



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

## **Background**

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

According to the 2004 State of the Commute survey results:

- 66% of all regional commuters said they had heard of Commuter Connections
- 40% knew that Commuter Connections sponsored the Guaranteed Ride Home program
- 28% knew the organization offered general rideshare information

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

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

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

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

## Highlights

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

## General Marketing

Reinforce awareness of alternative commuting options in order to change commuting behavior through spot radio.

The 60 second and 30 second spots created in the fall of 2006 were also used for the spring campaign. The spots emphasized the frustration of traffic and the benefits of participating in commuting solutions offered through Commuter Connections.

- a. **Super Commuter (General Marketing Message)** – a commuter informs listeners of how using Commuter Connections helped him find an alternative commuting method, making him feel like a super hero. He then lists all of the various commute modes and that they are backed by the GRH program.
- b. **Satisfaction Guaranteed (GRH)** – uses real testimonials to talk about the benefits of the GRH program. The voice over announcer then tells the listeners how they too can take advantage of the GRH program.

- c. **Men, Women and Sharing (Ridematching)** – opens with a man and women talking about the different things that men and women like to share with their own gender but that they find a common ground when it comes to ridesharing.

## Radio

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

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

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

### *Washington Stations:*

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

### *Stations in Outer Markets:*

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

Mass Marketing FY05 2<sup>nd</sup> Half Media Schedule

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

## **Added-Value Opportunities**

### *WASH-FM*

#### *97.1 - Adult Contemporary*

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

### *WGMS-FM*

#### *104.1 Classical*

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

### *WJFK-FM*

#### *106.7 - Talk/Personality*

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

## Outdoor Advertising

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

- Frederick County (Mar-May) MD 40 1000 Ft. East of Hollow Rd. facing North
- Prince George's County (Mar – May) Rt. 301 500 Ft. South of Pennsylvania Ave facing South
- Prince William County (April & May) Sudley Blvd. 100 Ft. East of Barrett Dr. facing East

Due to wrinkles in one of the billboard's wallpaper, Clear Channel provided an additional billboard in Manassas for one month in May at no cost (including production). The make good appeared at Rt. 28 North of Rt. 234 Godwin Dr., a \$4,200 value.



## Ridematching Direct Mailer Campaign

The direct mailer campaign was developed to increase top-of-mind awareness that it's "Free, Quick and Easy" to find a potential rideshare partner through Commuter Connections. Maryland households within close proximity of HOV lanes received a mailer which incorporated an HOV message. Due to capacity volume on Virginia HOV lanes, the HOV themed mailer was limited to only Maryland households.

A total of 423,300 mailers were released in waves over ten consecutive weeks beginning late February. The non-HOV versions were sent to 158,737 households and 52,912 were sent the HOV mailer. Each household received the mailer twice (unless they responded to wave one prior to the second wave mailout).

The coverage area for the direct mail campaign is listed below:

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

The mailers were targeted based upon the use of a PRIZM analysis of the Commuter Connections rideshare database. The mailer distribution identified and pinpointed target neighborhoods that are prone to having a higher propensity to carpooling/vanpooling, based on lifestyle segments.



HOV Mailer

COMMUTER CONNECTIONS  
A GREATER WAY TO WORK

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

FIRST CLASS MAIL PERMIT NO. 10523 WASHINGTON, DC  
Postage Will Be Paid By Addressee

**BUSINESS REPLY MAIL**

NO POSTAGE  
NECESSARY IF  
MAILED IN THE  
UNITED STATES

COMMUTER CONNECTIONS  
A GREATER WAY TO WORK

**WHEN YOU RIDESHARE, IT JUST TAKES TWO TO REDUCE YOUR COMMUTING FRUSTRATION.**

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

COMMUTER CONNECTIONS  
A GREATER WAY TO WORK

**RIDESHARE.**  
*Save Money. Save Time. Reduce Frustration.*

COMMUTER CONNECTIONS  
A GREATER WAY TO WORK

**FIND THE PERFECT MATCH FOR YOUR COMMUTE AND ENJOY MILES OF SMILES.**

A FREE SERVICE BY COMMUTER CONNECTIONS  
A GREATER WAY TO WORK

COMMUTER CONNECTIONS  
A GREATER WAY TO WORK

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

**FIND YOUR PERFECT RIDESHARING MATCH,  
SAVE MONEY AND TIME, AND START SMILING ABOUT  
YOUR COMMUTE.**

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

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

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

**To register for ridesharing:**

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

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

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

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

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

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

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

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

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

Name \_\_\_\_\_ Employer/Agency \_\_\_\_\_  
Home Address \_\_\_\_\_ Work Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
County of Residence \_\_\_\_\_ County of Workplace \_\_\_\_\_  
Home Phone Number \_\_\_\_\_ Work Phone Number \_\_\_\_\_  
E-mail (optional) \_\_\_\_\_ I start work at \_\_\_\_\_ a.m. and stop work at \_\_\_\_\_ p.m.

