



**Metropolitan Washington Council of Governments
First Half FY06 Marketing Campaign Summary
Final Report**

BACKGROUND:

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

According to the 2004 State of the Commute survey results:

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

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

- Solidifying the base by continuing to drive awareness levels through high reach and frequency marketing such as radio, for the overall benefits of alternative commuting, Guaranteed Ride Home and Ridematching Programs. This tactic is supported by the following State of the Commute findings:
 - 69% of respondents who had taken some action said the advertising they saw or heard encouraged the action*
 - 70% of respondents who took an action* were driving alone at the time
 - 61% of respondents who sought information but had not made a commute mode change were likely to try using an alternative mode within the next year
- Focusing on an undercapitalized opportunity through increased promotional emphasis on ridesharing. According to the State of the Commute, 47% of area workers did not carpool because they did not know anyone with whom to carpool. Additionally, only 16% of respondents knew Commuter Connections offered help finding a carpool or vanpool partner. We intend to capitalize on this opportunity by communicating that

finding a potential rideshare partner is Free, Quick and Easy through Commuter Connections.

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

- Leveraging partnerships with area employers to implement a more focused “community based” program. Social science research indicates that we are most likely to change our behavior in response to direct appeals from others. The community in this instance is the work community – a significant and influential community in terms of commuter behavior. This has also been validated by the State of the Commute which reported that respondents were more likely to know about Commuter Connections if they worked for a large employer and if their employer offered commuter benefit programs at the worksite.

HIGHLIGHTS:

Radio was again selected as the primary communication vehicle for the fall campaign, since it is the most efficient way to target SOV commuters, specifically during “drive times” when they are feeling the most frustration. Radio provides both consistency for the Commuter Connections brand as well as the foundation for maintaining awareness levels. Supporting this communications strategy, Total Traffic Network sponsorship spot ads were used during this period. Currently, a direct mailer is being planned to target those having the highest propensity to carpool or vanpool. This information will be revealed through the PRIZM analysis of the Commuter Connections Rideshare database (inclusive of records containing carpool and vanpool commuters). This analysis was conducted in late November and early December 2005.

General Marketing:

1. To reinforce awareness of alternative commuting options in order to change commuting behavior through spot radio
2. Supplement spot radio schedules with traffic sponsorships on Total Traffic Network (:15)
3. Three new 60 second spots were produced that emphasize the frustration of traffic and the benefits of participating in the commuting solutions offered through Commuter Connections
 - a. **Super Commuter (General Marketing Message)** – a commuter informs listeners of how using Commuter Connections helped him find an alternative commuting method, making him feel like a super hero. He then lists all the services that are backed by the GRH program.
 - b. **Satisfaction Guaranteed (GRH)** – uses real testimonials to talk about the benefits of the GRH program. The voice over announcer then tells the listeners how they too can take advantage of the GRH program.
 - c. **Men, Women and Sharing (Ridematching)** – opens with a man and women talking about the different things that men and women like to share with their own gender but they find a common ground when it comes to ridesharing.

MARKETING MEDIA SCHEDULE:

The total media outlay for the first half of FY06 is \$184,202.

The radio spots that aired across 13 radio stations effectively covered a spectrum of target groups. The flight was slightly skewed for morning drive time for both the local key counties and outlying counties (Daypart Mix for Paid Spots: 50% am drive, 40% pm drive, 10% M-F 6a-7p, Daypart Mix on Outlying Stations: 45% am drive, 40% pm drive, 15%Sa/Su 10a-7p).

