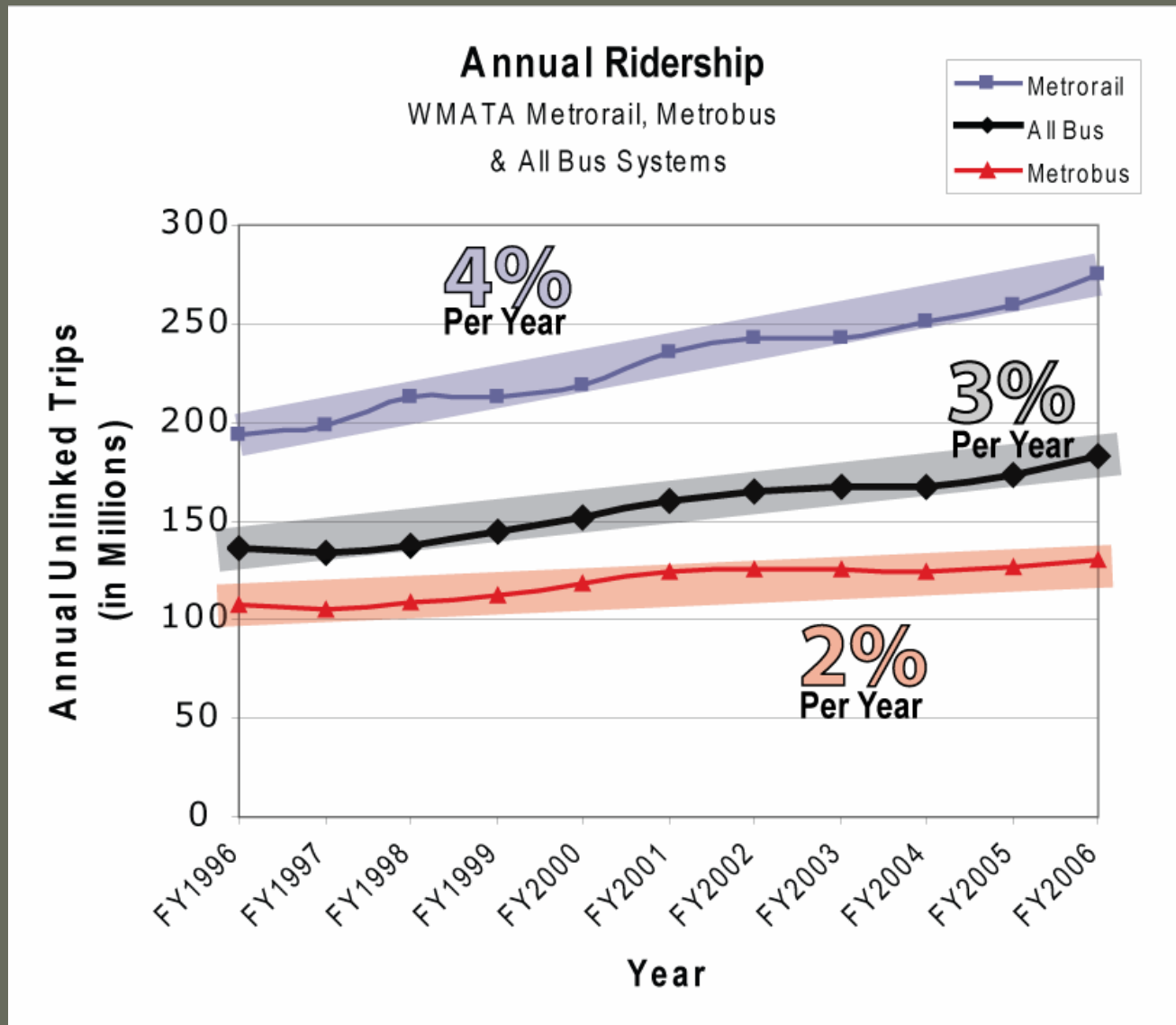
### Bus Services:

- Respond to market needs
- Provide a range of services over a wide area of coverage
- Can be quickly implemented
- Have lower capital costs relative to rail projects
  - Services are scalable to demand
- Support Rail Services
  - Feeder and circulator systems extend the reach of rail
  - Rail relief bus lines can relieve pressure from congested Metrorail system





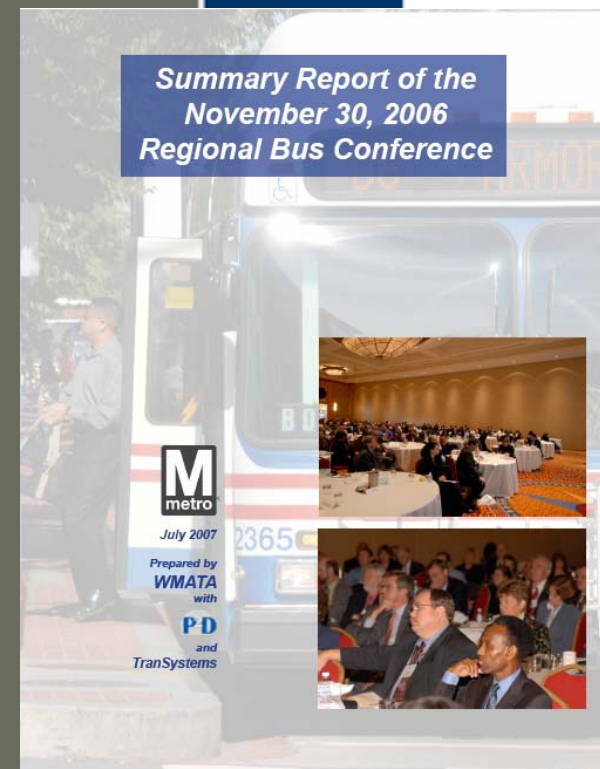
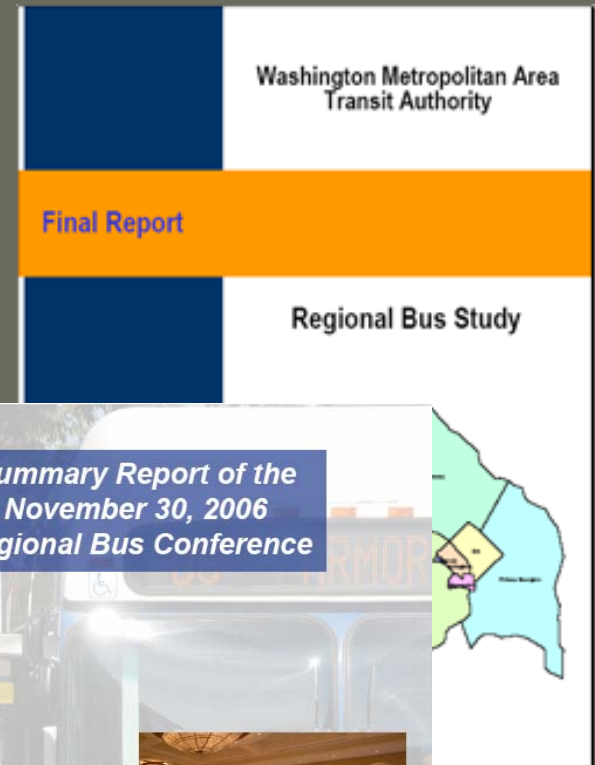
# Bus Service Demand Is Growing



*Ridership on the regions bus systems is growing steadily, as is growth of Metrorail ridership.*

## Bus Services Have History of Coordinated Plans

- Regional Bus Study, 2003
  - Service improvements
    - improving existing routes, creating new routes, and establishing high-performance services
  - Capital improvements
    - fleet improvement, passenger amenities, running way treatments and ITS technology
  
- The challenge has been getting the plan implemented
  
- Regional Bus Summit, November 2006, intended to encourage implementation
  - One strategy included creating a regional transit planning group



# Regional Bus Subcommittee: 2007 Work Plan

- 2007 Activities of the Regional Bus Subcommittee
  - Mapping transit service and land use for 2030
  - Establishing regional bus transit LOS standards for planning
  - Facilitating electronic delivery of transit schedules between operators and TPB staff
  - New Greenhouse Emissions exercise, using transit to help reduce carbon footprint of the region
  - Coordinating with other TPB committees and activities, including AFA, MOITS task forces, Congestion Management, etc.
  - Sharing perspectives on common policy issues
  - Regional Bus Survey, Spring 2008
  
- Other TPB Planning Activities Involve Bus Transit
  - The Scenario Study (RMAS)
    - Examined large increases in regional transit service
  - Regional Value Pricing Study
    - Examining enhanced bus service along a congestion-free network of variably priced lanes

## Regional Bus Subcommittee: 2008 Work Plan

- Support implementation of the Regional Bus Plan
- Develop a list of priority project recommendations
  - Analogous to that of the Bike/Ped Subcommittee
  - Will include regionally significant transit projects and highway projects that will improve bus service
    - Bottlenecks, signals, bus lanes
- Inform upcoming Scenario Study activities
- Address regional planning issues that impact multiple operators/jurisdictions
- Continue to press for increased funding

*The Regional Bus Subcommittee is pursuing long-range planning for the region's bus systems. However, long-range planning is hindered by the short-range challenges of the region's bus systems.*

# Bus Services Face Real Monetary and Infrastructure Needs

12

Metrorail's challenges are well known, the region's bus systems are facing similar issues.

- Maintaining existing fleet in state of good repair
- Investing in clean fuel technologies
- Providing buses for expanded service and to reduce congestion on existing routes
- Expanding and constructing maintenance and storage facilities
- Funding to cover operating costs



## Bus Services Have Other Regional Considerations

- Providing quality bus stops and transit transfer centers
- Implementation of BRT technologies
- Compliance with the ADA
- Planning for the conversion of HOV lanes to HOT-lane facilities
- Inclusion in land-use and transit-oriented development decisions



## Bus Service Needs Can Be Addressed In Various Ways

- Planning
  - Land Use forms/ functions/ relations
  - Developer provided improvements
  - Right of Way reservations/ public facility siting requirements
- Operating
  - “Transit First” strategies for traffic system management
  - Safe & adequate roads, stops, layover and transfer facilities
  - Maintaining bus stops and pedestrian systems in good condition
- Funding
  - Local initiatives (i.e. bonds, Fairfax Transit Plan)
  - Regional funding programs (i.e. NVTA bond program)
  - Project generated revenue (i.e. I-95/395 HOT)
  - State and federal grants (i.e. formula and discretionary)

\* Proposed for inclusion in the 2008 CLRP

## Summary

- Bus services are an important part of the region's transportation system
- Bus systems face real monetary and infrastructure needs
  - to maintain existing services and respond to growing demand
- Bus services are one of the solutions to the future growth challenges of the region





# Recommendations from the Regional Bus Subcommittee

16

## Continuing Actions for the Subcommittee:

- Ensure that bus transit needs be addressed
- Create a brochure to highlight the major points of this report
- Identify ways to improve fare and service coordination among the regional and local services
- Recommend bus projects in regional plans and strategies
- Advocate bus considerations in TPB UPWP activities

## Requests for the TPB:

- Incorporate bus issues in other committee work plans
- Continue to inquire about the role of bus services when considering project submissions
- Encourage early consideration of role of bus in developing local transportation projects and land-use decisions



## Metropolitan Washington Council of Governments FY 2008 Second Half Draft Marketing Campaign Summary

### Introduction

The second half of FY08 has seen the expansion of radio coverage throughout the greater Washington region; the introduction of new media such as gas pump toppers and coffee sleeves, and exciting special events including Bike To Work Day, the Employer Recognition Awards, a Live Near Your Work event, and special press interviews to broaden the reach of the Network's message.

Extensive input from members of the Marketing Committee as well as the larger network has helped the region draw further attention to the benefits of using public transportation, to alternative transportation modes such as carpooling, vanpooling, bicycling, and walking, and to alternative work modes such as teleworking. The second half of FY08 continued our new strategy of seeking greater input by members both on overall strategy and individual pieces; communication on marketing activities was also improved through regular communication with the network members and greater visibility.

Over the coming year, large scale new initiatives such as growth around the Capitol Riverfront area and the Washington Nationals Stadium, continued BRAC moves, SmarTrip expansion and an increased focus on transit oriented development will bring further opportunity to all network members that will be enhanced through coordinated marketing as well as targeted local efforts. The increased visibility gained in the second half FY08 marketing campaign will lay the groundwork for Network participation in all such initiatives and others.

The strategies behind the second half FY08 marketing campaign continue to be based on the findings of the 2007 State of the Commute Survey. A separate analysis of the report conducted by Bus Design looked at the implication of the findings on specific marketing strategies.

Specifically, this analysis noted the following findings:

- Driving alone is down to 71 percent; down from 74.1 percent in 2004 and 72.6 percent in 2001.
- All other modes, including train, carpool/vanpool, bus and bike/walk are all up from 2004 levels.
- One in every three reported trips was either avoided entirely or made with an alternative to driving alone.
- Women and men are increasingly equal in their percentage of using alternative transportation.

- People with incomes above \$30,000 per year are a discretionary market with opportunity for growth in ridership. No further distinction in income (for example, above \$50,000 per year) was indicated, so all income levels above \$30,000 can be targeted with campaign messages.
- The top reasons for using alternative transportation included save money (18%); changed jobs or work hours (18%) and save time (13%). It should be noted that industry research supports the idea that commuters are most likely to change commute habits when they change jobs or the location of their job.

In addition to the findings noted in the survey, the marketing team noted several conclusions that have guided both the messaging strategy and tactical decisions of the second half FY2008 plan.

- Ridematch capability for carpooling should be an ongoing message in the campaign during the year.
- A specific campaign was needed to further educate commuters about the benefits of the Guaranteed Ride Home program in order to increase registrations.
- Commuters are finding that their commutes are becoming more difficult (27%), with 75% saying that their route has become more congested. This became one of the key messaging strategies for the campaign.
- While surveyed commuters cited the helping the environment as a reason to use alternative transportation, this has been a difficult message upon which to base a campaign that brings real change in behavior.
- The most prominent service sought by respondents was transit information, sought by 60 percent of respondents who contacted a local program.
- The report indicated that it might be useful to market the GRH program to employers as a free employer benefit, and have commuters register through their employers for the program.

Research completed with network members in 2007 was also reviewed to help understand insights of area TDM professionals. As noted in the earlier Marketing Communications Brief previously approved by the network, the following findings were incorporated into activities of the plan:

- Each network partner serves a distinct, manageable-sized geographic area and knows the unique needs, stakeholders, opportunities and challenges of their territory.
- SmarTrips creates a seamless fare structure, but without the seamless service to complete the promise of a stress-free commute to work, many are likely to continue to drive alone. Network members should be encouraged to fill the gaps between transit systems and encourage seamless service throughout the region.
- The variety of issues faced by the different agencies calls for customization of messaging strategies that promote viable transportation from and within that particular area.
- While regional marketing efforts can grow general awareness of options and services, individual efforts by network members can build on these efforts through local marketing

and partnerships with organizations that can reach people likely to be receptive to the message.

This draft report covers the second half FY2008 Marketing Campaign for the Metropolitan Washington Council of Governments' Commuter Connections program. A final report of marketing activities and results for the 2<sup>nd</sup> Half of FY2008 will be provided after the conclusion of the fiscal year.

### **About Commuter Connections**

Commuter Connections is a regional network of transportation organizations coordinated through the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (COG). Commuter Connections offers free services to those who work in the metropolitan Washington area. Major services include ridematching for carpools and vanpools and administration of the Guaranteed Ride Home program. Through its Employer Outreach Representatives, Commuter Connections also helps employers establish commuter benefit programs for their employees, including teleworking.

Organizations represented in the Regional TDM Marketing Group include:

City of Alexandria	ARTMA	Fairfax City
Fairfax County Office of Transportation	National Institutes of Health (NIH)	Mass Transit Administration (MTA)
Northern Virginia Transportation Commission (NVTC)	Potomac and Rappahannock Transportation Commission (PRTC)	Virginia Department of Transportation Northern Virginia District Office
TYTRAN	VDOT	LINK
Virginia Department of Rail and Public Transportation	Dulles Area Transportation Association (DATA)	Tri-County Council for Southern Maryland
Virginia Railway Express (VRE)	Washington Area Bicyclist Association (WABA)	Washington Metropolitan Area Transit Authority (WMATA)
Arlington County	MDOT	VPSI
General Services Administration (GSA)	District Department of Transportation (DDOT)	Loudoun County Office of Transportation Services
Maryland State Highway Administration	Montgomery County RideOn	Montgomery County Commuter Services
Montgomery County	Rappahannock Area Development Commission (RADCO)	Rappahannock-Rapidan Regional Commission

## **Cornerstones of the Marketing Program**

The key products and services that are featured in the marketing program include the Guaranteed Ride Home program and Ridesharing. Both of these programs are critical to growing the regional database and making it easier for commuters to find and maintain shared ride arrangements. Other areas included in marketing outreach include transit, bicycling and telework.

The objectives of the program include the following:

- Create a platform which promotes all network products and services individually while reinforcing the support provided by the umbrella program of Commuter Connections.
- Raise awareness of the Commuter Connections network and position the group as the region's first resource for alternatives to driving alone.
- Promote awareness of Rideshare services among commuters and increase applications for the program.
- Promote awareness of the Guaranteed Ride Home service among commuters and increase applications for the program.

## **Messaging Strategy**

During the first half of FY2008, the marketing team studied the results of the FY2007 campaign and identified the most effective messaging strategies for implementation in spring 2008. The new messages were concept-tested to ensure they effectively met the objectives of the campaign.

The Rideshare messages emphasized "preservation"; commuters can preserve their think time, productivity, their pocket money and their balance if they chose to rideshare.

The Guaranteed Ride Home program noted the peace of mind provided by knowing that you can get home in the event of an emergency, whether it is a sick child, a sudden family emergency, personal illness, or even unscheduled overtime. The GRH program removes the barrier that many have to sharing the ride, that an unexpected event requires the instant availability of a car to get home.

With the ever increasing rise in gas prices (and unknown effect that this might eventually have on what the market will bear and when wholesale change in driving behavior will begin) the price of gas was also addressed with a web banner ad and gas pump toppers that contrasted paying money for gasoline with fun alternatives.

## **Target Market**

The overall target audience for the communication was:

- Commuters between 25-54 years old
- Caucasian (65%) and African-American (20%)
- \$60,000+ annual household income
- Commute more than 20 miles / 30 minutes
- Live in Virginia (65%) or Maryland (33%); work in D.C. (49%) or Virginia (34%)
- Work for employers with 250+ employees (68%)
- Work for federal agencies (54%) and private sector companies (30%)
- Professional (40%), Executive/managerial (19%) and administrative (18%)

Some modification for target audience was made depending on the product being promoted and media utilized.

### Media Flow Chart

SPRING 2008 FLOWCHART																		
MEDIA	MARCH				APRIL				MAY				JUNE				NET TOTALS	
	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	
<b>RADIO</b>																		
GRH																		\$172,522
Rideshare																		\$172,522
BTWD																		\$29,427
<b>Total Radio</b>																		\$374,472
<b>BUS SHELTERS</b>																		\$35,887
<b>GAS PUMP TOPPERS</b>																		\$102,200
<b>PRINT (WSJ) AWARDS</b>																		\$4,400
<b>INTERNET</b>																		\$45,000
<b>COFFEE SLEEVES</b>																		\$25,900
<b>DIRECT MAIL</b>																		TBD
<b>TRANSIT SIGNAGE</b>																		\$0
<b>CONTINGENCY</b>																		\$72,287
<b>Total</b>																		\$660,146
GRH Only																		
GRH/RS																		
Rideshare																		
Bike to Work																		
Employer Recognition Awards																		

## Media Objectives: Guaranteed Ride Home

The Guaranteed Ride Home program campaign utilized a mix of proven media avenues as well as non-traditional media to raise GRH awareness among commuters and increase applications for this program. Guaranteed Ride Home leverages alternative transportation by removing one of the perceived barriers, how to get home in case of an emergency.

### Target market

- 35-54 years old, secondarily 25-54
- Caucasian (65%) and African-American (21%)
- \$60,000+ annual household income
- Commute of more than 30 miles / 45 minutes
- Live in Virginia (64%) or Maryland (34%), with a special emphasis on Prince William (20%) and Fairfax Counties (18%); work in D.C (60%) and Virginia (30%)

### Geographic Targeting

Washington D.C. DMA

<b>GRH Spring Budget:</b>	<b>COG Cost</b>	<b>Gross Dollars</b>
Radio	\$192,779	\$226,799
Internet Including earned media with radio partners	\$22,500	\$26,471
Bus Shelters	\$17,943	\$21,109
Coffee Cup Sleeves	\$20,350	\$23,942
Contingency	\$5,105	\$6,005
<b>Total Budget</b>	<b>\$258,677</b>	<b>\$304,326</b>

## Media Objectives: Rideshare

The campaign to promote the Rideshare program uses a mix of traditional and non-traditional approaches to maintain awareness among commuters and increase applications for this program.

### Target market:



- 35-54 years old, secondarily 25-54
- Caucasian (65%) and African-American (20%)
- \$60,000+ annual household income
- Commute of more than 20 miles / 30 minutes
- Work for employers with 250+ employees
- Live in Virginia (64%) or Maryland (33%); work in D.C (49%) or Virginia (34%)
- Work for federal agencies (54%) and private sector (30%)
- Professional (40%), Executive/managerial (19%), and administrative (18%)

## Geographic Targeting

Washington D.C. DMA

<b>Spring Rideshare Budget:</b>	<b>COG Cost</b>	<b>Gross Dollars</b>
Radio	\$192,779	\$226,799
Internet Including earned media with radio partners	\$22,500	\$26,471
Coffee Cup Sleeves	\$20,350	\$23,941
Gas Pump Toppers	\$102,200	\$120,235
Bus Shelters	\$17,943	\$21,109
Contingency	\$5,105	\$6,005
<b>TOTAL</b>	<b>\$360,877</b>	<b>\$424,560</b>

## Brand Character

The Commuter Connections network wishes to be perceived as a network of organizations working to improve individuals' commutes. Contacting and registering with Commuter Connections is a first step to receiving a free matchlist or transit information specific to getting a ride to work. As more people share the ride to work, they collectively affect the commute in a positive manner for the region through less traffic congestion and cleaner air.

## Radio

During the spring campaign radio is used as an anchor medium for the campaign with a broader mix of radio stations used than in the fall campaign. Eleven D.C.-focused stations and five exurban stations are to be used during the campaign.

- Adults 25-54 89% Reach; 30.1 Frequency; 51,584,400 Impressions
- 2800 GRPs over the course of the campaign
- Radio stations utilized:

WTOP (News/Talk 103.5FM)	WBIG (BIG 100 100.3FM)	WRQX (Mix 107.3FM)
WASH (Soft Rock 97.1FM)	WMZQ (Today's Country 98.7FM)	WMAL (News/Talk 630AM)
WWDC (DC101)	WAFY (Key 103.1FM)	WPGC (Urban AC)
WMMJ (102.3FM Urban AC)	WJZW (Smooth Jazz 105.9FM)	WBQB (B101.5FM Fredericksburg)
WFLS (93.3FM Real Country, Fredericksburg)	WFRE (99.9 Free Country, Frederick)	WSMD (Star 98.3FM Mechanicsburg)

Four radio scripts were created that focused on the "Preservation" messages of the Guaranteed Ride Home and Rideshare campaigns; 'Preserve your peace of mind', 'Preserve your productivity', 'Preserve your time', and 'Preserve your pocket money'.

### ***Guaranteed Ride Home:60—"GREAT MOM"***

Premise: a happy new carpooler who appreciates the reliability of her new commute receives news that her daughter has a fever and must be picked up at school right away. She doesn't panic; she calls Commuter Connections and gets a Guaranteed Ride Home. She realizes with this incident that she can rideshare and still be the great mom that she wants to be.

### ***Guaranteed Ride Home:60—"SOLUTION"***

A commuter is talking to the audience from his carpool, describing the great bunch of people who normally share the same work schedule and leave promptly at 5:30 each evening. The day before, however, his boss told him that a deadline had been moved up and he had to work later. Rather than lose his cool, he called Commuter Connections and got his free Guaranteed Ride Home. He now knows that he does not have to choose between getting his work done and getting a ride home.

***Ridesharing::60*—“EFFICIENCY”**

An efficiency expert is being interviewed to talk about how she goes in to companies to help them with time management. The interviewer asks about a possible solution to time lost to commuting, a tough topic for the efficiency expert, who notes that 10 hours a week lost to commuting, is a major time loss. She suggests that commuters sign up for Commuter Connections to be matched with others who live and work near them. She emphasizes the ease of registration online and encourages people to practice “time preservation” by ridesharing.

***Ridesharing::60*—SAVING GAS**

A man is being interviewed about his commute, and complains about the amount of money he was spending on gasoline, spending hundreds of dollars each month and driving up the mileage on his car. Instead of continuing to pay too much or quitting his job, he decided to join Commuter Connections, where they matched him up with people who live and work near him. Taking turns driving saves him a lot of money on gas. He now preserves his pocket money and has made some new commuting buddies.

## Bus Shelter Advertising

Most commuters travel the same route every day, making it likely that they are viewing the same signs on bus shelters as they drive by. This makes bus shelter advertising an affordable and effective means of providing frequency of message. Bus shelters are selected to target those who drive. This provides us with the opportunity to target specific shelters to maximize areas with a particular need for a boost in Guaranteed Ride Home or Ridesharing applications. An ancillary benefit is that bus patrons not already with the GRH program, may sign up and as a result, stay in alternative modes for a longer period of time. During the spring campaign, posters will be placed at fifty bus shelters in Prince George's and Montgomery counties with 150 different "faces" by the end of the campaign. The shelters are expected to provide 4,400 GRPs among our target market of Adults 34-54; 65 percent reach; 67.7 frequency and 81,061,200 impressions. Shelters will appear in Montgomery and Prince George's Counties, Washington D.C. and Arlington.



## Internet Advertising

The internet portion of the spring campaign includes rotating sizes of banner ads across the Red McCombs Media (RMM) network of websites geo-targeted to the Washington region. In addition to the RMM websites, the top 42 news, business, weather and local media sites are being used. The placements provide a 30 percent reach, 14.6 frequency and 8,106,120 impressions in the Adult 25-54 market.

The following sites are also being used in the campaign:

- Accuweather.com\*
- iii-interactive.com. Geo-targeted by IP address, location (Washington D.C. DMA), and with the ability to optimize the campaign via tracking pixel or time of day targeting.
- Fox News, Associated Press, New York Times, Dictionary.com, ABC Interactive, Rand McNally, Washington Times, NBC Universal, Fodor's, Real Cities, Gannett.
- weatherbug.com\*
- weather.com\*

The campaign is tracked using DART software, providing real-time total impressions and click through rates on a daily basis.

Preserve your pocket money

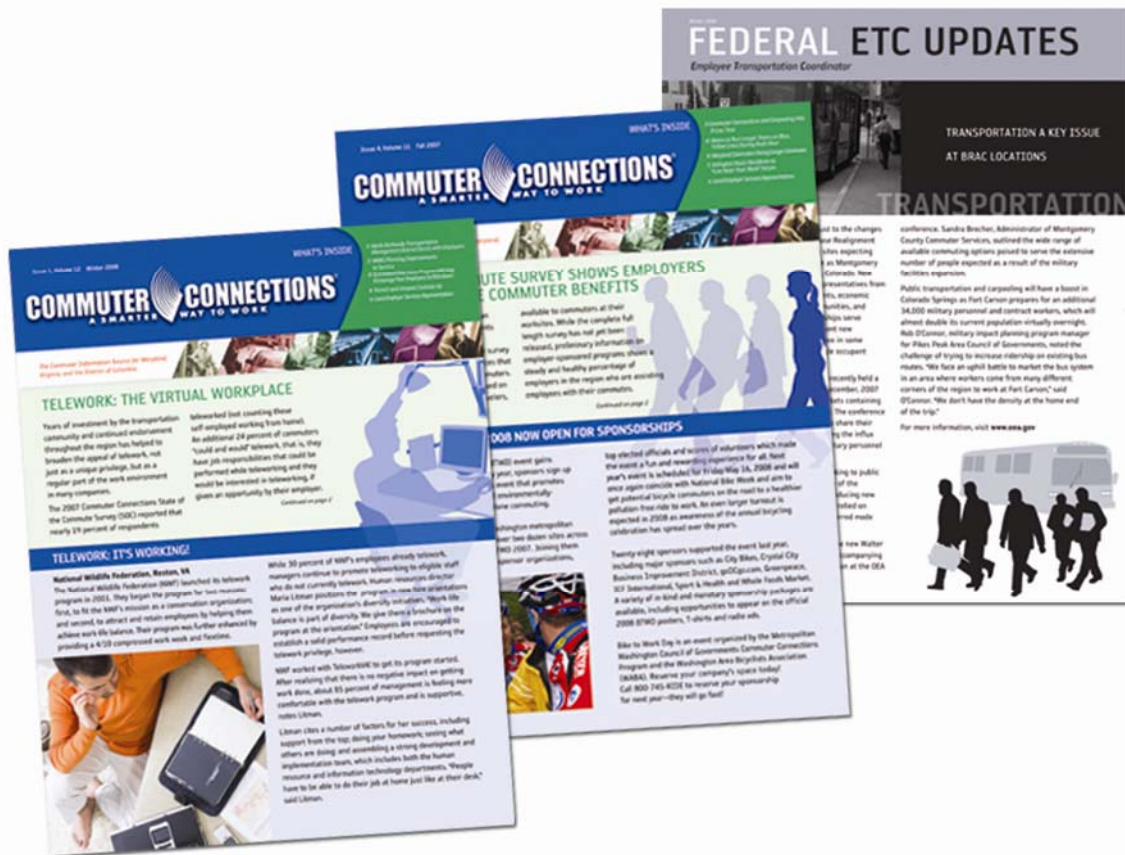
Or pump? Your choice.

Pump?

money you'll save when you **RIDESHARE**

## Commuter Connections Newsletter and Federal ETC Insert

Winter and Spring editions of *Commuter Connections*, with an insert for federal Employee Transportation Coordinators, were produced during the second half of FY2008. The six page 4-color newsletter is distributed to approximately 5,000 employers and mailed quarterly. It is also placed in .pdf format on the Commuter Connections web site. Newsletters are also sent to federal agencies via GSA along with a special Federal ETC Insert. A .pdf of the insert is also placed online at [www.federaletc.org](http://www.federaletc.org).



## Gas Pump Toppers

When do commuters think most about the price of gasoline? When they are paying at the pump! To take advantage of this unique opportunity to reach our target audience at exactly the time they might be most receptive to the message, the spring campaign will include this non-traditional advertising opportunity to complement the traditional radio campaign. Gas Pump advertising displays full-color, weatherproof ads in frames on top of gas pumps. The standard size is 20" wide x 12" high (sizes may vary by brand of station) with an average of 4 ads per venue. The national network of convenience stores and gas stations (120 in this area) is the most comprehensive in the country. Regular gas pump advertisers include McDonalds, Discover, Allstate and Toyota.

Gas pump toppers will be placed at 120 convenience stores/gas stations in the Washington area, with an average of four ads per venue over a three month period (March through June). The campaign is expected to bring an estimated 25 GRPs per week among our key target market of Adults 35-54; 90 percent reach; 18 frequency and 14,076,000 total impressions.

See Appendix A for a list of locations for the Gas Pump Toppers.

**COMMUTER CONNECTIONS**  
SHARE. NOT TO WORK.

For every dollar you pump into your tank, there's a great pump you could be wearing out on the town. Share a ride and keep the cash you would have spent on high gas prices!

**Pump? Or pump? Your choice.**

**COMMUTER CONNECTIONS**  
SHARE. NOT TO WORK.

Rather than pumping all your cash into your tank, why not spend those dollars pumping up with a gym membership? Get pumped about how much you'll save when you share the ride.

**Pump? Or pump? Your choice.**

See how much money you'll save.  
**RIDESHARE.** Saves you where you need it.

[www.commuterconnections.org](http://www.commuterconnections.org)  
1.800.745.RIDE

Commuter Connections® is a network of organizations providing free membership and commuter information in the District of Columbia, Maryland, and Virginia.

## Coffee Cup Sleeves

Coffee cup sleeves are as ubiquitous as single occupant vehicles on the road. During the spring, the campaign will distribute at least 200K, customized 4-color 'ad sleeves' per month in approximately 145 venues. Ad sleeves are distributed to coffeehouses for free, thus dramatically reducing their cup sleeve expense while leveraging their most powerful touch-point to enhance the consumer experience. This form of promotion is catching on with other advertisers as well. Others who have used this medium include Fox's '24' and the American Red Cross.

See Appendix B for a list of locations that will distribute the Coffee Cup Sleeves.





## GRH Transit and Vanpool Signage

The commitment and free contributions of Commuter Connection network members are much valued as an effective channel for communicating the Commuter Connection message. This spring, GRH campaign messages were carried in buses in Alexandria and Frederick County and on VPSI commuter vanpools.



**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

**TRANSIT**

Life is full of surprises, like illness and overtime. That's why we provide peace of mind with a free Guaranteed Ride Home. If you're a commuter and need to get home due to an unexpected personal or family emergency or unscheduled overtime, register for Guaranteed Ride Home, at no cost to you!

**Preserve your productivity.**

When you have unscheduled overtime -

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

**LOCAL MOTION**

Life is full of surprises, such as illness and overtime. That's why we provide peace of mind with a free Guaranteed Ride Home. If you're a commuter and need to get home due to an unexpected personal or family emergency or unscheduled overtime, register for Guaranteed Ride Home, at no cost to you!

**Preserve your peace of mind.**

When unexpected personal or family emergencies arise - **FREE GUARANTEED RIDE HOME.** Saves you when you need it.

[www.commuterconnections.org](http://www.commuterconnections.org)  
**1.800.745.RIDE**

\* Some restrictions apply

## Direct Mail to Households

A direct mail campaign is scheduled to be mailed in May/June to households with persons age 35-54 and an annual income above \$50,000. A tear off card will be included so the recipient can easily apply for either ridematching and/or the GRH program, or request additional information.

**COMMUTER CONNECTIONS**

**Preserve your pocket money.**

**Preserve your peace of mind.**

**COMMUTER CONNECTIONS**

**When unexpected personal or family emergencies arise or you need to work unscheduled overtime - FREE GUARANTEED RIDE HOME. Saves you when you need it.**

A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Commuter Connections. Save money by sharing some of the costs of your commute, from gasoline to tolls and parking.

**Register today. It's FREE and finding rideshare partners just takes a few easy steps.**

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.

**Register for ridematching:**

- 1 Return the attached application or apply online at [www.commuterconnections.org](http://www.commuterconnections.org). Have questions? Call 1-800-745-8336.
- 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. There is no commitment.
- 3 Call commuters on the list to either join an existing carpool/vanpool or start a new one.
- 4 **Added 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, it's free!

When you carpool, vanpool, bicycle, walk or take public transit at least twice a week, you're eligible for our Guaranteed Ride Home program\*\*. 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 rental car, whatever it takes to get you home, up to four times each year! Make a small change by registering today, then enjoy a big difference in your commute and the added benefit of our free Guaranteed Ride Home program.

**Register for Ridesharing and/or Guaranteed Ride Home today by completing and returning the application below or visiting [www.commuterconnections.org](http://www.commuterconnections.org).** For questions, call 1-800-745-8336. 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.

**NO MEMBERSHIP FEES! NO COMMITMENTS! FREE AND EASY SERVICE!**

Please take your participation seriously. We'll send you a matchlist only if you're ready to ride.

**REGISTER FOR CARPOOL, RIDESHARING OR GUARANTEED RIDE HOME TODAY!** Here's your first step. Complete the form below, fill in the sections in a circle and return it today!