Which of the following do you use to get to work? (check all that apply)  
 Drive Alone    Carpool    Vanpool    Bicycle    Walk  
 Metrorail (select all that apply: Blue Green Orange Red Yellow)    Bus (specify bus system & route # — see Metroride Route 984)  
 VRE (select train line: Manassas Fredericksburg)    MARC (select train line: Brunswick Camden Penn)  
 Other (specify): \_\_\_\_\_

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

**Information and Schedules — Please send me information about:**  
 Metrorail/Bus    Telework/Telecommute    Commuter Rail    HOV Lanes    Local Bus Transit    MTA Transit    Metrochek    Bicycling

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

If interested in a carpool, would you prefer to:  
 Drive Only    Ride Only    Share Driving  
 If interested in a vanpool, would you prefer to:  
 Drive Only    Ride Only    Share Driving  
 I can arrive \_\_\_\_\_ minutes before or \_\_\_\_\_ minutes after my normal work time.  
 I can leave \_\_\_\_\_ minutes before or \_\_\_\_\_ minutes after my normal work time.

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

Supervisor's Name\*\* \_\_\_\_\_  
Supervisor's Phone Number\*\* \_\_\_\_\_  
How many miles is it from home to work one way? \_\_\_\_\_

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

**COMMUTER CONNECTIONS**  
A GREATER WAY TO WORK

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NON-HOV Mailer

COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK

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

Postage Will Be Paid By Addressee  
FIRST CLASS MAIL PERMIT NO. 10523 WASHINGTON, DC


**BUSINESS REPLY MAIL**

NO POSTAGE  
NECESSARY IF  
MAILED IN THE  
UNITED STATES

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

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



COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK


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

COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK

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



A FREE SERVICE BY  
COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK

COMMUTER CONNECTIONS  
A SMARTER WAY TO WORK

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

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

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

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

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

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

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

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

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*Here's where you start... Please complete the form below, including sections A and/or B and return it today!*

Name \_\_\_\_\_ Employer/Agency \_\_\_\_\_  
Home Address \_\_\_\_\_ Work Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
County of Residence \_\_\_\_\_ County of Workplace \_\_\_\_\_  
Home Phone Number \_\_\_\_\_ Work Phone Number \_\_\_\_\_  
E-mail (optional) \_\_\_\_\_ I start work at \_\_\_\_\_ a.m. and stop work at \_\_\_\_\_ p.m.

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

Drive Alone  Carpool  Vanpool  Bicycle  Walk  Bus (specify bus system & route #—see Metrobus Route 84)

Metrorail (specify line and station) Blue Green Orange Red Yellow  MARC (specify train line) Brunswick Camden Penn

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

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

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

Metrorail/Bus Information  Telework/Telecommute  Commuter Rail (VRE/MARC)  HOV Lanes  Local Bus Transit  MTA Transit  Metrochek  Bicycling

**Section A Carpool/Vanpool Ridematch Service** We'll get you home. **Guaranteed.**

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

If interested in a carpool, would you prefer to:

Drive Only  Ride Only  Share Driving

If interested in a vanpool, would you prefer to:

Drive Only  Ride Only  Share Driving

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

**Section B Guaranteed Ride Home\***

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

Supervisor's Name\*\* \_\_\_\_\_  
Supervisor's Phone Number\*\* \_\_\_\_\_  
How many miles is it from home to work one way? \_\_\_\_\_

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

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

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

NONHOV

The chart below indicates the neighborhood segments targeted for the direct mailer distribution. 85% of the segments have indexes of 190 or higher, meaning these households are at least 90% more likely to use a ridematching service than the “average household”. Using this model, an average household would index at 100, and households less likely to use a ridematching service would index below 100.

Segment	Index	Percentage of Mailed To	% of Returns
Big Sky Families	207	4%	3%
Brite Lites, Li'l	191	21%	21%
Country Casuals	286	2%	1%
Country Squires	226	16%	12%
Fast Track	296	2%	7%
God's Country	190	11%	12%
Kid Country, USA	198	2%	1%
New	224	9%	8%
Other	51-	14%	1%
Upward Bound	260	13%	24%
White Picket	216	6%	9%

A total of 629 responses were recorded. The majority of respondents 75%, mailed back the built in application form while 25% received the mailer and as a result, applied through the web site. The primary focus of the mailer was geared toward the Ridematching service, hence 65% of applications received were from commuters requesting match lists. Recipients currently in alternative commute modes were also provided with the opportunity to apply for the Guaranteed Ride Home Program. 35% of applications requested the GRH program.



## Collateral

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

### General Services Brochure

**Commuter Options and Services**

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

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

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

**Commuting Alternatives**

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

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

**Employer Services**

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

**Commuter Connections**  
SMARTER WAY TO WORK

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

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

**COMMUTER CONNECTIONS**  
SMARTER WAY TO WORK

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

- Free Commuter Services
- Flexible Solutions for a Better Commute.

