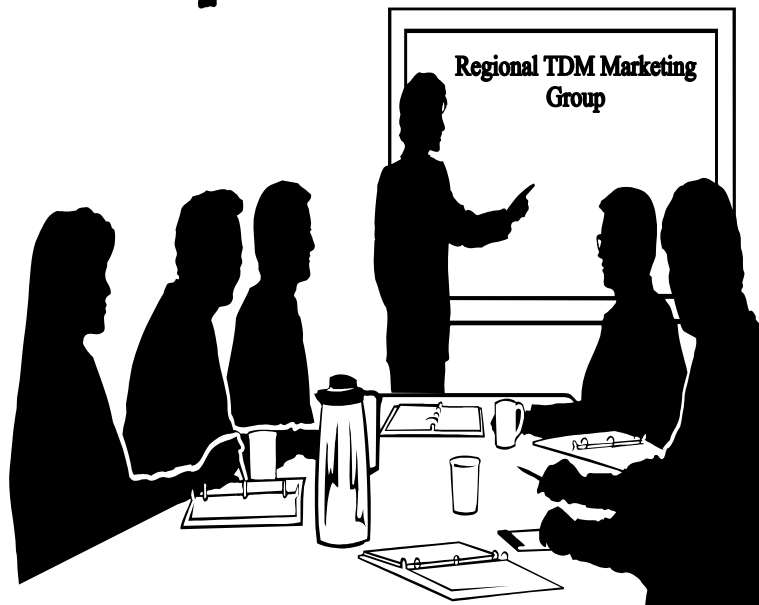


# HANDOUTS

from previous meeting



**September 15, 2009**



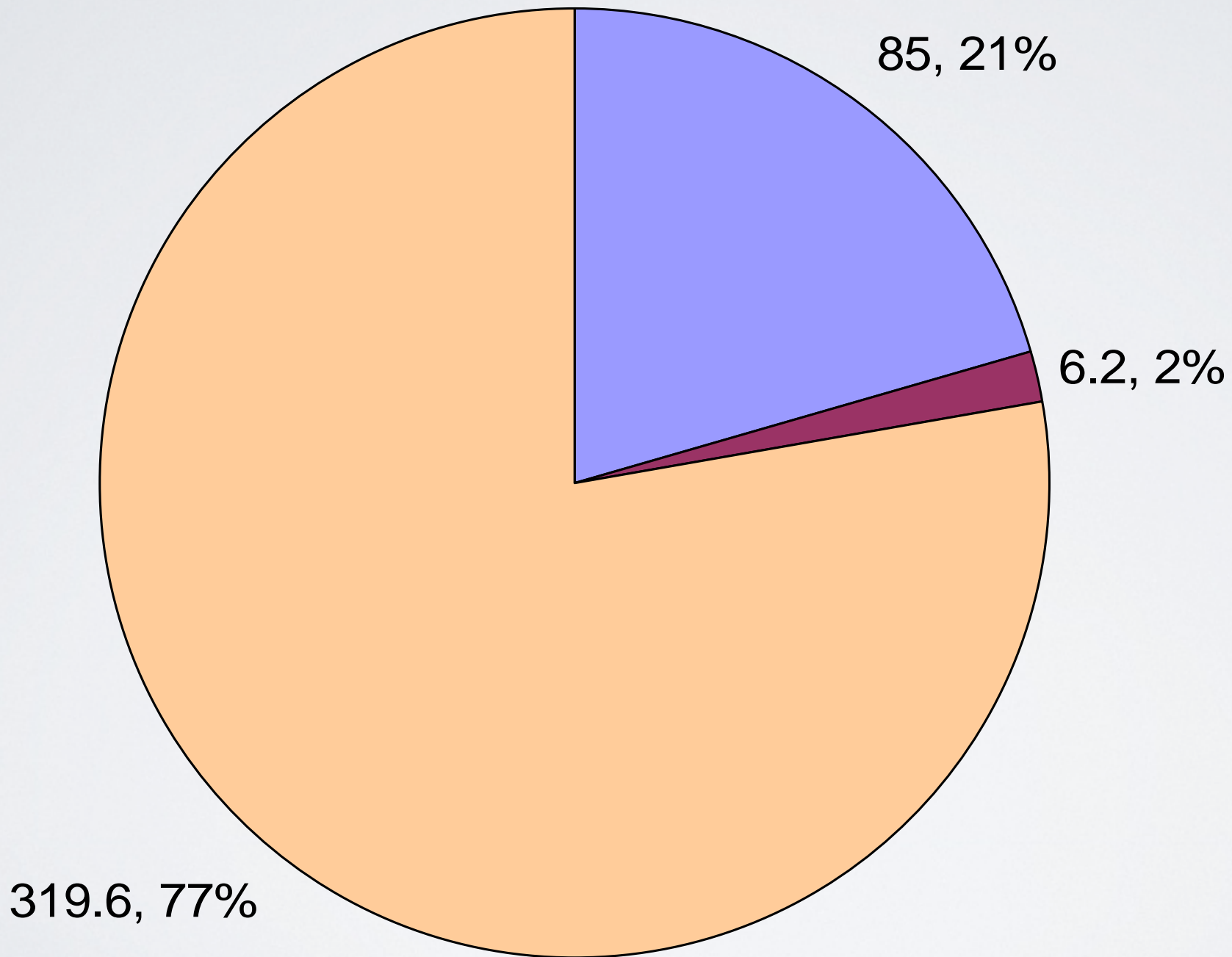
McANDREW  
C O M P A N Y

# STREET **/// SMART**

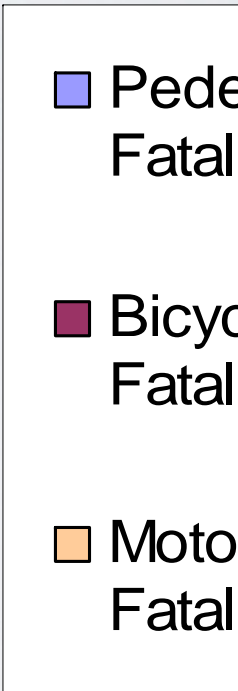
Fall 2008 Spring 2009 Review

Regional TDM Marketing Group

# Washington Region, 2003-2007



Total = 411.8



# The “Street Smart” Campaign

Concentrated waves of Radio, Transit, and Internet advertising designed to change driver, pedestrian, and cyclist behavior

Supported by concurrent law enforcement

Funded by Federal Funds with voluntary matching contributions from WMATA, TPB Member Governments, since Fall 2002

Run twice annually since 2007

- Fall and Spring waves
- November 2008 and March-April 2009

FY 2009 budget was \$700,000

Spring 2009 \$430,000

Details at <http://streetsmart.mwcog.org>

# FALL 2007 CAMPAIGN



**Cross like your life depends on it**

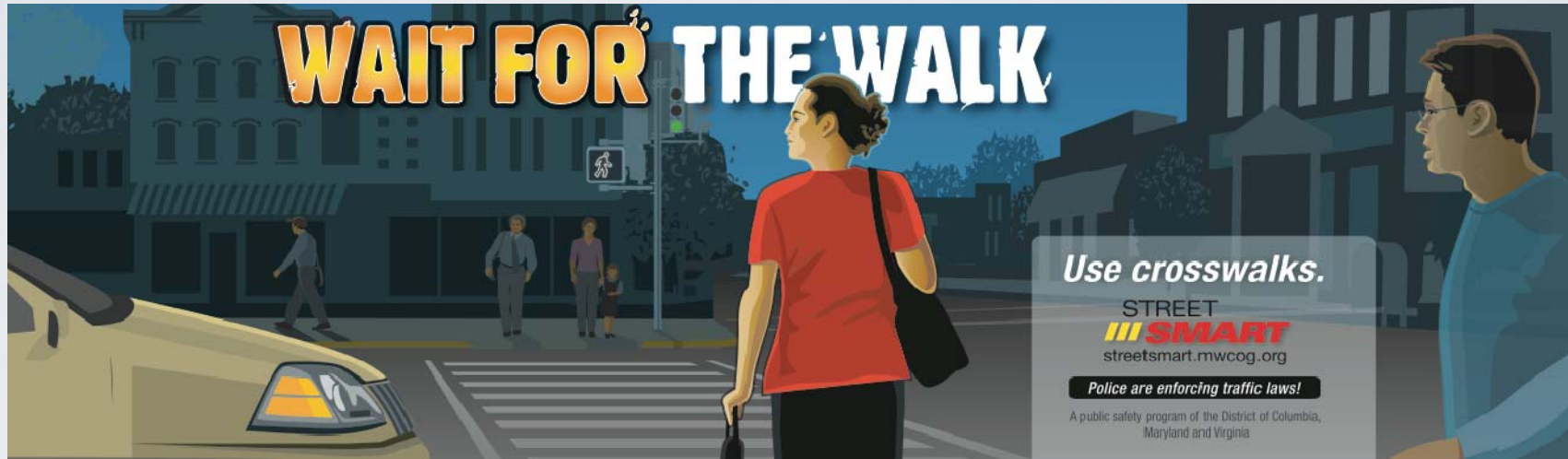
*Use crosswalks. Obey signs.  
Look left, right, left.*

STREET  
**SMART**  
streetsmart.mwcog.org

**Police are enforcing safety laws!**



# SPRING 2008 CAMPAIGN





## WAIT FOR THE WALK

*Use crosswalks.*

STREET  
**/// SMART**  
streetsmart.mwcog.org

**Police are enforcing traffic laws!**

A public safety program of the District of Columbia,  
Maryland and Virginia



## YIELD to Pedestrians when Turning

*Stop for Them at Crosswalks.*

STREET  
**/// SMART**  
streetsmart.mwcog.org

**Police are enforcing traffic laws!**

A public safety program of the District of Columbia,  
Maryland and Virginia

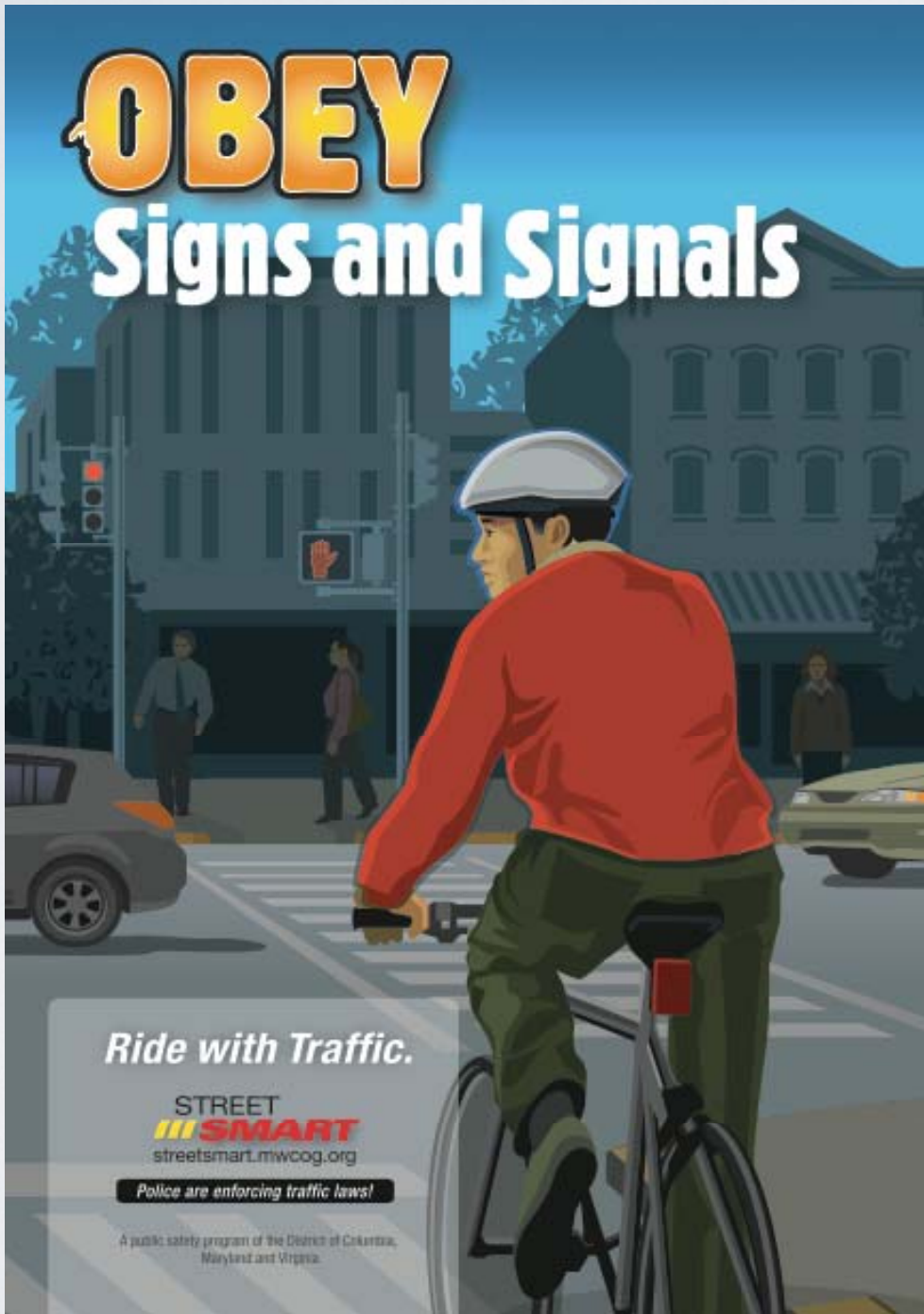


## YIELD to Bikes when Turning

*Give them Room to Ride.*

STREET  
**/// SMART**  
streetsmart.mwcog.org

# SPRING 2008 CAMPAIGN



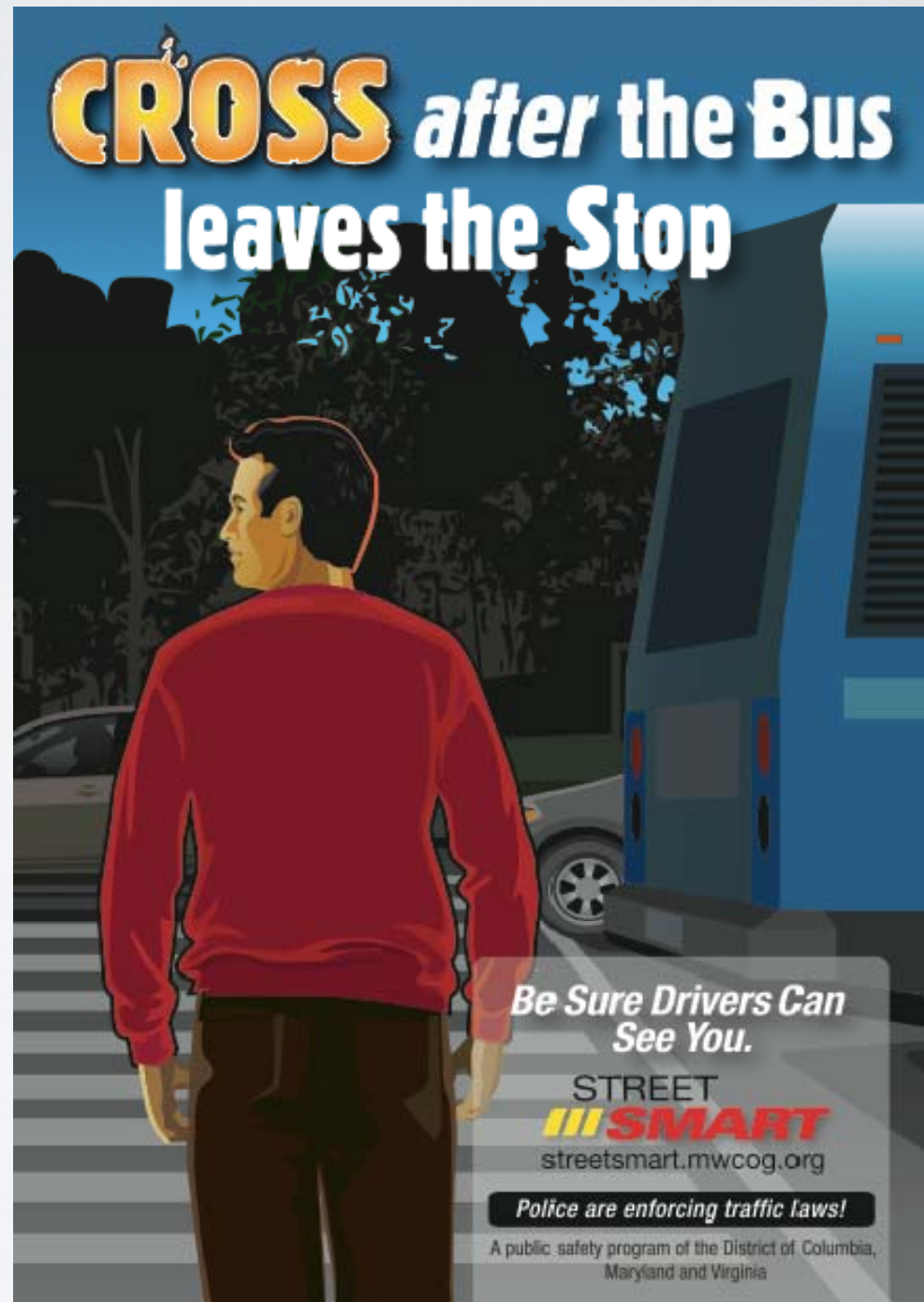
## **OBEY** Signs and Signals

*Ride with Traffic.*

**STREET  
/// SMART**  
streetsmart.mwco.org

**Police are enforcing traffic laws!**

A public safety program of the District of Columbia,  
Maryland and Virginia.



## **CROSS** *after the Bus* leaves the Stop

*Be Sure Drivers Can See You.*

**STREET  
/// SMART**  
streetsmart.mwco.org

**Police are enforcing traffic laws!**

A public safety program of the District of Columbia,  
Maryland and Virginia.

# SAFETY TIPS

## Drivers, Pedestrians, and Bicyclists

### DRIVERS:



- **STOP FOR PEDESTRIANS** at crosswalks and be careful when passing stopped vehicles.



- **SLOW DOWN** and obey the posted speed limit.



- **YIELD TO PEDESTRIANS & CYCLISTS** when turning.



- **LOOK** before opening your door.



- **ALLOW 3 FEET** when passing bicyclists.

### FOR PEDESTRIANS:



- **CROSS THE STREET AT MARKED CROSSWALKS** and intersections.



- **BEFORE CROSSING, LOOK** left, right, then left again.



- **USE PEDESTRIAN PUSHBUTTONS.**



- **BEGIN CROSSING THE STREET ON "WALK"** signal.



- **STAY VISIBLE AFTER DARK** and in bad weather.



- **WATCH OUT FOR TRUCKS AND BUSES** backing out of parking spaces and driveways.

### FOR BICYCLISTS:



- **OBEY ALL REGULATORY SIGNS** and traffic lights.



- **NEVER RIDE AGAINST TRAFFIC.** Ride with traffic to avoid potential accidents.



- **USE HAND SIGNALS** to let motorists what you intend to do.



- **RIDE IN A STRAIGHT** line with the right of traffic and a car door width away from parked cars.



- **ALWAYS WEAR A HELMET.** Helmets dramatically reduce the risk of head injury in a bicycle accident.



- **USE LIGHTS AT NIGHT** when visibility is poor.





# USE THE CROSSWALKS

CRUCE POR EL PASO DE PEATONES

請走斑馬線過街

건널목을사용하십시오

HÃY ĐI TRONG ĐƯỜNG LẤN  
ĐÀNG CHO NGƯỜI ĐI ĐÓNG

# CAMPAIGN HIGHLIGHTS

## Full 2008 Campaign:

1,010 radio spots

57 transit shelters

1,024 interior bus cards

200 bus backs

Internet – in-banner videos through  
wtopnews.com and on

wtopnews.com

4,400 posters / 105,000 handouts

## Spring 2009

### Campaign:

- 1,010 radio spots

- 57 transit shelters

- 1,024 interior bus cards

- 200 bus backs

- Internet advertising on  
wtopnews.com

- 4,400 posters / 105,000 handouts

# ADDED & EARNED MEDIA

Total Added and Earned Media: \$284,316

Earned Media Value (combined total): \$100,649

- Campaign launch events earned more than 4.4 million media impressions with  
48 broadcast hits at least 14 print/online articles

Added Value (combined total): \$183,667

- \$63,387 in free radio spots
- \$109,930 in free outdoor including transit shelters, interior bus cards, billboards and bus backs
- \$10,350 in free internet advertising

## Speakers:

Patrick Burke, Assistant Chief of Police, DC MPD

Penny Gross, COG Chair

William Euille, Mayor, City of Alexandria

Gabe Klein, Director, DDOT

Walter Tejada, Arlington County Board

Tom Didone, Captain, Montgomery County Police Department

Peter Moe, Maryland Highway Safety Office

Eric Gilliland, Executive Director,



# ENFORCEMENT

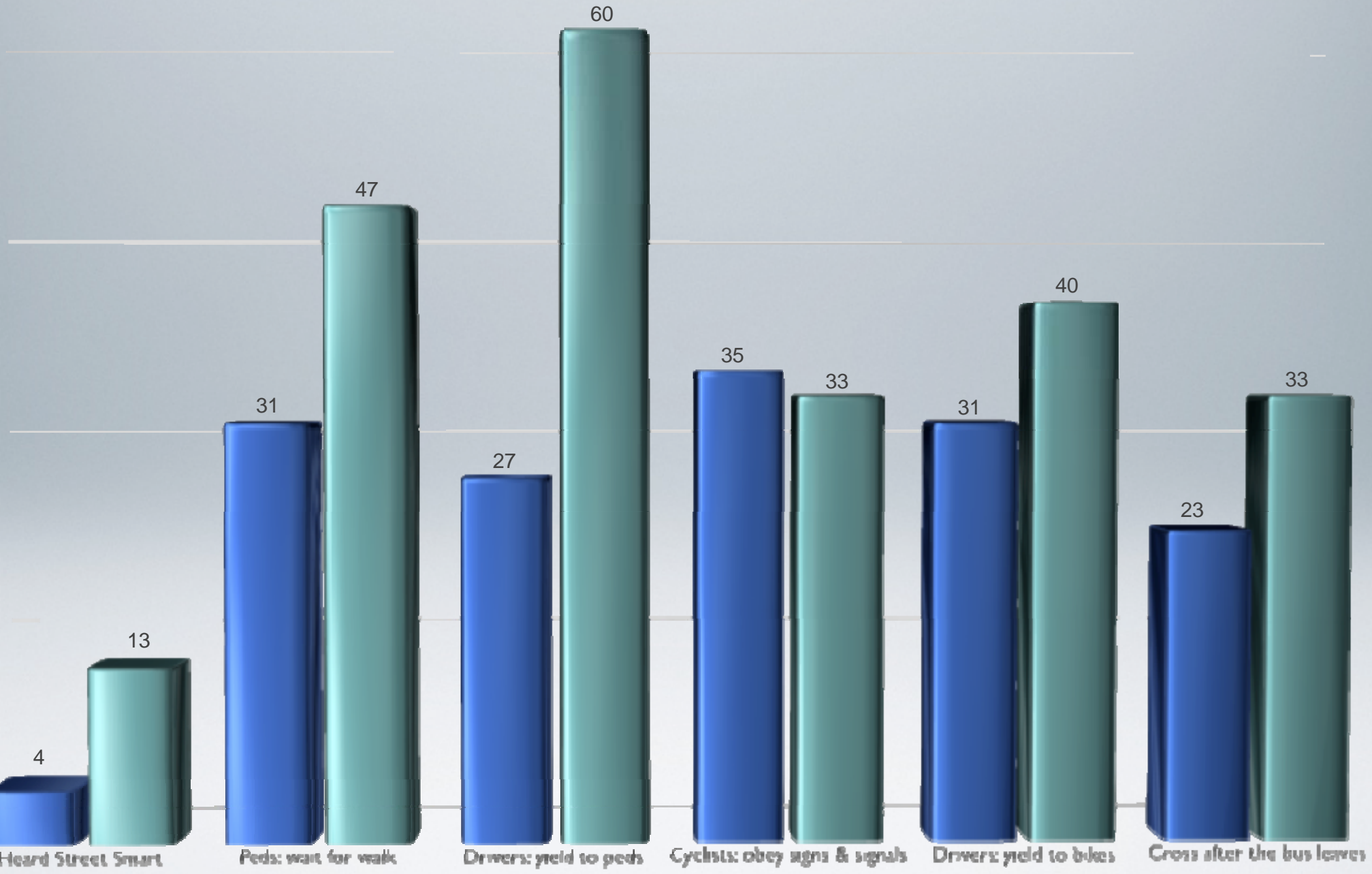
38,961 citations and 4,803 warnings were issued to motorists, pedestrians and cyclists in Alexandria, Fairfax County, Montgomery County and the District of Columbia during the campaign

\*

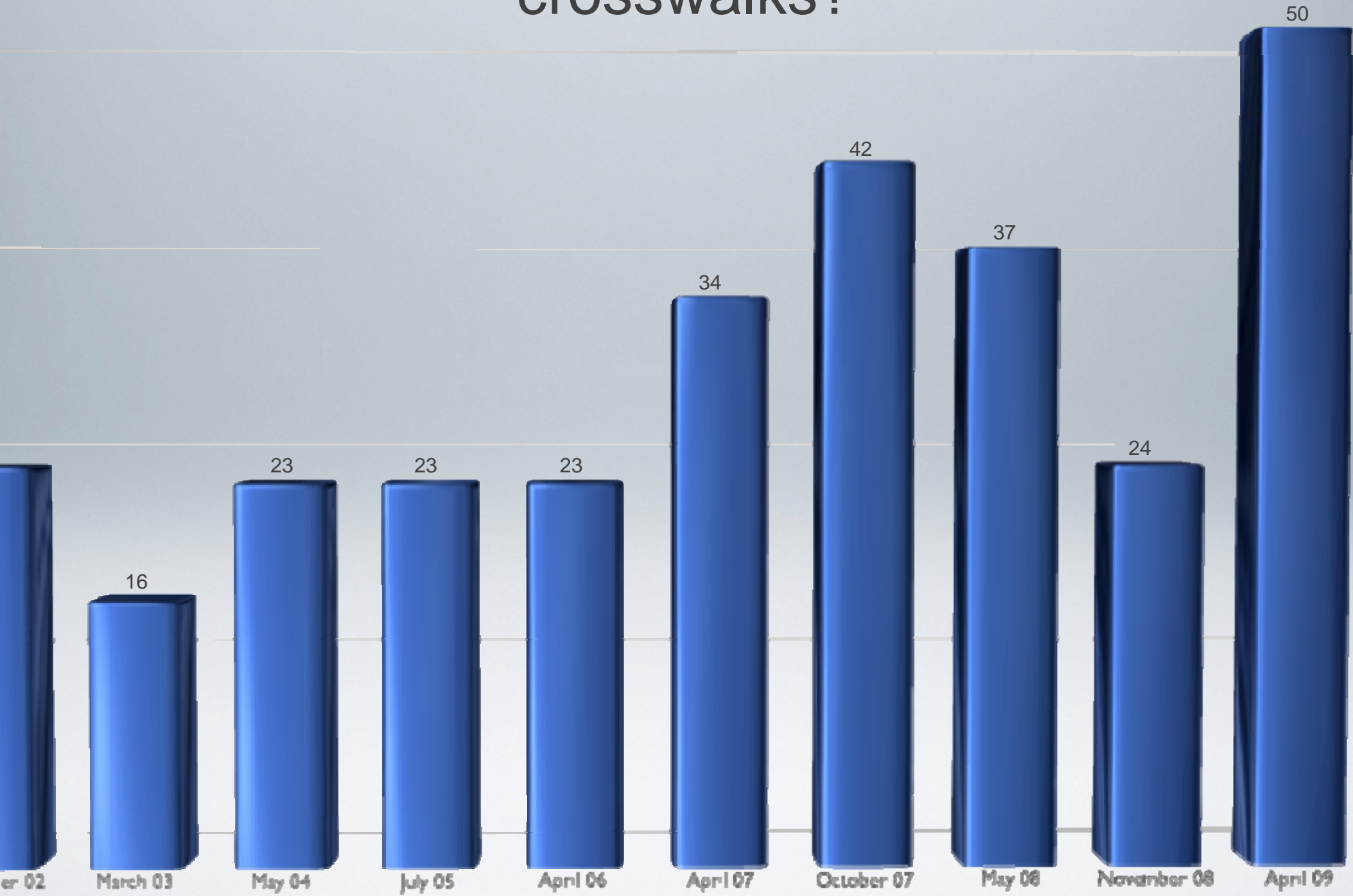


\* Actual numbers may be higher. This statistic was based on the actual number of Enforcement

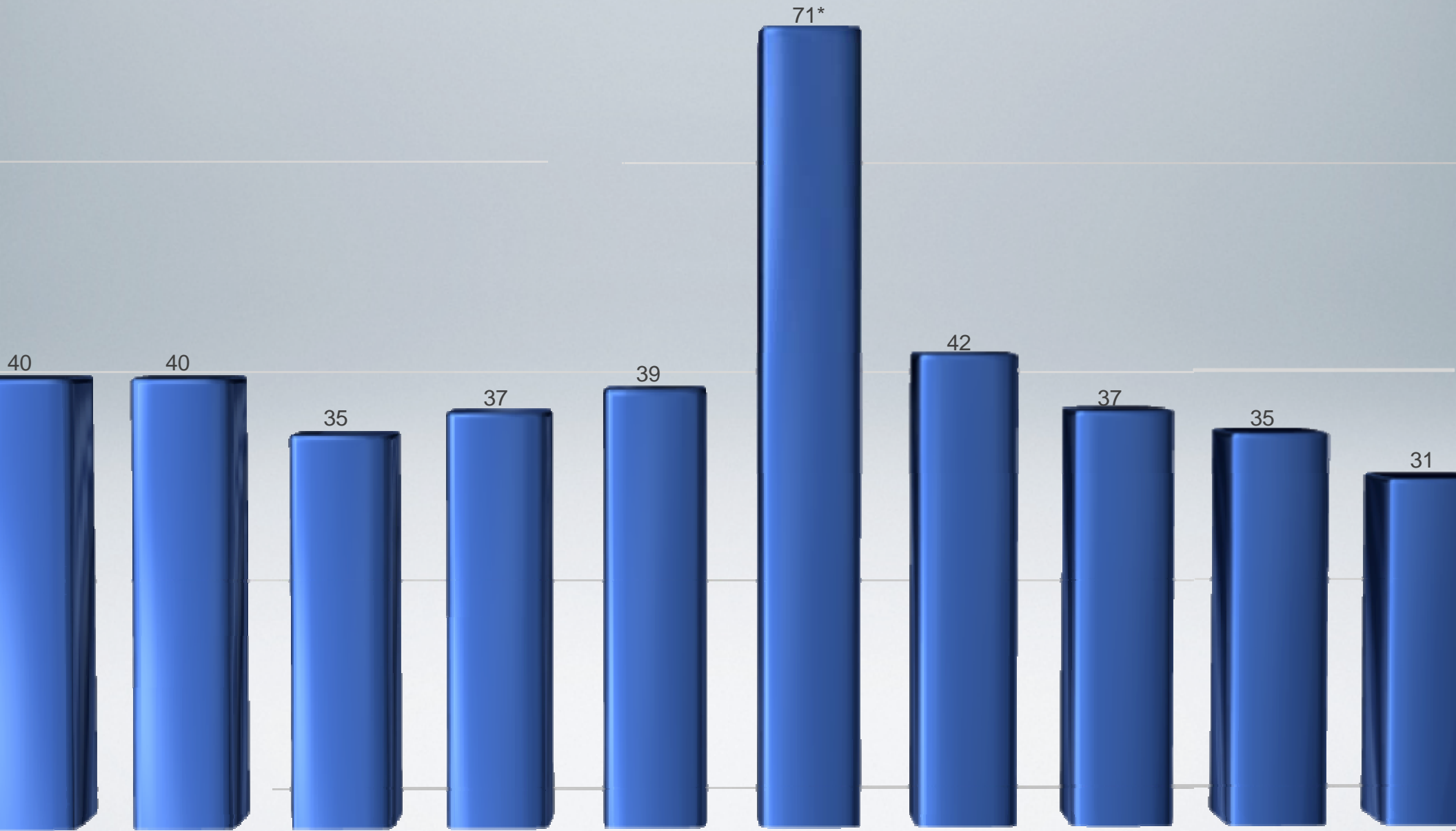
# SPRING 2009 MESSAGE AWARENESS



drivers. How strictly do you think police in your area enforce the “Yield or Stop for pedestrians” law in crosswalks?



# Can we enforce "Crossing against the signal" and improve street crossing laws?





# FATALITIES

(combined pedestrian & Bicyclist)

<b>Jurisdiction</b>	<b>2007 Fatalities</b>	<b>2008 Fatalities</b>
District of Columbia	27	15
Charles County	5	1
Frederick County	1	0
Montgomery County	17	16
Prince George's County	29	41
Arlington County, VA	1	1
Alexandria, VA	2	0
Fairfax County, VA	18	4
Loudoun County, VA	3	0
Prince William County, VA	6	6
<b>TOTAL</b>	<b>109</b>	<b>84</b>

STREET  
***/// SMART***

Fall 2008 Spring 2009 Review

Metropolitan Washington Council of Governments  
Commuter Connections  
FY2010 Marketing Activities

Presented by:  
Dan O'Donnell  
Odonnell Company  
September 15, 2009

# First Half FY10 Marketing Program

## Commuter Connections Newsletters

- Summer Newsletter, August
- Fall Newsletter, November

## Car Free Day, September 22

- Campaign Live: August - September

## 'Pool Rewards (Carpool Incentive Demo)

- Campaign Live: October - November

## Fall Umbrella Campaign

- Campaign Live: October – December

# Commuter Connections Newsletter

Issue 3, Volume 13 Summer 2009

WHAT'S INSIDE

5 Employer Survey Shows Light on  
Commuter Strategies  
& Connect by Metro

## COMMUTER CONNECTIONS<sup>®</sup>

A SMARTER WAY TO WORK

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

### A NEW ERA OF TELEWORKING: COWORKING

A new workplace trend known as coworking is beginning to spread across the nation. Coworking is the social gathering of professionals, who work independently but who share the same values and are interested in the synergy that comes with working with talented people in the same location for work/life balance reasons.



With coworking centers sprouting up around the nation within the Washington metropolitan area, individuals the traffic congestion of the main commuting corridor shorter commutes to co-working centers nearby they overall it equates to fewer vehicle miles traveled, less congestion on the roadways and less pollution. Jim G Director of Marketing for The Satellite Inc. Telework Coworking Centers cited a member who coworked 15 month in lieu of his daily 60 mile round-trip commu office. Using the federal reimbursement rate of 55 c mile, Graham calculated a savings of \$495, not to me quality of life savings of two hours a day which were spent tied up in traffic.

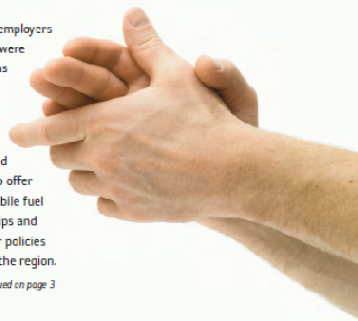
Continued

### Commuter Connections Honors Employers at Annual Awards Ceremony

The outstanding efforts of several Washington area employers in helping their employees find a better way to work were recognized at the 12th annual Commuter Connections Employer Recognition Awards Ceremony, held at the National Press Club on June 23, 2009.

Employers were recognized for their efforts that demonstrated excellence in Incentives, Marketing and Teleworking. Winners were chosen for their ability to offer measurable commuter benefits that reduced automobile fuel consumption and emissions through fewer vehicle trips and miles traveled. In addition, winners were selected for policies that have improved the lives of their employees and the region.

Continued on page 3



Spring 2009

## FEDERAL ETC UPDATES

Employee Transportation Coordinator

### NATIONAL INSTITUTES OF HEALTH WINS 2009 BIKE TO WORK DAY EMPLOYER CHALLENGE



From left: Chantal Buchner, Washington Area Bicyclist Association; Dr. Alfred Johnson, National Institutes of Health; Nicholas Ramfos, Commuter Connections; Angela Atwood-Moore, National Institutes of Health

The National Institutes of Health (NIH), thanks to the efforts of a dedicated team of volunteers from the NIH Bicycle Commuting Club, won recognition for regional excellence in bicycling as the employer with the highest Bike to Work Day participation at this year's May event. The NIH Bicycle Commuter Club helped boost the overall number of bicyclists who rode to work throughout the Washington metropolitan area by having 445 participating employees who took part in the annual Bike to Work Day celebration. Total region wide registration was up by 14 percent over last year. "By hosting one of the Bike to Work Day pit stops and having such high participation in the event, NIH has become a model for employers interested in a clean alternative to commuting to work for their employees" said Nicholas Ramfos, Director of Commuter Connections.

Angela Atwood-Moore, a researcher associate at NIH and president of the NIH Bike club, credits club volunteers for making the event a success. "NIH Bicycle Commuter Club volunteers really stepped up this year to take on many important tasks, and to help make this event our most successful NIH Bike to Work Day yet," Atwood-Moore said. She was quick to acknowledge Diane Bolton "who really did the lion's share of organizing for this year's event" and also credited Samantha Smith for being "another of our great volunteers".

Atwood-Moore travels the 11 mile route to work from her home to NIH several days per week. She even drops her 18

month old daughter off at daycare during her ride, towing a Burley Trailer. She enjoys the opportunity to combine exercise and commuting during her busy day, and also appreciates being out of her car and out of traffic. She still, of course, deals with traffic frustration. "But on my bike I have pedal power to work through it, I can just pedal it out," she said.

During the peak cycling season, up to 600 NIH employees ride their bicycles to work. Atwood-Moore notes that commuting by bike is a natural fit for employees at NIH. "We are health scientists who know the importance of exercise," she said. NIH's large population of international researchers from China, India and Europe, also contribute to the popularity of commuting by bike, as does a network of bike trails that feed into NIH from many directions.

It is the active Bicycle Commuter Club, however, that makes cycling a key commute option for NIH employees. The club holds workshops on safe cycling, basic bike maintenance and bicycle commuting; holds monthly meetings to plan events; and provides a social network for bike commuters. In addition to Bike to Work Day (May), the club engages members to participate in Car Free Day (September), Energy Awareness Month (October), and other events.

Bike to Work Day, a joint effort of the Metropolitan Washington Council of Governments' Commuter Connections program and the Washington Area Bicycling Association brought Washington area commuters together to promote bicycling to work as a healthy and environmentally-sustainable alternative to drive-alone commuting. At least 8,000 registered bicyclists left their cars behind and biked to work in Washington D.C., Maryland and Virginia, stopping at various 26 "pit stops" across the National Capital region, including one at NIH. Many Bike to Work Day participants rallied at Freedom Plaza in Washington, D.C. where government leaders, including Steven Chu, Secretary, U.S. Department of Energy addressed the lively crowd of enthusiastic bicyclists.

# Car Free Day Campaign

## Media outreach

## Employer outreach

- Employer kit with email blast template, newsletter template, poster, link to [carfreemetrodc.com](http://carfreemetrodc.com)

## Promotion with the Nationals

- Commuter Connections booth at 9/22 game

## Media campaign

- Radio, text messaging, social media, & transit



# Car Free Day Media

## Radio

- WASH
- WBIG
- WRQX

## Text Messaging

## Poster

## Social Media

- Twitter
- Facebook



## Bus Queens

- WMATA

## Bus Kings

- Montgomery County

## Bus Shelters

- Montgomery County

## Bus Interiors

- ART

# Car Free Day Print Creative

BICYCLE BUS CARPOOL METRORAIL TELEWORK TRAIN VANPOOL WALK

Uncar for a Day  
go carfree in metro dc  
september 22



**CAR  
FREE  
DAY**  
METRO DC  
9.22.09  
pledge at [carfreemetrodc.com](http://carfreemetrodc.com)

Photo: Jeff Pelt  
Take the CarFree Day Pledge for a chance to win great prizes. You can still pledge even if you're already using alternatives. Save gas and find out how easy it is to go CarFree for a day. We'll show you how!

COMMUTER CONNECTIONS  
800.745.RIDE



# Car Free Day Bus Side

BICYCLE LOCAL BUS CARPOOL METROPOL METROBUS TELEWORK TRAIN VANPOOL WALK BICYCLE LOCAL BUS CARPOOL METROPOL METROBUS TELEWORK TRAIN VANPOOL WALK BICYCLE

## Uncar for a Day

go carfree in metro dc  
september 22

A hand is shown holding a thin red string that supports a small red toy car. The hand is positioned as if it is about to let go of the string, symbolizing the act of leaving a car behind for a day.

**CAR FREE DAY**  
METRO DC  
9.22.09

pledge at [carfreemetrodc.com](http://carfreemetrodc.com) — you may win prizes!

# Car Free Day Social Media

The image shows a screenshot of a Twitter profile for 'CarFreeMetroDC' and a real-time search for 'car free day dc'. The profile page includes the Twitter logo, navigation links (Home, Profile, Find People, Settings, Help, Sign out), and the profile name 'CarFreeMetroDC' with 2 following and 34 followers. The main content area shows a tweet stating that over 2,500 people have visited the website and pledged to go car-free on Tuesday, Sept 22, 2009. Below this are several other tweets from various users, including DJ Josh Cunningham, GreenTdi, DannyDougherty, TheNatriCaptl, GG\_Green, betterDCregion, luckywhitegirl, and seh79, all promoting the Car Free Day event in DC. The real-time search results on the right show a list of tweets with user avatars, names, and text, including the same tweets seen in the profile view.