Name \_\_\_\_\_ Employment/Agency \_\_\_\_\_  
 Home Address \_\_\_\_\_ Work Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 County of Residence \_\_\_\_\_ County of Workplace \_\_\_\_\_  
 Home Phone Number \_\_\_\_\_ Work Phone Number \_\_\_\_\_  
 Email (Optional) \_\_\_\_\_ I start work at \_\_\_\_\_ a.m. and stop work at \_\_\_\_\_ p.m.

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

Drive Alone  Carpool  Vanpool  Bicycle  Walk  Ride with someone else in a vehicle (see 1b)  
 MetroRail (see 1b)  Blue  Green  Orange  Red  Yellow  WMATA (see 1b)  Metrobus  Branches  Capital  Park  Other (specify) \_\_\_\_\_  
 Other (specify) \_\_\_\_\_

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

**Information and Schedule:** Please send information about:

MetroRail/Bus Information  Network Information  Commuter Rail Information  Local Bus Transit  MTA Transit  SmartBenefits  Bicycling

**Section 1 - 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.

**Section 2 - 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? \_\_\_\_\_

**Have questions or need more information?**  
 Visit [www.commuterconnections.org](http://www.commuterconnections.org) or call 1-800-745-8336.

**COMMUTER CONNECTIONS**

\*\*Some restrictions apply to the Guaranteed Ride Home program. Visit [www.commuterconnections.org](http://www.commuterconnections.org) for full participation guidelines. \*\*\*Necessary for verification of unscheduled overtime.

## Special Events

### Eleventh Annual Employer Recognition Awards

The Commuter Connections Annual Employer Recognition Awards recognize employers who voluntarily initiate worksite commute programs to assist their employees. An awards ceremony is held in June. An application was developed and distributed for the 2008 awards, and a web-based application form was also produced. Thirty applications were received for the awards and winners will be announced in June. A special invitation and program agenda are being produced for this important event. After the event, a ¼ page advertisement will be placed in the Wall Street Journal (Washington/Baltimore edition).

**APPLY AND**  
**Get recognized for what you're doing right**

Has your organization made a difference in one or more of the following areas?

- Implementing or expanding a telework program that enables employees to work remotely
- Implementing or expanding a pre-tax or subsidized transit or vanpool benefit such as Metrocheck or SmartBenefits™
- Promoting Commuter Connections' free ridesharing service to form carpools or vanpools, or providing your own on-site employee ridesharing
- Providing shuttle services to transit stations
- Providing a free or significantly reduced parking fee for carpools and vanpools while drive alone employees pay higher amounts for parking
- Providing preferred parking spaces for carpools or vanpools
- Providing or organizing company vanpools for employees
- Installing bike racks and/or shower facilities for bicyclists and walkers
- Implementing or expanding a comprehensive Air Quality Action Days program
- Promoting and/or supplementing Commuter Connections' free Guaranteed Ride Home program

**Awards are in the following**

**MARKET**  
Actively promote alternative car result in decrease commuting to

**INCENTIVE**  
Providing comm incentives that employees use to walk, car/vanpool transportation

**TELEWORK**  
Providing work telework opportunities significant number

**Moving in the right direction.**

**Employer recognition awards 2008**

THE METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

**PLEASE APPLY WITH THIS FORM OR GO TO WWW.COMMUTERCONNECTIONS.ORG**

**Application form**

**Eligibility**  
Employers in the District of Columbia, suburban Maryland, and Northern Virginia that have initiated, enhanced or expanded an alternative commute or telework program may apply for these awards. To be eligible, programs must have been initiated or improved by January 1, 2007.

**Deadline**  
The application deadline is February 3, 2008. Completed applications should be sent to:  
**Commuter Connections**  
Diverse Fund Inc.  
777 North Capital Street, N.E., Suite 300  
Washington, DC 20002-4290  
Tel: 202-962-3292 Fax: 202-962-3203  
Email: [df@rankingsmag.org](mailto:df@rankingsmag.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 #5. Supplemental materials may be submitted in addition to the application, but not in place of the application or program summary narrative. Highlights from employer program summaries submitted through this application process may be showcased in upcoming Commuter Connections newsletters or on our website [www.commuterconnections.org](http://www.commuterconnections.org).

**1. Contact Information**

Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
Program Contact (Mr./Ms.) \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

**CONNECTIONS**  
TO GO

## Bike to Work Day

May 2008 will again see thousands of commuters bicycling to work during Bike to Work Day. Adults 25-49, slightly skewed toward men, with a household income above \$30,000 will be targeted through radio advertising. Employers and employees will be targeted through a distribution of 70,000 posters/rack cards. Signage will appear on eight Downtown Circulator. T-shirts will be provided to 7,000 bicyclists who register and participate. A sponsorship drive netted a record \$26,300 to offset marketing costs.



## Live Near Your Work - Frederick

Post cards and a print ad (Frederick NewsPost) were developed in support of a breakfast event in Frederick County, which aims to introduce solutions to housing and commuting challenges. Speakers will include state and local housing and transportation experts and will include representatives from Commuter Connections, Frederick County TransIT Services, Frederick County Office of Economic Development, and the Frederick Chamber of Commerce.



Join us for a free breakfast and learn about solutions to the housing and commuting challenges facing Frederick.

**THURSDAY, APRIL 10**  
Dutch's Daughter  
581 Himes Avenue  
Frederick MD 21703  
7:30am-10:00am

One of t  
growth |  
balance

Shortening the distance between workplace and home is good news for your bottom line.

Hear fr  
Transpo  
flexible  
program

RSVP to

**Have you heard?**

**COMMUTER CONNECTIONS**

An illustration at the bottom of the flyer shows a row of houses in various colors (green, yellow, red) and a church steeple in the background against a light green sky with white birds.

**Have you heard?**

Shortening the distance between workplace and home is good news for your bottom line.

Join us for a free breakfast and learn about solutions for Frederick housing and commuting challenges from state and local experts.

**THURSDAY, APRIL 10**  
Dutch's Daughter  
581 Himes Avenue  
Frederick MD 21703  
7:30am-10:00am

**RSVP today: 301.600.RIDE by 4/7**

**COMMUTER CONNECTIONS** **FREDERICK**

**OFFICE OF ECONOMIC DEVELOPMENT** **LIVE NEAR YOUR WORK**

**TransIT**

An illustration at the bottom of the flyer shows a row of houses in various colors (green, yellow, red) and a church steeple in the background against a light green sky with white birds.

**Value Added Promotions**

The marketing team continues to work effectively with participating radio stations to gain significant additional value for the radio investment. Spring campaign value added promotions are still being negotiated with the participating radio stations.

## GRH Rewards

During the 2<sup>nd</sup> half of FY2008, an effort was made to reach out to members and sponsors to collaborate on effective channels for delivering or leveraging the Commuter Connections message.

As part of this strategy, the Guaranteed Ride Home rewards program was initiated with Au Bon Pain providing initial support. Sponsors have been asked to provide a coupon that an applicant to the Guaranteed Ride Home may exchange for in-kind goods. Discussions continue to bring additional sponsors on-board and expand the coupon availability.





## Washington Nationals Baseball Broadcasts/3WT Radio Promotions



Commuter Connections has partnered with 3WT radio for an opening week sponsorship package during the much anticipated opening week at the new ballpark. The cost of the promotion was \$10,000 and included the following:

- (7) 60 second radio spots to air in Nationals Broadcasts (over the first seven games)
- (7) Live Read 10 second commercials to air in the Nationals Pre-Game Show (over the first seven games)
- (35) Promos on 3WT with a Ten Second message featuring Commuter Connections
- (20) 60 Second spots to air throughout the Nationals 2008 season
- (5) Pair of tickets to Washington Nationals home games (raffled off to carpoolers)

### **Appendix A: Gas Pump Topper Locations**

<b>Brand</b>	<b>Business Name</b>	<b>Address</b>	<b>City</b>	<b>State</b>	<b>Zip</b>
BP/Amoco	301 Amoco	2304 Crain Hwy	Waldorf	MD	20601
BP/Amoco	Alexandria BP	6540 Edsall Rd	Alexandria	VA	22312
BP/Amoco	Aspen Hill BP	13800 Georgia Ave	Silver Spring	MD	20906
Independent	B & S Mini Mart	3710 Clay Street	Point of Rocks	MD	21777
BP/Amoco	B P	2600 14th St NW	Washington	DC	20009
Independent	Baden Gas	16715 Brandywine Rd	Brandywine	MD	20613
Citgo	Benning Citgo & Dunkin Donut	4400 Benning Rd NE	Washington	DC	20019
Citgo	Bixler's Auto Service	320 Carlisle St	Hanover	PA	17331
BP/Amoco	BP Amoco	1201 Bladensburg Rd NE	Washington	DC	20002
BP/Amoco	BP Amoco	1244 S Capitol St SE	Washington	DC	20003
BP/Amoco	BP Amoco	1317 9th St NW	Washington	DC	20001
BP/Amoco	BP Amoco	814 Bladensburg Rd NE	Washington	DC	20002
BP/Amoco	BP Amoco	1535 Kenilworth Ave NE	Washington	DC	20019
BP/Amoco	BP Amoco	1950 Benning Rd NE	Washington	DC	20002
BP/Amoco	BP Amoco	4429 Wheeler Rd	Oxon Hill	MD	20745
BP/Amoco	BP Amoco	2801 Alabama Ave SE	Washington	DC	20020
BP/Amoco	BP Amoco	2500 Pennsylvania Ave SE	Washington	DC	20020
BP/Amoco	BP Amoco	45 Florida Ave NE	Washington	DC	20002
Exxon	Briggs Chaney Exxon	3050 Briggs Chaney Rd	Silver Spring	MD	20904
BP/Amoco	Casey's BP	1396 Florida Ave NE	Washington	DC	20002
Chevron	Chevron	3303 Plank Rd	Fredericksburg	VA	22407
Citgo	Chevy Chase Citgo	8505 Connecticut Ave	Chevy Chase	MD	20815
Citgo	Citgo	13615 Georgia Ave	Silver Spring	MD	20906
BP/Amoco	Croom BP	7624 S Crain Hwy	Upper Marlboro	MD	20772
Independent	Crososn's Store	42382 John Mosby Hwy	Chantilly	VA	20152
Sunoco	E & C	1442 U St NW	Washington	DC	20009

Texaco	E & C	2919 Gallows Rd	Falls Church	VA	22042
Shell	E & C	6546 Edsall Rd	Alexandria	VA	22312
Sunoco	E & C	6300 Livingston Rd	Oxon Hill	MD	20745
Shell	E & C	6014 Leesburg Pike	Falls Church	VA	22041
BP/Amoco	E & C	7725 Old Georgetown Rd	Bethesda	MD	20814
Sunoco	E & C	2495 Prince William Pkwy	Woodbridge	VA	22192
Texaco	E & C	63 W 14th St	Front Royal	VA	22630
Chevron	E & C	4154 Four Mile Run Dr	Arlington	VA	22206
Texaco	E & C	8156 Richmond Hwy.	Alexandria	VA	22309
Independent	E & C	700 Gaither Rd	Rockville	MD	20850
Shell	E & C	13313 Occoquan Rd	Woodbridge	VA	22191
Shell	E & C	5500 Franconia Rd	Alexandria	VA	22310
Shell	E & C	3216 Jefferson Davis Hwy	Alexandria	VA	22305
Shell	E & C	4030 Wilson Blvd	Arlington	VA	22203
Shell	E & C	8103 Leesburg Pike	Vienna	VA	22182
Shell	E & C	6717 Old Dominion Dr	McLean	VA	22101
Shell	E & C	7303 Richmond Hwy	Alexandria	VA	22306
Texaco	E & C	7206 Little River Tpke	Annandale	VA	22003
Texaco	E & C	10800 Lee Hwy	Fairfax	VA	22030
Texaco	E & C	4109 Duke St	Alexandria	VA	22304
Texaco	E & C	14352 Gideon Dr	Woodbridge	VA	22192
Independent	E & C Inc	16501 Ball Park Rd.	Bowie	MD	20716
Shell	E & C Inc	17250 Dumfries Rd	Dumfries	VA	22026
Exxon	East York Exxon	3607 E Market St	York	PA	17402
Getty	Executive Getty	6060 Montrose Rd	Rockville	MD	20852
Chevron	Fairfax Circle Chevron	9555 Arlington Blvd	Fairfax	VA	22031
BP/Amoco	Florida Ave Amoco	306 Rhode Island Ave NW	Washington	DC	20001
Independent	Foodway Supermarket	2868 Stonewall Jackson Hwy	Bentonville	VA	22610
Independent	Freestate Petroleum - Burtonsville	15411 Old Columbia Pike	Burtonsville	MD	20866
Independent	Freestate Petroleum - Frederick	1180 W Patrick St	Frederick	MD	21703
Independent	Freestate Petroleum - Germantown	20650 Frederick Rd	Germantown	MD	20876

Independent	Freestate Petroleum - Laurel	949 Washington Blvd	Laurel	MD	20707
Independent	Freestate Petroleum - Rockville	510 Hungerford Dr	Rockville	MD	20850
Independent	Freestate Petroleum - Wheaton	12401 Georgia Ave	Wheaton	MD	20906
Independent	Freestate Petroleum Corp.	11295 Veirs Mill Rd	Wheaton	MD	20902
Independent	Gasoline & Automotive Svc	10619 Connecticut Ave	Kensington	MD	20895
Sunoco	Goshen Crossing Sunoco	20050 Goshen Rd	Gaithersburg	MD	20879
Sunoco	Green Castle Texaco #12	705 Buchanan Trail East	Green Castle	PA	17225
Citgo	Greenbelt Citgo	20 Southway	Greenbelt	MD	20770
Citgo	Heritage Mall Citgo	7824 Rectory Ln	Annandale	VA	22003
Exxon	Hickman's Exxon	200 N Washington St	Rockville	MD	20850
Citgo	High's of Baltimore	304 N Main Street	Woodsboro	MD	21798
Shell	High's of Baltimore	11780 Old National Pike	New Market	MD	21774
Shell	High's of Baltimore	1001 Twin Arch Rd	Mt Airy	MD	21771
Shell	High's of Baltimore	4301 Old National Pike	Middletown	MD	21769
Exxon	Hilltop Exxon	6100 Macarthur Blvd	Bethesda	MD	20816
Sunoco	Hughesville Sunoco	8144 SR-5	Hughesville	MD	20637
BP/Amoco	Iverson Mall Exxon	3000 Colebrooke Dr	Suitland	MD	20746
Citgo	Japanese Auto Service	3413 Wilson Blvd	Arlington	VA	22201
BP/Amoco	Jefferson BP	4607 Lander Rd	Jefferson	MD	21755
Sunoco	Kemp Springs Sunoco	7096 Allentown Rd	Temple Hills	MD	20748
Sunoco	Kenilworth Sunoco	4836 Kenilworth Ave	Hyattsville	MD	20781
Shell	Kentland Shell	7777 Landover Rd	Landover	MD	20785
Sunoco	Landover Sunoco	7530 Martin Luther King Hwy	Hyattsville	MD	20785
Liberty	Liberty	4909 Marlboro Pike	Capitol Heights	MD	20743
Exxon	Montgomery Village Exxon	19205 Watkins Mill Rd	Gaithersburg	MD	20886
Independent	MTM Convenience Store & Gas	342 S Jefferson St	Frederick	MD	21701
BP/Amoco	Northeast Amoco	2210 Bladensburg Rd. NE	Washington	DC	20018
Citgo	Oxon Hill Citgo	6104 Oxon Hill Rd	Oxon Hill	MD	20745
Exxon	Palmer Exxon	7106 Martin Luther King Hwy	Hyattsville	MD	20785
Independent	Parklawn Mechanical Serv	12400 Parklawn Dr	Rockville	MD	20852
Getty	Parks Auto Service	7610 Lee Hwy	Falls Church	VA	22042

BP/Amoco	Patty's Chevron	3701 12th St NE	Washington	DC	20017
Independent	Petroleum Holdings Inc.	13455 New Hampshire Ave	Silver Spring	MD	20905
Sunoco	Pro Service Station	7601 Centreville Rd	Manassas	VA	20111
Independent	Pumps Food Mart	17315 Jefferson Davis Hwy	Dumfries	VA	22026
Shell	Riverdale Plaza Shell	6111 Kenilworth Ave	Riverdale	MD	20737
Independent	Rosecroft Fuelmart	6100 Oxon Hill Rd	Oxon Hill	MD	20745
Texaco	Sanjeev's Texaco	2000 Brooks Dr	District Heights	MD	20747
Shell	Shell	4811 Saint Barnabas Rd	Temple Hills	MD	20748
Shell	Shell	6408 Auth Rd	Camp Springs	MD	20746
Independent	Sherman Ave Apex	2830 Sherman Ave NW	Washington	DC	20001
BP/Amoco	Silver Hill BP	3600 Saint Barnabas Rd	Suitland	MD	20746
Exxon	Silver Spring Exxon	8384 Colesville Rd	Silver Spring	MD	20910
Shell	Skyline Shell	5600 Leesburg Pike	Falls Church	VA	22041
Sunoco	Spaids Sunoco Service	11249 Viers Mill Rd	Silver Spring	MD	20902
BP/Amoco	Springfield BP	6703 Backlick Rd	Springfield	VA	22150
Sunoco	Sunoco	3186 Allen Dent Rd	Dumfries	VA	22026
Sunoco	Sunoco	13890 Noblewood Plaza	Dale City	VA	22193
Texaco	Texaco	8240 Wisconsin Ave	Bethesda	MD	20814
Texaco	Texaco Gas Station	4300 Lafayette Blvd	Fredericksburg	VA	22408
BP/Amoco	Toll House BP	503 W 7th St	Frederick	MD	21701
Shell	Towne Center Shell Service	13200 Laurel Bowie Rd	Laurel	MD	20708
Getty	Twinbrook Getty	1907 Veirs Mill Rd	Rockville	MD	20851
BP/Amoco	Tyson's BP Amoco	8217 Leesburg Pike	Vienna	VA	22182
Getty	University Getty	3700 University Blvd W	Kensington	MD	20895
Independent	Upper Marlboro Xtramart	15009 Marlboro Pike	Upper Marlboro	MD	20772
Exxon	Veirs Mill Exxon	12245 Veirs Mill Rd	Silver Spring	MD	20906
Exxon	Watergate Exxon	2708 Virginia Ave NW	Washington	DC	20037
Texaco	West Falls Texaco	7399 Lee Hwy	Falls Church	VA	22042
Exxon	West Laurel Exxon	15151 Sweitzer Ln	Laurel	MD	20707
Exxon	Wheaton Exxon	11310 Georgia Ave	Wheaton	MD	20902
Citgo	Wheaton Manor Citgo	2201 University Blvd W	Wheaton	MD	20902

Exxon	White Oak Exxon	11177 New Hampshire Ave	Silver Spring	MD	20904
BP/Amoco	Wilson Blvd Amoco	5000 Wilson Blvd	Arlington	VA	22203
Independent	Xtra Mart - Edgewater	3078 Solomons Island Rd	Edgewater	MD	21037
Independent	Yorkshire Service Centre	7522 Centreville Rd	Manassas	VA	20111

## **Appendix B: Café Locations for Coffee Cup Sleeves**

### **Washington DC**

24/7 Cafe	Washington DC 20009
8th Street Deli	Washington DC 20004
Afterwards Cafe	Washington DC 20036
Angelico	Washington DC 20016
Aroma Cafe	Washington DC 20037
Atrium Cafe	Washington DC 20024
Atrium Cafe-02	Washington DC 20036
Bagels & Baguettes	Washington DC 20002
Bagels, etc.	Washington DC 20037
Buzz Coffee	Washington DC 20007
Cafe 59	Washington DC 20024
Cafe Europe	Washington DC 20007
Cafe International	Washington DC 20008
Cafe Park Plaza	Washington DC 20009
Cafe Phillips	Washington DC 20001
Cafe Phillips	Washington DC 20001
Cafe Rene	Washington DC 20002
California Grill	Washington DC 20036
Capital Ground Coffee	Washington DC 20036
Capitol Hill Market	Washington DC 20002
Conie's Coffee	Washington DC 20016
Couscous Cafe & Cater	Washington DC 20036
Crumbs and Coffee	Washington DC 20009
Cupa Cupa	Washington DC 20037
Cuppa Cuppa-04	Washington DC 20006
Daily Market	Washington DC 20036
Dickie's	Washington DC 20006
District Deli	Washington DC 20005
District Deli	Washington DC 20005
Dupont Market	Washington DC 20009
Edy's Treats	Washington DC 20001
Espresso Bar	Washington DC 20001
Fascination Street Cafe	Washington DC 20036
Footnotes Cafe	Washington DC 20004
Foster Bros. Coffee	Washington DC 20005
Foster Brothers Coffee	Washington DC 20016
Foster Brothers Coffee	Washington DC 20008
Franklin Grill	Washington DC 20016
Franklin Grille	Washington DC 20005
Georgetown Bagelry	Washington DC 20007
Gourmet Corner	Washington DC 20002
Gourmet Too	Washington DC 20024
Heller's Bakery	Washington DC 20010
Irene's Deli	Washington DC 20024
Jack's Famous Deli	Washington DC 20001
Jack's Fresh	Washington DC 20005
Jacob's Coffee House	Washington DC 20002
Java Green Coffee and	Washington DC 20036
Java House	Washington DC 20009
Jolt N' Bolt	Washington DC 20009
Julie's Coffee Espress	Washington DC 20005
K Street Bagel	Washington DC 20006

K Street Cafe	Washington DC 20009
La Baguette	Washington DC 20036
Larry's Cookies	Washington DC 20001
Larry's Cookies	Washington DC 20002
Lawsons Gourmet	Washington DC 20036
Lobby Mart	Washington DC 20001
Love Cafe	Washington DC 20009
Mac Market	Washington DC 20016
Mega Wraps	Washington DC 20005
Mocha Hut	Washington DC 20011
Mocha Hut	Washington DC 20009
My Bakery Cafe	Washington DC 20007
Nirvana	Washington DC 20006
Nothing But Donuts	Washington DC 20002
Olympic Espresso Inc	Washington DC 20024
Picnic Sandwich Shop	Washington DC 20036
Primo Cappuccino	Washington DC 20001
Primo Cappuccino	Washington DC 20002
Puccini Espresso	Washington DC 20036
Sip of Seattle Inc.	Washington DC 20005
Sizzling Express	Washington DC 20036
Sparky's Espresso	Washington DC 20009
Steam Cafe	Washington DC 20009
Sun Spot Cafe	Washington DC 20001
Sun Spot Cafe and Deli	Washington DC 20001
Sunrise Cafe-02	Washington DC 20036
Temptations	Washington DC 20004
The Buzz-12	Washington DC 20422
The Coffee Express	Washington DC 20036
The Cookie Cafe	Washington DC 20002
The Roasting House	Washington DC 20005
The Steam Cafe	Washington DC 20009
Via Cucina Market Cafe	Washington DC 20002
Wall Street Deli	Washington DC 20001
Wall Street Deli	Washington DC 20024
Wally's World Coffee	Washington DC 20005
Whatsa Bagel	Washington DC 20008
Wisemiller's	Washington DC 20007
Wishbone Bakery	Washington DC 20024
World of Snacks	Washington DC 20005

## **Bethesda**

Bethesda Bagels	Bethesda MD 20814
Bethesda Store	Bethesda MD 20814
Break Central	Bethesda MD 20814
Georgetown Bagelry,	Bethesda MD 20816
Greenberg Bakery	Bethesda MD 20814
Hampden Cafe	Bethesda MD 20814
Imagination Cafe	Bethesda MD 20814
Jay's Grill Deli	Bethesda MD 20814
Kudo Beans	Bethesda MD 20814
Spring Mill Bread Co.	Bethesda MD 20814
The Bean Bag Inc.	Bethesda MD 20814
Wash. Park Gourmet	Bethesda MD 20816



## **Chevy Chase**

Karin's Cafe Chevy Chase MD 20815

## **College Park**

College Perk Coffee House College Park MD 20740

## **Fort Washington**

Coffee & Conversations Fort Washington MD 20744

## **Frederick**

BB's Bagels and Bread Frederick MD 21703

Common Grounds Frederick MD 21701

FSK Kaffe Frederick MD 21701

Market Street Cafe Frederick MD 21701

Paul's Coffee Gourmet Frederick MD 21701

## **Gaithersburg**

Java Junction Gaithersburg MD 20877

## **Greenbelt**

Chesapeake Bagel Factory 20 Greenbelt MD 20770

## **Hagerstown**

The Coffee House Hagerstown MD 21740

## **Kensington**

The Donut King Kensington MD 20895

## **Landover**

Kafe Kosmos Landover MD 20785

## **Mount Airy**

Vintage Coffee House, Mount Airy MD 21771

## **New Market**

Highs Of Baltimore Inc New Market MD 21774

## **North Beach**

Coffee, Tea and Whimsey North Beach MD 20714

## **Rockville**

Carmen's Cafe Rockville MD 20850

Neil's Outrageous Deli Rockville MD 20852

Research Center Deli Rockville MD 20850

White Mountain Creamery Rockville MD 20852

## **Sandy Spring**

The French Confection Sandy Spring MD 20860

## **Silver Spring**

Clear Mountain Coffee Silver Spring MD 20910

Flowers Bakery Cafe Inc. Silver Spring MD 20906

Rock Creek Catering Co. Silver Spring MD 20910

### **Upper Marlboro**

Reggiano's-01 Upper Marlboro MD 20772

### **Waynesboro**

Daily Perk-02 Waynesboro PA 17268

### **Alexandria**

Alexandria Pastry Shop Alexandria VA 22302  
Caboose Cafe Alexandria VA 22301  
Cafe Old Town Alexandria VA 22314  
Capital Bagel Bakery Alexandria VA 22302  
Deli News & More Alexandria VA 22314  
Ford Continental Cafeteria Alexandria VA 22311  
June Coffee Alexandria VA 22314  
Mancini's Cafe Alexandria VA 22301  
Perk's Coffee Shop Alexandria VA 22314  
St Elmos Coffee Pub Alexandria VA 22301  
Uptowner Cafe Alexandria VA 22314  
Uptowner Cafe-02 Alexandria VA 22314

### **Annandale**

Martin De Paris Annandale VA 22003

### **Arlington**

Arax Coffee Arlington VA 22205  
Ballston Place Gourmet Arlington VA 22203  
Booeymonger-02 Arlington VA 22201  
Brooklyn Bagel Bakery Arlington VA 22201  
Cafe 59 Arlington VA 22202  
Cafe Matisse Arlington VA 22201  
Common Grounds Arlington VA 22201  
Courthouse Pl. Gourmet Arlington VA 22201  
Festival Cafe, Arlington VA 22203  
J.'s Cookie Arlington VA 22209  
Larry's Cookies and gourmet Coffee Arlington VA 22201  
Le Petit Cafe Arlington VA 22209  
Manhattan Bagel-04 Arlington VA 22203  
Mochaberry Coffee Arlington VA 22209  
Plaza Gourmet Arlington VA 22201  
Royal Gourmet Cafe Arlington VA 22202

### **Centreville**

Chesapeake Bagel Factory Centreville VA 20121

### **Colonial Beach**

Espresso Station Colonial Beach VA 22443

### **Fairfax**

Fair Oaks Plaza Cafe Fairfax VA 22030  
Kiari's Coffee House Fairfax VA 22030  
Sun Spot Cafe Fairfax VA 22031

**Falls Church**

Bale French Bakery Falls Church VA 22042

**Fredericksburg**

Full O Beans Coffee Fredericksburg VA 22407  
Hyperion Espresso Fredericksburg VA 22401

**Manassas**

The Den Coffee Manassas VA 20110

**McLean**

Greensboro Cafe Mc Lean VA 22102  
Wall Street Deli Mc Lean VA 22101

**Middleburg**

Cuppa Giddy Up Middleburg VA 20118

**Middletown**

Calf-A-Coffee Middletown VA 22645

**Reston**

Greenberry's Coffee & Tea Co. Reston VA 20190  
Wall Street Deli Reston VA 20190

**Springfield**

Smith & Clarkson Deli Springfield VA 22151

**Sterling**

Corner Cafe, Sterling VA 20165  
Primemart Sterling VA 20164

**Strasburg**

Coffee Cafe Strasburg VA 22657

**Vienna**

Jammin Java Vienna VA 22180

**Warrenton**

Gusto Di Vita Warrenton VA 20186  
The Earthway Paradise Warrenton VA 20186

**Winchester**

Daily Grind Winchester VA 22601  
Daily Grind Winchester VA 22601

**Woodbridge**

Cafe Euro Woodbridge VA 22192

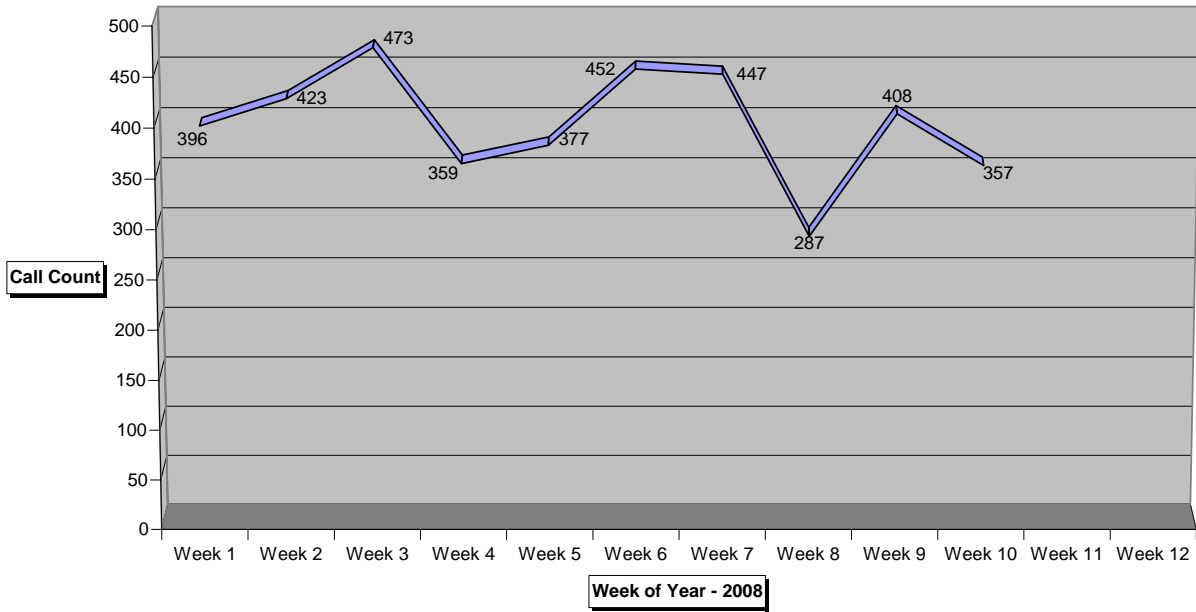
**Martinsburg West Virginia**

Daily Grind Martinsburg WV 25401

**Romney**

Espresso Depot Romney WV 26757

**MWCOG Commuter Connections Toll Free Count Trending Report**



**Web Visits**

January 2008  
5,908

February 2008  
5,916

Metropolitan Washington Council of Governments

# Commuter Connections

## Fiscal Year 2008 Marketing Activities

### Spring Campaign Update

Presented by:  
Dan O'Donnell  
Bus Design Co.  
March 18, 2008

# Guaranteed Ride Home Campaign

**Objective:** Increase the number of applicants in the GRH program

**Target market:** (based on 2007 GRH Study & 2007 State of the Commute Study)

- 35-54 age group
- Caucasian(65%) and African-American(21%)
- \$60,000+ annual household income
- Commute of more than 30 miles / 45 minutes
- Live in Virginia (64%) or Maryland(34%); work in DC(60%) and Virginia(30%)

## **Tactics**

- Radio
- Web banners
- Coffee cup sleeves (new)
- Bus shelters
- Direct mail
- Earned media
- Bus interiors (contributed by Frederick & Alexandria Counties)
- Van magnets (contributed by VPSI)

# Rideshare Campaign

**Objective:** Allow for an increase in travel behavior change by gaining new applicants to the regional database

**Target market:** (based on 2006 Annual Placement Survey & 2007 SOC Study)

- 35-54 age group
- Caucasian (65%) and African-American (21%)
- \$60,000+ annual household income
- Commute of more than 20 miles / 30 minutes
- Live in Virginia (65%) or Maryland (33%); work in DC (49%) and Virginia (34%)
- Work for employers with 250+ employees (68%)
- Work for federal agencies (54%) and private sector (30%)
- Professional (40%), Executive/managerial (19%) and Administrative (18%)

## Tactics

- Radio
- Gas pump toppers (new)
- Web banners
- Coffee cup sleeves (new)
- Bus shelters
- Direct mail
- Earned media

# FY08 Spring Campaign

## Guaranteed Ride Home and Rideshare Radio Stations:

WTOP (News/Talk 103.5FM)

WBIG (BIG 100 100.3FM)

WRQX (Mix 107.3FM)

WASH (Soft Rock 97.1FM)

WMZQ (Today's Country 98.7FM)

WMAL (News/Talk 630AM)

WMMJ (Magic 102.3FM)

WPGC (Jams 95.5FM)

WWDC (DC101, Rock)

WAFY (Key 103.1FM)

WBQB (B101.5FM, Fredericksburg)

WFLS (93.3FM Real Country, Fredericksburg)

WFRE (99.9 Free Country, Frederick)

WSMD (Star 98.3FM Mechanicsburg)

## Bike to Work Day Radio Stations:

WTGB (The Globe 94.7)

WTEM (Sports Talk 980)

WWDC (DC101, Rock)



# Radio Spots

## Guaranteed Ride Home

“Great Mom” - unexpected emergency



“Solution” - unscheduled overtime



## Ridesharing

“Efficiency” - saving time



“Saving Gas” - saving money



# Gas Pump Toppers

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

Pump? Or pump?

For every dollar you pump into your tank, there's a great pump you could be wearing out on the town. Share a ride and keep the cash you would have spent on high gas prices!

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

Pump? Or pump? Your choice.

Rather than pumping all your cash into your tank, why not spend those dollars pumping up with a gym membership? Get pumped about how much you'll save when you share the ride.

See how much money you'll save.  
**RIDESHARE.** Saves you where you need it.

[www.commuterconnections.org](http://www.commuterconnections.org)  
1.800.745.RIDE

Commuter Connections® is a network of organizations providing free-ridesharing and commuter information to the District of Columbia, Maryland, and Virginia.

# Web Banners



money you'll save when you **RIDESHARE**

# Coffee Cup Sleeves

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

Guaranteed Ride Home.\*  
A **FREE** emergency trip service for commuters. Register today!

\* Some restrictions apply

COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK  
1.800.745.RIDE  
www.commuterconnections.org



A free ridematching service



**WARM UP**  
to the idea of commuting together.  
Rideshare or use transit.

COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK  
1.800.745.RIDE  
www.commuterconnections.org

# Bus Shelters

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK



**Preserve your pocket money.**

Simply put, when you share a ride, you save money. Keep the cash you would have spent on additional gas and auto maintenance.

See how much money you'll save. **RIDESHARE.** Saves you where you need it.

[www.commuterconnections.org](http://www.commuterconnections.org)  
1.800.745.RIDE

\*Commuter Connections® is a network of organizations providing free information and customer information to the Districts of Columbia, Maryland, and Virginia.

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK



**Preserve your balance.**

If your commute is a long one, you may be spending more time driving than doing what you'd like. When you share a ride, you gain time — time to read, time to finish email, time to relax. Preserve your balance by sharing a ride.

See how much time you'll gain. **RIDESHARE.** Saves you where you need it.

[www.commuterconnections.org](http://www.commuterconnections.org)  
1.800.745.RIDE

\*Commuter Connections® is a network of organizations providing free information and customer information to the Districts of Columbia, Maryland, and Virginia.

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK



**Preserve your peace of mind.**

The free Guaranteed Ride Home program allows you to use carpooling options like transit and carpools with peace of mind. If the programed reasons, such as a personal or family illness or unexpected overtime, only so far a last ride home at no cost to you!