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

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

**COMMUTER CONNECTIONS**  
SMARTER WAY TO WORK

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


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



# Ridesharing Brochure

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

## Ridesharing Could Be the Solution for You.



### Consider a Carpool or Vanpool

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

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

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

### Guaranteed Ride Home Program

But what happens if you're ridesharing and you have an unexpected personal or family emergency, you get sick or you have to stay late for unscheduled parties? Commuter Connections' Guaranteed Ride Home program provides a free ride home for registered commuters who rideshare, bicycle, walk or take mass transit to work at least twice a week. We have a network of providers on call Monday through Friday from 8 a.m. to 12 p.m. who will arrange for a free taxi or even a rental car – whatever it takes to get you home – up to four times each year\*. To find out more about the Guaranteed Ride Home program and to sign up, visit our web site or call 1-800-745-RIDE.

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

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



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

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

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

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

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

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



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

**Did you know...**

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

### Register for Ridesharing Today!

**No Membership Fees! No Commitments!**

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

Name \_\_\_\_\_

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Walk  Bicycle  Motorcycle  Car

Drive Alone  Carpool  Vanpool  Bicycle  Walk

Metro (subway or light rail)  Blue Green  Orange Red  Yellow

MARC (train or bus)  Brunswick  Camden  Penn

VRE (train or bus)  Martinsburg  Frederickburg

Other \_\_\_\_\_

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

Metropolitan Bus Information  HOV Lanes  Metrocheck

Network/BusCommuter  Local Bus Transit  Bicycling

Commuter Bus (VRE/MARC)  MTA Transit  Bicycling

If interested in a carpool, would you prefer to:

Drive Only  Ride Only  Share Driving

If interested in a vanpool, would you prefer to:

Drive Only  Ride Only  Share Driving

**COMMUTER CONNECTIONS**  
TRANSIT PARTNERS

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

### 10 Tips for Successful Carpooling/Vanpooling

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

### Commuter Connections Ridematching Network

Alexandria Rideshare  
 Annapolis Regional Transportation Management Association  
 Baltimore City  
 Baltimore Metropolitan Council  
 Bethesda Transportation Solutions  
 Fairfax County Metrocheck  
 Frederick County Transit Services  
 Harford County  
 Howard County Commuter Solutions  
 Loudoun County  
 Loudoun County Transportation Management Association  
 Montgomery County Commuter Services  
 Maryland Transit Administration  
 Metropolitan Washington Council of Governments  
 National Institutes of Health Bethesda  
 North Bethesda Transportation Center  
 Northern Neck Planning District Commission  
 Northern Shenandoah Valley Regional Commission  
 Prince George's County  
 Prince William County Transportation Commission  
 Rega/Quantico Area Development Commission  
 Rega/Quantico Region Regional Commission  
 St. Charles County for Southern Maryland  
 Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments and is funded through:  
 District of Columbia Department of Transportation  
 Maryland Department of Transportation  
 Virginia Department of Transportation  
 US Department of Transportation

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

**COMMUTER CONNECTIONS**  
TRANSIT PARTNERS

Flexible Solutions for a Better Commute.  
 777 North Capital Street, NE Suite 300  
 Washington, D.C. 20002-4239



**Free Carpool Ridematching Service**

**Fast Forward Your Commute.**  
**Rideshare.**

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



## Bike to Work Day

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

Both novice and experienced cyclists rode to and from work stopping at 21 “pit stops” located strategically throughout the region. Maryland pit stops include Bethesda, Bowie (2), College Park, Frederick, National Institutes of Health, North Bethesda, Rockville (2), Silver Spring and Waldorf; Virginia pit stops include Alexandria, Arlington, Dulles (AOL), Fairfax, Fairfax City, Leesburg, Reston, Sterling and Vienna. The largest celebration was held at Freedom Plaza in downtown D.C.