**twitter** Home Profile Find People Settings Help Sign out

**CAR FREE DAY METRO DC** CarFreeMetroDC

2 following 34 followers

Following

So far over 2,500 people have visited <http://www.carfreemetrodc.com> and pledged to go car free on Tuesday Sept 22, 2009! Go good people : )

about 2 hours ago from web

DJ Josh Cunningham from WBIG 100.3FM <http://www.wbig.com> will be appearing at the Car Free Day celebration on Sept 22 at 7th & F Sts in D.C.

about 22 hours ago from web

So far over 1,000 people have visited <http://www.carfreemetrodc.com> and pledged to go car free on Tuesday September 22, 2009!

10:10 AM Sep 8th from web

Take Metrorail redline to GalleryPlace-Chinatown in DC for the Sept 22 Car Free Day celebration at 7th & F Sts from 11am -3 pm. Lots of fun!

11:38 AM Sep 7th from web

On September 22, millions around the world will leave their cars behind for Car Free Day.

11:17 AM Sep 6th from web

28% of US energy consumption comes from transportation, great reason to go car free on September 22!

6:33 PM Aug 29th from web

© 2009 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy

**Real-time results for car free day dc** Save this search

**meggiepoo** Car free day in DC announced (via @DCist\_Updates) for 9/22 <http://bit.ly/NVBBB> about 24 hours ago from TweetDeck

**GreenTdi** Car Free Day DC -- <http://www.carfreemetrodc.com> 1 day ago from web

**DannyDougherty** Car Free Day 2009: DC is joining in Car Free Day again this year. Take the Car Free Day Pledge, and you are eligible to win some great pr.. 1 day ago from twitterfeed

**TheNatriCaptl** Sept. 22 is Car Free Day in DC - take the pledge here: <http://bit.ly/emzWF> 1 day ago from bit.ly

**GG\_Green** Car Free Day in #DC is September 22nd! Take the pledge: [@CarFreeMetroDC](http://www.carfreemetrodc.com) 1 day ago from web

**betterDCregion** RT @CarFreeMetroDC GalleryPlace-Chinatown in DC is the Sept 22 Car Free Day celebration at 7th & F Sts from 11am -3 pm. Lots of fun! 2 days ago from web

**luckywhitegirl** Hey Car-free DC Day is coming up! Sept 22nd... pledge to go car-free for one day here: <http://www.carfreemetrodc.com/> 2 days ago from TweetDeck

**CarFreeMetroDC** Take Metrorail redline to GalleryPlace-Chinatown in DC for the Sept 22 Car Free Day celebration at 7th & F Sts from 11am -3 pm. Lots of fun! 3 days ago from web

**seh79** Car Free Day 2009 - take the pledge! <http://bit.ly/2rVjv> #dc #wmata #environment 7 days ago from Tweetie

# Car Free Day Radio Spot



WASH

WBIG

WRQX



# Car Free Day Radio Promotions

## Value add promos provided by radio stations

- Additional :30s and :10s reads by WRQX
- WBIG on-site appearance at DC Car Free Day Celebration, 7th & F Street, NW



# Car Free Day Text Messaging

To opt-in pledgers from  
carfreemetrodc.com

Initial text message being sent today!

Follow-up reminder message to be  
sent 9/21



# 'Pool Rewards Strategy

## Objective

- Recruit and retain commuters in a carpool through cash or other incentives.

## Target Market

- SOV commuters along 3 highly congested corridors
  - Limited transit options
  - No HOV lanes

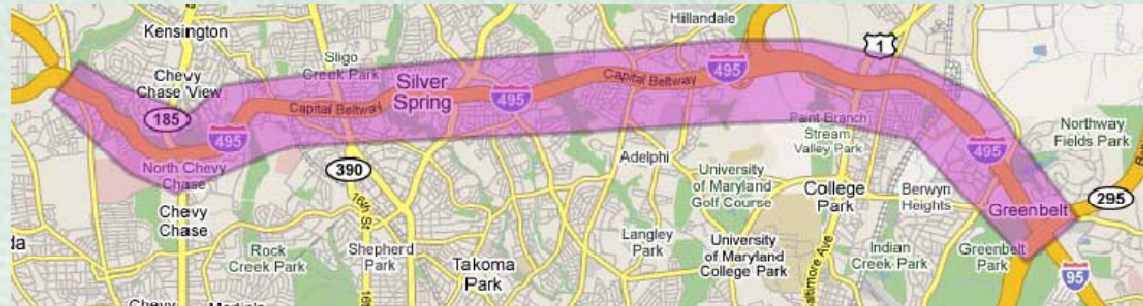
## Demonstration Project

- Capped program participation
- Fixed time frame

# 'Pool Rewards Target Corridors



I-495 corridor from Bethesda to Tyson's Corner



I-495 corridor from I-295 (BW Parkway) to I-270



I-395 from Washington DC into Northern Virginia

# 'Pool Rewards Strategy

## Publicity

- Development of Press Kit
- News release announcing program
- Pitch campaign to Transportation, Environment, Consumer/Lifestyle editors

## Media Outreach

- Print Press
- Specialty Press
- Television
- Radio



# 'Pool Rewards Strategy

## Press Kit Materials

- News release
- Screen shots of 'Pool Rewards page
- Backgrounder
- 'Pool Rewards logo
- Electronic press kit containing all above items

# 'Pool Rewards Strategy

Logo

Direct Mail

- Postcard targeted to Rideshare demographics in select zip codes

Internet Banner Ads

Email

- Commuter Connections database
  - Registered SOV drivers
  - Commuting along target corridors

# FY10 Fall Umbrella Campaign

Continue Spring FY09 creative

Campaign live October – December 2009

## Media

- Radio (anchor media)
- Internet banner ads

# FY10 Fall Campaign Radio


## Ridesharing: :60—“Pogo Stick”

Co-workers discuss another co-worker's unique attempts to save time and money on his commute. In this case, the co-worker has opted to try a pogo stick much to the amusement of his colleagues. The discussion centers around the benefits offered by Ridesharing, namely saving time, money, and the environment, and how simple it is to register by calling Commuter Connections.

## Ridesharing: :30—“Different Way to Work”

It's the end of the work day and employees are getting ready to head home when one employee offers to bring the rickshaw around. The rickshaw is being used as a way to save money on the commute since the employee has not been able to find anyone to rideshare with. He is reminded of the ease of Commuter Connections' new online ridematching system to find carpools.

# FY10 Fall Campaign Visual




**COMMUTER CONNECTIONS**  
800.745.RIDE

**Better Ways To Work!**  
Helping Daily Commuter Strive  
Your local connection to Commuter Connections.

Try a different way to get to work.

**RIDESHARE.**  
A fresh approach to saving money, time and the environment.

[commuterconnections.org](http://commuterconnections.org)  
Commuter Connections is a network of organizations providing free ridesharing and commuter information in the District of Columbia, Maryland, and Virginia.



**COMMUTER CONNECTIONS**  
800.745.RIDE

**Better Ways To Work!**  
Helping Daily Commuter Strive  
Your local connection to Commuter Connections.

Try a different way to get to work.

**RIDESHARE.**  
A fresh approach to saving money, time and the environment.

[commuterconnections.org](http://commuterconnections.org)  
Commuter Connections is a network of organizations providing free ridesharing and commuter information in the District of Columbia, Maryland, and Virginia.

# FY10 Fall Campaign Web

**A different way to work.**



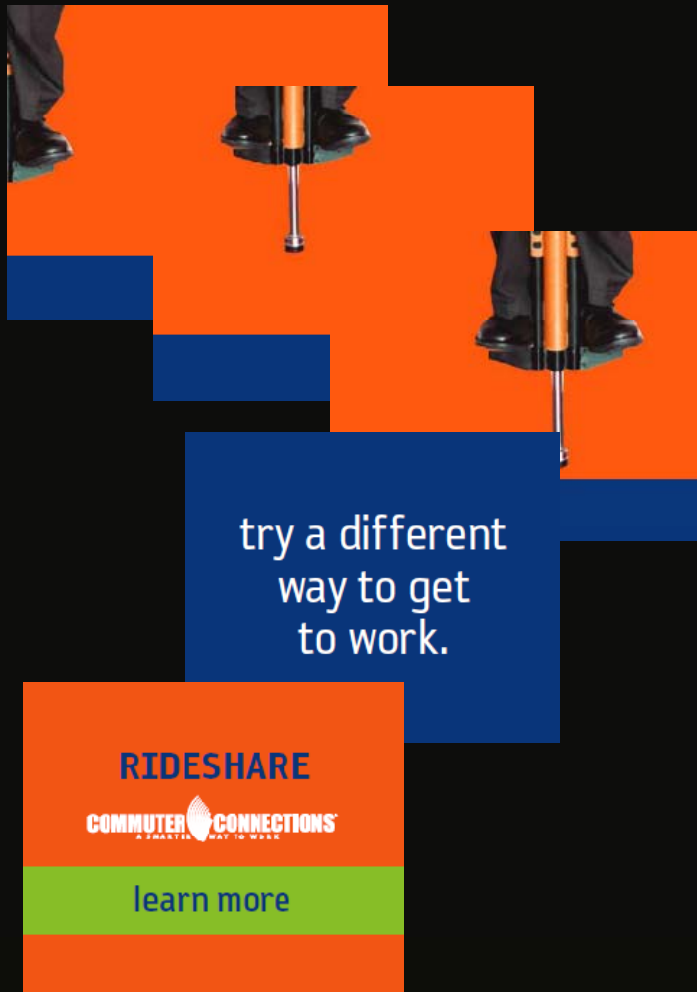
Rideshare. A fresh approach to saving money, time and the environment. Learn more.

**A different way to work.**



Rideshare. A fresh approach to saving money, time and the environment. Learn more.

# FY10 Fall Campaign Web



try a different way to get to work.

**RIDESHARE**  
COMMUTER CONNECTIONS

learn more



try a different way to get to work.

**RIDESHARE**  
COMMUTER CONNECTIONS

learn more

# FY10 Fall Campaign Radio

## Guaranteed Ride Home: :60—“In Control”

A businessman, used to being in control of every situation, is concerned that by carpooling, he will no longer be in control. His wife reassures him that he's always in control since he has registered with the Guaranteed Ride Home program that will provide him with a ride home should an unexpected family or personal emergency arise.

## Guaranteed Ride Home: :60—“Comfort Level”

A stressed-out executive loses it. He has been told he must work late to finish a project but he can't find the project folder and he's worried about missing his vanpool. His co-worker reminds him that Guaranteed Ride Home will get him home in case of unscheduled overtime. He regains his composure, thanks his co-worker for saving him, who in turn reminds him that it was registering for Guaranteed Ride Home that saved him.



# FY10 Fall Campaign Web

**Raise your comfort level.**



When a sudden family emergency arises or you have unscheduled overtime we'll get you home for free. Guaranteed Ride Home. [Learn more.](#)

# FY10 Fall Campaign Web



raise your  
comfort level

lower your  
stress level

when an unexpected  
family emergency arises



or you have  
unscheduled overtime

we'll get you home for free.  
learn more.

**GUARANTEED RIDE HOME\***

**COMMUTER CONNECTIONS\***  
A SMARTER WAY TO WORK

\*some restrictions apply

# FY10 Fall Umbrella Campaign

## FY10 Transit Partner Contributed Placements

- Thanks to all the network members for the donated space for the FY09 campaign!
- Free transit space contributions for FY10 are being solicited at this time.

# FY09 Contributed Ad Space



**COMMUTER CONNECTIONS**  
800.745.RIDE

**Better Ways To Work!**  
Montgomery County Commuter Services  
Your local connection to Commuter Connections

You're always within reach. With **GUARANTEED RIDE HOME,\*** we'll get you home if you have an unexpected family or personal emergency or unscheduled overtime.

(remote control.)

commuterconnections.org      CARPOOL • VANPOOL • TRANSIT  
\*some restrictions apply



**COMMUTER CONNECTIONS**  
800.745.RIDE

**Better Ways To Work!**  
Montgomery County Commuter Services  
Your local connection to Commuter Connections

No need to stress. With **GUARANTEED RIDE HOME,\*** we'll get you home if you have an unexpected family or personal emergency or unscheduled overtime.

(raise your comfort level.)

commuterconnections.org      CARPOOL • VANPOOL • TRANSIT  
\*some restrictions apply

# Monitors at Tysons Corner Center

Rideshare and GRH flash videos at Tysons Corner Center  
Traveler Information Displays

Based on Fall FY10 banner ads

# FY10 Spring Creative Process

- Review research and results from recent campaigns June 2009
- Develop Marketing Brief July 2009
- Collect feedback from Marketing Committee on Marketing Brief (via extranet) Aug 2009
- Present conceptual approaches to Reg. TDM Mktg Committee Sept 2009
- Present visual concepts and scripts to Mktg Workgroup for feedback Sept 2009
- Refine and develop approach based on Workgroup feedback Oct 2009
- Finalize and produce creative Nov-Dec 2009
- Distribute creative to media vendors Jan 2010
- Campaign Live Feb-June 2010

# FY10 Rideshare Concept I (Spring 2010)

## Shortcut to Savings

This concept relays the simple message that ridesharing is found money. This series uses strong money and word play messaging to get the audience's attention. All the visuals are related to transportation for easy association between commuting and money. Hard-hitting statements demonstrate that current economic concerns are top-of-mind.

# FY10 Rideshare Concept 2 (Spring 2010)

## Save for Later

This concept suggests that ridesharing now will provide savings and help provide the lifestyle you want sooner. This series uses familiar objects and personal belongings for relatability and to entice the audience to consider whatever they long for is within reach. Because it all takes place within a car, a continuity is formed between visuals and commuting.



# Bike to Work Day



# Employer Recognition Awards

Concept development to start in October 2009

Application form to be available by late November 2009

# Questions & Answers

Any questions or comments?

**WASHINGTON METROPOLITAN REGION  
TRANSPORTATION DEMAND MANAGEMENT**

**RESOURCE GUIDE  
AND  
STRATEGIC MARKETING PLAN**

**Version 13.0**

*FY10 Draft Report  
September 15, 2009*

PREPARED BY:

COG/TPB Staff in conjunction with  
the COMMUTER CONNECTIONS  
REGIONAL TDM MARKETING GROUP

**- Table of Contents -**  
**FY09 TDM Resource Guide and SMP**

*~ Section One ~*

**Background**..... Page 4  
**Executive Summary**..... Page 6  
**Regional Activity Centers**..... Page 8  
**Mission Statement** ..... Page 9  
**Acknowledgements**..... Page 10  
**Guiding Principles of Strategic Marketing Plan**..... Page 12  
**Key Findings and Strategic Implications**..... Page 13  
**Summary of Proposed Strategy for FY 2009**..... Page 15

*~ Section Two ~*

**Regional Profile**..... Page 17  
**Product Profiles**..... Page 19  
    Carpools and Vanpools..... Page 20  
    HOV Lanes..... Page 23  
    Transit..... Page 30  
    Table – Summary of Bus Activity..... Page 32  
    Table – Summary of Rail Activity..... Page 36  
    Table - Summary of Park & Ride Activity..... Page 38  
    Telework..... Page 40  
    Bicycling..... Page 42  
    Bike Sharing..... Page 45  
    Car Sharing..... Page 46  
    Guaranteed Ride Home..... Page 47  
    Commuter Benefit Programs..... Page 48  
    Clean Air Partners..... Page 52  
    Live Near Your Work..... Page 56

*~ Section Three ~*

**Current Marketing Strategies and Budgets for Regional Partners**..... Page 57  
**Calendar of Regional Events for 2008-2009**..... Page 81  
**Marketing Strategy**  
    Current Profile *Central - DC, Arlington, Alexandria*..... Page 82  
    Marketing Strategies - *District of Columbia*..... Page 84  
    Marketing Strategies - *Crystal City/Pentagon and Rosslyn/Ballston*..... Page 86  
    Marketing Strategies - *Alexandria*..... Page 88

**- Table of Contents -  
FY09 TDM Resource Guide and SMP**

**~ Section Three Continued ~**

Current Profile - <i>Northern Virginia</i> .....	Page 90
Marketing Strategies - <i>Tysons Corner and Merrifield/Dunn Loring</i> .....	Page 93
Marketing Strategies - <i>Fairfax Center/GMU and Dulles Corridor</i> .....	Page 95
Marketing Strategies - <i>I-95/Springfield</i> .....	Page 97
Marketing Strategies - <i>Leesburg</i> .....	Page 99
Marketing Strategies - <i>Manassas/Potomac Mills/Woodbridge</i> .....	Page 100
Current Profile - <i>Suburban Maryland</i> .....	Page 102
Marketing Strategies - <i>Frederick</i> .....	Page 106
Marketing Strategies - <i>Friendship Heights/Bethesda/ North Bethesda, Gaithersburg /Germantown/ Rockville/, Silver Spring/Takoma Park/Wheaton</i> .....	Page 107
Marketing Strategies - <i>Greenbelt/College Park/White Oak/ New Carrollton/Largo/ Nat'l Harbor/Oxon Hill</i> .....	Page 109

**~ Section Four ~**

<b>TDM Research Summaries</b> .....	Page 110
Creative Campaign Qualitative Research Findings for marketing TERM ( <i>July 2003</i> ) .....	Page 111
Telecenter Utilization and Teleworker Travel Behavior Survey ( <i>September 2004</i> ) .....	Page 112
Employer Metrocheck Survey Results Summary ( <i>May 2005</i> ) .....	Page 113
2004 Performance of Regional High-Occupancy Vehicles Facilities on Interstate Highways In The Washington Region ( <i>September 2005</i> ) .....	Page 115
Employer Satisfaction Survey FY05, Commuter Connections, ( <i>January 2006</i> ) .....	Page 116
Transportation Emission Reduction Measure (TERM) Analysis Report FY 2003-2005 ( <i>January 2006</i> ) ..	Page 118
Applicant Database Annual Placement Survey Report FY06, Commuter Connections ( <i>May 2006</i> ) .....	Page 121
Guaranteed Ride Home Program (GRH Participant Survey FY05, Commuter Connections ( <i>May 2006</i> )) ..	Page 125
End of Ozone Season Survey ( <i>October 2006</i> ) .....	Page 126
Metrorail Station Access & Capacity Study, WMATA ( <i>April 2008</i> ) .....	Page 129
State-Of-The-Commute Survey Report ( <i>June 2008</i> ) .....	Page 133
Bike To Work Day 2007 Survey Report ( <i>July 2008</i> ) .....	Page 139
Metropolitan Washington Region Vanpool Survey ( <i>November 2008</i> ) .....	Page 142

## BACKGROUND

The Washington metropolitan region initiated its first formal transportation demand management efforts in the early 1970s with *Commuter Club*, which was established by the Metropolitan Washington Council of Governments (COG), the General Services Administration, and the Greater Washington Board of Trade to provide basic ridematching for carpools and vanpools. In subsequent years, the program grew into a COG-coordinated network of local rideshare agencies, and in 1989, it became the *Ride Finders Network* which provided free information and computerized ride matching services to area residents seeking to join car or vanpools or locate appropriate transit arrangements and park-and-ride locations. In 1996, the regional network was renamed *Commuter Connections*. In 1997, *Commuter Connections* expanded its services to include regional telework assistance and resources, a new Internet site, a regional Guaranteed Ride Home program, information on bicycling to work, InfoExpress commuter information kiosks, and free assistance to employers for the development and implementation of alternative commute programs and benefits. In 2003, *Commuter Connections* expanded its marketing efforts through the implementation of a regional mass marketing measure. The purpose of the measure was to brand the *Commuter Connections* name as the umbrella organization for commuter transportation information in the Washington Metropolitan area and to subsequently increase the usage of alternative forms of commuting.

The current *Commuter Connections* regional network provides commute services and information to area residents and employers in the Washington metropolitan region in order to reduce traffic congestion and emissions caused by single occupancy vehicles (SOVs). The outreach mission is to create awareness of SOV alternatives and their resulting benefits; to build the *Commuter Connections* network as an umbrella resource that provides support services to network organizations and individuals who currently drive alone, and to facilitate those who are seeking to change SOV behavior by way of providing assistance about available commute options and alternatives. Activities promoted by the *Commuter Connections* network include ridesharing, transit, bicycling, walking, teleworking and employer services.

The following agencies share the regional commuter database, provide ridematching services and share information and resources: Alexandria Local Motion, Annapolis Regional Transportation Management Association, Baltimore Metropolitan Council, BWI Partnership, City of Baltimore, Bethesda Transportation Solutions, Fairfax County RideSources, Frederick County's TransIT Services, Food & Drug Administration, GWRideConnect, Harford County, Howard County, LINK/Reston Transportation Management Association, Loudoun County, Metropolitan Washington Council of Governments, Montgomery County Commuter Services, Maryland Transit Administration, National Institutes of Health-Bethesda, North Bethesda Transportation Center, Northern Neck Planning District Commission, Northern Shenandoah Valley Regional Commission, Prince George's County, Potomac and Rappahannock Transportation Commission, Rappahannock-Rapidan Rideshare, and Tri-County Council for Southern Maryland.

*Commuter Connections* is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments, and is funded through the District of Columbia, Maryland and Virginia Departments of Transportation, and the U.S. Department of Transportation. Other entities that play a major role in the delivery of Transportation Demand Management (TDM) products, services, and

messages in the Washington region include transit agencies, local governments, business partnerships, bicycle associations, and transportation management associations.

The partnership between agencies and jurisdictions has been encouraged in order to develop and promote a seamless inter-modal transportation system, and a coherent message to commuters that will accelerate the trial and use of alternative commute modes. Transportation Demand Management (TDM) marketing will assist the region in achieving its air quality conformity goals through implementation of regional transportation emission reduction measures, which in turn will help increase regional mobility through decreased traffic congestion, realize efficiencies in the use of the existing transportation infrastructure, conserve energy, and improve public health by reducing air pollution.

The purpose of the Washington Metropolitan Region Transportation Demand Management Resource Guide and Strategic Marketing Plan is to summarize the TDM activities that are occurring in the region. It also provides background on TDM products and services, which offer choices to Washington area residents and businesses to assist commuters in finding and adopting alternative transportation methods.

Resources to accomplish this goal are oftentimes limited and marketing activities must be carefully planned and executed. Regional TDM campaigns must offer quality products and services to commuters and have a specific call-to-action. The messages must also be tailored and targeted to audiences who are most inclined to sample the product being promoted. Evaluation methodologies will need to be validated in order to measure levels of change in travel behavior.

Furthermore, the Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan has been developed as a reference tool for use by the regional agencies and jurisdictions and outlines regional marketing campaigns and budgets that effectively promote TDM practices.



## EXECUTIVE SUMMARY

Commuter Connections through partner input conducts and reviews regional data and marketing research and applies it to planning and marketing communication programs by targeting alternative commute messages to specific audiences groups likely to adopt such practices.

This regional resource guide and marketing plan is designed to focus on key activity centers/corridors within the Washington metropolitan region. It includes data from previously collected research, together with new information gathered from members of the Regional TDM Marketing Group and Commuter Connections Subcommittee. An initial survey and interview process occurred in May 1997 for the inaugural report, and updates have been made each fiscal year since. A research appendix includes executive summaries of TDM related studies in addition to other TDM relevant research that stems back several fiscal years. It is the intention of the Regional TDM Marketing Group to update this document on an annual basis each fall.

The 2000 Census figures indicates that the number of Washington area residents who drive alone to work each day increased by a quarter-million during the 1990s. And as the region's employment sprawled outward with its population, the number of people who carpooled, took transit or walked to work decreased. However, it should be noted that the Washington D.C. region still boasts one of the highest pool rates in the country, but also some of the worst congestion in the country. Experts believe tourists have contributed to the higher ridership, as have residents who use public transportation for errands and social events.

In 2007, about 71.0% of weekly commute trips made to worksites outside the home were made by driving alone. This represented a decrease from the 74.1% of weekly trips that were drive alone in 2004. The region's average one-way commute is now 35 minutes, up from 32 in 2001. The three-minute increase in commute time is equivalent to three full eight-hour work days wasted. The time increase is due to more congestion and longer distances from home to work for many commuters. The average commute distance was 16.3 miles in 2007 versus 15.5 miles in 2001. Suburban sprawl continues as a means to find more affordable housing. About 18.7% of regional commuters said they teleworked at least occasionally, up substantially from the 2004 level of 12.8%. Teleworkers also did so more frequently, 1.5 days per week on average in 2007 compared to the 1.3 days per week reported in the 2004 Commuter Connections State of the Commute survey.

In the 2007 State of the Commute, about a quarter (27%) of respondents said their commute was more difficult than it was a year ago. The primary reason for it being worse was that the route was more congested now (75%). Six percent said the commute was easier because they started using an alternative mode and two percent said they improved their commute by using HOV lanes.

Over half (52%) of respondents said they had seen, heard, or read advertising for commuting in the six months prior to the survey and two-thirds of these respondents could cite a specific advertising message. This was approximately the same result as was observed in the 2004 State of the Commute survey.

A cohesive marketing plan that leverages the experience and marketing budgets from individual partners who pursue promoting alternative commuting positively serves this region. The formation of rideshare arrangements is still primarily supported through employer programs, and secondarily by word of mouth. Regional advertising and public relations campaigns magnify the work done at employer sites, supports the message currently being provided by the Commuter Connections partnership, and increases awareness for the further expansion of word of mouth.

Focus groups conducted in June 2003 for the Mass Marketing TERM by NDW Communications on behalf of Commuter Connections found that commuters are looking for a solution to the frustration resulting from their commute, and the morning commute to work appears to be more of a stressor than the evening commute home. Additionally, commuters need flexibility in their choice of commute options; therefore the advertising messages should underscore the fact that commuters can make ridesharing a part-time option, rather than a full-time commitment. Carpooling is not attractive for many due to the need to have an automobile available for work responsibilities and personal errands. In the 2007 State of the Commute Survey Report, nearly half of respondents (48%) stated that they did not know anyone with whom they could carpool or vanpool with.

As a part of its continuing effort to reduce the severity of ozone pollution in the Washington and Baltimore metropolitan areas, Clean Air Partners, through the COG, contracted with Virginia Commonwealth University's Center for Environmental Studies to conduct a survey at the conclusion of the 2006 ozone season. Respondents were asked their perceptions of air quality change over the last five years. A higher percentage of respondents in 2006 than in 2001 agreed, either "somewhat" or "strongly," that poor air quality had a negative impact on their quality of life (2001 = 80.5%; 2006 = 86.6%). Forty-seven percent reported that they thought the air quality had "gotten worse" or had "gotten a lot worse". Only 15.6% reported a perception that the air quality had "improved" or "improved a lot".

The 2007 State of the Commute reveals that employer provided commute assistance appears to encourage use of alternative modes while the provision of free parking discourages the practice. Driving alone was less common for commuters who had access to employer provided incentive/support services. Only 62% of commuters with these services drove alone to work, compared with 78% of commuters whose employers did not provide these services. Respondents who did not receive free parking from their employers used alternative modes at much higher rates. Less than half (48%) of respondents who did not have free parking drove alone, compared with 83% of respondents who did have free parking.

Due to a continuing campaign of TDM advertising, promotions and public relations, in 2007, about 53% of all regional commuters said they had heard of an organization in the Washington region called Commuter Connections. About 18% of respondents who had seen advertising said they were more likely to consider ridesharing or public transportation after seeing or hearing the advertising. This was the same percentage as was observed in 2004. The most persuasive messages appealed to commuters' interest in saving the environment, saving money, or experiencing less stress.

About a quarter (26%) of regional respondents knew that there was a regional GRH program. This was a large decrease however from the 59% who said they knew of such a program in 2004. About a third (37%) noted Commuter Connections as the sponsor, a significant increase over the 21% who named Commuter Connections in 2004 and the 13% who mentioned Commuter Connection in 2001.

This document includes a promotional strategy that will utilize message points with various mediums such as direct mail, radio, signage and internet, which will target key activity centers/corridors as described in COG's Regional Activity Centers. These activity centers have large populations and/or employment centers and provide commuters with a variety of alternative modes to single occupant vehicle commuting, such as HOV lanes, rail, buses, bicycle paths or telework centers.

## Metropolitan Washington Regional Activity Centers

The Regional Activity Centers have been developed by COG's Metropolitan Development Policy committee as a tool to help guide land use and transportation planning decisions. This publication was issued in 2007 and is an update to the 2002 publication. These activity centers are sorted in descending order by number of jobs.

Activity Centers	Jobs 2005	Households 2005
Downtown Washington	561,092	50,011
Pentagon/Reagan Airport/Alexandria Area	120,744	22,074
Dulles Corridor	100,693	6,143
Tysons Corner Area	92,603	7,879
Bethesda/Friendship Heights	86,954	17,623
Rosslyn/Ballston Corridor	80,963	19,661
Rockville/North Bethesda	68,610	5,272
Fairfax Center/City Of Fairfax/GMU	56,972	12,191
Gaithersburg/Life Sciences Center	55,237	8,720
South Dulles Area	52,064	2,452
Greenbelt/College Park Area	50,844	9,661
I-95/Springfield Area	42,259	2,912
Merrifield / Dunn Loring	40,345	4,611
Frederick Area	33,129	2,633
Silver Spring/Takoma Park/Wheaton	29,741	5,646
North Dulles Area	29,497	1,410
Bailey's Crossroads Area	27,258	14,048
Konterra/Route 1	26,666	168
Waldorf Commercial	23,450	4,528
Potomac Mills/Woodbridge Area	22,724	8,720
New Carrollton/Largo Area	20,491	7,646
Manassas Area	19,151	6,627
White Oak	11,429	4,125
Leesburg Area	9,933	4,810
Germantown/Clarksburg	7,840	1,407

**Central:** *District of Columbia* - Downtown, SW Federal Center, Georgetown, Monumental Core  
*Arlington County* - Crystal City/Pentagon, Rosslyn/Ballston  
*City of Alexandria* - Old Town, Landmark

**Northern Virginia:** *Fairfax County* - Dulles Corridor, I-95/Springfield, INOVA Fairfax Hospital, Tysons Corner, Merrifield/Dunn Loring, Richmond Hwy, Fairfax Corner, Centerville/Chantilly, Bailey's Crossroads  
*Loudoun County* - Downtown Leesburg  
*Prince William County* - Manassas

**Suburban Maryland:** *Frederick County* - Frederick  
*Montgomery County* - Countywide, Bethesda, Friendship Heights, Clarksburg Gaithersburg, Germantown, NIH Medical Center, Rockville, North Bethesda, Silver Spring/Takoma Park, Wheaton, Shady Grove  
*Prince George's County* - Greenbelt/College Park/White Oak, New Carrollton/Largo, National Harbor/Oxon Hill  
*Charles County* - Waldorf Commercial

## MISSION STATEMENT

*To provide a cooperative regional transportation marketing approach designed to reduce driving alone while maximizing use of commuter transportation alternatives in the Washington-Baltimore Metropolitan Commute Area:*

- This document serves as a resource directory of current products, research, and marketing activities that have been conducted within the Washington metropolitan region and Baltimore region. It will be maintained with the most current information available from notable sources.
- This document's goals are to outline a strategy for a regionally coordinated TDM marketing campaign in order to maximize the campaign's effectiveness in increasing awareness regarding TDM, by targeting specific employment activity centers for the promotion of specific modes and to create promotional events with trackable results.
- This document focuses on primary impacted activity centers/corridors in this region, and targets products along those employment activity centers that are competitive with driving alone for the audience who is most likely to try alternative transportation products.

## ACKNOWLEDGEMENTS

*Special thanks to the following individuals who devoted time and resources to the development of this plan:*

***Arlington County Commuter Services***

Bobbi Greenberg

***City of Alexandria***

Donna Norfleet

***Clean Air Partners***

Jennifer Desimone, Joan Rohlfis

***DASH (Alexandria Transit)***

Al Himes

***District Department of Transportation***

Anna McLaughlin, Jim Sebastian

***Dulles Area Transportation Association***

James Larsen

***Fairfax County Office of Transportation***

Beth Francis

***Fairfax City***

Alexis Versoza

***GW Ride Connect***

Diana Utz

***LINK***

Hollen Kimmel

***Loudoun County***

Sharon Affinito

***Maryland State Highway Administration***

Reena Mathews

***Mass Transit Administration***

Buddy Alves

***Metropolitan Washington Council of Governments***

Stephen Finafrock, Douglas Franklin, Mark Hersey, Lewis Miller, Nicholas Ramfos,  
Patrick Zilliacus

***Montgomery County Commuter Services***

Sandra L. Brecher

***Montgomery County Commuter Services (Continued)***

***Bethesda Transportation Solutions***  
Danielle Milo

***North Bethesda Transportation Center***  
Peggy Schwartz

***Montgomery County Ride On***  
Carolyn Biggins

***National Institutes of Health***  
Thomas Hayden

***Northern Virginia Transportation Commission***  
Kala Quintana

***Potomac and Rappahannock Transportation Commission***  
Althea Evans, Clinton Wade

***Prince George's County***  
Franklin Bell

***Rappahannock-Rapidan Regional Commission***  
Terry Snead

***TransIT Services of Frederick County***  
Dorothy Dalphon

***Tysons Transportation Association, Inc. (TYTRAN)***  
Susan Davis

***Virginia Department of Rail and Public Transportation***  
Daniel Rudge

***Virginia Department of Transportation, Northern Virginia***  
Valerie Pardo

***Virginia Railway Express***  
Ann King

***Washington Area Bicyclist Association***  
Eric Gilliland

***Washington Metropolitan Area Transit Authority***  
Lorraine Taylor

***ZipCar***  
Ellice Perez

## **GUIDING PRINCIPLES OF STRATEGIC MARKETING PLAN**

Through the research previously conducted within the region, it is clear that the general population is aware of the regional congestion and clean air challenges. Unfortunately, many have not translated this awareness into action, although they state intent to do so. The alternatives to SOV behavior are perceived to lack the key characteristics of *convenience, reliability, and time efficiency*. Therefore the marketing campaign initiated within the Washington region must possess these attributes while promoting genuine alternatives to driving alone. In addition, it must show that the options are flexible to match the commuters' daily needs, and that it will solve the stress and frustration commuters are experiencing.

In order to realize the mission of Commuter Connections, the following will be pursued:

- The document will summarize key findings of the most relevant research related to the products and demographics associated with TDM issued over the last five years.
- The document will address the full range of strategic marketing activities related to selling the alternatives to single occupant drivers.
- The document will focus on specific messages that have proven effective in past campaigns and modify them, if necessary, for impacted activity center promotions.
- The document will convey to the audience, the opportunities presented within specified impacted activity centers/corridors for marketing and promotions based on ample capacity and demand for alternative commuting.
- The document will outline impacted activity centers/corridors where alternative commuting will be promoted to maximize conversion from single occupant vehicles.
- The document will outline the marketing strategy that should be utilized to maximize penetration within the region and increase awareness of the benefits of alternative commuting.
- Regional Marketing campaign Summaries will evaluate the promotions and advertising strategy by reviewing phone volumes for the 800-745-RIDE number, hits to the Web site for Commuter Connections home page and the Guaranteed Ride home pages, and number of Internet applications for matchlists.

## KEY FINDINGS AND STRATEGIC IMPLICATIONS

Several key findings and strategic implications were noted after review of the research summarized within the appendix of this document. These important observations and implications were taken into consideration while planning the FY10 marketing campaign. Ongoing research will continue to help Commuter Connections understand our target audience.

### ***FY09 Employer Satisfaction Survey Report***

The survey of 367 employer customers of Commuter Connections and local member organizations indicated significant potential for the broader implementation of commute-related benefits by employers.

The survey found that 85 percent of respondents were satisfied with the level of contact they had with their Commuter Connections network representative, and 90 percent rated their representative “excellent” in such areas as professionalism, responsiveness and ability to provide helpful information—attributes that boost the network’s position as an employer partner and valuable resource in managing on-site commute programs.

### ***FY 2009 Commuter Connections Applicant Database Annual Placement Survey Report***

The survey of 703 applicants in the Commuter Connections database demonstrated similar rates of use of train, bus, carpooling and vanpooling, reinforcing the need to promote all forms alternatives to driving alone. The survey also showed that the percentage of respondents who drive alone generally declined with increasing age, indicating an older target demographic for marketing efforts.

Thirty seven percent of applicants made a temporary (12%) or continued (25%) change in their commute behavior after contacting Commuter Connections. Reasons cited included a change in job or shift in work hours (24%), high gas prices (18%), and a desire to save money (14%).

### ***Focus Group Findings, Commuter Connections, 2000***

Employers from the focus groups state that telemarketing and e-mail marketing are the best mediums for keeping them informed about employee commute assistance programs.

Information to employers should be communicated directly through the employer outreach representatives through a methodical telemarketing campaign, combined with advertisements, and direct mail/e-mail marketing directly to HR executives.

### ***NDW Communications Research, 2003***

In general the psychographic profile of the SOV and HOV commuter is very similar, with both being frustrated with their commutes. The SOV commuter is attracted to finding a solution that is convenient and will assist in improving their quality of life, and reduce stress.

Develop a mass marketing campaign designed to position Commuter Connections as a source for a myriad of solutions for all kinds of commuters. Use media that targets commuters during the time when their frustration is at its peak, which would be drive-time radio, predominantly during the morning.

### ***2007 State of the Commute, Commuter Connections, June 2008***

The Commuter Connections program including the regional marketing efforts and local activities of network members continues to be successful; driving alone is at a slightly lower rate now than it was in 2001 or 2004.

- Driving alone is down to 71.0%, down from 74.1% in 2004, and 72.6% in 2001.



- All other modes, including train, carpool/vanpool, bus, and bike/walk are all up from 2004.
- It is impressive that one in every three trips is made (or avoided) with alternatives to driving alone
- Sex: Women and men are very similar in their likeliness to use alternative transportation options.
- Top reasons for using alternative mode:
  - Save money 18%
  - Changed jobs/work hours 18%
  - Save time 13%
- The most persuasive messages appealed to respondents' interest in saving the environment, saving money, or reducing congestion.
- By far, the most prominent service sought by respondents was transit information, sought by 60% of respondents who contacted a local program.
- About four percent of respondents said they would definitely try carpooling if offered a financial incentive and another 10% said they would probably try carpooling to receive the \$25 gift card. A slight increase was noted in respondents' interest; at the \$50 level.

#### ***Stakeholder Interviews, 2007***

A series of interviews were conducted with stakeholders to identify their needs, interests, and ideas to enhance the effectiveness of the Commuter Connections network. Several findings encourage enhancing the synergy of the network members to cooperatively operate campaigns or programs; other findings pointed out the differences in each area and the need to customize messages and materials—but maintain a single, consistent look and theme. Some of the findings include:

- Each network partner serves distinct, manageable-sized geographic area and knows the unique needs, stakeholders, opportunities, and challenges of their territory.
- SmarTrip will create a seamless fare structure—but without the seamless service to complete the promise of a stress-free commute to work, many will likely to continue to drive alone. The Network can help 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 options 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

## SUMMARY OF PROPOSED STRATEGY FOR FY10

The overall objective of Commuter Connections is to reduce traffic congestion and its resulting vehicle emissions, by changing the behavior of single occupancy drivers into alternative forms of commuting. During FY10, Commuter Connections will carry out a highly integrated, unified campaign that reinforces campaign messages through strategic media placement, consistently-themed creative, targeted public relations outreach and special events. A key focus of the FY10 campaign will be to bolster the results of the Mass Marketing and Guaranteed Ride Home programs as reported in the TERM Analysis Report to make up for the shortfall in registrations against the stated goals of these programs.

According to the Commuter Connections FY 2009 applicant database Placement Survey Report, nearly two-thirds of the audience most likely to seek alternative commuter information from Commuter Connections is between the ages of 35 to 54. Over two-thirds of respondents reported their annual household income is \$80,000 or greater. Seventy one percent work for companies that employ 100 or more and exactly half work for the Federal Government. Average commute distance was 36.3 miles one way, with 59% commuting 30 miles or more.

During FY08, increases in gasoline prices drove record increases in transit ridership and ridematching registrations. The first half of FY09 saw an equally steep decline in gas prices and the number of registrations for ridematching services returned to pre-FY08 levels. Although registration rates declined with the decrease in gas prices, commuters did not rush back to SOV drive habits perhaps due to overall economic concerns. While gas prices are likely to moderate in FY10, the popularity of alternatives to driving alone will continue to be fueled by commuters' interest in saving money, increased visibility of the impact of auto travel on the environment and an employer focus on a more flexible workplace. New avenues of communication, including social networking, high impact internet advertising, and direct to consumer promotions such as coffee sleeves will continue to be leveraged to touch the target markets in multiple ways to reinforce campaign messages.

The overall marketing program will primarily focus on changing the commute behavior of the two-thirds of the region's commuters who are still driving alone. Key campaign messages will emphasize the specific benefits of alternative transportation and teleworking (saving money and time) while also focusing on the Guaranteed Ride Home program as a key opportunity to change how they travel to work—providing commuters with the peace of mind to leave their cars at home.