When family emergencies arise - **FREE GUARANTEED RIDE HOME.** Saves you when you need it.

[www.commuterconnections.org](http://www.commuterconnections.org)  
1.800.745.RIDE

\*Some restrictions apply.

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK



**Preserve your productivity.**

Guaranteed Ride Home is designed to reduce commuters' worried about how they'll get home when unexpected overtime or an unexpected personal or family emergency occurs. Our commuting options like transit and carpools with peace of mind and confidence.

When you need to work late - **FREE GUARANTEED RIDE HOME.** Saves you when you need it.

[www.commuterconnections.org](http://www.commuterconnections.org)  
1.800.745.RIDE

\*Some restrictions apply.

# Bus Interiors



COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK

TRANSIT

Life is full of surprises, like illness and overtime. That's why we provide peace of mind with a free Guaranteed Ride Home. If you're a commuter and need to get home due to an unexpected personal or family emergency or unscheduled overtime, register for Guaranteed Ride Home, at no cost to you!

## Preserve your productivity.

When you have unscheduled overtime - **GUARANTEED RIDE HOME.** Saves you when you need it.

[www.commuterconnections.org](http://www.commuterconnections.org)  
1.800.745.RIDE



COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK



Life is full of surprises, such as illness and overtime. That's why we provide peace of mind with a free Guaranteed Ride Home. If you're a commuter and need to get home due to an unexpected personal or family emergency or unscheduled overtime, register for Guaranteed Ride Home, at no cost to you!

## Preserve your peace of mind.

When unexpected personal or family emergencies arise - **FREE GUARANTEED RIDE HOME.** Saves you when you need it.

[www.commuterconnections.org](http://www.commuterconnections.org)  
1.800.745.RIDE

\* Some restrictions apply.

**BUS**  
SERVICE

COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK

# Van Magnets



COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK

VPSI Inc.

Preserve your peace of mind.



COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK

VPSI Inc.

Preserve your productivity.

When you have unscheduled overtime -  
**FREE GUARANTEED RIDE HOME.\*** Saves you when you need it.

[www.commuterconnections.org](http://www.commuterconnections.org)  
1.800.745.RIDE

\*Some restrictions apply.

# Direct Mail

COMPUTER CONNECTIONS

Preserve your pocket money.

COMPUTER CONNECTIONS

Preserve your peace of mind.

When unexpected personal or family emergencies arise or you need to work unscheduled overtime - **FREE GUARANTEED RIDE HOME.** Saves you when you need it.

A carpool or vanpool can reduce the frustration of your commute and finding someone to ride with is free and easy with Computer Connections. Save money by sharing some of the costs of your commute, from gasoline to tolls and parking.

**Register today. It's FREE and finding ride/share partners just takes a few easy steps.**

Computer 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 100 Park & Ride lots available at gathering points throughout the Washington metropolitan area, and the vast majority offer free parking.

**Register for ride/sharing**

- 1 Return the attached application or apply online at [www.computerconnections.org](http://www.computerconnections.org). Have questions? Call 1-800-745-8338.
- 2 We'll send you a matched list with names and phone numbers of people with commutes similar to yours. Generally, your name and phone number will be made available to others who have compatible commutes with you. After that 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. There is no commitment.
- 3 Call commuters on the list to either join an existing carpool/vanpool or start a new one.
- 4 Added Bonus: Get a Guaranteed Ride Home. Once you're in a carpool, vanpool or taking public transit, sign up for the Computer Connections Guaranteed Ride Home Program, it's free!

When you carpool, vanpool, transit, walk or take public transit at least twice a week, you're eligible for our 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 taxi or vanpool car, whatever it takes to get you home, up to four times each year! Make a small investment in the program today, then enjoy a big difference in your commute and the added benefit of our free Guaranteed Ride Home program.

**Register for Ride/sharing and/or Guaranteed Ride Home today by completing and returning the application before or visiting [www.computerconnections.org](http://www.computerconnections.org). For questions, call 1-800-745-8338. We'd also like to locate carpool/vanpool partners through our online bulletin board.**

**MEMBERSHIP FREE! NO COMMITMENTS! FREE AND EASY SERVICE!**

**REGISTER FOR CARPOOL, RIDESHARING OR GUARANTEED RIDE HOME TODAY!** Introducing first-time commuters the special benefit, including someone to ride with or a taxi if you need it today!

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Work Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone Number \_\_\_\_\_  
 E-mail Address \_\_\_\_\_  
 I don't work at \_\_\_\_\_ job and my work at \_\_\_\_\_ job.

Which of the following do you use to get to work? (check all that apply)  
 Drive Alone  Carpool  Transit  Public  Walk  
 Metro/Bus/Commuter Rail/Train/Streetcar/Bus/Bike  Other  Other  
 I don't know  None  Other

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

**Information and Schedule:** Please send information about:  
 Metro/Bus/Commuter Rail/Train/Streetcar/Bus/Bike  Other  Other  
 I don't know  I don't know  I don't know  I don't know

**Service: Carpool/Vanpool/Share Service**  
 Fill out the information below and we'll send you a matched list of potential carpool or vanpool partners who live and work near you that have similar schedules. Don't check off you have others the closest Park & Ride lots are to your home.

If interested in a carpool/vanpool you prefer to:  
 Drive Solo  Ride Solo  Drive/Share

If interested in a carpool/vanpool you prefer to:  
 Drive Solo  Ride Solo  Drive/Share

First office address before/after work \_\_\_\_\_  
 Last office address before/after work \_\_\_\_\_

**Service: Guaranteed Ride Home**  
 This program is only for commuters already using a carpool, vanpool, walking or taking public transit to work at least twice a week. Once you sign up, you'll receive an official Computer 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 each day? \_\_\_\_\_

Have questions or need more information?  
 Visit [www.computerconnections.org](http://www.computerconnections.org) or call 1-800-745-8338.

COMPUTER CONNECTIONS  
 A SMARTER WAY TO WORK



# Radio Promo Opportunities

- Spring 2008 value-add promo opportunities. A portion will be used to promote network members services and activities
- These network members/brands have indicated interest:

The logo for TRANSIT, featuring the word "TRANSIT" in a bold, green, italicized sans-serif font.The logo for telework!va, consisting of the text "telework!va" in white lowercase letters on a blue rectangular background. The exclamation point is red.The logo for goDCgo.com, featuring three red stars above a red brushstroke, with the text "goDCgo.com" in a bold, grey, sans-serif font below it. Underneath the text is the tagline "Straight to the Point" in a smaller, grey, sans-serif font.The logo for PRTC, featuring the letters "PRTC" in a bold, black, serif font, centered between two horizontal lines. Above and below the text is a blue diamond shape.

Potomac and Rappahannock  
Transportation Commission

# Interview Opportunities: Additional Exposure

- WJZW aired in January 2008
- WPFW aired in January 2008
- WTGB (The Globe) aired February 2008



# Special Events

## **Bike to Work Day 2008**

- May 16, 2008
- Great fund raising efforts netted record sponsor support
- Posters, rack cards, t-shirts, Circulator Bus signage
- Radio advertising to increase awareness



## **Employer Recognition Awards**

- Application developed and distributed
- Additional collateral in development for event in June
- Record 30 nominations received

## **Live Near Your Work Event Materials**

- Creating and customizing existing materials for upcoming events
- Event planned in Frederick, April 10, 2008
- Other events being considered in other locations

# Bike to Work Day 2008



## BIKE TO WORK DAY 2008 Friday May 16

Pre-Register by May 9 for Free T-Shirt and Bike Raffle!

Go Green. Bike to work and help the environment!

**Pit Stops**

<b>WASHINGTON D.C.</b>	<b>VERGENTA</b>
Downtown D.C.	Alexan
<b>MARYLAND</b>	Crysta
Bethesda	Dulles
Bowie	Fairfax
College Park	Leesburg
Frederick	Reston
Hyattsville	Rossly
Indian Head	Spring
North Bethesda	Sterlin
Rockville	Tysons
Silver Spring	Vienna
White Oak	

Free food, beverages and giveaways available at each location.

Visit web site for specific pit stop locations and times. T-Shirts available at pit stops to first 7,000 who register.

Register at [www.waba.org](http://www.waba.org) or call 202-518-0524

## BIKE TO WORK DAY 2008 Friday May 16

Pre-Register by May 9 for Free T-Shirt and Bike Raffle!

Go Green. Bike to work and help the environment!

**Pit Stops**

<b>WASHINGTON D.C.</b>	<b>VIRGINIA</b>
Downtown D.C.	Alexandria
<b>MARYLAND</b>	Crystal City
Bethesda	Ballston
Bowie	Fairfax
College Park	Leesburg
Frederick	Reston
Hyattsville	Rosslyn
Indian Head	Springfield
North Bethesda	Stafford
Rockville	Tysons Corner
Silver Spring	Vienna
White Oak	

Free food, beverages and giveaways available at each location.

Visit web site for specific pit stop locations and times. T-Shirts available at pit stops to first 7,000 who register.

Register at [www.waba.org](http://www.waba.org) or call 202-518-0524

Register at [www.waba.org](http://www.waba.org) or call 202-518-0524

Free food, beverages and giveaways available at each location.

Visit web site for specific pit stop locations and times. T-Shirts available at pit stops to first 7,000 who register.

Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

# Employer Recognition Awards 2008

**APPLY AND**  
**Get recognized for what you're doing right**

Has your organization made a difference in one or more of the following areas?

- Implementing or expanding a telework program that enables employees to work remotely.
- Implementing or expanding a pre-paid or subsidized transit or parking benefit such as MetroLink or SmartBenefits.
- Providing Commuter Connections' free ride-matching service to form carpools or vanpools, or providing pool-ride or ride-matching.
- Providing shuttle services to transit stations.
- Providing a free or significantly reduced parking fee for carpools and vanpools while drive alone employees pay higher amounts for parking.
- Providing preferred parking spaces for carpools or vanpools.
- Awarding or organizing company vanpools for employees.
- Installing bike racks and/or shower facilities for bicyclists and walkers.
- Implementing or expanding a comprehensive Air Quality Action Day program.
- Providing and/or supplementing Commuter Connections' free Sun-armed Ride Home program.

**Meet our 2007 winners:**

**INCENTIVES**  
Discovery Communications  
Silver Spring, MD

Ranked as the top non-fiction media company in the world, Discovery reaches more than 1.2 billion subscribers in more than 170 countries. With more than 100 networks of distinctive programming, Discovery offers 24 brands including Discovery Channel, Animal Planet, Discovery Health and The Science Channel.

Employees can choose from transit subsidies, free shuttles between work sites, on-site showers and discounted and preferential parking spaces for carpools and vanpools. Cyclists can even get \$250 back in their pockets for bicycle purchases. Of the company's 2,525 employees, over half participate in the program. Employees who use mass transit receive a \$40-per-month transit subsidy while walkers get an annual \$100 reimbursement for athletic shoes. Discovery Communications was also a recipient of a Commuter Connections award in 2006 and since then has shown a 34 percent increase in transit participation among employees.

**TELEWORK**  
Blackboard Inc.  
Washington, D.C.

This global provider of a virtual enterprise software

**PLEASE APPLY WITH THIS FORM OR GO TO WWW.COMMUTERCONNECTIONS.ORG**

**Application form**

**Eligibility**  
Employers in the District of Columbia, suburban Maryland, and Northern Virginia that have initiated, enhanced or expanded an alternative commute or transit program may apply for these awards. To be eligible, programs must have been initiated or improved by January 1, 2007.

**Deadline**  
The application deadline is February 1, 2008. Completed applications should be sent to:  
**Commuter Connections**  
Shirley Franklin  
277 North Capitol Street, N.E., Suite 300  
Washington, DC 20002-4290  
Tel: 202-642-1792 Fax: 202-642-3300  
E-mail: shfranklin@ccc.org

**Instructions**  
Complete applications should include all information requested in items 1-5 on this application form for the requested information clearly marked on a separate sheet and an attached letter on departmental letterhead as described in question #5. Departmental materials may be attached in addition to the application, but not in place of the application or Commuter Connections' complete eligibility form. Employer program summaries submitted through this application process may be forwarded to incoming Committee members or on our website www.commuterconnections.org.

**Contact Information**

Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Program Contact (Name): \_\_\_\_\_  
Phone: \_\_\_\_\_

**Awards are in the following categories:**

**MARKETING**  
Actively promoting and championing alternative commute options that result in decreased drive alone commuting to the workplace

**INCENTIVES**  
Providing commuter benefits and incentives that encourage employees to telework, bicycle, walk, car/pool/van, or take public transportation to the workplace

**TELEWORK**  
Providing weekly or full-time telework opportunities for a significant number of employees

**Moving in the right direction.**

**Moving in the right direction.**

THE METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

**Employer recognition awards 2008**

# Live Near Your Work: Frederick Event

Join us for a free breakfast and learn about solutions to the housing and commuting challenges facing Frederick.

THURSDAY, APRIL 10

Dutch's Daughter  
581 Himes Avenue  
Frederick MD 21703  
7:30am-10:00am

One of the greatest challenges facing growth has been addressing balance within the community.

Hear from state and local transportation experts as flexible commuting options programs available in Fre

RSVP today: 301.600.RIDE

COMMUTER CONNECTIONS



**LIVE  
NEAR  
YOUR  
WORK**

Shortening the distance between workplace and home is good news for your bottom line.

## Have you heard?



## Have you heard?

Shortening the distance between workplace and home is good news for your bottom line.

Join us for a free breakfast and learn about solutions for Frederick housing and commuting challenges from state and local experts.

THURSDAY, APRIL 10

Dutch's Daughter  
581 Himes Avenue  
Frederick MD 21703  
7:30am-10:00am

RSVP today: 301.600.RIDE by 4/7

COMMUTER CONNECTIONS FREDERICK



# Washington Nationals Baseball

## Nationals Baseball Broadcasts/3WT Radio Promotions

- (7) 60 second radio spots to air in Nationals Broadcasts (over the first seven games)
- (7) Live Read 10 second commercials to air in the Nationals Pre-Game Show (over the first seven games)
- (35) Promos on 3WT with a Ten Second message featuring Commuter Connections
- (20) 60 Second spots to air throughout the Nationals 2008 season
- (5) Pair of tickets to Washington Nationals home games (raffled off to carpoolers)



# Newsletter



## FEDERAL ETC UPDATES

Employee Transportation Coordinator



TRANSPORTATION A KEY ISSUE AT BRAC LOCATIONS

### TRANSPORTATION

As communities across the country adjust to the changes brought about by the latest round of Base Realignment and Closures (BRAC), transportation to sites expecting growth is a key issue in areas as diverse as Montgomery County, Maryland and Colorado Springs, Colorado. New partnerships have been created with representatives from the military, county and state governments, economic development interests, residential communities, and transportation providers. These partnerships serve to jointly develop growth plans that present new opportunities for transit in areas that have in some cases been wholly dependent on the single occupant automobile for travel.

The Office of Economic Adjustment (OEA) recently held a Growth Summit in St. Louis, Missouri in December, 2007 in which representatives from twenty markets containing growing military installations participated. The conference provided a forum for these local leaders to share their approaches to adjusting and accommodating the influx of new residents as well as commuting military personnel and contract workers.

Several BRAC affected communities are looking to public transportation and carpooling to take some of the burden off surrounding roads, and are introducing new options for localities that have traditionally relied on the single-occupant automobile as the preferred mode of transportation.

Montgomery County, Maryland, the site of the new Walter Reed National Military Medical Center (see accompanying article on reverse side) was a featured location at the OEA conference. Sandra Brecher, Administrator of Montgomery County Commuter Services, outlined the wide range of available commuting options poised to serve the extensive number of people expected as a result of the military facilities expansion.

Public transportation and carpooling will have a boost in Colorado Springs as Fort Carson prepares for an additional 34,000 military personnel and contract workers, which will almost double its current population virtually overnight. Rob O'Connor, military impact planning program manager for Pikes Peak Area Council of Governments, noted the challenge of trying to increase ridership on existing bus routes. "We face an uphill battle to market the bus system in an area where workers come from many different corners of the region to work at Fort Carson," said O'Connor. "We don't have the density at the home end of the trip."

For more information, visit [www.etc.gov](http://www.etc.gov)





# Additional Activities

## Guaranteed Ride Home Rewards

- Au Bon Pain providing coupons
- Ben & Jerry's providing coupons



# Questions & Answers

- Any questions or comments?

# *Arlington County Commuter Services*

## *Making An Impact!*



***The Importance of Transportation & TDM to Arlington  
March 25, 2008***

***Commuter Connections Subcommittee, Marketing***

# Agenda: **Impact**

- ACCS' Role: Mission, Vision & Services
- Implementing a Research Program: Measuring ACCS' Impact
- Importance of Transportation
  - To Arlington Residents
  - To Arlington Business Leaders
- ACCS' Programs Impact
  - Arlington Transportation Partners
  - The Commuter Stores
  - CommuterPage.com
- What All This Means



# ACCS' Role: Mission, Vision & Services

# ACCS Mission and Vision

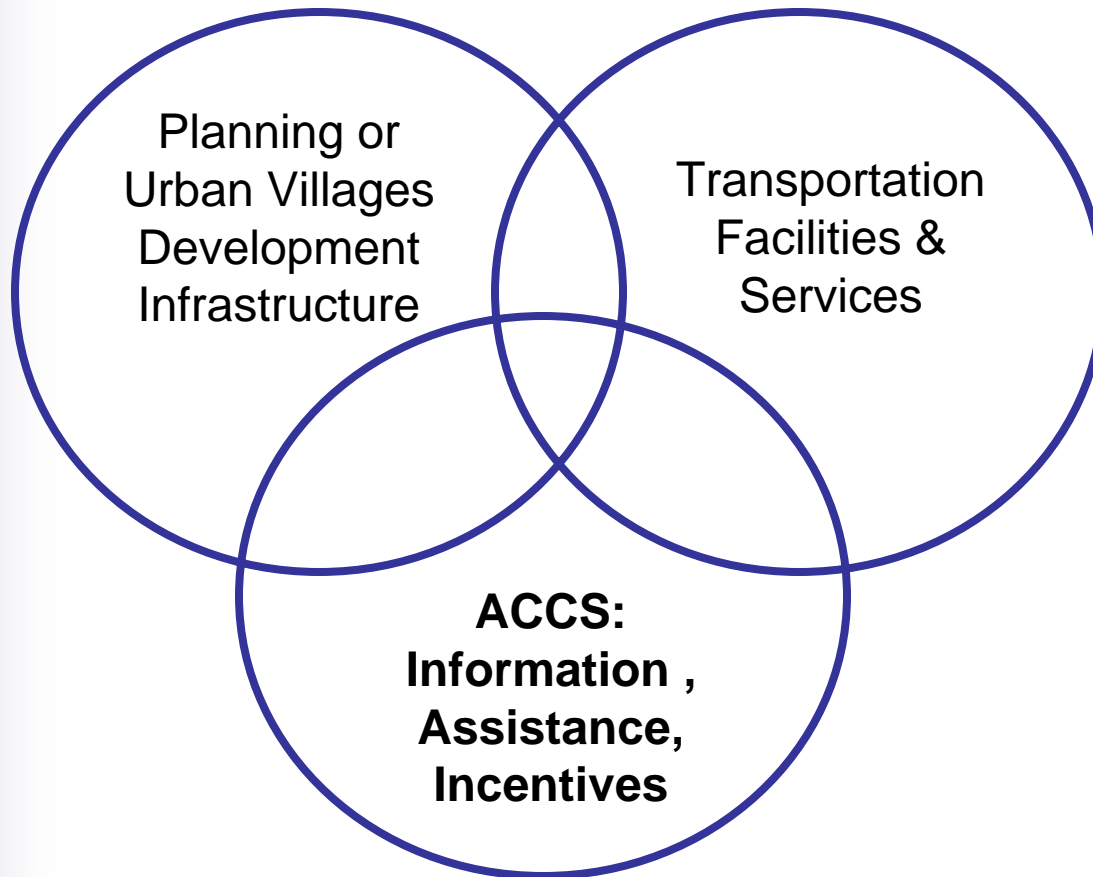
**Mission:** *“To provide the most accurate, timely and useful information and services to residents, workers and visitors in Arlington to increase use of public transportation and alternatives to driving alone.”*

**Vision:** *“To improve the quality of life and economic sustainability of Arlington by reducing traffic congestion and improving air quality.”*

# Arlington County Master Transportation Plan

- **Goal 1- Move more people in fewer vehicles.** Provide more choices and reduce the relative proportion of single-occupant –vehicle (SOV) travel through Transportation Demand Management (TDM), telecommuting, and travel shifts to other modes, including transit, carpooling, walking, and bicycling.

*ACCS is the **Software** that Makes the County's  
Transportation **Hardware** Work & Leverages The  
Urban Villages Concept*



ACCS Services

- Employer Services
- Residential Services
- Visitor Services
- Site Plan Requirements/ Development Services
- Commuter Stores/Mobile Commuter Store
- Commuter Information Center/ CommuterDirect.com Sales Support Center
- Arlington Retail marketing program – point of purchase program
- Distribution and Logistics Program
- Bus Stop Information Program
- Web Sites
- ACCS Marketing
- BIKEArlington program
- WALKArlington program
- Arlington Carsharing program
- ART and Arlington Metrobus – especially ACCS marketing thereof

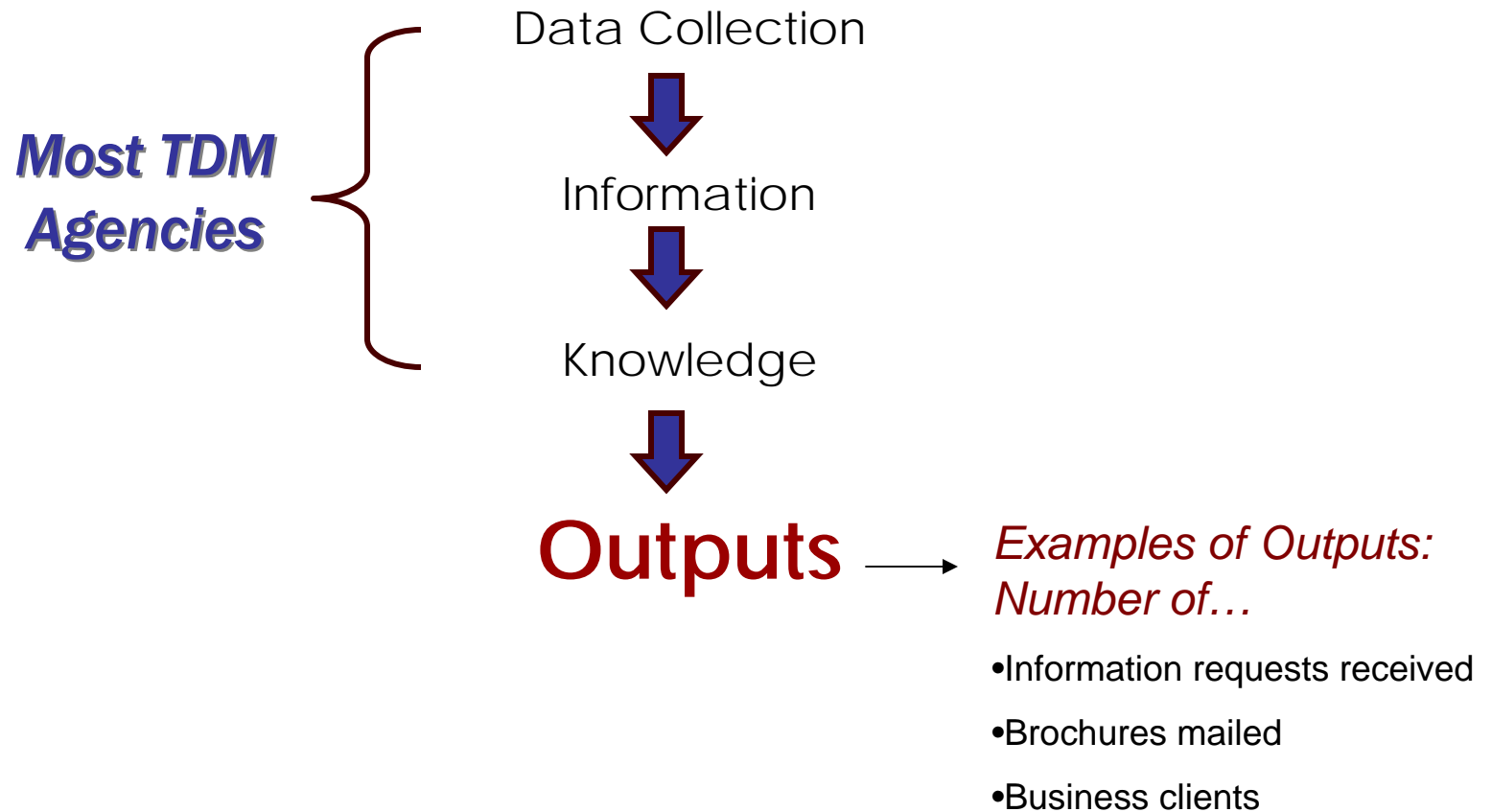




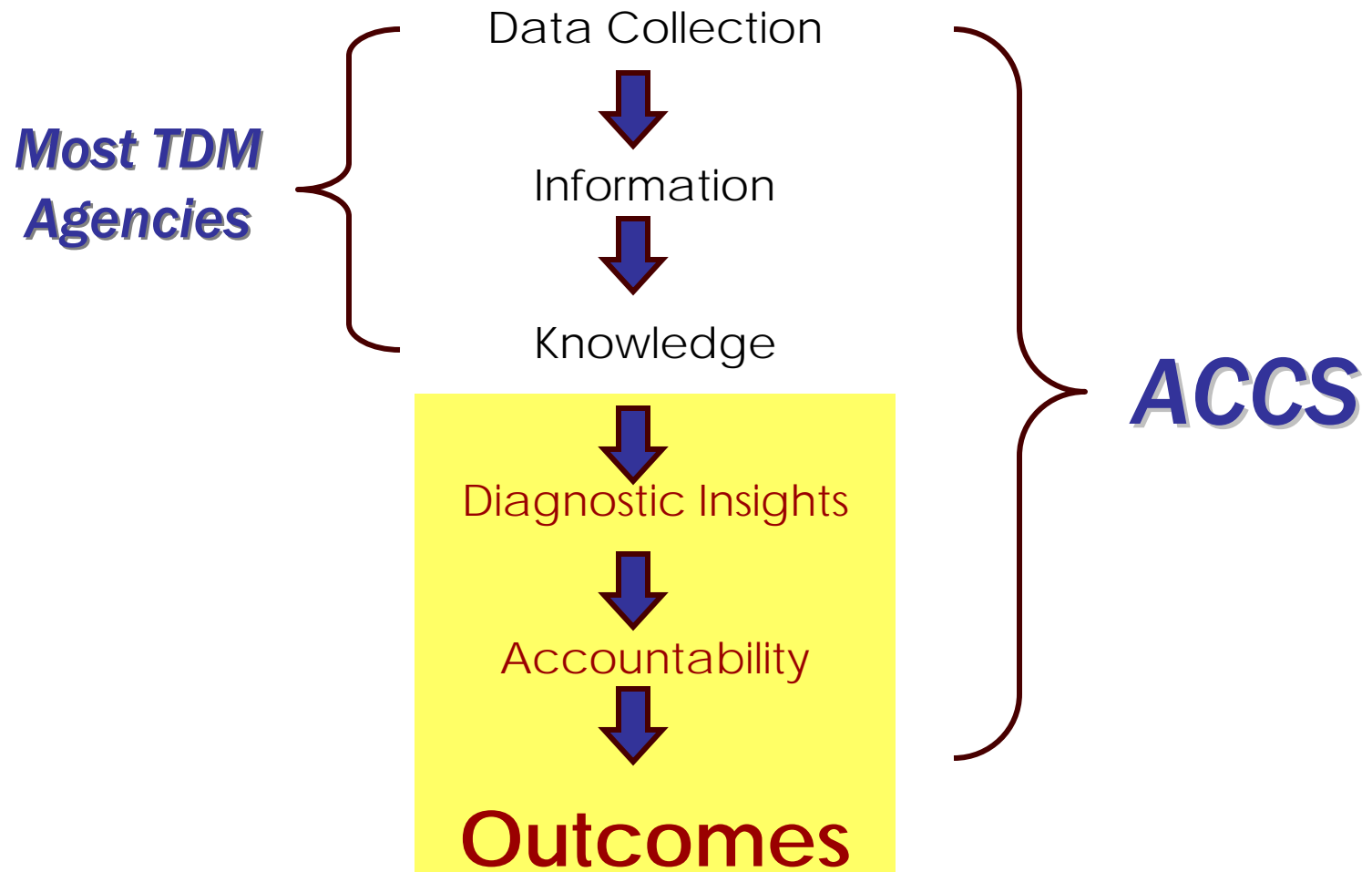
# Research Program: Measuring ACCS' Impact

*How We Help Arlington County*

# Traditional TDM Impact Measurement



# ACCS Impact Measurement



# ACCS Research and Evaluation Plan

## *How We Measure Outcomes*



## Outcomes:

*Did you use our service?*

*How do you rate us?*

*Did you use an alternative mode because of us?*

*Did you reduce your SOV car travel?*

# Research/Evaluation Steps

- Address Customer Needs
  - Research needs of current / potential customers
  - Examine use of / satisfaction with existing services
  - ID service gaps
  - Develop new / modified services
  
- Estimate Impacts
  - Measure use of existing services
  - Estimate travel changes following service use
  - Attribute change to program / other factors

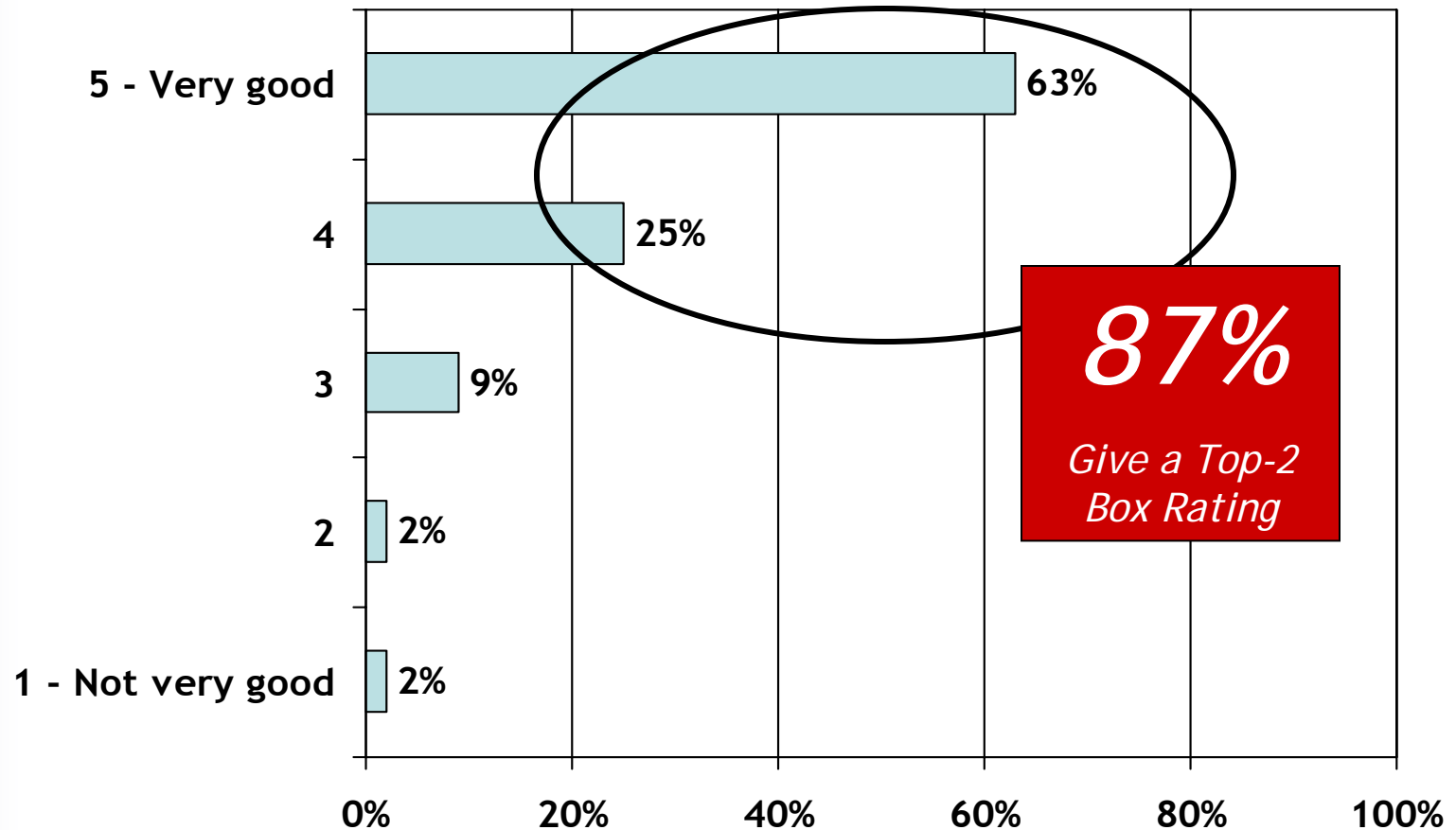
# Surveys In the Multi-year Research Plan to Measure Impact of ACCS

- **Business Leaders (C class)**
- **ATP Employer and Residential Clients**
- **Arlington Residents Survey**
  - Telephone survey
  - Internet survey
- **Commuter Stores Survey**
- **Commuterpage.com**
- **CommuterDirect.com**
- **ACCS Umbrella Advertising Survey**
- **COG State of Commute Survey** – Arlington sample
- **COG Travel Diary Survey** – Arlington sample
- **Commercial Site Plan Buildings (TDM Services and Requirements)**
  - Property Managers
  - Employer Tenants
  - Employees
- **ART Customer Touchpoints**



# The Importance of Transportation to Arlington Business Leaders

# Arlington County Business Leaders Say Arlington County Is a Good Place to Locate a Business!



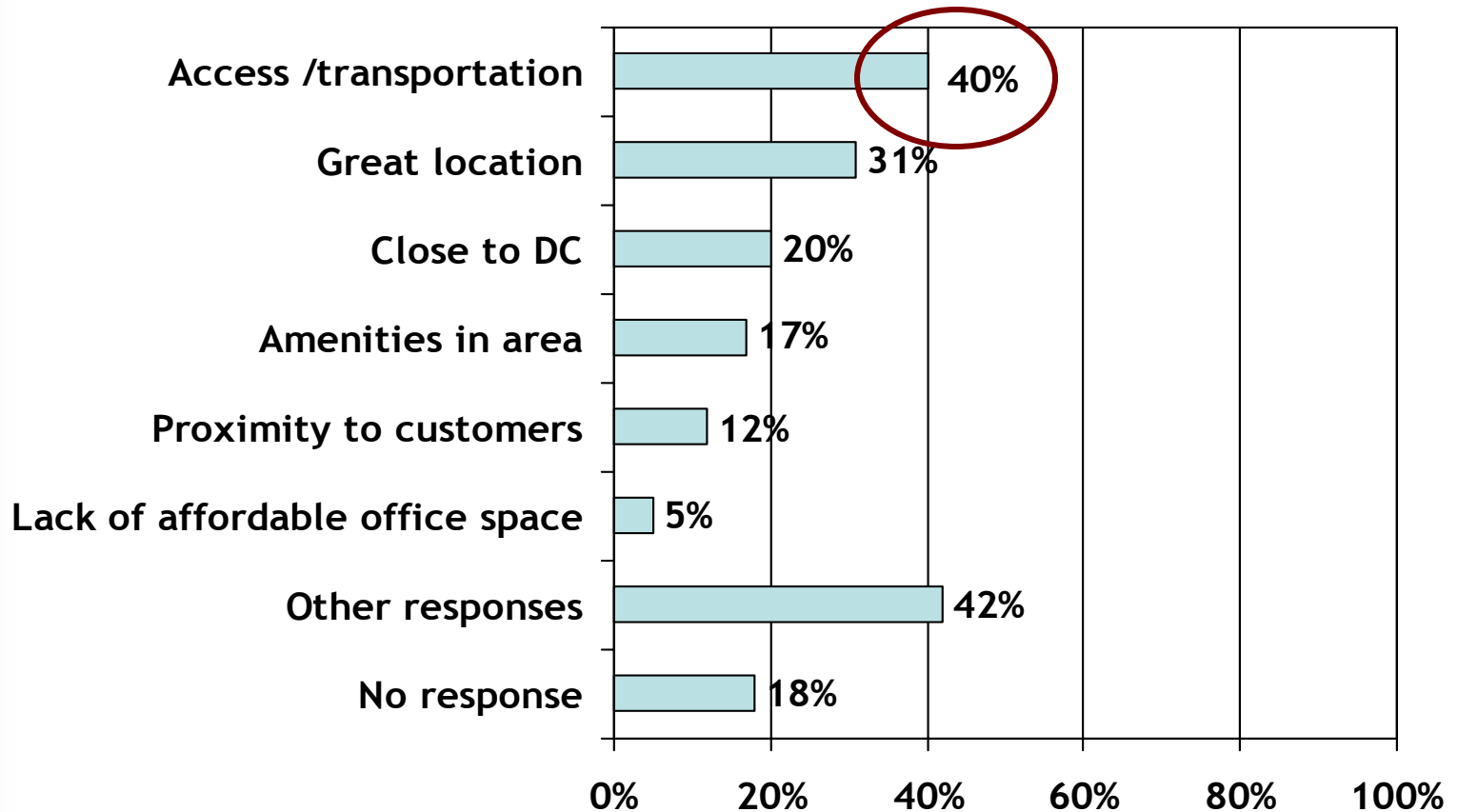
Source: 2007 ACCS Arlington Business Leaders Study

Q9: Considering all factors that are important to your organization as a place

to locate your business, how would you rate Arlington County?