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

Stations:

| | |
|---------|--------------|
| WTOP-AM | All News |
| WJFK-FM | Talk |
| WARW-FM | Classic Rock |
| WMZQ-FM | Country |
| WMMJ-FM | Urban Oldies |
| WHUR-FM | Adult Urban |
| WJZW-FM | Smooth Jazz |
| WBIG-FM | Oldies |

Stations in Outer Markets:

| | | |
|---------|----------------------|----------------------------------|
| WSMD-FM | Classic Rock, Oldies | Calvert & Charles Counties |
| WFRE-FM | Country | Frederick County |
| WAFY-FM | Adult Contemporary | Frederick County |
| WBQB-FM | Hot AC | Frederick County |
| WFLS-FM | Country | Spotsylvania & Stafford Counties |

Utilizing the Total Traffic Network, we broadcast 15-second spots (with 5 second billboard) during weekday in prime drive times; 6-10 AM and 3-7 PM. Within the Marketing campaign, Total Traffic Network continues to reinforce the brand message for Commuter Connections and has run between the 2005 flights of 60-second radio, thus increasing our budget efficiency. The traffic report sponsorship aired on all Clear Channel owned stations including, WASH, WBIG, WMZQ, WWDC-FM, WTEM, WTNT, WITH.

MASS MARKETING FY05 1st HALF RADIO CAMPAIGN:

| MEDIA | OCTOBER | | | NOVEMBER | | | | | TOTAL | |
|--|---------|---|----|----------|-----|-----|-----|-----|-------|------------------|
| | 26 | 3 | 10 | 17 | 24 | 31 | 7 | 14 | 21 | NET COST |
| TOTAL TRAFFIC NETWORK | | | | | | | | | | |
| All Clear Channel Stations :15 WASH, WBIG, WMZQ, WWDC-FM WTEM, WTNT, WITH | | | | 50 | 50 | 50 | 50 | | | |
| Total Sponsorship Buy | | | | | | | | | | \$25,500.00 |
| SPOT RADIO | | | | | | | | | | |
| Target: Adults 35-54 | | | | | | | | | | |
| WARW FM (Classic Rock) :60 | | | | 14 | 14 | 14 | 14 | 14 | | \$17,298 |
| :15 | | | | 20 | 20 | 20 | 20 | 20 | | \$0 |
| WBIG FM (Oldies) :60 | | | | 18 | 18 | 18 | | | | \$8,621 |
| :30 | | | | 9 | 9 | 9 | | | | \$1,766 |
| :15 | | | | 5 | 5 | 5 | | | | \$0 |
| WHUR FM (Urban AC) :60 | | | | | | | 28 | 28 | | \$11,008 |
| WJFK FM (Adult Talk) :60 | | | | | | | 34 | 34 | | \$6,800 |
| WJZW FM (Smooth Jazz) :60 | | | | 36 | 36 | 36 | | | | \$12,342 |
| :10 | | | | 9 | 9 | 9 | | | | \$0 |
| WMMJ FM (Urban Oldies) :60 | | | | 27 | 27 | 27 | 26 | 26 | | \$30,791 |
| :15 | | | | 6 | 6 | 6 | 6 | 6 | | \$0 |
| WMZQ FM (Country) :60 | | | | 21 | 21 | 21 | 21 | 21 | | \$6,205 |
| :30 | | | | 10 | 10 | 10 | 6 | 6 | | \$12,389 |
| :15 | | | | 3 | 3 | 3 | 3 | 3 | | \$0 |
| WTOP AF (All News) :60 | | | | 17 | 17 | 17 | 17 | 17 | | \$32,088 |
| PSAs :30 | | | | 12 | 12 | 12 | 12 | 12 | | \$0 |
| OUTER MARKET STATIONS | | | | | | | | | | |
| WAFY FM (Classic Rock) :60 | | | | | | | 18 | 18 | | \$1,777 |
| WBQB FM (Hot AC) :60 | | | | | | | 14 | 14 | | \$2,268 |
| :10 | | | | | | | 3 | 3 | | \$0 |
| WFLS FM (Country) :60 | | | | 17 | 17 | 17 | | | | \$2,958 |
| WFRE FM (Country) :60 | | | | 12 | 12 | 12 | 12 | 12 | | \$7,650 |
| :30 | | | | 10 | 10 | 10 | 10 | 10 | | \$0 |
| :10 | | | | 5 | 5 | 5 | 5 | 5 | | \$0 |
| WSMD FM (Country) :60 | | | | 18 | 18 | 18 | 18 | 18 | | \$4,743 |
| :30 | | | | 5 | 5 | 5 | 5 | 5 | | \$0 |
| GRPs per Week | | | | 152 | 152 | 152 | 153 | 153 | | |
| GRAND TOTAL | | | | | | | | | | \$184,202 |