Marketing will provide frequent regional promotion of alternative commute options including; car/vanpooling, teleworking, bicycling, walking, and mass transit; support programs such as Guaranteed Ride Home, the Commuter Connections network ridematching services, and special events such as Bike to Work Day and Car Free Day. The marketing program will raise awareness of alternate commute options; support the Commuter Connections network in persuading commuters to switch to alternative commute modes from the use of single-occupant vehicles (SOV), and persuade commuters currently using alternative commute modes to continue to use those modes. A three month Carpool Incentive Demonstration project, Pool Rewards, will be promoted to commuters along three of the area's most congested corridors. The purpose of Pool Rewards is to recruit and retain commuters into a carpool through cash incentives.

An updated media strategy will leverage traditional radio advertising with increased promotional support and visibility on the airwaves including station promotions, traffic sponsorships and an aggressive value-added program. Earned media, transit advertising, and out-of-home media will reinforce the messages "on the street".

Partnerships with sporting and entertainment venues will promote special event ridematching and introduce new audiences to sharing the ride.

Radio will be used as the anchor medium for the program, with its ability to reach a large portion of our target markets (90 percent) with significant frequency when they are engaged in their possibly stressful, frustrating, costly and timely commutes. Print creative will provide visual, repetitive communication and reinforcement of messages delivered through radio spots. FY2010's marketing strategy will include well placed print across the geographical region and may include bus shelters and transit signage.

Internet banner ads on websites targeted to key counties, news, weather, television affiliates, and job sites will be used to reach commuters just a click away from Commuter Connections online ridematching service or to sign up for benefits such as Guaranteed Ride Home. Internet advertising will be fully coordinated with social networking initiatives to stretch the impact of the message and allow further engagement of the target markets.

Commuter Connections will build on its 35 years of experience to educate the media on the importance of transportation demand management as a means to reduce traffic congestion. The newsletter will continue to highlight regional activities (including the work of network members), with an increased focus on providing employers with best practice examples and tools to improve their own commute programs. As employers continue to struggle in a down economy, the services provided by the Commuter Connection network are increasingly valuable as enhancements to employee benefit programs, particularly to the smaller (fewer than 100 employees) employers that make up sixty percent of Commuter Connection employer clients.

In addition to paid and earned media, the regional effort will include special events including Car Free Day and Bike to Work Day and programs including Pool Rewards to directly incentivize SOV commuters into carpools, reinforce the marketing messages, and build loyalty with commuters who have converted modes.

## REGIONAL PROFILE

In the Washington region the current transportation system includes a network of highways (many of which have HOV lanes), rail lines, several bus systems, bike paths, and a number of telework centers.

From the COG Growth Trends to 2030: Cooperative Forecasting in the Washington Region Fall 2006 report, regional employment is projected to increase nearly 39 percent from 2005 to 2030. It will also experience a slightly higher rate of growth than both population and households. Employment growth would be the greatest during the 2005 to 2010 time period, when an average of 64,000 new jobs are anticipated per year, slightly more than the amount of jobs added from 2010 to 2015. Two-thirds of all new jobs are anticipated in service industries such as engineering, computer and data processing, business services and medical research. Job growth in Northern Virginia (53%) will outpace the growth anticipated in the Maryland suburbs (39%) and the District of Columbia (15%).

Also based on information released by COG in Fall 2007, Regional employment, projected to increase nearly 39 percent from 2005 to 2030, will experience a slightly higher rate of growth than both population and households. Employment growth would be the greatest during the 2005 to 2010 time period, when an average of 60,000 new jobs are anticipated per year— slightly more than the amount of jobs added from 2010 to 2015. Two-thirds of all new jobs are anticipated in service industries such as engineering, computer and data processing, business services, and medical research. Job growth in Northern Virginia (61%) will outpace the growth anticipated in the Maryland suburbs (38%), and the District of Columbia (18%).

Fairfax, Prince George's, and Montgomery counties would add the largest numbers of new jobs to the region's employment base during the 2005 to 2030 forecast period, followed by Loudoun County and the District of Columbia. Collectively, the region's inner suburbs will add the largest number of new jobs, 605,000, by 2030. However, as with population and household growth, the largest percentage increases in employment will occur in the outer suburbs of Virginia and Maryland. Together, these outer jurisdictions will add 333,900 jobs to the region's base, and will grow their number of jobs 65 percent by 2030.

Despite the tremendous growth in suburban employment shown in the forecasts, the District of Columbia will continue to have the largest number of jobs of any single jurisdiction and would account for a fifth of the region's employment in 2030. Collectively, the central jurisdictions will account for 30 percent of regional employment.

Regional economic growth will continue to attract new residents and fuel a general demand for new housing. Households, or occupied housing units, in turn form the basis for population forecasts for most jurisdictions participating in the Cooperative Forecasting process. Planners monitor housing construction and estimate population growth by multiplying the number of occupied housing units by the average number of people in the jurisdictions' households.

The addition of more than 657,000 households during the 2005 to 2030 forecast period reflects the growth in jobs and in-migration to the region. The largest number of new households will be in Fairfax, Montgomery, and Loudoun counties, and the District of Columbia, which collectively contribute more than half of the household growth during the forecast period. Loudoun County will grow at a rate of 90 percent, the most rapidly of all jurisdictions, adding 78,400 households to the 2005 base of 87,500 households.

The region's population is expected to grow steadily through the forecast period, adding an average of approximately 64,000 persons a year. Population will be spurred by the long-term strength of the region's economy, high rates of in-migration and international immigration, and declines in average household size less

rapid than previously anticipated. The region's population 65 years of age and older will more than double from 2000 to 2030, while the number of children will increase by about 30 percent during the period.

Most of the population growth will be in Fairfax, Loudoun, Montgomery and Prince William counties. However, the outer jurisdictions will experience the fastest rates of growth, led by Loudoun (89 percent), Stafford (79 percent), and Prince William (59 percent) counties. The region's central jurisdictions will grow more slowly. In the City of Alexandria and Arlington County, population will increase by 26 and 22 percent, respectively. The District of Columbia will experience an end of short-term population loss and will grow by 24 percent during the forecast period.

According to the region's Constrained Long-Range Plan, the highway system in Washington won't keep pace with growth. Only 30% of transportation dollars will be spent on new roads and transit expansion. Daily VMT's will increase by 41 million but only 2,300 new lane miles will be created. Furthermore, in 2030, most of the Washington Capital Beltway will be stop and go with speeds less than 30 mph.

## PRODUCT PROFILES

In the Washington metropolitan region there are several products being offered to commuters as alternative transportation methods to driving alone to work:

1. Carpools and Vanpools
2. HOV Lanes
3. Transit
  - a. Buses - Both Fixed Route and Express
  - b. Commuter Rail (VRE, Amtrak, MARC)
  - c. Metrorail and Light Rail
4. Park and Ride Lots
5. Telework Centers and Home Based Teleworking
6. Bicycling/Walking
7. Bike Sharing
8. Car Sharing

Also included in the following analysis are support services or promotions for alternative commuting:

1. Guaranteed Ride Home
2. Commuter Benefit Programs (Commuter Choice, Metrochek /SmarTrip)
3. Clean Air Partners
4. Live Near Your Work

## **CARPOOLS AND VANPOOLS**

### Product Profile

Carpools are a highly used form of alternative commuting. HOV lanes provide an additional benefit for carpools and vanpools – time savings. In areas not served by HOV lanes, cost savings and reduced stress (from not driving everyday) are the most important benefits. Commuter Connections assists commuters in finding suitable ridesharing arrangements through a new and improved on-line ridematching capability that was released in FY 2009. Commuters simply set up an account through the Commuter Connections web site and then sign up for ridematching and are able to obtain a map and a “matchlist”. Both the map and the matchlist indicate potential carpool drivers or passengers, and available vanpools that have the same or similar route and schedule. Commuters who carpool represent approximately 14 percent of the overall commuting population within the metropolitan region, second to commuters driving alone to work. Carpooling is the mode most preferred alternative mode due to the flexibility and convenience it affords a commuter when compared to vanpool, and transit modes.

Whereas the number of commuters carpooling has remained steady over the past decade, vanpooling has been on the decline. Many of the vanpool operators, including VPSI and ABS vanpools, accept SmartBenefits® as fare payment. Vanpools typically travel greater distances than carpools. The majority of vanpools in the Washington region originate in Virginia, mostly in Prince William, Spotsylvania, and Stafford counties. The primary destinations of vanpools are the District of Columbia, Arlington, and Fairfax County. There are several vanpool operators in Virginia, and a large number of single owner operated vans.

The number of vanpools had been increasing until 1992 when there were over 1,000 vans regionally. Since 1992, the region had experienced a steady decrease. Over the past few years, the number of vanpools has stabilized or has slightly increased due to higher gasoline prices. The decrease is attributed to several factors:

- Government downsizing
- Washington, D.C. businesses relocating to the suburbs
- Federal government increasing use of flextime and alternate work schedules
- HOV on I-66 decreased from 3 to 2 inside the beltway and made it easier to form carpools
- Opening of Virginia Railway Express

### Current Strategies

- Encourage ridesharing as solution to high gas prices
- Encourage greater carpools and vanpools through placement of highway signs with the Commuter Connections phone number and web site in Maryland, Virginia and the District of Columbia.
- Promote new ridematching software offered by Commuter Connections through the broadcast and direct mail campaigns
- Educate commuters that Prince William County, through PRTC, offers personal property tax relief for vans used for not-for-profit ridesharing purposes.
- Educate commuters that PRTC redeems Smartbenefits for all vanpools in Prince William County and the Cities of Manassas and Manassas Park.
- Educate commuters that all Northern Virginia rideshare agencies offer temporary financial assistance to new vanpools or vanpools experiencing emergency loss of ridership that threatens the survival of the ridesharing arrangement through the Van Start/Van Save program.
- Educate commuters that Fairfax County offers a personal property tax reduction for large vanpools that are "privately owned," and the VanSave/Start subsidy for vanpool support.

- Educate commuters that RADCO Rideshare redeems Smartbenefits for all vanpools in the Fredericksburg region.
- Educate commuters that Prince George's County offers 100% subsidy for first month, 50% for second month and 25% for third month of newly formed vanpools with a minimum of eight passengers in a 12-15 passenger van, or with five passengers in 9 passenger vans.
- Educate commuters that Frederick County provides start-up funds for new vanpools for the first year of operation.

### Strengths

- Cost savings from high gas prices, and lower maintenance costs due to less wear and tear on personal vehicles
- It is very simple, it's free and quick to set-up an commuter account with Commuter Connections for ridematching services on a new regional "state-of-the-art" on-line ridematching system.
- If using HOV lanes, substantial time-savings may be enjoyed
- Addresses the suburb-to-suburb commute more efficiently than public transit.
- Reduces maintenance of parking lots or leasing costs for employers.
- Employers can give \$230 tax-free subsidy to vanpoolers each month via SmartBenefits® or other Transit Voucher.
- Reduces the stress of daily driving.
- Allows commuters to relax, read, or use lap top during the commute.
- GRH supported.
- The vanpool riders determine their route and schedule based on their needs, making vanpooling very flexible.
- Reduces the need for families to have an additional vehicle.
- Increasing gasoline prices makes ridesharing an attractive option with its associated cost-savings.

### Deficiencies

- Perceived as an option that takes away freedom and personal space from commuters.
- SOVs do not think the cost savings are worth the effort of picking up a commute partner or vanpool.
- Many employees believe they need their vehicle for use during the day.
- Difficult to recruit vanpool drivers.
- Schedule inflexibility.

### Promotional Strategy

- Promote Commuter Connections' new ridematching software
- Promote GRH more to encourage greater number of carpools and vanpools.
- Promote commute cost savings for carpools and vanpools.
- Target large employers, especially government agencies and defense contractors with transportation fairs.
- Promote ridesharing as a car-lite alternative through the CarFree Day promotion.
- Focus on suburban employers to fill the commute needs of the suburb-to-suburb commuters.
- Work with employers moving to suburbs from an area that was well served by transit. Encourage these commuters to maintain their alternative commute with ridesharing options.
- Promote carpooling and vanpooling to commuters using park and ride lots that are at capacity.
- Focus on employer-based vanpool promotions in the federal and defense contractor sector.



- Worksite promotion at designated employer sites with demonstrated interest from employees. Promotions include zip code party, a \$120 subsidy per employee per month, and free trial week.
- Promote ridesharing opportunities in HOV corridors with regard to time savings.
- Promote preferential parking programs for carpools and vanpools through the Commuter Connections newsletter and through the Employer Services program.

#### Threats

- Violation rates in all HOV corridors.
- “Empty lane syndrome”.
- Congested HOV lanes will diminish advantage of time savings.
- Commuters do not understand the value of carpools and vanpools, because they do not realize how much they spend commuting.
- Low levels of marketing and advertising to commuters.
- Difficulty of recruiting new vanpool drivers
- Rising insurance costs

## **HOV LANES**

### Product Profile

All HOV lanes include car and vanpools, buses and motorcycles.

In Northern Virginia, there are approximately 70 miles of HOV lanes, including a 28-mile two-lane reversible HOV facility located on Interstate 95 and 395 between Quantico Creek and the District of Columbia. These lanes are northbound between 6:00 a.m. and 9:00 a.m. and restricted southbound between 3:30 p.m. and 6:00 p.m. It is restricted to 3-person carpools, vanpools, buses, motorcycles, and taxicabs.

Interstate 66 has 11 miles of HOV inside 495 and 21 miles outside I-495 for a total of over 30 miles, with the recent completion of the HOV lane extension project in Prince William County from Va. 234 Business (Sudley Road) to Va. 234 Bypass (Prince William Parkway). I-66 inside the Beltway is HOV-2 eastbound in the AM hours and HOV-2 westbound in the PM hours. The HOV-2 lanes outside I-495 are concurrent flow HOV.

Fifteen miles of concurrent flow HOV lanes opened on the Dulles Toll Road in 1998. The lanes are for HOV-2 vehicles and feed into the I-66 facility via the Dulles Connector Road between Va. 123 and I-66.

As of this writing (Summer, 2008), clean fuel vehicles with the appropriate registration plates may use the HOV lanes in Virginia, regardless of vehicle occupancy. This provision is due to expire on June 30, 2009, but could be extended by the Virginia General Assembly. The 2006 General Assembly added the provision that clean fuel vehicles registered after June 30, 2006, could only use I-395/95 with the required occupancy of 3+ people. They can continue to use the I-66 HOV lanes and the DTR HOV lanes without the required number of occupants.

Maryland has 46 miles of HOV lanes. I-270 has one lane devoted to southbound traffic in the AM between 6:00 - 9:00 A.M. and one lane devoted to northbound traffic in the P.M. (3:30 P.M. - 6:30 P.M.). These lanes opened in the winter of 1996. The HOV lanes on US 50 are in operation 24 hours/day. The lanes opened in October 2002. Maryland State Highway Administration conducts an extensive monitoring program and has usage data. The fine for HOV violations in Maryland is \$90.00 and one point against the violator's license.

**Current HOV Lanes in Northern Virginia:**

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
I-395 Shirley Hwy	I-395 Two lanes reversible	10	HOV-3, motorcycles, buses, taxis with 3 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.	NB: 6:00-9:00 a.m. SB: 3:30-6:00 p.m.	<ul style="list-style-type: none"> <li>• I-395 AM: 2.74 AVO 49 MPH, 12 minutes</li> <li>• I-395 PM: 2.38 AVO 68 MPH, 9 minutes</li> <li>• Non HOV AM: 1.1 AVO, 20 MPH, 30 minutes</li> <li>• Non HOV PM: 1.11 AVO 49 MPH 12 minutes</li> </ul>
I-95 Shirley Hwy	I-95 Two lanes reversible	18	HOV-3, motorcycles, buses, taxis with 3 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement	NB: 6:00-9:00 a.m. SB: 3:30-6:00 p.m.	<ul style="list-style-type: none"> <li>• I-95 AM: 2.54 AVO 62 MPH, 18 minutes</li> <li>• I-95 PM: 2.60 AVO 67 MPH, 16 minutes</li> <li>• Non HOV AM: 1.05 AVO, 22 MPH, 51 minutes</li> <li>• Non HOV PM: 1.16 AVO 28 MPH 41 minutes</li> </ul>

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
			vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.		
Capital Beltway (not including Wilson Bridge)	N/A	N/A	N/A	N/A	HOT lanes presently under study between I-95 (Springfield Interchange) and Va. 193 (Georgetown Pike). Express Toll Lanes (no HOV provision) under study on the Maryland portion of the Beltway
I-95/I-495 Cap. Beltway at Woodrow Wilson Bridge	Concurrent-flow HOV or transit lanes on bridge and approaches to bridge		To be determined	To be determined.	One lane in each direction reserved for HOV and bus traffic; or for a rail line.
Va. 400 Washington Street	Concurrent-flow curb lane on arterial street in City of Alexandria		HOV-2, motorcycles and transit buses.	NB: 7:00 – 9:00 a.m. SB: 4:00 to 6:00 P.M.	

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
I-66 (Outside 495)	Concurrent flow HOV lane between I-495 and Route 234 Bypass in Prince William County.	21	HOV-2 motorcycles, buses, taxis with 2 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.	EB: 5:30-9:30 a.m. WB: 3:00 -7:00 p.m.	HOV AM: 1.82 AVO. 29 MPH, 42 minutes HOV PM: 1.80 AVO. 52 MPH, 21 minutes Non HOV AM: 1.08 AVO, 23 MPH, 55 minutes Non-HOV PM: 1.1 AVO, 43 MPH, 27 minutes
VA 267/ Dulles Toll Road	Concurrent flow HOV lane from Virginia Route 28 to main toll plaza. Approx. 15 mile facility includes Dulles Connector Road segment between I-66 and the Rte 123.	14.8	HOV-2, buses, taxis with 2 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to	EB: 6:30-9:00 a.m. WB: 4:00 –6:30 p.m.	<ul style="list-style-type: none"> <li>• Opened December 1998</li> <li>• HOV AM 1.67 AVO, 58 mph, 12 min</li> <li>• HOV PM 1.7 AVO, 58 mph, 16 min</li> <li>• Non-HOV AM 1.05 AVO, 46 mph, 15 min</li> <li>• Non-HOV PM 1.05 AVO, 48 mph, 22 min</li> </ul>

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
			use HOV lanes when responding to emergency calls.		
I-66 (inside 495)	Two lanes in peak commute directions between the Beltway to Rosslyn	9	HOV-2, buses, taxis with 2 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.	EB: 6:30-9:00 a.m. WB: 4:00 –6:30 p.m.	<ul style="list-style-type: none"> <li>• HOV: 1.72 AVO in AM 1.69 AVO in PM</li> <li>• Motorists traveling to and from Dulles International Airport on business are permitted to use I-66 inside the Beltway during HOV hours.</li> </ul>

**Current HOV Lanes in Maryland:**

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
I-270	Concurrent-flow (1 lane)	SB: 12 miles from I-370 to I-495  NB: 19 miles from I-495 to MD 121	HOV-2, motorcycles, buses <b>NO SOV HYBRIDS ALLOWED</b>	SB: 6:00-9:00 a.m. NB: 3:30-6:30 p.m.	<ul style="list-style-type: none"> <li>• HOV AM: 2.61 AVO</li> <li>• HOV PM: 2.54 AVO</li> <li>• Non HOV AM: 1.13</li> <li>• Non HOV PM: 1.10 AVO,</li> </ul>
US 50 (John Hanson Highway) (Md. 704 to east of US 301/Md. 3)	Concurrent flow Single lane each way	MD 704 to Anne Arundel. County/Prince George's County line; 7.5 miles	HOV 2+, motorcycles, buses <b>NO SOV HYBRIDS ALLOWED</b>	24 hours/day 7 days/week	<ul style="list-style-type: none"> <li>• HOV AM: 2.35 AVO;</li> <li>• HOV PM: 2.66;</li> <li>• Non HOV AM: 1.14 AVO</li> <li>• Non HOV PM: 1.95 AVO</li> </ul>

**FUTURE HOV PLANS:**

**Interstate 95/395 and the Capital Beltway:** The Virginia Department of Transportation (VDOT) is partnering with Fluor-Transurban in the development of high-occupancy toll (HOT) lane projects for Interstates 95/395 and the Capital Beltway/Interstate 495. The projects are designed to help alleviate congestion.

The I-95/395 project will expand the existing reversible high occupancy vehicle (HOV) lanes on I-95/395 from two to three lanes and extend two new lanes south to Massaponax.

Two HOV/Bus/HOT lanes will be added on the Capital Beltway in each direction between the Springfield Interchange and just north of the Dulles Toll Road.

All of these lanes will become HOV/Bus/HOT lanes – meaning buses and carpools with three or more people can use the lanes for free, while non-HOV motorists must pay a toll to access the lanes.

The new I-95/395 lanes will be reversible, operating northbound during morning peak commute times, and southbound in the evening peak period, similar to today's operation.. The Capital Beltway HOV/Bus/HOT lanes will operate in both directions.

The Virginia HOV/Bus/HOT lanes projects are the result of a public-private partnership between VDOT and Fluor-Transurban. Under this partnership agreement, VDOT will own and oversee the lanes and Fluor-Transurban will construct, operate and provide routine maintenance on them.

Assets

- A dedicated lane that offers time and cost savings
- No cost to the user
- Convenient

- Reliable

#### Deficiencies

- These lanes are, for the most part, single lanes (along I-270, I-66 outside the Capital Beltway, Route 1 and Washington Street in Alexandria). They do not allow for passing.
- Hours of operation are tailored to each corridor; they are not consistent throughout the region. (See I-66 inside and outside 495 hours).
- HOV enforcement is partly dependent on supplemental overtime grants from state DOTs.
- Misuse by SOV drivers using HOV lanes is prevalent since none of the lanes are barrier separated in Maryland.
- Perception of enforcement of HOV rules is lax; penalties may be too low to discourage HOV violators in Maryland.

#### Advertising/Promotional Strategy

- In specific corridors where HOV capacity has not been reached, promote time and cost savings that result from use of HOV lanes through targeted direct mail or print ads to residential areas surrounding communities who feed into them.
- Working with traffic reporters from radio and television to advise commuters of the time and cost savings resulting from the use of HOV lanes.
- Coordinate with Maryland and Virginia on joint HOV marketing campaigns.

#### Threats

- Accidents/overuse that will reduce time savings.
- Legal use of HOV lanes in Virginia has reduced speeds.
- Public does not perceive the time savings.
- In some instances, the public perceives that general purpose-lanes are being taken away by dedicating them to HOV.
- Slowdowns and/or traffic congestion can occur due to enforcement of the lanes.
- Performance of concurrent flow HOV lanes on I-270 and I-66 (outside Beltway) are impacted by severe congestion in non-HOV lanes.



## **TRANSIT**

The Washington metropolitan region is served by a number of bus and rail services offering a range of full service transportation to shuttle services. In addition, the region is serviced by commuter rail services, such as MARC and VRE. The major provider of both bus and rail service is the Washington Metropolitan Area Transit Authority (WMATA), which operates both Metrobus and Metrorail. Metrorail currently utilizes 103 miles of track and has 83 stations. Metrobus operates in the core District and in the outlying suburbs, as does Metrorail. Metrorail does not currently connect to Dulles Airport.

### Product Profile

Within the Washington/Baltimore region there are several transit providers, namely:

- Alexandria's DASH service
- Arlington Transit/ART
- Circulator Downtown DC bus
- City of Fairfax CUE bus
- Fairfax County's Connector, EZ Bus, Metrobus, REX, and TAGS bus service
- Falls Church George Bus
- Loudoun County Transit
- Montgomery County Ride On
- MTA Local Bus, Light Rail, Metro Subway, MARC Train and Commuter Bus
- Prince George's County *TheBus*
- PRTC's OmniRide, Metro Direct, OmniLink and Cross County Connector
- TransIT Services of Frederick County
- VRE rail
- WMATA- Metrobus and Metrorail

The factors influencing transit use include:

### Automobile-Related

- Availability of auto
- High gas prices
- Operation and maintenance costs of auto, including gasoline costs & availability
- Parking availability and costs for parking of auto

### Travel-Related

- Connectivity with other transit modes
- Convenience and comfort of transit
- Distance from origin and destination to transit station
- Mode of travel to transit station
- Number of mode changes necessary to reach destination
- Number of transfers necessary to reach destination
- Reliability
- Time of travel
- Transit fares
- Travel time to destination using transit

### Human-Related

- Knowledge of transit system (i.e. schedule and routes)
- Location within urban area
- Perception/Image of transit to public

### Transit System-Related

- Connectivity with other modes
- Convenience and comfort of transit
- Number of mode changes necessary to reach destination on transit
- Number of transfers necessary to reach destination on transit
- Parking availability at transit stations
- Parking costs at transit stations
- Proximity to residential
- Proximity to retail and/or tourist attractions
- Security/Safety
- Transit fares

Considering the above factors, commuters may choose public transit if it is convenient, cost effective, and they have sufficient comfort level with understanding how to use transit to get to and from their destination safely and in a timely manner. Therefore to promote public transit, a targeted approach of focusing on residential neighborhoods and employment centers that are close to bus stops and rail stations with a SmartBenefits promotion would be most effective. Additionally, better transit information to increase comfort level for those deciding to take transit would be of benefit, particularly for Limited English Proficiency (LEP) groups.

**Summary of Bus Activity**

<i>TRANSIT AGENCY</i>	<i>BUS ROUTES</i>	<i>CAPACITY</i>	<i>TYPE OF SERVICE</i>	<i>ROUTES CLOSE TO CAPACITY<sup>1</sup></i>	<i>ROUTES IN NEED OF RIDERSHIP INCREASES</i>
WMATA	147 (46 in DC, 58 in MD, 43 in VA)	29-70	Peak and Non peak service		
WMATA	DC	29-70	Peak and Non peak service	X2, 70, 71, X8, 42, 52, 54, 60, 62, 64, 90, 92, S2-5, A2, A3, A6, A7, A8, 30, 32, 34, 36, 80, H8, H9, A4, A5, P1-6, 67, D2, D4, V6-9, B2, H2, H4, L1, L2, N2-6, M6, S1, G8, W4, M20, X1, M4, W6, W8, A9, 73, B8, B9	U8, 9, 94, E2-4, U5, 6, G2, U4, 96, 97, D8, W1, W2, V5, K2, D5, E6, W9
WMATA	MD	29-70	Peak and Non peak service  Buses traveling on HOV lanes: J9	T18, P12, C2, C4, Q1, Q2, J1, J2, J3, 84, 85, K6, D12, S12, M11, C12, C14, V12, A12, A15, C11, K12, K19, J11-15, Y6, Y7, Y8, Y9, F4, F6, C8, C21, C22, W11, W12, W15, W17, P17, P19, T2, T15, T16, T17, Z11, W13	R4, R1, R2, 82, 83, 86, Y4, F2, H11, H12, H14, Z8, C23, C24, C25, C26, F14, L8, R12, F8, V14, Z2, 89, C6, Z4, R3, C7, F13, Y3, P12, P13, Z7, Z9, Z17, Z19, B23, B24, B21, B22, Z1, Z3, Z5, Z13, 87, 88, C28, Z29, Y1, B25

<b>TRANSIT AGENCY</b>	<b>BUS ROUTES</b>	<b>CAPACITY</b>	<b>TYPE OF SERVICE</b>	<b>ROUTES CLOSE TO CAPACITY<sup>1</sup></b>	<b>ROUTES IN NEED OF RIDERSHIP INCREASES</b>
WMATA	VA	29-70	Peak and Non peak service  Buses traveling on HOV lanes: 7C, 7E, 7F, 7G, 7H, 7P, 7N, 7W 7X, 8X, 8Z, 12C, 12E, 12L, 12S, 17G, 17K, 17L, 17M, 18F, 18J, 21A, 21B, 21D, 25A, 25F, 25G	7A-X, 38B, 10B, 10C, 9A-G, 22A-F, 3A-F, 3W, 3Z	16A-J, 28A, 28B, 10A, 10E, 23A-T, 16S-X, 25B, 25A, 25F, 25G, 25J, 25P, 25R, 8S-Z, 2A-G, 4A-S, 24M, 24P, 29K, 29N, 28F, 28G, 21A-F, 1B-Z, 13A-M, 2W, 29C, 29E, 29G, 29H, 29X, 18L-R, 17G, 17H, 17K, 17L, 12E, 12F, 24T, 18G-K, 12C, 12D, 17A, 17B, 17F, 17M, 12L, 12M, 18A-F, 20F-Z, 15K, 15L, 12R, 12S, 11Y, 11P
Alexandria DASH	9 routes	62	Local peak and non peak, peak to Pentagon HOV: AT3, AT4	#2, #8, #10, (#6 - when NVCC is session)	#7 , # ¾ loop
Fairfax Connector	56 routes	29-55	Peak and Non-peak service. HOV:	980, 950, 595,597, 551, 401, 151,152, 171	304, 305, 307, 380, 553, 574, 605, 922, 924, 926, 927, 929
Fairfax City Cue Bus	4 Routes –Green and Gold	40	Loop – Clockwise and counter clockwise, City GMU, and Vienna/Fairfax-GMU Metrorail Station		Green and Gold routes
Loudoun County Transit	4 Routes-- Loudoun County to DC; Cascades/Lowes Island to West Falls Church Metro; and WFC Metro to Loudoun County	55-67	Peak service	65-70% capacity most LC to DC buses, some buses are currently at capacity	Cascades/Lowes Island to West Falls Church, WFC to Loudoun County and Dulles South to Washington, D.C.

<b>TRANSIT AGENCY</b>	<b>BUS ROUTES</b>	<b>CAPACITY</b>	<b>TYPE OF SERVICE</b>	<b>ROUTES CLOSE TO CAPACITY<sup>1</sup></b>	<b>ROUTES IN NEED OF RIDERSHIP INCREASES</b>
Montgomery County Ride On	80 routes	19-43 (seated) 28-64 (standing)	Peak and Non peak service HOV: Rt. 70, 71, 75, 79, 100, 124	Because of growth in last 3 years, most routes have capacity issues at some time during their operating day	
Prince George's TheBus	25 routes	22-38	Peak and Non peak service	14,16, 30, 32, 33, 34, 53 are over capacity 15X, 17, 20, 21, 51, are at/near capacity	11,12,13,15, 22,23, 26, 28
PRTC OmniRide/ Metro Direct	12 routes: 8 areas in Prince William County 10 routings in Washington DC/Pentagon/ Arlington. 2 single trips (C1, RT1). 3 routes to Metrorail stations. Service to Tysons Corner to commence Fall 09	38 - 57	Commuter Service  Service to Metrorail Stations	New trips added to relieve chronic overcrowding	Manassas Metro Direct  Tysons Corner
PRTC OmniLink/ Cross County Connector	7 local routes 1 cross county route	29	Local	Dumfries, Dale City, Woodbridge, and LakeRidge	Manassas Park and Manassas
TransIT Services of Frederick County	9 Routes 5 Commuter Shuttles	16-29	Local, Commuter	10, 20, & 40 are crowded during peak rush hours	70, 80 & East County Shuttle

1. Routes close to capacity are defined as 80% occupied during peak periods.

Assets (for bus only)

- Bus is the least expensive commute mode; a number of passes available for reduced fares
- Attractive alternative to commuters without vehicles
- In addition to publicly-owned transit, there are a number of private commuter bus services
- Convenient to many home destinations, shopping centers and business centers
- Benefits from the GRH program

- Faster than SOVs when their route includes HOV lanes
- Allows passengers to relax
- Commuter Stores, plus on-line ability to purchase bus fares via CommuterPage.com; Montgomery County's web site, and Fare Media by Mail.
- Costs savings for commuters compared to driving alone

#### Deficiencies

- Commuter still has to get to the bus stop and final destination
- More parking required at some bus stops
- SOVs perceive as nuisance and source of pollution
- Slow with multiple stops
- Considered as an inferior mode of transportation by SOVs
- Public Transit is oriented to downtown commute pattern. Some suburban systems (e.g. Montgomery County) have bus system oriented to feed Metrorail stations and to serve other activity centers.
- Little service to Beltway users
- Rapid ridership growth can create overcrowding

#### Prospects

- Conversion to alternative fuels to increase its environmentally friendly image
- Prime mode of travel for DC residents
- SmarTrip® card and SmartBenefits® subsidies
- SmarTrip® now available on all regional bus systems. Pass capability soft implementation during the year.
- Use of queue-jumpers and other prioritization methods, including Bus Rapid Transit
- Use of smaller buses for increased flexibility in routes for residential areas
- Real-time bus arrival information (AVL/GPS), Metrobus-NextBus

#### Threats

- Fare increases
- Lack of funding for operations and expansion
- Limited Parking
- Limited routes
- Overcrowding

## Summary of Rail Activity

<i><b>PROVIDER</b></i>	<i><b>RAIL TYPE</b></i>	<i><b>ROUTES</b></i>	<i><b>CAPACITY</b></i>	<i><b>ROUTES TO MARKET</b></i>
<b>VRE</b>	Commuter	Manassas Fredericksburg	Close to capacity	Rippon & Woodbridge, Manassas and Burke (stations with avbl pkg).
<b>MARC (MTA)</b>	Commuter	Brunswick Line Camden Line Penn Line	Close to capacity	1) Brunswick Line (Martinsburg, WV and Frederick, MD to Union Station) 2) Camden Line (Baltimore to Union Station) 3) Penn Line (Perryville, MD to Baltimore to Union Station)
<b>Metro (MTA)</b>	Subway	Owings Mills to Johns Hopkins Hospital	Not at capacity	Northwest Baltimore Corridor: Owings Mills, Downtown. Johns Hopkins Hospital.
<b>Light Rail (MTA)</b>	Commuter	1) Hunt Valley to BWI Airport 2) Glen Burnie to Timonium ( Spur to Amtrak's Penn Station)	Not at capacity	Hunt Valley to Downtown to Camden Yards to BWI. Glen Burnie to Downtown to Timonium.
<b>AMTRAK</b>	Regional/ Commuter	Northeast Corridor	Not at capacity	Northern Virginia District of Columbia Southern Maryland Baltimore - BWI
<b>Metro (WMATA)</b>	Subway	Yellow, Green, Red, Orange, Blue lines	Capacity during peak periods	District of Columbia: (all quadrants) Maryland: Prince Georges, Montgomery Counties Virginia: Arlington, Alexandria, Fairfax

### Assets (for Rail only)

- Although Commuter Stores are not run by WMATA, they provide an excellent sales vehicle for merchandise and tickets
- Bi-level coaches on VRE and MARC Train systems
- Clean
- Convenient: Leave the driving to someone else
- Favorable cost when compared to driving alone long distances
- Food and beverages allowed (except Metro)
- GRH program makes more accessible during non-rush hour
- In some cases, rail is faster than driving alone
- Parking at commuter rail stations is free
- Reliable (not affected by congestion)
- Safe stations
- Transit Link Card between Metro, MARC and VRE makes it easier and economical to combine trips
- Quiet cars available on most MARC trains

### Deficiencies

- Commuter rail has limited schedule and is not as flexible in its routes as Metrorail or buses
- Limited or lack of parking at some park and ride lots
- Limited off peak service (train service by VRE and MARC)
- No weekend service to suburbs (train service by VRE and MARC)
- Overcrowding has occurred on some line due to high gas prices

### Prospects

- Provides attractive transportation option to commuters of all income ranges
- Provides an opportunity to its riders to relax during the commute

### Threats

- Fare increases
- Limited use of track time from CSX Railroad (VRE)



## Summary of Park & Ride Activity

<i>LOCATION</i>	<i>NUMBER</i>	<i>PAY</i>	<i>TYPE</i>	<i>CAPACITY</i>	<i>USED</i>	<i>% Used</i>
District of Columbia	2	No	Official	1,148	1,010	88%
	5	Yes	WMATA	2,083	2,083	100%
Frederick	9	No	SHA	941	505	54%
	4		MARC	1,976	1,570	79%
Montgomery County	14	No	Official	3,524	1,868	53%
	3	No	SHA	1019	418	41%
	11	No	MARC	2,125	1,594	75%
	7	Yes	WMATA	9,560	9,560	100%
Prince George's	16	No	Official	4,656	4,180	90%
	4	No	SHA	868	358	41%
	5		Private	450	53	12%
	7	No	MARC	7,973	6,938	87%
	9	Yes	WMATA	18,779	18,779	100%
Arlington	3	2 No 1 Yes	County	880	94	11%
	1	Yes	WMATA	422	422	100%
Alexandria	1	Yes	WMATA	361	357	99%
Fairfax (City)	1	1 No	1 City	15	0	0%
Fairfax County	19	No	Official	6,207	4,219	68%
	8	Yes	WMATA	14,657	14,657	100%
	5	No	VRE	1,348	904	67%
	11		Other Private	1,403	839	60%
Loudoun County	2	No	Official	798	494	62%
	12	No	Private	1064	584	55%
Prince William	15	No	Official	6,857	4,694	68%
	13	No	Private	2,167	1,482	68%
PWC, Manassas, Manassas Park	6	No	VRE	3,518	2,654	75%
	11	No	Other Private	1,195	332	28%

*Official lots include VDOT and County owned lots.*

*Private lots include proffered lots, leased lots and lots for which County has agreement with the owner.*

Park and Ride lots support mass transit, carpools, and vanpools. With the exception of Metrorail lots and a few others, the overwhelming majority of commuter parking is free within the Washington metropolitan region. Most rail parking for MARC and VRE in the region is free, while most Metrorail parking lots require paid parking through mandatory SmarTrip® cards. Metered spaces are also offered at most of the Metrorail parking lots. At several Metrorail park and ride lots, there are specially designed parking spaces for car/vanpool vehicles. These include the Huntington, Shady Grove and New Carrollton lots. The Huntington and Shady Grove lots have random monitoring to insure that pool vehicles exclusively use the designated spaces. In Montgomery County, there are discounts for monthly parking in the facilities in Silver Spring and Bethesda for

carpools and vanpools. Five person carpools are given greater discounts. Northern Virginia District park and ride lot demand is projected to increase by approximately 50% by the year 2020.

#### Assets

- Allows for more commuters to use transit
- Safe and convenient
- Used as a meeting point for car and vanpools

#### Deficiencies

- Increases the cost of commuting on Metrorail
- Congested lots
- Confusion as to type of facility (fear of being towed)
- WMATA requires a SmarTrip card to exit most Metrorail parking lots

#### Prospects

- Lots can be used as a site to communicate promotions to users, cost effectively
- Can promote carpooling or cycling to lots if advantages are given such as free parking, spaces near entrance and safe lockers
- Communicate type of Park and Ride to commuter i.e., that commuters can park in store parking lots

#### Threats

- Will need funding to increase capacity at some stations
- Expansion typically meets with some neighborhood resistance
- Cost to commuters have been increased at some lots
- Not enough lockers for bikes at some stations
- Vandalism
- Limited Parking

## **TELEWORK**

### Product Profile

One of the few alternative modes that has experienced increased use is telecommuting or teleworking; either home based or teleworking from specific centers. Based on the Commuter Connections 2007 State of the Commute Survey Report, almost 19% of regional commuters said they teleworked an average of 1.5 days per week, a substantial increase from the 2004 level of 13%. This percentage equates to approximately 456,000 teleworkers in the region. Teleworking grew in nearly every demographic and employer segment in which telework is feasible.

Teleworking among federal agency workers continues to grow. In 2007, 16% of respondents who worked for federal agencies teleworked, compared to 12% in 2004 and only seven percent in 2001.

The 2007 survey also found that an additional 24% of commuters who do not telecommute today “could and would” telecommute if given the opportunity. These respondents said their job responsibilities would allow them to telecommute and they would like to telecommute. About two-thirds of these interested respondents said they would like to telecommute “regularly,” while one-third would like to telecommute “occasionally.”

With the rapid advancements in technology in recent years, many employers feel teleworking will become more common in the future. Recent technology development is allowing workers to work "without walls" in virtual offices or from home, and therefore telecommuting is gaining a newfound momentum.

Commuter Connections began helping businesses start implementing or expand telework programs in 1996. Throughout the years, Commuter Connections has provided information packets, videos, seminars, demonstration projects, sample telework policies and agreements and information on regional telework centers. In FY09, telework will be supported via collateral, employer support, online case studies and radio.

Other telework resources available in the area include:

- Office of Workplace Initiatives for Federal Employees, managed by GSA
- Mid Atlantic Telecommuting Advisory Council, [www.midatlantictelework.com](http://www.midatlantictelework.com)
- Telework! VA Program, [www.teleworkva.org](http://www.teleworkva.org)
- Telework Partnership with Employers (MD), [www.teleworkbaltimore.com](http://www.teleworkbaltimore.com)
- Washington Metropolitan Telework Centers, [www.WMTC.org](http://www.WMTC.org)

In the Washington metropolitan region, there are 16 regional telework centers in Maryland, Virginia, and West Virginia and in the District of Columbia. The Washington Metropolitan Telework Centers, (WMTC) were established to be a streamlined resource for employers to address the needs of employees unable or unwilling to work at home.

### Promotions

- **TPE**- The Telework Partnership with Employers (TPE) program provides free consulting services to employers in the Washington-Baltimore regions. A Web site was developed by MDOT to provide information on the program.
- **Telework!VA**- The Telework!VA program was an initiative designed to reduce traffic congestion in Northern Virginia. The program provided financial incentives to companies to help them start or expand a

telework program for their employees. This pilot is administered by the Commonwealth of Virginia Department of Rail and Public Transportation (VDRPT). Funding is appropriated to participating employers for a two-year period. Telework!VA is limited to reimbursement of lease costs and consultant/technical assistance expenses. VDRPT expanded the program statewide in 2007 and re-launched the website.