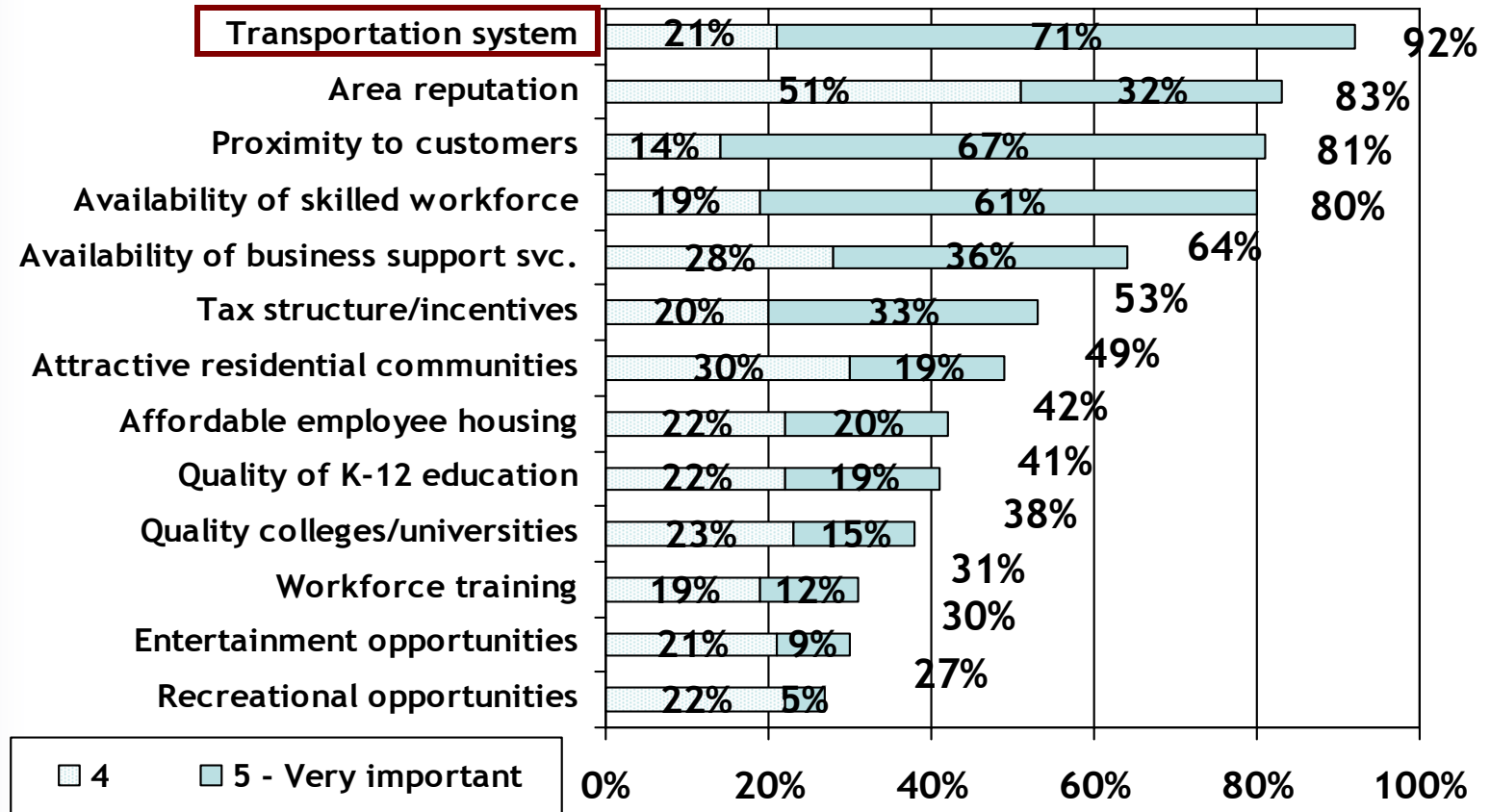
# Transportation / Access Is The Number One Attribute Driving Business Leaders' Ratings of the County As A Great Business location



Source: 2007 Arlington Business Leaders Study  
Q9A: Why did you give that rating? (OPEN END)

## Importance (Expectation) Attributes Ratings

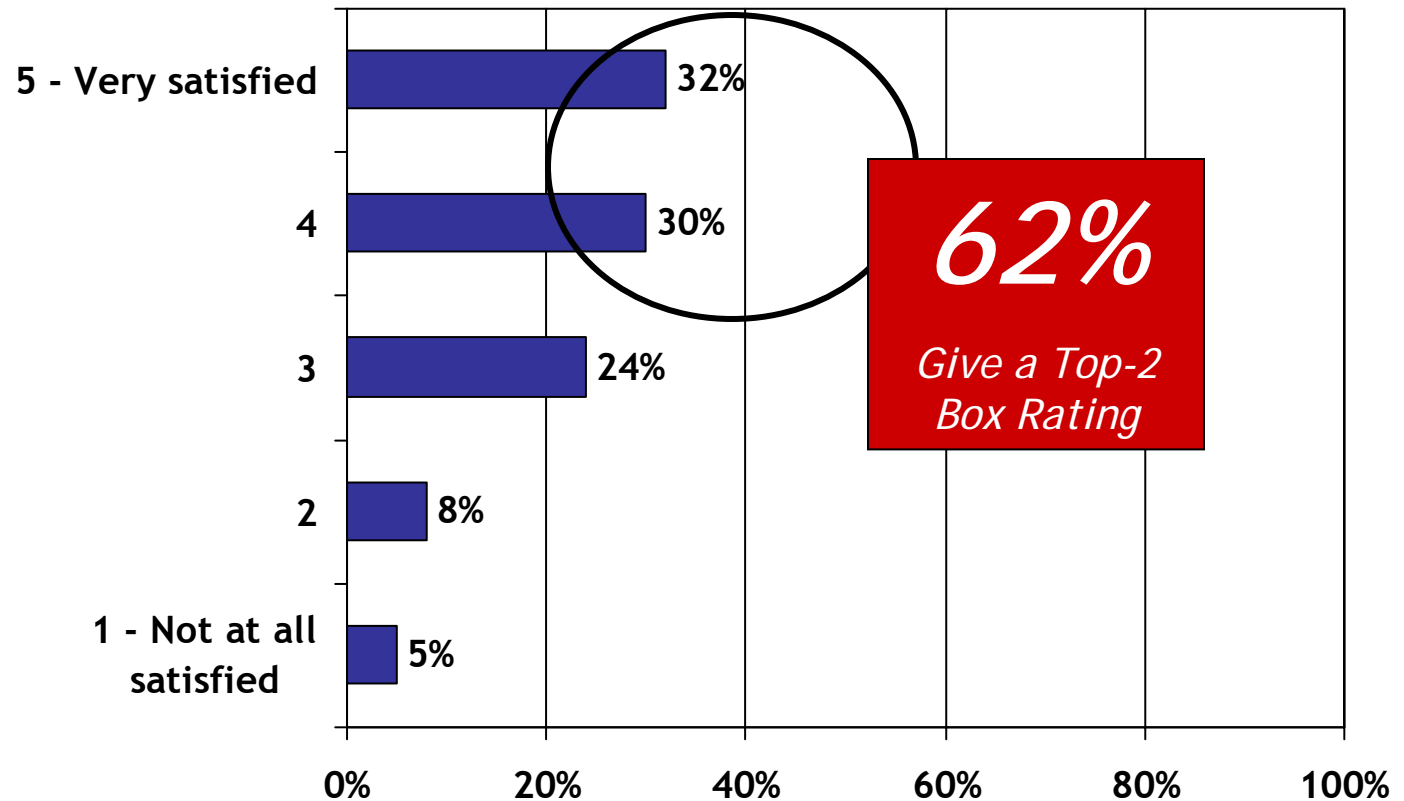
# Quality of Transportation System Rated Highest Among all Factors Influencing Location Decisions



Source: 2007 Arlington Business Leaders Study

Q10: When your organization considers alternative locations for your business or part of your business, how important are each of these attributes in the decision process?

# 62% of Arlington County Business Leaders are Satisfied with the Arlington County Transportation System and Services



Source: 2007 ACCS Arlington Business Leaders Study

Q12: How satisfied are you with the transportation system in the Washington metro region?

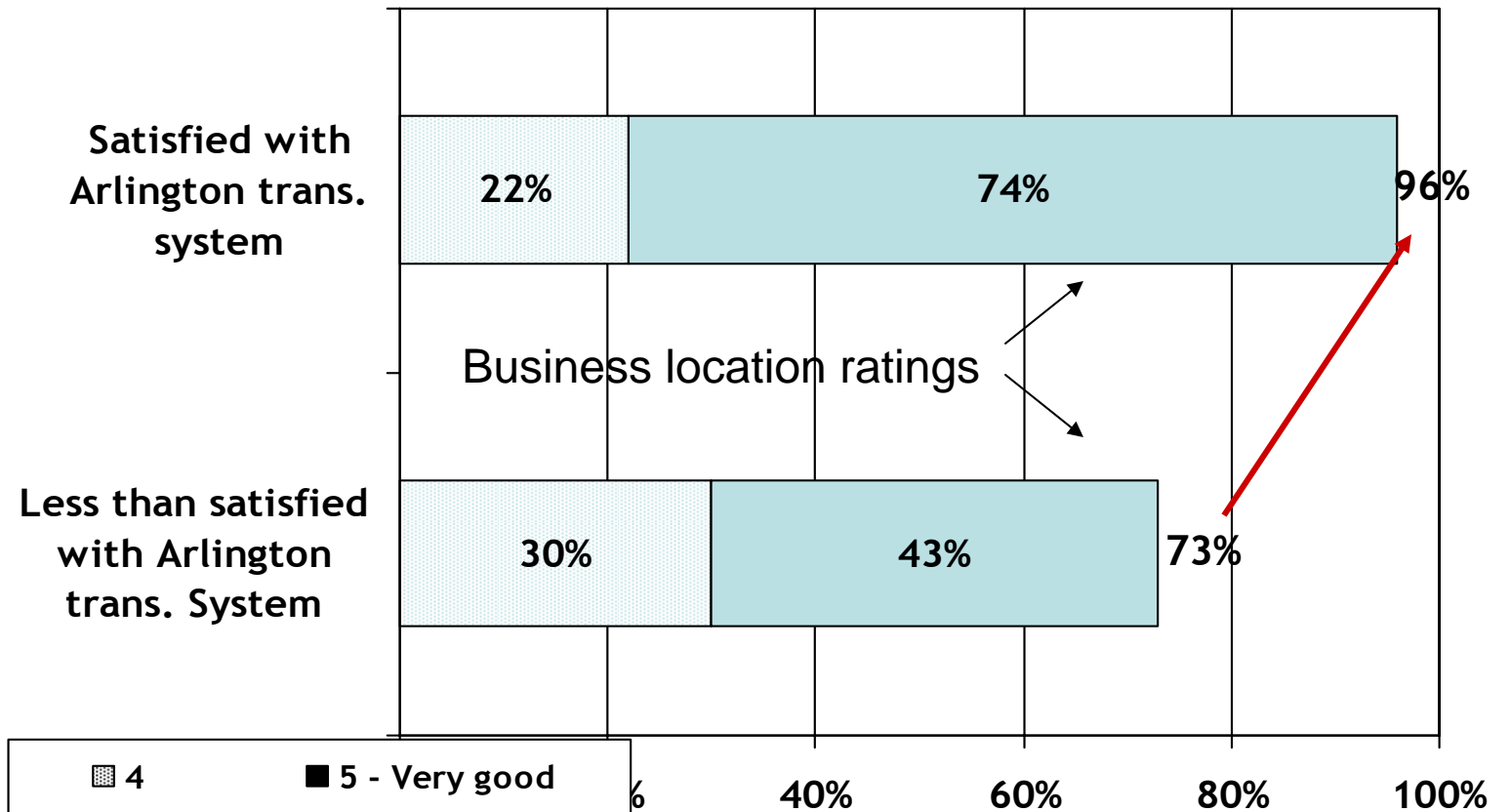
Overall, how satisfied are you with the regional transportation system? (51% top 2 boxes)

Q13: How satisfied are you with the transportation system in Arlington County?

# Those Highly Satisfied with Arlington's Transportation System Give Higher Ratings to the County As A Business Location – by 23 Points!

**How to Read This Chart:** Proportions reported are those giving favorable ratings to locating a business in Arlington.

*Example: 96% of those satisfied w/ trans. system rate Arlington as a good place to locate a business.*



Source: 2007 Arlington Business Leaders Study

Q9: Considering all factors that are important to your organization as a place to locate your business, how would you rate Arlington County?

# TDM Services Have an Impact on Locating a Business in Arlington

- Among those aware of the availability of TDM transportation support services, business location ratings are 15 points higher\*
- Among those who have had prior or current use of Arlington Transportation Partners' services, ratings are 20 points over those unaware of ATP\*
- In 2006 ATP services were THE final deciding factor in five businesses moving to Arlington  
(source: Arlington Economic Development)

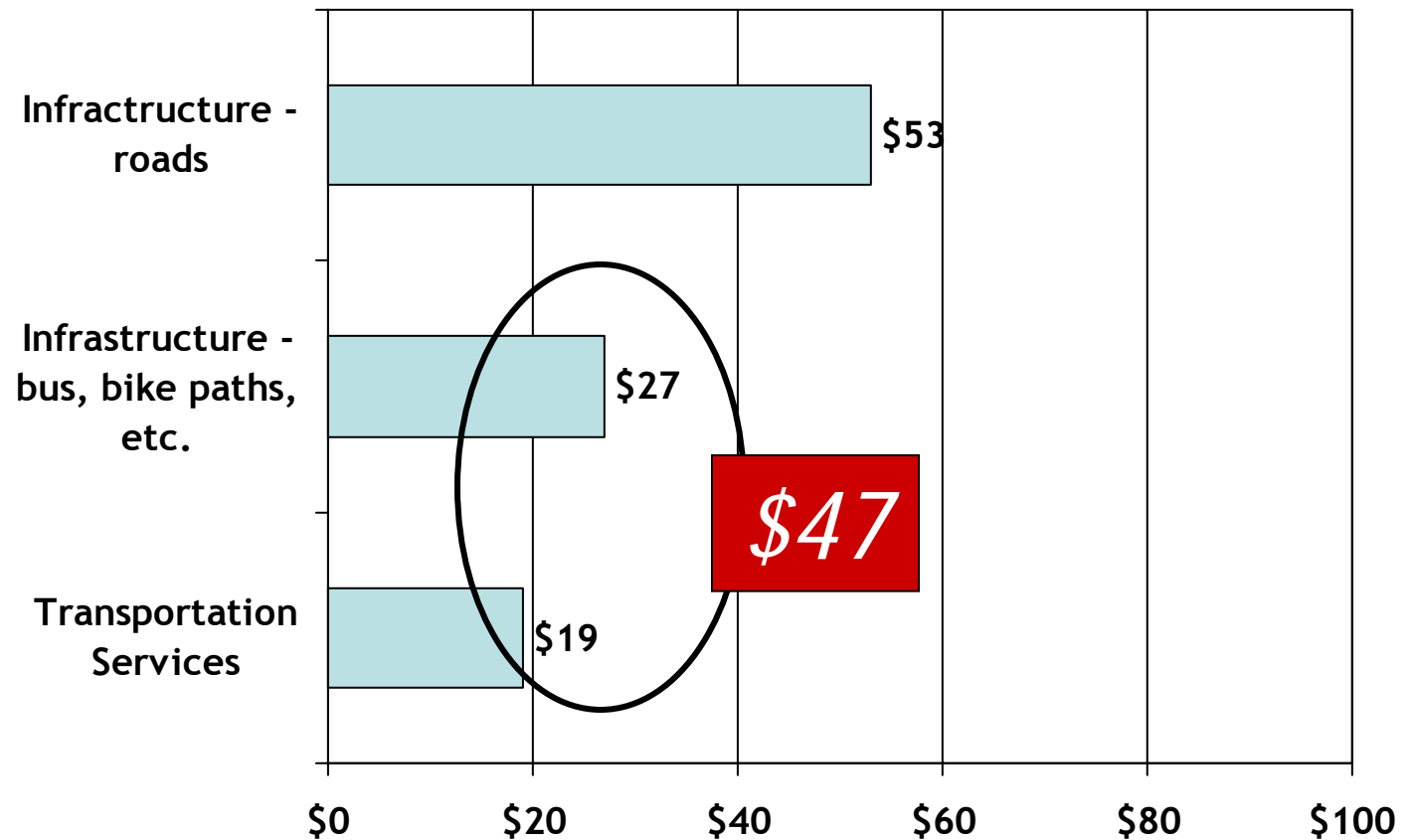
**\* These differences were not statistically significant as individual measures due to sample size. However, in total, there is a statistically significant positive relationship between satisfaction with the transportation system and higher ratings for the county as a business location.**

*Q19. If you had \$100 to allocate across the following parts of Arlington County's Transportation System, how would you do it? (The total must add to \$100.)*

- Transportation infrastructure - roads
- Transportation infrastructure - bus, bike paths, walking paths, etc.
- Transportation services - information-based support services that help you maximize transit use, bicycling, walking, carpooling, and so forth (TDM services)

*(Note: the above options were rotated)*

# Arlington County Business Leaders Say Allocate Almost Half of the County's Transportation System Budget on Non-Road Alternatives & Services



n = 99

Source: 2007 Arlington Business Leaders Study  
Q19: If you had \$100 to allocate across the following parts of Arlington County's transportation system, how would you do it?

*We Now Say with statistical certainty. . .*

*Arlington County's Transportation System is a major economic development driver in business attraction & retention. Business leaders support a balanced transportation system.*

*ACCS' Services and Products  
Impact  
Business Location Ratings!*

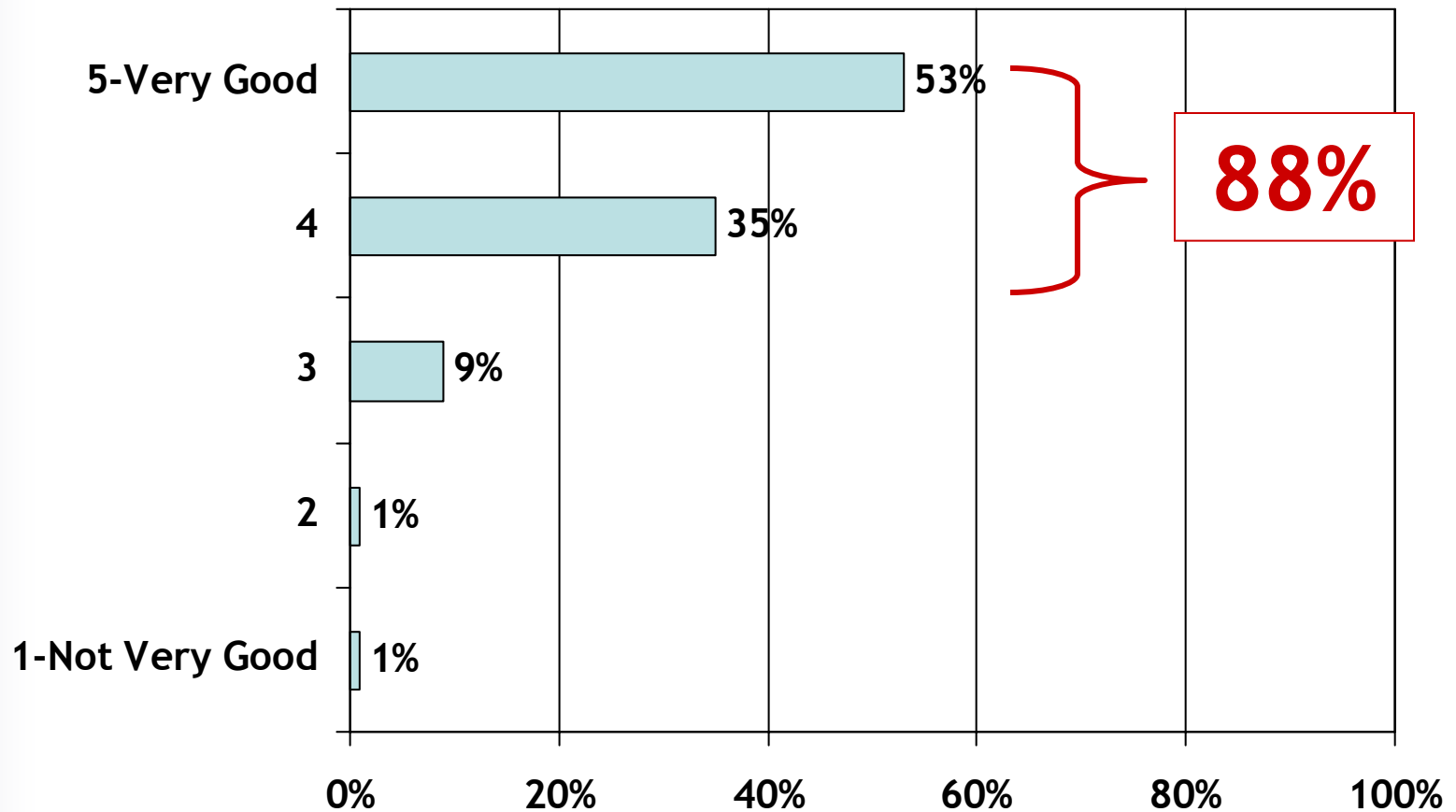




# The Importance of Transportation to Arlington Residents

# Citizens of Arlington County Rate Their Overall Quality of Life Quite Favorably

*Almost 9 in 10 Give It a Favorable Rating*



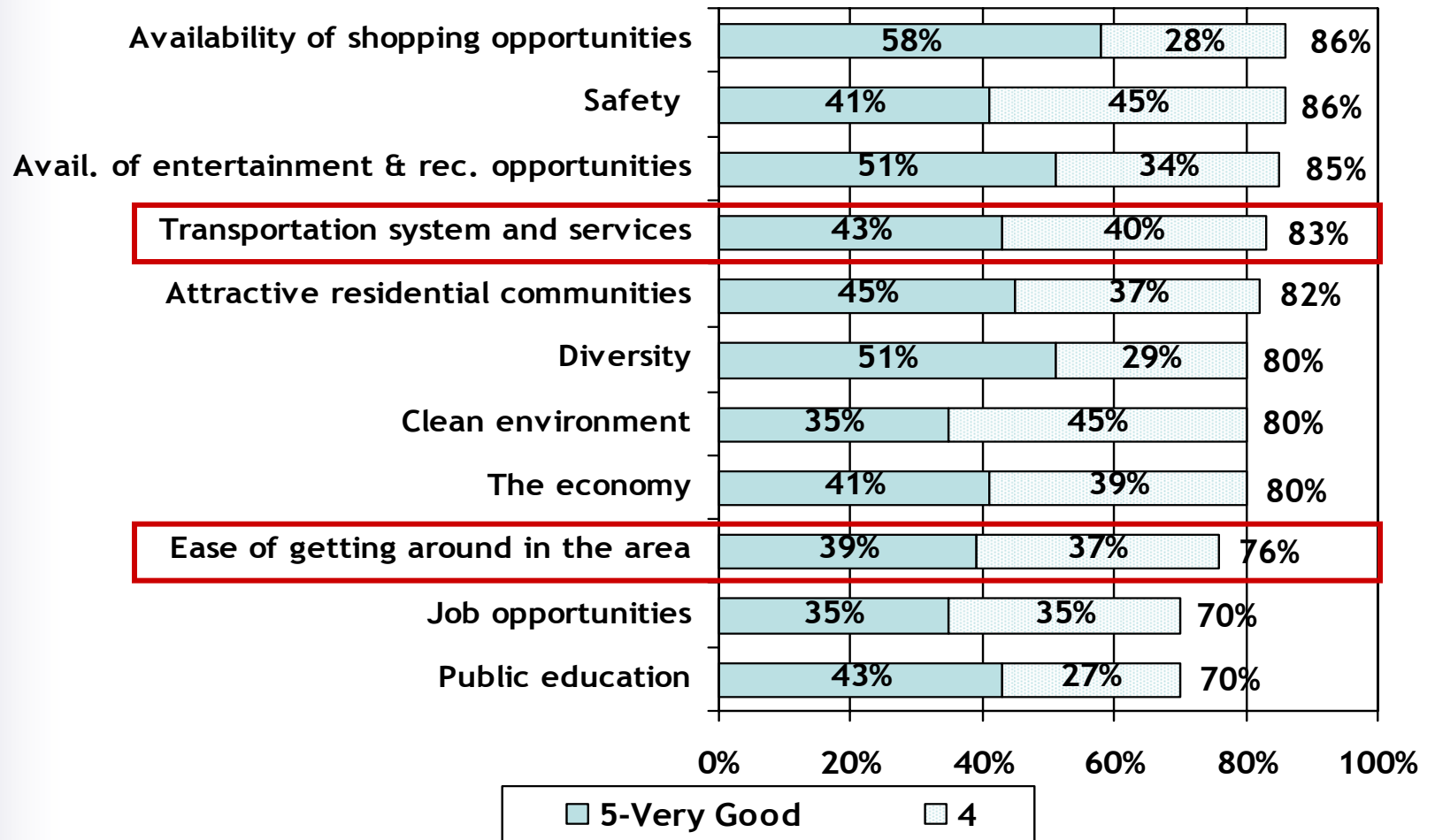
Source: 2006 Arlington Resident Telephone Study

C-1: How would you rate the overall quality of life in Arlington County?

*What is driving such  
high overall Q of L  
ratings compared to most  
American communities?*

*How important are  
transportation  
systems and services? . . .*

# Residents Highly Rate Many of the County's Quality of Life Attributes



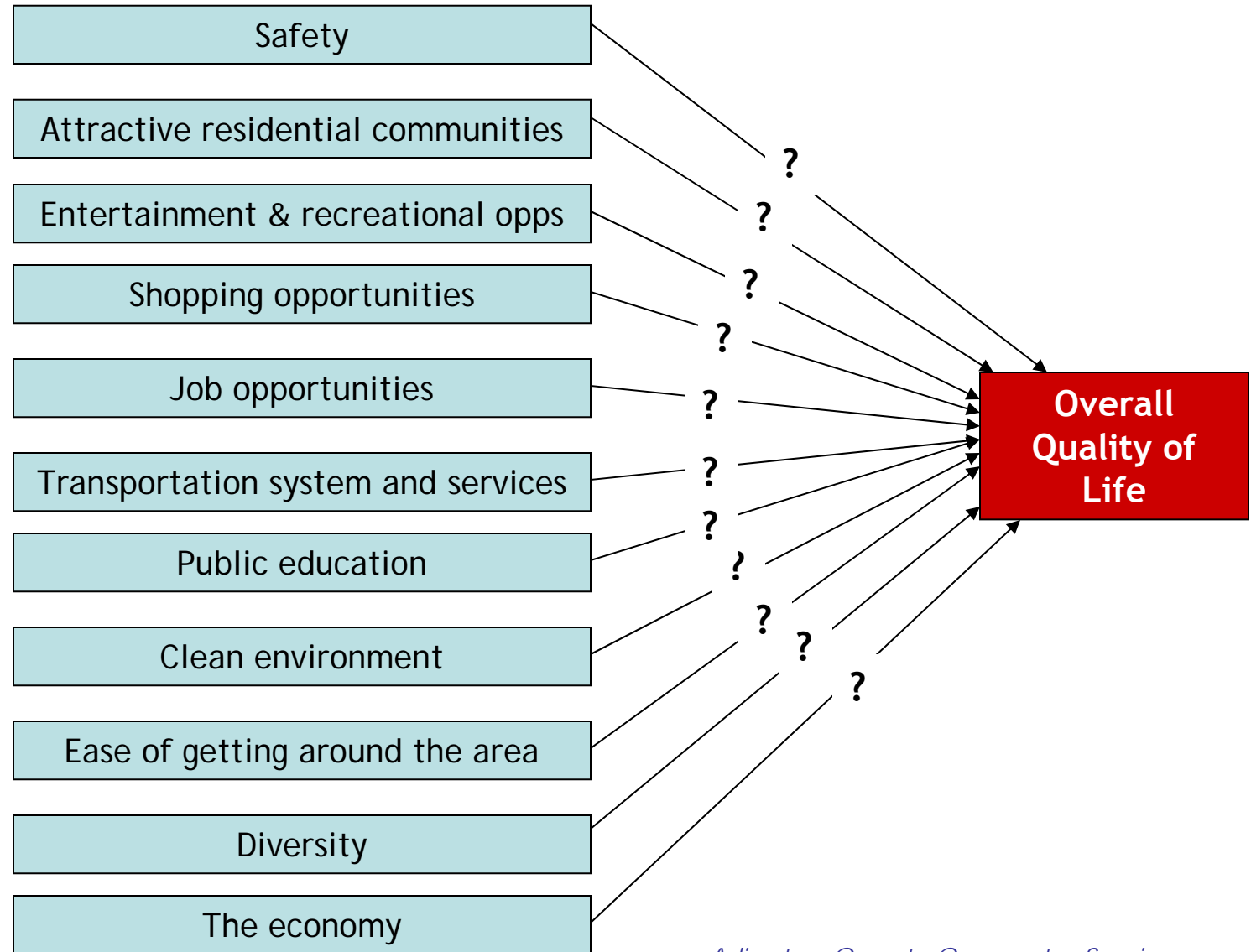
Source: 2006 Arlington Resident Telephone Study

26-2: Please rate Arlington County on each of these attributes... *Arlington County Commuter Services*

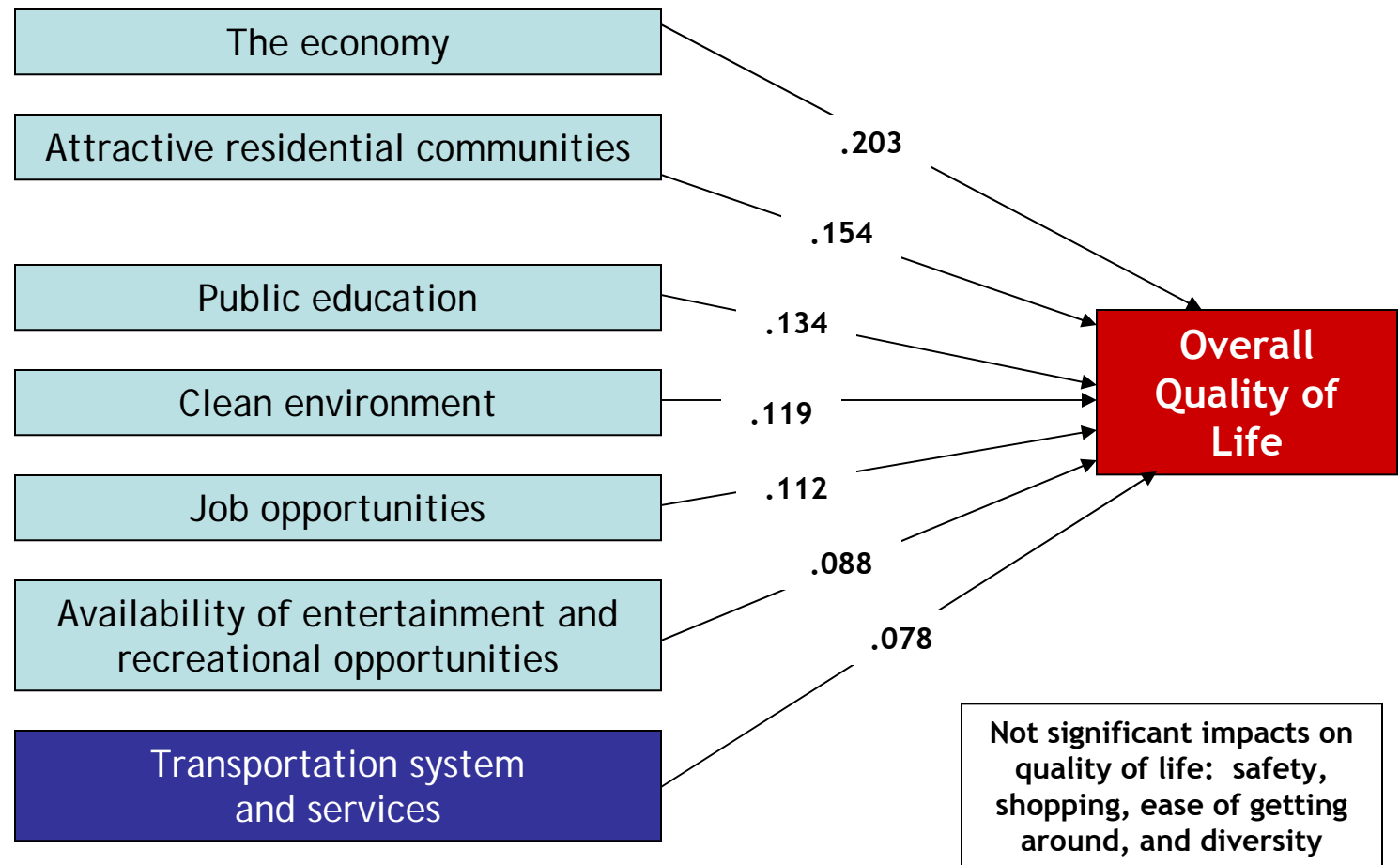
*But of all of these seemingly important attributes, which ones have the most influence (the real drivers) of high ratings for quality of life?  
Does transportation make the list?*