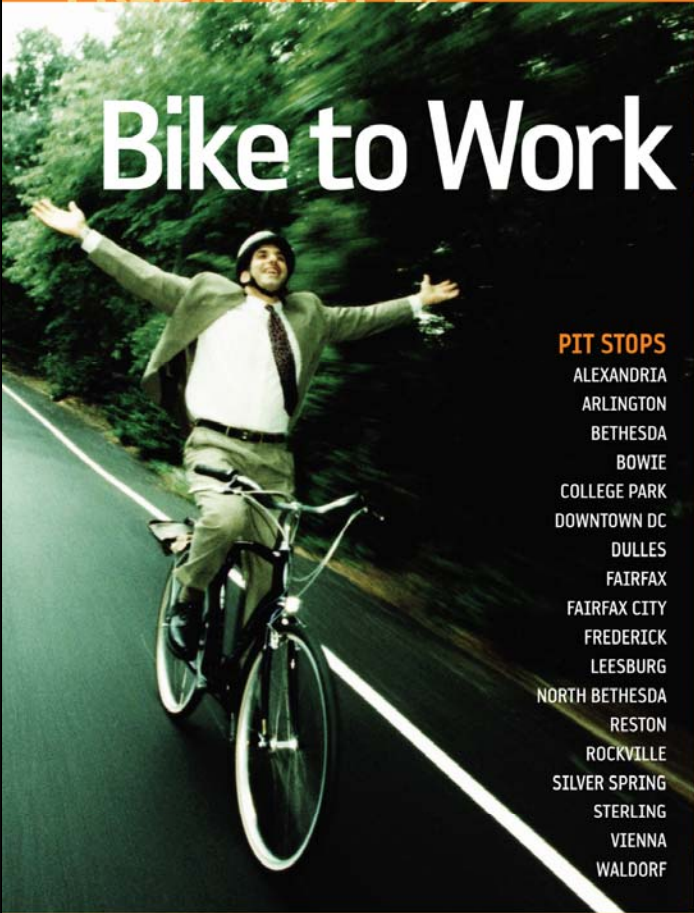
Participants who pre-registered and participated in the event received a free T-shirt, and were automatically entered into a raffle to win one of several bicycles valued at \$1,000. All participants also enjoyed free giveaways, breakfast items and other raffle opportunities at the individual pit stops.

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



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

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



**FRIDAY MAY 19**

# Bike to Work Day 2006

**Fun, Food and Prizes!**

**PRE-REGISTER BY MAY 12**

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

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

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

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

**PIT STOPS**

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

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

**Preferred Offices**

**goDCgo.com**

Washington Area Bicyclist Association

**Capital Crescent Trail**

bikes@vienna

**VPSI Inc.**

**Commuter Page**

**M opens doors**

**CARIBBU COFFEE**

**TIMBUK2**

**D.C. Lottery**  
Charitable Games

**KREI**

**TOPEAK**  
PREPARE TO RIDE

**BRUZZA**  
transportation for a healthy planet

**PEDROS**

**BELL**

**RESTON TOWN CENTER**

**JAMIS BICYCLES**

**JANDD MOUNTAINEERING**

**cannondale**

**HONEST TEA**  
Real Tea. Real Taste. Honest.

**WHOLE FOODS MARKET**

**SERFAS**



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

**FRIDAY MAY 19**



**Bike to Work Day 2006**

**PIT STOPS**  
 ALEXANDRIA  
 ARLINGTON  
 BETHESDA  
 BOWIE  
 COLLEGE PARK  
 DOWNTOWN DC  
 DULLES  
 FAIRFAX  
 FAIRFAX CITY  
 FREDERICK  
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**FUN, FOOD AND PRIZES!**  
 Pick up your FREE T-Shirt, complimentary snack, free giveaways and more at one of the convenient pit stops on your way to work.

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



**FRIDAY MAY 19**

**Bike to Work Day 2006**

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



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

**COMMUTER CONNECTIONS**  
 A SMARTER WAY TO WORK


































## BTWD Bus Poster, 78" x 14"

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

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

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

**FUN, FOOD AND PRIZES!**  
Pick up your FREE 25oz complimentary meal, free giveaways and more at one of the convenient pit stops on your way to work.

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

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

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

**PIT STOPS**

ALACRITY	CLUBS USA	FRONTIER	LEAF BIKES
ALACRITY	CLUBS USA	FRONTIER	LEAF BIKES
ALACRITY	CLUBS USA	FRONTIER	LEAF BIKES
ALACRITY	CLUBS USA	FRONTIER	LEAF BIKES