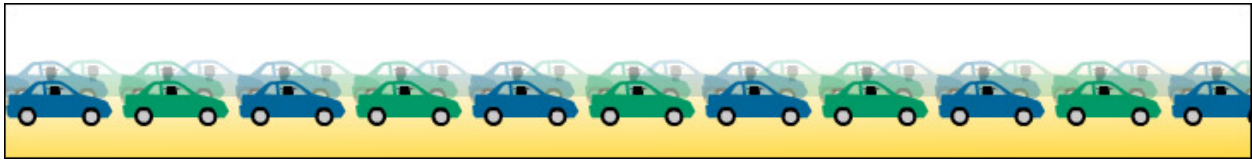
Note: GRP Totals do not include ratings from outer markets.

Added-Value Opportunities

Added-value opportunities were negotiated with the stations and will be reflected in the next radio flight in 2006.

Internet Activity

A free web banner is running from December 1, 2005 through December 31, 2005 on TrafficLand.com. Total AdViews (impressions): 526,517 Total AdClicks: 287



Washington Metropolitan Area Guaranteed Ride Home Program Registration Guidelines

1. The program is available to all employees of participating employers who are currently employed full-time and are not on a leave of absence. Employees must be employed by the employer on the day of the incident.

2. Employees must be employed by the employer on the day of the incident. Employees must be employed by the employer on the day of the incident.

3. Employees must be employed by the employer on the day of the incident. Employees must be employed by the employer on the day of the incident.

Guaranteed Ride Home

These are the times when you need it.

Guaranteed Ride Home
These are the times when you need it.

CONNETHER CONNECTIONS

1-800-745-RIDE

www.connetherconnections.org

What Is the Guaranteed Ride Home Program?

The Guaranteed Ride Home Program provides a free, non-emergency transportation service to employees who are unable to get home safely after work hours. The program is available to all employees of participating employers who are currently employed full-time and are not on a leave of absence.

Registration Guidelines

1. The program is available to all employees of participating employers who are currently employed full-time and are not on a leave of absence. Employees must be employed by the employer on the day of the incident.

2. Employees must be employed by the employer on the day of the incident. Employees must be employed by the employer on the day of the incident.

3. Employees must be employed by the employer on the day of the incident. Employees must be employed by the employer on the day of the incident.

CONNETHER CONNECTIONS

1-800-745-RIDE

www.connetherconnections.org

Registration for Guaranteed Ride Home Program

1. The program is available to all employees of participating employers who are currently employed full-time and are not on a leave of absence. Employees must be employed by the employer on the day of the incident.

2. Employees must be employed by the employer on the day of the incident. Employees must be employed by the employer on the day of the incident.

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Operations Center Update

Newsletter

The Commuter Connections newsletter is targeted to approximately 5,200 employer contacts on the COG Employer Outreach ACT! database as well as TDM Stakeholders, both regionally and nationally. Beginning in FY06, the newsletter has been given a fresh look to tie it in with the new collateral that is being created. The newsletter is also converted into a pdf file and made available on the Commuter Connections website.

In the first half of FY06, the summer and fall issues of the Commuter Connections Newsletter were completed.

Summer Issue and ETC Insert

The cover story highlighted the summer 2005 Employer Awards Ceremony. Other stories included the Wilson Bridge project, expansion of VRE commuter trains, and the annual Bike to Work Day Employer Challenge Winners.



EMPLOYERS RECOGNIZED FOR REDUCING TRAFFIC CONGESTION AND IMPROVING AIR QUALITY

The business community plays an integral role in shaping the commuting behaviors of their employees. For that reason, Commuter Connections recently recognized three employers in the region for their outstanding efforts to voluntarily initiate programs that encourage the use of commuting alternatives. These programs result in traffic reduction and improved air quality within the National Capital Region. Commuting alternatives include practices such as ride-sharing, taking transit, teleworking, bicycling and walking.