#### Assets

- Strengthens employee recruitment and retention
- Lowers training costs associated with high turnover
- Reduces absenteeism and late arrivals
- Increases employee productivity
- Improves employee satisfaction by providing flexible work scheduling, better time management and the balance between work and family life
- Reduces costs for office space and parking
- Expands access to skilled workers
- Expands opportunities for business continuity of operations especially in times of natural or man-made disasters
- Enhances public recognition as an innovative business and a good corporate citizen
- Reduces congestion
- Financial incentives are available from the States to assist employers with start up costs and training

#### Deficiencies

- Management's concern with how to select the appropriate employee who will retain or increase productivity by teleworking
- Concern with the effect telework has on customer service, especially by federal contractors
- The issue of accountability for work performed out of the office is a concern for management
- Workers Compensation issues and OSHA requirements are not well understood
- Workers are afraid of being passed up for promotions because they are out-of-sight
- Cost of equipment

#### Prospects

A highly positive outlook exists for this mode, provided that ample education and training is provided to decision-makers. Additionally, pressure should be created from the bottom up with public relations stories regarding increases in productivity and quality of life due to telecommuting. About 24% of non-telecommuters have job responsibilities that would allow them to telecommute and would be interested in telecommuting, according to the 2007 State of the Commute. Needless to say, teleworking is one of the most cost-effective ways to reduce congestion. It's certainly worth significant attention to future marketing efforts.

#### Threats

COG research has shown that most teleworking starts from the bottom up. Most employers reported that telework started within their organizations in response to a specific employees need or a particular problem in a department or location. Bottom-up style marketing generally takes longer to motivate action when compared to the top-down approach. Much of the growth is technology related, therefore there may be significant up front expense for employers or employees who wish to participate in teleworking.

## **BICYCLING**

Bicycling to work is an important aspect of commuting. Employers can encourage cycling to work by installing secure bike parking, changing rooms, showers and lockers, and by including bicycling in commute workshops. They also can provide their employees with information they need to commute by bike, including the list of available bicycle maps, locations of bike parking and/or health clubs that provide reduced memberships for cyclists. Commuter Connections assists employers with information on bicycling programs for their employees by providing general information and resources from non-profit agencies such as Washington Area Bicyclist Association (WABA).

### Assets

- Avoiding rush hour traffic or transit delays
- Arrive at work invigorated and refreshed; combines exercise and drive “time.”
- Improved productivity
- Improved overall health of employees
- Significantly reducing overall commuting costs with less gas use and wear on automobile

According to the 2007 State of the Commute Survey Report:

- 0.7% of the region’s commuters commute to work by bicycle at least once a week.
- Mean days per week 3.2 for bicyclists
- The median commute distance for bicycling/walking commuters was 2.3 miles
- The median commute time for bicycling/walking commuters was 16 minutes

Video counts (12 hr counts) conducted by VDOT in 2008 reported Memorial Bridge usage at 699 bicycles; 14th Street Bridge intersection 2,990 bicycles.

According to the 2000 U.S. Census, bicycling to work is most common in the urban core jurisdictions of the District of Columbia, Arlington County, Alexandria, and inner Montgomery County, and in census tracts adjacent to major bicycle trails. Bicycling in the urban core increased from 1990 to 2000. While bicycling may have declined in the outer suburban areas during the same period, requests for adequate bike facilities in these areas have increased.

Employers located in bicycle-friendly communities or near major bicycle trails are more likely to succeed in persuading employees to ride to work than employers located in areas where the infrastructure does not support cycling.

### Features

- Metro Stations have bike racks.
- Metro allows bikes on Metrorail during off-peak hours.
- All Metro buses, Arlington Transit Buses, Fairfax Connector buses, Montgomery County Ride On buses, PRTC OmniLink, and Annapolis Transit buses have bike racks on the front of the bus.
- Free rack parking at Metro Park N Ride Lots.
- Free rack parking at state and local Park & Ride lots.
- Metro Station lockers are available for lease for \$60 to \$100/yr + \$10 deposit.
- All VRE Stations have bicycle parking.

- 2,000 more racks are being installed in Maryland and Virginia in public spaces, 300 in the District of Columbia. The District of Columbia now requires bicycle parking in any building with motor vehicle parking. Montgomery County is considering modifying its zoning ordinance to require bicycle parking.
- Bike Maps for the region can be purchased at [www.adcmap.com](http://www.adcmap.com) or [www.waba.org](http://www.waba.org); targeted bike maps available from Montgomery County; Arlington County; Fairfax County; the District of Columbia; and the College Park area. Numerous trail maps and commuter and safety guides are available through the Washington Area Bicyclist Association. State maps are available through Maryland and Virginia.
- Over 40% of Washington residents bicycle for recreation.
- WABA provides an online commuter mentor program matching experienced bicycle commuters with first time bicycle commuters.
- Region's trail network is expanding rapidly over the next 10 years, providing links to employment centers.
- Scores of miles of new on-street bicycle lanes have been added recently in the District of Columbia, Montgomery County, and Arlington County. Hundreds of miles of bike lanes will eventually be added across the region.
- Bike Sharing has been introduced in DC in 2008 and is scheduled to launch in Arlington in spring 2009.
- The VDOT Bicycle Locker Program at state owned Park & Ride lots. Cost is \$60/yr, \$40 deposit.
- Fairfax Bicycle Locker Program located at County owned Park & Ride lots.
- Commuter Connections provides free Biking to Work in the Washington Area guides which double as Employer and Employee guides. The guide is also available online as well.

#### Deficiencies

- Often perceived as a 'fair weather' dependent mode. However, showers and clothing adjustments can mitigate the effects of hot, cold, or wet weather.
- For many longer commutes, bicycling is too time-consuming.
- Perceived lack of safe travel routes
- Parts of the road network within the city and especially in the suburbs are not bicycle friendly
- Need a higher quantity and more secure parking at employer sites
- Need more interconnected on-road routes
- Not enough facilities to shower and change at work
- MARC and VRE only allow folding bicycles on board, and Metrorail only allows bikes on board during non-peak periods
- General public lacks bicycling education and skills needed to bicycle safely in traffic
- Many motorists lack the proper education and understanding of sharing roadways with cyclists.

#### Prospects

The Washington Area Bicyclist Association (WABA) was founded in 1972, and serves as the regional cycling association working to promote more biking to work and improve bicycling conditions.

WABA has developed an interactive commuter assistance service via the Internet in collaboration with Arlington County and the U.S. Environmental Protection Agency. Such a service could be advertised in employer outreach materials, such as the newsletter. WABA also offers brown bag bicycle commuter presentations at worksites to educate employees and employers of the benefits of bicycle commuting. Bicycling is included as a commuter option in Commuter Connections' employer outreach efforts.

Bike to Work Day has been a tradition in the Washington metropolitan region for many years. In 2000, Commuter Connections began to lend its support to WABA as part of its effort to encourage employers to

promote bicycling to work. This grew the event from a primarily downtown D.C. happening to a truly regional one, with over twenty pit stop rally points for the cyclists through the region that included snacks, prize drawings, T-shirts, promotional items, and elected officials.

The Steering Committee for the event includes representatives from the bicycle and TDM community. This cooperative effort has resulted in an increase of registrants every year, to a high in 2008 of 6,957.

The event is promoted through email (primarily to former participants and WABA's mailing list); links from the region's TMA websites, distribution of collateral materials radio advertising, newsletter articles, and public affairs outreach (performed by COG Office of Public Affairs and WABA). Collateral produced for the event and distributed throughout the region includes rack postcards, posters, street banners, T-shirts. Materials were targeted to employers and cyclists in chosen target markets as well as bicycle shops.

Sponsorships proved key to ensuring the visibility and success of the event. Both cash and in-kind sponsorships are solicited. Depending on donation level, sponsors may include their logo on the T-shirt, posters, rack cards, electronic invitation, radio mentions, and a link from the event web site. A free catered lunch is provided to the employer who has the greatest number of registrants for the event

Bike DC has been reintroduced in 2008 for the first time in years.  
Bike Sharing has been introduced in 2008

Less favorable economic conditions and/or high gas prices as experienced in 2008 could act as a boosting agent for bicycling as a low cost transportation alternative.

### Threats

While progress has been made in all jurisdictions, the lack of infrastructure in the region to support cycling to work appears to be the primary reason preventing adoption of this mode. A Regional Bike plan has been adopted by the National Capital Region Transportation Planning Board (TPB) in an effort to address improvement of bikeways and parking throughout the region.

In order for marketing efforts in bicycling to become more successful, commuters' attitudes must change in regard to the detriments or weaknesses of bicycling (traffic danger, logistics, employer parking, etc.).

Due to the traditional bicycling season (warmer weather months) bicycling cannot effectively be marketed as a year round transportation choice for most.

## **BIKE SHARING**

### Product Profile

DDOT introduced the “SmartBike” bike sharing system in 2008; an automated bicycle rental system developed by ClearChannel. The District’s has placed 120 red four-speed bicycles at ten kiosks between Georgetown and Chinatown. Participants in the program join online and pay an annual subscriber fee of \$40. No separate charges apply for using the bicycles. Cards issued to subscribers are swiped at the various bike stations. Bikes may be rented and returned from different locations provided there is an open return spot available.

SmartBike DC is a new and alternative transportation network that uses the latest technologies to facilitate user access and is structured to enhance the city's public transportation system. Located at key locations in the central business district, the bikes provide a new way of discovering and moving around the city. The bike stations are modular and the bikes are ergonomic and light-weight in a distinct design. Bikes are parked at docking points which use a proprietary locking system to ensure that each bike is securely stored.

The service is accessible via online subscription. Subscribers will receive a personalized SmartBike DC user card that provides access to any station of the program. The program includes fulltime operational service. An operational team manages the rotation of bikes for each station to assure a proper ratio between available bikes as well as drop-off locations. Each bike station consists of a rental kiosk and docking points for secure parking of bikes. The kiosk processes the rental of bikes and provides information for users. It also transmits the operational status of a specific location to the operations center and sends diagnostic information and alerts to the central server. Bikes may not be available at a particular bike station at all times, depending on the frequency of usage. You may check availability of bikes here. The docking points (parking slots with locks), which are incorporated in the horizontal racks, secure the bike when it is parked at a station. Each bike station is equipped with electronic communication assemblies that are in permanent contact with the station terminal.

Arlington County will launch the “Nextbike” bike-sharing program in spring 2009. Arlington will be purchasing 100 bicycles to be available within the Rosslyn-Ballston corridor at 40 stations located at car-share poles and bike circle racks in the spring of 2009. Expansion plans include an increase to 200 bicycles in year two with service added along the Rt. 1 corridor, and an increase to 400 bicycles in year three with County-wide expansion.

A contractor will be selected and will operate and maintain the service. Helmets will not be provided but encouraged. Program liability will rest on the named contractor and Arlington will require them to have insurance for the program. The county will market the program and collect usage fees and ad revenues from businesses who advertise on the bicycles.

The County is not planning on charging an annual membership fee, only a cost to use the bicycles based on length of hourly time. Customers will provide a credit card upon registration and must be at least 18 years of age. Customers not returning their rented bike will be charged a bike replacement fee of about \$400. Theft may be an issue and therefore Arlington has factored a 7% theft ratio into their budget.

The county received a start-up grant of \$209,000 from the Virginia Department of Rail & Public Transportation. The Nextbike service will cost \$175,000 in year one for capital, operations, and maintenance. Ongoing funding will come from user fees, advertising revenues, and other sources to be determined.



## **CAR SHARING**

### Product Profile

Car Sharing is an increasingly popular alternative to car ownership. Car sharing organizations, such as Zipcar, allow individuals to reserve cars on-line or over the phone for as little as an hour or up to multiple days. Rates include gas, insurance, the home parking space and maintenance costs. For the occasional driver, car sharing can be a less expensive alternative to owning, leasing, or renting a car. To access a Zipcar, a prospective member can apply on-line with a valid driver's license and a credit card. Once approved, the driver is given their personal access card which is used to scan in and out of the reserved car during the time of the reservation.

Car sharing service in the Washington D.C. region is available through Zipcar (which merged with former competitor FlexCar in late 2007). Zipcars are available in Washington, D.C. and Alexandria, Arlington, Fairfax, Montgomery, and Prince George's County. Zipcars have been available in Washington, D.C. area since September 2001. Currently, there are over 33,000 members and 750 cars in the Washington metropolitan area. To join Zipcar, there is a \$25 application fee plus a \$50 annual fee. Rates range from \$7 to \$14.50 per hour, plus \$0.45 per mile, after the initial 180 free miles. The maximum daily rate varies depending on car type, costing anywhere from \$69 - \$105 per day.

### Assets

- Maintenance, insurance, fuel and parking costs are included in rate
- Less expensive than car ownership for occasional personal or business use
- Can assist employers in augmented company vehicle fleets
- Easy on-line reservation system that allows a reservation a minute or 1 year in advance.
- Many cars located at the metro stations all around D.C.
- Ideal for those who don't own a car or who occasionally need a second car.
- Less expensive for businesses than maintaining a fleet of vehicles
- Members report a 46% increase in public transit, according to WMATA.
- An independent study published in 2005 found that 14.9 private cars are taken off the road for each car-sharing vehicle.
- The company only maintains high mileage vehicles, including 10 percent as hybrids, in an effort to reduce air pollution. Members report driving an average of 2,500 miles less per year, after joining.

### Prospects

- Can serve as a GRH alternative for some companies
- Zipcar has over 600 locations and over 750 cars located throughout the Washington metropolitan region. The company is averaging 10,000 new members per month, triple the number joining at the same time last year.
- Zipcar maintains strong alliances with DDOT, WMATA, Arlington and Alexandria.

### Threats

- Zipcar members who sell their cars report saving over \$600 per month by not having a lease payment, or parking, maintenance, registration and gas costs.

## SUPPORT SERVICES FOR ALTERNATIVE COMMUTING

### GUARANTEED RIDE HOME PROGRAM

#### Product Profile

Guaranteed Ride Home (GRH) is a free service provided by COG for commuters who vanpool, carpool, bicycle, walk or take transit to work, a minimum of two days a week. GRH is an “insurance policy” where qualifying commuters are given a reliable ride home when an unexpected emergency arises. Commuters can use GRH up to four times per year for unexpected personal emergencies, unexpected family emergencies, and unscheduled overtime. Commuters must register for GRH and re-register each year to keep their registration information up-to-date. A “one-time exception” GRH trip is granted to qualifying commuters who have not registered. GRH provides a ride from a commuter’s work location to their home, transit station, or park-and-ride location by cab, rental car, bus, train, or a combination of these modes. The taxi trip or rental car is free. The commuter is responsible for gratuity for the taxi driver and the following rental car charges where applicable: taxes, fuel, insurance charges, and damages to the vehicle. COG will reimburse commuters for their GRH transit expenses. In the event of an emergency, the commuter can call 800-745 RIDE, and request a ride from the operator from 6:00 a.m. to 10:00 p.m. on weekdays.

#### Assets

- Low-cost benefit with high perceived value by both employee and employer
- Assists in overcoming commuter anxiety of being stranded
- Assured ride allows greater participation in alternative transportation programs

#### Deficiencies

- Commuters are allowed to use one GRH trip without registering with Commuter Connections. Many commuters do not register knowing they can receive a GRH trip anyway.

#### Prospects

GRH offers a unique tool to attract SOVers to try alternative commuting, and a marketing campaign focused on its benefits would greatly enhance the level of interest in alternative commuting by SOVers, and attract more current HOVers to register with Commuter Connections. GRH is also an incentive for commuters to continue using alternative commute modes and increase the frequency of using these modes.

#### Threats

- Fraud by commuters. However, misuse of the GRH program has been minimal. In each case, the commuter was issued a warning and one commuter was temporarily removed from the program.

**COMMUTER BENEFIT PROGRAMS -  
COMMUTER CHOICE MARYLAND (BALTIMORE METROPOLITAN AREA)  
SMARTBENEFITS (WASHINGTON, DC/SUBURBAN MD/ NORTHERN, VA)**

Product Profile

Recent federal and state tax legislation now makes it easier than ever for employers to provide tax-free or pre-tax commuter benefits to employees who use public transportation or qualified vanpools to commute from home to work. The result is lower transit fares for employees and low or no cost commuter benefit programs for employers.

The SAFETEALU bill was signed into law by President Bush on August 10, 2005 (Public Law 109-59). The bill authorizes federal transit and highway programs through Fiscal Year (FY) 2009. The TRANSIT PASS COMMUTE BENEFIT (SECTION 3049) OF SAFETEALU preserves the current limitation for qualified transportation fringe benefits for transit and vanpools at \$105 per month (with indexing for inflation). It also codifies Executive Order #13150 which requires federal agencies in the Washington, D.C. National Capital Region to provide employees with tax-free transit benefits to cover commuting costs up to the maximum allowed by law. It extends benefits, beyond those provided in the Executive Order, to federal employees in the National Capital Region who work for the legislative and judicial branches or for independent agencies.

In May 1999, the Maryland Commuter Tax Credit was signed into law, and has been enhanced in subsequent years. It makes it possible for Maryland employers that pay for part or all of the eligible monthly commuting expenses for their employees to qualify for a tax credit equal to 50% of the cost of those expenses with a cap of \$50 per employee, per month. Eligible expenses include transit passes or vouchers, vanpool expenses, Guaranteed Ride Home program expenses, and cash “in lieu of” parking program expenses. When combined with TEA 21, this state tax credit allows employers to offer a new employee fringe benefit for only 15-30% of the total cost.

Employers in the Baltimore, Maryland area can join the Commuter Choice Maryland program offered by the Maryland Transit Administration (MTA). Employers in the Washington, D.C. area can join the SmartBenefits® program offered by the Washington Metropolitan Area Transit Authority (WMATA). Employees can receive a Commuter Choice Maryland or SmartBenefits® tax-free benefit of up to \$230 monthly either as an employer-supported benefit, or via a pretax payroll deduction from an employee’s gross salary, or a combination of the employer supported and pre-tax deductions benefit. When employers provide the Commuter Choice Maryland or SmartBenefits® transit benefit to employees, there are opportunities for tax savings for both employer and employee.

In April 2000, Executive Order 13150 directed all Executive Branch federal agencies to provide transit benefits to their employees who use (or would switch to) public transportation for their commute to work. By October 2000, over 75,000 federal employees in the greater Baltimore/Washington, D.C. region began receiving SmartBenefits® and Commuter Choice Maryland benefits for the first time.

## **MTA (Baltimore Metropolitan Region) - Commuter Choice Maryland Program**

### Product Profile

The MTA's Commuter Choice Maryland Program consists of two separate initiatives. The first initiative is the federal SAFETEA-LU Commuter Benefits program, which features three tax-saving methods for employers to distribute, passes and vouchers to employees – the *employer-supported method*, the *pre-tax payroll deduction method*, and the *combination method*. The second initiative is the Maryland Commuter Tax Credit program, which allows employers who provide commuter fringe benefits to their employees to claim a tax credit for 50% of the costs of monthly commuter expenses up to a maximum credit of \$50 per employee per month.

The Commuter Choice Maryland program is designed for maximum flexibility and convenience for employers and their employees. There are two great ways for employers to apply the commuter benefits - *The Monthly Pass Program* and the *Voucher Program*.

Monthly passes are shipped to employers on consignment through convenient deliveries made by the MTA. Passes are delivered during the third or fourth week of each month to the worksite. Passes are valid for unlimited monthly travel on MTA Local Buses, Light Rail, and the Baltimore Metro Subway. Unsold passes are turned back into the MTA along with a check for the previous month's sales and a reconciliation sheet.

Vouchers are similar to monthly passes, but offer more flexibility. Commuter Choice Maryland vouchers are available in \$1, \$5, \$10, \$20 and \$64 (current monthly pass cost) denominations and can be redeemed at Baltimore area pass sales outlets for MTA weekly and monthly passes, and at certain locations, for Mobility/Paratransit ticket books. Vouchers are also valid toward the purchase of MARC Train tickets and MTA Commuter Bus passes and ten-trip tickets. They can also be used to offset monthly vanpool expenses. Employers purchase vouchers from the MTA and pay for them in advance.

In the Baltimore region, over 250 public and private sector employers provide Commuter Choice Maryland benefits to more than 11,000 participating employees.

## **WMATA, Washington, DC - SmartBenefits Program**

### Product Profile

In the Washington, D.C. region, nearly 5,500 public and private sector employers provide SmartBenefits® to more than 280,000 employees. Employers who participate in the SmartBenefits® program include federal and local government agencies, and a broad spectrum of private sector for-profit and non-profit (association) employers.

In September 2000, SmartBenefits® was introduced. This web-based program enables employers to load commuter benefit value directly into an employee's SmarTrip card, via the Internet. SmartBenefits® will reduce the amount of paper voucher cards employers buy and distribute by as much as eighty percent. SmartBenefits® is used for employees who use their transit benefit to ride Metrorail, Metrobus, regional bus systems, MetroAccess, and registered vanpools. With the expansion of SmarTrip within the region and as the only means to pay for parking at Metro facilities, SmartBenefits® has become the primary transit benefit program. To enroll, employers simply complete an online application at MetroOpensDoors.com and select from a variety of easy payment methods.

SmartBenefits® is rapidly gaining favor among employers and employees as evidence by the fact that more than 200,000 employees now receive their monthly commuting benefit through SmartBenefits.

### Assets

- Convenient and flexible benefit with opportunities for tax savings for employers and employees.
- Reduces overall commuting expenses for employees.
- Encourages part-time as well as full-time mass transit use by employees.
- Helps to reduce traffic congestion and air pollution associated with the use of automobiles for commuting.
- Region-wide acceptance of the Commuter Choice Maryland and SmartBenefits transit benefit by all types of public transportation and qualified vanpool services.
- Exceptionally valuable tool to recruit, retain and motivate employees. Commuter Choice Maryland and SmartBenefits are now primary components of an employee's fringe benefit package.
- Commits employees to "stay with" transit for their commute, encourages car drivers to switch to transit for commuting.
- SmartBenefits: Web-based loading of commuter benefit simplifies program administration and distribution of transit, vanpool and parking benefits.

### Deficiencies

- Cost of employer-subsidized benefit for large employers can be high, if provided only as a direct (free) benefit.

### Current Promotional Strategy

Traffic congestion and automobile-generated pollution are ever-increasing problems that plague the greater Baltimore-Washington region. Employers who participate in the Commuter Choice Maryland and SmartBenefits® programs are part of the solution. These employers encourage their employees to use public transportation for their work commute. This helps take cars off the road while providing a less stressful way for employees to arrive at work on time, ready to maximize their potential for productivity. MTA and WMATA market Commuter Choice Maryland and SmartBenefits® via advertising (car cards on bus and rail, rail station

posters and dioramas, bus exterior posters, newspapers, radio), seminars, and workshops for employers, the Internet, and outreach events at rail stations, bus stops, and public places throughout the Baltimore and Washington area. TEA 21 gives employers flexibility in developing and implementing a transit benefit program. It is no longer a question of “will” an employer implement a transit benefit program. It’s now just a question of “when.”

### Threats

- Lack of employer participation and lack of perceived need to consider transportation programs.
- Public perception is that they are not part of the problem and therefore, not part of the solution.

## **CLEAN AIR PARTNERS** [www.cleanairpartners.net](http://www.cleanairpartners.net)

### Product Profile

Clean Air Partners is a nonprofit organization that seeks to improve the health and quality of life of residents in the Baltimore-Washington region by encouraging individuals and organizations to take voluntary actions to reduce air pollution. The organization serves Northern Virginia, the District of Columbia, and Central Maryland.

### Promotional Campaign

- Clean Air Partners' website continues to be the primary mechanism to communicate air quality information to the public. The number of hits to the web site averaged 375,000 per month, and the number of participants doubled from 1,300 to more than 2,600.
- Clean Air Partners joined with the U.S. Environmental Protection Agency's (EPA) [ENERGY STAR](#)<sup>®</sup> program to extend their commitment to protect public health, improve air quality, and reduce greenhouse gas emissions by launching the [Clean Air Pledge](#). The Pledge will be promoted through Earth Day 2010.
- In May 2009, Clean Air Partners recognized local students during its first poster contest award ceremony. The awards event took place at the Marian Koshland Science Museum on May 12<sup>th</sup>.
- The 2009 season included extended day forecasts for ozone and particle pollution for the Washington Metro Region, the Baltimore Metro Region, Western Maryland, and Eastern Shore.
- Brochures, which include information on ozone and particle pollution and the air quality action guide, were updated and distributed to Clean Air Partners participants and members. The brochures were also distributed at various outreach events across the region and at Metro stations.
- A media campaign on radio was conducted in June and July 2009 with a message of personal tips to prevent air pollution. Listeners were urged to visit the web site to take the Clean Air Pledge. Two 60 second radio ads were rotated through out the campaign period.
- Transit ads were on display during the summer months in Metro stations and on MTA, Frederick County TransIT, City of Fairfax, and Prince George's County buses. The messaging drove the public to the website for the 3-day air quality forecast.
- As part of the media campaign, radio stations in the Baltimore/Washington region hosted promotional events including gas card giveaways, electric lawnmower contest, and free metro passes. Clean Air Partners continued to educate students through *On the Air: Exploring Air Pollution Sources and Solutions*. *On the Air* education curriculum engages students in the exploration of their environment as they study important air pollution topics such as Criteria Air Pollutants, the Air Quality Index, Ozone, Particulate Matter, Our Lungs and Health, Community Sources and Solutions, and Climate Change. Over 1,400 students used the curriculum during the past 12 months.

- Clean Air Partners continued to promote the Aqueous Parts Washer Rebate Program. This initiative, which was developed and launched during the previous year, provides a financial incentive for facilities to use aqueous or microbial parts washers, which produce little or no Volatile Organic Compound emissions in contrast to their solvent-based equivalents. Eight rebates were approved for the Aqueous Parts Washer Rebate program, including 4 auto repair shops, 2 print shops, and 1 bike shops.
- Clean Air Partners received funding from the Virginia Department of Environmental Quality and the Maryland Department of Transportation to develop a new initiative that encourages employers and employees to telework on forecasted poor air quality days (Code Orange and above). This initiative includes two tasks – developing an on-line Telework Took Kit and conducting Clean Air Teleworking Pilots with employers in Maryland and Virginia.
- The Board of Directors and staff of Clean Air Partners participated in a strategic planning retreat on February 5 2009. The retreat was held to evaluate current program areas, revise the organization’s mission, and review current realities facing the organization.
- Free bus services on Code Red Days:
  - TransIT Services of Frederick County
  - Metrobus in Montgomery County and Prince George's County
  - Montgomery County Ride On
  - Prince George’s County *The Bus*
 \*Virginia bus providers discontinued the Ride Free of Code Red Day program.

Strengths

The Air Quality Action Days campaign appears to be well recognized and increasingly accepted by the business community. The tasks requested from employers and employees appear to be having minimal barriers of acceptance, perhaps because the behavior shift is requested for only a specified day, and they perceive their actions will provide a solution. Additionally, information about air quality is widely placed in the newspapers, on the Internet, and on TV and radio announcements so that checking air quality during the summer is akin to checking the weather report. Therefore air quality alerts become a part of the region's meteorological vernacular, and eventually, with sufficient marketing, the population will equate air quality alerts to specific behavior, such as:

- Combining errands by vehicles
- Refueling the car before dawn or after dusk
- Ridesharing
- Taking transit
- Telecommuting
- Using pumps instead of aerosols
- Using water-based paints over oil-based paints
- Using electrical instead of gas-powered lawn equipment

A variety of materials and programs have been put together by Clean Air Partners in recent years. These include media campaigns and workplace-based public outreach programs. Other activities include sponsoring the forecast on Baltimore and Washington TV, radio, transit and print ads, and distribution of Clean Air Partners materials through members and participants.



- Ozone and Particle Pollution displays are provided on [www.cleanairpartners.net](http://www.cleanairpartners.net) in real-time to the media . The displays allow members of the media to monitor the air quality at its current state and report this information instantly to the public.
- Collateral materials to promote clean air include brochures that are provided to members free of charge.
- Services provided to participating employers and individuals include daily and real-time health e-mail notifications. Also, members of the media, including the Washington Post, radio, and TV stations are notified each day on the status of the air quality.
- Daily air quality forecasts, real-time and historical data, AirAlert registration, and air quality information are available on the Clean Air Partners web site. The web site displays the current and next day forecasts, for Metro Baltimore, Metro Washington, Western Maryland, and Eastern Shore regions.

#### Weaknesses

- Most of the population does not understand that problems from air pollution can be contained by their individual actions.
- On Code Orange and Red days, there is very little change in driving patterns. In addition, the share of people using public transportation or car/vanpool options did not change due to an air pollution episode.
- Much of the ozone problem is perceived as weather dependent, and not dependent on behavior.
- The majority of the general public is more likely to change their activities on Code Orange and Red Days to protect their health not reduce air pollution.
- The color code used for designating the air quality is confusingly similar to the color code chosen for alerting Americans to homeland security threats and heat warnings.

#### Opportunities

All of these activities have led to the recruitment of more than 2900 participants in the Clean Air Partners program in the Baltimore/Washington area. Participants have distributed thousands of pieces of literature on behalf of Clean Air Partners.

With a stronger alliance and use of cooperative advertising with groups such as pulmonary physicians, environmental scientists, transit operators, and schools, a promotion for the year-round pollution problem should be adopted with a strong level of advertising, community relations, and reward mechanism.

The Clean Air Partners Board unanimously voted to amend the organization's by-laws to include greenhouse gases and climate change. The rationale for this decision is self-evident – virtually all of the voluntary actions Clean Air Partners encourages the public to take to reduce ozone and particle pollution have a direct effect on reducing greenhouse gases (such as carbon dioxide) which contribute to climate change. This change enables Clean Air Partners to play a more significant and relevant role in air quality issues considering the local and national attention climate change is receiving.

The economic downturn has led more people to change commuting behavior in order to save money on fuel expenses. This messaging can be tied into actions to reduce pollution such as teleworking and taking public transit.

#### Threats

Studies show that the audience understands the harm pollution imposes but do not understand the extent of pollution and do not know what to do about it.

Despite improvements in the region's air quality, new challenges lie ahead. In March 2008, EPA announced a new standard for ground-level ozone which took effect in May 2008. EPA lowered the standard based on new research demonstrating that lower levels of exposure to ozone over longer period of time may affect the health of "sensitive groups" (people with lung disease such as asthma, children and older adults, and people who active outdoors). Research also indicates that ozone exposure may increase the risk of premature death from heart or lung disease. The new standard coincides with the Code Orange Air Quality Index level. ***As a result, the region may see an increase in the number of days per year that exceed the new standard.*** Clean Air Partners faces some difficult challenges in its purpose to encourage employers and individuals to take voluntary action in clearing the air when they may be called upon more frequently to take action.. With the possibility of more Code Orange and above days, Clean Air Partners will continue to face the challenge of securing employer commitments to take voluntary actions.

A lack of employer/private sector funding for Clean Air Partners through donations will prohibit Clean Air Partners' growth.

## **LIVE NEAR YOUR WORK**

In FY07 Commuter Connections staff along with COG's HSPPS department staff compiled a list of workforce housing programs available to the Metropolitan Service Area of the Washington DC region. Below is the list of programs that are available for employees and employers alike in determining where to live. The purpose of providing this information is to encourage commuters to consider shortening their distance to their worksite from their residences.

While some jurisdictions offer several housing assistance programs, some only offer the Federal housing assistance program, the American Dream Down-payment Initiative (ADDI). Most of the programs are geared towards affordable housing, however, our focus lies on where the house is located and commute factors only. The purpose of the program is informational only and with a specific focus on commuting. The information provides employers with yet another tool to offer prospective hires as well as current employees for recruitment and retention.

Several of the local area jurisdictions provide workforce housing. Most recently Loudoun County began an initiative for recruiting teachers because many couldn't live in the county or find housing near enough to commute reasonable distances. In addition, the Smart Commute Program offered by Fannie Mae has a dedicated mission in reducing congestion and increasing alternative commuting.

A resource guide for employers was developed in 2007 and updated in 2009 by Commuter Connections to outline the available workforce housing programs and incentives in order to make living near the office more affordable and practical for employees. An online component was also developed to complement the initiative. Commuter Connections began to provide support in FY07 to fund workshops held by several local jurisdictional partners.

## CURRENT MARKETING STRATEGIES AND BUDGETS FOR REGIONAL PARTNERS

Below are descriptions of marketing activities produced by regional partners.

### ***LOCAL MOTION – City of Alexandria***

[www.alexandriava.gov/localmotion](http://www.alexandriava.gov/localmotion)

*Marketing Budget: \$50,000*

Local Motion is the City of Alexandria's program for promoting the use of transportation options outside of driving alone. Program representatives promote the use of efficient and environmentally friendly modes of transportation, which includes rideshare, public transportation, walking, bicycling, and telework, to City of Alexandria residents, businesses, and visitors. Local Motion aims to increase the use of alternative transportation modes to maintain and improve the economic viability of City businesses and the quality of life for residents.

Ongoing employer outreach marketing and promotional activities include:

- **Employer Consultations:** Meetings with Alexandria employers to discuss transportation and telework options for employees. These meetings encourage employers to offer a transportation benefits program that includes SmartBenefits and Telework!VA.
- **Local Motion Web site:** [www.alexandriava.gov/localmotion](http://www.alexandriava.gov/localmotion) is the program Web site that offers news and tools for traveling to, from, and through the City. The site is promoted to residents, businesses, and visitors via brochures, displays, newsletters, partner Web sites, and giveaway items. The site provides information about public transportation, ridesharing, walking/bicycling, telework, Carshare Alexandria!, Guaranteed Ride Home, traffic calming, upcoming meetings and events, and other information.
- **Local Motion quarterly newsletter:** The City's transportation options newsletter is mailed quarterly to all Alexandria businesses, households, and City employees. There are approximately 80,000 businesses and residential recipients. It is also distributed electronically to eNews subscribers, is available on the Local Motion Web site, and given out at City Hall, the Old Town Transit Shop, TMP coordinators, and outreach events.
- **Air Quality Action Days:** Local Motion coordinates with the City's Environmental Services Division on outreach and marketing to increase employer participation in the Air Quality Action Days program.
- **Promotional Events:** Conduct outreach at worksites and residential communities. Local Motion also participates in health and benefits fairs, and events coordinated by TMP representatives, other TDM organizations, and government agencies. Local Motion organizes and markets the Alexandria Bike to Work Day pit stop, the Arlington-Alexandria Community Bike Ride, Local Motion Ambassadors, resident transportation workshops, and other events as needed. Local Motion participates in City events, such as the Alexandria Red Cross Waterfront Festival, the Alexandria Birthday Celebration, Earth Day, Alexandria Education Partnership activities, Chamber of Commerce events, and others.
- **Marketing efforts:** Other marketing initiatives include an ad in the Your Community PhoneBook book, newspaper ads, public access television public service announcements, direct mail, newsletter articles in City civic organizations publications.

## **ALEXANDRIA TRANSIT COMPANY – DASH**

[www.dashbus.com](http://www.dashbus.com)

Upcoming and ongoing promotions and campaigns to increase ridership, retain current customers, and create awareness of specific services available from DASH include:

- **SmarTrip Promotion** — SmarTrip available on entire fleet – continuing promotion and education to increase usage.
- **Joint Promotional Activities** — with local businesses and employers.
- **25th Anniversary Celebration** — Promote anniversary to public and employees. This is done through special events, promotions, and the media. Themed months, different promotions throughout the year.
- **Old Town Transit Shop** — Continue to promote this shop as a convenient location to purchase a variety of passes, obtain schedules, get specific route information to plan daily trips, buy tokens and other fare media. This includes all fare media, not just DASH. Also promoting it as a location to add value to SmarTrip.
- **Route and Schedule Brochure** — Schedule redesigned early 2007 to make it easier to read and plan for expanded information. Update, print, produce, and distribute to entire Alexandria area on a continuing basis.
- **Promotional Material** — Buy specific items or create pieces to meet needs of a target audience or special event.
- **Print Advertising** — Place advertisements in publications that will educate, create awareness and visibility for DASH bus, Old Town Transit Shop, and employment opportunities for operators.
- **DASH Pass** — Educate current customers about our money-saving economical pass. Increase consignment sites.
- **DASH Transfer** — promote our **free** transfer that is good for 4-hours on any DASH bus route.
- **Webpage** — Website redesigned and launched Spring 2009. Increased functionality and features to include subscription to electronic alert and news notifications, Google trip planner, and more.
- **Programs** — New Neighbor, Education, Community Outreach, School Supply Drive, Transportation Management Property.
- **Newsletters** — Employee/*Dash Flash*: produced in-house and features company news, special events, local and state road information, and community activities. Customer/*DASH About*: produced in-house and distributed on buses. Includes information about the company and its policies. Also features operator news and special announcements.
- **In-house Communications**— Ongoing, wide range of activities from updating bulletin boards to posting signage for meetings and events.
- **Customized Schedules** — Design site-specific timetables for various businesses and communities.
- **Associations/Committees** — Actively participate in APTA and VTA. Join community groups and organizations.
- **Special Services** — Work with local groups to encourage the use of our special services. This includes events like First Night Alexandria, the Breast Cancer Awareness Walk, the George Washington birthday parade and more.
- **Community & Employer Outreach** – Educational sessions with local schools, apartment complexes, and employer sites educating about the use of transit, and specifics about using the DASH bus system.
- **Transit Fairs** – participation in transit fairs across the City throughout the year, educating the public about transit and the specifics of using the DASH bus system.

## ***ARLINGTON COUNTY***

[www.arlingtonva.us](http://www.arlingtonva.us)

*Marketing Budget \$900,000 for Commuter Services broken down as follows:*

Arlington Transportation Partners - \$50,000.00

Umbrella campaign - \$640,000.00

Commuter Stores, CommuterPage.com and CommuterDirect.com - \$100,000.00

Arlington Transit - \$110,000

Arlington County Commuter Services will do the following:

- Direct Mail Program to Arlington households
- Arlington cable TV
- On –Board bus interiors
- Subway tunnel 2-sheets
- Internet co-ops, sponsorships, and blogs
- Sponsorships of local community events
- Advertising in local retail and business directories
- Retail kiosks and point-of-purchase displays
- Newspaper advertising
- Street team activities
- Quarterly newsletter and packages for top 400 employers
- E-mail alerts and newsletters
- Websites
- Social marketing such as Facebook and Twitter

## ***COMMUTER CONNECTIONS***

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

FY10 Media Budget \$1,070,537 (from Work Program for the Commuter Connections Program for the Greater Washington Metropolitan Region, 3/18/09)

The Commuter Connections regional marketing campaign for FY10 will continue to support the region's transportation demand management companies, transit operators, and local city, state and county governing agencies by providing an umbrella campaign that promotes all alternatives to driving alone and the regional support services designed to ease commuters' use of these alternatives. Campaign direction will be based on input from the Regional TDM Marketing Workgroup made up of TDM stakeholders from various jurisdictions within the National Capital region.

The **FY10** Commuter Connections marketing program will seek to achieve the following:

- Increase awareness of the Guaranteed Ride Home program to commuters using alternative transportation at least twice a week. Strategies and media will be investigated to enable enrollment with no, or minimal, additional effort required. For example, all commuters selected for Pool Rewards should automatically be enrolled in GRH unless they "opt-out".
- Directly influence changes in commuter behavior change through hard hitting and well placed creative that increases the recall of the commute message. Promote ridematching registration on Commuter Connections website through marketing initiatives.

- Increase the number of participants in special events and promotions such as Car Free Day and Bike to Work Day based on set committee goals.
- Provide renewed focus and promotion of teleworking or coworking as an economically sound and environmentally friendly solution to traffic congestion.

A key focus of the FY10 campaign will be to bolster the results of the Mass Marketing and Guaranteed Ride Home programs as reported in the TERM Analysis Report to make up for the shortfall in registrations against the stated goals of these programs.

Existing creative will be used for the fall campaign; results of the complete 2009 campaign will be studied in August 2009 to help identify the most effective messaging strategies for implementation for spring 2010.

### **Guaranteed Ride Home**

**Objective:** Increase the number of applicants in the GRH database.

**Target market** (from 2007 GRH Survey Report):

- 35-54 years old
- 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%)

**Tactics:**

- Radio advertising to increase GRH awareness, applications
- Public relations/media communications to provide testimonials of GRH success stories and broaden awareness and registrations for the program
- Web advertisement (banner ads), geared directly toward generating registrations
- Print and/or transit signage to increase awareness
- Continuously update website information
- Direct Mail
- Investigate use of mobile media and “point of sale” placement to increase registrations

**Media Allocation:** Approximately 44 percent of media budget.

### **Rideshare**

**Objectives:** Maintain and increase awareness of shared ride modes, retain current ridership on these modes; gain new riders; gain new applicants to the regional database.