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

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

## BTWD :60 Radio Script

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


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

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

## BTWD Pit Stop Banner

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


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





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

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

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

 Washington Area Bicyclist Association

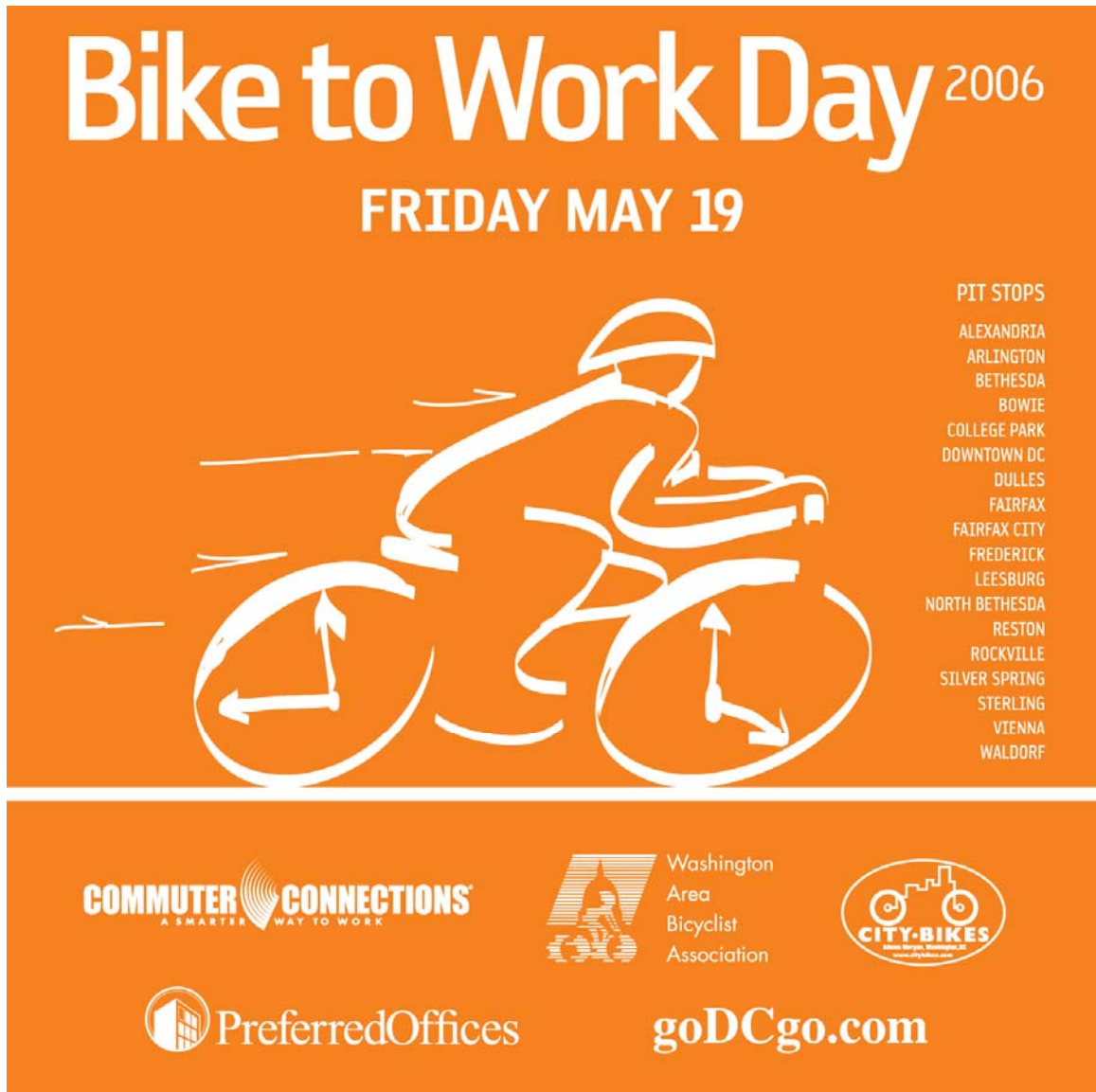
 CITY-BIKES

 Preferred Offices

[goDCgo.com](http://goDCgo.com)

BTWD T-Shirt

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





## Newsletter

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

### Winter Issue and ETC Insert

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



## DOUBLE TAXATION OF TELECOMMUTERS —Will it Hurt Telecommuting?

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

The U.S. Supreme Court's October 31 decision not to hear the case of Haskaly, a New York State Division of Tax Appeals has triggered much activity on the Telecommuter Tax Fairness Act. The case concerned a New York telecommuter who was taxed by New York on 100 percent of his income, even though he earned only 25 percent of it in New York. Less than two years earlier, the Supreme Court barred away a similar case brought by a Connecticut telecommuter. "Given teleworking's positive impact on productivity, overhead savings, employee morale, disaster recovery and decreased use of fuel, it would be counterproductive to penalize in-state teleworkers. We need to stop New York and others from following such an approach. We should support the Telecommuter Tax Fairness Act," stated Elmer Strout of ACTC.

The Telecommuter Tax Fairness Act of 2006, H.R. 2558 is a bipartisan measure introduced by Senator Chris Dodd (D-CT) and Representative Christopher Shays (R-CT). The bill would eliminate a state income tax rule, which is on the books in a number of states and has been applied aggressively by New York. The Telecommuter Tax Fairness Act would prohibit states from taxing non-residents on the income they earn at home.



- Sustains governmental and business operations during emergencies
- Reduce our dependence on foreign oil
- Minimize the expatriation of U.S. jobs offshore
- Reduce traffic and air pollution
- Increase an employer's bottom line; and
- Help Americans balance the demands of work and family.

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

## FEDERAL ETC UPDATES

Employee Transportation Coordinator

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

The Flexiplace (telework) program for the DOJ Board of Immigration Appeals was initiated in January 2001. Currently 80 out of 140 eligible employees (57 percent) participate. Attorneys can work at a remote location up to two consecutive days at a time. Support staff must return after one day at a remote location, but may telework every other day. Of the 250 employees at this branch of the DOJ, 110 are in non-portable jobs and cannot participate in telework. Currently, 100 percent of portable positions can participate. New hires are eligible for the Flexiplace benefits after 12 months and a good review. The DOJ does not supply hardware (e.g., laptops) or reimbursement of phone calls made from home, but they do provide software for remote access.