The summer 2005 award ceremony took place at the National Press Club in Washington, DC and showcased the winning employer programs. Nominees for the three prestigious awards included employers that provide alternative transportation options by offering comprehensive commuter benefits (Dorchester); employers that successfully marketed alternative commuting within their companies (Marketing); and employers who have initiated a vibrant telework program (Telework).

Eligible employer applications were judged by an independent Selection Committee that was formed to review nominations from employer programs. Winners were chosen for their ability to foster work cultures that encourage alternative commute choices, and as a result, contribute to the betterment of their company, employees and the region.

Some of the specific areas that were judged included the provision of financial incentives to reduce employee transit or ride-sharing costs; provision of the Guaranteed Ride Home program; percentage of employees who use transportation alternatives and/or telework; reduction of gasoline consumption and emissions; reduction of vehicle miles and trips traveled; reduction of business overhead; improvement in employee productivity and morale; and ability to attract and retain employees.

Recipients of the 2005 Employer Recognition Awards included:

- Executive Award - American University - Washington, DC**
- Marketing Award - Chevy Chase Bank - Bethesda, MD**
- Telework Award - American University - Washington, DC**

Because the university strives to be a great employer and a good neighbor to area residents, it needs an excellent transit program to deal with an on-campus parking shortage, while reducing traffic congestion and emissions in the area. Initially, a 2003 commuter transportation survey helped American University assess needs and refine its transit program. The ongoing challenge is that there are 6,000 to 7,000 people traveling to and from campus every day and a mere 2,500 on-campus parking spaces. A free shuttle service, group vans, bicycle racks, showers and lockers on campus, a Metrochek pre-tax transit incentive, parking fees, and advice course offerings all play a role in supporting American University's transportation program. Using this multifaceted approach, today there is no parking shortage.

Marketing Award - Chevy Chase Bank - Bethesda, MD
Chevy Chase Bank's transit benefits program, "Commuting Solutions - The Choice is Yours", has seen steady increases since 2002.

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FEDERAL ETC UPDATES

Employee Transportation Coordinator

TRANSPORTATION MANAGEMENT PLANS

The preparation of a Transportation Management Plan (TMP) takes Travel Demand Management (TDM) practices into account. Using the existing transportation infrastructure, TDM aims to reduce the number of single occupant vehicles that congest roads and highways and cause air pollution. The National Capital Planning Commission (NCPC) provides federal agencies in the National Capital Region with procedures and guidelines on how to prepare TMPs, in order to reduce the number of solo vehicle trips to federal agency workplaces. Requirements evolved from Federal air quality regulations, local trip reduction ordinances, and NCPC master planning procedures.

One of NCPC's principal responsibilities is to coordinate development activities of federal agencies in the region. In 1991, NCPC adopted project plan submission guidelines that require the preparation of TMPs for any project that will bring the employment level on a federal worksite to 500 or more employees (including existing and proposed employees). Agencies are also encouraged to prepare TMPs for projects that will increase employment levels to 100 or more employees.

A Transportation Management Plan documents an employer's active program and adopts strategies to foster more efficient employee commuting patterns. To achieve congestion and air quality standards, the plan includes specific strategies and time line goals to encourage change in employee travel modes, trip timing, frequency, length, and travel routes.

Another important element of TMPs is to encourage alternative commuting modes to reduce the demand for parking spaces at Federal facilities and comply with prescribed employee parking ratios. Factors such as the relative proximity of carpool lanes, the location of the facility's nearest Metrolink station, work hours and employee residence locations are taken into account. The Commission will consider all factors presented in the TMP when weighing compliance with prescribed parking ratios.

To address transportation needs without providing new infrastructure, TMPs should address the demand side of the transportation equation rather than the supply side. Managing the demand for transportation services before it results in the need to build new infrastructure can be a cost effective way to address growing transportation needs. Below are TDM policies and methods the federal government should consider when crafting TMPs:

1. Encourage ride-sharing, transit and other non-single-occupant vehicle modes of transportation for federal commuters.
2. Maximize telecommuting strategies for employees in accordance with federal law.
3. Employ compressed and variable work schedules for employees.
4. Support pedestrian, bicycling and transit commuting through Live-Near-Work programs.