**Target market** (from FY 2009 Applicant Database Annual Placement Survey Report):

- 25-54 years old (82%), 35-54 years old (63%)
- Caucasian (64%) and African-American (20%)
- \$80,000+ annual household income (68%)
- Commute of 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 100+ employees (71%), work for employers with 1000 or more employees (41%)
- Work for federal agencies (50%) and private sector (31%)
- Professional (37%), Executive/managerial (30%), and administrative (16%)

**Tactics:**

- Radio advertising to increase awareness of services, applications and conversions

- Public relations/media communications to provide testimonials of ridesharing success stories and broaden awareness and registrations
- Web advertisement (banner ads) for the ridesharing database, geared directly toward generating registrations
- Print and/or transit signage to reinforce the marketing message
- Continuously update website information
- Direct mail
- Investigate promotional partnerships with event organizers to encourage event ridematching as a way to build awareness of the database and encourage trial use of carpooling
- Investigate stadium or venue advertising, programs, playbills, and tickets to promote special event ridematching

**Media Allocation:** Approximately 44 percent of media budget.

**Carpool Incentive Demonstration Project (Pool Rewards)**

**Objectives:** Recruit and retain commuters in a carpool through cash or other incentives.

**Target Market**

- SOV-commuters along the I-495 corridor from Bethesda to Tyson’s Corner, the I-495 corridor from I-295 (BW Parkway) to I-270, and I-395 from Washington DC into Northern Virginia

**Tactics:**

- Media and public outreach to build awareness
- Direct mail to area residents that may qualify
- Geo-targeted internet ads
- Investigate additional region-specific marketing including billboards

**Media Allocation:** Approximately 4 percent of media budget.

**Employer Outreach**

**Objectives:** Add new employer clients; expand participation and offerings in existing employer programs; recognize existing employer programs who have implemented successful programs; increase the number of employers offering the tax free commute benefit; increase use of SmarTrip offered through employer programs.

**Target Market** (from FY 2009 Applicant Database Annual Placement Survey Report):

- Employers with 250 or more employees (59%)
- Federal agencies (50%)
- Private sector employers (31%)

**Tactics:**

- Update web content as required and other social media applications for Telework such as Facebook
- Quarterly employer newsletter
- Quarterly Federal Employee Transportation Coordinator (ETC) newsletter insert
- Email marketing and mailings
- Telework Case Study promotion through newsletter
- Marketing collateral to support Commuter Connections Network member Live Near Your Work (LNYW) events
- Continuously update Federal ETC website information
- Update regional Bicycling Guide

**Special Events**



**Objectives:** Use special events, such as Bike to Work Day, Car Free Day, and the Employer Recognition Awards event to highlight existing programs and encourage other employers and commuters to become involved, increase their ridership or enhance their on-site programs; increase commuter participation in Bike to Work Day and Car Free Day.

**Target Market**

- Bike to Work Day (from WABA member statistics): Age 25-49, Male, Commute trip up to 30 miles, \$30,000+ household income
- Car Free Day: SOV-drivers
- Employer Recognition Awards: Employers in Commuter Connections Network area

**Tactics:**

- Bike to Work Day (BTWD)
  - Sponsor BTWD, May 21, 2010 (tentative date)
  - Secure corporate and other sponsorships for BTWD
  - Use radio advertising to increase awareness of BTWD
  - Provide additional marketing collateral including t-shirts, posters, rack cards, and possible pit stop banners and Circulator bus cards
  - Earned Media
  - Social networking sites such as Twitter and Facebook
  - Coordination and support to WABA for BTWD web site
- Car Free Day (CFD)
  - Coordinate CFD, September 22, 2009
  - Stage a Car Free Day event that amplifies the CFD 2009 publicity campaign with a news value component that highlights the importance of the observance and its relevance to D.C.-area commuters while sparking human interest
  - Use radio advertising to increase awareness of CFD and drive listeners to [carfreemetrodc.com](http://carfreemetrodc.com)
  - Provide marketing collateral such as posters
  - Transit /outdoor signage (bus exterior and bus shelter ads)
  - Text messaging
  - Social networking sites such as Twitter and Facebook
  - Coordination and support to DDOT for Car Free Day web site
- Employer Recognition Awards
  - Coordinate the Employer Recognition Awards ceremony, June 2010
  - Provide marketing collateral in support of the application process; online application and email blast to potential nominees
  - Marketing collateral for the event including invitations, program brochure, and podium sign, and promotional giveaways.
  - Print advertisement highlighting local companies who voluntarily implement innovative employee commute and telework programs

**Media Allocation:** Approximately 2.5 percent of media budget for BTWD, 6 percent of media budget for CFD, and less than 1 percent of media budget for Employer Recognition Awards event.

## ***DATA - DULLES CORRIDOR***

[www.datatrans.org](http://www.datatrans.org)

*Marketing/Publication Budget - approximately \$35,000*

The Dulles Area Transportation Association (DATA) is a transportation management association (TMA) that serves a 150-square mile area around Dulles Airport. Their 150 members include employers, local governments, public officials, and property owners interested in transportation mobility in the Greater Dulles Area. There are corporate and business members; public sector members, and honorary members from the not-for-profit sector, and local and Virginia elected officials. The staff includes one full-time employee, a part time administrative person, a part time employer outreach specialist and a part time marketing consultant.

Working under a contract with Fairfax County and a grant from the Virginia Department of Rail and Public Transportation, DATA supports the Regional Employer Outreach effort in its area of operations with special emphasis on adding value to the marketing efforts of the TDM staff in Loudoun, Fairfax and Western Prince William Counties.

These are some of DATA's specific projects:

In 2007, DATA began an Employer Council of human resource professionals from businesses in the area adjacent to Dulles Airport. In 2007-2008, the membership of DATA's Employer Council was revamped to focus on Employee Transportation Champions, individuals formally designated by their organizations as the point of contact for the dissemination of information about TDM programs and events. Companies appointing ETCs have made a commitment to working with DATA to further congestion mitigation efforts. Nonmember employers participating in this employer services program are offered a one-year free membership in DATA.

DATA regularly schedules "Employer Breakfasts" for companies in cluster locations. These breakfasts typically feature presentations by public officials and/or senior executives of member firms and focus on developments in TDM that affect employers and employees. Additionally, DATA participates in Transportation and Employee Benefit Fairs at employment sites – most recently at the Westfields Marriott - to spotlight transportation alternatives and encourage their use.

DATA maintains an active seminar schedule. Last year, DATA presented five seminars on Transit Oriented Development in conjunction with Dulles Metrorail, the Virginia Department of Rail and Public Transportation, and the Dulles Corridor Rail Association. Plans for this year's seminars include the role of TDM in climate control and the effects of seasonality (summer travel, school in session, etc.) on congestion.

DATA supports the Dulles Corridor Rail Association's marketing efforts designed to effect funding, construction, and utilization of a future rail link and interim bus service within the Dulles Corridor (serving Tysons, Reston, Herndon, Dulles Airport, and eastern Loudoun County). DATA will continue to work closely with DCRA, the Metropolitan Washington Airports Authority and the Virginia Department of Rail and Public Transportation to assist in providing public information events and promotional support to move the project to its next stages.

DATA actively promotes teleworking and Telework!VA through participation in regional technology seminars and chamber of commerce events and by providing speakers for breakout sessions as requested. This year, DATA will also employ vertical marketing to promote Telework!VA by partnering with existing Telework!VA participants to host seminars for their peer organizations.

In 2007-2008, DATA inaugurated a Speakers' Bureau to provide information on transportation alternatives to large Homeowners' Associations and business park Tenants' Associations as well as organizations like Rotary.

DATA maintains active contact with the local media through press releases highlighting new aspects of TDM as well as events involving public officials in TDM activities.

DATA distributes "DATA DETAILS" a monthly e-mail publication for member of the association that highlights transportation issues, legislation, and projects. A more extensive hardcopy edition is published quarterly.

DATA's website at [www.datatrans.org](http://www.datatrans.org), provides information about alternative commute options with links to appropriate information sources on the Internet.

### ***DISTRICT OF COLUMBIA***

[www.ddot.dc.gov](http://www.ddot.dc.gov)

*Employer Outreach Budget: \$108,700*

- A private contractor is conducting the employer outreach effort in the DC region. Their effort includes: direct mail campaigns, workshops, and on-site sales visits.

#### *Additional Activities*

- Launched [www.goDCgo.com](http://www.goDCgo.com) website in late 2006. This is a comprehensive travel information website for getting around the greater downtown area. It provides information on transit, bicycling, ridesharing, carsharing, and parking.
- Provide Transportation Demand Management services for major events such as the Cherry Blossom Festival, Taste of DC, Arts on Foot, Fourth of July, and at ongoing attractions such as baseball games, the Washington Convention Center, Ford's Theater, and the MCI Center.
- Partner with Flexcar and Zipcar to encourage the use of carsharing for personal and business use.

### ***FAIRFAX COUNTY EMPLOYER SERVICES/RIDESOURCES PROGRAMS***

[www.fairfaxcounty.gov/fcdot](http://www.fairfaxcounty.gov/fcdot)

*Marketing Budget: \$870,000*

- With a population over one million and the region's largest employment center outside of the D.C. core, Fairfax County has invested time and funds to encourage employers and commuters to reduce their drive alone habits. The County has been involved with the distribution of materials at Metro stations, grocery stores, post offices, libraries, rental offices, government centers - over 100 locations. They use direct mail flyers and utilize a sales packet at their personal visits with employers. Their target market includes employers with 100 or more employees, but they also respond to requests from smaller employers. Fairfax County Employer Services is focusing marketing efforts on major employer sites within the County. The County provides funds to one TMA (DATA) to implement employee transportation programs in the Dulles corridor.

- Fairfax County has implemented a Community Residential Program that partners with residential developments, multi-family complexes and associations to promote use of alternative modes of transportation. The Community Residential Program is dedicated to encouraging people who live, work or commute in/or through Fairfax County to use mass transit, carpools, vanpools, walking, biking, or teleworking instead of drive alone commuting.
- Assisted over 3200 commuters via the RideSources program. Some of the promotions they currently offer include Transportation Fairs, Metrochek Match, Van Start/Van Save. Vanpools which are just organizing and are looking for a few more riders, and vanpools which may have lost 1-4 riders can take advantage of Van Start/Van Save, which funds empty seats for a limited time.
- *Metrochek Match* - Employers will receive a 50% match for each participating employee. Employers can participate in the Metrochek Match Program for up to six months and must agree to extend the benefit to their employees for an additional six months.
- *Van Start/ Van Save* - Fairfax County offers a vanpool subsidy program in order for vanpools to get started and to withstand temporary decreases in the number of commuters in the van. Van Start/Van Save is designed to support 4 empty seats on a descending scale for four months. The program is available to individuals, vanpool operators, and TMAs in the Fairfax County region.
- *Property tax relief* is offered to vanpool owners with 12 or 15 person vanpools.
- Fairfax County Employer Services also offers an *ETC Manual* and establishes Transportation Information Centers at major employment sites.
- *Telework! VA* – A state subsidy is offered to employers that start telework programs. This incentive is available to all employers regardless of size.

Some of the promotional events that Fairfax County Employer Services/RideSources participate in include:

- Springfield Days, Springfield Bridge Walk
- Employer Benefit Fairs
- Fairfax Fair in June
- Lorton 4<sup>th</sup> of July Celebration
- Mt. Vernon Day
- National Try Transit Week
- Reston/Herndon Festivals
- Fall for Fairfax Festival
- District Town Meetings

The County has been involved with advertising using cable TV with PSAs and public access, local newspaper ads, ads in Human Resources industry publications and military base directories, mailings to residents and employers, and posters on buses.

***GW RIDECONNECT***  
[www.GWREGION.org](http://www.GWREGION.org)

*Marketing Budget - \$60,000*

GWRideConnect is the ridesharing agency that serves the citizens of Stafford, Spotsylvania, Caroline, King George counties and the City of Fredericksburg. Rideshare promotes ridesharing and assists persons seeking transportation to their employment locations. It is the primary goal of the program to place commuters in various modes of transit, eliminating their single occupancy vehicles from the highways, thus improving the quality of life for the citizens of the region.

In order to accomplish our mission, the following activities will be conducted during FY 2008.

- Free Rideshare Matching program
- Provide follow up assistance to all new rideshare applicants
- Provide commuters with transit information
- Facilitate the formation of van/car and bus pools
- Assist with maintaining the 350 vanpools in the RADCO region
- Provide vanpool assistance through the Van Start and Van Save programs
- Redeem Metrocheks for regional vanpools
- Facilitate the formation of carpools and provide support
- Promote, advertise and assist clients with the VRE
- Promote and assist clients with private bus companies in the region
- Work with FAMPO and regional planners to provide TDM strategies in plans, developments and proffers.
- Work with FAMPO and VDOT to determine the location of sites of new commuter lots in the region
- Commuter parking lot assessment for maintenance of existing lots
- Work with local planners to proffer joint use commuter parking in large developments
- Promote and provide support to the Fredericksburg Regional Transit System
- Promote the Telework Centers located in the RADCO region
- Rideshare database management
- Track applicant placement through follow up surveys
- Reduce annual gasoline usage in the region and reduce motor vehicle emissions
- Regional coordination
- Employer outreach
- HOV lane promotion

Rideshare will market and promote the program by the following activities:

- Display ads will be placed every Thursday in the Fredericksburg Free Lance-Star Weekender edition throughout the fiscal year.
- Rotating display ads will be placed every Sunday near the commuter page in the Fredericksburg Free Lance – Star newspaper.
- Rideshare is currently updating the Rideshare website in house to make it more usable and valuable to commuters.
- Rideshare requested funding through FAMPO for additional Commuter Connections highway signs to be placed in commuter parking lots throughout the region.
- Depending on funding sources, possible radio advertising sponsoring the morning traffic report through a local radio station.

- Rideshare promotes the VRE, Regional Telecenters, GRH program, Metrochek program, commuter lots and bus companies by utilizing existing brochures. Commuter lot maps, Rideshare Fact Sheet flyers and local bus company schedules are created in house.
- Rideshare also promotes awareness of the program through job fairs. Rideshare provides GEICO with flyers and information that is inserted in all new employee packets.
- Rideshare is currently working with local realtors and developers in distributing information to new home buyers.

### ***LINK/RESTON TMA***

[www.linkinfo.org](http://www.linkinfo.org)

- Joins with various community organizations and events throughout the year to promote regional transit, ridesharing and bicycling, by offering presentations and information tables.
- Distributes Fairfax Connector bus schedules to Reston outlets. These include grocery stores, Reston Regional library, Reston Town Center Information Center, United States Geological Survey and Lake Anne Community Center.
- Developed and maintains a web site providing bus schedules, maps, and park & ride lots that serve the greater Reston area. Provides a link to Commuter Connections Rideshare program.
- Supports employer outreach through surveys and distribution of materials to local companies encouraging reduction of drive alone habits.
- Contributes to and participates in annual Bike to Work Day event at Reston Town Center.
- Provides material to residents, visitors and commuters to include Guaranteed Ride Home, Metro Fares & Passes, Metrorail pocket guides, telework/telecommute, rideshare, SmarTrip, Clean Air Partners, NuRide, Seniors-On-The-Go, Ride Free days, Fairfax County/Virginia bike maps.

### ***LOUDOUN COUNTY***

[www.loudoun.gov/commute](http://www.loudoun.gov/commute)

Marketing Budget for County Transit and Commuter Services: \$70,000

Loudoun County Office of Transportation Services markets the local bus service and the commuter bus service along with all other commuting options such as carpools, vanpools and bicycling. Part of the TDM advertising budget is allocated to ads in local papers and local radio. A follow-up mailing is also sent to realtors and homeowner associations regarding our services. Staff is also placing schedules and flyers in public facilities such as libraries and community centers with new display racks as well as racks in employment centers, retail and business facilities. Staff is also planning to distribute brochures on commuting alternatives to selected households and employment sites within the county. In fiscal year 2010 our employer outreach program will work with employers to promote a carpool incentive campaign through NuRide. An HOV lane services the area on the Dulles Toll Road which allows for promotion of carpooling and express bus service.

## **MTA**

[www.mtmaryland.com](http://www.mtmaryland.com)

Total Marketing Budget: \$1,200,000

MTA participates in a variety of community events and projects each year to include:

- Sports Events - Orioles Baseball, Ravens Football, and Preakness (Horse Racing).
- Back-to-School Safety Awareness Campaign
- Special Holiday Service - New Year's Eve, Black History Month Festivities, Martin Luther King Events, Thanksgiving Food Drive/Stuff-a-Bus, Special Baltimore Bus-Light Rail-Metro Subway Service to Inner Harbor Fireworks (4<sup>th</sup> of July).
- Local Cultural Activities: Disney on Ice, Ringling Bros. Circus, Susan B. Komen Race For The Cure, Baltimore Marathon, Juvenile Diabetes Walk for The Cure, Artscape Music and Art Festival, Pier Six Concerts, Maryland State Fair, Communities In Motion, Clean Commute Week, MTA Rodeo, Stone Soul Picnic, Jazzy Summer Night Concerts, Praise Fest, and ADA Anniversary.

MTA offers the following products and services:

- Local, Express, and Commuter Bus Service
- Light Rail Service
- Metro Subway Service
- MARC Train Service
- Mobility (Paratransit Service)
- College Pass Program
- MARC Student Advantage Program
- Statewide Ridesharing Program
- Commuter Choice Maryland Commuter Benefits Program
- Adopt-A-Shelter Program
- Transit Advertising Opportunities
- Business Outreach Program
- Information Kiosks in Downtown Hotels and Visitors Center at Inner Harbor
- Monthly, Weekly, One-Way, Round Trip tickets and \$3.50 Day Passes
- Online Ticket Sales
- MARC Ticket-By-Mail Program
- Transit Store
- Senior and People with Disabilities Passes
- Transit Link Card (MARC Train and/or Commuter Buses)
- Group Discounts
- Maryland Commuter Tax Credit and TEA 21 Information and Assistance
- Automatic E-Mail Notification Service
- Updated Web site in June 2004
- New Taxi Access program (for mobility eligible customers)
- Neighborhood Shuttle Service (Hampden & Mondawmin)
- **Maryland Transit Administration (MTA) Ongoing Marketing Activities**
  - Park and Ride Express Bus Service to Orioles games, Ravens football, and Preakness (horse racing)
  - Light Rail and Metro Subway Service to Orioles games, Ravens football, and Preakness (horse racing)

- MTA Ravens Season Pass Program
- Transit Ads (self-promotion)
- Commuter Choice Maryland Commuter Benefits Program featuring federal SAFETEA-LU and Maryland Commuter Tax Credit Programs
- MTA College Pass Program and MARC Train Student Advantage Program
- Maryland Commuter Tax Credit marketing campaign
- Publications: Transit Lines, On Your MARC, Wheels
- MARC Train marketing campaign
- Verizon, Yellow Book and Patuxent directory advertising
- Festival promotions, including Artscape, State Fair, African American Heritage Festival, etc.
- MTA Pocket and full-size System Maps
- MARC Train and Commuter Bus Transit Link Cards
- Bus Shelter Advertising Program
- Fannie Mae Smart Commute Initiative
- New Farebox project (magnetic stripe fare media to be introduced in Nov '04 and Maryland Transit Pass smart card to be introduced in fall '05)

***MONTGOMERY COUNTY***

[www.montgomerycountymd.gov/commute](http://www.montgomerycountymd.gov/commute)

Marketing Budget for FY 2010 is in the range of \$200,000 (Montgomery County Commuter Services and Ride On)

Montgomery County (MC) has a very large business base. It also has a large residential base. There are 315,000 commuters who live and work in MC, 203,000 who travel into the County from other jurisdictions, and 211,000 who leave the county for other destinations. Marketing activities are countywide with emphasis on those areas in Montgomery County with high concentrations of employment and transit: Silver Spring, Friendship Heights, Wheaton, Bethesda, North Bethesda and, Rockville.

**Employer Outreach/Programs/Services:**

- **Conduct Employer Meetings and Presentations:** Montgomery County conducts meetings and presentations with County employers to persuade them to adopt high-level commuter benefits programs and adopt Traffic Mitigation Plans.
- **Offer Concentrated Demand Management Services:** The County operates four Transportation Management Districts (TMDs): Silver Spring, Bethesda, North Bethesda, and Friendship Heights. A TMD has been adopted for Greater Shady Grove and will be implemented in the future. Employer, commuter and transit services outreach efforts are concentrated in these areas of high employment concentrations.
- **Promote Transit Subsidy Programs:** MC offers several transit subsidy programs -- FareShare, Super FareShare, and Wheaton/Montgomery Hills FareShare. In FY10, the County will launch revised materials, and advertising to promote enhancements to its FareShare and Super FareShare programs.
- **In FY09 the County conducted a series of training sessions to assist employers with the integration of SmartBenefits and Super FareShare. In FY10 MC will continue to provide training and support to assist employers with the integration of SmartBenefits and Super FareShare.**
- **Promote Additional Incentive Programs:** MC promotes the Maryland Commuter Tax Credit, Maryland Telework Partnership with Employers and the Montgomery County Home Computer Telecommuting Incentive Tax Credit, to encourage employers to adopt high-level TDM programs.



- Conduct On-Site Transportation Fairs: Staff conducts commuter information fairs at employment sites and the lobbies of multi-tenant facilities. In FY09, staff conducted 162 commuter information fairs, generating 818 ridematching applications. In FY10, Montgomery County will build on the success of previous property management outreach campaigns, where staff set-up large lobby displays and conducted commuter information sessions at work sites throughout the county.
- Conduct Annual Commuter Survey: MC conducts an annual commuter survey of employers each Spring. In FY09 surveys were distributed to more than 100,000 employees through more than 180 employers..
- Produce Quarterly Countywide and periodic area-specific newsletters. In FY09, MC issued its newsletter, *Better Ways to Work*, in electronic format, distributed to subscribers via e-mail.
- Sponsor Employer Recognition/Special Events: In FY07, Montgomery County presented its 20<sup>th</sup> Transportation Awards Ceremony, featuring remarks by the County Executive and the Governor of Maryland. More than 240 people were in attendance to honor the efforts of 21 employers and individuals for their efforts to promote Better Ways to Work. In FY09, Montgomery County conducted a series of employer recognition events, the Transportation A<sup>2</sup>CE Awards (Advocates for Alternative Commuting Excellence). The Transportation A<sup>2</sup>CE Awards are presented to businesses in Montgomery County who provide outstanding programs to promote alternatives to drive-alone commuting by their employees. These businesses are partnering with the County to address traffic congestion and air quality challenges, and contributing to a more sustainable and environmentally-friendly community, while at the same time helping their employees get to work in a less stressful and more cost-effective manner.
- MC uses the ACT! for Web CRM database to track and manage contacts and relationships with approximately 3,900 employers in the County.
- Working with marketing services consultants to develop and implement marketing plans for FareShare/Super FareShare transit benefits programs, mid- and long-term marketing strategies and partnering opportunities, and re-branding of the Commuter Express store as *TRiPS – Transportation Resources, Information & Places to See*.
- In FY09, MC implemented a new on-line system for the filing of Transportation Management Plans (TMP) and TMP Annual Reports by TMD employers.

#### Promotional Materials:

- Continue to use Better Ways to Work Toolkit in employer meetings and presentations. Design and production of a new employer toolkit is underway and will be introduced in FY010
- Produce and promote Guide to Commuter Services (including Spanish and Chinese versions; translation into other languages will also be considered)
- Park and Ride Lot Brochure: MC will continue to update and produce a Park and Ride brochure with all P&R lots in Montgomery and adjoining counties, including transit services available from each lot.
- Created, produced and distributed an updated “Silver Spring Bikeways Map” and new “White Oak & Vicinity Bicycle and Pedestrian” and “Medical Center & Vicinity Bike, Pedestrian and Transit” maps which are available in hard copy and portable document format (PDF).
- Upgrade, maintain and promote website: MC and the TMDswill continue to upgrade and refine communication strategies via the Better Ways to Work (<http://www.montgomerycountymd.gov/commute>) and Ride On (<http://www.montgomerycountymd.gov/rideon>), Bethesda Transportation Solutions (<http://www.bethesdatransit.org/> and North Bethesda TMD (<http://www.nbtc.org>) websites. Explore options to convert existing forms, brochures, maps, etc. to easier-to-use electronic format.
- Working with marketing services consultants to develop new or revised promotional materials as need to support employer outreach efforts.

#### Advertising:

- Ads on cable, radio, in newspapers and employer-targeted publications, and on website
- Chambers of Commerce: MC will continue to advertise its programs and services in local chamber publications, including newsletters, membership directories, dining guides, and special publications
- Theatre Slides: MC will place theater slides in targeted areas.
- MC will use Ride On bus sides, bus stop shelters and bus interior cards to promote commuting options.

#### Commuter Outreach/Programs/Services:

- In FY08, MC rebranded and renamed the Commuter Express Store as *TRiPS* – “*Transportation Resources, Information and Places to See.*” The *TRiPS* store sells Metro and Ride On fare media, and provides transit information, maps, and schedules to commuters and visitors. Information on MARC and VRE is also available. SmartBenefits vouchers provided by employers to employees under transit subsidy programs can be exchanged for fare media. In September 2008 the *TRiPS* store moved to 8413 Ramsey Avenue, Silver Spring, a location in closer proximity to the interim bus operations area while the Silver Spring Transit Center is under construction. Commuter Services and *TRiPS* will coordinate with other agencies to provide the increased information and assistance to commuters that will be necessary during the construction period. In FY10, a new *TRiPS* store opened at 17 Wisconsin Circle, adjacent to the Friendship Heights Metro Station.
- Operate the Transit Information Center in Rockville where Ride On fare media is sold.
- Offer discounted car/vanpool parking in Bethesda and Silver Spring. The Bethesda and Silver Spring Transportation Management Districts certify car/vanpools to qualify for significant parking discounts.
- Participate in Bike To Work Day 2009. In FY09, nearly 2,100 Montgomery County bike commuters participated at one of seven Bike To Work Day Pit Stops hosted at Montgomery County locations with high employee concentrations. Locations included the downtown areas of Silver Spring, Bethesda, as well as North Bethesda, NIH Main Campus, FDA White Oak and two Rockville locations.
- On September 22, 2008, MC participated in the promotion of the regional Car Free Day at several locations with high concentrations of transit commuters. MC featured promotional item giveaways, ridesharing applications and non-SOV commuting information. In FY10 MC will participate in the promotion of Car Free Day on September 22, 2009.
- Promote the 100% accessibility of the Ride On fleet to bikers along with the County’s bike map of Montgomery County.
- Community outreach through some or all of the following events: Earth Day, Senior InfoExpo, Wheaton and Silver Spring Summer Concerts, Strathmore Hall Summer Concert Series, Montgomery County Agricultural Fair, Taste of Bethesda, Taste of Wheaton, Bethesda Literary Festival, Accessible Public Transportation Options Expo, Oktoberfest, Diversity Days, Health and Benefits Fairs, and Car Free Day.

#### Transit Services:

- Communicate to transit riders any changes to bus stop locations during construction of the Silver Spring Transit Center
- Complete the redesign of all timetables to improve readability, especially route maps.
- Continue to support Montgomery College student program. With Student ID, Montgomery College students are able to ride Ride On anytime on any route.
- Promote new monthly pass. Ongoing promotion of SmarTrip, especially when paper transfers are eliminated in early 2009
- Continued promotion of Kids Ride Free in Montgomery County (Monday through Friday 2 p.m. to 7 p.m.) Metrobus participation in Montgomery County, added to the program in FY05, continues to date.
- Promotion of Van Go Shuttle in downtown Silver Spring.

- Promotion of Code Red Ride Free on Montgomery County Ride On system.
- Promote availability of new Senior SmarTrip with special identity now sold at MC Public Libraries.
- Promotion of Seniors and People with Disabilities Ride Free on Ride On and Metrobus in MC at any time.
- Continue to promote feeder service to MARC
- Promotion of Twinbrook Shuttle serving a large population of Health and Human Services employees
- Promotion of new clean diesel, hybrid electric-diesel and compressed natural gas (CNG) buses with low floors
- Additional new buses with ramps now means Ride On is 100% accessible to persons with disabilities.
- Promote Metro's pilot program for MetroAccess customers who are able to ride free with a companion on Ride On and Metro buses and rail.
- Implement a comprehensive program to install upgraded bus shelters and related pedestrian access and amenities throughout the County. This program came about in part as a result of a legal settlement which requires a private sector vendor to provide shelters in return for the County accepting advertising on many of those shelters. Specific route and neighborhood information has been posted in many of the shelters.

### ***NATIONAL INSTITUTES OF HEALTH***

[www.nih.gov](http://www.nih.gov)

The National Institutes of Health (NIH) is the steward of medical and behavior research for the Nation. It is an Agency under the U.S. Department of Health and Human Services. NIH headquarters are located in Bethesda, Maryland and the surrounding area. NIH funds scientific studies at universities and research institutions across the Nation.

The Office of Research Services (ORS), Division of Amenities and Transportation Services (DATS), Employee Transportation Services Office (ETSO), located in Bethesda, Maryland, provides employee transportation services to the NIH community. The ETSO is a centralized office where employees can obtain information on Commuter Connections, Carpooling, Vanpooling, the Guaranteed Ride Home Program sponsored by the Metropolitan Washington Council of Governments, Public Transportation Services (Metrorail, Metrobus, Ride On, etc.), as well as the NIH Transhare Program that provides up to \$120.00 a month in commuter subsidies. With the new ARRA legislation, employees are eligible to receive up to \$230.00 per month. This legislation is in effect until December 31, 2010. The goal of the NIH Transhare Program is to reduce traffic congestion and relieve energy and environmental concerns in the metropolitan areas. Use of the NIH Transhare Program is a key element of the NIH Transportation Management Plan.

NIH has encouraged use of public transportation as a proactive means of reducing parking demand on the NIH campus. Transhare, with over 5,500 participants, has been the single most effective tool in promoting and expanding the use of public transportation and vanpools. A Department of Transportation survey conducted by NIH in 2000 revealed that NIH Transhare participants on a daily basis saved over 57,400 vehicle miles. At today's Transhare level's, this would translate to a savings of over 135,000 vehicle miles daily.

Carpool lots have been established in preferred parking lots located in close proximity to the buildings. Carpool parking spaces are reserved until 9:30 a.m. As an added benefit, registered vanpools may obtain a reserved space in the lot of their choice. NIH has over 100 riders in 10 vanpools. Vanpoolers also may participate in the NIH Transhare Program.

The NIH Transportation Management Plan is reviewed bi-annually. Key findings for the most recent traffic analysis conducted in October 2007 indicate the following:

November 2008 Traffic Counts for the vehicle entrances. These counts have been conducted since 1992 on a bi-annual basis and are required as part of their on-going Traffic Management Plan (TMP). Key findings of this survey indicate the following:

- a) The NIH generates 8,267 inbound vehicle trips during the AM peak period (6:30-9:30 AM) and 7,015 outbound trips during the PM peak period (4:00-7:00 PM). This data represents a reduction of 25 % and 35 % respectively, when compared with the stipulated 1992 trip caps.
- b) The NIH generates 2,990 inbound vehicular trips during the AM peak hour (8:30-9:30 AM) and 2,727 outbound trips during the PM peak hour (4:30-5:30 PM). This data represents a reduction of 39 % and 39 % respectively, when compared with the stipulated 1992 trip caps.

The ORS, in conjunction with the Office of Facilities Planning (ORF) is responsible for providing shower and locker facilities in 9 campus buildings and 4 off-campus locations. Bicyclists and employees who opt to walk to work use these facilities. Bicycle racks and lockers accommodate 600 bicycles. NIH has a large and active NIH Bike Club whose slogan reads “Non-polluter, Commuter.” The NIH Bike Club members volunteer to clean bike trails and supports DATS with promoting bicycling as a healthy commuter option. NIH has won the award from the Washington Metropolitan Council of Governments for the most participants in the regional Bike-to-Work Day (BTWD) contest for years 2006, 2007, 2008 and 2009. In 2009, NIH had 575 cyclists participate in the BTWD. Also, the pedestrian friendly campus provides well-lit pathways for its walking commuters.

On October 24, 2003, the NIH Parking Office began using a new Parking and Transshare (PARTS) system that handles a wide range of functions and greatly streamlines the administration and management of the NIH parking and NIH Transshare programs. These programs provide the NIH community with parking hangers for cars and Transshare public transportation subsidies. The PARTS system reduced the time needed to serve NIH's 25,000 customers by 50 to 75 percent, and the Parking Office lines are now practically eliminated.

NIH was one of the first government agencies in the Washington region to switch to Metro's new SmartBenefits program. NIH has converted over 4,000 employees from Metrocheks to the SmartTrip Farecard.

The North Bethesda Transportation Management District partners with the NIH to improve transit services in the area, to increase ridership on public transportation, and to provide transit-friendly amenities, to cut traffic congestion, increase transportation capacity, reduce air and noise pollution, and to promote bicycle and pedestrian access and traffic safety.

The DATS Campus Shuttle Service consists of 13 Shuttle routes that provide services for patients, campus employees, and off-campus employees who commute from off-campus satellite parking lots and government facilities. Employees can also access shuttle schedules using their Blackberry devices. The NIH is exploring the possibility of converting its fleet of buses to natural gas.

The DATS web sites feature an e-mail Listserv for employees to receive current and up-to-date parking and transportation information. There are currently over 700 employees subscribed to this new feature.

To promote NIH's employee transportation options, posters, tabletop displays, desk-to-desk publications, campus wide e-mail, and the campus newsletters and the *NIH Record* are utilized. NIH also participates in a monthly parking/transportation-working group with other regional partners, including the Montgomery County Department of Public Works and Transportation, National Naval Medical Center and Suburban Hospital. Throughout the year, the ETSO sponsors or participates in various promotional events designed to provide commuting alternatives to employees.

The DATS have been working on numerous transportation related improvements designed to assist NIH employees, contractors, visitors and guests traveling to, and circulating through the campus. One such innovative improvement that was implemented was the acquisition and implementation of the Highway Advisory Radio System (HARS). Located on the AM radio dial at 1660, this improvement effort has become an integral part of the NIH Transportation Management Plan (TMP) that NIH practices. The HARS system continues to advise motorists of key entry locations when either Rockville Pike or Old Georgetown Road is congested.

The NIH, DATS, ETSO has also been recognized for the following:

- “Best Workplaces for Commuters” presented by The United States Environmental Protection Agency
- “Outstanding Participation and Support in the Federal Transit Benefit Program” presented by the Washington Metropolitan Area Transit Authority
- “Quality of Work Life” presented by the National Institutes of Health
- “Golden M Award for Metrochek Leadership” presented by the Washington Metropolitan Area Transit Authority
- “Outstanding Service Award” presented by the Washington Metropolitan Area Transit Authority
- “MWCOCG Bike to Work Day Award” for the highest employee Bike to Work Day Participation

Information regarding the DATS/ETSO can be found at the following web address: <http://dats.ors.od.nih.gov/transportation.htm> or by contacting us at 301-402-7433.

### ***NORTHERN VIRGINIA TRANSPORTATION COMMISSION*** **[www.thinkoutsidethecar.org](http://www.thinkoutsidethecar.org)**

*Total Operating Budget: \$1.2 million (Transit Assistance: \$146 million including funds from the Motor Vehicle Fuel Sales Tax.)*

Serves Arlington, Fairfax and Loudoun counties and the cities of Alexandria, Fairfax, and Falls Church, with a population of over 1.6 million covering 1,000 square miles. NVTC's 20 commissioners are locally elected officials and members of Virginia's General Assembly, plus the director of the Virginia Department of Rail and Public Transportation. The commission coordinates public transit policies within Northern Virginia and exercises leadership on issues relating to governance of the Virginia Railway Express (VRE), which the commission co-owns, and the Washington Metropolitan Area Transit Authority (WMATA). NVTC co-owns VRE (with assets of \$226 million) and appoints Virginia's members of the WMATA Board of Directors.

- Prepares the *Annual Transportation Update* series, which includes a compendium of performance data from the region's transit systems.

- Maintains a key word searchable web site that includes information about NVTC, on-line library of research and studies, historical transportation information, and detailed kits for monthly meetings and agendas at [www.thinkoutsidethecar.org](http://www.thinkoutsidethecar.org).
- Using VDOT funds, MWCOG conducts traffic counts each year at screen lines on major commuting corridors. NVTC coordinates the inclusion of transit data to permit accurate mode shares to be determined.
- Coordinated the two-year demonstration of the Falls Church GEORGE bus project. Arlington County now operates routes under contract with Falls Church, using 30-foot clean diesel buses. The buses are equipped with state-of-the-art exhaust gas recirculation filters that provide for substantially reduced emissions. The routes link Falls Church neighborhoods and businesses within the city and connect to the nearby West and East Falls Church Metrorail stations. The project reduces automobile vehicle miles and trips, cuts pollution and greenhouse gas emissions, and eases the parking burden at stations. Due to budget shortfalls, GEORGE service was reduced for FY 2010 and the city has convened a committee to look more closely at the GEORGE service and to provide guidance for next steps. NVTC staff will serve in an advisory role.
- Assists local Northern Virginia transit systems with National Transit Database reporting enabling the region to receive an additional \$6 million per year in federal transit assistance.
- Promotes the growth and availability of electronic transit schedules (e-schedules) available for download to cell phones, PDA's and hand held computers. This service is hosted at [www.commuterpage.com/handheld](http://www.commuterpage.com/handheld).
- Worked with a contractor to provide real time bus information for suburban routes using GPS enabled mobile phones mounted on buses (MARTHA Project). Customers can access bus information via an interactive voice response system. System was demonstrated on GEORGE bus routes and will be available soon for use by other systems.
- Provides leadership for the Virginia Transit Association (VTA) legislative and marketing committees and the annual conference for transit properties throughout the commonwealth.
- Served as the contract manager for \$6.9 million procurement of 484 SmarTrip compatible fare boxes that have been installed on local bus systems in Northern Virginia.
- Manages/conducts studies on such topics as air quality, improved transit service, transit performance measures, mode shares, telework and transit technologies.
- Promotes legislative agenda that is favorable to transportation, seeking a stable and reliable source of funding for public transportation providers such as WMATA and VRE. While the General Assembly is in session, electronically distributes legislative updates on developments in Richmond.
- Testifies annually before the Commonwealth Transportation Board regarding allocation of transit funds.
- Coordinated with all jurisdictions to develop regional incident response plans for transit systems in Northern Virginia.
- Coordinated TransAction 2030—the Northern Virginia Transportation Authority's (NVTA) update of the regional long range transportation plan – and managed consulting contracts of almost \$1 million. Will coordinate the plan update in FY2010.
- Provides staff support (Public Outreach, Accounting, Technical Assistance and Planning) for the Northern Virginia Transportation Authority (NVTA) on an as needed basis.
- Manage federally funded projects and obtain federal grants for NVTC's jurisdictions. An example is a real-time bus arrival system for Alexandria's DASH bus system.
- Work with the Virginia Department of Taxation to ensure accurate collection of a two-percent motor fuels tax used to support WMATA. As of January, 2010, the tax rate will increase to 2.1% and be assessed at the distributor level. NVTC is cooperating in the process of revising regulations and informing taxpayers.
- NVTC assists jurisdictions in coordinating responses to major corridor studies (e.g. I-95/395 HOT lanes).

## **PRINCE GEORGE'S COUNTY**

[www.goprincegeorgescounty.com](http://www.goprincegeorgescounty.com)

*Marketing Budget for Marketing Contract: \$108,000*

*TheBus - \$100,000*

Several large employers such as Gaylord National Resort, Giant Foods, Safeway, UPS, Kaiser Permanente and FedEx are located in Prince George's County. Joint Venture Marketing and Communications has been contracted by Prince George's County to provide direct assistance to employers in their respective service area through a coordinated Employer Outreach Program. Prince George's County will provide daily employer outreach services for employers in their service area, which will help promote voluntary commute alternatives in ways that best suit their businesses. Developing direct mail pieces to employers, organizing seminars, telemarketing and conducting on-site sales presentations to employers are a few of the many activities the County promotes. Employers are encouraged to participate in programs that include Metrochek, telecommuting, The Guaranteed Ride Home Program, and parking management. The RideSmart website at [RideSmartSolutions.com](http://RideSmartSolutions.com) provides employers with relevant information.

Goals for FY 2009 are based on the following:

1. An extensive cumulative review of the companies and organizations in the ACT database.
2. An analysis of the Commuter Connections Program's past performance in FY 2008.
3. A comparison of the provisional goals for FY 2009 versus the execution of goals for FY 2008.

Objective is to implement the following measures for the Commuter Connections Program:

1. Increase employer participation in County RideSmart solutions.
2. Maintain and increase participation level of active employers.
3. Decrease the number of single-occupancy vehicle trips by increasing employee awareness in companies participating in carpooling, vanpooling, the Maryland Commuter Tax Credit Program, flextime, teleworking, biking, and walking.
4. Formalize more telework, carpooling, vanpooling programs and commuting benefits offered by employers.

## **POTOMAC RAPPAHANNOCK TRANSPORTATION COMMISSION**

[www.PRTCtransit.org](http://www.PRTCtransit.org)

*Marketing Budget: \$780,000*

PRTC is headquartered in a largely residential area with several large employers in its five-jurisdictional region including Lockheed, IBM, GMU, AT&T, Strayer University, GEICO, AOL, and several large health care organizations. As a result of the BRAC initiative, many new employers are expected to open offices near the Quantico Marine Base within PRTC's service area. PRTC takes advantage of two major shopping malls, Potomac Mills and Manassas Mall as its two local bus hubs, with the transfer activity in eastern Prince William County taking place at the PRTC Transit Center. The focus of the organization and its marketing program is to provide sound transportation alternatives to the SOV that meet the travel needs of Prince William, Manassas and Manassas Park residents.. In addition to four distinct bus services, PRTC also co-sponsors the Virginia Railway Express, and performs essential ridematching and vanpool subsidy initiatives. PRTC marketing budget funds rider education initiatives, awareness media advertisement, vanpool subsidy programs, trial-coupon

programs, employer and consumer group presentations, print ads, brochures, printed bus schedules in Spanish, an interactive web site, job fairs, a wide variety of community outreach activities, and a Welcome Aboard program for new residents. PRTC has established transit information displays at key stops. Bus riders can subscribe to an e-mail service, Rider Express, which provides service alerts. The Customer Service office provides service Monday – Friday, from 5:30 a.m. to 8:30 p.m., except for some holidays.