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

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

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

Results of Telework at DOJ:

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

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

## Spring Issue and ETC Insert

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



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

### AREA LEADERS UNITE TO PROMOTE PEDESTRIAN SAFETY CAMPAIGN

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

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

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

A shored-up region-wide enforcement initiative will complement the education/enforcement efforts. Engineering initiatives include improved sightlines, signals, and markings, and the use of technology such as laser detectors and "yummy" lighting for crosswalks.

Local Efforts Support Pedestrian and Bicyclist Safety  
To support employers' efforts to promote bicycle safety, a partnership between Arlington



Area officials from the District of Columbia, Maryland, and Virginia launched the 2006-sponsored Street Smart campaign and reaffirmed their dedication to pedestrian safety during a recent press conference in Alexandria.

County, the City of Alexandria, the District Department of Transportation (DDOT), and the Washington Area Bicyclist Association (WABA) will produce a bicycling safety guide that will define the rules of the road, bicycling regulations, and safe bicycling habits. WABA, DDOT, and the City of Alexandria will also be distributing information cards that describe how to use bike lanes. The cards will be available in summer 2006 at local libraries, bicycle stores, and government offices. You can request these cards from WABA at (202) 518-0524 or via [www.waba.org](http://www.waba.org).

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



the Twimbrook Metro station more pedestrian friendly. For more information, please call (301) 770-8108 or send an e-mail to [info@tdm.org](mailto:info@tdm.org).

To give would-be cyclists a leg up, some U.S. jurisdictions are developing "bike stations" which are secure, sheltered facilities that enable commuters to more conveniently connect with public transportation by bicycle. More than just places to lock bikes, such stations can also provide showers and lockers, bike repair services, and bike rentals that make bicycle commuting easy, fun, and safe. A not-for-profit organization called Bikestation is working with the District of Columbia to establish a Bikestation facility at Union Station. Arlington County is looking for funding to build a Bikestation at the Ballston Metro as well.

Some employers support bicycling and walking to work by offering incentives that make these modes of travel more attractive than driving. Calvert Group, located in Bethesda, Maryland, offers their 175 employees a bicycling subsidy of \$350 every three years to purchase a bike, helmet, or other bicycling equipment, or a walking subsidy of \$120 per year for walking shoes. They also have showers and lockers at the marketplace.

## FEDERAL ETC UPDATES

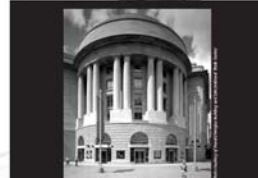
Employee Transportation Coordinator

### PARTICIPATE IN THE TELEWORK EXCHANGE TOWN-HALL MEETING

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

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

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



THE TELEWORK EXCHANGE:  
A TOWN HALL MEETING  
FEDERAL TELEWORK - WHO'S  
DRIVING THE BUS?  
JUNE 15, 2006,  
8:00 a.m. to 3:00 p.m.  
RONALD REAGAN BUILDING,  
WASHINGTON, D.C.  
REGISTER TO ATTEND:  
[INFO@TELEWORKEXCHANGE.COM](mailto:INFO@TELEWORKEXCHANGE.COM)



## 2006 Employer Recognition Awards

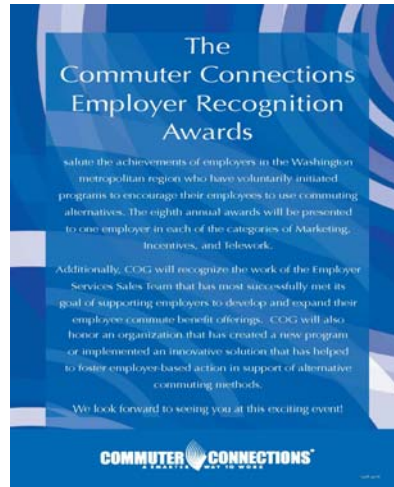
Commuter Connections hosted its ninth annual Employer Recognition Awards and breakfast on June 28, 2006 at the National Press Club in Washington, D.C. The ceremony honored outstanding employers in the region who are making positive steps to reduce traffic congestion and improve air quality. The annual awards ceremony recognizes employers under the categories of Marketing, Incentives and Telework. Awards applications were submitted by employers and judging took place in March through a Selection Committee, moderated by NDW Communications. Collateral material developed for the event included invitations, signage, recognition print ads, and program booklet. Giveaways were also be provided to guests. Other notable supporting materials included a video highlighting employer programs, trophies, coordination of presenters and preparation of speaking remarks.

## Brochure & Application

The image displays a collection of promotional materials for the 2006 Employer Recognition Awards. On the left is the '2006 Employer Recognition Awards Application Form', which includes sections for Eligibility, Deadline, Instructions, and various award categories. The central and right portions of the collage feature a brochure and a print advertisement. The brochure, titled 'Commuter Connections Employer Recognition Awards Application', provides detailed information about the awards, including examples of employer programs like telework, transit, and parking incentives. The print advertisement at the bottom right features the large text 'Awards' and includes contact information for Commuter Connections, such as the phone number 1-800-745-RIDE and the website www.commuterconnections.org. The materials are designed to encourage employers to participate in the awards program by highlighting the benefits of reducing traffic congestion and improving air quality.