NCPC has a handbook available for Federal Agencies regarding Transportation Management Program policies and procedures. For more information contact David Levy at (202) 482-7200 david.levy@ncpc.gov

GENERAL SERVICES ADMINISTRATION OFFERS FREE USE OF TELEWORK CENTERS

In response to the national fuel crisis, GSA is offering free use of their Telework Centers until 2006 to all Federal employees. For more information, contact your Telework Coordinator at www.telework.gov.

Fall Issue and ETC Insert

The cover story looks at shifts in commuting behavior due to the impact of high gasoline prices. Other stories included results of the Ridesharing Contest, sponsored by Gevalia Kaffe and Commuter Connections.



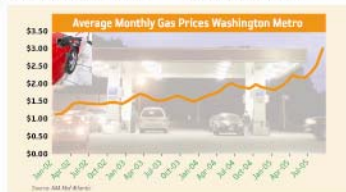
SOARING GAS PRICES BOOST RIDESHARING

In 2005, Americans have been faced with sky rocketing gasoline prices, the likes of which have not been seen since the 1970s, when Commuter Connections first began offering ridesharing services. In the last two decades, when gasoline was less expensive, Americans switched from cars to favoring minivans and SUVs, subsequently reducing their gas mileage. Also, many moved farther from their places of work to suburbs, resulting in longer commutes. In the 1990s, the average commute time rose by about 15 percent, and the share of people commuting alone rose dramatically to more than three out of every four American workers, according to the 2000 Census. More jobs moved out of central cities and into suburbs, where public transportation was not readily available, making cars the preferred mode of commuting.

Dramatic shifts in commuting behavior came about as Americans felt the impact of fast rising gas prices, only to be exacerbated by the

effects of Hurricane Katrina. The year's hurricane damage to the nation's energy infrastructure and its effect on the availability and price of gasoline prompted President Bush to call on Americans to conserve fuel by reducing their driving. To support this message, a media campaign utilizing radio, billboard and magazine advertisements, featuring the Energy Plan has been launched to offer guidelines for reducing energy consumption. The president also ordered agencies in the Federal workforce to cut back on fuel consumption.

News reports nationwide indicate that commuters are shifting their car purchases from SUVs to hybrids, and increasingly turning to ridesharing and public transit. Notable stories include Toyota's announcement that Hurricane Katrina boosted demand for hybrids and a report of large SUVs sitting smoldering on car lots nationwide. Most major metropolitan areas are recording 5 to 30 percent increases in bus and rail ridership compared to last year.



| Option | Price Per Gallon Per Passenger |
|------------------|--------------------------------|
| DRIVE ALONE | 3.20 |
| 2 PERSON CARPOOL | 1.60 |
| 4 PERSON CARPOOL | .80 |
| VANPOOL | .26 |
| TRANSIT | .13 |

Transportation Demand Management programs across the nation, such as Commuter Connections, have seen increased interest in commuter alternative programs. "We've seen a direct correlation between the high gas prices which escalated this past summer and increased Web hits, phone inquiries, and in general, a more receptive market for commuting alternatives," said Lauren Landry, Chair of the Commuter Connections Subcommittees and Metro's Manager of Advertising and Promotions.

Metro recorded an 8 percent increase in subway ridership for September 2005 compared to September 2004, or about 40,000 new riders.

FEDERAL ETC UPDATES

Employee Transportation Coordinator

MEMORANDUM FOR THE HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES FROM PRESIDENT BUSH

Residents of the Gulf Coast states affected by hurricanes Katrina and Rita have lost loved ones, lost homes, and been displaced from their communities. The Federal government will continue to assist victims of the hurricanes. Our priority is first to save, sustain, and protect lives and then to restore important infrastructure needed for recovery.