*The answer comes from running a regression analysis on this data . . .*

# What Attributes Really Influence Overall Quality of Life Ratings?



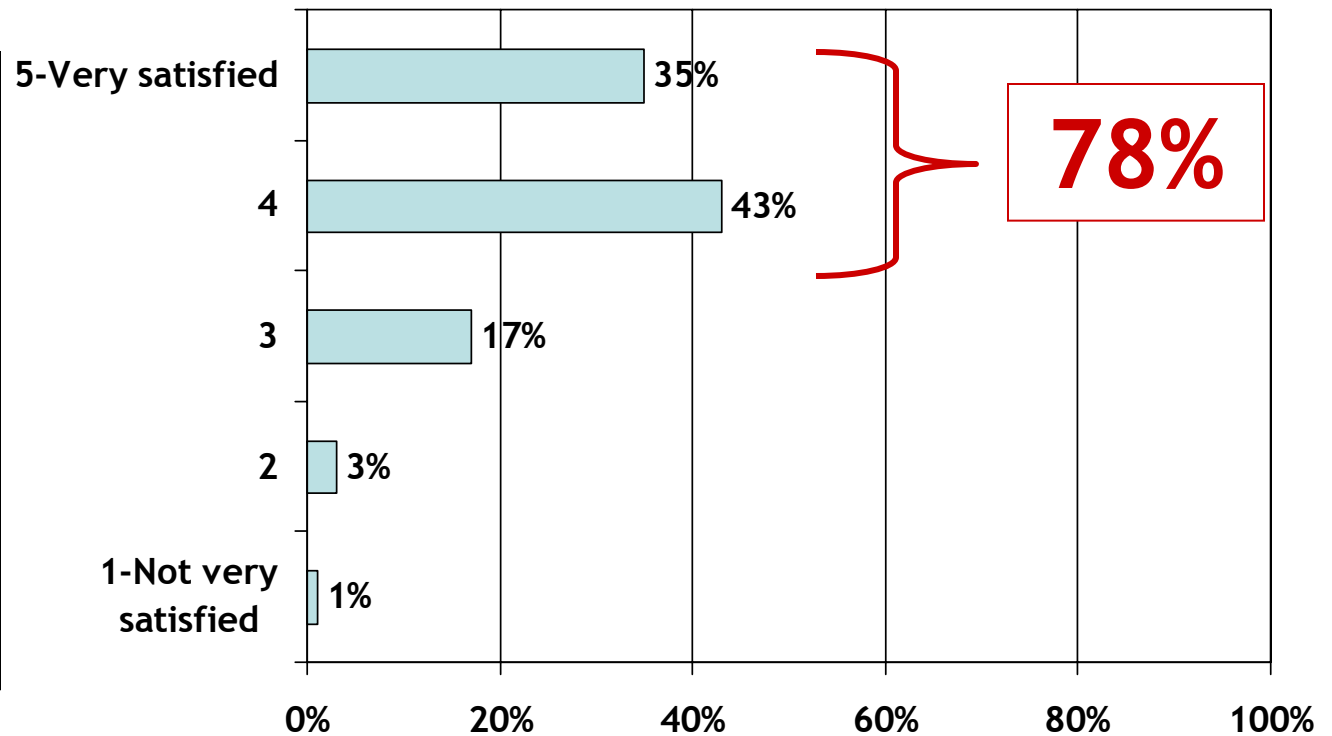
# “Transportation System & Services” Have a Statistically Significant Impact on the Quality of Life in Arlington County



# Satisfaction with Arlington County's Transportation System is Quite High

The following are significantly more likely to be "very" satisfied:

- Lived in Arlington Co less than 2 years
- Work part-time
- Work in Arlington Co
- Income less than \$60,000
- High school or less education



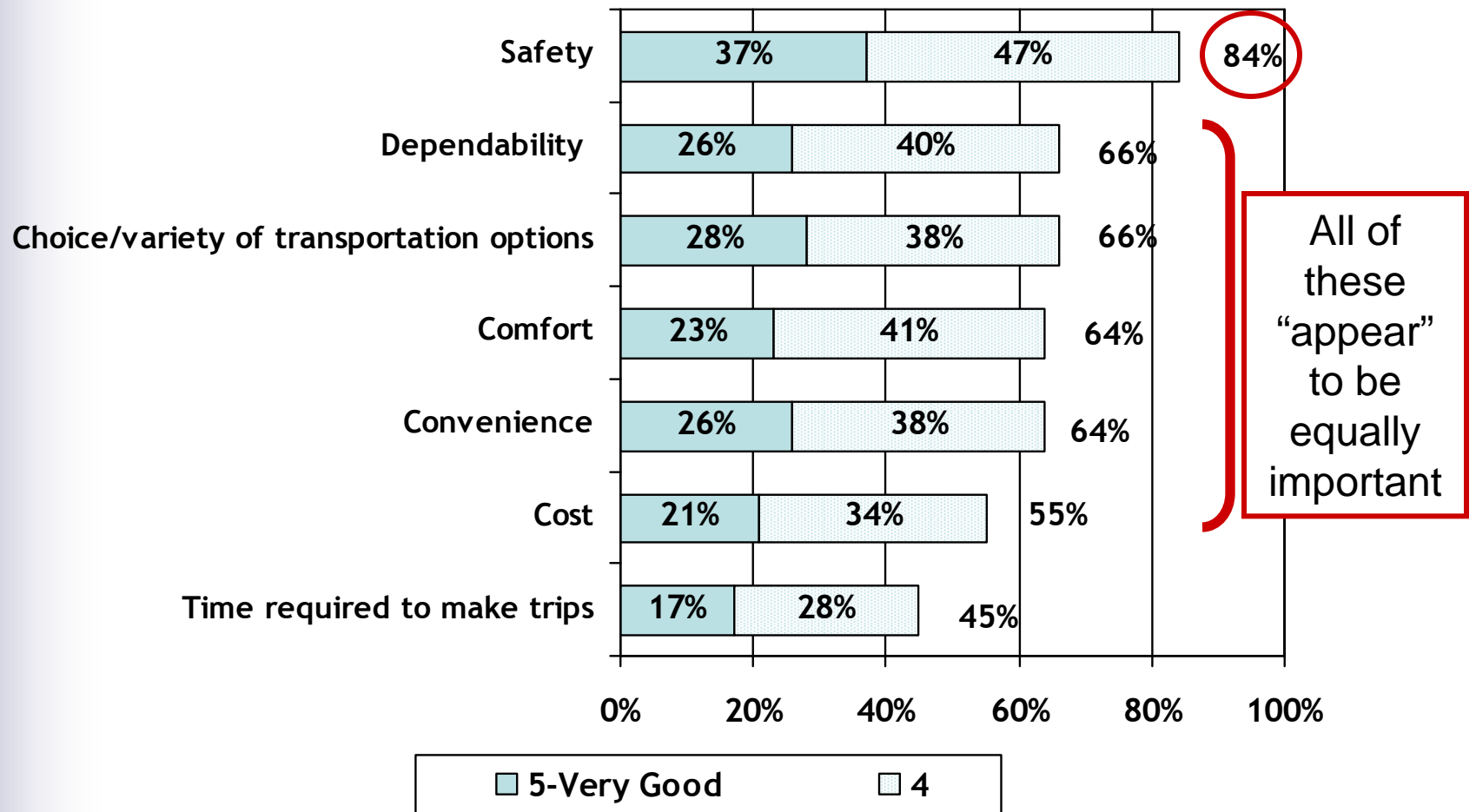
Source: 2006 Arlington Resident Telephone Study  
D-3: Overall, how satisfied are you with the Arlington County Transportation system?



*Residents rate  
transportation services  
high!*

*What services make the  
most difference?*

# The Transportation System in the County Is Rated Most Favorably in Regard to Safety

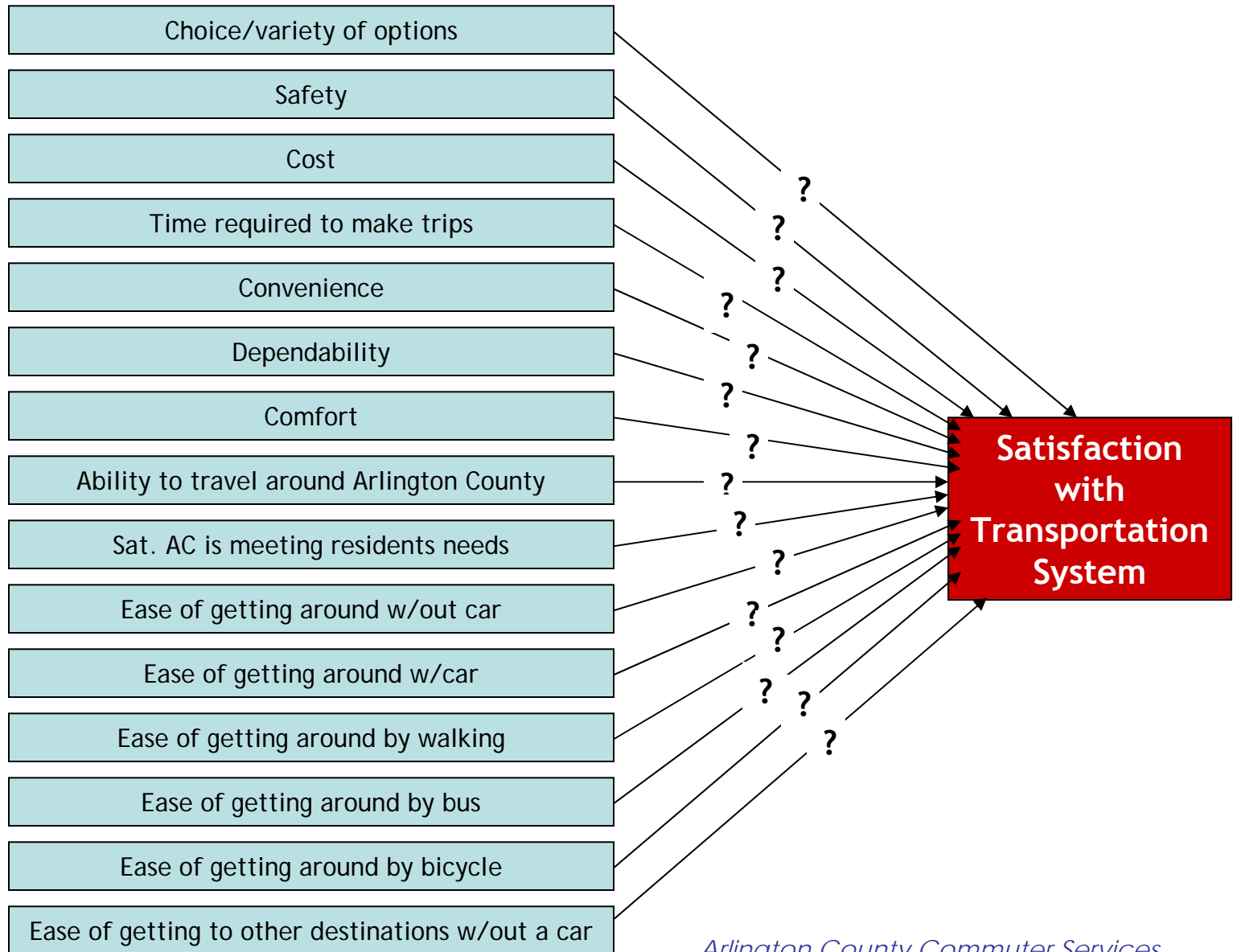


Source: 2006 Arlington Resident Telephone Study

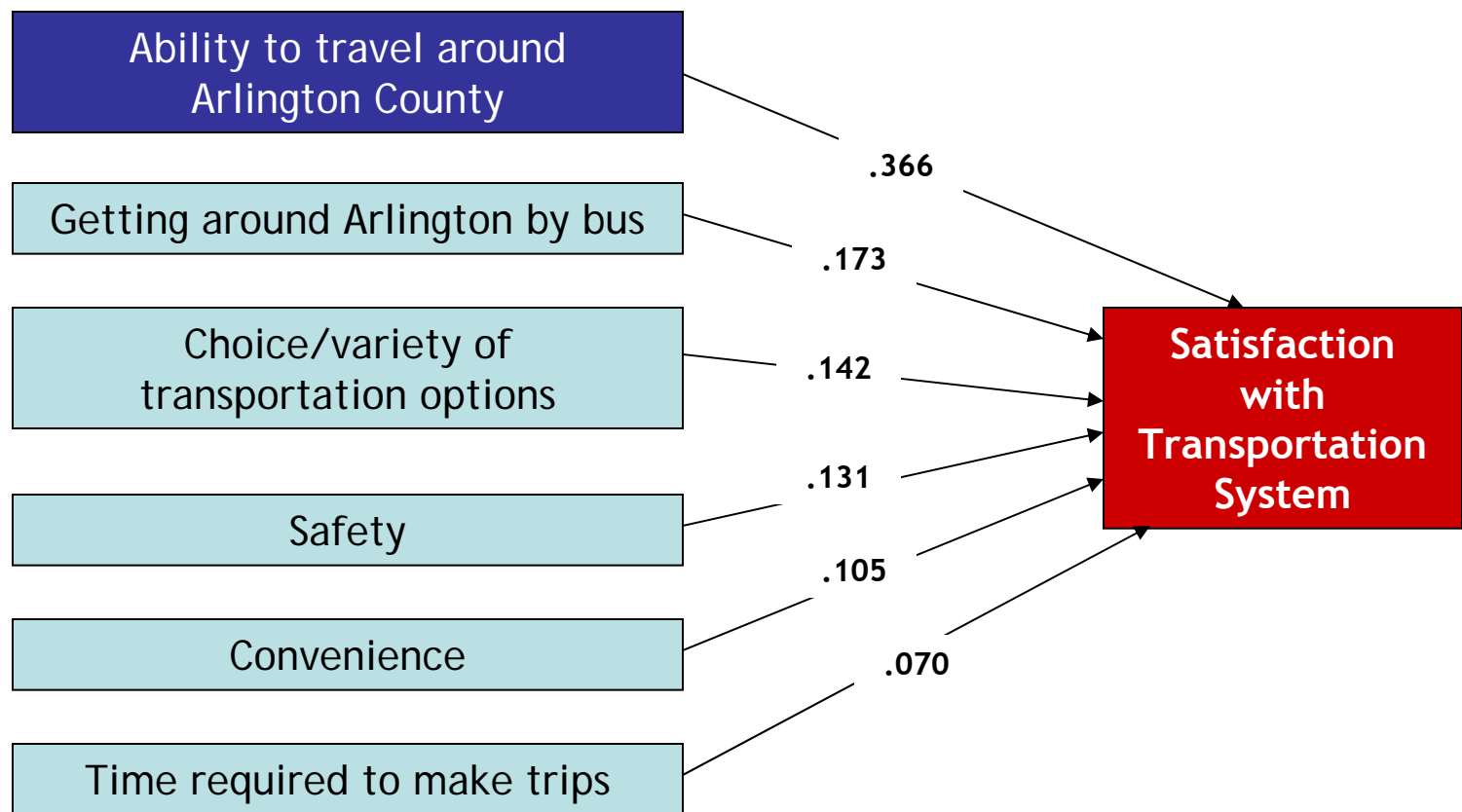
E-8: Please rate the Arlington County transportation system on the following  
 32 attributes and options.

*Arlington County Commuter Services*

# Possible *Drivers* of Satisfaction with Transportation System

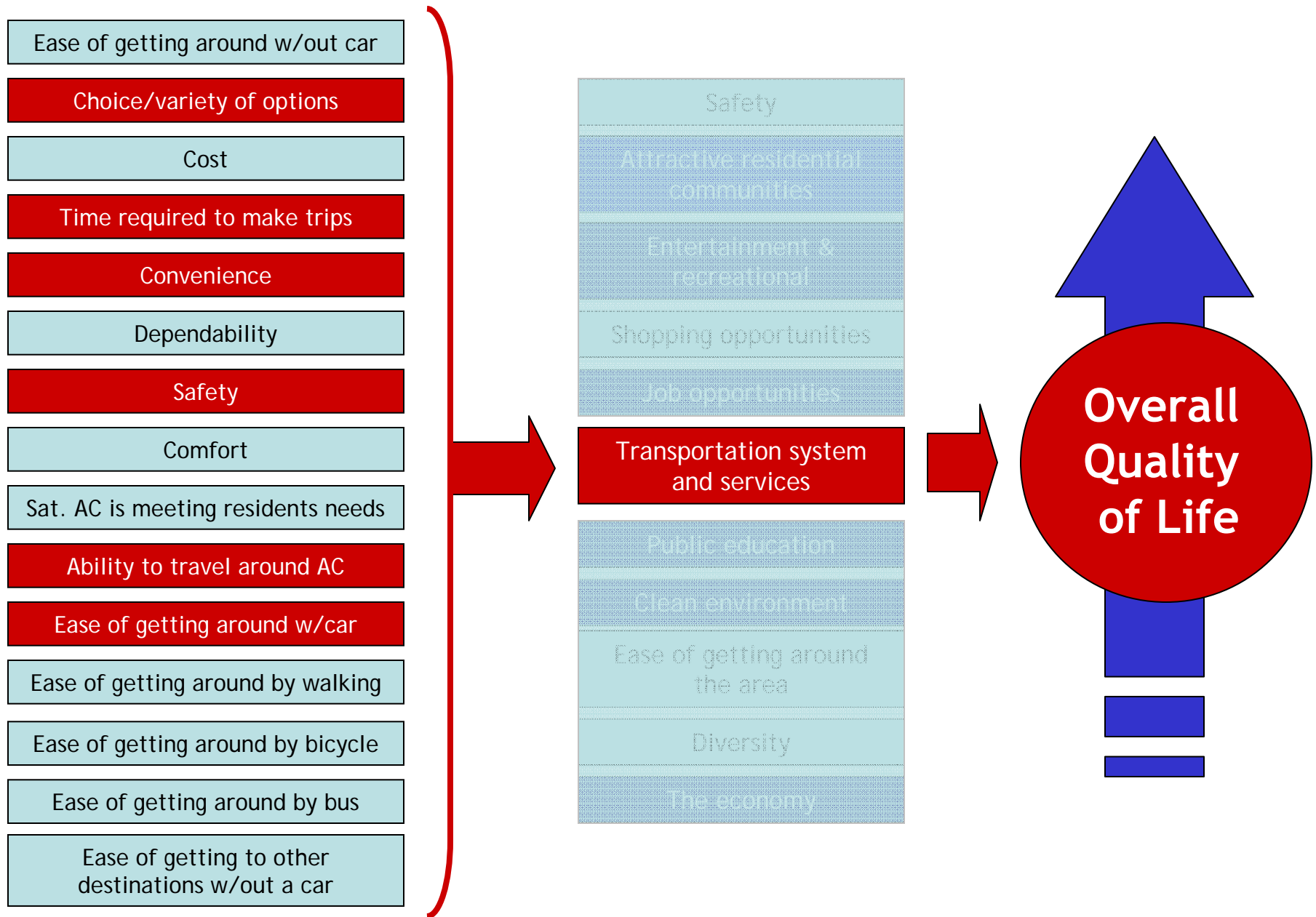


# Overall Ability to Travel Around Arlington County Is the Biggest Driver in Satisfaction with Arlington County's Transportation System



*When we put this all together,  
we arrive at an **Arlington County  
Quality of Life Transportation  
Impact Model . . .***

# Arlington County Q of L Transportation Impact Model

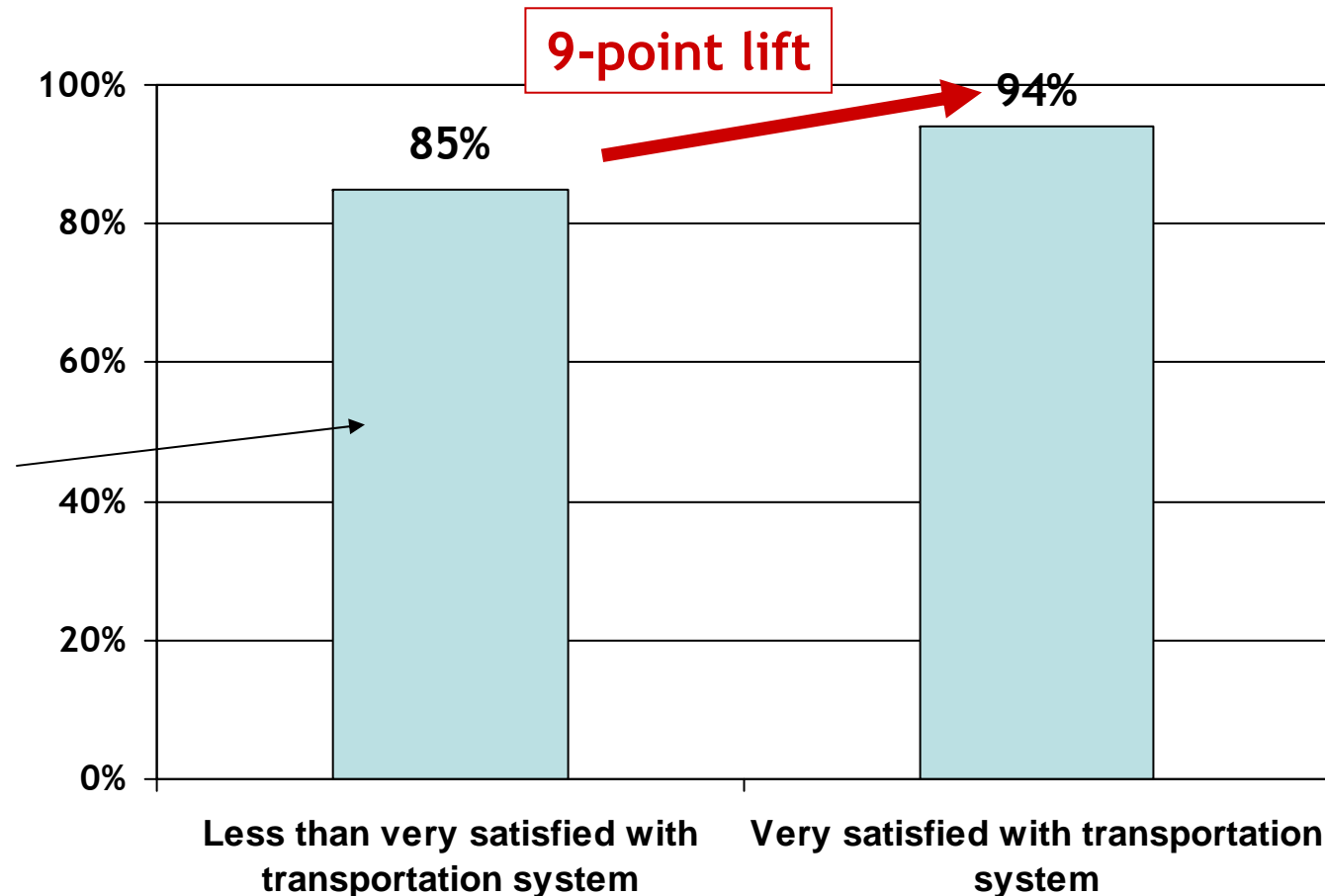


The transportation system in Arlington County makes it a better place to live.

How to Read This Chart: Proportions reported are those rating the quality of life favorably.

*Example: 85% of those less than very satisfied w/ trans. system rate quality of life favorably.*

## Satisfaction with the "Transportation System & Services" in Arlington County Improves Residents' Quality of Life Ratings



*We Now Say with statistical certainty. . .*

*Making it easy for people  
to get around Arlington County  
is unequivocally related to how  
residents rate their Quality  
of Life in Arlington County...*

*ACCS' Services & Products Impact  
Quality of Life Ratings*



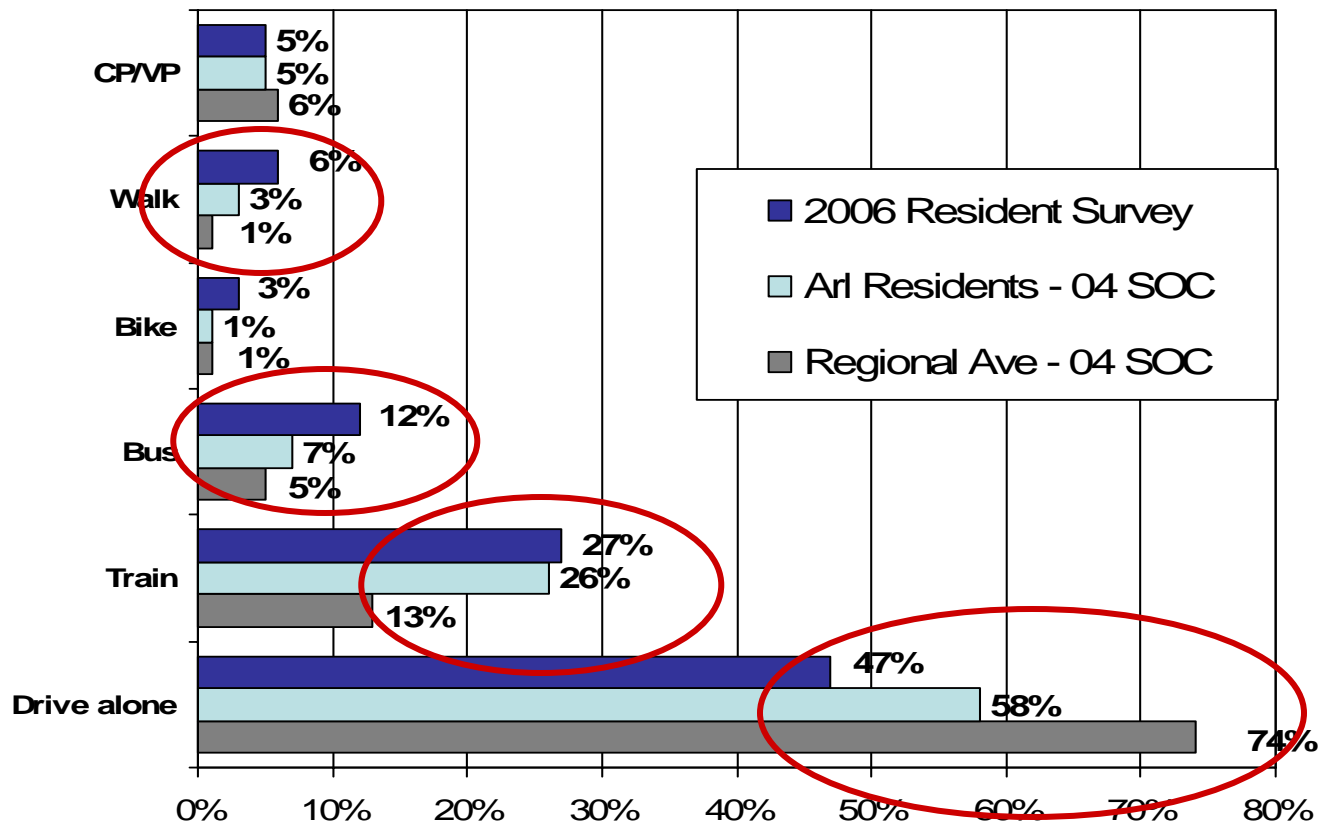
# Arlington's Integrated Program Impact



# Travel Mode to Work

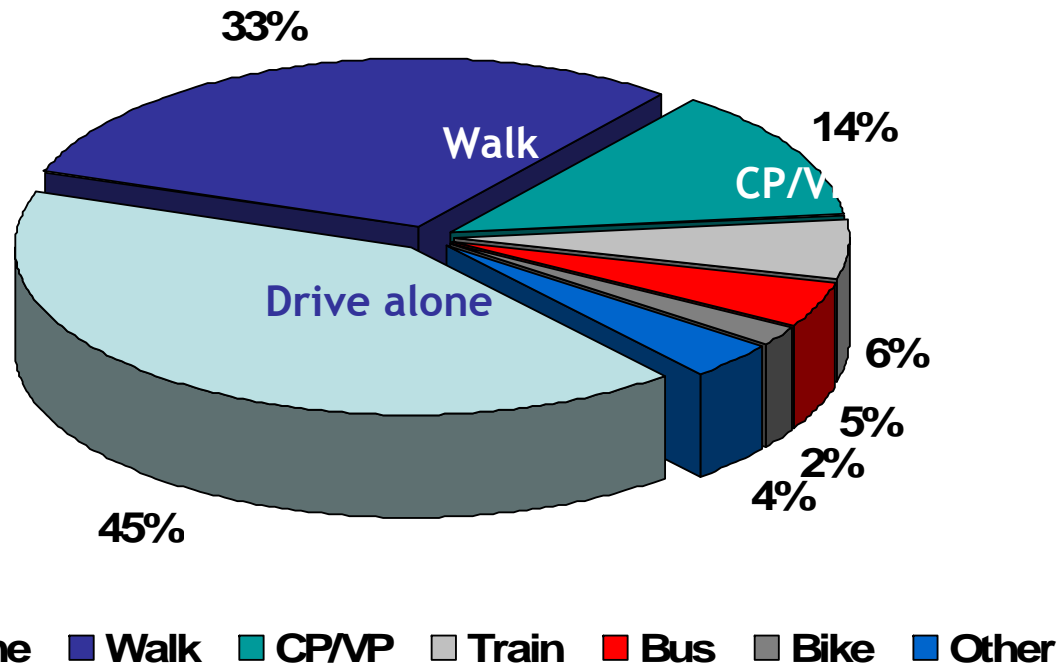
## Percentage of weekly trips made by each mode

Compared to the region, Arlington's Drive Alone rate is 1/3 lower, transit use is double, biking is triple, and walking is six times higher.



# Non-Work Travel Mode

Over half of non-work trips are NOT drive-alone trips which is amazing in an American community. One-third are made by walking, and one in eight are made by riding or driving with another person.



n=342,  
multiple  
response  
permitted  
Trip n=459

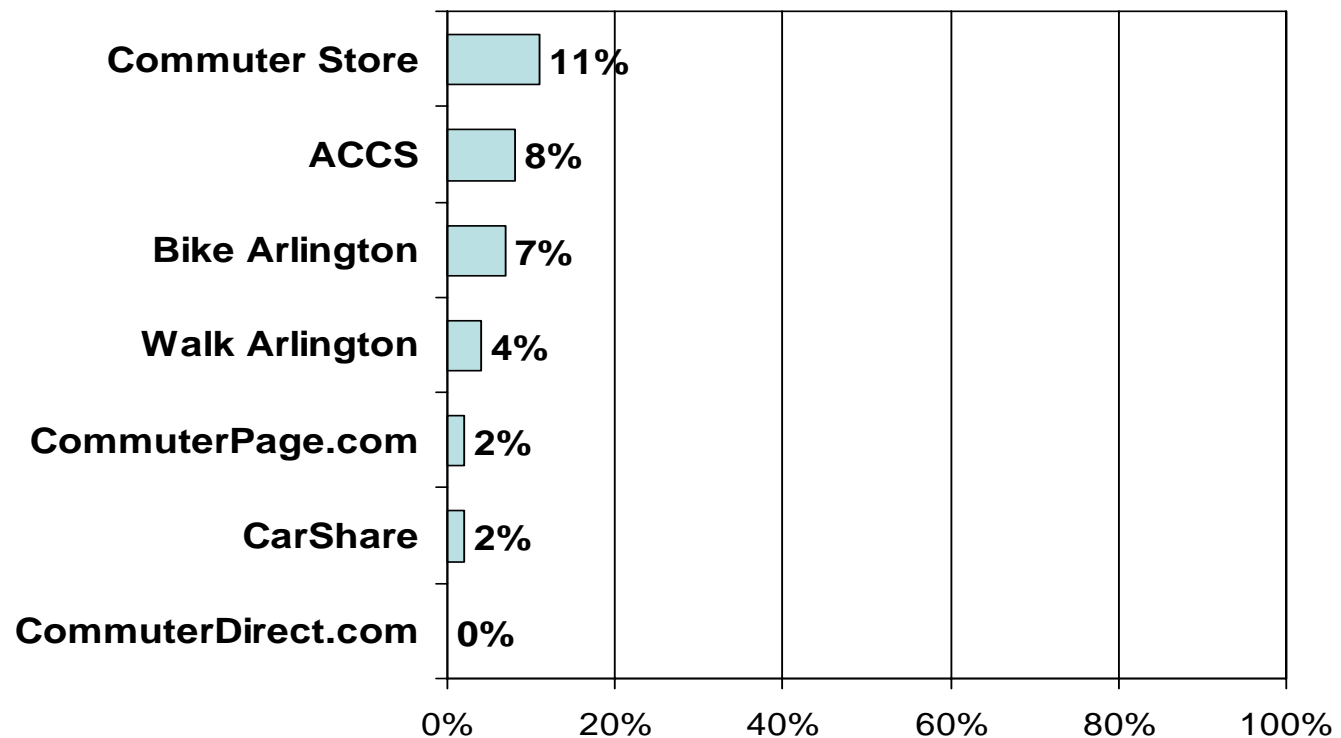
Q J-7, J-8, J-13 What type or types of transportation did you use for <these trips>?



# ACCS' TDM Program Impacts

# Used ACCS Service or Product

*One in five residents (21%) had used an ACCS product or service in the past last year.*



n=297

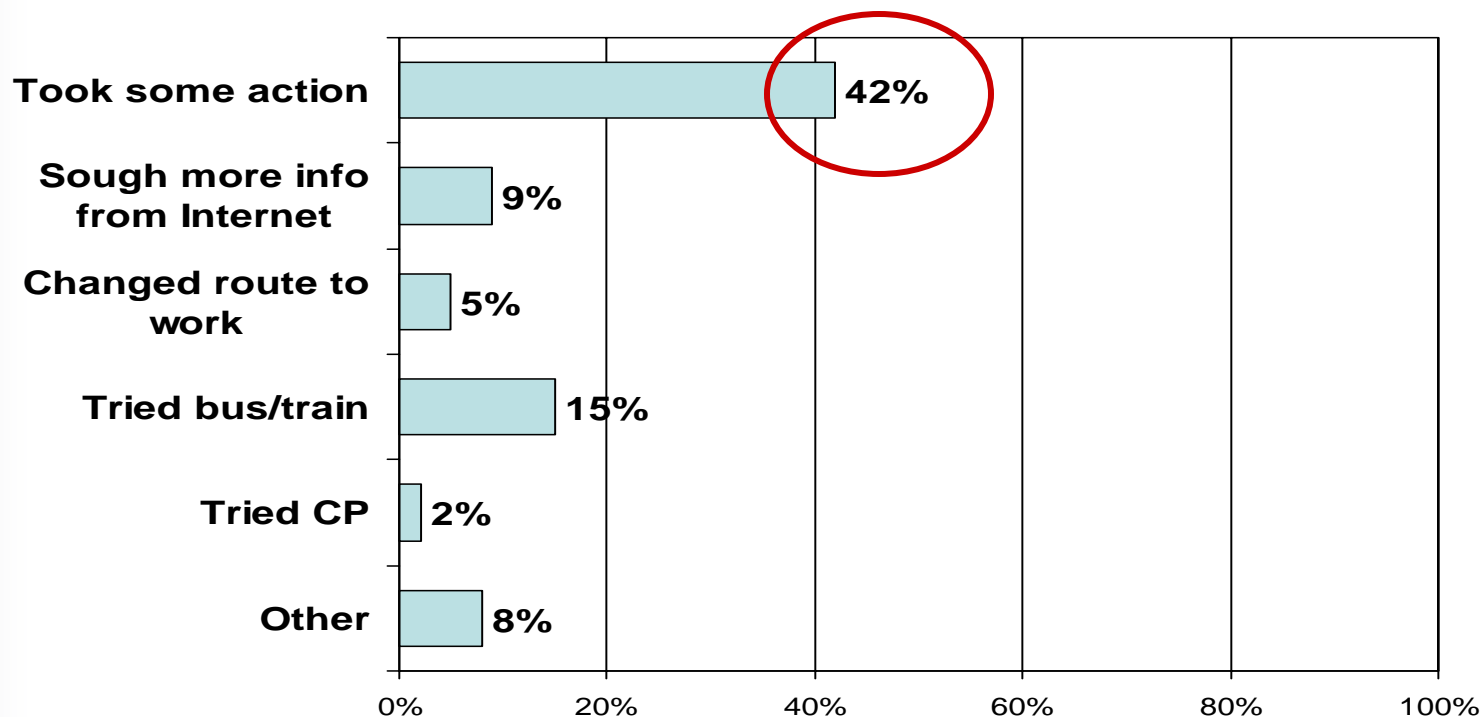
Source: 2006 Arlington Resident Telephone Study

K-2: In the past year, have you looked for services that could help you get around the Washington metropolitan region?