# Invitations



# Program Booklet





Employer Awards Print Ad  
Washington Business Journal - ¾ Page B&W (7-1/2" x 13-5/8") \$4,603

# Commuter Connections

## congratulates the winners of the 2006 Employer Recognition Awards

These employers have been honored for voluntarily implementing innovative commuter transportation and telework benefit programs. We hope that through their example, more businesses will commit to creating a workplace where commuter transportation benefits produce a “smarter way to work” for their most valuable asset—their employees. Offering commuter benefit programs such as these, translates into higher employee productivity, morale and retention. Call us today to start or accelerate your company’s commuter or telework programs.



Discovery Communications Inc.  
Marketing Award



USPS-OIG  
Telework Award



George Mason University  
Incentives Award

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

**1-800-745-RIDE**

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

Metropolitan Washington Council of Governments  
National Capital Region Transportation Planning Board

### Employer Outreach

A qualitative phone survey was conducted among employers in spring of 2006 through NDW Communications. This research was initiated to gain insight about commuting challenges employers face and how they feel Commuter Connections may become a greater resource. The data was then used to help develop messaging for a direct mail piece to market Commuter Connections' Employer Outreach services. The mailer was sent at the end of June to approximately 1,000 Level 2 and some Level 1 employers within the following jurisdictions (Alexandria, Arlington, District of Columbia, Fairfax, Frederick, Loudoun, Montgomery, Prince George's, Prince William and Southern Maryland). The objective was to engage employers into discussions with their local outreach representative about establishing or expanding commuter benefit programs.

The direct mail piece was a 7x7" self-mailer. The three dimensional mailer focused on the concept of offering commuter benefits as a tool for better employee recruitment and retention. The mailer also touched on high gas prices, as employers may be more concerned lately with potentially losing good employees to competitors that may be closer to employees' homes or that may be equal distance, but who offer commuter assistance.

The headline is *"While you can't beam your employees to work, you can make them beam."* Other panels when unfolded use sub headers including *"Give them something to beam about."* *"Choose a smarter way to attract and retain the best employees with Commuter Connections."* The mailer also had a supporting loose letter insert, sticking out from a pocket. The letters were tailored to each jurisdiction and contained more specifics about the types of free services made available through the local Commuter Connections employer outreach program.

The promotion included a \$50.00 Visa® gift card incentive and employers were directed to a special landing page at [www.commuterconnections.org/beam](http://www.commuterconnections.org/beam), which allowed them to enter their contact information in order to set up an appointment with their local Commuter Connections Employer Representative. The web site's content reinforced the \$50.00 free Visa gift card offer, while the graphics mirrored the direct mail piece.

Direct Mailer

Commuter Connections wants to make you and your employees beam.

While you **CAN'T BEAM** your employees to work...



You can **MAKE THEM BEAM.**



**GIVE THEM SOMETHING TO BEAM ABOUT.**

*Flexible solutions for a better commute.*

*Contact Commuter Connections today and we'll recommend commuting solutions for your employees. Our services are 100% FREE, and there's no commitment beyond our visit.*



Choose a smarter way to attract—and retain—the best employees with Commuter Connections.

With no relief in sight to rising gas prices, now—more than ever—is the time to offer your employees flexible solutions for a better commute. Our Employer Services representatives will help your business customize transportation solutions that will help attract and retain the region's best employees and help make your business more successful.

**Your local Commuter Connections representative will work on-site with you to help you realize the bottom line benefits to alternative commuting.**

We'll start with an on-site transportation assessment and then offer confidential employee surveys to help you determine transportation options that are right for your business.

And don't forget about our free Guaranteed Ride Home program that provides peace of mind to commuters in the event of an unexpected emergency or unscheduled overtime.

See the enclosed insert to learn more about how we can assist with developing and implementing personalized commuter programs and benefits.

And how about a **FREE GIFT** to make you beam?



*Schedule an appointment with your dedicated Commuter Connections representative and receive your free gift at the meeting.*

**WWW.COMMUTERCONNECTIONS.ORG/BEAM**  
**1-800-745-RIDE**

Letter Insert



**A FREE \$50.00 VISA® Gift Card is yours for meeting with Commuter Connections. There are no commitments and our services are absolutely free!**

First, the not so good news. Commuting to and within Southern Maryland can be costly, time consuming, and frustrating for your employees, especially for those who have to travel on Route 301 and the Route 2/4 Corridors. Now, for the GOOD NEWS, as members of Commuter Connections, the Tri-County Council for Southern Maryland can help! Our free business consulting services can provide flexible solutions to help take the frustration out of your employees' daily commutes. So, while we can't *beam* your employees to work, we can certainly help you make your employees *beam*!