A key component of this administration's hurricane response plan is to ensure that sufficient supplies of natural gas, gasoline, and diesel fuel are available throughout the country, including in those areas hardest hit by the hurricane, as well as in those areas served by refineries and pipelines originating in the affected areas. Already we have made available oil from the Strategic Petroleum Reserve (SPR) to refineries that are short on supplies of crude oil, and we will continue to monitor this situation and the use of the SPR. The Department of Energy has deployed personnel and is working with local power companies, local authorities, and state authorities to help get electricity functioning and to ensure the repair and continuity of oil and gas pipelines that may have been affected by power outages. In addition, the Environmental Protection Agency has issued temporary fuel waivers under the Clean Air Act, and the Department of Transportation has suspended "hours of service" rules for fuel tanker trucks to make additional supplies of gasoline and diesel fuel available in those areas of the country affected by the hurricane. However, it is important that the Federal

government, led by example and further contributes to the relief effort by reducing its own fuel use during this difficult time.

Therefore, I hereby direct the heads of executive departments and agencies to take appropriate actions to conserve natural gas, electricity, gasoline, and diesel fuel to the maximum extent commensurate with the effective discharge of public responsibilities. All agencies should conserve fuel so we can reduce overall demand and allow extra supplies to be directed towards the hurricane-affected effort. In particular, agencies should temporarily curtail non-essential travel and other activities that use gasoline or diesel fuel, and encourage employees to carpool, telecommute, and use public transportation to reduce fuel use. Federal agencies should also take action to conserve natural gas and electricity during periods of peak consumption by shifting energy-intensive activities to non-peak periods whenever possible and by procuring and using efficient Energy STAR-rated energy-intensive appliances and products.

In addition, agencies should review their existing operating and administrative processes and conservation programs and identify and implement ways to reduce overall fuel use. Agencies should report to me, through the secretary of energy, within 30 days from the date of this memorandum on the fuel conservation actions taken. Agencies shall take these and other appropriate energy- and fuel-conservation actions using existing budget authority.



2006 Employer Recognition Awards Efforts

Brochures and application forms for the 2006 Commuter Connections Employer Recognition awards have been developed and distributed. The application due date is February 3, 2006. Distribution included employers, chambers, Fed ETC's and Employers. The application is also available online.

Employer Recognition Awards

Examples of employer programs include:

- Implementing or expanding a telework program
- Implementing or expanding a transit pass program
- Implementing or expanding a transit pass program
- Implementing a parking fee for lots where employers had not previously provided parking
- Promotion of Commuter Connections service to form carpools or vanpools
- Providing shuttle service to transit
- Providing a free or significantly reduced rate for carpools and vanpools in situations where employees pay for parking
- Providing or organizing company vehicles for employees
- Installing bike racks and/or shower facilities for bicyclists and walkers
- Implementing or expanding a company Quality Action Days program
- Promotion of Commuter Connections Guaranteed Ride Home Program
- Providing preferred parking for carpoolers

Commuter Connections Employer Recognition Awards Application

2006 Employer Recognition Awards

Governments congratulate the winners of the 2006 Employer Recognition Awards.

Implementing innovative commuter transportation programs, such as telework, transit passes, and carpooling, not only reduces traffic congestion and air pollution, but also saves money for employers and employees.

and from campus to the office and a new 100% telework program. A free shuttle service, group bike racks, showers and lockers on campus, a MetroLink tax transit incentive, bike lanes, and online new offerings all play a role in supporting the University's transportation program. Using this integrated approach, today there is no parking shortage.

Telework Award
National Wildlife Federation, Boston, VA

The National Wildlife Federation's (NWF) telework program is part of the organization's commitment to reduce global warming pollution. By limiting the number of cars on the road, NWF employees helping cut carbon dioxide emissions that contribute to global warming.

Starting with just 28 teleworkers in 2002, NWF now has more than one-third of their 200 headquarters employees working from home. The program has a high degree of commitment from the top down. An open floor plan to allow for shared workspaces, the telework program has helped recruit and retain top talent. It has also reduced the number of parking spaces needed for the company by 20%.

Other key elements included training of teleworkers and their managers, along with investment in telecommunications tools such as cell phones and off-site access to the NWF network. NWF's telework program was made possible with financial assistance from the TeleworkUSA Initiative.