*Arlington County Commuter Services*

K-3: What sources did you use or contact to obtain this information or services?

# Four in Ten Residents Who Sought Info/Services Took Action to Change Travel Behavior



n=201

Source: 2006 Arlington Resident Telephone Study

Q K-5: After obtaining this information or service, did you take any actions to try to change how you travel around Arlington or how you travel from Arlington to other destinations in the Washington metropolitan area? ONLY ASKED OF THOSE WHO CHOSE CERTAIN TYPES OF INFORMATION IN K4

# Impact!

**99%** said the transportation info or service encouraged this action ...

**47%** said they were "not likely" to have taken the action without the info or service.

*How Do We Know  
ACCS' Specific Programs  
Are Making An Impact?*



# Examples of Measuring The Impact of ACCS' Services

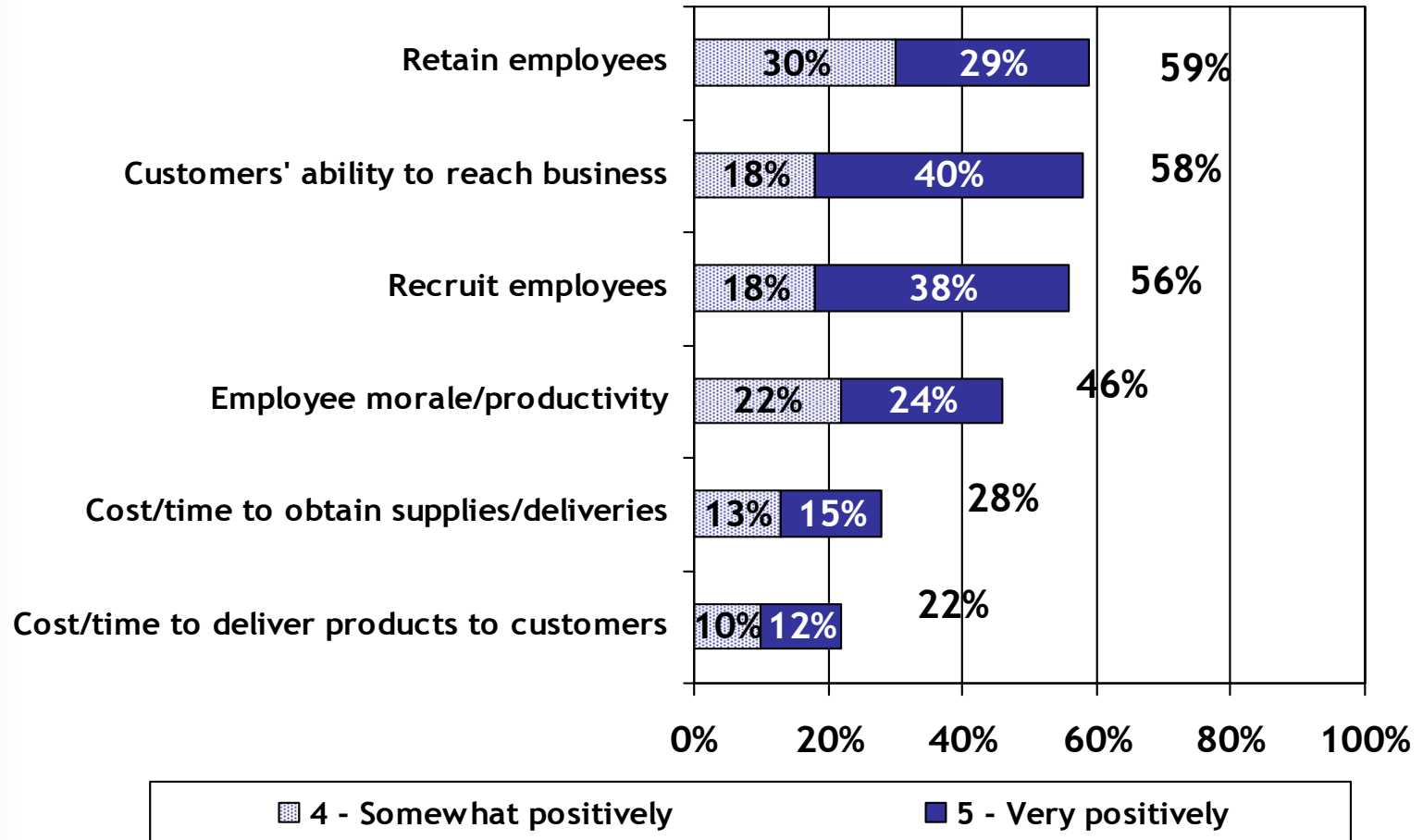
- **Employer Services**
- **Residential Services**
- Visitor Services
- Site Plan Requirements/ Development Services
- **Commuter Stores**
- Commuter Information Center/  
CommuterDirect.com  
Sales Support Center
- Arlington Retail marketing program – point of purchase program
- **Commuterpage.com**
- Distribution and Logistics Program
- Bus Stop Information Program
- BIKEArlington program
- WALKArlington program
- Arlington Carsharing program
- ART and Arlington Metrobus – especially ACCS marketing thereof
- ACCS Umbrella Advertising



Arlington Transportation Partners'  
Employer/Residential Program Impact

# Surveyed Employers Say Arlington County's Transportation System Positively Impacts Them

*Retention, Recruitment, & Customer Relations Top The List*



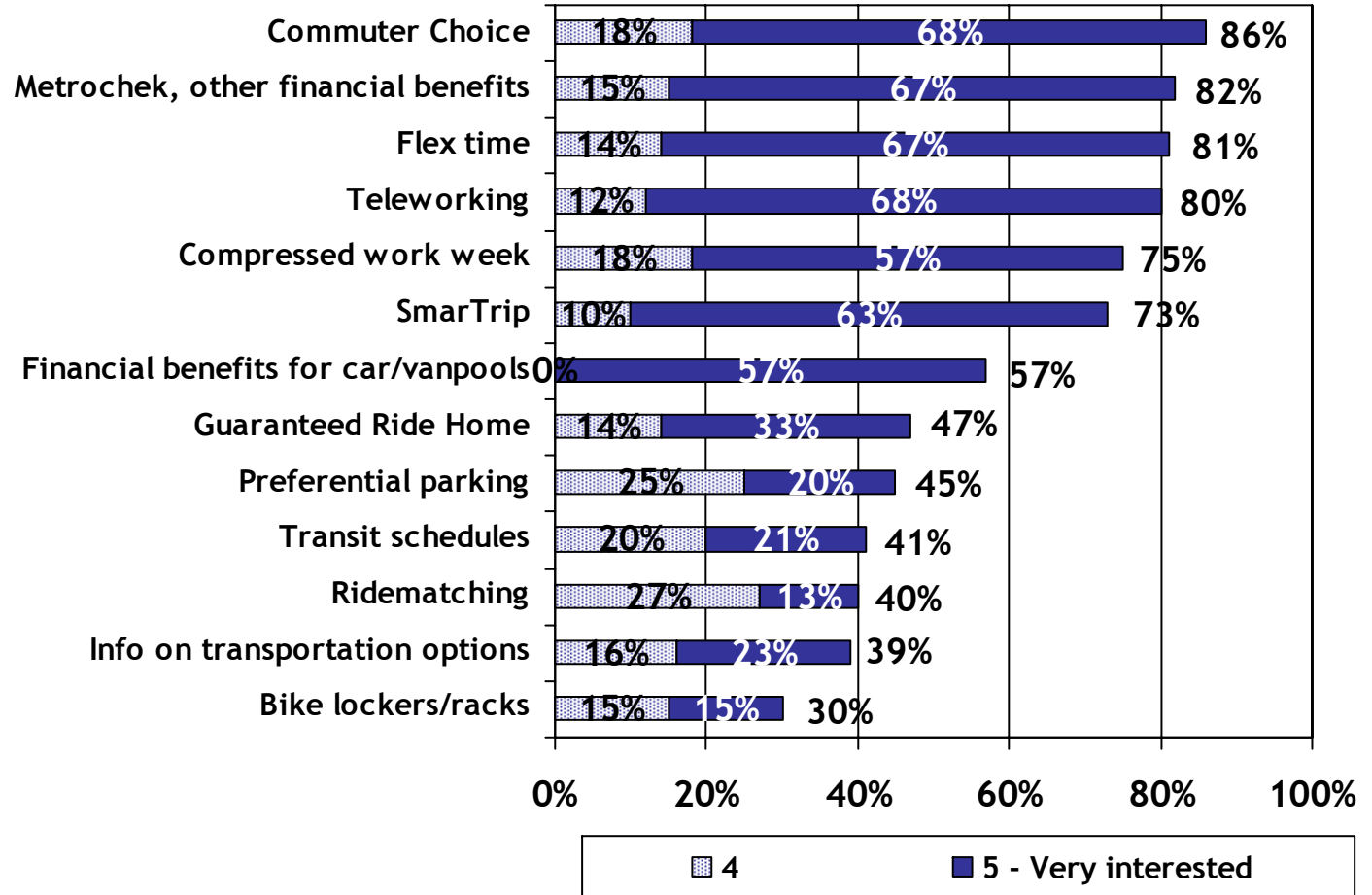
QB5: In what ways and to what extent does the quality of the transportation system in Arlington County affect your organization?

*Arlington County Commuter Services*

4 in 10  
Employers do  
not currently  
but would be  
willing to offer  
Ridematching  
or Guaranteed  
Ride Home.

# Employers Said Employees Have Great Interest in Many TDM Services

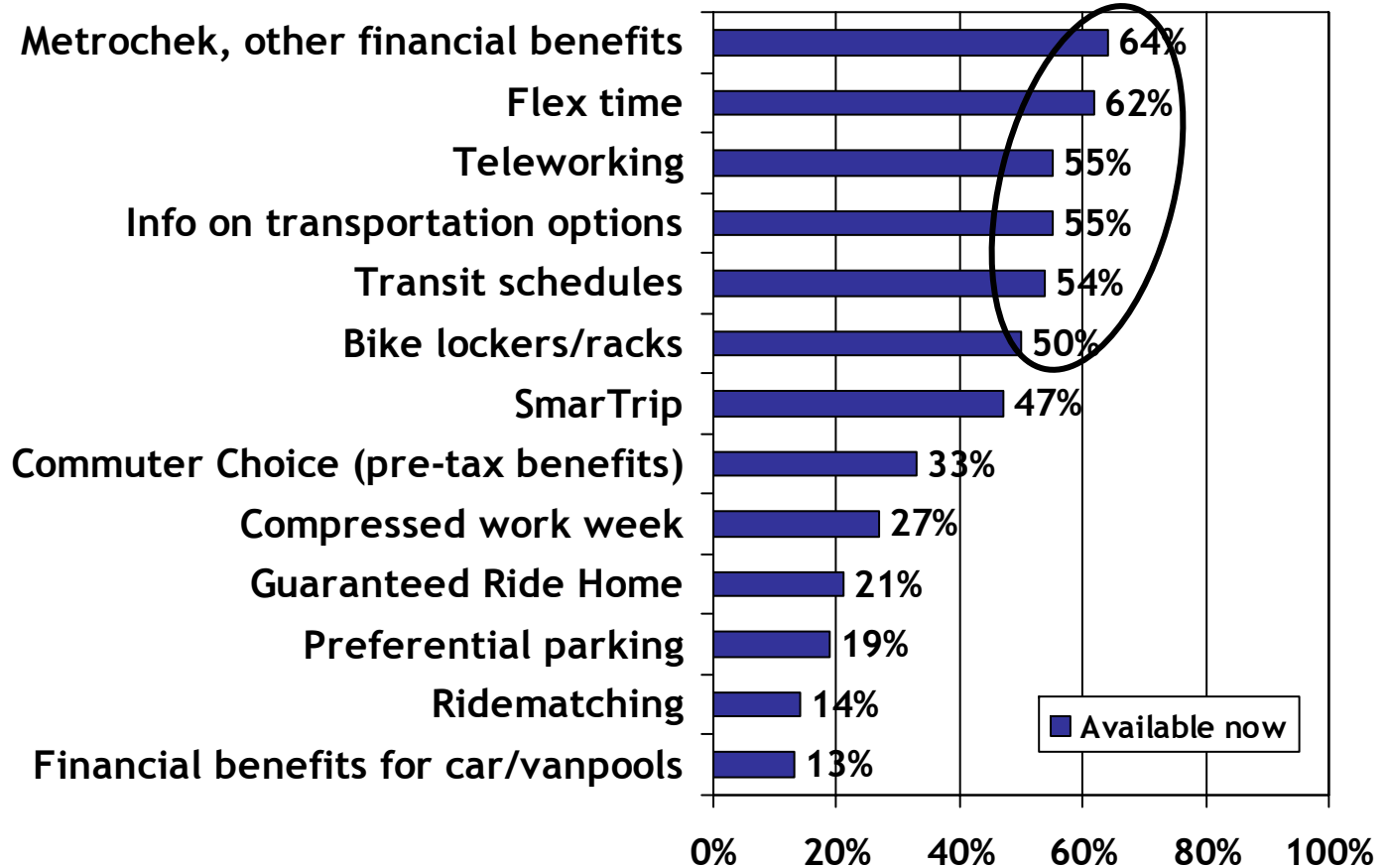
*Greatest interest in financial incentives, CWS, Telework*



QC2: How interested have employees been in these services?  
ONLY ASKED OF THOSE WHO USE THE PARTICULAR SERVICE

CAUTION:  
VERY SMALL  
SAMPLE SIZES

# Over Half of Surveyed Employers Offer Transit Incentives, Flextime, TW, Transportation Info, and Bike Lockers/Racks

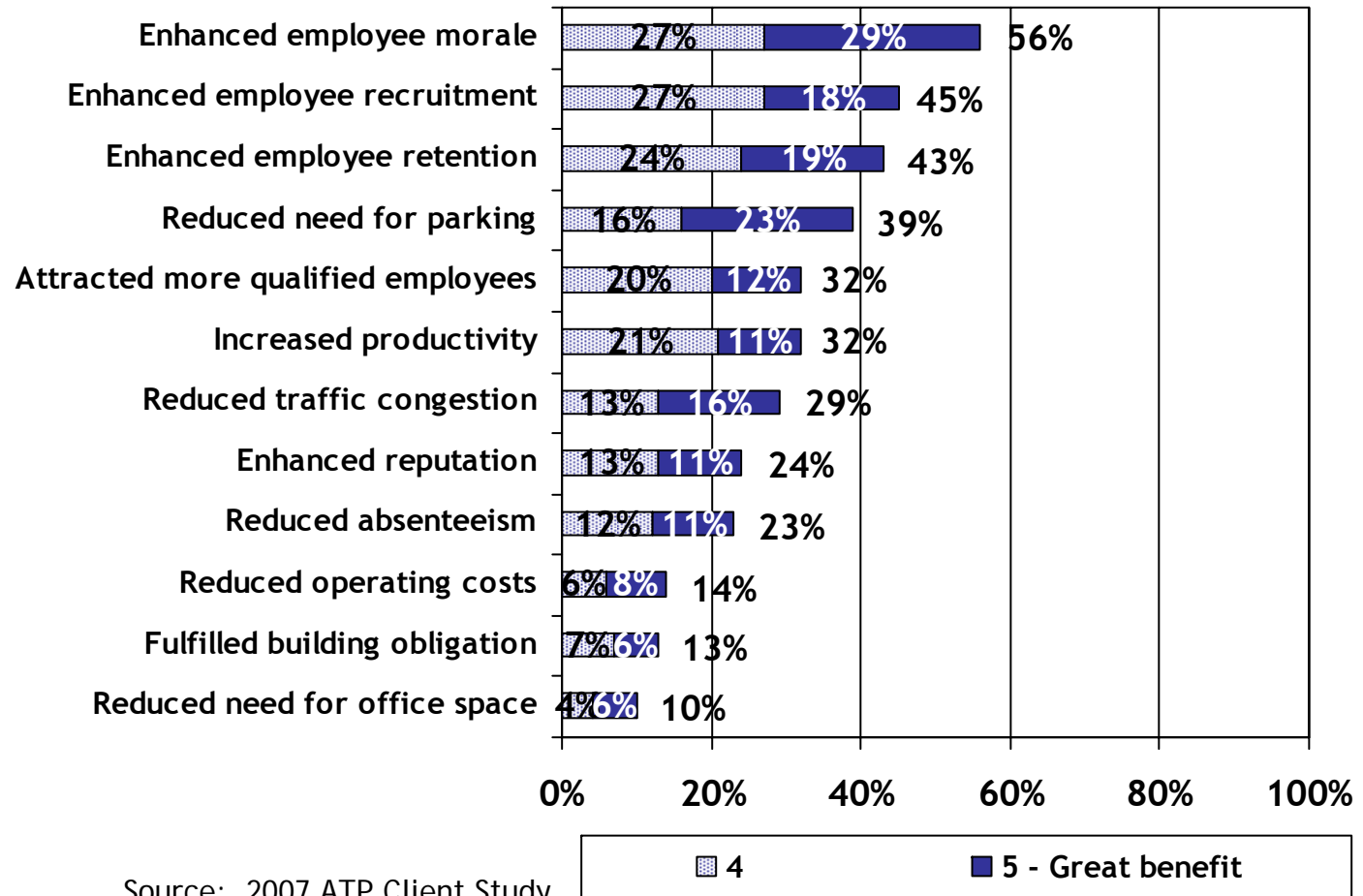


4 Employers did not choose "Available now" for ANY of these services; 1 Employer chose "Available now" for ALL of these services.

Source: 2006 Arlington Residents Telephone Study  
 QC1: Check all the services or benefits that are available to your employees. For those that are not available now, indicate if you would consider or would not consider offering it.

*Arlington County Commuter Services*

# Employers Saw an Increase in Employee Recruitment, Retention, Productivity and Morale Due to TDM Services & Products



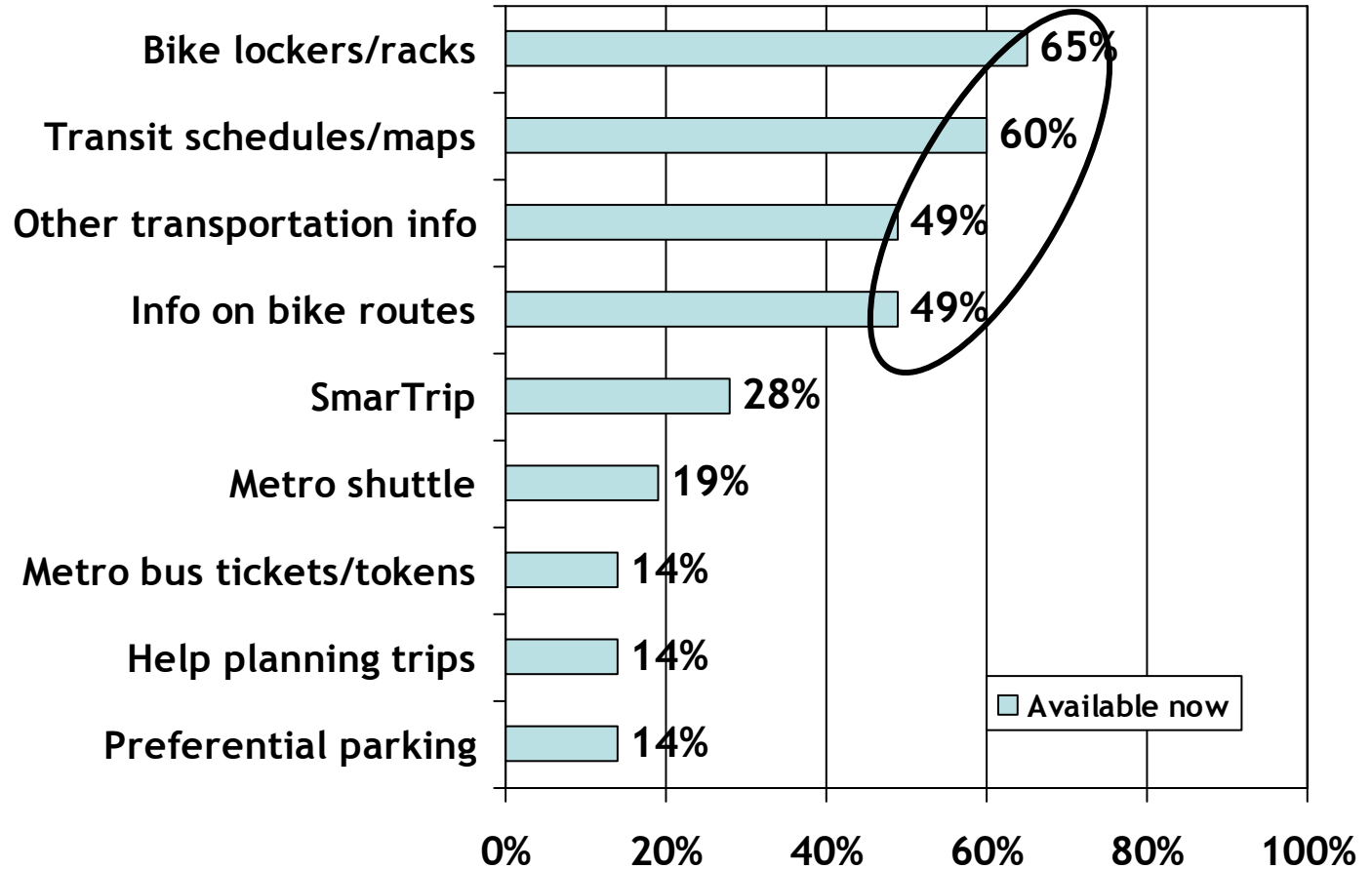
Employers  
n = 95 - 98

Source: 2007 ATP Client Study  
QC14: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED "YES" IN Q9

Arlington County Commuter Services

# Residential Property Managers Offer Many TDM Services

## Transportation Info and Bike Lockers/Racks Top Ranking

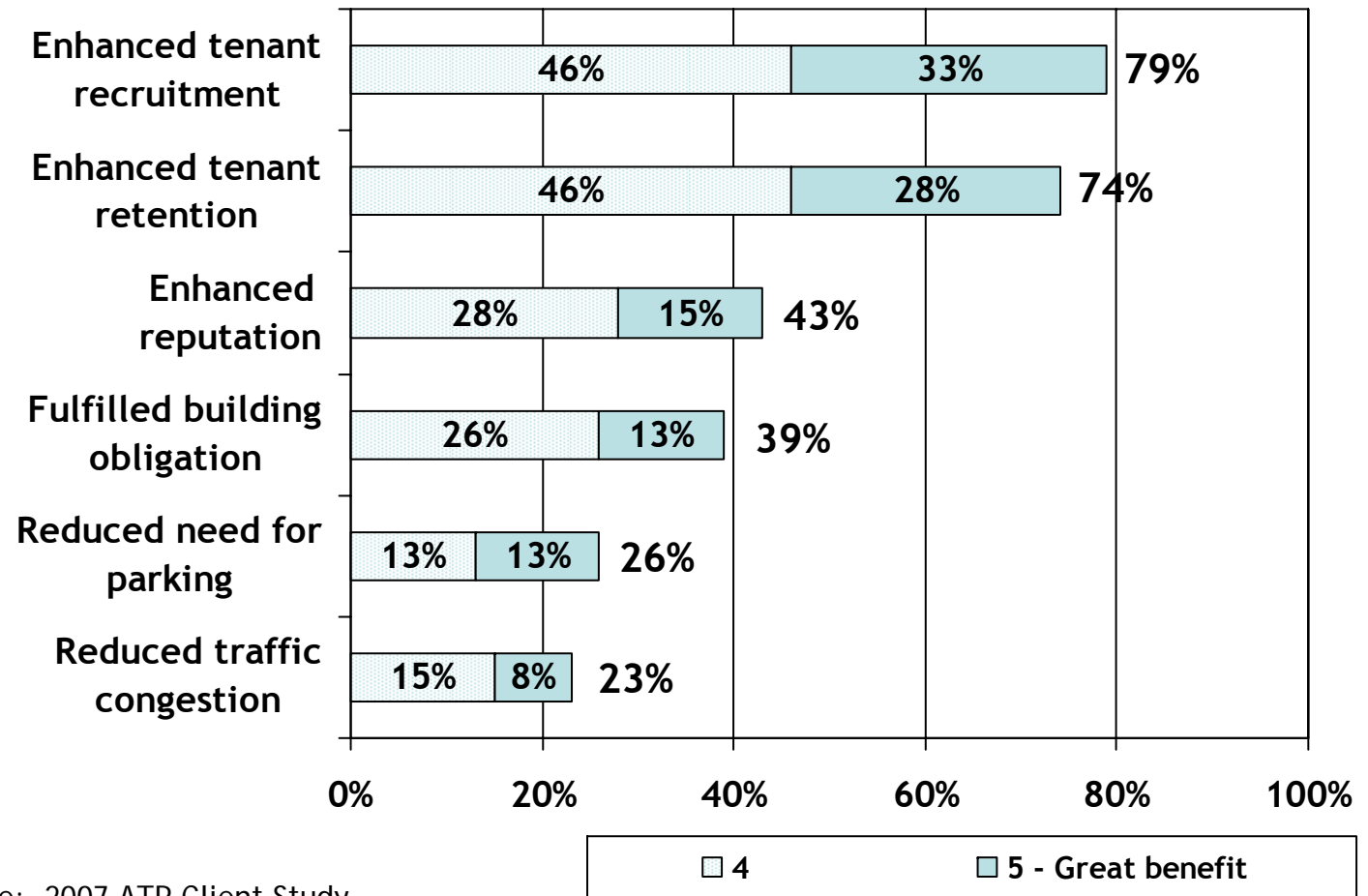


4 Property Managers did not choose "Available now" for ANY of these services; 1 Property Manager chose "Available now" for ALL of these services.

Source: 2006 Arlington Residents Telephone Study  
 QC5: Check all the services or benefits that are available to residents. For those that are not available now, indicate if you would consider or would not consider offering it.

*Arlington County Commuter Services*

# Property Managers Saw Better Tenant Recruitment and Retention, Less Need for Parking, Less Traffic Congestion due to TDM Services



Property Managers  
n = 39

Source: 2007 ATP Client Study

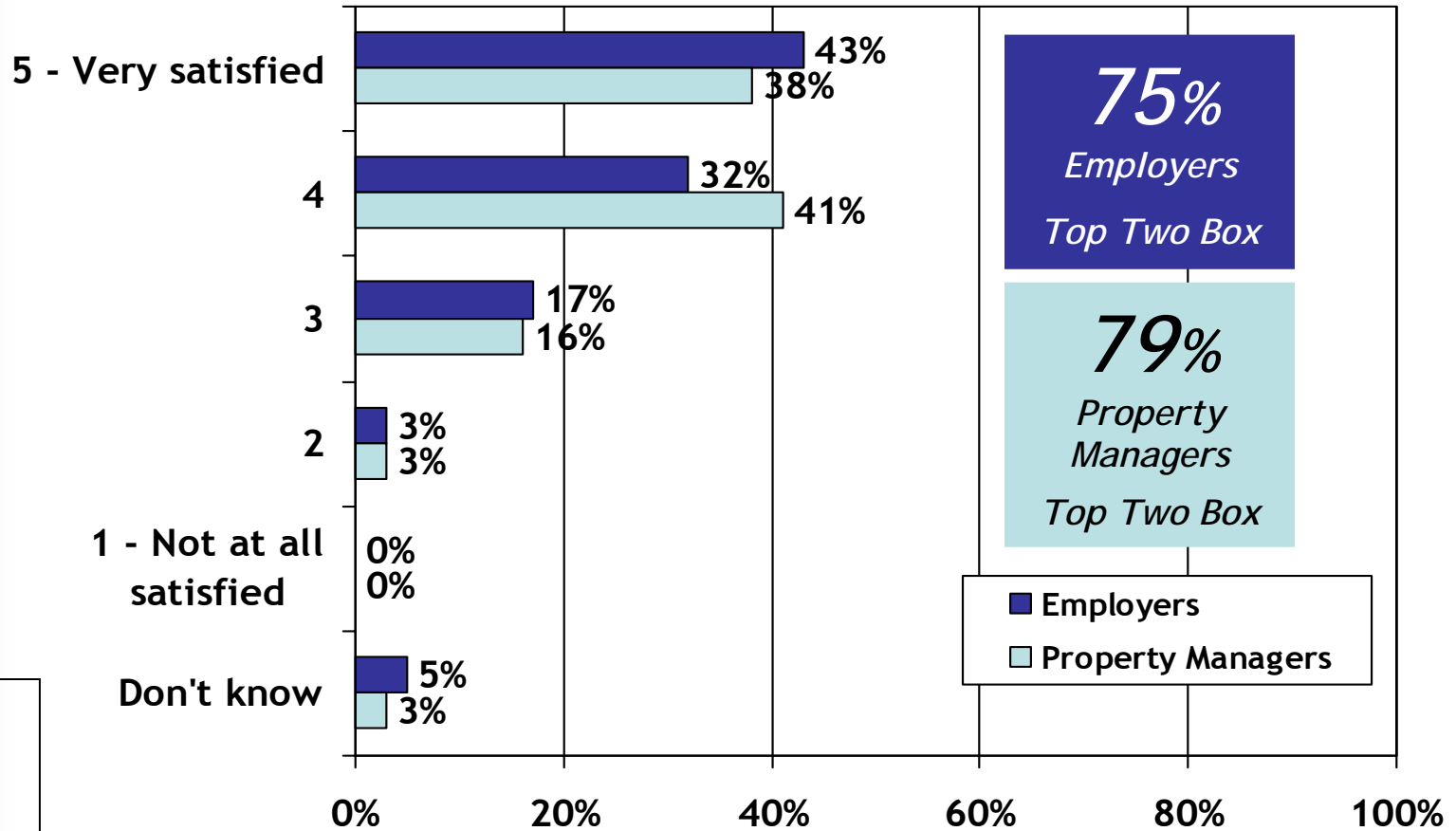
QC16: Indicate how much your organization has benefited from offering transportation

54 services. ASKED ONLY OF THOSE WHO ANSWERED "YES" IN Q9

*Arlington County Commuter Services*



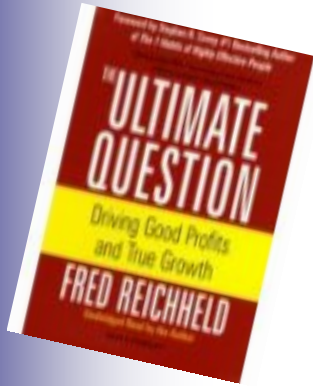
# Three-quarters of Respondents Who Use ATP Services are Satisfied



Employers  
n = 75

Property Managers  
n = 32

Source: 2007 ATP Client Study  
 QD5: How satisfied have you been with the services you have received from ATP?  
 ASKED ONLY OF THOSE WHO INDICATED THEY USED AT LEAST ONE SERVICE IN D3 OR D4



# The “Net Promoter Score”

- The Net Promoter Score is defined as

**The percentage of promoters**  
(somewhat/very likely to recommend)

**74%** *(all respondents)*

Less:

**The percentage of detractors**  
(somewhat/very unlikely to recommend)

**13%**

*Arlington Transportation Partners Net Promoter Score* **61%**

As a comparison, according to *Satmetrix*, selected companies have Net Promoter Scores as follows:

Chick-Fil-A – 72%    Apple - 66%

Fed Ex – 56%%    American Express - 50%

# ACCS' Impact

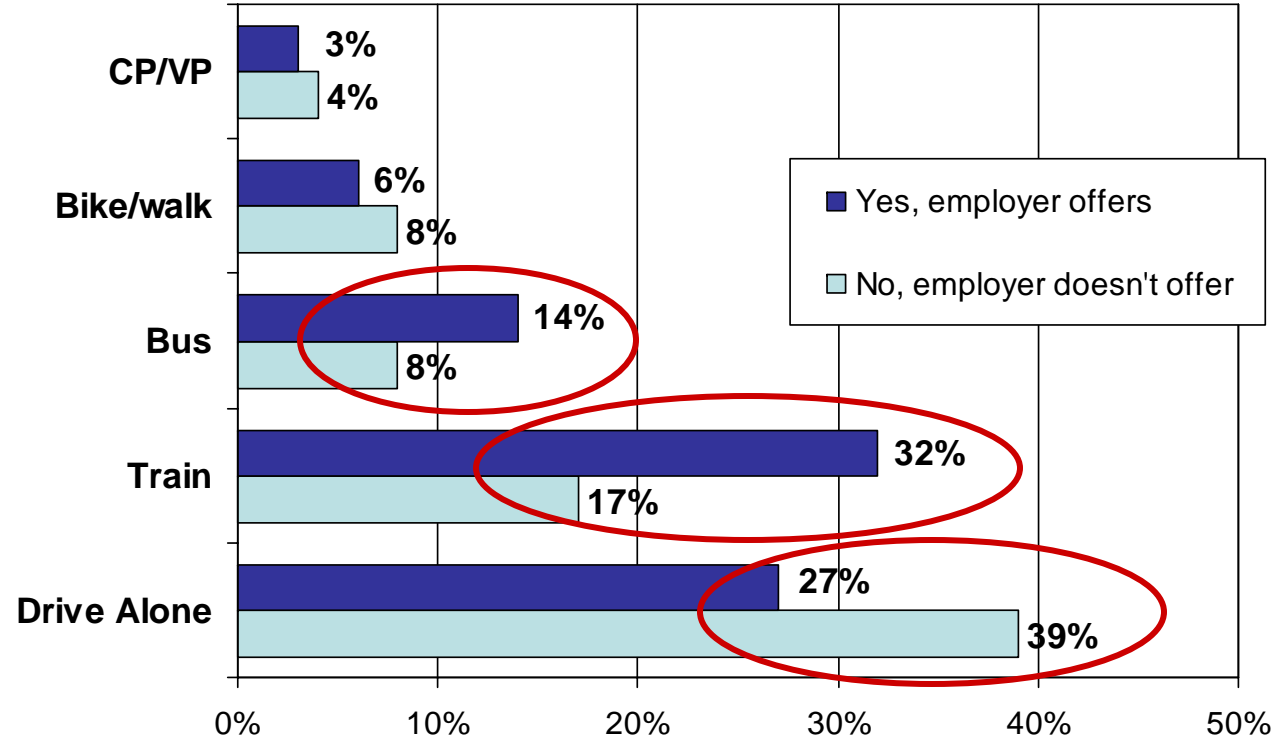
## Arlington Transportation Partners

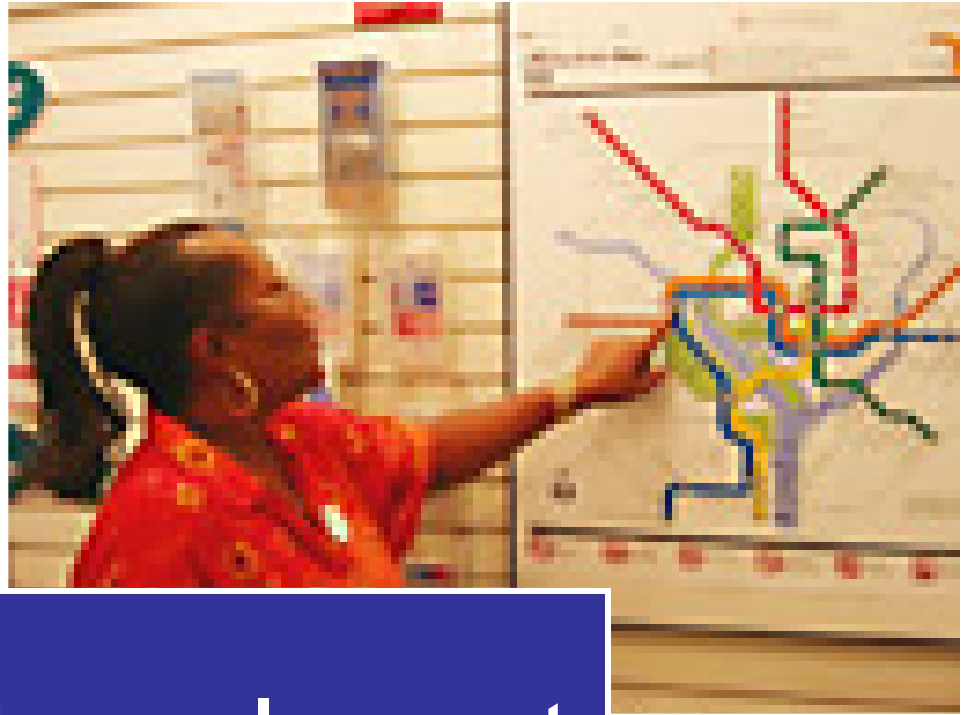
**39%** of Employers and...