According to the Society for Human Resource Management, it costs 150% of an employee's salary to recruit and train a new replacement employee. With no relief in sight for rising gas prices, some employees may decide to switch jobs in order to work closer to home. Others may choose to work for a different company, one that provides commuter-friendly benefits.

**Choose a smarter way to attract and retain the best employees with Commuter Connections.**

We will provide the expertise about commuter programs and services available in your area and work with you to devise a commuter transportation plan that suits your company's needs. **And don't forget, we've got a FREE \$50.00 VISA Gift Card waiting for you when you schedule your first meeting!**

Your dedicated representative will work on site with you to help you realize the bottom line benefits of offering a commuter program to your employees. Here are a few ways we can help boost employee productivity and job satisfaction:

- On-site **Transportation Assessments** and confidential online **Commuter Surveys** for your employees, administered by Commuter Connections, will provide you with a current snapshot of transportation challenges and allow us to recommend helpful solutions for your business.
- With **SmartTrip** and **Metrochek**, your company can offer up to \$105 in tax-free transportation benefits to employees each month, good for **Vanpool or Transit** service.
- **Finding Carpool partners** is easy with Commuter Connections. We help by identifying potential carpool partners that live near your employees who also work at, or near your office.
- **Flexible & Compressed Work Schedules** can help your employees avoid peak rush hour traffic and avoid commuting altogether on some days.
- Put **Telework** to work for your business. Today's technology allows employees to transparently perform their duties from home without office distractions. Commuter Connections can assist your organization with establishing a formal or informal telework program.
- **Guaranteed Ride Home** is a free service that provides peace of mind for unexpected emergencies or unscheduled overtime. It's available to carpoolers, vanpoolers, bicyclists and those who take transit twice a week. Commuter Connections will send a taxi or rental car free of charge, up to four times a year. Some restrictions apply.
- **Parking Management Strategies** can decrease parking demand and provide cost savings for your business. It can also allow for expansion of your workforce, without expanding your parking facilities.
- **Commuter Connections** can also help with **other alternatives** such as car sharing, transit shuttles, bicycling, Air Quality Action Days, information on HOV Lanes and Park & Ride Lots, transit schedules, conducting on-site transportation fairs and more!

**Customized solutions bound to make you and your employees BEAM!**

Simply visit us at [www.CommuterConnections.org/beam](http://www.CommuterConnections.org/beam) or call us at **1-800-745-RIDE** to schedule an appointment with your dedicated Commuter Connections representative. Remember, our services are completely free and no commitment is required. We'll discuss commuting solutions that are good for your company and employees...and personally deliver your **FREE \$50.00 VISA Gift Card!** Hurry, this is a limited time offer.

If you'd like to contact your local Commuter Connections Employer Services Representative directly, be sure to mention this special promotion. Your representative is **Robin Briscoe** and she can be reached at (301) 870-2520 or 1-800-SO-CLOSE, or [rbriscoe@tccsmd.org](mailto:rbriscoe@tccsmd.org).

Sincerely,

**Commuter Connections** [www.commuterconnections.org/beam](http://www.commuterconnections.org/beam)

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments and is funded in part by the Maryland Department of Transportation.





## COMMUTER PROGRAMS WITH BOTTOM LINE BENEFITS

To get started, and get one step closer to your FREE \$50 VISA GIFT CARD, simply complete the online contact form and your Commuter Connections representative will soon be in touch to schedule an on site meeting. Please note that Commuter Connections does not rent, sell, or share personal information about you with other people or nonaffiliated organizations except to provide the services you've requested.

First Name:  Last Name:

Your Title:

Company:

Company Street Address:

City:  State:  Zip:

Type of Company:

Number of Employees:

Website:

Your email:

Your Phone:  Ext.:

To help us best serve your needs, please let us know what Commuter Connections solutions are of the most interest to you. Please check all that apply.

### I'D LIKE...

- To learn what other companies in my area are offering employees
- Help with designing and implementing a new commuter program
- Help with expanding my company's current commuter benefit offerings
- My Commuter Connections representative to administer a Commuter Survey to assess my employees' needs and recommend solutions based on feedback
- My Commuter Connections representative to come out and talk to my employees about available commuter options
- My Commuter Connections representative to join me in a co-presentation to upper management to offer some ideas to enhance or augment our commuter benefits offerings
- Other Specify:

 **Submit**

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 Department of Transportation, Maryland Department of Transportation, and Virginia Department of Transportation.

## **InfoExpress Kiosk Promotions**

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

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

## FY06 2nd Half Performance Results

GRH Applications Received	
January '06	532
February '06	428
March '06	652
April '06	1,295
May '06	727
June '06	
July '06	

3,634

Rideshare Applications Received	
January '06	587
February '06	494
March '06	801
April '06	983
May '06	807
June '06	
July '06	

3,672

Web Site Visits	
January '06	6,988
February '06	6,669
March '06	7,848
April '06	8,097
May '06	8,730
June '06	
July '06	

38,332