### ***RAPPAHANNOCK RAPIDAN REGIONAL COMMISSION - Commuter Services***

[www.rrcommute.org](http://www.rrcommute.org)

*Marketing Budget: \$10,000*

- Primarily a residential area with a population of 167,000.
- RRRC has been relying on referrals, highway signs, and local papers for advertising their rideshare services as well as piggybacking off of COG promotions such as GRH.
- The region uses various regional events and hosts an annual Commuter Fair to promote ridesharing.
- RRRC has approximately twelve vanpools with a round-trip range of 80 to 140 miles.
- They have nine official and five unofficial park and ride lots with some capacity available.
- Vanpools can get a startup subsidy from the Vanpool Assistance Program.

### ***TRANSIT SERVICES OF FREDERICK COUNTY***

[www.co.frederick.md.us](http://www.co.frederick.md.us)

*Marketing Budget: \$35,000*

To promote transit and ridesharing Frederick County will:

- Place advertisements in various local magazines, newspapers, and event programs.
- Two multi-week campaigns utilizing commercial and theater slides advertising Rideshare and TransIT.
- Four on-line banners year round advertising Rideshare and TransIT.
- Advertise in local Spanish publication.
- Produce a quarterly newsletter pertaining to rideshare issues.
- Produce a transit-related quarterly newsletter to distribute to local agencies/individuals.
- Purchase radio commercials & TV time.
- Purchase giveaways items such as key rings, highlighters, ID holder/wallet, etc. for certain campaigns.
- Participate in Chamber events.
- Attend the Frederick Fair, In The Street, Latino Festival and other community events to spread the word about transit and transportation alternatives.
- Issue monthly press release to obtain media coverage.
- Produce schedule brochures for public distribution.
- Contact employers via mailings and in person to promote rideshare alternatives.
- Work with local radio and television stations to air PSAs on pertinent issues, such as Air Quality Action Days.



***TRI-COUNTY COUNCIL FOR SOUTHERN MARYLAND - Commuter Assistance Program***  
[www.tccsmd.org](http://www.tccsmd.org)

*Marketing Budget: \$ 19,548*

The Tri-County Council for Southern Maryland's Commuter Assistance and Employer Outreach Program goals include increasing the awareness and highlighting the benefits of traveling by non-single occupancy vehicles. The programs obtain these specific goals through educating the major employers, employees, residents and the overall general public in the region, through a number of marketing tactics and campaign efforts.

Major tasks in FY 10 include:

1. Regional Employee Commute Surveys distributed to employers who are willing to participate and begin Employer Sponsored Transportation Demand Management (TDM) programs at their worksites.
2. Vanpool Coordination and Assistance to New Vanpools, including information on available financial subsidies, rider agreements and vanpool marketing efforts.
3. Telecommuting / Telework activities with the utilization to the WCOG Telework Program and outside consultant teams. Information is also included at fairs about Southern Maryland Telework centers. Brochures and other publications geared towards tele-work will be used to increase awareness of the benefits of tele-work programs to employers and employees in the region.
4. Smart Benefits Program information will continue to be distributed to employers and also to new vanpools and subscription bus and private for hire transportation service companies in the area.
5. Guaranteed Ride Home (GRH) information to area commuters and employers about the overall program and availability to sign up through employer newsletters, and other advertisements in local newspapers and direct mail correspondence.
6. Employer Education Campaigns that assist employers in learning about the Maryland Commuter Tax Alternatives, Smart Benefits, Clean Commute Month Services, and other TDM Programs through site visits and follow-up formats.
7. Transit Operators/Fleet Management opportunities and programs made available to employers who have existing vans that are utilized for other ventures besides commuting and possible subscription bus operators.
8. Radio Programs on local and regional stations that include information about commuter alternatives and employer TDM Programs.
9. Conferences and Seminars which enable participation from a number of metropolitan Washington region members at stand alone transportation events in the Southern Maryland region.
10. Television Programs with local stations that introduce and share benefits of high occupancy vehicle modes for commuters and TDM Programs for area employers.
11. Clean Air Partnership with Southern Maryland regional public and private schools to highlight the benefits of clean air through high occupancy vehicle modes and biking.
12. Clean Air Partnership with interested middle and high schools after viewing the Clean Air Partners introduction of a new curriculum.
13. Air Quality Action Days campaign alerts headed by the Charles County Governing body as an example of the Ozone efforts and education to everyone about the effects of ozone, with focus on groups that work with children, the elderly, as well as employers.
14. Television Spots through Comcast Cable and local stations that highlight the Maryland State Rideshare Commercial and the regional Guaranteed Ride Home program.
15. Radio Ads both regional and local that highlight the Commuter Assistance and Employer Outreach programs of the Tri-County Council for Southern Maryland.

16. Vanpool Owner/Operator newsletter that highlights information on safety, marketing and successful vanpooling techniques.
17. Southern Maryland Commuter Bus newsletter that highlights areas of interest to the Southern Maryland commuter bus passengers on the MTA sponsored 7 routes from the region.
18. Parent Line Magazine has included rideshare applications, air quality action information and employer/employee benefits of TDM Programs sponsored by employers and hosted at TCC for FREE information and details on programs.
19. Great Coupons mailers that include information on both TCC's Commuter Assistance and Employer Outreach programs.
20. Promotional events at employer sites and in high public transportation areas, such as shopping centers, post offices, and grocery stores.
21. Subscription bus services start-up assistance and continued monitoring efforts given by the TCC staff in support of BRAC initiatives.
22. Southern Maryland Regional Transportation Coordination Committee - Commuter Sub Committee involvements on improvements and necessary changes to existing services from the user point of view.
23. Postal and e-mail campaigns when appropriate to a number of past commuters who have allowed their Commuter Connections records to expire.
24. Direct presentations to area Chambers of Commerce and SHRM Groups that have a vested interest in employers and employees in the region.
25. Formal partnerships for shared marketing events with local health care professionals and human service organizations.
26. Begin to assist employer adopt Green Plans that include TDM Programs.
27. Concentrated effort on Employer Sponsored Biking Programs for employees
28. Bike To Work Day/Wellness Event with Naval Surface Warfare Center and Charles County Government as partners.

### ***TYTRAN***

[www.tytran.org](http://www.tytran.org)

*Marketing Budget: \$5,000*

The Tysons Transportation Association, Inc. "TYTRAN" is a TMA membership organization that serves the largest employment center in Fairfax County, Tysons Corner. TYTRAN's membership is made up of approximately 50 of the largest employers and property owners in this area. Tysons Corner is bounded by Routes 7 and 123, I-495, and the Dulles Toll Road. Transit service is provided by Fairfax County's Fairfax Connector and Metrobus routes operating from West Falls Church metro station to the West Park Transit Center, and throughout Tysons Corner. Currently, Tysons Corner does not have any bike paths, or park and ride lots.

Most of TYTRAN's work during the next few years will be focused on the Dulles Corridor Rail Project extension, which has four stations located in Tysons Corner. TYTRAN has been awarded a \$250,000 ITS grant from the Federal Highway Administration to implement the Accelerated ITS Traveler Information Systems Project. This project will provide real time traffic information, roadway conditions and transit information employees and commuters in Tysons Corner can access through websites, email accounts, PDA's and cellular phones that is timely, accurate, reliable and relevant to making immediate travel decisions to avoid congestion. TYTRAN is also working to complete the pedestrian network and coordinate efforts to consolidate existing shuttle services operating in the Tysons area in order to support the rail extension.

TYTRAN targets its membership for commuter benefit programs and upon request, works with Fairfax County to schedule transportation fairs at employer sites. They advocate transportation improvements along with telecommuting and flextime and promote vanpools and carpools. The cost savings aspect of carpooling and vanpooling has provided the only benefit to market to commuters in this area.

The majority of Tysons Corner's labor pool is devoted to government contract work, which requires unscheduled overtime, however, telecommuting programs operate at several member companies, and the Commuter Benefit Program is also in place in three major companies. Most of Tysons Corner's commuters come from Reston, Herndon, Oakton, Warrenton, Manassas, Gaithersburg, and Rockville. TYTRAN maintains a website [www.tytran.org](http://www.tytran.org).

### ***VIRGINIA RAILWAY EXPRESS***

[www.VRE.org](http://www.VRE.org)

*Marketing Budget: \$250,000*

#### Profile:

- Free parking has been initiated at all of their stations.
- Radio has provided the best advertising medium to increase ridership. Advertisements focus on directing commuters to the VRE web site and to the stations with available parking, including Woodbridge and Rippon on the Fredericksburg line, and Manassas and Burke on the Manassas line.
- Accept Metro Transit Vouchers as payment.
- Top AM boarding stops were Broad Run, Burke Center, and Fredericksburg.
- Top AM destinations were L'Enfant Plaza, Crystal City, and Union Station.
- Very few riders bike to train stations.

### ***WABA - Washington Area Bicyclist Association***

[www.waba.org](http://www.waba.org)

*Marketing Budget: \$50,000*

WABA has been serving the needs of cycling commuters since 1972. Currently, WABA serves its members through its website, newsletter, and with its staff of five full-time employees.

The marketing funds for WABA are spent on the following activities:

- Bike to Work Day in downtown D.C.
- New Trail Openings
- Transportation Fairs
- Printing and Postage
- Quarterly newsletter RIDEON!
- Brochures for Commuter Assistance Program, Rules of the Road, Safety, Helmet Use
- On-line information and assistance on website [www.waba.org](http://www.waba.org).
- Bi-weekly event and advocacy e-newsletters
- Youth and adult bike safety education

## **TDM CALENDAR OF EVENTS FOR 2009-2010**

August 2009	ACT Conference in Washington DC
September 2009	CarFree Day Metro DC 50 States and 13 Colonies Ride Bike DC Telework Exchange Fall Town Hall Meeting Try Transit Week Virginia Walkingtown DC
October 2009	Tour Du Port Baltimore Bike DC
December 2009	ACT Chesapeake Chapter Awards Luncheon
April 2010	Clean Air Partners Earth Day Street Smart Pedestrian and Bicycle Safety Media Campaign Telework Exchange Spring Town Hall Meeting
May 2010	Bike To Work Day Clean Commute Day Virginia
June 2010	Commuter Connections Employer Recognition Awards End of COG fiscal year

**CURRENT PROFILE OF IMPACTED ACTIVITY CENTERS/CORRIDORS**

Central	District of Columbia	Arlington County	City of Alexandria
<b>Impacted Activity Centers</b>	Downtown Southwest Federal Center Georgetown Monumental Core	Crystal City/Pentagon Rosslyn/Ballston Corridor	<ul style="list-style-type: none"> <li>• Old Town</li> <li>• Landmark</li> </ul>
<b>Impacted Corridors</b>	I-395/I-295 I-66 (Roosevelt Bridge) Rt. 50 (New York Ave Rt 1 (Rhode Island Ave & 14 <sup>th</sup> St) Woodrow Wilson Bridge All Major Arterials	I-66 U.S. Rt. 1 I-395 Rt. 29 Rt. 50	<ul style="list-style-type: none"> <li>• Rt. 1</li> <li>• George Wash Pkwy</li> <li>• I-95/I-395/I-495</li> <li>• Duke Street</li> <li>• King Street</li> <li>• Woodrow Wilson Bridge</li> </ul>
<b>Available Products</b>	Carpools Car Sharing Zipcar Commuter Rail-VRE, MARC Cycling Bike Racks on Sidewalks Bike Racks on Buses Bike on Rail Bike Lanes & Trails ADA-Bike Ramps Home-based telecommuting Housing close to employment, education, recreation & shopping destinations HOV lanes Rental Cars Transit Local and Express Buses Metrobus Metrorail Vanpools	<ul style="list-style-type: none"> <li>• 3 Commuter Stores (Ballston, Crystal City, Rosslyn)</li> <li>• Mobile Commuter Store</li> <li>• Arlington Metrobus</li> <li>• Arlington Transportation Partners employer, residential, developer, and hotelier services</li> <li>• ART-Arlington Transit</li> <li>• Bike/Walk Paths</li> <li>• Bike Racks/Lockers</li> <li>• CommuterDirect.com</li> <li>• CommuterPage.com</li> <li>• Carpools</li> </ul>	<ul style="list-style-type: none"> <li>• Local Motion program</li> <li>• Web site: <a href="http://www.alexandriava.gov/localmotion">www.alexandriava.gov/localmotion</a></li> <li>• Old Town Transit Shop</li> <li>• AMTRAK</li> <li>• Bike Paths</li> <li>• Bike Racks/Lockers</li> <li>• Carpools/Vanpools</li> <li>• DASH</li> <li>• Fairfax Connector</li> <li>• HOV lanes</li> <li>• Literature displays at community facilities</li> <li>• Metrobus/Metrorail</li> <li>• Telework assistance</li> <li>• Telework!VA</li> <li>• VRE</li> <li>• Walking paths</li> <li>• Carshare Alexandria!</li> <li>• Local Motion Ambassadors</li> <li>• Display campaign</li> <li>• RSS feed</li> <li>• eNews</li> <li>• Quarterly newsletter</li> </ul>

Central	District of Columbia	Arlington County	City of Alexandria
	Taxicabs Union Station – Region’s premier intermodal transportation center Walking Wide, tree- lined sidewalks Count-down pedestrian signals being installed ADA-Bike Ramps	<ul style="list-style-type: none"> <li>• Carshare – Zipcar</li> <li>• HOV lanes</li> <li>• Metrorail</li> <li>• Park &amp; Ride Lots</li> <li>• Slug lines</li> <li>• Telework centers</li> <li>• Telework!VA</li> <li>• Vanpools</li> <li>• VRE</li> </ul>	<ul style="list-style-type: none"> <li>• Trip planning</li> </ul>
<b>Current Marketing Conducted Locally</b>	<ul style="list-style-type: none"> <li>• Bike-to-Work Day Channel 16,18</li> <li>• city living - dc style</li> <li>• DC Cable</li> <li>• Employer mailings by DC Partners</li> <li>• Employer seminars by DC Partners</li> <li>• SmartBenefits (WMATA)</li> <li>• Promoting bicycle racks at public facilities.</li> <li>• Smart Commute Initiative (Fannie Mae)</li> <li>• WMATA Cooperative Marketing for Special Events</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising in local retail and business directories</li> <li>• Arlington cable TV               <ul style="list-style-type: none"> <li>• Arlington Metrobus collateral</li> <li>• ART promotion</li> </ul> </li> <li>• ATP collateral</li> <li>• Direct Mail Program</li> <li>• Email alerts</li> <li>• Blogs</li> <li>• Internet co-ops and sponsorships</li> <li>• Newspaper ads</li> <li>• On –Board bus interiors</li> <li>• Quarterly newsletter and packages for top 900 employers</li> <li>• Retail kiosks and point-of-purchase displays</li> <li>• Sponsorship of local community events</li> <li>• Subway tunnel 2-sheets</li> </ul>	<ul style="list-style-type: none"> <li>• Alexandria Gazette and Alexandria Times newspaper ads</li> <li>• Local Motion collateral materials</li> <li>• Bus interior ads</li> <li>• Chamber of Commerce networking</li> <li>• Community outreach at local events</li> <li>• Your Community PhoneBook print ads</li> <li>• <i>Local Motion and eNews</i> newsletters</li> <li>• Local government access cable channel</li> <li>• Transportation fairs</li> <li>• Display campaign</li> <li>• Special events and information sessions</li> </ul>

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY  
CENTER/CORRIDOR**

<b>Impacted Activity Center</b>	<b>District of Columbia Core S.W. Federal Center</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>➤ Bicycling</li> <li>➤ Carpools</li> <li>➤ Live-Near Your Work (Smart Commute Mortgage)</li> <li>➤ Mass Transit: Bus, Commuter rail, Metrorail</li> <li>➤ Metrochek/SmartBenefits</li> <li>➤ Vanpools</li> <li>➤ Information Kiosks</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Building Owners/Managers</li> <li>• Chamber/Trade Organizations</li> <li>• Parking Administrators</li> <li>• Private Sector Employers with 100+ employees</li> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residents in high SOV zip codes</li> <li>• Urban, African-American, Hispanic &amp; other ethnic audiences</li> </ul>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, HOV lane use by employees, and teleworking</li> <li>• Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion</li> </ul>
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Advertising programs will focus on multiple modes including Telework, using transit, bicycling, vanpooling and carpooling and the time-saving benefits of HOV</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➤ Web Banners on several sites</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> <li>➤ Work with BIDS to implement information kiosks</li> </ul>
<b>Language(s)</b>	English and Spanish

<b>Partners</b>	BIDs COG DDOT Fannie Mae MARC VRE WABA WMATA
<b>Partner Contributions</b>	MARC & VRE donate space for GRH promotional materials DDOT sales outreach, education
<b>Evaluation</b>	Evaluate call reports for 800-745-RIDE Evaluate Web hits for commuterconnections.org



**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY  
CENTER/CORRIDOR**

<b>Impacted Activity Center</b>	<b>Crystal City/Pentagon and Rosslyn/Ballston</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>• ART Bus/Metrobus/Metrorail/VRE</li> <li>• Bicycling and walking</li> <li>• The Commuter Stores in Crystal City, Rosslyn and Ballston</li> <li>• Mobile Commuter Store at Pentagon, Pentagon City, Courthouse</li> <li>• Carshare vehicles – Zipcar</li> <li>• Slug-lines</li> <li>• Telework!VA</li> <li>• Vanpools/Carpools/HOV</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Employers and their employees</li> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residents in high SOV zip codes</li> </ul>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Generate interest by employers for providing Commuter Benefits to their employees and generate interest in employers with existing programs to provide more benefits and move up a level.</li> <li>• Inform residents, employees and visitors about transit and TDM options.</li> </ul>
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➤ Use ATP’s web site, CommuterDirect.com Corporate Services and Brochure Service to supplement sales force to work with employers</li> <li>➤ Bike To Work Day event</li> <li>➤ Advertising programs will focus on multiple modes including Telework, using transit, bicycling, walking, carsharing, vanpooling and carpooling and the time-saving benefits of HOV</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➤ Web Banners on several sites</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Radio spot</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Telework banner ads periodically on value-add web sites</li> <li>➤ Updated collateral</li> <li>➤ Support via Newsletter</li> </ul>
<b>Language(s)</b>	English
<b>Partners</b>	Arlington County Dept. of Economic Development ART - Arlington Transit Local Business Groups including Rosslyn Renaissance and BID, Clarendon Alliance, Ballston-Virginia Square Partnership and Columbia Pike Revitalization Organization COG NVTC, WMATA and ALL local transit and commuter bus providers Slug-Lines.com VDRPT WABA
<b>Evaluation</b>	Evaluate call reports for 800-745-RIDE Evaluate Web hits for commuterconnections.org

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY  
CENTER/CORRIDOR**

<b>Impacted Activity Center</b>	Alexandria
<b>Products</b>	<ul style="list-style-type: none"> <li>• Local Motion program</li> <li>• <a href="http://www.alexandriava.gov/localmotion">www.alexandriava.gov/localmotion</a></li> <li>• Old Town Transit Shop</li> <li>• AMTRAK</li> <li>• Bike Paths</li> <li>• Bike Racks/Lockers</li> <li>• Carpools/Vanpools</li> <li>• DASH</li> <li>• Fairfax Connector</li> <li>• HOV lanes</li> <li>• Literature displays at community facilities</li> <li>• Metrobus/Metrorail</li> <li>• Telework assistance</li> <li>• Telework!VA</li> <li>• VRE</li> <li>• Walking paths</li> <li>• Carshare Alexandria!</li> <li>• Local Motion Ambassadors</li> <li>• Display campaign</li> <li>• RSS feed</li> <li>• eNews</li> <li>• Quarterly newsletter</li> <li>• Trip planning</li> </ul>
<b>Target Audiences</b>	<p>Work End: Businesses with emphasis on private sector employers with 100+ employees</p> <p>Home End: Residents in high SOV zip codes</p> <p>Other: Visitors</p>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Work with employers on implementing or expanding a transportation benefits program to decrease the number of SOV commuters to worksite.</li> </ul>
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➢ Bike To Work Day event</li> <li>➢ Advertising programs will focus on multiple modes including telework, transit, walking/bicycling, vanpooling and carpooling and the time-saving benefits of HOV</li> <li>➢ Public relations effort and promotions to increase awareness of transportation options and supplemental programs, such as GRH and Carshare Alexandria!</li> <li>➢ Collect testimonials from those using alternative transportation and supplemental programs for use in marketing material, Web sites, and media campaigns.</li> </ul>

	<p>Telework</p> <ul style="list-style-type: none"> <li>➤ Include telework and Telework!VA information in outreach efforts</li> </ul>
<b>Language(s)</b>	English
<b>Partners</b>	<p>DASH  Commuter Connections  Jurisdictional TDM representatives  COG  NVTC  VDOT  VDRPT  VRE  WMATA  WABA  Numerous business and civic representatives</p>
<b>Partner Contributions</b>	
<b>Evaluation</b>	<p>Evaluate call reports for 800-745-RIDE  Evaluate Web hits for commuterconnections.org  Evaluate Web hits on Local Motion Web site  Survey commuters who register with Commuter Connections  Survey residents that enroll in Carshare Alexandria!</p>

## Current Profile of Impacted Activity Centers/Corridors

### Northern Virginia

	Fairfax County	Loudoun County	Prince William County
<b>Impacted Activity Centers</b>	<ul style="list-style-type: none"> <li>• Dulles Corridor</li> <li>• I-95/Springfield</li> <li>• INOVA Fairfax Hospital</li> <li>• Tysons Corner</li> <li>• Merrifield/Dunn Loring</li> <li>• Richmond Highway</li> <li>• Fairfax Corner</li> <li>• Centreville, Chantilly</li> <li>• Bailey’s Crossroads</li> </ul>	<ul style="list-style-type: none"> <li>• Downtown Leesburg</li> </ul>	<ul style="list-style-type: none"> <li>• Manassas</li> <li>• Potomac Mills/Woodbridge Area</li> </ul>
<b>Impacted Corridors</b>	<ul style="list-style-type: none"> <li>• Braddock Road</li> <li>• Columbia Pike</li> <li>• Dulles Toll Road</li> <li>• Fairfax County Parkway</li> <li>• I-395</li> <li>• I-495</li> <li>• I-66 (HOV)</li> <li>• I-95 (HOV)</li> <li>• Rt. 1</li> <li>• Rt. 123</li> <li>• Rt. 236</li> <li>• Rt. 28</li> <li>• Rt. 29</li> <li>• Rt. 50</li> <li>• Rt. 7</li> </ul>	<ul style="list-style-type: none"> <li>• Rt. 7</li> <li>• Rt. 15</li> <li>• Rt. 28</li> <li>• Rt. 50</li> <li>• Dulles Greenway</li> </ul>	<ul style="list-style-type: none"> <li>• Rt. 234</li> <li>• Rt. 3000</li> <li>• Rt. 1</li> <li>• I-95</li> <li>• I-66</li> <li>• Rt. 28</li> <li>• Rt. 29</li> <li>• Rt. 15</li> </ul>
<b>Available Products</b>	<ul style="list-style-type: none"> <li>• Bike racks/Cycling</li> <li>• Carpool</li> <li>• Fairfax Connector</li> <li>• GIS Density plots</li> <li>• HOV lanes</li> <li>• Metrorail &amp; Metrobus</li> <li>• Metrochek/ Metrochek Match</li> <li>• NuRide</li> <li>• Park-n-Rides</li> <li>• REX bus</li> </ul>	<ul style="list-style-type: none"> <li>• Carpool</li> <li>• NuRide</li> <li>• Cycling – W&amp;OD Trail to Route 7</li> <li>• Employer Services</li> <li>• Flextime</li> <li>• Grant Program</li> <li>• GRH</li> <li>• Loudoun County Transit</li> <li>• Virginia Regional Transit</li> </ul>	<ul style="list-style-type: none"> <li>• Carpool</li> <li>• Casual carpooling – “Slugs”</li> <li>• Cycling to Park &amp; Ride; PW Parkway Trail</li> <li>• Employee Outreach</li> <li>• GRH</li> <li>• HOV lanes</li> <li>• Metrochek</li> <li>• OmniRide, Metro Direct,</li> </ul>

	Fairfax County	Loudoun County	Prince William County
	<ul style="list-style-type: none"> <li>• Ridematching</li> <li>• Reserved parking for car &amp; vanpools</li> <li>• Smart Tag</li> <li>• SmarTrip bus fareboxes</li> <li>• TAGS bus</li> <li>• Telework Centers</li> <li>• TMAs (4)</li> <li>• Five Connector Stores</li> <li>• Telework! VA</li> <li>• Regional GRH</li> <li>• Vanpools (42)</li> <li>• VanSave/Start</li> <li>• VRE</li> </ul>	<ul style="list-style-type: none"> <li>• Park &amp; Ride</li> <li>• Telework!VA</li> <li>• TMA Services DATA</li> <li>• Vanpool with VANSAVE and VANSTART</li> </ul>	<p>OmniMatch, OmniLink, Cross County Connector</p> <ul style="list-style-type: none"> <li>• Park &amp; Ride</li> <li>• Vanpool Property Tax Relief</li> <li>• Teleworking Center</li> <li>• Telework!VA</li> <li>• Vanpool</li> <li>• VanSave/VanStart</li> <li>• VRE</li> </ul>
<b>Current Marketing Conducted Locally</b>	<ul style="list-style-type: none"> <li>• Brochures</li> <li>• Bus Interiors</li> <li>• Exterior Bus Advertising</li> <li>• Cable TV ads</li> <li>• Datalerts</li> <li>• E-mail Newsletter:</li> <li>• Fairfax Fair/Reston and Herndon Festivals/Fall for Fairfax</li> <li>• HOV model display</li> <li>• Membership Meetings</li> <li>• News releases</li> <li>• Print ads in local newspapers</li> <li>• Direct mail to households near park &amp; rides, bus routes</li> <li>• Promotions to Chambers of Commerce and Business Groups</li> <li>• Transportation Fairs</li> <li>• Open Houses /Supervisor’s Town Meetings/Public Mtgs</li> <li>• Transit Booklet</li> </ul>	<ul style="list-style-type: none"> <li>• Datalerts</li> <li>• Direct Mail to Residents</li> <li>• Membership Meetings</li> <li>• Quarterly Newsletter for Transit Riders</li> <li>• Radio Ads</li> <li>• Print Ads in Local Newspaper</li> <li>• News Releases</li> <li>• Transportation Fairs</li> <li>• Informational Door Hangers</li> <li>• Web Site</li> <li>• Updated Informational Packets to Real Estate Agents and HOAs</li> <li>• Quarterly Newsletter for Employers</li> <li>• Various displays at Employer sites, Government facilities, and private business and retail</li> </ul>	<ul style="list-style-type: none"> <li>• Cable TV ads</li> <li>• Community papers</li> <li>• Direct Mail</li> <li>• Employee Outreach</li> <li>• Highway signage</li> <li>• Newsletter (OmniNews)</li> <li>• Newspapers</li> <li>• Poster in employer sites</li> <li>• Press release</li> <li>• Messages on phone hold service</li> <li>• Articles/ads in jurisdictional and HOA newsletters</li> <li>• Hispanic Radio Ads</li> <li>• Seat drops on all buses</li> <li>• Special promos: Earth Day; Dump</li> </ul>

	<b>Fairfax County</b>	<b>Loudoun County</b>	<b>Prince William County</b>
	<ul style="list-style-type: none"> <li>• News releases</li> <li>• Direct mail to Community Organizations</li> <li>• Web Site</li> </ul>	<p>establishments</p> <ul style="list-style-type: none"> <li>• Earth Day and Try Transit Week activities</li> <li>• Special Holiday Schedules for commuter buses during winter holidays</li> <li>• Transit Plan development with adoption in FY2010</li> </ul>	<p>the Pump Day; VA Try Transit Week GSA and other Transit Fairs, Senior Community presentations; Safe Bus Adventure Program in pre-schools and elementary schools; PWC New Teacher Orientation Day; Transition Fairs for parents of disabled children</p> <ul style="list-style-type: none"> <li>• Web Site</li> <li>• Rider Express email listserv</li> </ul>

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY  
CENTER/CORRIDOR**

<b>Impacted Activity Centers</b>	<ul style="list-style-type: none"> <li>▪ <b>Tysons Corner</b></li> <li>▪ <b>Merrifield/Dunn Loring</b></li> </ul>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Carpools</li> <li>• Fairfax Connector</li> <li>• Metrobus</li> <li>• Telecommuting/Teleworking</li> <li>• Telework!VA</li> <li>• TYTRAN's and Commuter Connections' GRH program</li> <li>• Vanpools</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Private Sector Employees with 100+ employees             <ul style="list-style-type: none"> <li>• TYTRAN members</li> </ul> </li> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residents in high SOV zip codes</li> </ul>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, Commuter Benefit Program, and teleworking.</li> <li>• Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion</li> </ul>



<p><b>Recommended Marketing Strategy</b></p>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➤ Web Banners on several sites</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Support via Newsletter</li> </ul>
<p><b>Language(s)</b></p>	<p>English</p>
<p><b>Partners</b></p>	<p>COG DATA Health Fair Schedulers/Coordinators LINK NVTC TAGS TYTRAN VDRPT VPSI WMATA</p>
<p><b>Partner Contributions</b></p>	<p>Commuter Benefit program Coordination of marketing activity with TYTRAN for employer outreach VanSave VanStart VPSI and ABS vanpooling sales effort</p>
<p><b>Evaluation</b></p>	<p>Evaluate call reports for 800-745-RIDE Evaluate Web hits for <a href="http://commuterconnections.org">commuterconnections.org</a></p>

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY  
CENTER/CORRIDOR**

<b>Impacted Activity Centers</b>	<ul style="list-style-type: none"> <li>▪ <b>Fairfax Center/GMU</b></li> <li>▪ <b>Dulles Corridor</b></li> </ul>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Bicycling</li> <li>• DATA's services</li> <li>• GRH</li> <li>• Telecommuting/Teleworking</li> <li>• Telework!VA</li> <li>• Transit</li> <li>• Vanpools/Carpools to support Dulles Toll Road HOV Lane</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i>            Airport            Chamber/Trade Organizations            Private Sector employees with 100+ employees            University Center            Westfield's business park</p> <p><i>Home End:</i>            Residents in high SOV zip codes in Fairfax Center/GMU</p>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, Metrochek, and teleworking.</li> <li>• Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion</li> <li>• Increase awareness of benefits of HOV lanes</li> </ul>

<p><b>Recommended Marketing Strategy</b></p>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➤ Web Banners on several sites</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Support via Newsletter</li> </ul>
<p><b>Language(s)</b></p>	<p>English</p>
<p><b>Partners</b></p>	<p>Fairfax CUE  DATA  Fairfax County Employer Services  LINK  COG  VDRPT  VPSI  VRE  WMATA  WABA</p>
<p><b>Partner Contributions</b></p>	<p>GRH promotional materials on board Fairfax Connector &amp; Cue buses  Metrochek Match  VanStart</p>
<p><b>Evaluation</b></p>	<p>Evaluate call reports for 800-745-RIDE  Evaluate Web hits on commuterconnections.org  Evaluate kiosk hits and applications</p>

<b>RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR</b>	
<b>Impacted Activity Center</b>	<b>1-95/Springfield</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Vanpools</li> <li>• Carpools</li> <li>• Telecommuting/Teleworking</li> <li>• Telework!VA</li> <li>• Transit - VRE, Metrobus, Fairfax Connector, Metrorail, Medical Center Shuttle to Metrorail Station</li> </ul>
<b>Target Audiences</b>	<i>Work End:</i> <ul style="list-style-type: none"> <li>• New businesses located in the region</li> <li>• Private Sector Employers with 100+ employees</li> </ul>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, Metrochek, and teleworking.</li> <li>• Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion</li> <li>• Increase number of hits on Commuter Connections' site on kiosk</li> </ul>
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➢ Bike To Work Day event</li> <li>➢ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH</li> <li>➢ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➢ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➢ Web Banners on several sites</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➢ Ads in phone book</li> <li>➢ Quarterly newsletter to employers and Federal agencies</li> <li>➢ Strategic Plan update in Fall</li> <li>➢ Updating all collateral with changes throughout year</li> <li>➢ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➢ Support via Newsletter</li> </ul>
<b>Language(s)</b>	English
<b>Partners</b>	American Legion Post 176 Fairfax County COG NVTC TAGS Springfield Mall VDRPT VRE

	WMATA
<b>Partner Contributions</b>	GRH promotional materials on board VRE and Fairfax buses Metrochek Match, VanSave VanStart
<b>Evaluation</b>	Evaluate call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org

<b>RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR</b>	
<b>Impacted Activity Center</b>	<b>Leesburg</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Carpool</li> <li>• DATA</li> <li>• Loudoun County Transit</li> <li>• Virginia Regional Transit</li> <li>• Telecommuting/Teleworking</li> <li>• Telework!VA</li> <li>• Vanpool</li> </ul>
<b>Target Audiences</b>	<i>Home End:</i> Residences in high SOV zip codes
<b>Objective</b>	Increase awareness of benefits of GRH, time savings from HOV lanes and convenience of transit
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➤ Web Banners on several sites</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Support via Newsletter</li> </ul>
<b>Language(s)</b>	English
<b>Partners</b>	DATA Fairfax Connector Loudoun County Transit Virginia Regional Transit COG VPSI VDRPT
<b>Partner Contributions</b>	GRH promotional materials on board Loudoun County buses
<b>Evaluation</b>	Evaluate monthly call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org

<b>RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR</b>	
<b>Impacted Activity Centers</b>	<b>Manassas, Potomac Mills/Woodbridge Area</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Casual Carpools (Slugs)</li> <li>• GRH</li> <li>• HOV I-95 and I-66</li> <li>• OmniLink local bus service</li> <li>• OmniRide commuter bus service</li> <li>• Park &amp; Ride lots</li> <li>• Rider Express e-mail service</li> <li>• Ridesharing: PRTC OmniMatch</li> <li>• Telework Center, Woodbridge</li> <li>• Telework! VA</li> <li>• Vanpools and Carpools</li> </ul>
<b>Target Audiences</b>	<p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residents in high SOV zip codes</li> </ul> <p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Employers of 100 or more employees</li> </ul>
<b>Objective</b>	Increase awareness of benefits of GRH, time savings from HOV lanes and convenience of transit
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH. Program will target specific zip codes.</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➤ Web Banners on several sites</li> <li>➤ Outreach to Hispanic Community</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Support via Newsletter</li> </ul>
<b>Language(s)</b>	English and Spanish
<b>Partners</b>	COG OmniLink OmniRide

	PRTC VPSI VRE
<b>Partner Contributions</b>	Free rides on OmniRide and OmniLink Free rides on VRE
<b>Evaluation</b>	Evaluate call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org Evaluate applications received for ridesharing information through Commuter Connections and PRTC OmniMatch programs. Evaluate activity of Customer Service call center. Area residents participate in the State of Commuter survey. Annual surveys on OmniRide and OmniLink buses and VRE trains.