**74%** of Property Managers **Would**  
**Not** Have Implemented Services or  
Products Without ATP Assistance

# Results: Mode Use at TDM Worksites

Transit use was double, and Drive Alone was 30 % lower at worksites where employees who work in Arlington said they had access to TDM services (such as provided by ATP).

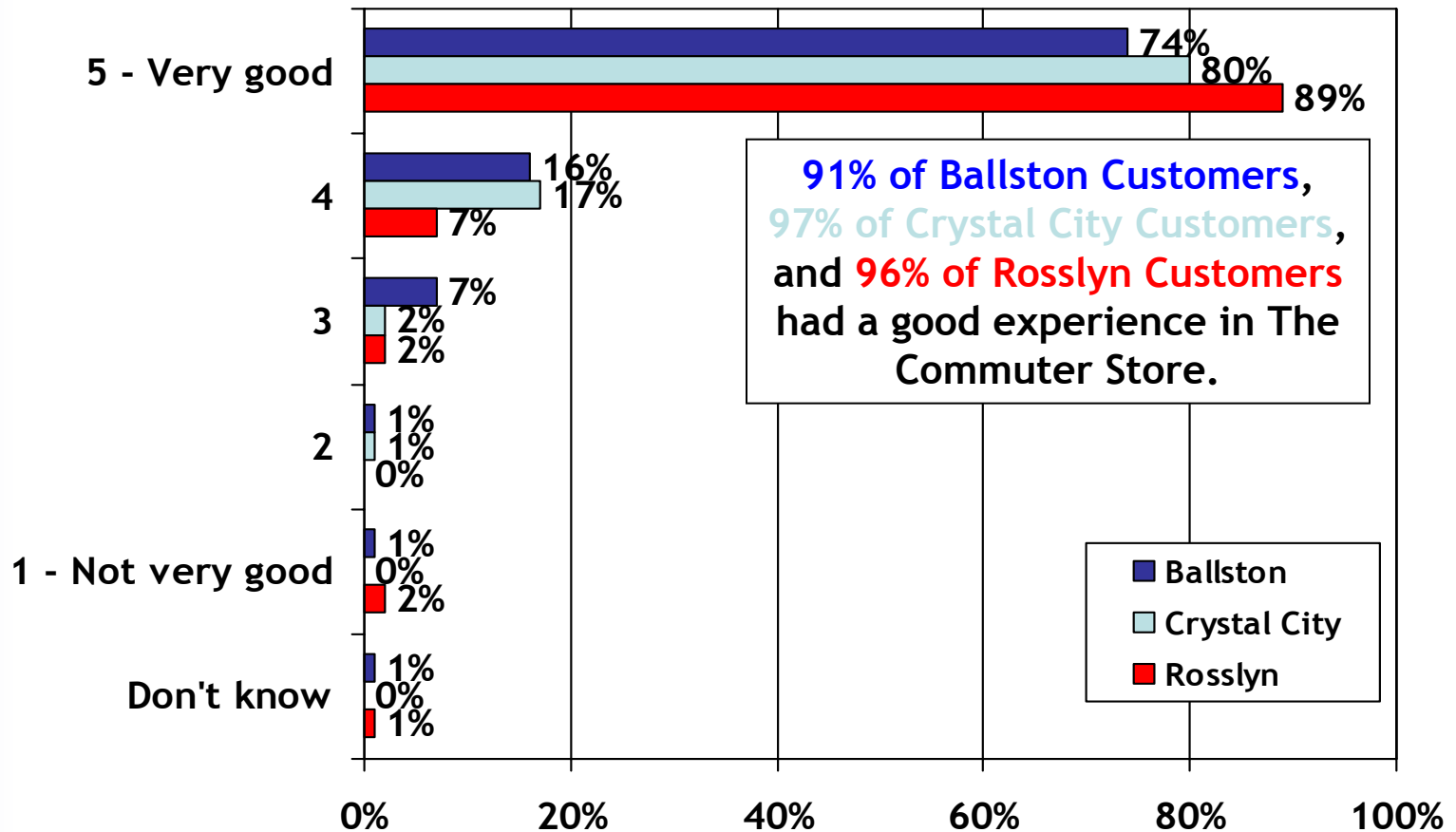




# Commuter Stores Impact



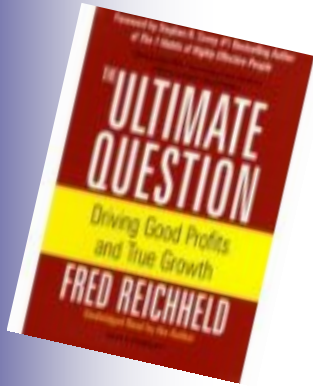
# More Than 90% Had a Good Commuter Stores Experience



Source: 2007 ACCS Commuter Stores Study

Q3: Think about the experience you just had in the Store today. How would you rate your overall experience in The Commuter Store?

*Arlington County Commuter Services*



# The “Net Promoter Score”

- The Net Promoter Score is defined as

**The percentage of promoters**  
(somewhat/very likely to recommend)

**88%** *(all respondents)*

Less:

**The percentage of detractors**  
(somewhat/very unlikely to recommend)

**10%**

*Commuter Store Net Promoter Score* **78%**

As a comparison, according to *Satmetrix*, selected companies have Net Promoter Scores as follows:

USAA – 82%    - Amazon – 73%  
Costco – 79%    - Chick-Fil-A – 72%

# Commuter Stores Impact!

**32%** made work changes in **mode** since they started using The Commuter Store

**32%** made non-work changes since beginning use of The Commuter Store



Search  [GO](#)

[Metro](#) | [Local Buses](#) | [Commuter Rail](#) | [Bicycling & Walking](#) | [Carpooling](#) | [Carsharing](#) | [Taxicabs](#) | [Telework](#) | [Senior/Disabled](#) | [Buy Transit Fares](#) | [Order Free Publications](#) | [Site Map-Text Navigation](#)

[Transportation options](#)

[Commuter services](#)

[News, traffic, weather, and air quality](#)


[Visit our partners](#)


[Washington-area transportation](#)

[About this site](#)

[Arlington transit planning and construction projects](#)

### [Air Quality](#)

Report 10/7  Code Green

Forecast 10/8  Code Green

[Data from MWCOG](#)



Sunday, October 8, 2006

[New ART 42](#)

[Army Ten-Miler Oct 8](#)

## CommuterPage.com Impact



### [Steve Eldridge: District's New Transit Web Site Lacks Useful Info](#)

By Steve Eldridge, October 6, 2006; *The Examiner*

### [Metro To Operate Regular Weekday Service On Columbus Day; ART 41 & ART 51 to Run on a Saturday Schedule](#)

October 6, 2006; *WMATA Press Release*

### [Bus Detours, Delays in DC and VA Saturday and Sunday](#)

October 6, 2006; *WMATA Press Release*

### [Transit on Thursday: Go, D.C., Go! Edition](#)

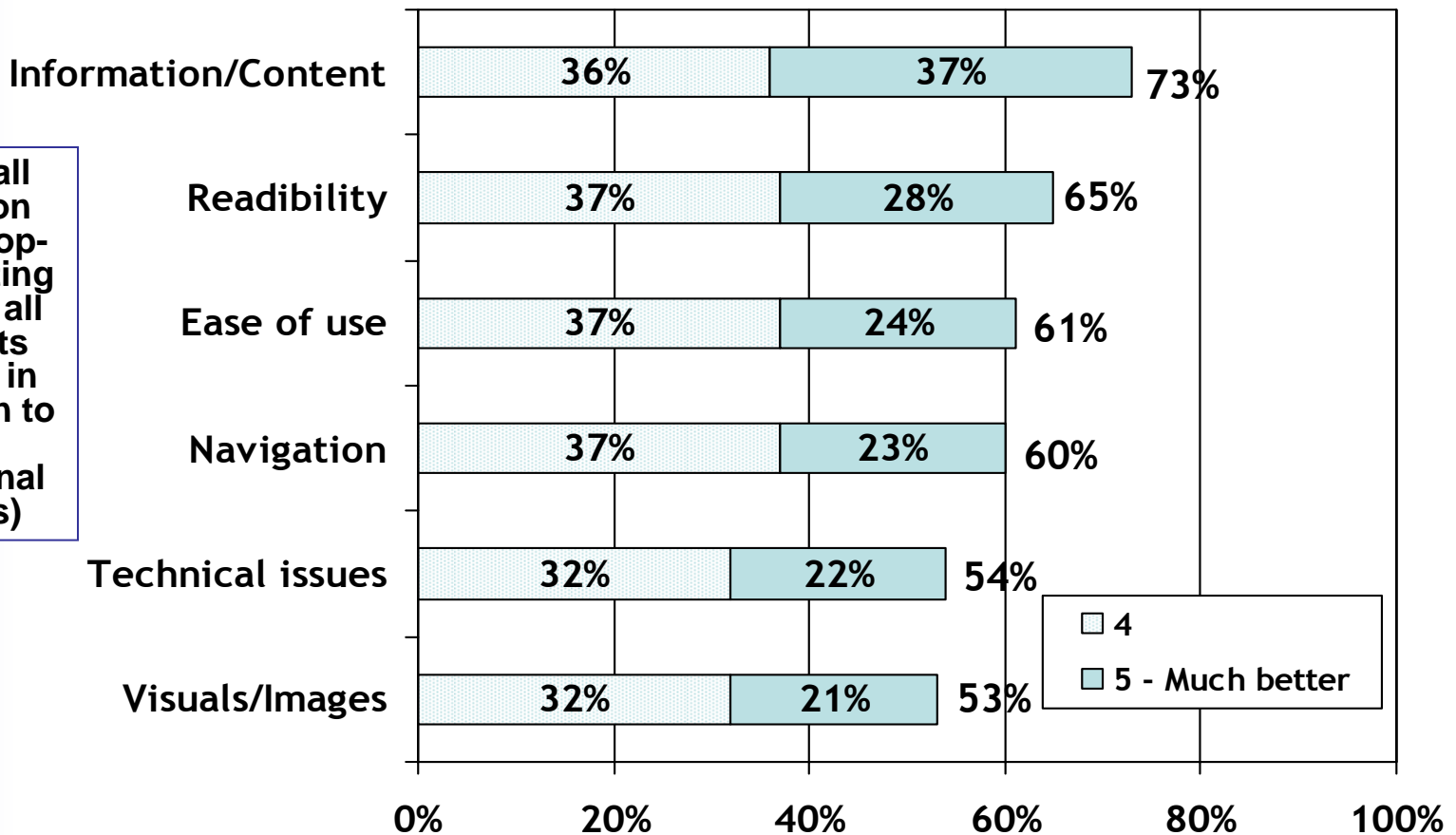
[more news & events](#) | [news for wireless devices](#) | [email news](#)

[Add Commuter News RSS Feed](#) [XML](#)

# Users Rate CommuterPage.com Features Higher Than Other Informational Sites

73% Cite the Content as Better

33% overall satisfaction with site (top-two box rating (4 or 5) on all six aspects measured in comparison to other informational Web sites)



Source: 2007 ACCS CommuterPage.com Study

Q1: How do you rate CommuterPage.com on each of the following characteristics?

# CommuterPage.com Impact!

**55%** made work changes in **mode** since they started using CommuterPage.com

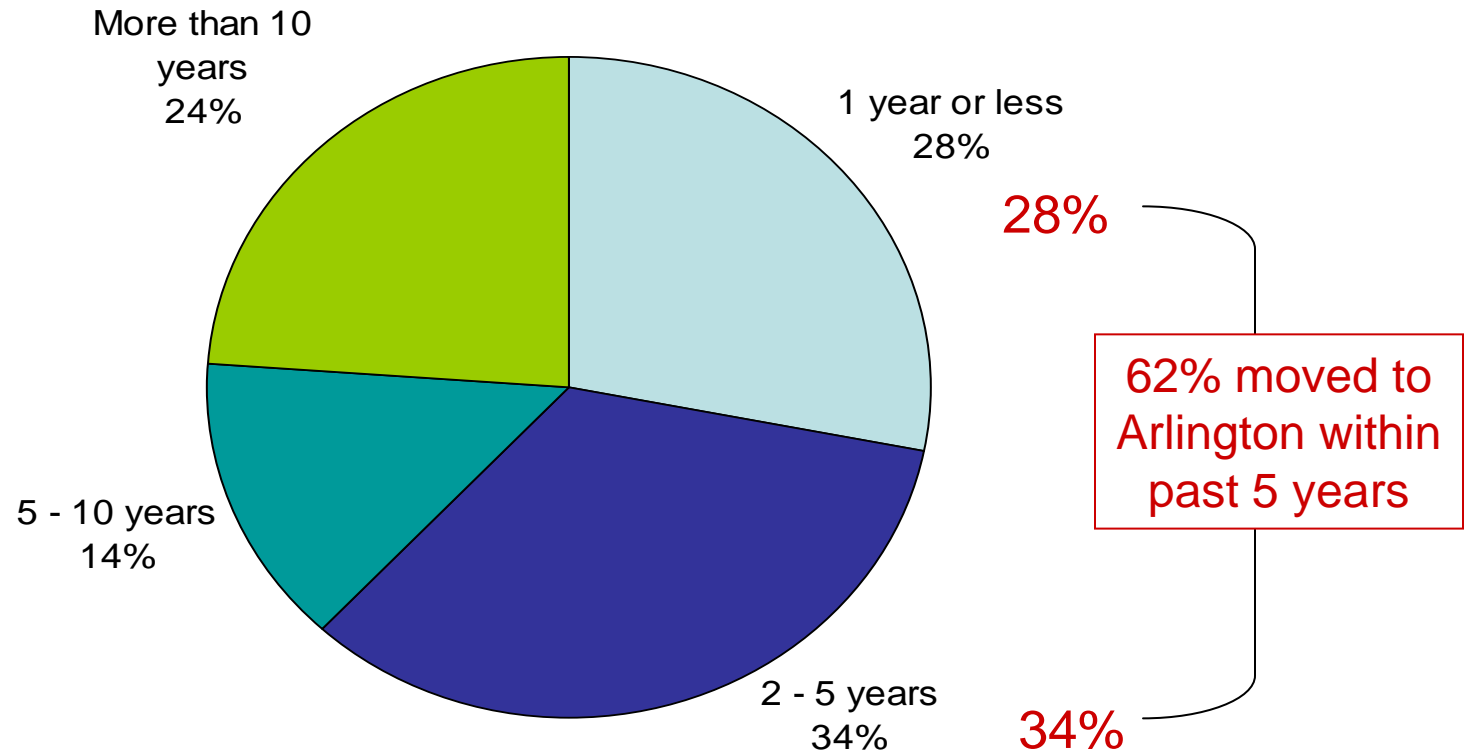
**70%** said that CommuterPage.com was instrumental in making that change

**43%** made non-work changes since beginning use of CommuterPage.com

**52%** said that CommuterPage.com was instrumental in making that change

# Need For Transportation System Education Never Stops

Length of Residence (2000) *Arlington*



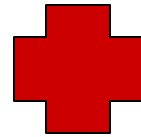
Source: U.S. Census Bureau. Note: Indicates length of time at current residence.  
Arlington County Planning Research and Analysis Team



# What All This Means... What's Next

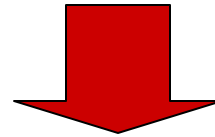
## Hardware

Infrastructure  
(quality walk ways,  
exceptional transit  
services, facilities, etc.)

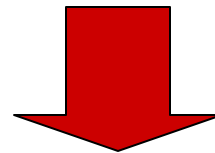


## Software

TDM Informational  
Support Services &  
Products + How-To  
Instructions



Greater Access & Mobility Options . . .  
.... And Fewer Cars on the Road



Exceptional Business Environment  
And A Better Quality of Life

*We Can Make A More  
Significant Impact...*

There is Room To grow Resident  
Involvement In TDM Alternatives

21%

*Just one in five residents had used an ACCS  
travel service in the past last year.*



# There is Room To Grow Business Leader Involvement In TDM Alternatives

**\*“Would consider” and “Would not consider” percentages are based on the number that do not currently offer these services. The difference is made up in “don’t know.”**

	Do not currently offer	<b>Would consider*</b>	Would not consider*
Transportation options information	55%	<b>60%</b>	14%
Transit schedules	48%	<b>59%</b>	9%
SmarTrip cards	68%	<b>54%</b>	19%
GRH	90%	<b>50%</b>	26%
Bike lockers/racks	60%	<b>50%</b>	34%
Transit financial benefits (Metrochek, SmartBenefits)	64%	<b>47%</b>	26%
Pre-tax transportation account	80%	<b>46%</b>	26%
Ridematching	88%	<b>39%</b>	30%
Car/Vanpool reserved parking	78%	<b>32%</b>	47%
Car/Vanpool financial benefit	91%	<b>29%</b>	49%
Teleworking	48%	<b>29%</b>	58%
Compressed workweek	72%	<b>25%</b>	60%
Flexible work schedules	44%	<b>22%</b>	63%

Source: 2007 Arlington Business Leaders Study

Q22: Check all the services or benefits that are available to your employees. For those not available now, indicate if you would consider or not consider offering it



# Sharing Our Impact Assessment Work

# Presentations to Key Stakeholders Within County and Outside

*Arlington Economic Development  
County Bureaus and Departments  
County Commissions and Committees  
Arlington County Board  
Northern VA Transportation Commission  
Virginia Department of Rail and Public  
Transportation  
Commuter Connections TDM Evaluation  
Group and Subcommittees  
Statewide VA TDM Industry Retreat  
Chamber of Commerce and Other Area  
Business Groups  
Arlington Development community*



**CommuterPage.com** Transportation options for the Washington, DC area, sponsored by **ARLINGTON VIRGINIA**

Search  GO

Metro | Local Buses | Commuter Rail | Bicycling & Walking | Carpooling | Carsharing | Taxicabs | Telework | Senior/Disabled | Buy Transit Fares | Order Free Publications | [Site Map](#) - [Text Navigation](#)

Transportation options  
Commuter services  
News, traffic, weather, air quality  
Visit our partner sites  
Washington-area public transportation systems  
About this site  
Arlington transit planning and construction projects  
[Air Quality](#)  
Report 10/7 Code Green  
Forecast 10/8 Code Green  
[Data from MWCOG](#)  
Transit Alerts Metro Blue-Yellow Lines Disruption

HERE'S A BETTER WAY TO GO.

October 8, 2006

New ART 42 Service begins  
New ART 42 Service begins on Monday, October 9, 2006. The new route will provide service between the Pentagon and the Pentagon City Metro Station.

Army Ten-Miler Oct 8 Lane closures and bus detours:  
New and Improved CommuterDirect.com  
New and Improved CommuterDirect.com  
New and Improved CommuterDirect.com  
New and Improved CommuterDirect.com

Steve Elrod Lacks U...  
By Steve Elrod  
Steve Elrod, a former Arlington County employee, has been named as the author of a book that details the history of Arlington County's transportation system.

Metro To Open Columbus Day Saturday Schedule  
October 6, 2006; WMATA Press Release  
Metro will operate on a Saturday schedule on Columbus Day, October 9, 2006. The system will operate from 5:00 a.m. to 1:00 a.m.

Bus Detours, Delays in Transit on Thursday: Go...  
October 6, 2006; WMATA Press Release  
Due to construction on the Blue Line, bus routes will be detoured and delayed on Thursday, October 6, 2006.

more news & events | [Add Comment](#)

# ACCS TDM Research Center: Database on CommuterPage.com/Research

**commuterpage.com**

**ARLINGTON VIRGINIA**

**Arlington County's Transportation Demand Management Research Center**

**Know... 40% of Arlington County's workforce commutes into the County every day. Did You Know... 11 M**

**TDM RESEARCH NEWS**

**Research, Research, Research: ACCS TDM Resource Center Now on the Web**  
*2nd in the Series.* About a year and half ago ACCS embarked upon a program to develop and implement a Research and Evaluation Plan to assess the transportation and air quality impacts of our [TDM](#) program and to better understand our customers. In October, 2006 a 97-page, multi-year [Plan for Research and Evaluation](#) (PDF) was completed as were some initial data gathering efforts and original research. We now have an ACCS TDM Research Center on the web.  
*By Chris Hamilton, April 15, 2007; CommuterPageBlog*

**Research, Research, Research: Getting Started**  
*This is the first in a series.* About a year and half ago ACCS embarked upon a program to develop and implement a Research and Evaluation Plan. The genesis of this program was the realization that we'd been good at keeping track of output numbers but that we needed to turn these numbers into transportation and air quality impacts to truly assess how our [TDM](#) program was performing. We also needed a better understanding of our customers and how we were meeting or not meeting their needs.  
*By Chris Hamilton, April 8, 2007; CommuterPageBlog*

**Everything from A to Z to Help Transportation Planners & Marketers Get from A to B**

Welcome to Arlington County's Transportation Demand Management Research Center. This is an online resource center created for transportation planners, marketers, and residents who want to learn more about Arlington County's transportation system and the County's transportation demand management (TDM) programs and services (car and vanpool assistance, transit, walkways, Commuter Stores, employer programs, etc.) that make the system work.



Thank You!



**ARLINGTON COUNTY COMMUTER SERVICES**

Arlington Transportation Partners | The Commuter Store  
CommuterPage.com | CommuterDirect.com | Bike/Walk Arlington

*For information about this presentation  
Please Contact Chris Hamilton at 703-  
228-3725 or [chamilton@arlingtonva.us](mailto:chamilton@arlingtonva.us).*

*Info on ACCS at*

*[www.commuterpage.com/ACCS/index.htm](http://www.commuterpage.com/ACCS/index.htm)*

*Visit our blog at [www.commuter.typepad.com](http://www.commuter.typepad.com)*

*Arlington County Commuter Services Team*



**DS&MG**  
The Destination Sales and Marketing Group, Ltd.



Southeastern  
Institute of  
Research



redmon group inc





# Guaranteed Ride Home Customer Satisfaction Survey

Results for Fiscal Year 2007

Draft Report

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

**National Capital Region Transportation Planning Board**  
Metropolitan Washington Council of Governments



**TITLE:** Commuter Connections Guaranteed Ride Home Customer Satisfaction Survey Results for Fiscal Year 2007.

**DATE:** May 20, 2008

**AUTHORS:** Douglas Franklin, TDM Marketing Specialist  
Nicholas Ramfos, Director, Alternative Commute Programs

**AGENCY:** The National Capital Region Transportation Planning Board (TPB) is the federally designated Metropolitan Planning Organization (MPO) for the region, and plays an important role as the regional forum for transportation planning. The TPB prepares plans and programs that the federal government must approve in order for federal-aid transportation funds to flow to the Washington region. The TPB became associated with the Metropolitan Washington Council of Governments (COG) in 1966. COG was established in 1957 by local jurisdictions to address regional concerns including growth, housing, environment, public health and safety, and transportation. Although the TPB is an independent body, its staff is provided by COG's Department of Transportation Planning.

Commuter Connections is a regional network of transportation organizations coordinated by the TPB. Established in 1974, Commuter Connections offers free commuter services to help both businesses and their employees find the best available commuting options to improve traffic congestion and improve air quality through lower auto emissions. Primary services of Commuter Connections include ridematching for carpools and vanpools, administration of the Guaranteed Ride Home program, coordination of an employer outreach program including telework, and marketing of alternative commute options.

Funding for Commuter Connections is provided by:

District Department of Transportation  
Maryland Department of Transportation  
Virginia Department of Transportation  
United States Department of Transportation



**ABSTRACT:**

This report presents the results of a survey of all Guaranteed Ride Home trip recipients during fiscal year 2007 (July 1, 2006 through June 30, 2007). The survey was designed to gauge the level of satisfaction of commuters who utilized the GRH service.

The GRH program was started in 1997 to eliminate a key barrier to using alternative modes, commuter fear of being stranded without transportation in the event they need to get home due to an unexpected emergency or unscheduled overtime.

**PUBLICATION:**

The final adopted report will be published on the Commuter Connections website at [www.commuterconnections.org](http://www.commuterconnections.org) under the Resources, Publications section.

## TABLE OF CONTENTS

BACKGROUND AND SURVEY METHODOLOGY.....	1
SURVEY DESIGN.....	3
RESPONSE RATES.....	5
FISCAL YEAR 2007 SURVEY RESULTS.....	6
WRITTEN RESPONSES.....	10
COMPARISON TO PREVIOUS FISCAL YEARS.....	14
RECAP SUMMARY.....	18
APPENDIX .....	19



## **Background**

### **Guaranteed Ride Home Program Description**

The Metropolitan Washington Council of Governments (COG) through its Commuter Connections program, under the auspices of its funders, has operated the Guaranteed Ride Home program (GRH) since January 1997. A “commuter insurance” program, GRH is designed to encourage ridesharing and transit usage by providing a way home for qualifying commuters in the case of an unexpected personal/family emergency or unscheduled overtime when their normal alternative commute mode is not available. Many area workers who consider switching commute modes from Single Occupancy Vehicles to carpools, vanpools, and transit are concerned about being “stranded at work” if they unexpectedly have to leave before or after standard work hours. GRH eliminates this concern, and encourages ridesharing, taking transit, bicycling and walking to work. Commuters who use these transportation modes twice a week are provided with four free GRH rides home per year. Alternative mode commute practices reduce the number of automobiles on the road and help the region toward air quality goals.

The GRH program’s Participation Guidelines used during FY 2007 are provided in the Appendix of this report, and a full listing of the program’s current qualifications, limitations on its usage, and a more complete description of the process involved in registering commuters for the program may be obtained online at the Commuter Connections website, <http://www.commuterconnections.org>.

### **Customer Satisfaction Survey and Methodology**

The customer satisfaction survey for GRH was conducted as an ongoing study for each month throughout the fiscal year. All commuters who obtained a free ride home through the program received a survey response card for each ride taken. The accompanying cover letter (*see* Figure 1) informed commuters of the purpose and voluntary nature of the survey, and the postage-paid 9 x 4” self-mailing response card (*see* Figure 2) allowed for quick and easy submission of responses on the part of survey respondents. In FY 2006 the questionnaire was modified to include two new questions; however none of the existing questions were altered, allowing for a direct comparison with all fiscal years. The survey card allows respondents to rate the GRH service and provide comments and suggestions with complete anonymity. However, despite the ability to remain anonymous, some respondents provided their name with their responses. In some instances with their consent, these respondents have been featured in local and regional newspaper articles and some of their comments have also been placed onto the Commuter Connections web site.



Dear Commuter:

Thank you for using the Commuter Connections Guaranteed Ride Home (GRH) program in July. As a standard practice, we send out survey cards to all of our customers in order to determine their level of satisfaction with this free service. Your feedback will help us gauge the program's continued value and also help improve and better serve commuters in the Washington metropolitan area.

**Please take just a moment to complete the enclosed survey card and simply drop it in the mail within 10 days, no postage necessary!**

For the latest Guaranteed Ride Home participation guidelines, or if you would like information about other Commuter Connections services, please visit our web site at [www.commuterconnections.org](http://www.commuterconnections.org), or call us at 1-800-745-7433.

Thank you for using alternative means of transportation to get to work and for supporting the Guaranteed Ride Home program.

Happy Commuting!  
**COMMUTER CONNECTIONS**

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

**Figure 1 | Sample Cover Letter Sent with Survey Card**

## Survey Design

The survey consisted of five multiple-choice questions, one fill in the blank and an area for comments. Four questions provided insight into customer opinions regarding the different operational functions of GRH and asked the respondent to rate the different aspects of the service by circling one of four responses—“Poor,” “Fair,” “Good,” or “Excellent.” Another multiple choice question asked the reason for the trip, and a fill in the blank question asked the respondent to indicate their wait time. The comments area provided an open ended forum to offer specific or general feedback, whether positive or negative. For some multiple choice questions, a few respondents did not indicate a rating, or added a qualifier to the response, such as “very,” a plus symbol (+), or a minus symbol (-). These types of qualifiers were ignored in tabulating the survey results.

The performance areas of GRH were addressed by four multiple-choice questions: reservations staff; transportation service; response time and overall service. “Reservations staff” refers to the operators who answered telephone calls from commuters requesting GRH service, verified the request in accordance with the official GRH participation guidelines, and arranged the ride for the commuter. These operators are employees of Diamond Transportation Services, Inc., which provided this service under a contractual arrangement with COG. “transportation service” refers to the modes of transportation (e.g. taxi, rental car service) and the affiliated organizations (e.g. xyz cab company, Enterprise Rent-a-car) who provided the trips from the workplace to the final destination. The types of transportation modes used for the GRH trips were selected by Diamond Transportation based on the severity of the emergency, distance traveled and customer preferences.

**Figure 2 | Sample Survey Response Card**



**Thank you for using Guaranteed Ride Home (GRH).**  
We'd like to know how you feel about our program.

---

Please take a moment to complete this card and drop it in the mail. Your response is greatly appreciated.

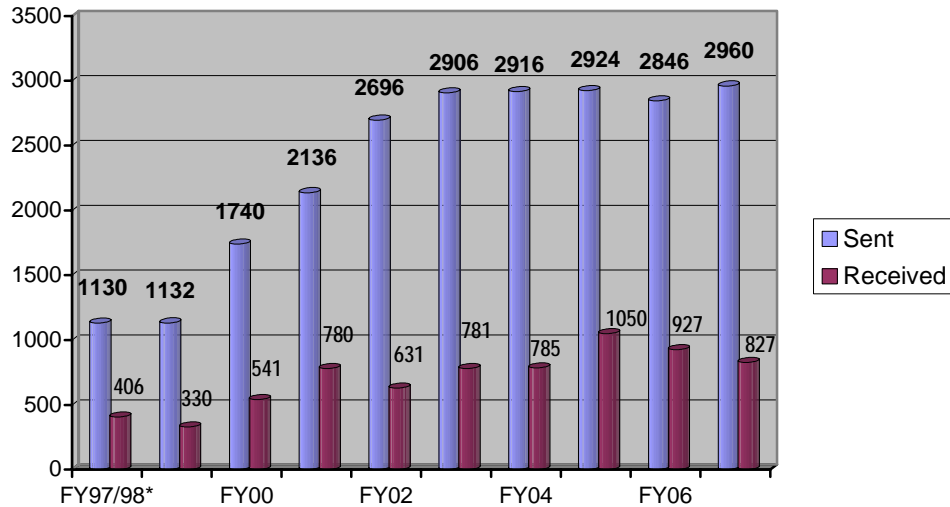
	Poor	Fair	Good	Excellent	
1. How would you rate the service you received from our GRH trip reservations staff?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6. What was the reason for your GRH trip? <input type="checkbox"/> Sick Child <input type="checkbox"/> Unscheduled Overtime <input type="checkbox"/> Personal Illness/ Family Emergency <input type="checkbox"/> Other _____  7. Comments: _____ _____ _____ _____
2. How would you rate the taxi or rental car service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. How would you rate our response time?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Overall, how would you rate our GRH service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Approximately how many minutes did you wait until receiving your ride?	_____ minutes				

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

## Response Rates

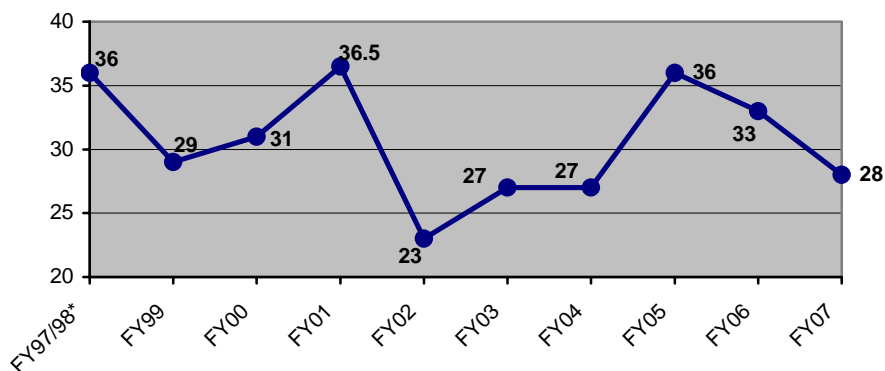
**Figure 3 | Number of Surveys Sent and Received Since Program Inception**

Of the 2,960 surveys distributed in fiscal year 2007, 827 completed surveys were received. This was the highest quantity of surveys ever distributed and the third highest number of survey returned since program inception.



**Figure 4 | Response Rates in Percentages Over All Fiscal Years.**

Response rates typically fluctuate from year to year, but did remain steady at about 27% over a two year period between FY03 and FY04. Response in FY07 decreased five percentage points to 28% from the previous year. The average response rate when comparing all years is 30.5%. The large drop in response rate for fiscal year 2002 surveys was due to postal service disruptions following the Anthrax crisis, resulting in the temporary closing of the Brentwood Post Office facility in Washington DC.





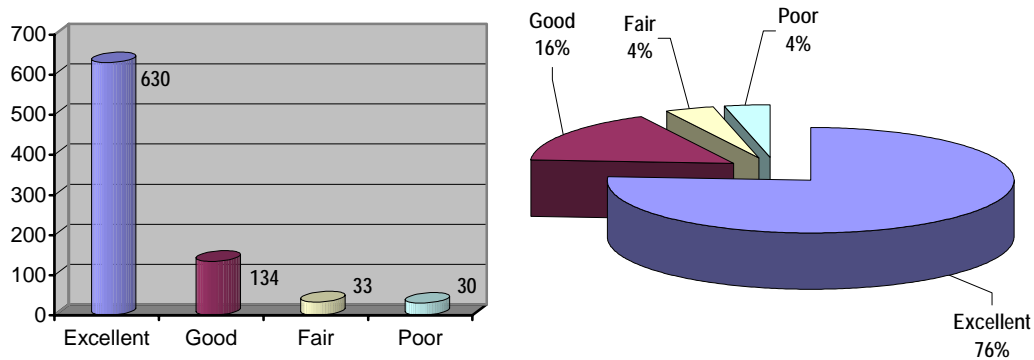
## Fiscal Year 2007 Survey Results

This section indicates survey results received from 827 respondents for fiscal year 2007. Upcoming sections of this report will provide a comparison of results with previous fiscal years (1997 through present). For further clarification of the “Survey Design,” see pages three and four for rationale behind each question, explanation of terms used, as well as an example of the survey response card that was used. Some respondents did not answer all four questions. As a result, response totals to some questions may not equal to the total number of survey respondents.