J. M. J. Colwell, NWF, Telework Coordinator
John D. Sprague, NWF, Director of Telework
John D. Sprague, NWF, Director of Telework

COMMUTER CONNECTIONS
EST. 1978

1-800-745-RIDE
www.commuterconnections.org

Metropolitan Washington Council of Governments

2006 Employer Recognition Awards Application Form

Application Form is also available online at www.commuterconnections.org

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, 2005.

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.

1. Contact Information
Organization: _____
Address: _____
City: _____ State: _____ Zip: _____
Program Contact (Mr./Ms.): _____
Title: _____
Phone: (____) _____ Fax: (____) _____
E-Mail: _____ Web-Site: _____
Date Program Began (must have been initiated by January 1, 2005): _____
Name of Program (if applicable): _____

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

Marketing Incentives Telework

Awards

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

Commuter Connections
Douglas Franklin
272 North Capital Street, N.E., Suite 300
Washington, DC 20002-4239
Tel: 202-362-5792 • Fax: 202-362-5203
E-mail: dfranklin@wmcog.org

COMMUTER CONNECTIONS
EST. 1978

YEAR TO DATE COMPARATIVE PERFORMANCE RESULTS

Key findings for the first half of FY06, beginning July 2005 are as follows:

Cumulative impact of all marketing efforts for Commuter Connections' programs has resulted in awareness levels of 66%, according to the 2004 State of the Commute Survey Results

Web visits to www.commuterconnections.com are up 20.2% from 37,401 (July – December 2004) to 44,944 (July – December 2005)

Calls to 800-745-RIDE have increased slightly by 2.3% from 12,801 (July – December 2004) to 13,094 (July – December 2005)

The number of Guaranteed Ride Home applications are down 29.5% from 5,144 (July – December 2004) to 3,629 (July – December 2005)

The number of Rideshare Applications are down 17.3% from 4,862 (July – December 2004) to 4,021 (July – December 2005)

| Web Visits | | |
|---|---------------|---------------|
| www.commuterconnections.org | | |
| | FY05 | FY06 |
| July | 6,330 | 6,766 |
| Aug | 5,979 | 7,978 |
| Sept | 6,133 | 8,820 |
| Oct | 6,973 | 7,801 |
| Nov | 6,315 | 7,229 |
| Dec | 5,671 | 6,350 |
| | 37,401 | 44,944 |

The number of Commuter Connections web visits increased 20.2% from July through December 2005 compared to the same period during 2004.

| Phone Calls | | |
|--------------------|---------------|---------------|
| | FY05 | FY06 |
| July | 2,335 | 1,902 |
| Aug | 2,217 | 2,162 |
| Sept | 2,150 | 2,135 |
| Oct | 2,302 | 2,154 |
| Nov | 1,922 | 2,663 |
| Dec | 1,875 | 2,078 |
| Total | 12,801 | 13,094 |

The number of Commuter Connections phone calls increased slightly by 2.3% from July through December 2005 compared to the same period during 2004.

| GRH Applications Received | | |
|----------------------------------|--------------|--------------|
| | FY05 | FY06 |
| July * | 1,316 | 531 |
| Aug | 770 | 637 |
| Sept | 716 | 769 |
| Oct | 747 | 644 |
| Nov | 846 | 574 |
| Dec | 749 | 474 |
| | 5,144 | 3,629 |

The number of Guaranteed Ride Home Applications decreased by 29.5% from July through December 2005 compared to the same period during 2004.

| Rideshare Applications | | |
|-------------------------------|--------------|--------------|
| | FY05 | FY06 |
| July * | 1,107 | 590 |
| Aug | 800 | 707 |
| Sept | 834 | 861 |
| Oct | 862 | 715 |
| Nov | 513 | 618 |
| Dec | 746 | 530 |
| | 4,862 | 4,021 |

The number of Rideshare Applications decreased 17.3% from July through December 2005 compared to the same period during 2004.

*The application numbers are disproportionate in July FY05, reflecting a direct mail campaign in July 2004.