**CURRENT PROFILE OF IMPACTED ACTIVITY CENTERS/CORRIDORS**

**Suburban Maryland**

	<b>Frederick County</b>	<b>Montgomery County</b>	<b>Prince George's County</b>
<b>Impact Activity Centers</b>	Frederick	<ul style="list-style-type: none"> <li>• Countywide</li> <li>• Bethesda</li> <li>• Friendship Heights</li> <li>• Clarksburg</li> <li>• Gaithersburg</li> <li>• Germantown</li> <li>• NIH/Medical Center</li> <li>• Rockville</li> <li>• North Bethesda</li> <li>• Silver Spring/Takoma Park</li> <li>• Wheaton</li> <li>• Shady Grove</li> </ul>	<ul style="list-style-type: none"> <li>• Greenbelt/College Park/White Oak</li> <li>• New Carrollton/Largo</li> <li>• Nat'l Harbor/Oxon Hill</li> </ul>
<b>Impacted Corridors</b>	I-270 I-70 Rt. 15 Rt. 340	<ul style="list-style-type: none"> <li>• I-270</li> <li>• I-495</li> <li>• MD-117</li> <li>• MD-118</li> <li>• MD-124</li> <li>• MD-185</li> <li>• MD-193</li> <li>• MD-355</li> <li>• MD-410</li> <li>• MD-650</li> <li>• MD-97</li> <li>• MD-29</li> </ul>	I-495 I-95 MD 5 Rt. 50 B-W Parkway US Route 1 MD Route 210 MD 458 MD 202 MD 4 MD 450 MD 193
<b>Available Products</b>	<ul style="list-style-type: none"> <li>• TransIT Buses</li> <li>• TransIT Meet-the-MARC Shuttles</li> <li>• Brunswick MARC line</li> <li>• Point of Rocks MARC line</li> <li>• Park and Ride lots</li> <li>• Personalized ride matching</li> <li>• Ride Free on Code Red Days on TransIT</li> <li>• Carpool and Vanpool</li> <li>• Cycling</li> <li>• Telework Center</li> <li>• TPE program</li> </ul>	<ul style="list-style-type: none"> <li>• 5 TMDs (Silver Spring, N. Bethesda, Bethesda, Friendship Heights, Shady Grove)</li> <li>• Transit Subsidies</li> <li>• Enhanced Transit Subsidies in TMDs</li> <li>• Annual employee surveys</li> <li>• Bike Paths</li> <li>• Bike Racks</li> <li>• MARC stations</li> <li>• Carpool parking &amp; discounts in Silver Spring &amp; Bethesda</li> </ul>	<ul style="list-style-type: none"> <li>• Bike Trails</li> <li>• Carpools/Vanpools</li> <li>• Code Red Days-Free Fare</li> <li>• Express Buses</li> <li>• GRH</li> <li>• MARC (2 Lines)</li> <li>• Metrorail, Metrobus</li> <li>• Park and Ride Lots</li> <li>• Personal Ride Match</li> <li>• Telework Centers</li> <li>• TPE Program</li> <li>• <i>TheBus</i></li> </ul>

	<b>Frederick County</b>	<b>Montgomery County</b>	<b>Prince George's County</b>
	<ul style="list-style-type: none"> <li>• 4 Frederick MARC Stations</li> <li>• MTA 991 Bus to Shady Grove Metro</li> </ul>	<ul style="list-style-type: none"> <li>• <i>TRiPS</i> commuter Stores</li> <li>• Express Buses</li> <li>• GRH</li> <li>• HOV lane</li> <li>• Metrorail</li> <li>• Park &amp; Ride Lots</li> <li>• Personalized ride matching &amp; trip planning</li> <li>• Ride Free on Code Red</li> <li>• Ride On local bus service</li> <li>• Downtown Circulators in Silver Spring and Bethesda</li> <li>• TPE program</li> <li>• MD Commuter Tax Credit</li> <li>• MC Home Telecommuting Tax Credit</li> <li>• Transportation Fairs &amp; Commuter Information Days</li> </ul>	

	Frederick County	Montgomery County	Prince George's County
<b>Current Marketing Conducted Locally</b>	<p><b>September - November</b></p> <ul style="list-style-type: none"> <li>Local Radio Stations 103.1 &amp; 106.9 morning and afternoon traffic sponsorship</li> </ul> <p><b>September</b></p> <ul style="list-style-type: none"> <li>Back to School Festival</li> <li>Latino Festival</li> <li>County Fair</li> <li>Business Appreciation Week</li> </ul> <p><b>October</b></p> <ul style="list-style-type: none"> <li>In the Street Community Fair</li> <li>Elder Expo</li> </ul> <p><b>January</b></p> <ul style="list-style-type: none"> <li>State Legislative Reception- Annapolis</li> </ul> <p><b>February through May</b></p> <ul style="list-style-type: none"> <li>Local Radio WFMD ad</li> </ul> <p><b>February</b></p> <ul style="list-style-type: none"> <li>Design-An-Ad campaign with 5<sup>th</sup> grade students from Frederick County Public Schools</li> </ul> <p><b>April</b></p> <ul style="list-style-type: none"> <li>Ft. Detrick's Earth Day Celebration</li> <li>Frederick Community College Transitioning Fair</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>Bike to Work Day</li> </ul> <p><b>June</b></p> <ul style="list-style-type: none"> <li>Dump The Pump Day</li> </ul> <p><b>Throughout the year:</b></p> <ul style="list-style-type: none"> <li>Television Ads on</li> </ul>	<p><b>June</b></p> <ul style="list-style-type: none"> <li>Clean Air Partners</li> <li>Dump the Pump</li> </ul> <p><b>August</b></p> <ul style="list-style-type: none"> <li>County Fair</li> <li>Ethnic Heritage Event</li> </ul> <p><b>September</b></p> <ul style="list-style-type: none"> <li>Try Transit Week</li> <li>CarFree Day</li> <li>Outdoor Ad Campaign</li> </ul> <p><b>October</b></p> <ul style="list-style-type: none"> <li>Ride On Rodeo</li> <li>Print/Radio ads Fare Share programs</li> <li>Radio Ads on GRH</li> </ul> <p><b>January</b></p> <ul style="list-style-type: none"> <li>Ride On Service Improvements</li> </ul> <p><b>April</b></p> <ul style="list-style-type: none"> <li>Earth Day</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>Annual Commuter Survey</li> <li>Public Works Week</li> <li>Transportation Awards Ceremony</li> <li>Bike to Work Day</li> </ul> <p><b>June</b></p> <ul style="list-style-type: none"> <li>A<sup>2</sup>CE Awards Luncheons</li> </ul> <p><b>Throughout the year:</b></p> <ul style="list-style-type: none"> <li>Print/Radio/Website Ads</li> <li>Ride On bus interior cards, bus exteriors bus shelter ads</li> <li>Chamber Ads</li> <li>Street Banners, Posters</li> <li>Employer worksite events, including</li> </ul>	<ul style="list-style-type: none"> <li>Commuter fairs at business parks</li> <li><i>TheBus</i> specific route marketing</li> <li>Employer Outreach coordination with employers with 100+ employees</li> <li>Print/Radio Ads</li> <li>Theater Slides</li> <li>TPE program</li> <li>Try Transit Week Activities</li> </ul>

	<b>Frederick County</b>	<b>Montgomery County</b>	<b>Prince George's County</b>
	<p>county's public access channel for transit</p> <ul style="list-style-type: none"> <li>• Daily On-Line ads in Frederick News-Post for TransIT and Rideshare</li> <li>• Vanpooling commercial at RC Westview Theater &amp; slides at Northeast Cinemas (8 screens) for TransIT and Rideshare</li> <li>• Print/Radio Ads</li> <li>• Community Outreach Events</li> </ul>	<p>Commuter Information Days, benefit fairs, special theme events</p> <ul style="list-style-type: none"> <li>• Community Outreach Events</li> <li>• TPE Program</li> </ul>	

<b>RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR</b>	
<b>Impacted Activity Center</b>	<b>Frederick</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Carpool</li> <li>• Public Transit - TransIT</li> <li>• Telecommuting/Teleworking</li> <li>• Maryland Telework Partnership for Employers (MD)</li> <li>• Vanpools</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Employers with 100 or more employees</li> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residences along service routes for TransIT</li> <li>• Residents who have recently moved to area</li> <li>• Residents in high SOV zip codes</li> </ul>
<b>Objective</b>	Increase awareness of benefits of GRH, vanpool subsidy, and convenience of transit
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH. Program will target specific zip codes.</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➤ Web Banners on several sites</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Support via Newsletter</li> </ul>
<b>Language(s)</b>	English
<b>Partners</b>	COG Frederick County MARC VPSI
<b>Partner Contributions</b>	GRH promotional materials on TransIT
<b>Evaluation</b>	Evaluate call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org

<b>RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR</b>	
<b>Impacted Activity Centers</b>	<b>Friendship Heights/Bethesda/ North Bethesda, Gaithersburg /Germantown/Rockville/, Silver Spring/Takoma Park/Wheaton</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Bicycling</li> <li>• Carpools</li> <li>• Vanpools</li> <li>• Commuter Services Section</li> <li>• Commuter Express Store adjoining Silver Spring Metro</li> <li>• HOV lanes</li> <li>• Public Transit - Metrorail, Metrobus, Ride On , MARC rail, VanGo Shuttle</li> <li>• Silver Spring TMD</li> <li>• Friendship Heights TMD</li> <li>• North Bethesda TMD operated by TAP</li> <li>• Bethesda TMD operated by BUP</li> <li>• Maryland Telework Partnership for Employers</li> <li>• Maryland Commuter Tax Credit</li> <li>• Fare Share/Super Fare Share Transit Subsidy Programs</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Chamber/Trade Organizations</li> <li>• Private employers with 100+ employees</li> <li>• Real Estate and relocation companies</li> <li>• Office building management/leasing agents</li> <li>• Human Resources departments &amp; associations</li> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residents in high SOV zip codes proximate to transit throughout the County, especially Silver Spring/Takoma Park, Wheaton, and Gaithersburg; I-270 &amp; Rt. 29 Corridors</li> </ul>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• To improve traffic congestion and air quality in Montgomery County by encouraging employers to adopt high-level commuting benefits and complete a Traffic Mitigation Plan and by encouraging alternative transportation use among SOV commuters. <ul style="list-style-type: none"> <li>• Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, transit subsidies, and teleworking.</li> <li>• Generate interest in surveying and subsidies to save on parking costs and assist employees with solutions to traffic congestion</li> </ul> </li> </ul> <p><i>Home End for Silver Spring/Takoma Park/Wheaton only:</i></p> <ul style="list-style-type: none"> <li>• Increase awareness of benefits of GRH, time savings from HOV lanes and convenience and cost-savings of transit</li> </ul>
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the</li> </ul>

	<p>overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</p> <ul style="list-style-type: none"> <li>➤ Ride On bus exterior ads, interior cards and bus shelters</li> <li>➤ Web Banners on several sites</li> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> <li>➤ Radio spot</li> <li>➤ Updated collateral</li> <li>➤ Support via Newsletter</li> </ul>
<b>Partners</b>	<p>Bethesda TMD operated under County contract by BUP          Friendship Heights TMD          MARC          MDOT          M-NCPPC          MTA          Montgomery County Commuter Services          North Bethesda TMD operated under County contract by TAP          City of Rockville          City of Gaithersburg          City of Takoma Park          RIDE ON          Silver Spring TMD          VPSI          WMATA          WABA</p>
<b>Language(s)</b>	English, Spanish, Chinese; other languages to be considered
<b>Partner Contributions</b>	<p>Fare Share and Super Fare Share transit subsidy          Promotion of Commuter Connections Ridematching System by outreach teams          GRH promotional materials on Ride On &amp; MARC, plus by outreach teams          Ride On bus exteriors, interior cards, bus shelters</p>
<b>Evaluation</b>	<p>Evaluate call reports for 800-745-RIDE          Evaluate Web hits on commuterconnections.org</p>

**RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTERS/CORRIDOR**

<b>Impacted Activity Centers</b>	<ul style="list-style-type: none"> <li>• <b>Greenbelt/College Park/White Oak</b></li> <li>• <b>New Carrollton/Largo</b></li> <li>• <b>Nat'l Harbor/Oxon Hill</b></li> </ul>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Carpools</li> <li>• Public Transit</li> <li>• Telecommuting/Teleworking</li> <li>• Telework Partnership for Employers (MD)</li> <li>• Vanpools</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Employers with 100+ employees</li> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residences by free shuttle for <i>TheBus</i></li> <li>• Residents relocating to Impacted Activity Center Areas</li> <li>• Residents in high SOV zip codes</li> </ul>
<b>Objective</b>	Increase awareness of benefits such as GRH and convenience of transit
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➤ Bike To Work Day event</li> <li>➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Rotate radio ads for fall and spring campaign that focus on the overall services of Commuter Connections as well as the specific services including ridesharing, GRH, Telework and Transit</li> <li>➤ Web Banners on several sites</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Support via Newsletter</li> </ul>
<b>Language(s)</b>	English, with Spanish in Langley Park area
<b>Partners</b>	WMATA Prince George's County Rideshare Division <i>TheBus</i> COG
<b>Partner Contributions</b>	GRH write up in schedules for <i>TheBus</i>
<b>Evaluation</b>	Evaluate call and web reports



## **TDM RESEARCH SUMMARIES**

Available research regarding information on alternative transportation products in the Washington metropolitan region and about behaviors and attitudes towards alternative transportation have been summarized and analyzed in the following section.

In order to design an effective marketing plan, we must first build the profile of our audience -- their commuting preferences based on their perceptions and their environment. Following are highlights from available research conducted from 2002 to 2007.

The summaries and analyses of the following research served to develop and refine the marketing strategy adopted for each impacted activity center and corridor previously described in this document

### **RESEARCH SUMMARIES LISTED IN THIS SECTION:**

- CREATIVE CAMPAIGN QUALITATIVE RESEARCH FINDINGS FOR MARKETING TERM (JULY 2003)
- TELECENTER UTILIZATION AND TELEWORKER TRAVEL BEHAVIOR SURVEY (SEPTEMBER 2004)
- EMPLOYER METROCHECK SURVEY RESULTS SUMMARY (MAY 2005)
- 2004 PERFORMANCE OF REGIONAL HIGH-OCCUPANCY VEHICLES FACILITIES ON INTERSTATE HIGHWAYS IN THE WASHINGTON REGION (SEPTEMBER 2005)
- EMPLOYER SATISFACTION SURVEY FY05, COMMUTER CONNECTIONS, (JANUARY 2006)
- TRANSPORTATION EMISSION REDUCTION MEASURE (TERM) ANALYSIS REPORT FY 2003-2005 (JANUARY 2006)
- APPLICANT DATABASE ANNUAL PLACEMENT SURVEY REPORT FY06, COMMUTER CONNECTIONS (MAY 2006)
- GUARANTEED RIDE HOME PROGRAM (GRH) PARTICIPANT SURVEY FY05, COMMUTER CONNECTIONS (MAY 2006)
- END OF OZONE SEASON SURVEY (OCTOBER 2006)
- METRORAIL STATION ACCESS & CAPACITY STUDY, WMATA (APRIL 2008)
- STATE-OF-THE-COMMUTE SURVEY REPORT (JUNE 2008)
- BIKE TO WORK DAY 2007 SURVEY REPORT (JULY 2008)
- METROPOLITAN WASHINGTON REGION VANPOOL SURVEY (NOVEMBER 2008)

**JULY 2003**

**CREATIVE CAMPAIGN QUALITATIVE RESEARCH FINDINGS FOR MARKETING TERM  
COMMUTER CONNECTIONS**

In May 2003, NDW Communications was contracted by Commuter Connections to conduct exploratory research among SOV and alternative commuters to identify the emotional triggers that would help drive the Commuter Connections message and generate commuter response in support of the TERM objectives. The overarching finding from that research was to position Commuter Connections as the solution to the frustration of the daily (morning) commutes. NDW Communications created a number of campaign platforms, which were evaluated by the COG and Commuter Connections stakeholders. The resulting three campaigns – “Testimonial,” “ECT,” and “Change your Day” – were executed as rough radio commercials for testing by target commuters.

Methodology

SOV commuters between the ages of 18 and 55 were recruited to focus group facilities in Fairfax, VA and Gaithersburg, MD on July 9<sup>th</sup> and 10<sup>th</sup>, 2003. Participants were screened for an even distribution of: age, gender, likelihood of considering an alternative to SOV, and length of commute (screener attached). The participants were interviewed in mini-groups of 4-5. Participants were asked to listen to one commercial, record their impressions and discuss them, listen to it again, record their visual images and discuss them, and then repeat the exercise for each commercial (guide attached). The order of commercials was rotated across the mini-groups to compensate for order bias. At the end of each mini-group, participants ranked the three commercials in terms of appeal, which is the best indicator of positive behavior change.

Findings

While there was not unanimity across the 25 participants, there was clear consensus on the following points:

- Commuters very closely identify with the commuter depicted in each execution, specifically with the negative emotions of frustration, consistent with our exploratory research.
- Presenting Commuter Connections as the solution to this frustration is very compelling, confirming the key finding of our exploratory research.
- It is important to present a solution to the frustration of the daily commute, as over-emphasis on the frustration can cause commuters to “turn off.”
- Humor is generally appreciated, but it is risky to express it at the expense of the commuter; in other words, the commuter can never be portrayed as foolish or at risk.
- The most compelling messages were those that offered a broad range of options and that one need not make a 100% commitment; SOV commuters do not want to lose control.
- Mentioning both website and telephone is important, and most commuters indicated they would go to the website, consistent with current experience.

Participants’ comments about the ad with the “Testimonial” style execution revealed how strongly they identified with the title character and were pleased that she found a solution that worked for her. Commuter Connections was very clearly positioned as a solution to the frustration of commuting.

Recommendation

NDW Communications recommends proceeding with the “Testimonial” campaign. Consideration should be given to the following concepts for the campaign

- Diversity of the casting in terms of: gender, age, ethnicity;
- A range of testimonials that cover the region and the various forms of alternative commuting;
- Ways to increase the drama or interest level, such as: light humor, situational sounds (e.g., traffic), hint at website content.

**SEPTEMBER 2004**  
**TELECENTER UTILIZATION AND TELEWORKER TRAVEL BEHAVIOR SURVEY**  
**COMMUTER CONNECTIONS**

Data was collected to assess the average utilization of the Washington area Telecenters and the travel behavior of commuters who work at the Telecenters. Both of these data collection efforts were also conducted in 2001. The utilization inventory was updated in 2002 and 2003. This information was collected over four weeks, Monday through Friday, from March 22 through April 15, 2004. Thirteen of fifteen GSA telecenters compiled the information.

**Utilization Results**

Based on information received from the participating Telecenters, a total of 317 seats were available for teleworking on a daily basis. Center capacity ranges from 16 to 37 seats per Telecenter per day. For the time period covered by the survey, a total of 6,340 seats were available for teleworking. The overall utilization rate, measured by the number of seats used during the survey period as a proportion of the seats available, was 37%. Utilization levels by center ranged from 17% to 78%. This average utilization rate was 50%, approximately the same as the previous two years of the survey (2001 and 2002).

**Commute Behavior Results**

The survey first asked telecommuters where they worked each of the days during the survey period. Teleworkers worked at the centers for about 32% of their workweek, or 1.6 days per week. Tuesdays and Fridays were the most popular days for working at the telecenters. Respondents worked at a main office 58% of the week. Individual tenure for working at a Telecenter ranged from 2 to 122 months, with the average time spent working at a Telecenter at 2.5 years. The average tenure was longer in 2004 than the 22-month average as reported in the 2001 telecenter user survey.

The overwhelming majority (94%) drove alone in 2004, three percent carpooled, two percent rode a train, and two percent biked or walked to the center. The predominance of drive alone in 2004 was consistent with the 93% drive alone rate found in the 2001 survey. However, the average teleworker travels just over 9 miles to the telecenter and nearly 47 miles on non-telework days. Thus, they save about 37 miles each way, on days they work at the Telecenter. This travel distance saving was slightly higher than the 34 mile saving calculated in 2001.

**MAY 2005  
EMPLOYER METROCHEK SURVEY RESULTS SUMMARY  
WMATA**

The Metropolitan Washington Council of Governments (COG) conducted an Employer Metrochek/SmartBenefits survey in May 2005 to identify the range of commute-assistance services offered by employers that participate in this program. Copies of the survey were sent to more than 500 employers who purchase Metrochek/SmartBenefits from WMATA.

**Employer Type, Size, and Location**

- About a quarter (27%) of the respondents worked for a service or medical employer. Another one in eight (12%) worked for a government contractor. Other industry types represented included business or personal consulting (10%), non-profit and union/membership organizations (13%), educational institutions (7%), and insurance/real estate firms (7%).
- Employers ranged in size from three employees to 16,000 employees, with an average of 792 employees in the Washington region. The average worksite size at sites where Metrochek/SmartBenefits was offered was 381 employees.
- Two-thirds of the respondents (66%) said that their primary worksite was in D.C. An additional 13% said their primary worksite was in Arlington, VA.

**Transportation Services at the Worksite**

- About a third (32%) of the respondents said free parking was available for employees at or near their primary worksite. The remaining 68% said employees who drove to work had to pay to park.
- Two thirds (66%) said their worksite was within three blocks of a Metrorail station. Eighty seven percent said their worksite was within one mile of a station.
- One in five (19%) said their primary worksite was within three blocks of a commuter rail station.
- The overwhelming majority of respondents (96%) said their primary worksite was within three blocks of a bus stop.
- Metrobus was the most common bus service near the worksites, cited by 88% of the respondents. B Smaller percentages named other services, including: Fairfax Connector (14%), Alexandria DASH (12%), RideOn (12%), and Omni Ride (11%).

**Metrochek/SmartBenefits Services Offered**

- Two thirds (64%) of the employers said they started offering Metrochek/SmartBenefits before 2003. The remaining respondents said they joined in 2003 (12%), 2004 (21%), or 2005 (3%).
- About three-fourths (73%) said they offered Metrochek/SmartBenefits. The average subsidy offered was \$90 per month.
- Employers that did not participate in SmartBenefits were asked why they did not offer this benefit. The majority (62%) said they didn't know. About 16% said they were comfortable with Metrochek alone. Other responses included: haven't had time to enroll (8%), didn't want to administer two

programs (8%), prefer one program for all employees (6%), not aware of Smart Benefits, (2%), and employees not interested (2%).

### **Other Commute-Assistance Services Offered**

- More than half (59%) of the employers surveyed said they offered at least one service in addition to Metrochek/SmartBenefits. Nearly half offered at least two additional assistance services.
- Common services, in addition to Metrochek/SmartBenefits included: flextime (45%), bike storage or other assistance for bicycling to work (27%), telecommuting program (23%), compressed work schedule (15%), information on transit (14%), help finding a carpool/vanpool partner (11%), shuttle to transit or between worksites/buildings (12%), preferential parking (7%), Guaranteed Ride Home (5%) and vanpool subsidy (5%).
- About four in ten (41%) respondents said they also offered parking benefits. The benefit values ranged from \$65 to \$230 per month, with an average of \$165 per month.
- Two in ten offered a subsidy for employees who park at Metro stations. The average subsidy was \$117 per month.

## **SEPTEMBER 2005**

### **2004 PERFORMANCE OF REGIONAL HIGH-OCCUPANCY VEHICLES FACILITIES ON INTERSTATE HIGHWAYS IN THE WASHINGTON REGION TRANSPORTATION PLANNING BOARD**

This report is the fourth in a planned series of annual reports monitoring the performance of high occupancy vehicle (HOV) facilities along major highway corridors in the Washington region. Presented in this report is information developed from data collected in Spring 2004 along five operational high-occupancy vehicle (HOV) corridors in the Washington region. Data were collected from 5 A.M. to 10 A.M. during the inbound peak-flow direction and 3 P.M. to 8 P.M. during the outbound peak-flow direction. HOV lanes are operational in the following corridors as of Spring 2004:

- I-95/I-395 (Shirley Highway) in Northern Virginia (fully-barrier-separated HOV lanes);
- I-66 inside the Capital Beltway in Fairfax and Arlington Counties (exclusive HOV facility in the peak commute direction during the peak commute period);
- I-66 outside the Beltway in Fairfax and Prince William Counties (concurrent-flow HOV lanes);
- I-270 (and the I-270 Spur) in Montgomery County, Maryland (concurrent-flow HOV lanes);
- Va. 267 (Dulles Toll Road), which has a new concurrent-flow HOV lane; and
- U.S. 50 (John Hanson Highway) in Prince George's County, Maryland (concurrent-flow HOV lane).

Most comparisons are made with results obtained from the previous Regional HOV Facilities Monitoring reports for 1997, 1998, and 1999. Trends and changes are emphasized for the HOV-restricted periods inbound and outbound. The following major trends were observed:

- All of the HOV lanes in Spring 2004 were observed to carry more persons per lane during the HOV-restricted periods than adjacent non-HOV lanes, with the exceptions of the new concurrent-flow HOV lane on U.S. 50 John Hanson Highway, where per-lane person movements were found to be approximately the same in the HOV and non-HOV lanes, and the concurrent-flow HOV lane on I-270 at Md. 187 during the P.M. peak period.
- All of the HOV lanes provide savings in travel times when compared to non-HOV alternatives, especially the barrier-separated HOV lanes in the I-95/I-395 corridor in Northern Virginia.
- There generally has been a decline in average auto occupancy on the HOV facilities in Northern Virginia, particularly in the barrier-separated lanes, due in part to the hybrid vehicle exemption.

## **JANUARY 2006**

### **FY05 EMPLOYER SATISFACTION SURVEY, COMMUTER CONNECTIONS**

At the conclusion of FY 2005, Commuter Connections conducted its sixth annual survey of employers participating in the Commuter Connections Employer Outreach program. The survey, the *Employer Satisfaction Survey*, is intended to measure the employer's use of and satisfaction with the products and services provided through Commuter Connections member organizations.

Employer survey candidates were selected from the regional employer database, which is electronically updated monthly by the local jurisdictions. The main criterion for the survey respondents' selection was the employers' basic contact with local sales jurisdictions. The surveys were mailed to the contacts listed for 1,308 employers region-wide on July 7, 2005. An incentive for response was offered for all on-time responses (the date for final responses was July 29th). The incentive given was a travel pack cooler with the Commuter Connections logo on the front cover or a compact portfolio that also had the Commuter Connections logo on it (the total incentive items sent was 68).

A total of 1,308 surveys were distributed to all sales jurisdictions. The number of forms distributed in each jurisdiction depended on the number of employers contacted about Commuter Connections Employer Services programs. Response to the survey increased six percent over last year's response with 249 forms returned reflecting a 19 percent response rate for the survey. These responses provide a broad range of opinions in line with responses from previous years and provide informative data. The responses show specific employer reaction to Commuter Connections products and services and will be helpful in improving the individual and overall outreach efforts.

The Addendum contains a simple breakdown of surveys sent by jurisdiction and the rates of return and bad addresses. The Appendix contains a copy of the survey instrument and cover letter. The cover letter was customized for each jurisdiction. The letter listed the name of the local sales organizations and the names of the employer services representatives servicing that jurisdiction.

With 19 percent of the surveyed employers responding this year, the Satisfaction Survey gives us some generalizations for use. The distribution of the responses among the jurisdictions lends credence of applying this information to the overall employer services effort.

It should be emphasized here that employers were not randomly selected from the universe of employers from the regional database. Employers were selected based on the fact that they have interacted with the local sales jurisdictions, which are indicated, by a level of service. This survey's purpose is to measure the satisfaction of employers that have encountered Commuter Connections Employer Services products. The information demonstrates employer reaction to Commuter Connections' products, services and outreach efforts. The news is encouraging for the most part, but some notes of disapproval and unawareness are noticeable.

The majority of employers continue to find the brochures very helpful. The survey responses show that employers are mostly satisfied with their outreach representative's willingness to help, explanation of commuter connections programs, and the overall quality of the service provided. A large number of the respondents had no opinion of their Employer Service representative's efforts. This possibly suggests that not enough contact between the employer and outreach representative is going on during the course of the year. The surveys do show that the responding employers are also interested in seminars focused on Transit Incentives, general Commuter Connection's programs, general Employee Transportation Coordinator Training/Networking, and Guaranteed Ride Home.

The results also demonstrate some areas for improvement. Thirteen percent of the respondents indicated that they are not directly involved with assisting employees with their daily commutes—which is lower than last

year, but still represents a double digit percentage of non-involvement. This suggests that outreach representatives should continue to raise their efforts in contacting the appropriate person at that employer site and then to build on that successful contact can only enhance Commuter Connections Program awareness.

A fair amount of respondents selected the no opinion in rating the representative's effectiveness, which possibly suggests a lack of contact with employer representatives. The responses regarding the effectiveness measure of the Employer Outreach representatives show us that there has been improvement. Some 39 percent of respondents selected the highest level of effectiveness and another 33 percent indicated that their representative was somewhat effective. The 28 percent that expressed no opinion or indicated that their representative was not effective represent a diminishing number of those either unaware of who their representative is or whether they've ever been in contact with them.

Overall, the results provide a very favorable view of the employer outreach effort. The main indicators of responsiveness, satisfaction and effectiveness all reveal encouraging trends, but also show some room for improvement. In each of these sets of measures, more respondents chose the highest level of satisfaction in rating the employer services program and/or their representative.



## **JANUARY 2006**

### **TRANSPORTATION EMISSION REDUCTION MEASURE (TERM) ANALYSIS REPORT, FY 2003-2005**

Seven Transportation Emission Reduction Measures (TERMs), voluntary Transportation Demand Management (TDM) measures were implemented by the National Capital Region Transportation Planning Board's Commuter Connection program at the Metropolitan Washington Council Governments (COG). These TERMS were implemented to assist the Washington, D.C. metropolitan region in meeting its air quality conformity requirements. During a 36 month period between July 1, 2002 and June 30, 2005, transportation and air quality impacts were evaluated for the TERMS outlined below.

COG's Commuter Connections program is the central administrator of the TERMS. A vigorous evaluation element was included as part of the design of each of the TERMS to ensure their effectiveness.

The objective of the evaluation is to estimate reductions in vehicle trips (VT), vehicle miles traveled (VMT), and tons of Nitrogen Oxides (NOx) and Volatile Organic Compounds (VOC) generated from each TERM and compare these impacts to the goals set for the program.

While the TERMS combined fell short of the goals set for all of the program combined (missing the mark by 28,000 vehicle trips, 100,000 VMT reduced, etc.), several of the TERMS met or exceeded their own individual goals. In fact, several of the TERMS, such as Employer Outreach, exceeded the goal by six hundred percent. When Commuter Operations Center (COC, Commuter Connections' ridematching service) results were added to the TERM results, it made up some of the overall deficit in TERM reductions. The COC exceeded its own program goal by 350 percent.

Interestingly, the number of commuters participating in the TERM programs did not fall far short of expectations. Instead, shortfalls might be attributed to lower levels of trip reduction. Cleaner vehicles, changes to vehicle technology, changes to the Mobile emissions model, and updated travel behavior information might be used to set more realistic goals for future Commuter Connection TERMS.

#### **Metropolitan Washington Telework Resource Center (TRC)**

The TRC provides information, training, and assistance to individuals and businesses to promote in-home and telecenter-based telework programs. The program includes seminars, a video, a telework information kit, and ongoing marketing and outreach. The number of teleworkers exceeded its goal of 21,600 by 8,266 individuals. The Transportation Benefit of these teleworkers, fell short of the goal by 14,871 vehicle trips and 208,637 vehicle miles traveled. The NOx goal fell short by .177 tons per day (vs. a goal of .364) and the VOC goal fell .101 tons short under the goal of .198 tons. The goals assumed that the participants would telecommute more than 1.29 days per week. In addition, only 74 percent of the teleworkers drove alone on non-tele-commute days and the regional goal calculation assumed that all telecommuters would eliminate trips on telecommute days.

### **Expanded Telecommuting**

The Expanded Telecommuting TERM provided an enhanced level of telework program assistance to selected, large employers to encourage them to expand their programs. Customized assistance was provided on-site by telework consultants and Commuter Connections staff. Goals set for this TERM were exceptionally high: 113,000 participants (vs. 4,884 actual); 33,660 vehicle trips reduced (1,848 actual); 550,368 VMT reduced (36,859 actual); .461 tons of NOx (.030 tons actual) and .252 tons VOC (.016 actual). Expanded Telecommuting missed the impact goals by a sizeable margin. The goals assumptions were similar to the TRC, which contributed to the shortfall.

### **Guaranteed Ride Home**

Guaranteed Ride Home (GRH) eliminates a major barrier to using shared ride modes—being “stranded” without transportation in the event of an emergency at home during the workday. Commuters must register with the program and use a shared-ride mode at least two days per week; a “one time exemption” is also provided to non-registrants, who receive one ride and are then required to register. Four free rides home are provided to participants each year. While the number of participants (34,800) nearly hit its TERM goal of 35,000, the daily vehicle trips, VMT, and emissions reduced all fell far short of their goal. The goals assumed that all participants would be new shared ride mode users, while in reality only 26 percent reported that they drove alone before they registered for GRH.

### **Integrated Rideshare**

The Integrated Rideshare TERM includes Information Kiosks (InfoExpress kiosks placed in D.C. and northern Virginia) and Software Upgrades (upgrading and maintaining the regional ridematching system to include integration of transit, HOV lane park and ride, telecommuting, and other full-service information through the kiosks). This TERM was designed to improve the quality and deliver of information to commuters through follow-up to all commuters who received a matchlists. The impacts of the kiosks and software upgrades exceeded the TERM goal in every factor. In the State of the Commute Survey, 1.5 percent of commuters reported that they used a kiosk to obtain transportation information; 17 percent of these commuters said they tried and/or began using the shared ride mode.

### **Employer Outreach & Employer Outreach for Bicycling**

The Employer Outreach TERM provides regional outreach to encourage private sector employers to implement commute programs. Commuter Connections provides funding, sales training, and technical training on the regional sales contact management database to support the program. Regional outreach is also provided to encourage employers to help facilitate bicycling to work by their employees. The Bike to Work Day event is included under this TERM. The Employer Outreach TERM significantly surpassed its TERM goal by 635 employers, 68,050 vehicle trips, 1,143,418 vehicle miles traveled, .871 tons per day of NOx, and .433 tons per day of VOC. Overall, impacts were more than six times higher than the goals. The Employer Outreach for Bicycling TERM also exceeded its goals, removing 213 more vehicle trips than expected; 2,864 more VMT, .002 more tons of NOx, and .001 additional tons of VOC.

### **Mass Marketing**

The Regional Mass Marketing TERM, a new direction for Commuter Connections, included an effort to educate the region about shared ride modes and raise awareness of available commuter assistance programs. Ultimately, it was estimated that .33 percent of the region’s commuters were directly influenced by the campaign to change their method of commuting. All of the increases in rideshare applications and two-thirds of the increase in GRH applications were attributed to Mass Marketing. Again, however, the number of vehicle

trips, VMT, and emissions fell short based on the fact that the trip reduction per commuter was smaller than expected.

### **Commuter Operations Center**

The Commuter Operations Center (COC), already in place at the time that the emissions baseline was established, is not considered among the TERMS but is still evaluated under a similarly rigorous process. The COC increases commuters' awareness of shared ride modes through marketing and assists commuters in forming ridesharing arrangements. COC also focuses on maintaining commuter participation in shared ride modes through incentives and other assistance. During the three year period, COC fulfilled more than 143,000 requests for information. The COC exceeded all of its goals, including new/re-applicants (by 83,326 to 60,000); vehicle trips (by 7,063 to 2,720); VMT (by 195,851 to 83,204); and emissions.

**MAY 2006**

**APPLICANT DATABASE ANNUAL PLACEMENT SURVEY REPORT  
APPLICATIONS RECEIVED DURING JULY-SEPTEMBER 2005  
(NOVEMBER 2005 SURVEY) COMMUTER CONNECTIONS**

This Survey Report presents results of a survey about commuter transportation assistance services offered by the Commuter Connections program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (COG) to commuters and employers in the Washington, DC region.

Commuter Connections' services include: carpool and vanpool matchlists, transit route and schedule information, information on Park & Ride lot locations and HOV facilities, and employer transportation demand management (TDM) and telework assistance. Commuters obtain services by calling a toll-free telephone number or by submitting a ridematch application on-line via the Commuter Connection's web site or a Commuter Connections information kiosk, or through an employer, a local partner assistance program, or a transportation management association (TMA).

This report estimates transportation and air quality impacts of Commuter Connections' services. Data for this analysis were collected in November and December 2005 through a telephone survey of 701 respondents randomly selected from the applicant database. The surveys collected data for applicants who received information or assistance between July 1 and September 30, 2005.

**Commuter Connections Program Activity Summary and  
Overall Participation, Utilization, and Satisfaction Performance Measures  
Placement Survey, July-September 2005**

- Commuter applicants 7,881
  - Applicant placement rates 44.5%
  - Continued placement rate 26.9%
  - Temporary placement rate 15.0%
  - Occasional use placement rate 2.6%
- Applicants placed in alternative modes 3,503
  - Continued placements 2,121
  - Temporary placements 1,177
  - Occasional use placements 205
- Applicants desiring rideshare information (carpool or vanpool) 82%
  - Applicants who remembered receiving matchlist 67%
  - Applicants who remembered receiving vanpool assistance 19%
  - Applicants who remembered receiving Park & Ride info 25%
- Applicants desiring transit information 11%
  - Applicants who remembered receiving transit information 28%
- Applicants interested in GRH 63%
  - Applicants who remembered receiving GRH information/registration 63%
- Commuters suggesting Commuter Connections improvements 32%

**Commuter Connections Program  
Program Impact Performance Measures  
Placement Survey, July-September 2005**

- Daily vehicle trips (VT) reduced **1,047 trips**
  - Continued placements 964 trips
  - Temporary placements (prorated credit) 83 trips
- Daily VMT reduced **33,620 VMT**
  - Continued placements 31,036 VMT
  - Temporary placements (prorated credit) 2,584 VMT
- Daily tons of NO<sub>x</sub> reduced **0.024 tons**
- Daily tons of VOC reduced **0.011 tons**
- Gallons of gasoline saved **1,413 daily gallons of gas**
- Commuter costs reduced (daily) **\$5,514 per day**
  - Annual cost saving per placement **\$608 per year**

## **OTHER KEY SURVEY RESULTS**

### **Demographics**

- More than half of the respondents were female (58%).
- The majority (65%) of respondents were white and between 35 and 54 years old (65%). Nearly all (95%) respondents had an annual household income of \$40,000 or more and more than two-thirds (65%) had an income of \$80,000 or more.

### **Commute Travel Patterns**

- About four in ten (41.4%) respondents carpooled or vanpooled at least one day per week. Carpool and vanpool trips made up 35.2% of the weekly commute trips made by applicants.
- Four in ten (39.4%) respondents said they use transit at least one day per week. Transit trips accounted for 34.2% of applicants' weekly commute trips. About a third (36%) of transit trips were made on Metrorail. Commuter rail accounted for another three in ten (30%) transit trips.
- The average one-way commute distance was 36.3 miles. The average one-way commute time was 67 minutes.

### **Commute Changes**

- Nearly half (44.5%) of survey respondents made a commute pattern change or tried another method of transportation after receiving assistance from Commuter Connections.

- The continued placement rate (percent of applicants who made a continued change to an alternative mode) was 26.9%. The temporary placement rate (percent of applicants who made a change but re-turned to their original modes) was 15.0%. An additional 2.6% of respondents said they made a continued change, but were using the new mode only “occasionally,” that is, less than one time per week, on average.
- About 38% of respondents who made a mode change shifted from driving alone. The remaining 62% shifted from one alternative mode to another.

### **Information and Assistance Requested and Received**

- The Commuter Connections’ applicant database shows that 82% of respondents had requested ride-sharing information when they contacted Commuter Connections for assistance. Two-thirds (63%) of respondents requested Guaranteed Ride Home information or registration and about 11% re-requested information on transit.
- About two-thirds (67%) of respondents said they received a matchlist with names of potential car-pool/vanpool partners.
- Over half (56%) of these respondents tried to contact someone named on the list.
- One-quarter (28%) of respondents remembered receiving transit information on a matchlist. A third (37%) of these respondents said they used the information provided to contact a transit agency. The majority (83%) of respondents who contacted a transit agency said they used information they received from the transit agency to try transit.
- More than two-thirds (70%) of respondents said their employers offer some commute services at the worksite. The most common service offered by employers was a free or discounted transit pass (e.g., Metrochek), offered by 56% of employers. Smaller percentages of employers offered cash incentives (7%), vanpool information (5%), or transit schedules (3%).
- About 33% of the respondents who made a commute change indicated that information they received from Commuter Connections, their employers, or commute assistance organizations had influenced their decision to make a commute change. Matchlists from Commuter Connections were mentioned by 15% of these respondents. Eight percent mentioned transit information provided by Commuter Connections and seven percent said Commuter Connections’ GRH program influenced their decisions.

### **Commuter Connections Improvements Desired**

- About two in five respondents (42%) thought Commuter Connections needed no service improvements and an additional 16% said they didn’t know if improvements were needed.
- Of those who mentioned improvements, most suggested improvements focused on improving the quality or quantity of the information provided: More current information (10%), matches fit respondents’ travel patterns better (8%), increased advertising (6%), more match names (6%), more Commuter Connections follow-up (4%). Additional suggestions included: quicker response (3%), GRH Changes (3%), and vanpool resources/assistance (2%).

## **Guaranteed Ride Home Program**

- About 63% of respondents requested and received GRH information. The majority (76%) of these respondents registered for GRH.
- One in five (20%) respondents who registered for GRH said they had been primarily driving alone (3 or more days per week) before they registered for GRH. The remaining 81% were using an alternative mode as their primary travel method for commuting.
- About one in five (19%) of the GRH respondents who made a commute change said they were unlikely to have made the change if GRH had not been available.
- About 11% of the GRH respondents who were using an alternative when they called Commuter Connections said they were not likely to have continued using the alternative if GRH were not available.
- A quarter (23%) of GRH respondents said they had used the GRH program since they had registered for it. The great majority (85%) of respondents were satisfied with the service they received. Those who were not satisfied said they waited too long for the taxi.

**MAY 2006**

**FY05 GUARANTEED RIDE HOME PROGRAM (GRH)  
GRH PARTICIPANT SURVEY, COMMUTER CONNECTIONS**

The Guaranteed Ride Home Customer Satisfaction survey released in May 2006 was designed to gauge the level of satisfaction of commuters who utilized the GRH service within the 2005 fiscal year (July 1, 2004 through June 30, 2005). Satisfaction was measured with regard to commuter experience with the reservations staff, taxi or rental car service, response time and overall service. Commuters who obtained a free ride home through the program received a postage-paid survey questionnaire card for each ride taken. The survey cards allowed respondents to rate the GRH service and provide comments and suggestions with complete anonymity.

The survey consisted of four multiple-choice questions, each relevant to a specific aspect of GRH, and a section for respondents to write suggestions about improving the service. The responses to survey questions provide Commuter Connections with valuable insight into customer opinions regarding the different operational functions of GRH, while the comments area provides open ended general feedback. The multiple-choice questions ask the respondent to rate the different aspects of the service by circling one of four responses—“Poor,” “Fair,” “Good,” or “Excellent.” Among the highlights, 1,050 response cards were returned, an all time high since program inception, nearly a decade ago. The percentage of returns equaled 35.9%, which matched the second highest return percentage. Results indicated an overall customer satisfaction rating of 96%. This outstanding mark is a clear indication that the well run GRH program is very popular with Washington area commuters. Unaided comments offered by customers of the Guaranteed Ride Home Program:

“It surprised me how quick and easy Guaranteed Ride Home was.”

“Very impressed- it's the first time I used it and it was exactly as advertised.”

“I used GRH twice now and each time the service was timely and easy to se.”

“You were there when I needed you! (family emergency) Thank you.”

“Great service. One of the main reasons that I take mass-transit to work.”

“This is truly a wonderful service. Knowing you can get home in case of emergency makes vanpooling a wonderful alternative for getting to work.”



**OCTOBER 2006  
END OF OZONE SEASON SURVEY  
CLEAN AIR PARTNERS**

As a part of its continuing effort to reduce the severity of ozone pollution in the Washington and Baltimore metropolitan areas, the Clean Air Partners, through the Metropolitan Washington Council of Governments (COG), contracted with Virginia Commonwealth University's Center for Environmental Studies to conduct a survey at the conclusion of the 2006 ozone season. The survey instrument was developed in consultation with representatives of Clean Air Partners and its marketing consultant, PRR, during August 2006. After programming and testing, survey calling began on September 14, 2006 and continued until October 3, 2006. During this period, 818 interviews were completed, with 502 interviews completed in the Washington, DC metropolitan area and 316 interviews completed in the Baltimore, MD metropolitan area. The data were weighted by population for each geographical area, number of telephones in each residence, race, sex and age. Items answered by all respondents are subject to a sampling error of approximately plus or minus three and one-half percentage points at the 95% level of confidence. For items answered by fewer respondents, the sampling error varies from plus or minus four and one-half percent for items answered by the Washington sub-sample to plus or minus five and one-half percentage points for the Baltimore sub-sample. For smaller sub-samples, the sampling error would be even greater. For example, for items answered by one hundred respondents the sampling error would be approximately plus or minus ten percentage points. It must also be remembered that surveys are subject to errors other than sampling. Although an effort is made to identify and minimize these errors, they are often difficult or impossible to measure. The reader is urged, therefore, to be mindful of the limitations inherent in survey research while making use of these results. The major findings of this survey are summarized below.<sup>1</sup>

**Public Understanding of the Color Code System for Air Quality:**

- When respondents were asked “When you hear the phrase “CODE RED” what is the first thing that comes to mind?” 28.8% of respondents gave terrorism/security based responses, compared to 23.2% who gave air quality-related responses. When given a second opportunity to give their reaction to the phrase “CODE RED,” approximately the same percentage of respondents gave terrorism/security and air quality-related responses (14%). Therefore, in their first two choices, 43.1% of respondents gave terrorism/security-based responses while 37.4% gave air quality-related responses. Heat/weather-related responses were a distant third, being mentioned by 14.3% of respondents.
- Respondents were asked to recall the color codes associated with certain air quality characteristics. “Good” air quality was identified as “Code Green” by 40.7% of respondents. “Unhealthy” air quality was associated with “Code Red” by 36.2% of respondents. Respondents were least able to correctly associate “Unhealthy for sensitive groups” with “Code Orange” (22.7%).
- When respondents were asked if “[o]ver the last few months, have you heard or seen any of these color codes used to refer to the air quality,” 57% responded affirmatively (Washington area = 60.9%; Baltimore area = 51%).
- Of respondents who had seen or heard a color code over the last few months, 68.6% said they had seen or heard Code Red (38.5% of all respondents), 48.6% said they had seen or heard

<sup>1</sup> All percentages and counts reported here are weighted. All averages and medians are based on actual counts.

Code Orange (27.7% of all respondents), and only 19.9% said that they had seen or heard Code Green (11.3% of all respondents).