### Reservation Staff

**Figure 5 | Number and Percentage of Responses Received**

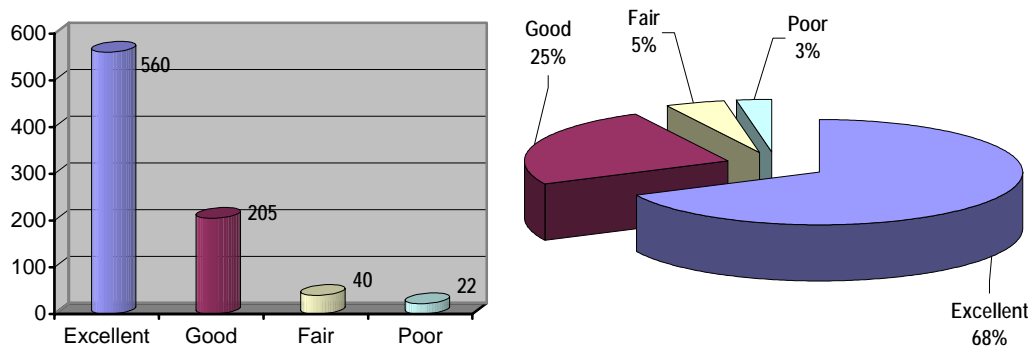
How would you rate the service you received from our GRH trip reservation staff?



### Transportation Service

**Figure 6 | Number and Percentage of Responses Received**

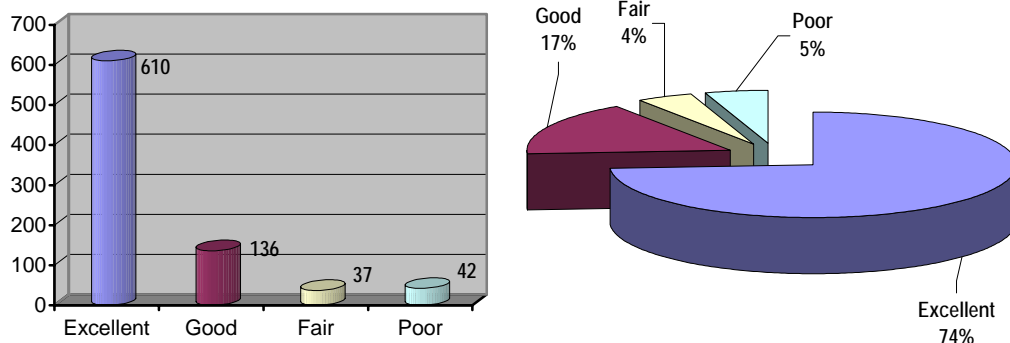
How would you rate the taxi or rental car service?



## Response Time - Rating

**Figure 7 | Number and Percentage of Responses Received**

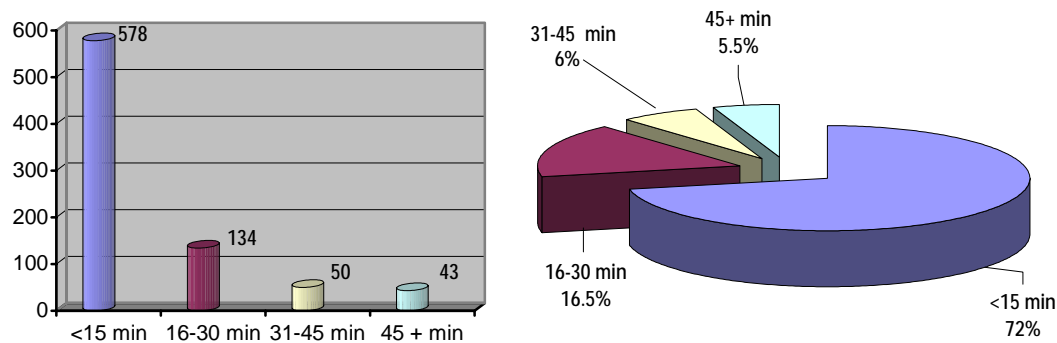
How would you rate our response time?



## Response Time – Minutes

**Figure 8 | Numbers and Percentages of Responses Received**

Approximately how many minutes did you wait until your ride?

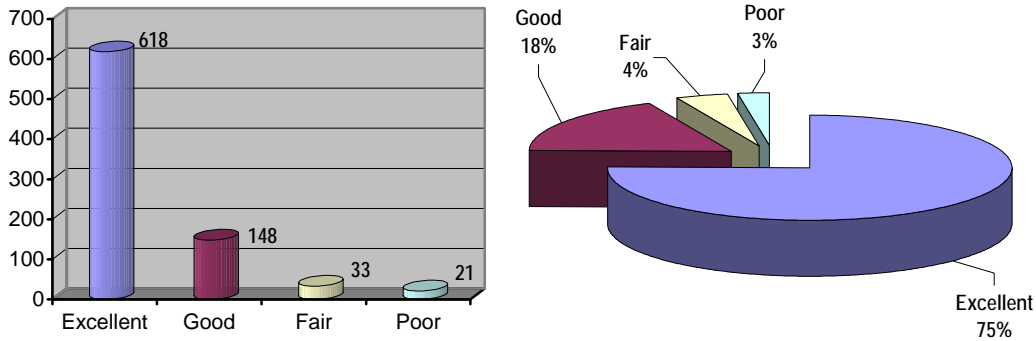


This was a newly added question for FY 2006. Average response wait was 17 minutes and 88.5% stated wait time of 30 minutes or less.

## Overall Service

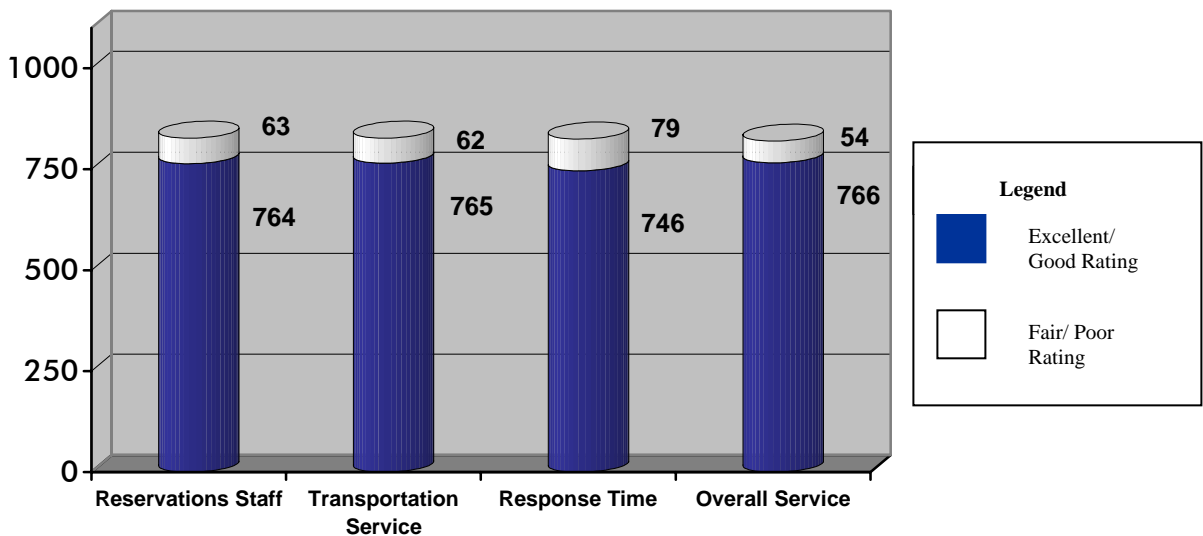
**Figure 9 | Numbers and Percentages of Responses Received**

Overall, how would you rate our GRH service?



## Excellent/Good vs. Fair/Poor: All Questions

**Figure 10 | Number of Responses Based on Combined Satisfaction Levels**

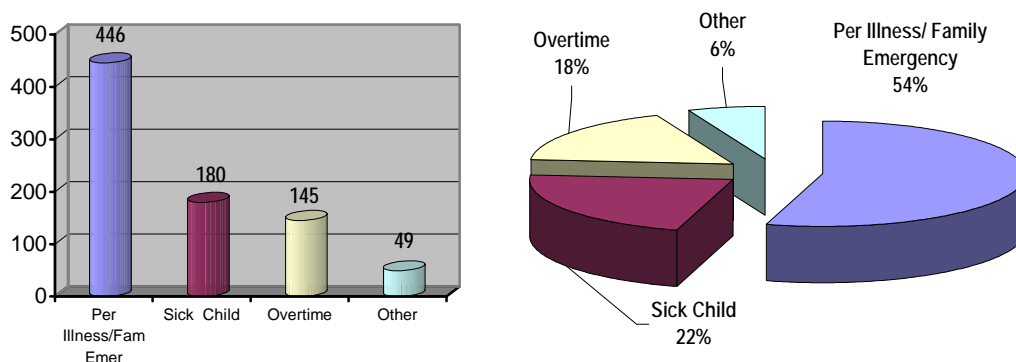


This chart emphasizes the overwhelming positive ratings (excellent & good) compared to the negative ratings (fair & poor). For example, 765 of respondents gave the Transportation Service a positive rating, noted in the darker area, compared to merely 62 dissatisfied respondents shown on top of the bar in the lighter color.

## Reason for Trip

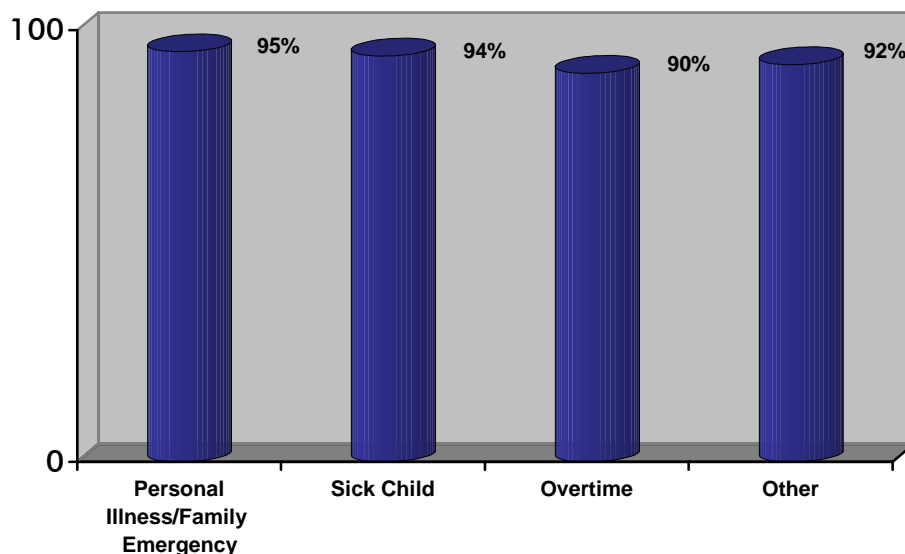
**Figure 11 | Numbers and Percentages of Responses Received**

What was the reason for your GRH Trip?



**Figure 12 | Percentage of Positive Responses to Overall GRH Service by Reason for Trip**

**Excellent/Good Rating: Overall Satisfaction Category**



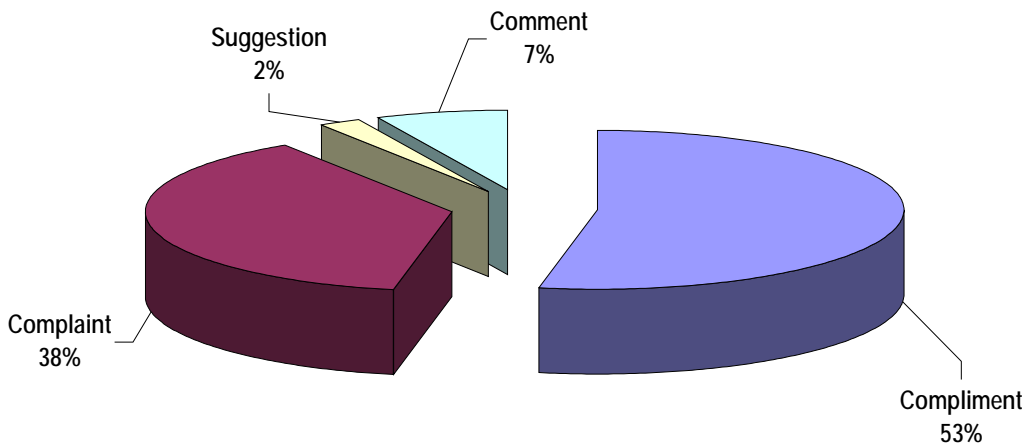
This bar graph indicates that overall satisfaction with the GRH program remained consistently high, regardless of the reason for taking a GRH trip with a 90% or above positive rating in all categories. At 90%, the least satisfied group were those who used the service for overtime.

## Written Responses

In addition to the multiple-choice questions, survey respondents were provided a blank area to provide written comments. This open ended response area generated mostly compliments. Other written responses included suggestions, complaints, as well as a few miscellaneous comments as well. All feedback is valuable for assessing customer attitudes regarding specific service areas, and overall comments help to gauge the general pulse of the program. The total number of written responses remained significant as 314 out of a total 827 returned survey cards had written responses. Although the number of written responses declined dramatically over the previous fiscal year, from 60% of all survey cards in FY06 to 38% in FY07, the sharp drop was closer in line to FY05 when 41% sent back a written response.

Many respondents provided feedback that fell into more than one category. For example, a respondent wrote *“The taxi was there immediately, but driver had to stop for gas. Otherwise fabulous!”* This response included both a complaint and compliment and was recorded in both categories.

**Figure 13 | Percentage of Written Responses**



## Compliments

With 167 compliments, positive feedback was the most common type of written response. The overwhelming majority of compliments were regarding overall satisfaction of the program. Many were expressions of gratitude for the GRH service. Some commuters explicitly listed GRH as the main reason which allowed them to utilize an alternative commute mode. Many of the respondents provided personal stories about how GRH helped them during a crisis situation.

Samples of actual compliments from FY07:

- *I have at least ten friends who have joined commuter connections. This is an excellent service. I cannot thank you enough for getting me home!*
- *I just moved into the area a couple months ago and never heard of program until a coworker told me about it. I think it is an awesome program.*
- *I love this service. It makes it much easier to embrace public transportation.*
- *I have belonged to your program for several years. But this was the first time I had to use it. It worked out great!!*
- *I received a call from school that my son had been to the nurse's office 3 times and my husband was out of town. I was very worried that it would be 2 hr before I got to him or cost \$60-\$100 for a cab fare. Your reservation staff was stupendous. I got to my son 40 minutes after calling.*
- *Cabbie was clean, nice and polite. It was a pleasant experience.*
- *Everyone at Commuter Connections was awesome*
- *Excellent service. The driver did not accept Tip. Very well mannered driver*
- *Fabulous! It gives me great peace of mind*
- *The person who answered the phone was very polite and the driver was also very nice and polite. This is the first time I've used GRH*
- *First time I've used the service. Very impressed. Thankful it's available to mass transit users.*
- *This is an effective back-up plan for bicycle commuting*
- *Great Service-this helps to encourage use of public transportation*
- *Great Response time and service from both GRH program and taxi service*
- *Having commuter connections makes me feel secure in my decision to use public transportation*
- *I am extremely grateful to GRH and company supporting such program. Having been able to be there for my family during a medical emergency is priceless!! Thank you very much*
- *I am so thankful for GRH ride. My husband was in intensive care and I needed to get to him*
- *I am utterly impressed by the speed professionalism, and courtesy of this wonderful service.*
- *The lady I called was very concerned and sympathetic- I appreciate her kindness. I was leaving to take my husband to the hospital. Thanks*
- *I've been in the program for years and never had to use it. My first experience exceeded expectations I'm so grateful for this program*
- *Makes it much easier to carpool. In fact, couldn't carpool without it*
- *Outstanding service! My wife got sick and I was able to get a taxi in five minutes so I could help her and watch our two young children*
- *Simply Amazing; exceeded every expectation of service, convenience and value*
- *Thank you the service was excellent and all parties involved were very kind. My son had emergency surgery and because of you I arrived in enough time to be with him*
- *This is a great service which provides people with security and a means to get home. Excellent service, so thankful for this*

## Complaints

A total of 118 complaints were received about experiences with the GRH service. Of respondents who lodged a complaint, 28 or 14% also gave a compliment. The majority of complaints, centered on the Taxi/rental car service and subsequent response time. It should be noted however that this aspect of the service received more compliments than complaints. Another common type of complaint related to the need for the reservations staff to ask probing questions, which is done in order to verify whether the request fully meets the GRH trip approval requirements. Most commuters understand this as one of the necessary steps of the program, while some are defensive and put off by this process. Without these safeguards, it is possible that some commuters might abuse the program rules and take advantage of the free service. To keep costs down, the reservation staff may also encourage commuters to use a rental car instead of a significantly more expensive taxi fare. They may also ask the commuter to supplement the trip with Metrorail for part of the distance. At times, these recommended suggestions are not welcomed by commuters who may perceive their situation as one of vital importance. Based on the perceived severity of the caller's feedback, the reservations staff must differentiate between a "common emergency" and a "crisis emergency" when making such judgments. An example of a crisis emergency would be a life threatening situation for a family member while a common emergency may be when the commuter doesn't feel well and goes home sick.

Complaints that were centered on the taxi service included some confusion about where to pick up the taxis as well as problems with identifying which taxi was part of the GRH program. Additional issues included the attitudes of some drivers, cab cleanliness, and the lack of knowledge the cab drivers had of the GRH program. Unfortunately, many of the taxi drivers do not possess common sense customer service skills and the companies do a poor job of communicating the GRH program protocol to their drivers. Although problems and issues are discussed between the GRH contractor and the taxi companies, the filtering down of information to the drivers can be less than ideal. Ultimately, the taxi companies are responsible for the training of taxi drivers and Commuter Connections has little direct control over this aspect of the service. Customers rarely note the specific cab company in question. Furthermore, since the surveys are anonymous, it is difficult to trace the poor service to a specific cab driver. Customers are however welcome to specify the cab company and/or driver by name when filling out the survey card and can also lodge a complaint directly to the taxi company. When known by Commuter Connections, this feedback is communicated to the appropriate cab company through the managing contractor.

Sample of actual complaints from FY07:

- *Cab had a bag of stinking garbage in back seat.*
- *Driver had to stop for gas. Needed to be at hospital and this added time.*
- *I did not care for the cab driver or his snake skin cover for his steering wheel-very eerie!*
- *I didn't appreciate taxi driver asking me for a tip*
- *I had bronchitis and the driver had cracks in the windows for air ventilation*
- *I had to call back to find out where the taxi was. It had been waiting for me for over 5min*
- *I turned in my metro fare but have not rec'd reimbursement yet*
- *I waited longer than I was told for a taxi*
- *I was told by a staff member that the computer system was down when I called. The computer problems are probably why I spent over 10 minutes on the phone to request the ride*
- *Initial operator I called was unfriendly and sounded very skeptical of my need for a ride. Didn't like her attitude*
- *Only complaint was the time it took to speak with someone*

- *Taxi broke down at the end of the trip*
- *Taxi driver had significant trouble staying awake*
- *The cab driver was rude. I was getting sick on the way home and he wouldn't pull over*
- *The cab left at first and said he didn't see me. Then returned 11 minutes later*
- *The car did not have air conditioning, and it was a hot day which required the windows open and I have pollen allergies*
- *The driver was a little negative*
- *There was a little confusion regarding payment. I paid for the ride but was later reimbursed*

### **Comments and Suggestions**

Generally comments were prone to be either a compliment or a complaint. Comments and/or suggestions however were received by 29 respondents, representing 9% of all written responses.

Sample of actual comments & suggestions from FY 2007:

- *Consider sending these evaluations via email. You can really the save the environment and you'll probably get a better response rate*
- *Great service! I hope people do not abuse this*
- *Please don't cancel this service!!!! This is a lifeline for us*
- *I should not have to be in my building for taxi to pick me up*



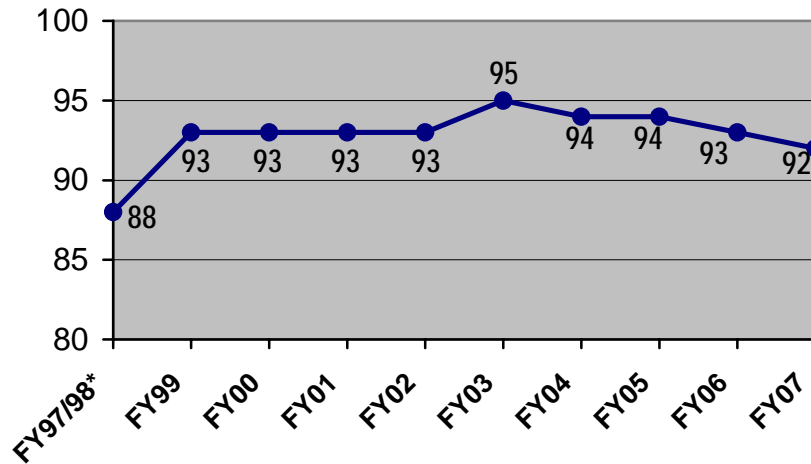
## Comparison to Previous Fiscal Years

### Reservations Staff

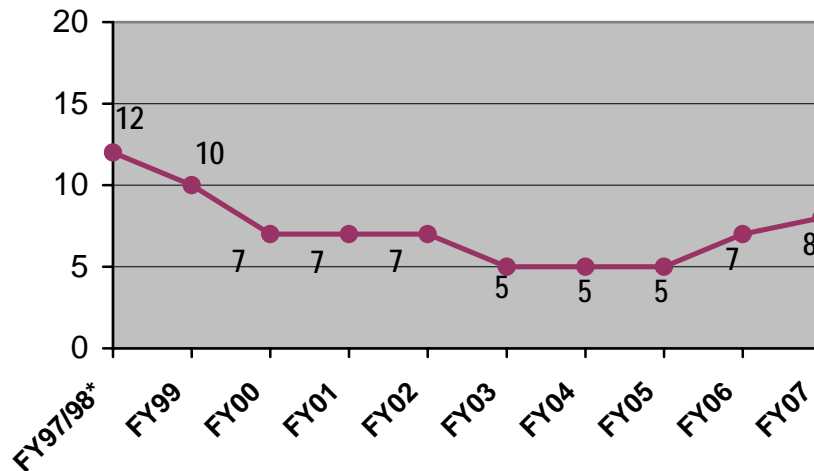
Figure 14 | Percentages of Responses Received for Question One Over All Fiscal Years

How would you rate the service you received from our GRH trip reservations staff?

#### Excellent and Good Combined Ratings



#### Poor and Fair Combined Ratings



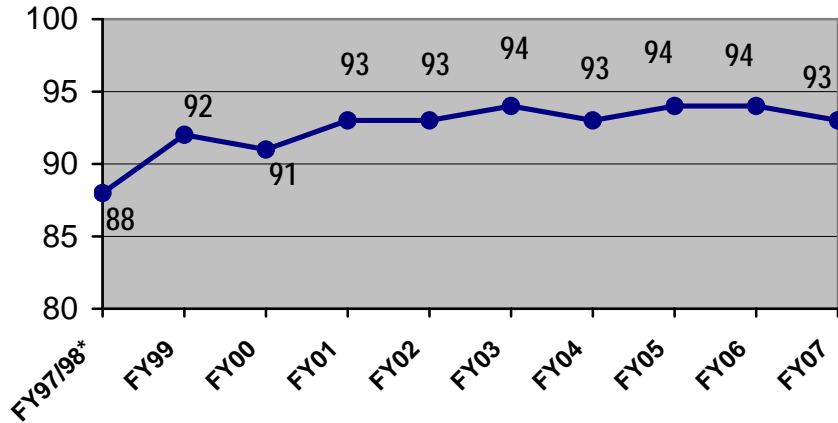
\* FY97 was the first year the program began and data was only collected for a small portion of the time. FY97 data was combined together into FY98 to make it statistically significant.

## Transportation Service

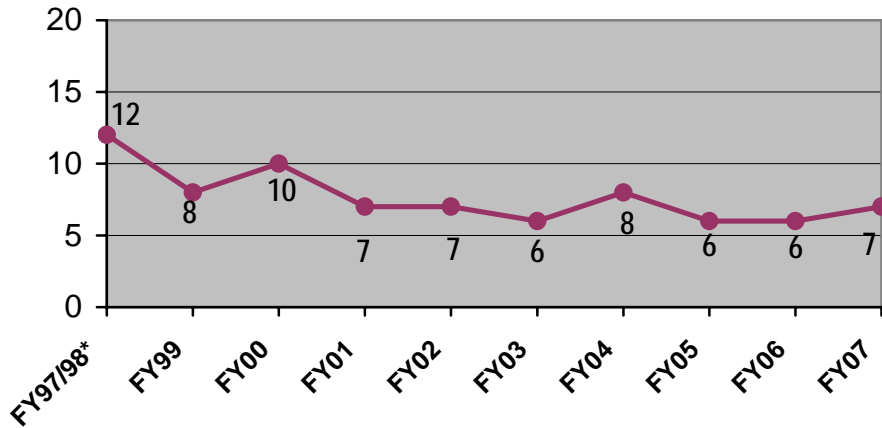
Figure 15 | Percentages of Responses Received for Question Two Over All Fiscal Years

How would you rate the taxi or rental car service?

### Excellent and Good Combined Ratings



### Poor and Fair Combined Ratings



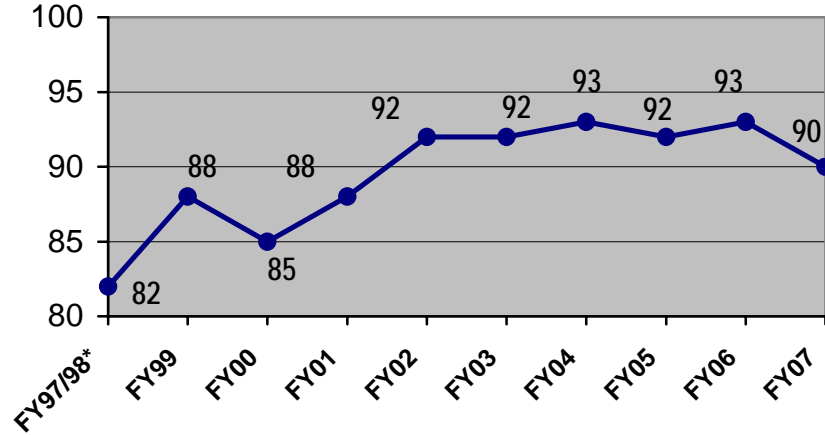
\* FY97 was the first year the program began and data was only collected for a small portion of the time. FY97 data was combined together into FY98 to make it statistically significant.

## Response Time

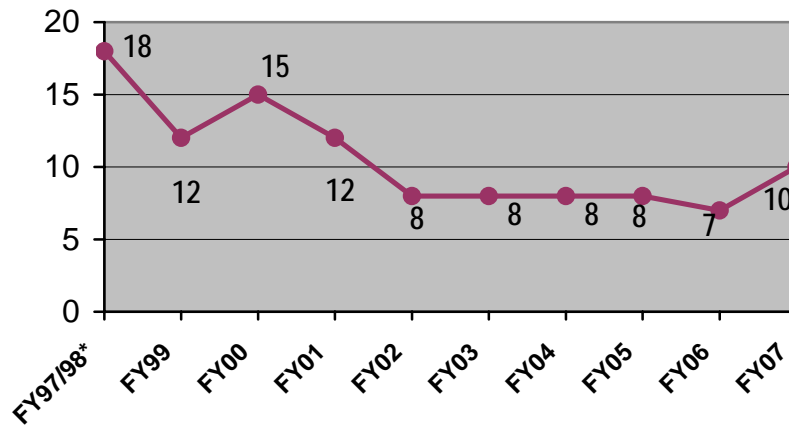
Figure 16 | Percentages of Responses Received for Question Three Over All Fiscal Years

How would you rate our response time?

### Excellent and Good Combined Ratings



### Poor and Fair Combined Ratings



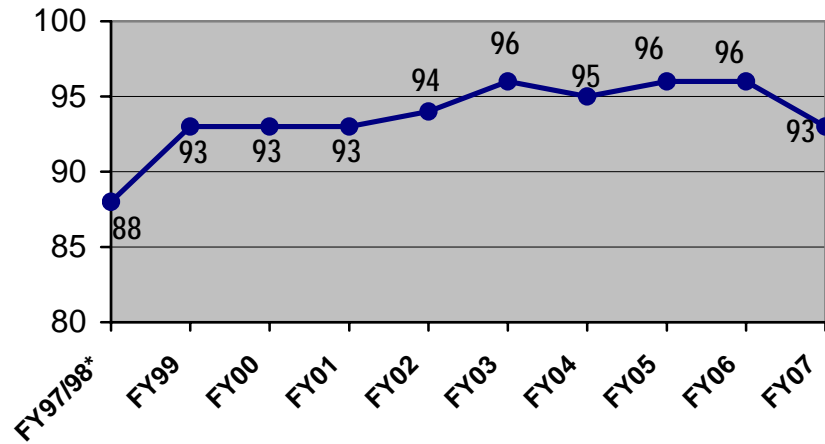
- FY97 was the first year the program began and data was only collected for a small portion of the time. FY97 data was combined together into FY98 to make it statistically significant.

## Overall Service

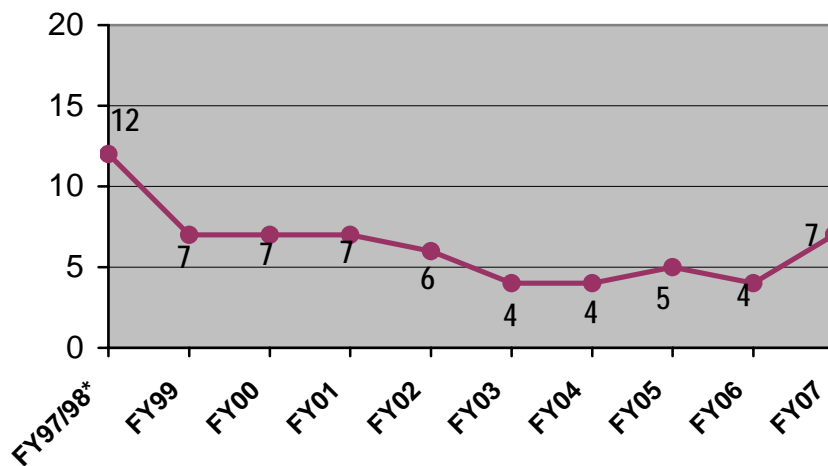
Figure 17 | Percentages of Responses Received for Question Four Over All Fiscal Years

Overall, how would you rate our GRH service?

### Excellent and Good Combined Ratings



### Poor and Fair Combined Ratings



\* FY97 was the first year the program began and data was only collected for a small portion of the time. FY97 data was combined together into FY98 to make it statistically significant.

## **Recap Summary**

Of the 2,960 surveys distributed in fiscal year 2007, 827 completed surveys were received. The vast majority, 93% of the survey respondents were satisfied with the overall GRH service. Written responses were entered on a third of the 827 returned survey cards, the majority of which were compliments. Good or above ratings were given by 90% of the respondents for all categories. Average response wait was 17 minutes and 88.5% waited 30 minutes or less.

For the aspects of the service within greater control of Commuter Connections, namely the service provided by the reservations staff, continuous customer training is provided and information is shared with contractor staff members so that improvements can be made.

# Appendix

## Response Data by Year, Question and Rating - Percentage of responses

Survey Questions	Responses	FY97/98	FY99	FY00	FY01	FY02	FY03	FY04	FY05	FY06	FY07
How would you rate the service you received from	Excellent	62%	66%	70%	74%	76%	78%	78%	78%	78%	76%
	Good	26%	27%	23%	19%	17%	17%	16%	16%	15%	16%
	Fair	6%	5%	4%	4%	4%	4%	3%	3%	4%	4%
	Poor	6%	5%	3%	3%	3%	2%	2%	2%	3%	4%
How would you rate the taxi or rental car service?	Excellent	59%	66%	65%	70%	69%	70%	70%	73%	76%	68%
	Good	29%	26%	26%	23%	24%	24%	23%	21%	18%	25%
	Fair	6%	5%	6%	4%	4%	4%	6%	4%	4%	5%
	Poor	6%	3%	4%	3%	3%	2%	2%	2%	2%	3%
How would you rate our response time?	Excellent	58%	60%	65%	70%	73%	74%	75%	75%	77%	74%
	Good	24%	28%	20%	18%	19%	18%	18%	17%	16%	17%
	Fair	9%	6%	10%	7%	3%	4%	5%	5%	4%	4%
	Poor	9%	6%	5%	5%	5%	4%	3%	3%	3%	5%
Overall, how would you rate our GRH service?	Excellent	61%	68%	69%	73%	78%	79%	78%	78%	78%	75%
	Good	27%	25%	24%	20%	16%	17%	17%	18%	18%	18%
	Fair	7%	5%	4%	5%	3%	3%	3%	4%	4%	4%
	Poor	5%	2%	3%	2%	3%	1%	1%	1%	1%	3%
Totals	Excellent	60%	65%	67%	72%	73%	75%	75%	76%	79%	73%
	Good	26%	27%	23%	20%	19%	19%	19%	18%	17%	19%
	Fair	7%	5%	6%	5%	4%	4%	4%	4%	2.5%	4.0%
	Poor	7%	4%	4%	3%	4%	2%	2%	2%	1.5%	4.0%

\* FY97 was the first year the program began and data was only collected for a small portion of the time. FY97 data was combined together into FY98 to make it statistically significant.

## **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.

1. 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 approve a 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.
2. Commuters must be officially registered with Commuter Connections before using the GRH service. Commuters must provide the supervisor name and phone number and at least two (2) phone numbers (home and work) in order to register for 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, providing 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 carpooling, vanpooling, taking transit, bicycling, or walking to their site of employment at least two (2) days per week and on the day they use the GRH service.
3. 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. The GRH trip credits are non-transferable.
4. Commuters must re-register annually to maintain their GRH registration. Commuters must contact Commuter Connections to re-register and update their registration information.
5. The GRH program may only be used in cases of unexpected personal or family emergency, unexpected illness, or unscheduled overtime. Cases in which the GRH program cannot be used include, but are not limited to the following: previously scheduled medical appointments, trips to the hospital or emergency room for a commuter that needs medical attention, personal errands, transit 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.
6. 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.
7. GRH service is available between 6:00 a.m. and 10:00 p.m., Monday through Friday, except holidays and unplanned Federal Government office closings. GRH TRIPS MUST BE TAKEN BEFORE 10:00 P.M. Holidays include: New Year's Eve, New Year's Day, Martin Luther King's Birthday, Washington's Birthday, Memorial Day, Independence Day, Labor Day, Columbus Day, Veteran's Day, Thanksgiving Day, Day after Thanksgiving, Christmas Eve, and Christmas Day.
8. 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.
9. 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 point along the Upper Eastern Shore in Maryland; and Caroline, Clarke, Culpeper, Fauquier, Frederick, King George, Lancaster, Northumberland, Orange, Page, Rappahannock, Richmond, Shenandoah, Stafford, Spotsylvania, Warren, or Westmoreland counties, the City of Fredericksburg, or the City of Winchester in Virginia; and Berkley,

Hampshire, or Jefferson County in West Virginia; and Adams, Franklin, or York counties in Pennsylvania. Any residence outside of the above-mentioned areas will be considered on a case-by-case basis.

10. All GRH trips must originate from the commuter's work location. 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.

11. Commuter Connections will pay for one vendor service and/or one transit service per request. If the GRH trip is made by a taxi, Commuter Connections will pay for all charges, excluding gratuity, to the destination. The commuter is responsible only for tipping the taxi driver. Cancellation on the part of the commuter of a GRH trip may count as one of the four annual trips.

If a transit option is used for part or all of the GRH trip, the commuter will be mailed a transit reimbursement voucher. The transit reimbursement voucher 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 signing a standard rental agreement, showing a valid driver's license, proof of insurance, providing a credit card number for collateral, returning the rental car within a 24-hour period, and the following charges: gasoline refueling charges, taxes, purchase of insurance (if necessary), additional rental charges if auto is not returned within a 24-hour period (unless Commuter Connections has given prior approval for additional rental time). The commuter will be responsible for any loss or damage to the rental car.

12. GRH is a free service provided by Commuter Connections at the Metropolitan Washington Council of Governments (COG). COG will use its 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 explicitly acknowledges that COG assumes no liability for the timeliness of the GRH participating vendor(s) or any accidents that may occur on the conveyance.

1/16/07