#### **Knowledge of Clean Air Partners:**

- When respondents were asked “[w]hat groups can you think of that are involved in improving air quality” (a multiple response, recall question), 13.8% of Baltimore area respondents mentioned Clean Air Partners, while 9.6% of Washington area respondents did so.
- Those respondents who didn’t mention Clean Air Partners in the recall question were asked if they had ever “heard of Clean Air Partners before now” and affirmative responses were combined with those who previously had identified Clean Air Partners. This showed that 15.3% of respondents were aware of the organization (16.1% in the Baltimore area and 14.8% in the Washington area).

#### **Sources of Information:**

- Respondents who had heard of Clean Air Partners were asked “where [they] recall[ed] seeing or hearing about the Clean Air Partners.” While television was the most common source over-all (19.3%), in the Washington area it was second to radio (17% to 14.8%) and statistically indistinguishable from newspapers (14.4%). In the Baltimore area, radio (0.6%) was far behind television (30.2%) and newspapers (26.3%) as a source for learning about Clean Air Partners. Bus boards were also a source of knowledge about the organization in the Washington area (11.4%), but were not mentioned in the Baltimore area.
- When respondents were asked about their sources of air quality information, a slightly different picture emerged. Television was the most commonly mentioned source of air quality information (39.3%), followed by the internet (25.8%), radio (13.1%), and newspapers (9.6%), with no major differences between sub-samples.

#### **Perceptions and Attitude Changes from 2001-2006:**

- Respondents were asked their perceptions of air quality change over the last five years. Forty-seven percent reported that they thought the air quality had “gotten worse” (34.7%) or had “gotten a lot worse” (12.3%). Only 15.6% reported a perception that the air quality had “improved” (13.3%) or “improved a lot” (2.3%). The balance of the respondents (37.4%) reported a perception that air quality had “stayed the same” in the previous five years.
- Washington area respondents had a more pessimistic view of air quality change over the period (“Worse” = 51%; “Improved” = 14.8%) than the Baltimore area respondents (“Worse” = 40.9%; “Improved” = 16.8%).
- While air pollution remained the environmental problem of most concern to respondents in 2006 (34.7%), as it had been in 2001 (35.3%), the percentage of respondents concerned over water pollution had moved into a virtual tie with air pollution in 2006 (2001 = 23.5%; 2006 = 32.4%). This change was driven by Baltimore area respondents more of whom rated water

pollution as a greater environmental problem in 2006 than air pollution (air pollution = 31.4%; water pollution = 38.4%).

- The intensity of concern over air pollution as a problem increased between 2001 and 2006. On a scale of 0-10, the mean rating increased from 5.75 to 6.32. This increase in intensity rating occurred in both metropolitan areas.
- The mean rating for air pollution as a problem was significantly higher ( $p = .000$ ) among those with a sensitive individual in their household (6.87) than among others (5.95). This was not true for those respondents from households with children present.
- A higher percentage of respondents in 2006 than in 2001 agreed, either “somewhat” or “strongly,” that poor air quality had a negative impact on their quality of life (2001 = 80.5%; 2006 = 86.6%).
- A higher percentage of respondents in 2006 than in 2001 agreed, either “somewhat” or “strongly,” that poor air quality had a negative impact on the quality of life of their family (2001 = 80.2%; 2006 = 86.4%).
- Respondents with a sensitive individual in their household were much more likely to report a negative impact on the quality of life for their family from air pollution (92.2%) than others (82.3%). No significant difference was noted between respondents from households with children in them than those without children.
- A higher percentage of respondents in 2006 than in 2001 agreed, either “somewhat” or “strongly,” that poor air quality had a negative impact on the Chesapeake Bay (2001 = 84.2%; 2006 = 88.6%).
- While the percentage of respondents who agreed, either “somewhat” or “strongly,” that they could make a difference in air pollution increased slightly from 2001 to 2006 (73.5% to 77.1%, respectively), the change was driven by those who “agreed somewhat” that they could make a difference (40.1% to 44.3%, respectively). The percentage of those who “agreed strongly” declined from 33.4% in 2001 to 32.8% in 2006.

**APRIL 2008**  
**METRO RAIL STATION ACCESS & CAPACITY STUDY**  
**WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY**

**EXECUTIVE SUMMARY**

Thirty years after service first began on the Washington Metrorail, the system has become an integral and important part of the region's transportation network. Metrorail ridership has increased over the years as the system expanded and the region developed. Ridership continues to increase as development occurs throughout the region, particularly near stations. Continued growth in ridership requires expansion of station facilities to handle passenger flow within the station, as well as expansion of facilities to support auto, bus, and pedestrian access to stations. In order to meet growing demand and maximize capacity of the system, the Washington Metropolitan Area Transit Authority (Metro) initiated the Station Access and Capacity Study, a system-wide look at future passenger demand and available capacity. The purpose of the study was to identify and prioritize the needs of the existing 86 stations and identify stations where more detailed analysis is needed. The study addressed three basic questions:

- How will ridership grow over the next 25 years?
- Is there sufficient capacity to handle the growth?
- How will customers access the system?

**Background**

The Station Access and Capacity Study built upon the efforts of two previous studies. The Transit Service Expansion Plan in 1999 called for maintaining transit shares in existing markets, creating new markets through focused development near stations, and expanding the reach of rail throughout the region, the combination of which would result in doubling transit ridership—bus and rail—by 2025. The 2002 Core Capacity Study focused on capacity deficiencies at the core stations in the Metrorail system based on the ridership growth and full system expansion envisioned in the 1999 plan.

Instead of assuming major system expansion like the studies above, this study focused on the planned Metrorail system improvements contained in the region's fiscally Constrained Long Range Plan (CLRP) and addressed the needed improvements to system capacity and station access throughout the entire Metrorail system to support the ridership growth. It also identified stations where further detailed studies are needed.

**Findings**

The Washington, DC region is growing. Between 2000 and 2030, regional employment and households are each expected to increase by nearly 50 percent. The study found that ridership growth will continue into the future, placing demands on system and station capacity. Ridership increases are expected to be primarily driven by system expansion—the Dulles Corridor Metrorail extension—and regional growth.

**Ridership Trends** The study forecasted that the system ridership will reach 970,000 daily by 2030, representing a 42 percent increase between 2005 and 2030, or an average annual growth rate of 1.7 percent. This growth trend will be influenced by a number of unknown factors and events such as modifications to the existing Metrorail network, continued increase in gasoline prices, increased parking costs near Metrorail stations, and population and job growth beyond what is already forecasted.

**High-ridership stations.** The current top ridership stations will remain high-ridership stations. The top ridership stations in 2030 are forecasted to include Metro Center, Gallery Place-Chinatown, Union Station, Farragut West, Dupont Circle, L'Enfant Plaza, Foggy Bottom-GWU, Farragut North, Rosslyn, and McPherson Square. Among the 86 stations, Court House and Gallery Place-Chinatown are expected to have high ridership growth as both neighborhoods will have substantial increases in households.

**Growth inside and outside the core.** Of the 2030 average daily ridership, 50 percent will be within the core, 12 percent in non-core areas of the District, 19 percent in non-core areas of Maryland, and 19 percent in non-core areas of Virginia. Within the system core, Metrorail ridership on all the lines will remain strong, reaching 365,000 trips daily by 2030. Outside the system core, ridership will experience faster growth than the growth inside the core, indicating a continuing trend of job and population growth in suburbs and an increasing demand for transit service outside the system core.

**Peaking.** The system-wide peaking pattern in 2030 is expected to be similar to that of 2005. Approximately 60 percent of daily ridership will occur during the AM and PM peak periods. The AM peak-hour Metrorail trips to non-core areas will grow faster than the core, suggesting an increasing demand for reverse commuting on Metrorail during the peak period. Stations located within the system core will remain top destinations of rush-hour trips totaling 75,100, the majority of which are work trips.

**Transfers.** This study found that significant increases will occur at the major transfer stations. Metro Center will remain the highest-volume transfer station, with large morning volume increases between the westbound Blue/Orange and eastbound Red Line. Rosslyn will see large increases in both transfer directions due in part to Silver Line volumes. Gallery Place-Chinatown will remain a major station handling passengers transferring between the Green, Red, and Yellow Lines. L'Enfant Plaza's peak-hour transfers would almost double, largely due to the future Blue Line split and forecasted ridership increases at Blue Line stations.

**Line Capacity.** This analysis showed that eight-car trains are needed on most Metrorail lines by 2020, confirming findings in the Core Capacity Study. If Metro operates all eight-car trains, the maximum load locations along each line would, in most cases, be the same in 2030 as in 2005. The most significant increase in the maximum passenger load between 2005 and 2030 will occur on the Orange and Yellow-Blue Lines. The opening of the Silver Line will result in a significant increase in the total load on the Orange and Silver Lines in Arlington. The increase of maximum load on Yellow-Blue Lines is mainly caused by the Blue Line split at Pentagon. However, further sensitivity tests in the demand-forecasting model are necessary to obtain an accurate assessment of ridership shift from the existing Blue Line to the Yellow-Blue Lines.

### **Station Trends**

This study analyzed station-level access and capacity issues. To maximize ridership, pedestrian and bicyclist improvements should be made at fast-developing stations and mature stations with existing deficiencies. Station capacity improvements should be made at several key core and transfer stations.

### **Station Access**

Based on data from the 2002 Survey, 62 percent of passengers walked or biked to stations, 16 percent drove and parked, 16 percent arrived by bus or commuter rail, and 6 percent arrived by Kiss & Ride, carpool, or taxi. At the core stations, an even greater percentage walk and bike, whereas at the stations outside the core, more drive and park.

**Park & Ride.** Metro presently owns and operates 58,186 parking spaces. On an average weekday, almost all of those spaces are occupied. Demand for parking will likely continue to outpace Metro's ability to provide it. If the access mode split were to remain constant, and station-area land were to develop according to MWCOG forecasts, as many as 44,000 new parking spaces could be needed by 2030. There are presently 8,100 spaces planned at four Silver Line stations, Glenmont, and Vienna. This falls quite short of what future demand could be, and Metro does not own enough land to make up the difference. A combination of transit-oriented development, satellite parking and feeder bus service, and private-sector and/or shared parking facilities can provide passenger access to stations.

**Walking and biking access.** The study prioritized pedestrian and bicyclist improvements based on an inventory of existing conditions and forecasted development rates. Stations in developing areas will have new needs, and some built-out and low-density stations need better pedestrian and bicycle facilities.

### **Station Capacity**

Almost all needed capacity improvements will be at key transfer stations in the region's core. These are the highest-priority stations for capital investment, shown in Table 1.

Based on an order of magnitude analysis, the study identified a list of highest-priority capital improvements, including:

- Farragut North Farragut West Tunnel: Construct pedestrian tunnel between two stations.
- Farragut North: Add southeast mezzanine-to- platform vertical capacity.
- Metro Center: Add platform to platform vertical capacity, possibly by building the Farragut
- North Farragut West pedestrian tunnel. Building this tunnel could reduce Orange or Blue Line transfers to the Red Line.
- Gallery Place-Metro Center Tunnel: Construct pedestrian tunnel between two stations.
- Gallery Pl-Chinatown: Add platform to platform vertical capacity and fare gates at the north mezzanine and extend mezzanine between 7<sup>th</sup> and 9<sup>th</sup> Street entrances.
- L'Enfant Plaza: Add platform to platform vertical capacity, possibly by building the Gallery Place-Metro Center pedestrian tunnel. Building this tunnel could decrease L'Enfant Plaza transfers.
- Shady Grove: Add mezzanine to platform vertical capacity.

### **Conclusion**

Strong residential and employment growth in the Washington, DC region and the extension to the Dulles Corridor will generate additional Metrorail riders. Additionally, a proposed split of the Blue Line to accommodate the Dulles Corridor Metrorail extension would increase pressure on key transfer stations. As a result, by 2030, eight-car trains will be needed on several Metrorail Lines. To efficiently handle passenger volumes, Metro will need to enhance the capacity of several stations. One way to do so is to build the two previously proposed pedestrian tunnels between Farragut North and Farragut West, and Metro Center and Gallery Place. Finally, to ensure that passengers can access Metrorail stations, Metro and the local jurisdictions will need to work together to provide and/or improve pedestrian and bicycle facilities, satellite parking and feeder bus service, and shared parking facilities, while continuing to promote transit oriented development.

**JUNE 2008**  
**STATE-OF-THE-COMMUTE SURVEY**  
**COMMUTER CONNECTIONS**

This report is a summary of the results of the State-of-the-Commute Survey conducted for the Commuter Connections program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (COG). The SOC survey is a random sample survey of 7,200 employed persons, in 12 jurisdictions comprising the Washington metropolitan region, weighted to the regional population of workers.

**Commute Patterns**

*Use of drive alone appears to have fallen since 2004.*

- Drive alone continued to be the most popular commute mode in the Washington metropolitan region. About 71.0% of weekly commute trips made to worksites outside the home were made by driving alone. This represented a decrease from the 74.1% of weekly trips that were drive alone in 2004.
- Weekly trips made by all alternative modes increased from 2004 to 2007. Train use increased from 12.8% in 2004 to 13.5% and bus use grew from 4.7% to 5.2%. Carpool and vanpool trips increased from 6.1% to 7.6% of weekly trips. Bike/walk use increased slightly from 2.4% to 2.7% of weekly commute trips.
- More than a quarter (26.9%) of regional commuters said they used an alternative mode (carpool, vanpool, public bus, buspool, Metrorail, commuter rail, bicycle, or walk) as their primary mode, that is, the mode they used most days in a typical week. An additional 3.5% of commuters used an alternative mode one or two days per week, resulting in three in ten (30.4%) of commuters using an alternative at least once per week.
- The most popular alternative mode was train, which was used by 12.6% of respondents as their primary mode. An additional 1.4% of commuters said they used the train one or two days per week.
- Bus was the primary commute mode for 4.7% of respondents. An addition 0.7% occasionally rode the bus to work.
- Carpooling/vanpooling was used by 7.0% of commuters most days during the week and 1.0% used these modes one or two days per week. The majority of carpoolers continued to use a “traditional” form of carpooling, with the same partner(s) all the time. About 7% of carpoolers/vanpoolers “casual” carpooled (slug).

*Regional commuters continue to try new alternative modes.*

- Approximately 14% of respondents said they had used or tried any alternative mode, other than one they were currently using, within the two years prior to the survey, fewer than the 22% who said in the 2004 survey that they tried another mode.
- Train was the mode mentioned most often; 52% of respondents said they had used or tried the train. One-third (32%) of respondents who tried/used another alternative mode tried the bus and 11% had tried carpooling. These were essentially the same percentages of trial and/or temporary use of alternatives as were observed in both 2004 and 2001.



- Prior to starting to use their current modes, about a third (34%) of respondents who were using alternative modes previously drove alone to work. About a third (35%) had used a different alternative mode. The remaining respondents said they either had always used the alternative mode (23%) or were not working in the metropolitan area then (15%).

*Commute lengths remained the same as in 2004.*

- Respondents traveled on average of 16.3 miles and 35 minutes in 2007, essentially the same as in 2004 (16.5 miles and 35 minutes). But we note that the 2007 survey excluded Stafford County, VA, which has been included in the 2004 sample. Because Stafford County had longer than average commute distances in the 2004 survey, eliminating the county from the sample could have affected the average results in 2007.

Telework

*Teleworking grew substantially between 2004 and 2007, but potential still exists for additional telework growth.*

- About 18.7% of regional commuters said they teleworked at least occasionally. This percentage is based on workers who were not self-employed and would otherwise travel to a worksite outside their homes if not teleworking.
- The percentage of regional telework, increased substantially from the 2004 level of 12.8%. And telework incidence grew in nearly every demographic and employer segment in which telework is feasible.
- The 2007 survey also showed that an additional 24% of commuters who do not telecommute today “could and would” telecommute if given the opportunity. These respondents said their job responsibilities would allow them to telecommute and they would like to telecommute. About two-thirds of these interested respondents said they would like to telecommute “regularly,” while one-third would like to telecommute “occasionally.”

*Telework is concentrated in certain demographic and employment groups.*

- Teleworkers were statistically more likely to be: between 35 and 54 years old, of white ethnic background, with incomes greater than \$60,000, and commute distance more than 30 miles.
- Teleworkers also were statistically more likely to be: employees of non-profit organizations or private employers; employees of very small employers (fewer than 25 employees) or employers with 251 to 999 employees; employed in technical, professional, and executive/managerial occupations.
- Telework incidence among federal agency workers continues to grow. In 2007, 16% of respondents who worked for federal agencies teleworked, compared to 12% in 2004 and only seven percent in 2001.
- The potential for additional telework seems to be primarily in the sub-groups in which telework is now common.

*“Informal” telework arrangements predominate, but formal programs have increased since 2004.*

- About 19% of all respondents (both teleworkers and non-teleworkers) said their employer had a formal telework program and 22% said telework is permitted under informal arrangements between a supervisor and employee. Formal programs were most common at Federal agencies and among large employers.
- Among current teleworkers, nearly four in ten (39%) said they teleworked under a formal arrangement. The remaining teleworkers worked under an informal agreement with their supervisor. This suggests employers are more willing to craft individual agreements for selected employees than to institutionalize telework. But formal programs have increased over the past six years. In 2004, 32% of teleworkers had a formal arrangement and in 2001, the percentage was only 27%. This appears to signal a greater acceptance of formal telework.

*Most teleworkers telework from home.*

- The overwhelming majority of teleworkers (95%) teleworked exclusively from home. The remaining five percent teleworked from a satellite office provided by an employer, a telework center, or both home and other location.

*The average frequency of telework seems to have increased slightly from 2004.*

- Teleworkers teleworked about 1.5 days per week on average. This was an increase in telecommute frequency from the 1.3 days per week estimated in the 2004 survey and the 1.2 days per week calculated in the 2001 survey.

### Awareness and Attitudes Toward Transportation Options

*Commutes appear to be getting somewhat more difficult, but commuters are making changes to improve their commutes.*

- About a quarter (27%) of respondents said their commute was more difficult than it was a year ago. The primary reason for it being worse was that the route was more congested now (75%).
- About 14% of respondents said their commute was easier than last year. The primary reasons were that the trip was a shorter distance (36%), took less time (26%), or was less congested (27%). But six percent said the commute was easier because they started using an alternative mode and two percent said they improved their commute by using HOV lanes.

*Respondents considered ease of commuting when making job or home changes.*

- About 17% of respondents said they made a job or home change in the past year. More than one in five of these respondents said they considered a commuting factor, such as the

ease or cost of commuting to the new location, when making their location decision and 28% said commute ease was more important than other factors in the decision.

### Awareness of Commute Advertising

*Awareness of commute information advertising remained high, but different messages are recalled than in 2004.*

- Over half (52%) of respondents said they had seen, heard, or read advertising for commuting in the six months prior to the survey and two-thirds of these respondents could cite a specific advertising message. This was approximately the same result as was observed in the 2004 survey.
- Recall of most messages remained the same as in 2004, with some exceptions. Awareness of general rideshare messages, such as “use the bus, train, or Metrorail” increased from 2004, but awareness of Guaranteed Ride Home messages dropped substantially, from 12% in 2004 to six percent in 2007. This is likely due to the absence of GRH advertising in the past year.
- About four in ten respondents who had heard ads could name the sponsor. WMATA was named by 20% as the advertising sponsor and Commuter Connections was named by nine percent.

*Commute advertising also appears to be having an effect on commuters’ consideration of travel options.*

- About 18% of respondents who had seen advertising said they were more likely to consider ridesharing or public transportation after seeing or hearing the advertising. This was the same percentage as was observed in 2004.
- The most persuasive messages appealed to commuters’ interest in saving the environment, saving money, or reducing congestion. Respondents who were using alternative modes were more likely to be influenced by the advertising. More than a third of bus riders, 25% of Metrorail riders, and 21% of carpoolers/vanpoolers said they were likely to consider alternative modes after hearing the ads, compared with 15% of commuters who drove alone.
- About 16% of respondents who said they were likely to consider ridesharing or public transportation for commuting had taken some action to try to change their commute. These respondents comprised slightly more than one percent of all regional commuters.
- The majority of these respondents said they sought information about commuting on the internet, from a family member or co-worker, or from a regional commute service organization.
- More than two-thirds (67%) of respondents who had taken some action said the advertising they saw or heard encouraged the action. And more than 70% of respondents who took an action were driving alone at that time. This suggests that the advertising is acquainting drive alone commuters with other commuting opportunities and encouraging them to seek more information on these options.

## Awareness of Commute Assistance Resources

### *Awareness of commuter information and assistance resources has grown since 2001.*

- About half (51%) of respondents said they knew of a telephone number or web site they could use to obtain commute information. This was slightly higher than the 46% who knew of these resources in 2004 and considerably higher than the 33% of respondents who knew of these resources in 2001
- About 21% of respondents could name a specific number or web site; 14% named a Metro/Wmata phone number or website and two percent named a phone number or website administered by Commuter Connections.

### *Awareness of Commuter Connections remains high but has fallen since 2004.*

- In 2007, about 55% of all regional commuters said they had heard of an organization in the Washington region called Commuter Connections. This was a decline from the 66% who knew of Commuter Connections in 2004.
- Respondents largely cited services that Commuter Connections actually does provide. About four in ten (39%) respondents said they didn't know specific services, but almost half knew the organization offered either general rideshare information (24%) or help finding a carpool or vanpool partner (22%). These were slightly higher awareness for rideshare assistance compared to 2004, but awareness of the GRH program fell substantially. In 2007, 23% of respondents knew that Commuter Connections sponsored a GRH program, but the percentage had been 40% in 2004.

## Commuter Assistance Services Provided by Employers

### *Availability of worksite commute assistance services is about the same as in 2004.*

- Over half of respondents (54%) said their employers offered one or more alternative mode incentives or support services to employees at their worksites. This is the same percentage as was noted in the 2004 survey.
- The most commonly offered services were Metrocheck/transit/vanpool subsidies (33% of employers) and commute information (20% of employers). About one in six respondents said their employers offered preferential parking (16%), services for bikers and walkers (17%), or GRH (12%), again these were essentially the same percentages as were observed in 2004.
- Respondents who worked for federal agencies were most likely to have incentive/support services available (85%), compared with 40-60% of respondents who worked for other types of employers. Respondents also were most likely to have access to all types of incentive/support services if they worked for large firms than for small firms. And incentives and support services were far more common among respondents who worked in the core area jurisdictions (Alexandria, Arlington, and District of Columbia); eight in ten of these respondents had access to services compared to about half of those in the middle ring (Fairfax, Montgomery, and Prince George's Counties) and four in ten of those in jurisdictions outside these areas.

## Guaranteed Ride Home

*Awareness of GRH has fallen substantially since 2004, but Commuter Connections appears to have a larger share of the GRH market.*

- About a quarter (26%) of regional respondents knew that there was a regional GRH program. This was a large decrease from the 59% who said they knew of such a program in 2004.
- Respondents who primarily used commuter rail were much more likely to know about GRH than were other respondents. Awareness of the program was similar for users of other modes.
- Two percent of respondents said they had registered for or used a GRH service within the past two years. About a third (37%) noted Commuter Connections as the sponsor, an increase over the 21% who named Commuter Connections in 2004 and the 13% who mentioned Commuter Connection in 2001.

## **JULY 2008**

### **BIKE TO WORK 2007 SURVEY**

#### **COMMUTER CONNECTIONS**

##### **PURPOSE OF THE SURVEY**

This brief report presents results of a survey of commuters who participated in the 2007 regional Bike-to-Work Day event, held May 18, 2007. This survey was conducted by the Metropolitan Washington Council of Governments (COG) to identify the experience of the participants with the Bike-to-Work Day event and to assess participants' use of bike for commute travel before and after the event. The results of the survey described in this summary will be used in the July 2005 - June 2008 Transportation Emission Reduction Measure (TERM) evaluation of the Mass Marketing TERM.

##### **SURVEY METHODOLOGY**

The survey presented in this report was conducted by COG in November 2007, with assistance from LDA Consulting and CIC Research, Inc. The questionnaire was the same as that used in the 2004 BTWD survey, with a few minor modifications to update the survey for 2007. COG e-Mailed copies of the survey to 6,600 commuters who had participated in the event. All event participants had registered through the Washington Area Bicyclist Association's web site, thus this email list included all event participants. The recipients were asked to complete the questionnaire and return it to COG by e-mail. COG received 2,411 completed questionnaires, for a response rate of 37%.

##### **Highlights of Findings**

- 2007 was the first BTW Day event for 36% of participants.
- Most common BTW Day information sources were internet and referrals.
- 79% of participants rode to work before BTW Day; 89% rode to work in the summer after BTW Day, 78% were still riding during the late fall (November).
- 10% of participants started riding to work after the event and 12% started riding more often.
- Average frequency of bike commuting before BTW Day (2.5 days/week) and after BTW Day (2.6 days/week) was about the same. Average late fall frequency dropped to 2.3 days per week.
- 76% of respondents said their employers offered some type of commute assistance information, services, or facilities for employees who biked to work.

##### **Past Participation in BTW Days**

- Just over a third (36%) said this was their first BTW Day event. This was a considerable drop from the results of the 2004 BTW Day survey, in which 48% reported that year as their first event.
- 64% said they had participated in a BTW Day before 2007.
- About half (53%) of the respondents said they also participated in the 2006 BTW Day and about four in ten (39%) participated in 2005. A third (32%) participated in an event before 2005.

### **Bike Commuting Before Participating in BTW Day**

- More than three-quarters (79%) of respondents said they commuted to work by bicycle before they participated in a BTW Day. This was about the same as the percentage (77%) who said in 2004 that they commuted by bicycle before BTW Day.
- The remaining 21% of survey respondents said they did not commute by bike before they participated in a BTW Day event.

### **Bike Commuting After Participating in BTW Day**

- After BTW Day, 89% of respondents were biking to work, at least occasionally.
- About one in ten (10%) respondents said they did not commute by bike before they participated in the event, but started to bike to work after BTW Day.
- About 12% said they were biking to work before, but started biking more often after BTW Day.
- The majority of respondents (67%) said they were biking to work before BTW Day and continued to bike the same number of days per week after the event.
- The remaining 11% said they did not bike to work before BTW Day and still did not bike to work after the event.

### **Still Bike to Work – Late Fall After BTW Day**

- More than three-quarters (78%) of respondents said they were still biking to work during the late fall (November) after the 2007 BTW Day event. This was a drop-off from the 89% of respondents who rode during the summer and early fall.
- The remaining 22% said they were not biking to work.

### **Frequency of Bike Commuting Before and After Participating in BTW Day**

#### **Before BTW Day**

- Respondents who said they biked to work before the event biked 2.5 days per week.
- Half (50%) of these respondents said they biked 3 or more days per week. About one in five (20%) respondents commuted by bike full-time (five days per week). Another 30% said they biked to work three or four days per week.
- The remaining respondents said they were “occasional” bike commuters before BTW Day; 22% rode to work one or two days per week and 28% said they rode to work less than one day per week.

#### **Use of Bike for Non-work Trips After Participating in BTW Day**

- About 10% of respondents said they started to ride their bikes for non-work trips after they participated in BTW Day.
- About two in ten (19%) said they biked more often for non-work trips after BTW Day than they did before the event.
- The majority of respondents (79%) said they did not make any changes in their use of biking for non-work trips.

### **Commute Mode on Non-Bike Days**

- All respondents who biked after BTW Day, even if only occasionally, were asked how they traveled to work on non-bicycle days. Nearly half (46%) said they drive alone to work on days they do not bicycle.
- The remaining respondents said they use another commute alternative on non-bike days. About four in ten (42%) used a bus or train, six percent carpool or vanpool, five percent walk and one per-cent primarily work at home (telework).

### **Travel Distance**

- The average commute distance of respondents was 10.1 miles one way.
- About a quarter (26%) traveled fewer than five miles to work.
- Nearly six in ten (57%) traveled fewer than 10 miles.

### **Commute Assistance Services**

- A sizeable majority (76%) of respondents said their employers offered some type of commute assistance information, services, or facilities for employees who biked to work.
- Six in ten said their employers provided bike racks and 17% said the employer offered a secure form of bicycle storage such as lockers or a locked bicycle cage or permitted employees to store their bicycles in their offices or workstations.
- More than half of the respondents also noted that their employers offered personal convenience services including showers (60%) and personal lockers or a locker room (32%).
- One in ten respondents said their employers offered bike route information and four percent said the employer provided a financial incentive for employees who bike.



## **NOVEMBER 2008 METROPOLITAN WASHINGTON REGION VANPOOL SURVEY COMMUTER CONNECTIONS**

Commuter Connections recently completed its 2008 survey of area vanpool operators in order to analyze vanpooling practices and trends since the last survey conducted in 2002. 684 surveys were sent to vanpool drivers and a total of 408 surveys were completed via telephone, postal mail, internet, or fax, a 60% response rate. A Vanpool is defined as a group of 7–15 people who commute together in a van on a regular basis. Generally, one person is responsible for driving and maintaining the van, with expenses shared by all riders. The van may be owned by an individual or leased from a private agency. Sometimes businesses own and operate vanpools as an employee benefit, often providing the service to employees at a reduced rate. Vanpooling assists employers in recruiting employees, improving morale and reducing tardiness. Vanpooling cuts stress, saves commuters money, and if HOV lanes are used, vanpooling can also reduce commuting times. Vanpools are extremely efficient for long-distance commuting. One vanpool can take as many as 14 cars off the road, resulting in reduced traffic congestion and pollution.

The survey collected data in four primary areas: 1) van ownership and operation; 2) vanpool use and travel patterns; 3) availability and use of vanpool assistance and support services; and 4) issues of potential concern to vanpool drivers.

### Ownership and Operation

On average, vanpools have been in operation 9.9 years and vanpool drivers have been driving their vans an average of 6.0 years. About a third (31%) of the vanpools had been in operation for 10 years or longer and a quarter (24%) had operated for between five and nine years. The remaining 45% had been in operation fewer than five years.

A majority of vans are owned by leasing agencies. Van owners pay for insurance at an average annual cost of \$2,548. The average vanpool capacity is 10.5 people.

### Use and Travel Patterns

About half of those surveyed ride in vanpools of 10 or less regular members. The mean number of regular members is 10.5 and the mean number of riders on a typical weekday is 9.0.

Drivers' average one-way distance from home to work is 48.6 miles. More than 50 percent make one stop at a central meeting place to pick up passengers. The average line-haul (from last pick-up to first drop-off) is 39.5 miles. Almost three out of four vanpools (72%) use an HOV lane during the commute. Seventy-six percent of surveyed vanpools originate in Virginia. Forty-three percent travel to D.C., thirty-six percent to Northern Virginia, and fourteen percent to Maryland.

### *Availability and Use of Assistance and Support Services*

Sixteen percent of respondents received employer assistance in forming their vanpools; 56 percent received no assistance. The vast majority—94 percent—receive one or more commuter-support services. These include subsidies, Metrochek/SmartBenefits, guaranteed ride home, flexible hours, and priority parking. Free parking at work is enjoyed by 66 percent of respondents. Eighteen percent pay less than \$100 per month for parking.

The number of surveyed vanpools crossing the Beltway declined from 1989 to 2002 and declined again from 2002 to 2008. The numbers decreased from 541 vanpools in 1989 to 313 in 2002 and to 223 in 2008. This decrease in the proportion of sampled vanpools crossing the Beltway suggests a change has occurred in the orientation of vanpools trips and/or the number of passengers carried in vanpools in the central Washington DC area.

*Issues of Potential Concern*

Respondents' primary concern is congestion in HOV lanes. Other concerns, ranking from highest to lowest, include finding new riders, finding back-up drivers, HOT lanes along my route, the rising cost of insurance, and limited HOV hours.

# **Commuter Connections**

## **FY 2010 Final Marketing Communications Brief**

### **September 2009**

**Mission:** Commuter Connections acts as a regional network providing commute services and information to area residents and employers in the Washington metropolitan region in order to reduce traffic congestion and emissions caused by single occupancy vehicles (SOV).

Marketing will provide frequent regional promotion of alternative commute options including; car/vanpooling, teleworking, bicycling, walking, and mass transit; support programs such as Guaranteed Ride Home, the Commuter Connections network ridematching services, and special events such as Bike to Work Day and Car Free Day. The marketing program aims to raise awareness of alternate commute options, and support the Commuter Connections network in persuading commuters to switch to alternative commute modes from the use of single-occupant vehicles (SOV), and persuading commuters currently using alternative commute modes to continue to use those modes. A three month Carpool Incentive Demonstration project, Pool Rewards, will be promoted to commuters along three of the area's most congested corridors. The purpose of this project is to recruit and retain commuters into a carpool through cash incentives.

**Marketing Input:** The background for this marketing brief was derived from the following sources:

- Transportation Emission Reduction Measure (TERM) Analysis Report FY2006-2008
- Fiscal Year 2009 Applicant Database Annual Placement Survey Report
- 2007 Bike to Work Survey TERM Analysis Report
- 2007 State of the Commute Survey;
- 2007 GRH Survey Report, and;
- Commuter Connections Stakeholder Attitudes and Opinions, April 2007.

Internal reports and surveys are the cornerstone for the FY2010 marketing brief. These reports provide quantitative and qualitative measurement of commute behavior by workers throughout the Washington metropolitan region and the results of this behavior on air quality and congestion. In particular, the FY2010 marketing campaign will be looking to bolster the results of the Mass Marketing and Guaranteed Ride Home programs as reported in the TERM Analysis Report.

In addition to comprehensive data provided by internal reports, the marketing team will also consider performance data from past campaigns as well as information gathered through industry reports, surveys, and trends and how it might be applied to the Commuter Connections marketing campaign. This information may be used to support the development of the media and/or messaging strategies.

The FY2010 campaign will continue to promote awareness of commute options and the benefits these options offer the SOV driver. The Guaranteed Ride Home message will continue to focus on peace of mind, addressing and removing any concerns about being stranded due to non-SOV commute options.

In addition to paid and earned media, the regional effort will include special events including Car Free Day and Bike to Work Day and programs including Pool Rewards to directly incentivize SOV commuters into carpools, reinforce the marketing messages, and build loyalty with commuters who have converted modes.

**Marketing Strategies:** The marketing strategy will be looking to achieve the following:

- Increase awareness of the Guaranteed Ride Home program to commuters using alternative transportation at least twice a week. Strategies and media will be investigated to enable enrollment with no, or minimal, additional effort required. For example, all commuters selected for Pool Rewards should automatically be enrolled in GRH unless they “opt-out”.
- Directly influence changes in commuter behavior through hard hitting and well placed marketing/advertisements that increases the recall of the commute message. Promote ridematching registration on Commuter Connections website through marketing initiatives.
- Increase the number of participants in special events and promotions such as Car Free Day and Bike to Work Day based on set committee goals.
- Provide renewed focus and promotion of teleworking or coworking as an economically sound and environmentally friendly solution to traffic congestion.

Media buying strategies will be selected based on Scarborough Research reports for the specific target audiences for each program and event: Ridesharing, Guaranteed Ride Home, Employer Recognition Awards, Car Free Day, Bike to Work Day, Pool Rewards and any other program or event. These reports identify specific media that are best suited for each target audience. The report information is considered along with the cost of each media option and results from previous Commuter Connections campaigns.

For FY2010, **radio** is recommended as the anchor medium for the program, with its ability to reach a large portion of our target markets (90 percent) with significant frequency when they are engaged in their possibly stressful, frustrating, costly and timely commutes.

**Print** creative is important to provide visual, repetitive communication and reinforcement of messages delivered through radio spots. FY2010’s marketing strategy will include well placed print across the geographical region and may include bus shelters and transit signage.

**Internet advertising** is interactive and closer to one-to-one selling than any other form of media. Placement of banner ads on websites targeted to key counties, news, weather, television affiliates, and job sites may be used to reach commuters just a click away from Commuter Connections online ridematching service or to sign up for benefits such as Guaranteed Ride Home.

A balance of non-traditional media will be investigated for FY2010 may include **mobile media**, **out-of-home media**, and **social media**.

Existing creative will be used for the fall campaign; results of the complete 2009 campaign will be studied in August 2009 to help identify the most effective messaging strategies for implementation for spring 2010.

### **Guaranteed Ride Home**

**Objective:** Increase the number of applicants in the GRH database.

**Target market** (from 2007 GRH Survey Report):

- 35-54 years old
- 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%)

**Tactics:**

- Radio advertising to increase GRH awareness, applications
- Public relations/media communications to provide testimonials of GRH success stories and broaden awareness and registrations for the program
- Web advertisement (banner ads), geared directly toward generating registrations
- Print and/or transit signage to increase awareness
- Continuously update website information
- Direct Mail
- Investigate use of mobile media and “point of sale” placement to increase registrations

**Media Allocation:** Approximately 44 percent of media budget.

**Rideshare**

**Objectives:** Maintain and increase awareness of shared ride modes, retain current ridership on these modes; gain new riders; gain new applicants to the regional database.

**Target market** (from FY 2009 Applicant Database Annual Placement Survey Report):

- 25-54 years old (82%), 35-54 years old (63%)
- Caucasian (64%) and African-American (20%)
- \$80,000+ annual household income (68%)
- Commute of 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 100+ employees (71%), work for employers with 1000 or more employees (41%)
- Work for federal agencies (50%) and private sector (31%)
- Professional (37%), Executive/managerial (30%), and administrative (16%)

**Tactics:**

- Radio advertising to increase awareness of services, applications and conversions
- Public relations/media communications to provide testimonials of ridesharing success stories and broaden awareness and registrations
- Web advertisement (banner ads) for the ridesharing database, geared directly toward generating registrations
- Print and/or transit signage to reinforce the marketing message
- Continuously update website information
- Direct mail
- Investigate promotional partnerships with event organizers to encourage event ridematching as a way to build awareness of the database and encourage trial use of carpooling
- Investigate stadium or venue advertising, programs, playbills, and tickets to promote special event ridematching

**Media Allocation:** Approximately 44 percent of media budget.

### **Carpool Incentive Demonstration Project (Pool Rewards)**

**Objectives:** Recruit and retain commuters in a carpool through cash or other incentives.

#### **Target Market**

- SOV-commuters along the I-495 corridor from Bethesda to Tyson's Corner, the I-495 corridor from I-295 (BW Parkway) to I-270, and I-395 from Washington DC into Northern Virginia

#### **Tactics:**

- Media and public outreach to build awareness
- Direct mail to area residents that may qualify
- Geo-targeted internet ads
- Investigate additional region-specific marketing including billboards

**Media Allocation:** Approximately 4 percent of media budget.

### **Employer Outreach**

**Objectives:** Add new employer clients; expand participation and offerings in existing employer programs; recognize existing employer programs who have implemented successful programs; increase the number of employers offering the tax free commute benefit; increase use of SmarTrip offered through employer programs.

**Target Market** (from FY 2009 Applicant Database Annual Placement Survey Report):

- Employers with 250 or more employees (59%)
- Federal agencies (50%)
- Private sector employers (31%)

#### **Tactics:**

- Update web content as required and other social media applications for Telework such as Facebook
- Quarterly employer newsletter
- Quarterly Federal Employee Transportation Coordinator (ETC) newsletter insert
- Email marketing and mailings
- Telework Case Study promotion through newsletter
- Marketing collateral to support Commuter Connections Network member Live Near Your Work (LNYW) events
- Continuously update Federal ETC website information
- Update regional Bicycling Guide

### **Special Events**

**Objectives:** Use special events, such as Bike to Work Day, Car Free Day, and the Employer Recognition Awards event to highlight existing programs and encourage other employers and commuters to become involved, increase their ridership or enhance their on-site programs; increase commuter participation in Bike to Work Day and Car Free Day.

#### **Target Market**

- Bike to Work Day - from Washington Area Bicyclist Association (WABA) member statistics): Age 25-49, Male, Commute trip up to 30 miles, \$30,000+ household income
- Car Free Day: SOV-drivers
- Employer Recognition Awards: Employers in Commuter Connections Network area

**Tactics:**

- Bike to Work Day (BTWD)
  - Sponsor BTWD, May 21, 2010
  - Secure corporate and other sponsorships for BTWD
  - Use radio advertising to increase awareness of BTWD
  - Provide additional marketing collateral including t-shirts, posters, rack cards, and possible pit stop banners and Circulator bus cards
  - Earned Media
  - Social networking sites such as Twitter and Facebook
  - Coordination and support to WABA for BTWD web site
- Car Free Day (CFD)
  - Coordinate CFD, September 22, 2009
  - Stage a Car Free Day event that amplifies the CFD 2009 publicity campaign with a news value component that highlights the importance of the observance and its relevance to D.C.-area commuters while sparking human interest
  - Use radio advertising to increase awareness of CFD and drive listeners to [carfreemetrodc.com](http://carfreemetrodc.com)
  - Provide marketing collateral such as posters
  - Transit /outdoor signage (bus exterior and bus shelter ads)
  - Text messaging
  - Social networking sites such as Twitter and Facebook
  - Coordination and support to DDOT for Car Free Day web site
- Employer Recognition Awards
  - Coordinate the Employer Recognition Awards ceremony, June 2010
  - Provide marketing collateral in support of the application process; online application and email blast to potential nominees
  - Marketing collateral for the event including invitations, program brochure, and podium sign, and promotional giveaways.
  - Print advertisement highlighting local companies who voluntarily implement innovative employee commute and telework programs

**Media Allocation:** Approximately 2.5 percent of media budget for BTWD, 6 percent of media budget for CFD, and less than 1 percent of media budget for Employer Recognition Awards event.